
Subject: May 20th Speaker 13
Date: Friday, May 20, 2011 7:45 PM
From: Jim Judd <[REDACTED]>
To: <[REDACTED]>
Conversation: May 20th Speaker 13

Redistricting Commission

Dear Members, please find attached the information I was asked in regards to the Marin and Sonoma County EDB Sustainability reports.

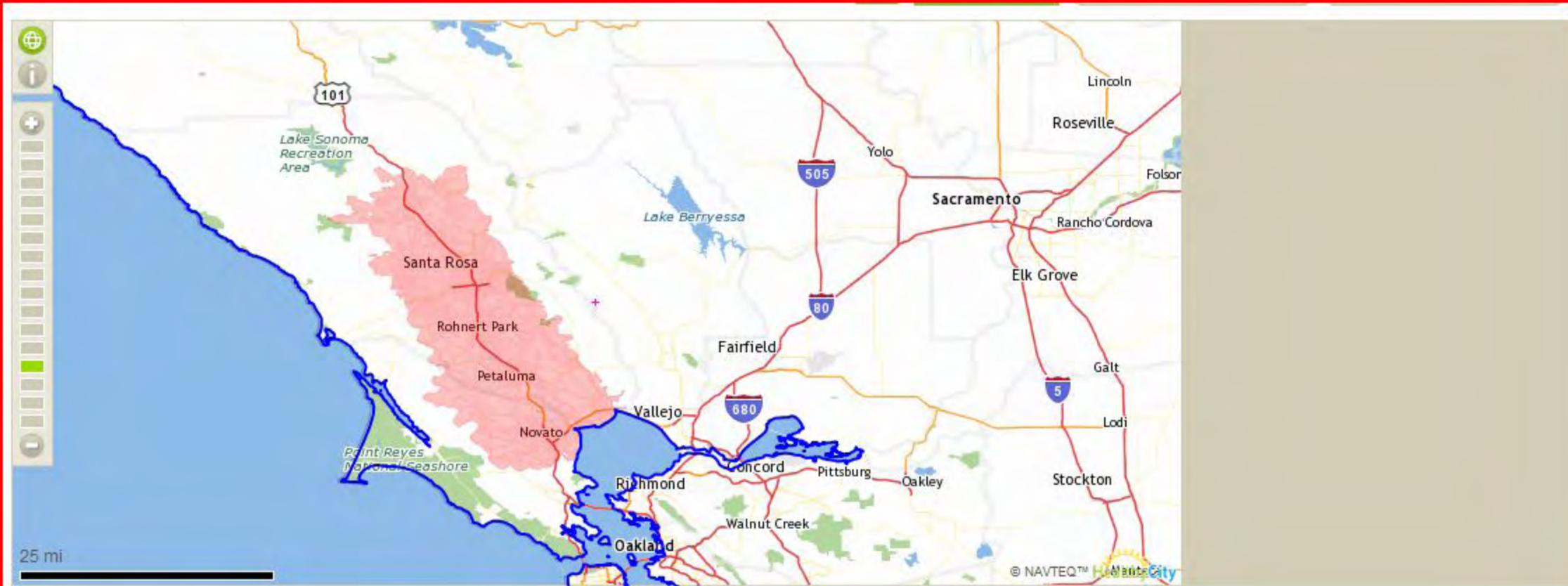
Below is the link for the Marin County Report which I was unable to download for you.

http://www.co.marin.ca.us/EFiles/docs/CD/EconCom/09_0115_RP_090108154314.pdf

Additionally I have attached the maps I urge you to consider and when drawing our district lines for the State.

Thank you for your time and consideration

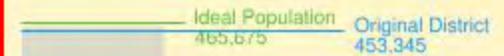
James Judd
Speaker 13 May 20th Santa Rosa, Ca



Population

Does your district meet the "equal population" requirement?

Total Population: 457,472
 -1.76% variance from ideal population

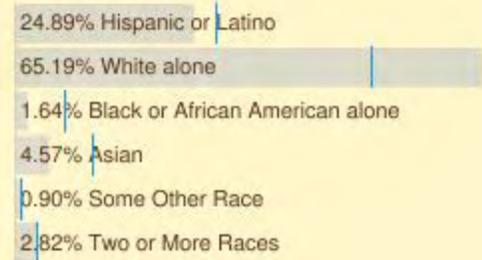


Citizen Voting Age Population

Determine if your district falls under the protection of the federal Voting Rights Act.



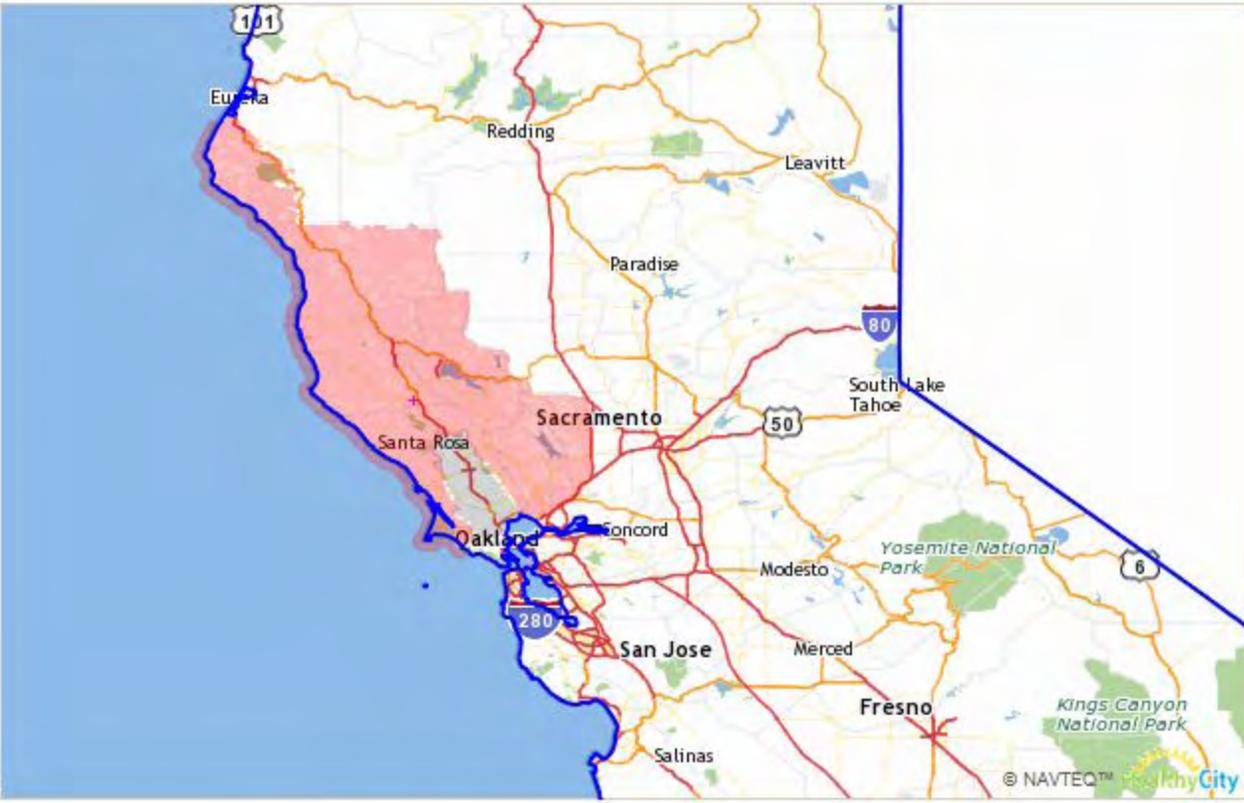
Ethnicity / Race





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for this region.
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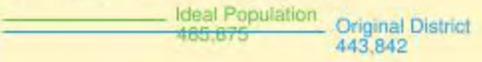
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Population

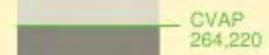
Does your district meet the "equal population" requirement?

Total Population: 361,963
-22.27% variance from ideal population



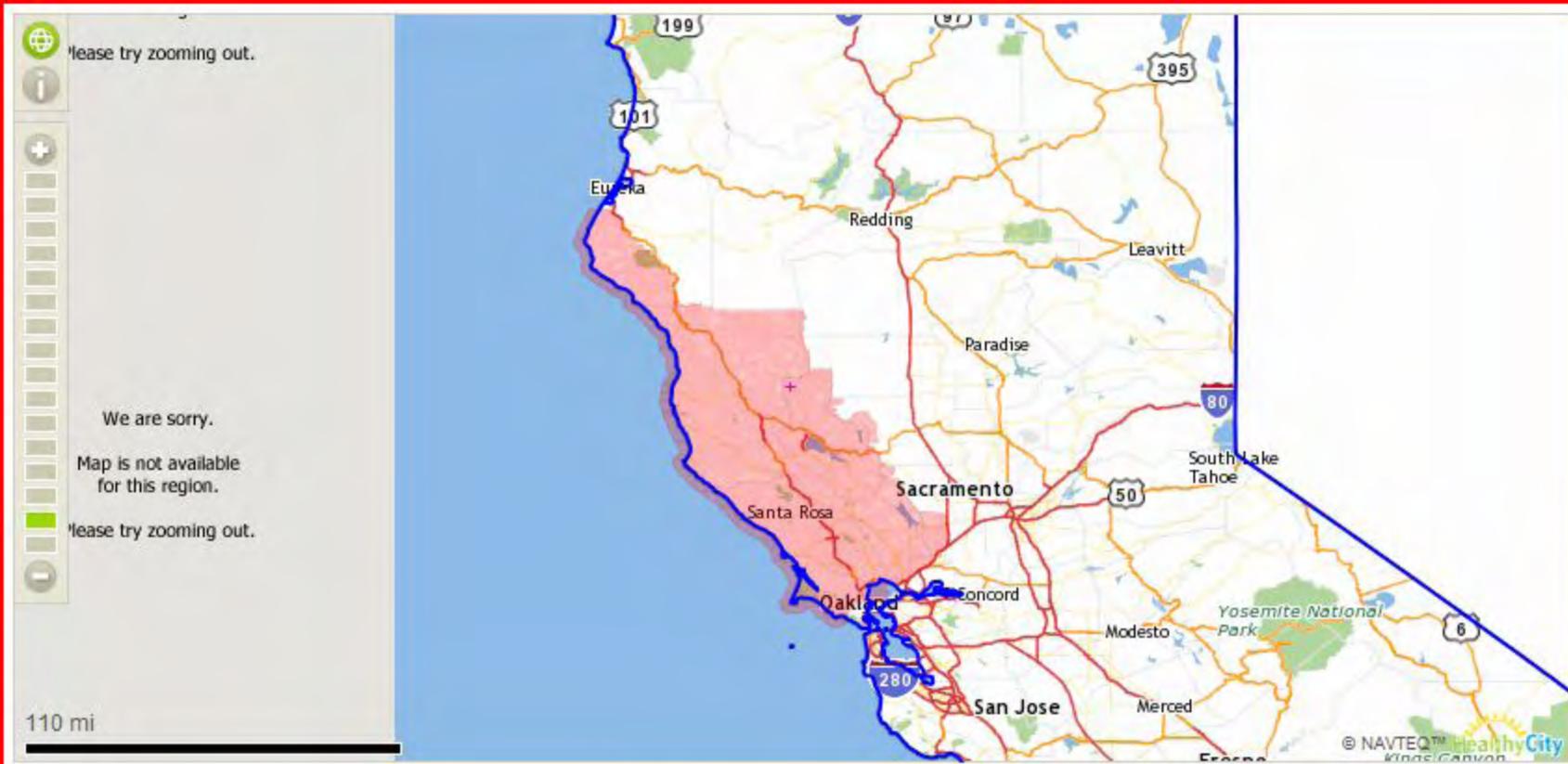
Citizen Voting Age Population

Determine if your district falls under the protection of the federal Voting Rights Act.



Ethnicity / Race



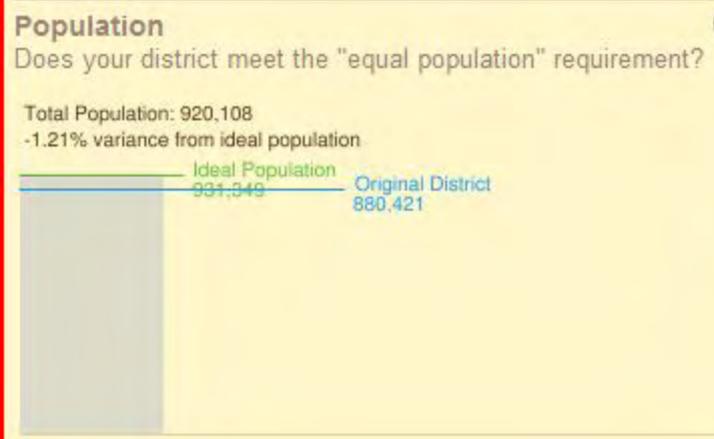


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SONOMA COUNTY

2009



ECONOMIC & DEMOGRAPHIC PROFILE



Sonoma County 2009

Economic and Demographic Profile

Presented by
Sonoma County Economic Development Board
in partnership with the
Sonoma County Workforce Investment Board



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Acknowledgements

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Introduction

Welcome to the *2009 Economic & Demographic Profile* for Sonoma County. This document contains important information concerning the well-being of Sonoma County's residents, community, and economy. The data here has been compiled to represent trends over the last decade, and in many cases provides projections for the coming years. This information may be used for many purposes, including small business development, market analysis, and grant writing, among others. It may assist companies and individuals in relocating to Northern California or improving existing conditions. By exploring the structure of Sonoma County in various aspects, the Center for Economic Development and its partners hope to facilitate healthy and effective living and provide valuable information for the growth and strength of the area.



This profile was compiled by the Center for Economic Development (CED), California State University, Chico Research Foundation. The CED is a community outreach organization of the University Research Foundation at CSU, Chico. The CED receives funding from the Economic Development Administration of the U.S. Department of Commerce along with matching funds provided by the University.

The CED is pleased to have the opportunity to produce the *2009 Economic & Demographic Profile* for Sonoma County. The CED has provided Northern California county profiles since 1989 and continually seeks to improve their content, readability, and clarity. Based on client surveys and requests, as well as new research, the CED has updated the 2009 series to include more information, new narratives, and improvements in data display. The CED continues to welcome any comments and/or suggestions. The CED has access to market professionals both in-house and within the local community, and gladly facilitates additional needs to fullest capacity upon request.

Sonoma County

Location and Demographics

Home to 481,765 people, Sonoma County is a prime location for tourism as well as residence. Just thirty-five miles from the San Francisco Bay Area, there are nine incorporated cities in the county, in addition to seventeen unincorporated areas.

The city of Santa Rosa is the most populous area, home to approximately 33 percent of the county's population (roughly 158,000 people). The city was also recently named as one of the nation's "most livable communities" by Partners for Livable Communities. The cities of Petaluma and Rohnert Park are the next most populous, while the city of Cotati is the least populated.

Economic Development

Employment in Sonoma County has remained somewhat steady over the last few years, and again reached its highest total ever in 2007. Unemployment levels have been similar to statewide trends, while labor force data indicates steadier monthly unemployment trends than other Northern California counties throughout the year. In addition, new housing continues to increase throughout the county, while job growth and taxable sales also continue to rise.

Recreation

Sonoma County is renowned for its outstanding wineries, breathtaking vistas of the Pacific Ocean, rolling hills, and friendly atmosphere. The landscape is perfect for spending a day at one of the many spas or wine tasting rooms, mountain biking the various trails and country roads, or kayaking down the majestic rivers. The area is also known for its exquisite cuisine, much of which is cultivated in the orchards, gardens, and fields of Sonoma County.

Whether you are looking for a relaxing weekend getaway, or you feel like exploring the outdoors, Sonoma County has something for everyone. Located in the heartland of Wine Country, Sonoma County has more than 250 local wineries. There is a wide array of guided tours which explore the county's culture and history, and offer tastings of the finest wines in the country. When the sun sets, you can continue your relaxing stays at one of the finest resorts in the area. From day spas to beautiful golf courses, Sonoma County has become synonymous with the elegant and relaxing getaway.

For those seeking an outdoor adventure, Sonoma County is home to the giant redwoods and some of the most scenic coastal beaches. Hiking, bike riding, and horseback trails are available within any one of Sonoma Counties state and regional parks. Armstrong Redwoods State Natural Reserve is the largest protected area in the county, and is home to the oldest living creatures on the planet--the Giant Redwoods. These Redwoods are over 500 years old and are over 200 feet tall. More outdoor adventure includes a day on the river, renting a canoe and spending a relaxing day traveling down the Russian River. In addition, fishing and boating opportunities in fresh water or salt water can be found throughout Sonoma County.

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Appendix A: Sponsorship Information

1. Demographics

Demographic indicators describe the characteristics of human populations and population segments, and are especially helpful in determining consumer spending patterns. Knowledge about the age, ethnic, and cultural aspects of the population provides more specific information regarding consumer preferences. This approach, known as market segmentation, is particularly useful for businesses needing to determine the extent of the market for a particular good or service. This information is also useful in evaluating education, housing, and employment opportunities and needs. In addition, demographic information is useful to grant writers and local governments during the process of determining the need and acquiring funding for specific public services in the area.

Demographic trends are typically the foundation upon which other community indicators are built. While this section focuses mostly on population counts and breakdowns of population (by age, race/ethnicity, etc.), most other sections focus on the characteristics of the population (such as Community Health, section nine) or of portions of the population (such as Labor Market, section four).

When analyzing population data, it is important to understand the difference between an estimate and a projection. An estimate is based on other related data or change in this data, during the year for which the estimate is made. A projection is based on data trends, calculated over a number of years, and is used to forecast or project future levels, assuming past trends are unchanged. For example, total population is an estimate because it is based on housing growth (among other factors) during the year in which total population is estimated.

Population by age is a projection because there is no data after the 2000 Census that can be used to accurately estimate how many people there are in each age group. The projection is based on 2000 Census data and past trends, including those for in migration and death rates

by age group. The resulting forecast is only reliable if those trends continue for the years between the census data and the year for which the projection is made.

Between 1998 and 2008, population increased 9 percent in Sonoma County. The annual average growth rate for Sonoma County since 1991 is 1.3 percent. Analysis of the population by age reveals that in Sonoma County, the population aged 20-29 increased 3 percent between 2007 and 2008, and much of that increase is due to new residents moving into the area. This in migration may be caused by the pull of both the university and the community college. Unlike many other Northern California counties, Sonoma County seems to be successful in retaining this age group after the typical college years. This may be a result of the lure of Sonoma County's aesthetic qualities, numerous recreation opportunities, proximity to the San Francisco Bay Area, and its vast array of professional employment opportunities.

In this section:

Total Population	2
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Total population

Overview

County population is an estimate of the number of permanent residents living in the county, including incarcerated persons and residents working in other counties. It includes persons living in incorporated places and is broken down by place in the next indicator. Population is estimated twice per year, for January 1 and for July 1, by the California Department of Finance (DOF). This indicator includes the January 1 estimate for two reasons. First, it is the DOF's accounting estimate based mostly on the number of housing units built in the area over the course of the previous year. Second, it is the only annual estimate with data for each incorporated place, as presented in the next indicator.

The three-year moving average is used in order to smooth out fluctuations for areas subject to frequent change. The three-year moving average makes changes in trends easier to identify, and, for each year, it is calculated by taking the annual average growth between the previous year and the following year.

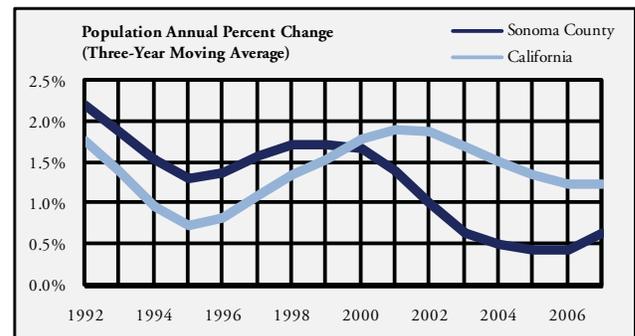
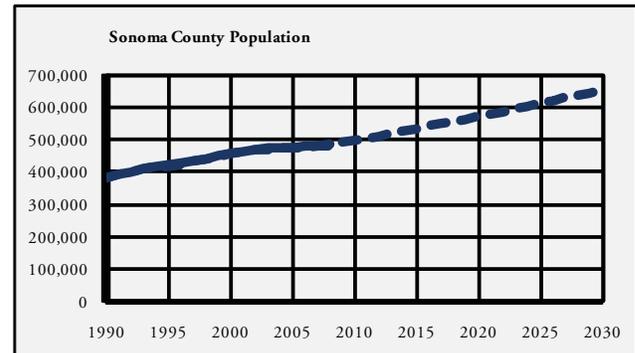
Total population growth is the primary determinant of economic growth and performance. Changes in population totals impact the character, environment, and economy of an area. Population growth implies expanding consumer demand for housing, goods and services, and generally implies that the local economy is expanding. That portion of population growth driven by migration is the product of some economic factor or amenity attracting new residents. The attraction could be an increase in employment opportunities, the recognition of the environmental advantages of the area, or expanding business opportunities. In general, new residents do not move to an area without good reason, and when they do, they fuel economic expansion. Thus population growth is both a cause and a product of economic growth.

Public officials use population projections to determine future service needs. Owners of existing businesses can use population projections to forecast future consumer demand, while population growth is a factor of new business formation.

Sonoma County Population

Year	Population	Annual percent change	California	Annual Percent Change
1990	384,700	n/a	29,558,000	n/a
1991	394,070	2.4%	30,143,555	2.0%
1992	402,835	2.2%	30,722,998	1.9%
1993	410,785	2.0%	31,150,786	1.4%
1994	416,791	1.5%	31,418,940	0.9%
1995	421,676	1.2%	31,617,770	0.6%
1996	427,005	1.3%	31,837,399	0.7%
1997	434,133	1.7%	32,207,869	1.2%
1998	442,025	1.8%	32,657,877	1.4%
1999	449,455	1.7%	33,140,771	1.5%
2000	456,899	1.7%	33,721,583	1.8%
2001	464,543	1.7%	34,430,970	2.1%
2002	468,501	0.9%	35,063,959	1.8%
2003	470,829	0.5%	35,652,700	1.7%
2004	473,521	0.6%	36,199,342	1.5%
2005	475,461	0.4%	36,675,346	1.3%
2006	476,956	0.3%	37,114,598	1.2%
2007	479,668	0.6%	37,559,440	1.2%
2008	484,470	1.0%	38,049,462	1.3%
2015(p)	534,967	n/a	40,122,980	n/a
2030(p)	653,510	n/a	46,769,510	n/a

Source: California Department of Finance, Demographic Research Unit; Projections: Woods & Poole Economics



Sonoma County

Sonoma County is currently home to 484,470 people, with a projected population of nearly 535,000 by 2015. This projection is supported by the fact that population increase has been steady for the last ten years, with an average annual increase of 1 percent. Between 1998 and 2008, population grew 9 percent in the county. This steady increase is due to a greater number of births than deaths in the area and a steady growth in employment opportunities (see section 1.2, Components of Population Change and section 4.2, Total Employment).

See the previous graph for more details on Sonoma County's growing population from 1990 to 2030 (projected).

NOTE: An estimate is based on other related data or change in this data during the year for which the estimate is made. A projection is based on the same data measured in previous years, calculated out to what it would be in the year for which the projection is made if past trends remained constant.

Daytime Population in Sonoma County, 2000

Area	Total Population	Estimated daytime population	Daytime population change due to commuting	
			Number	Percent
Sonoma	458,614	434,025	-24,589	-5.4%
California	33,871,648	33,852,825	-18,823	-0.1%

Source U.S. Census Bureau

Daytime population refers to the number of people who are present in an area during normal business hours, including workers. This is in contrast to the "resident" population during the evening and nighttime hours. In 2000, 24,589 Sonoma County residents (about 5 percent of total population) commuted out of the county during the hours of a typical workday.

Population by City

Overview

The California Department of Finance estimates the number of people living within each incorporated place in California on January 1 of each year. An incorporated place is one with its own governmental body, including a city or town council. Not all places are incorporated, and not everyone living in an incorporated area lives within the boundary.

City and county planners rely on population projections to determine future service requirements. Population growth by city also helps identify new markets and the expected rate of expansion for existing ones.

Sonoma County

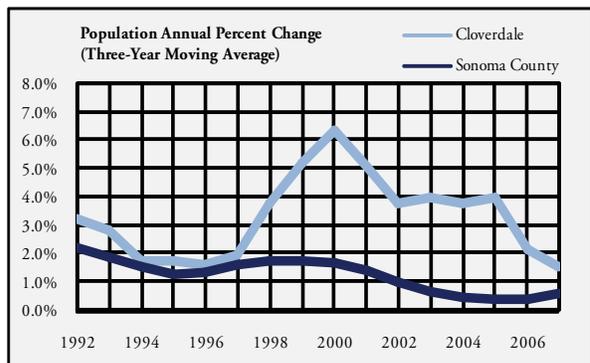
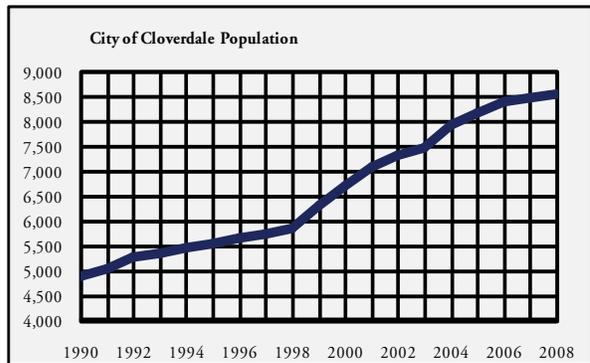
Of the nine incorporated cities in Sonoma County, the city of Santa Rosa was the most populous, with nearly 160,000 people in 2008. The city of Cloverdale is the fastest growing city in the county, with an annual average population increase of nearly 4 percent between 1998 and 2008. The cities of Windsor and Santa Rosa follow, each with an annual average increase of over 2 percent during the same time. Cotati and Healdsburg each had an annual average increase of 1.5 percent over the last decade, and the cities of Petaluma and Sonoma experienced 1 percent average annual increases. Rohnert Park and Sebastapol's average annual increases were under 1 percent during the same time. This population growth is likely due to a steady increase in available housing (see section 7.1, Total Housing Units).

The following figures present population data by city from 1990 to 2008.

City of Cloverdale Population

Year	Population	Annual percent change
1990	4,890	n/a
1991	5,048	3.2%
1992	5,269	4.4%
1993	5,378	2.1%
1994	5,484	2.0%
1995	5,550	1.2%
1996	5,664	2.1%
1997	5,756	1.6%
1998	5,884	2.2%
1999	6,328	7.5%
2000	6,697	5.8%
2001	7,082	5.7%
2002	7,333	3.5%
2003	7,481	2.0%
2004	7,959	6.4%
2005	8,197	3.0%
2006	8,412	2.6%
2007	8,479	0.8%
2008	8,577	1.2%

Source: California Department of Finance, Demographic Research Unit



City of Cotati Population

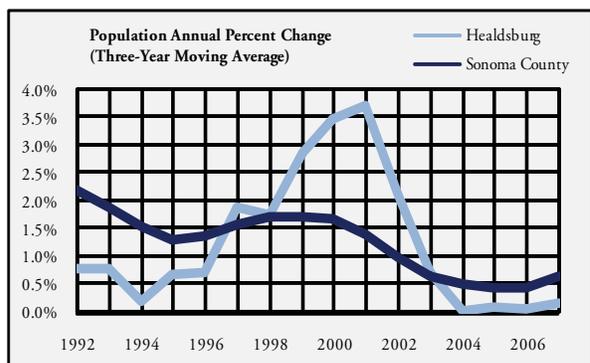
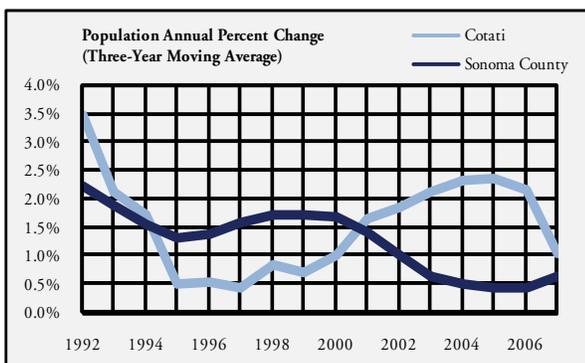
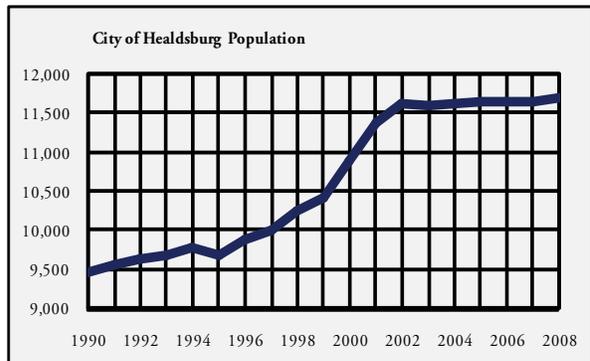
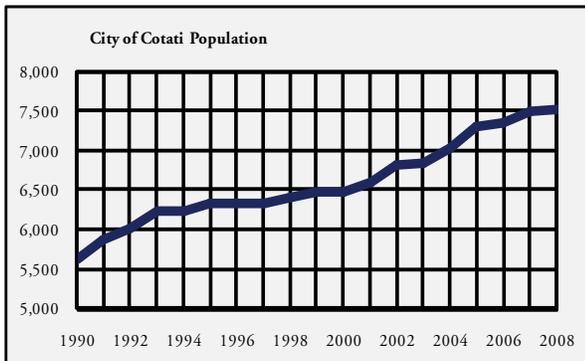
Year	Population	Annual percent change
1990	5,625	n/a
1991	5,861	4.2%
1992	6,015	2.6%
1993	6,229	3.6%
1994	6,243	0.2%
1995	6,332	1.4%
1996	6,327	-0.1%
1997	6,345	0.3%
1998	6,417	1.1%
1999	6,487	1.1%
2000	6,480	-0.1%
2001	6,612	2.0%
2002	6,816	3.1%
2003	6,850	0.5%
2004	7,042	2.8%
2005	7,300	3.7%
2006	7,348	0.7%
2007	7,503	2.1%
2008	7,532	0.4%

Source: California Department of Finance, Demographic Research Unit

City of Healdsburg Population

Year	Population	Annual percent change
1990	9,475	n/a
1991	9,552	0.8%
1992	9,637	0.9%
1993	9,698	0.6%
1994	9,786	0.9%
1995	9,698	-0.9%
1996	9,895	2.0%
1997	10,005	1.1%
1998	10,262	2.6%
1999	10,427	1.6%
2000	10,896	4.5%
2001	11,378	4.4%
2002	11,640	2.3%
2003	11,616	-0.2%
2004	11,631	0.1%
2005	11,651	0.2%
2006	11,648	0.0%
2007	11,654	0.1%
2008	11,706	0.4%

Source: California Department of Finance, Demographic Research Unit



City of Petaluma Population

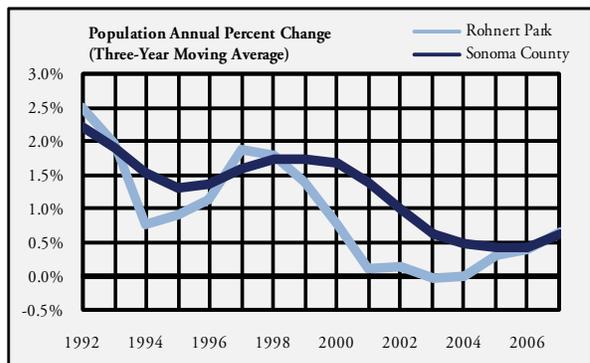
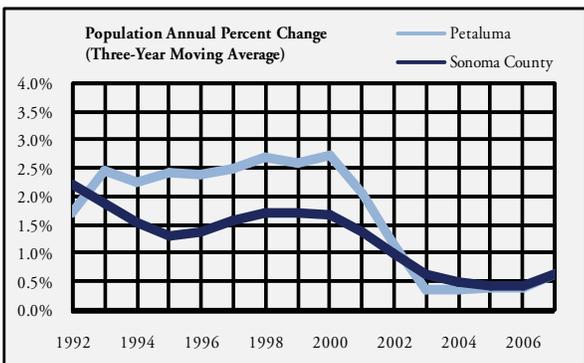
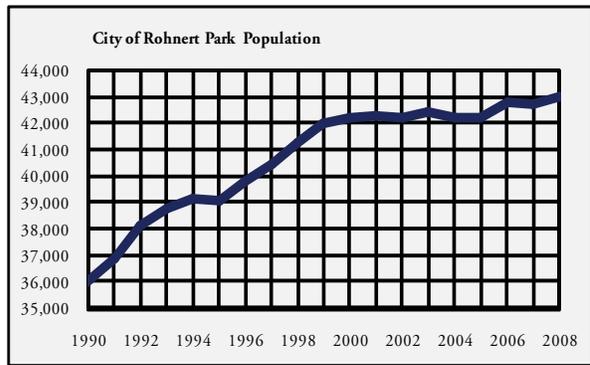
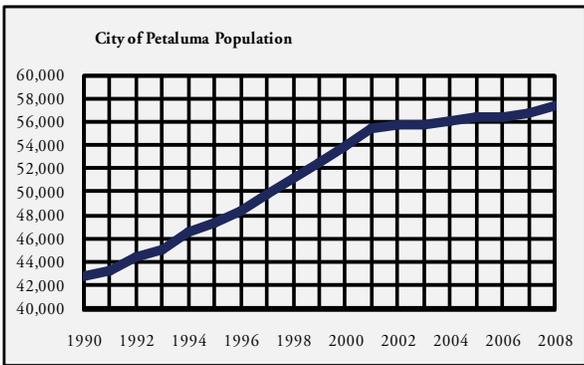
Year	Population	Annual percent change
1990	42,800	n/a
1991	43,235	1.0%
1992	44,339	2.6%
1993	45,028	1.6%
1994	46,492	3.3%
1995	47,438	2.0%
1996	48,407	2.0%
1997	49,907	3.1%
1998	51,102	2.4%
1999	52,443	2.6%
2000	53,896	2.8%
2001	55,435	2.9%
2002	55,730	0.5%
2003	55,804	0.1%
2004	56,057	0.5%
2005	56,337	0.5%
2006	56,455	0.2%
2007	56,743	0.5%
2008	57,418	1.2%

Source: California Department of Finance, Demographic Research Unit

City of Rohnert Park Population

Year	Population	Annual percent change
1990	36,000	n/a
1991	36,899	2.5%
1992	38,162	3.4%
1993	38,766	1.6%
1994	39,128	0.9%
1995	39,056	-0.2%
1996	39,843	2.0%
1997	40,495	1.6%
1998	41,314	2.0%
1999	42,025	1.7%
2000	42,209	0.4%
2001	42,272	0.1%
2002	42,198	-0.2%
2003	42,412	0.5%
2004	42,256	-0.4%
2005	42,229	-0.1%
2006	42,824	1.4%
2007	42,772	-0.1%
2008	43,062	0.7%

Source: California Department of Finance, Demographic Research Unit



City of Santa Rosa Population

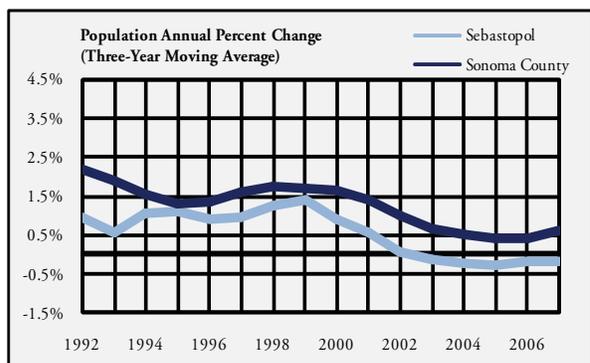
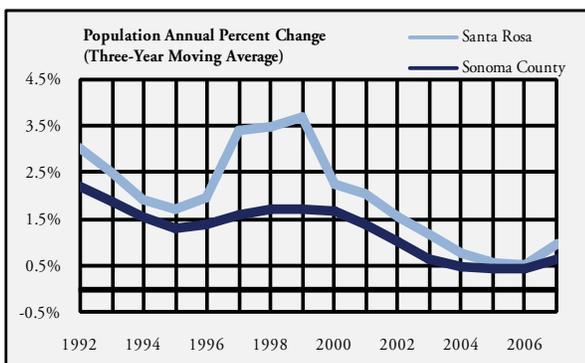
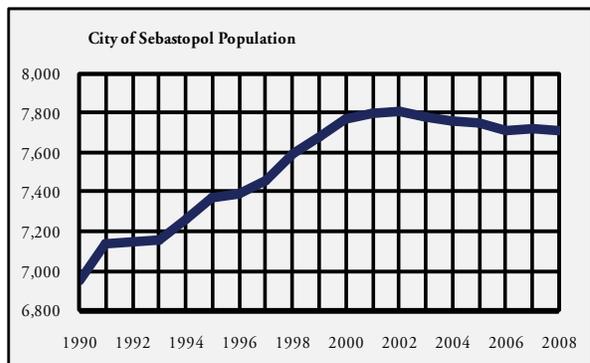
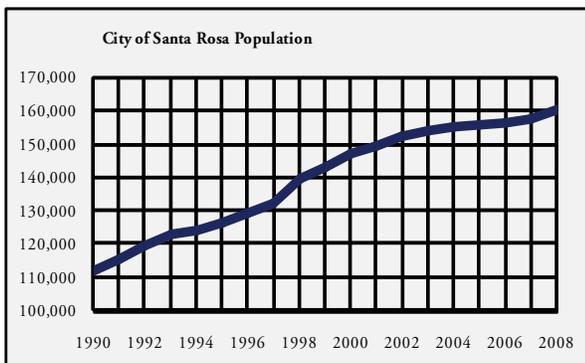
Year	Population	Annual percent change
1990	112,200	n/a
1991	115,442	2.9%
1992	119,557	3.6%
1993	122,669	2.6%
1994	124,351	1.4%
1995	126,495	1.7%
1996	129,028	2.0%
1997	131,848	2.2%
1998	139,862	6.1%
1999	143,009	2.3%
2000	146,871	2.7%
2001	149,520	1.8%
2002	151,933	1.6%
2003	153,879	1.3%
2004	154,855	0.6%
2005	155,471	0.4%
2006	156,407	0.6%
2007	157,319	0.6%
2008	159,981	1.7%

Source: California Department of Finance, Demographic Research Unit

City of Sebastopol Population

Year	Population	Annual percent change
1990	6,950	n/a
1991	7,139	2.7%
1992	7,148	0.1%
1993	7,155	0.1%
1994	7,262	1.5%
1995	7,377	1.6%
1996	7,395	0.2%
1997	7,459	0.9%
1998	7,594	1.8%
1999	7,680	1.1%
2000	7,772	1.2%
2001	7,799	0.3%
2002	7,809	0.1%
2003	7,783	-0.3%
2004	7,765	-0.2%
2005	7,756	-0.1%
2006	7,718	-0.5%
2007	7,727	0.1%
2008	7,714	-0.2%

Source: California Department of Finance, Demographic Research Unit



City of Sonoma Population

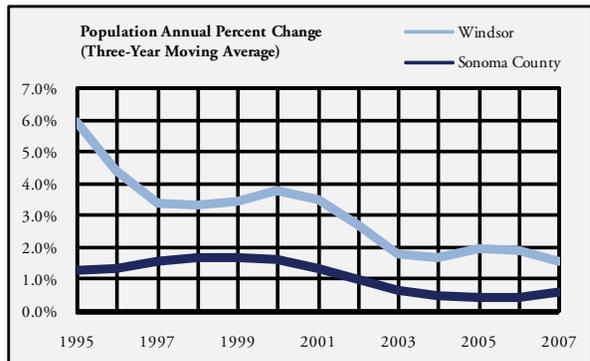
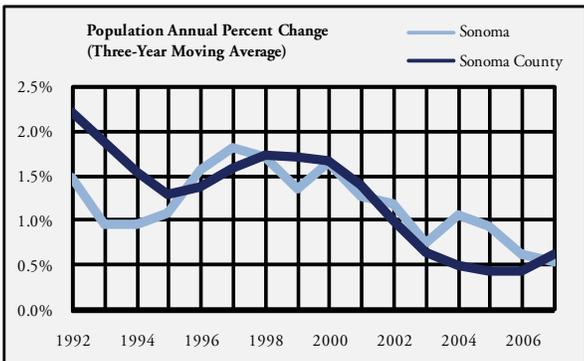
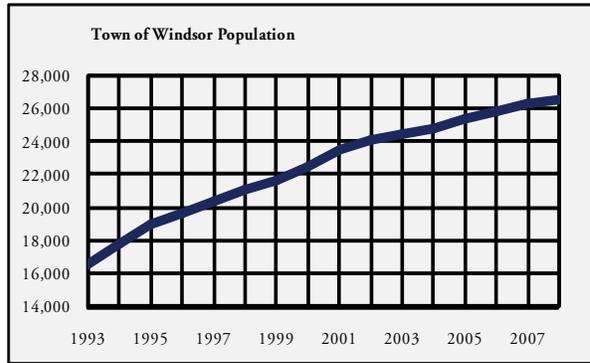
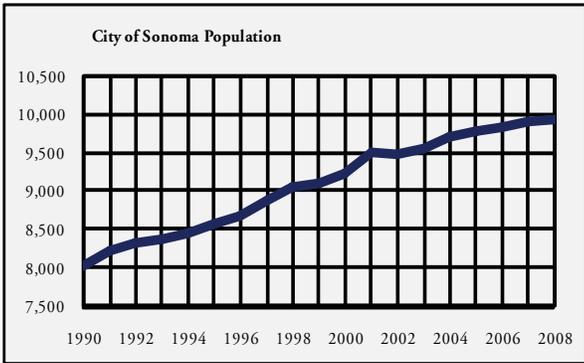
Year	Population	Annual percent change
1990	8,025	n/a
1991	8,219	2.4%
1992	8,326	1.3%
1993	8,388	0.7%
1994	8,461	0.9%
1995	8,567	1.3%
1996	8,666	1.2%
1997	8,867	2.3%
1998	9,044	2.0%
1999	9,118	0.8%
2000	9,232	1.3%
2001	9,498	2.9%
2002	9,474	-0.3%
2003	9,569	1.0%
2004	9,714	1.5%
2005	9,783	0.7%
2006	9,844	0.6%
2007	9,898	0.5%
2008	9,943	0.5%

Source: California Department of Finance, Demographic Research Unit

Town of Windsor Population

Year	Population	Annual percent change
1993	16,541	n/a
1994	17,841	7.9%
1995	19,034	6.7%
1996	19,688	3.4%
1997	20,329	3.3%
1998	21,047	3.5%
1999	21,719	3.2%
2000	22,529	3.7%
2001	23,533	4.5%
2002	24,112	2.5%
2003	24,403	1.2%
2004	24,855	1.9%
2005	25,342	2.0%
2006	25,887	2.2%
2007	26,315	1.7%
2008	26,564	0.9%

Source: California Department of Finance, Demographic Research Unit



Components of Population Change

Overview

The California Department of Finance estimates how births, deaths, and net migration influence annual population change at the county level. The number of births and deaths is on record from the California Department of Health Services. Births minus deaths equals the natural increase. The remaining change in population is due to net migration. The net migration indicator in this section includes the available data on in and out migration.

Components of change data may shed some light on why total population may be changing. If growth is primarily due to natural increase, then the community may be a place where families are growing. If natural increase is negative (more deaths than births), then the population age distribution is weighted towards the elderly. If net migration is the primary factor in population change, which is typical of the North State, then people moving to or away from the area is the primary determinant of population change.

People migrate for various reasons, including job opportunities, housing prices, and quality of life.

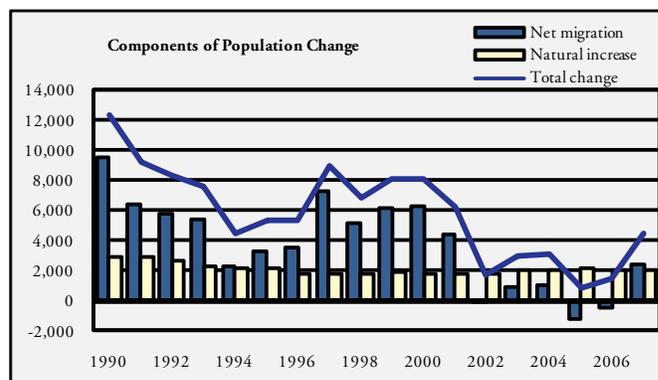
Sonoma County

In 2008, there was a net migration of 1,847 people into Sonoma County. There were 5,779 births and 3,791 deaths in Sonoma County in the same year, resulting in a natural increase of 1,988 people. The following figures show the components of population change in Sonoma County since 1990.

Components of Population Change

Year	Total change	Births	Deaths	Natural increase	Net migration
1990	12,300	6,097	3,264	2,833	9,467
1991	9,191	6,062	3,244	2,818	6,373
1992	8,341	6,045	3,439	2,606	5,735
1993	7,565	5,646	3,442	2,204	5,361
1994	4,436	5,622	3,490	2,132	2,304
1995	5,336	5,535	3,427	2,108	3,228
1996	5,321	5,374	3,587	1,787	3,534
1997	8,946	5,462	3,760	1,702	7,244
1998	6,829	5,423	3,734	1,689	5,140
1999	8,026	5,493	3,629	1,864	6,162
2000	8,013	5,547	3,774	1,773	6,240
2001	6,131	5,629	3,919	1,710	4,421
2002	1,762	5,697	3,914	1,783	-21
2003	2,909	5,793	3,792	2,001	908
2004	3,053	5,903	3,859	2,044	1,009
2005	830	5,743	3,629	2,114	-1,284
2006	1,468	5,763	3,822	1,941	-473
2007	4,419	5,874	3,836	2,038	2,381

Source: California Department of Finance, Demographic Research Unit



Age Distribution

Overview

Population breakdowns by age are estimated by the California Department of Finance (DOF) and are updated every few years. This data is a projection of change since the 2000 Census is based on DOF's population growth models. These models are based on total net migration and fertility rates by ethnicity. There is little data available, other than what is collected for the census, that would produce more accurate projections of population by age. These projections are for July 1 of the given year.

Age distribution information is valuable to companies who target specific age groups in their advertising. The age distribution in a given area affects the area's school system, public services, and overall economy. It is also an important measure of diversity within a community. A large older teen and young adult demographic has a greater need for higher education and vocational training facilities, while a large middle-aged group creates more focus on employment opportunities. An area with a large mature or retired population typically has fewer employment

concerns, but a greater need for medical services. A county with a large number of young children is attractive to owners of toy stores, day care centers, and family recreation parks. Age distribution information is also used in conjunction with components of population change in order to project population growth in the future.

Sonoma County

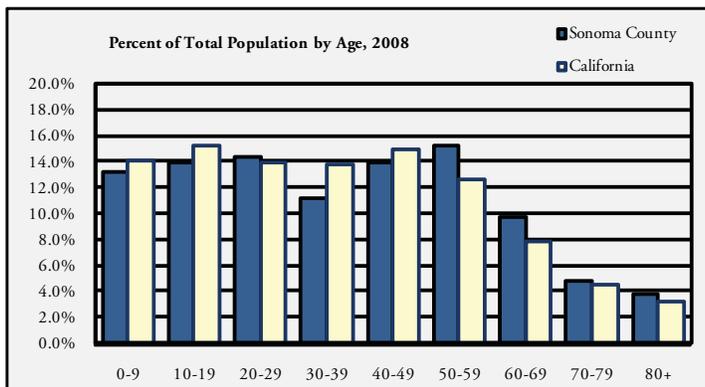
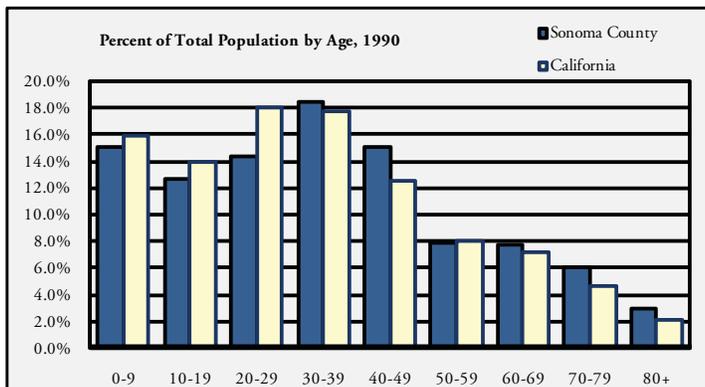
The largest age group in Sonoma County in 2008 was the 50-59 year-old group, with over 74,200 people. This number represents approximately 15 percent of Sonoma County's population, which is 2 percent higher than the state average. Since 1990, the number of people between the ages of 50-59 increased over 7 percent, while those between 30-39 decreased 7 percent, causing a 2 percent decrease among children between 0-9. These trends may indicate that the number of jobs for those between 30-39 has declined, while people looking towards retirement are migrating into the area. Residents over 60 make up a higher percentage of the population in Sonoma County than the state average.

Age Distribution

Year	0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
1990	58,293	49,406	55,793	71,896	58,490	30,818	29,950	23,448	11,370
1991	59,797	50,677	56,115	72,312	62,197	31,991	29,564	23,967	12,024
1992	61,034	52,360	56,208	72,371	65,444	33,509	29,049	24,375	12,663
1993	61,588	54,240	55,924	72,293	68,277	35,716	28,634	24,682	13,208
1994	61,581	55,882	55,098	71,664	70,425	37,894	28,009	24,820	13,639
1995	61,505	57,576	54,420	71,129	72,667	40,201	27,783	24,971	14,083
1996	61,133	59,410	54,216	70,286	74,785	42,534	27,705	25,205	14,376
1997	61,431	61,307	54,890	70,015	75,692	46,842	28,149	25,482	14,765
1998	61,212	62,980	55,100	69,307	76,556	50,715	28,757	25,720	15,099
1999	60,862	64,528	55,318	69,194	77,041	54,612	29,583	26,111	16,243
2000	59,177	65,498	54,550	68,536	78,064	59,990	30,731	27,031	18,041
2001	60,294	67,058	55,618	66,931	78,201	63,470	31,551	26,514	18,605
2002	60,172	67,626	57,363	64,275	77,350	66,268	32,713	25,616	18,917
2003	60,637	67,891	59,667	61,566	76,543	68,629	34,512	24,923	19,172
2004	61,567	68,084	62,035	59,066	75,671	70,824	36,490	24,286	19,396
2005	61,643	67,836	64,275	56,657	74,109	72,718	38,296	23,630	19,210
2006	62,098	67,596	66,499	55,333	72,057	74,073	40,519	23,139	19,047
2007	63,085	67,604	68,388	54,855	69,908	74,129	44,054	23,025	18,849
2008	64,229	67,524	70,195	54,496	67,820	74,205	47,318	23,137	18,651
2015(p)	68,296	61,522	75,932	68,931	62,487	74,812	68,435	32,594	21,958
2030(p)	85,601	79,483	77,656	84,499	86,985	66,688	68,442	63,998	40,158

Source: California Department of Finance, Demographic Research Unit; Woods & Poole Economics - 2015 & 2030 Projections

By 2015, the numbers of people between the ages of 10-19 and 40-49 are expected to decrease, while those over sixty, the 30-39 age group, and the 20-29 age group are projected to see the highest increases. See the following chart for more details on age distribution in Sonoma County since 1990.



Population by Race/Ethnicity

Overview

While sometimes difficult to classify, race and ethnicity of a population is self-determined, meaning that individuals identify their own race or ethnicity in the census. There are five race categories: American Indian, Asian, black, white, and other. Alternative names for these classifications are also used to address matters of social sensitivity, although the people classified in each of these categories remains the same. The CED uses these classifications only because these are the names used by the U.S. Census Bureau.

The 1990 Census asked people to choose their primary racial category. The question changed for the 2000 Census, which allowed respondents to choose as many race categories as they deemed appropriate, leading to a change in the data categories for 2000.

Hispanic is an ethnic classification, although people who consider themselves Hispanic do not consider themselves to be members of one of the four specific race categories, and therefore classify themselves as “other.” The California Department of Finance responded by adding Hispanic origin as a separate category in its estimates of population by race. In the data table, Hispanic includes all persons who consider themselves to be of Hispanic origin, while all other categories exclude this group. Therefore, the sum of all categories is equal to the projected population in each year.

As with age distribution, population by race/ethnicity is a projection based on data from the 2000 Census. All projections are for July 1 of the given year.

Population by race statistics is used by advertisers to market products to a particular ethnic group and to determine whether investments in certain businesses are likely to be lucrative. For example, investing in a start-up radio station may be a better investment in a predominantly Hispanic area if consumer spending patterns show that Hispanics listen to the radio for entertainment more than other ethnic groups. Advertising companies use race/ethnicity data in order to make their advertisements appealing to the dominant ethnic groups in a given area.

Grant writers use race/ethnicity data to create arguments to acquire funding for programs targeted toward these specific groups, or to show population disparities that are favorable in grant priority scoring. Government officials and political candidates also use race/ethnicity data in order to tailor their campaigns to distinct ethnic groups in certain locations.

Population by Race/Ethnicity

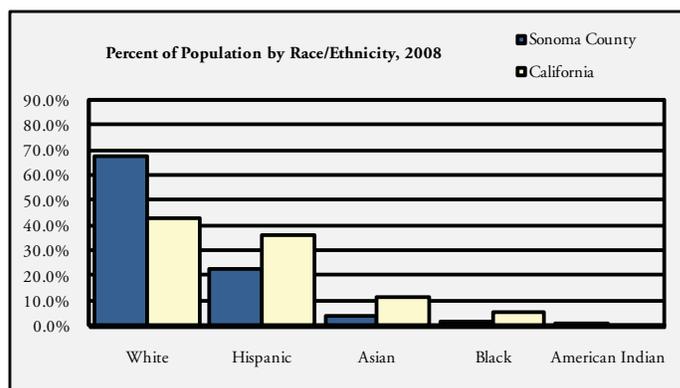
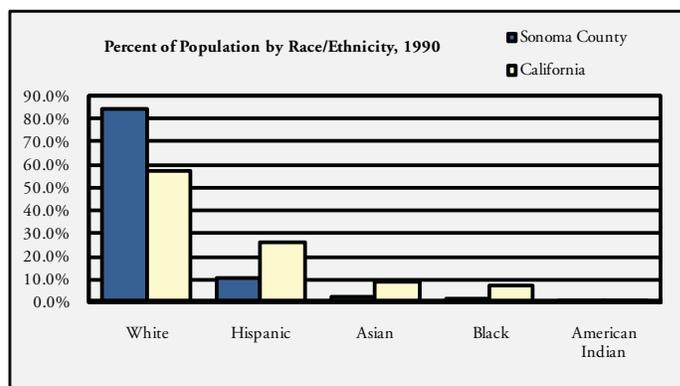
Year	Total	White	Hispanic	Asian	Black	American Indian	Other
1990	389,464	327,799	42,117	10,447	5,331	3,770	0
1991	398,644	331,264	46,182	11,386	5,622	4,190	0
1992	407,013	333,993	50,181	12,303	5,922	4,614	0
1993	414,562	336,061	54,074	13,202	6,190	5,035	0
1994	419,012	335,616	57,581	13,992	6,409	5,414	0
1995	424,335	335,927	61,157	14,801	6,649	5,801	0
1996	429,650	336,274	64,699	15,612	6,891	6,174	0
1997	438,573	339,443	68,791	16,549	7,183	6,607	0
1998	445,446	340,958	72,601	17,418	7,447	7,022	0
1999	453,492	343,385	76,590	18,329	7,737	7,451	0
2000	461,618	346,634	80,028	14,404	6,376	3,613	10,563
2001	468,242	345,520	85,586	15,821	6,542	3,824	10,949
2002	470,300	343,239	88,897	16,438	6,627	3,913	11,186
2003	473,540	341,269	92,822	17,239	6,735	4,035	11,440
2004	477,419	339,368	97,189	18,123	6,856	4,171	11,712
2005	478,374	336,378	100,376	18,585	6,877	4,230	11,928
2006	480,361	334,007	103,801	19,350	6,954	4,365	11,884
2007	483,897	332,054	107,832	20,346	7,185	4,513	11,967
2008	487,575	330,186	111,910	21,344	7,422	4,660	12,053
2015(p)	534,967	345,189	147,775	28,201	9,205	4,597	0
2030(p)	653,510	352,461	243,690	42,814	10,148	4,397	0

Source: California Department of Finance, Demographic Research Unit; Woods & Poole Economics, 2015 & 2030 Projections

Sonoma County

Approximately 68 percent of residents in Sonoma County classified themselves as white in 2008, compared to 43 percent in California. The white population is expected to increase 4 percent by 2015 across the county. Hispanics represented the next largest group, with 23 percent of the population, compared with 36 percent in California. The Hispanic population is projected to increase 24 percent by 2015 in Sonoma County. Asians and blacks were the next largest groups, with 21,344 and 7,422 people, respectively. The Asian population is projected to increase 24 percent, and the black population is expected to increase 19 percent within seven years. American Indians were the smallest census-classified group, with 4,660 people. That number is expected to decrease significantly by 2015. The following figures show Sonoma County’s population by ethnicity since 1990.

*NOTE: The multi-race data is reported on July 1 of each year. This creates a discrepancy between the total population data (section 1.1) and the total population by race/ethnicity data since it is collected on January 1 of each year.



Population by Educational Attainment

Overview

Educational attainment is requested by the U.S. Census Bureau during the decennial census. The data represents the number of people 18 years and over who have achieved a specified level of education. There are no reliable projections of educational attainment at the county level after 2000.

Educational attainment has a direct influence on family income; often gains in annual income for men and women result from more education. Conversely, a family's income affects their ability to pay the high costs of pursuing a two-year, four-year, or graduate degree. The returns in the form of annual household income are high, however, and usually outweigh educational costs. Studies show that children achieve, on average, one grade level beyond that of their parents. Thus, high educational attainment by the local population exhibits a degree of permanence and can be a factor in attracting new businesses to an area, particularly those requiring skilled workers. Increased income, whether linked to higher educational attainment or other factors, increases tax revenues generated in a particular county through increased taxable retail sales (section five).

Educational attainment information is also used by businesses for market research, primarily by those wishing to target customers of a particular educational level. This information can also be useful in determining the types of jobs that a particular area's economy is able to support. Additionally, an area with a large number of college graduates usually has higher wage-earning potential and a more diverse buyer market.

Sonoma County

In 2000, 27.9 percent of Sonoma County residents had some college but earned no degree, making them the largest educational group in the area. This rate is slightly higher than the rest of the state, in which 24.3 percent of all residents attended some college but earned no degree. High school graduates and residents holding bachelor's

degrees were the next most common educational groups in Sonoma County, at 21.2 and 17.1 percent, respectively.

In 2000, Sonoma County was above the statewide average for residents holding high school diplomas, associate's degrees, bachelor's degrees, and graduate or postgraduate degrees. This indicates that Sonoma County's residents are generally better educated than the average resident of California.

Women in Sonoma County are consistently above statewide and national achievements. They were more likely to have a four-year college degree than those in either California or the nation; 24.9 percent of Sonoma County women, 22.6 percent of California's women, and 21.2 percent of the nation's women had a four-year college degree or more. At the same time, the women of Sonoma County were more likely (90.9 percent) than women in the state (87.5 percent) and the nation (87.3 percent) to have completed high school.

Men in Sonoma County (26.6 percent) are more likely to have a four-year degree or more than California's male population (25.3 percent) or males nationwide (23.4 percent). Male residents of Sonoma County (10.4 percent) are also less likely than both male Californians (13.8 percent) and male Americans (13.8 percent) not to have completed high school.

Male and female residents of Sonoma County have similar percentages concerning the failure to complete high school (10.4 percent and 9.1 percent, respectively, in 2000), but the male population is more likely than their female counterparts (26.6 percent and 24.9 percent, respectively, in 2000) to have four-year degrees or more. These two trends are consistent with the same data collected in California or the U.S., where men have higher levels of educational attainment than women, and men and women are equally likely not to have finished high school.

Population by Educational Attainment, Population 18 and Over, 1990

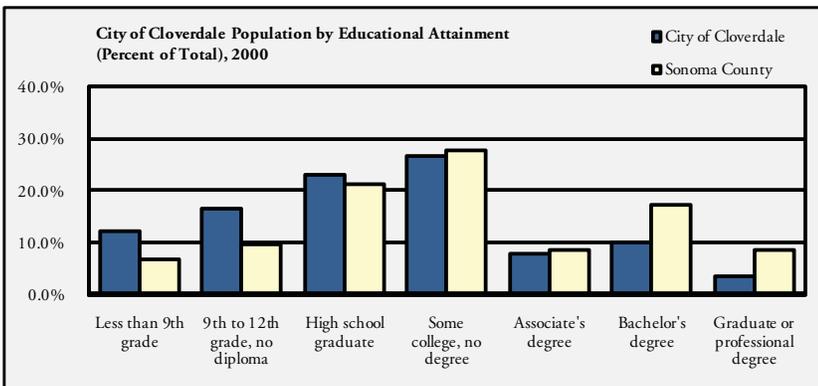
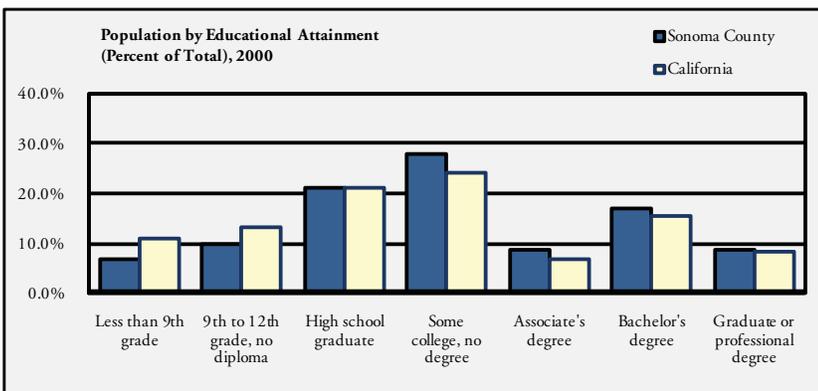
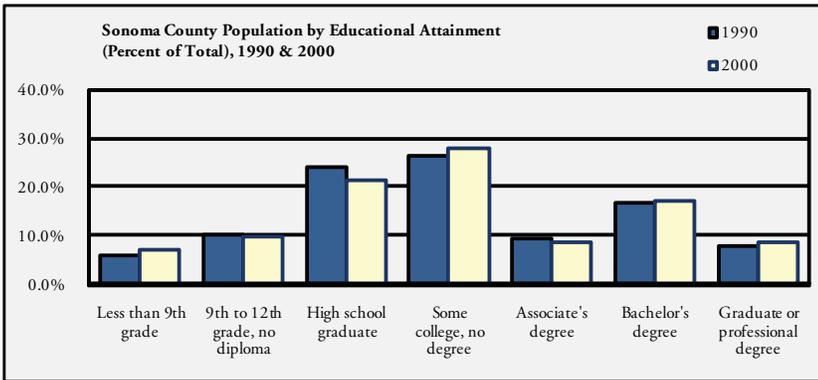
	Less than 9th grade	9th to 12th grade, no diploma	High school graduate	Some college, no degree	Associate's degree	Bachelor's degree	Graduate or professional degree	Total
City of Cloverdale	342	622	944	853	355	316	55	3,487
City of Cotati	136	454	1,078	1,321	352	651	169	4,161
City of Healdsburg	815	735	1,671	1,874	553	859	452	6,959
City of Petaluma	1,334	3,305	8,723	8,763	2,811	4,853	2,195	31,984
City of Rohnert Park	812	2,431	6,857	8,933	2,677	3,962	1,004	26,676
City of Santa Rosa	4,047	9,375	20,383	23,641	8,301	14,033	6,673	86,453
City of Sebastopol	209	432	1,202	1,556	511	808	438	5,156
City of Sonoma	339	657	1,616	1,734	543	1,065	667	6,621
Town of Windsor	764	1,284	2,787	2,450	828	1,228	411	9,752
Sonoma County	16,155	32,292	72,549	80,416	26,688	44,240	20,435	292,775
California	2,352,017	3,114,969	5,080,909	5,246,699	1,649,596	3,052,702	1,523,650	22,020,542

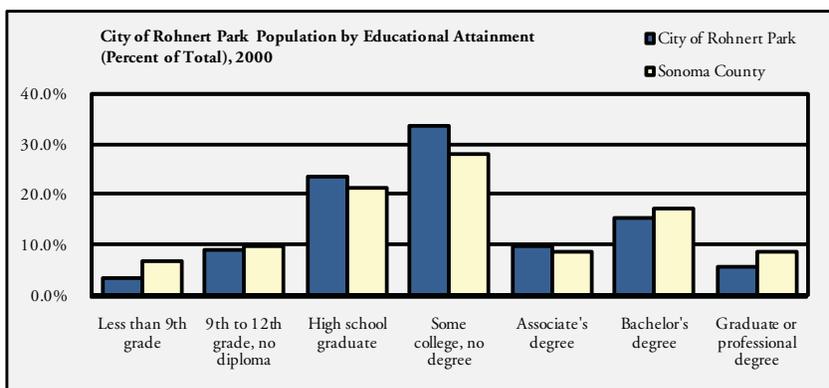
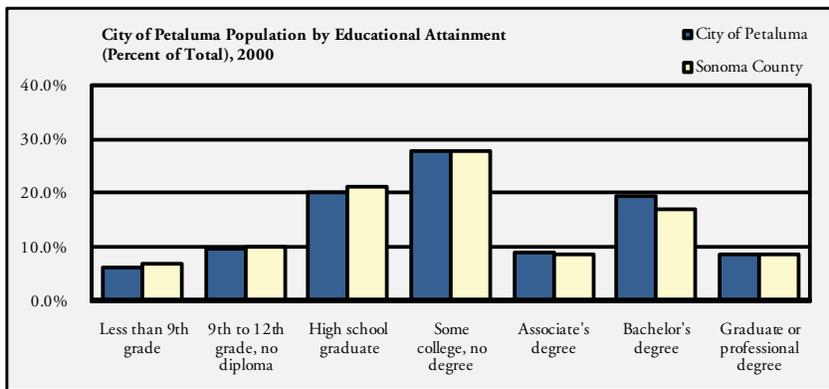
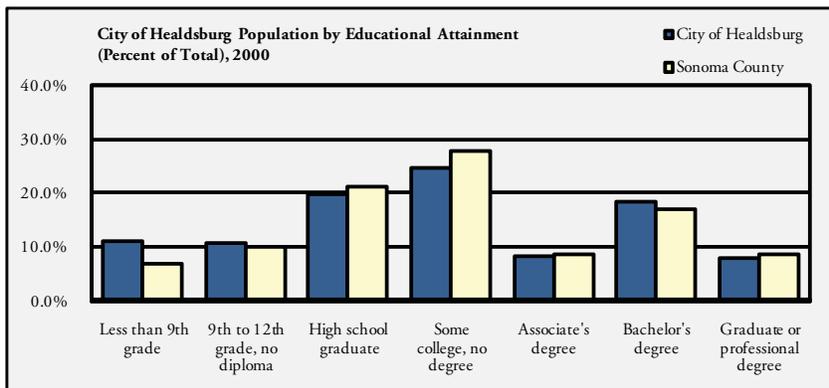
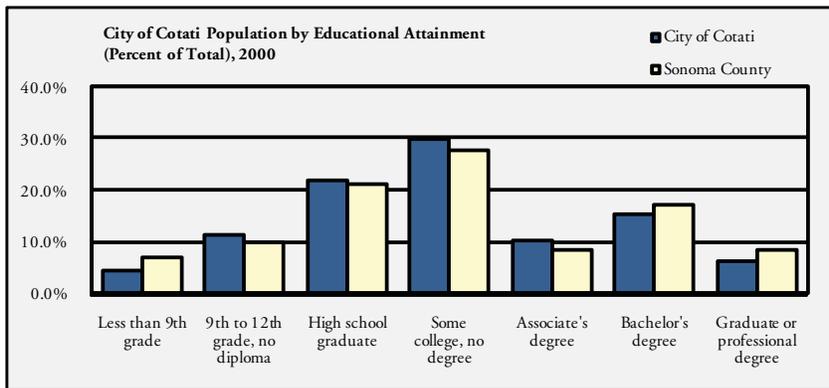
Source: U.S. Department of Commerce, Bureau of the Census

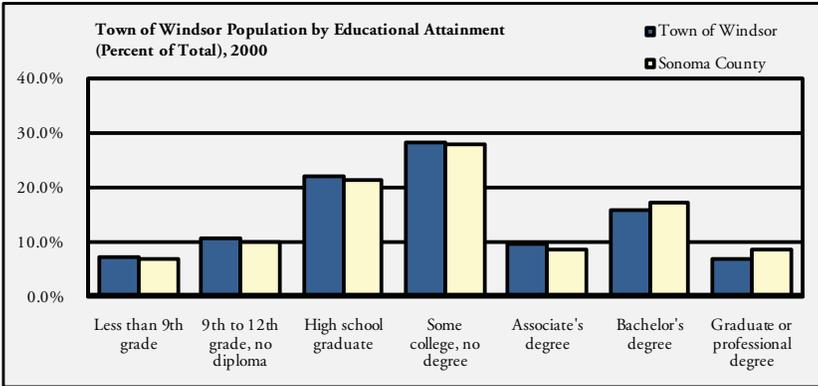
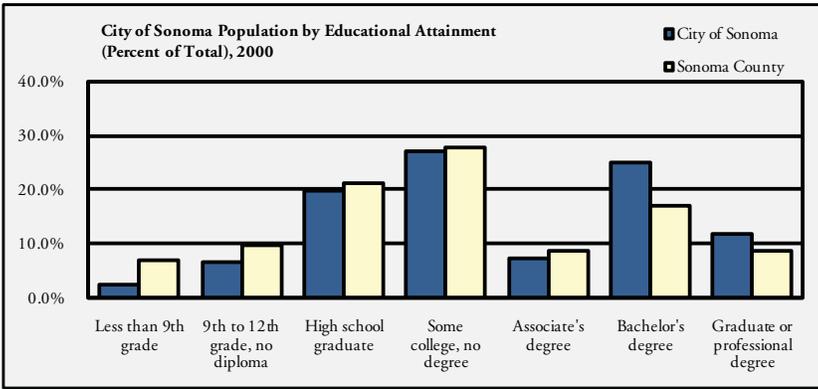
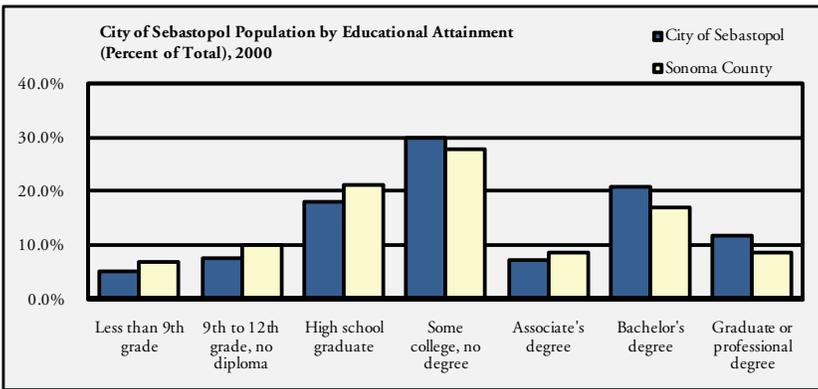
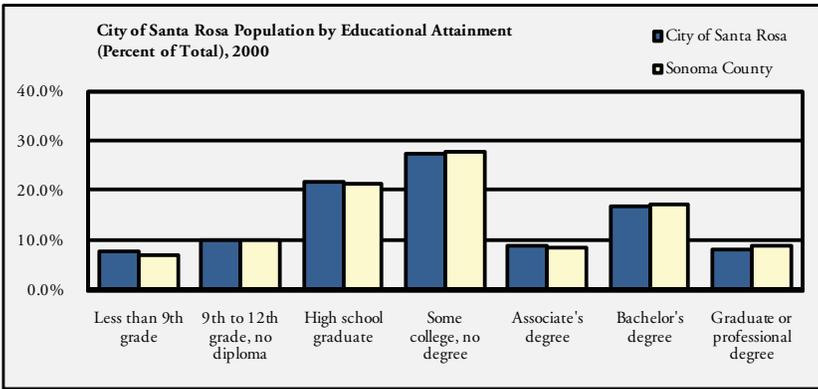
Population by Educational Attainment, Population 18 and Over, 2000

	Less than 9th grade	9th to 12th grade, no diploma	High school graduate	Some college, no degree	Associate's degree	Bachelor's degree	Graduate or professional degree	Total
City of Cloverdale	639	865	1,202	1,382	400	511	183	5,182
City of Cotati	214	554	1,051	1,443	495	748	297	4,802
City of Healdsburg	887	839	1,566	1,957	644	1,454	636	7,983
City of Petaluma	2,410	3,908	8,128	11,178	3,543	7,769	3,401	40,337
City of Rohnert Park	1,055	2,809	7,416	10,688	3,090	4,891	1,791	31,740
City of Santa Rosa	8,377	11,172	24,150	30,476	9,995	18,543	8,981	111,694
City of Sebastopol	303	456	1,095	1,804	443	1,269	713	6,083
City of Sonoma	171	491	1,452	1,985	525	1,834	873	7,331
Town of Windsor	1,150	1,682	3,504	4,541	1,534	2,557	1,082	16,050
Sonoma County	23,791	34,003	73,610	96,694	29,770	59,336	29,963	347,167
California	2,687,841	3,235,504	5,192,997	5,981,132	1,657,058	3,847,654	2,047,999	24,650,185

Source: U.S. Department of Commerce, Bureau of the Census



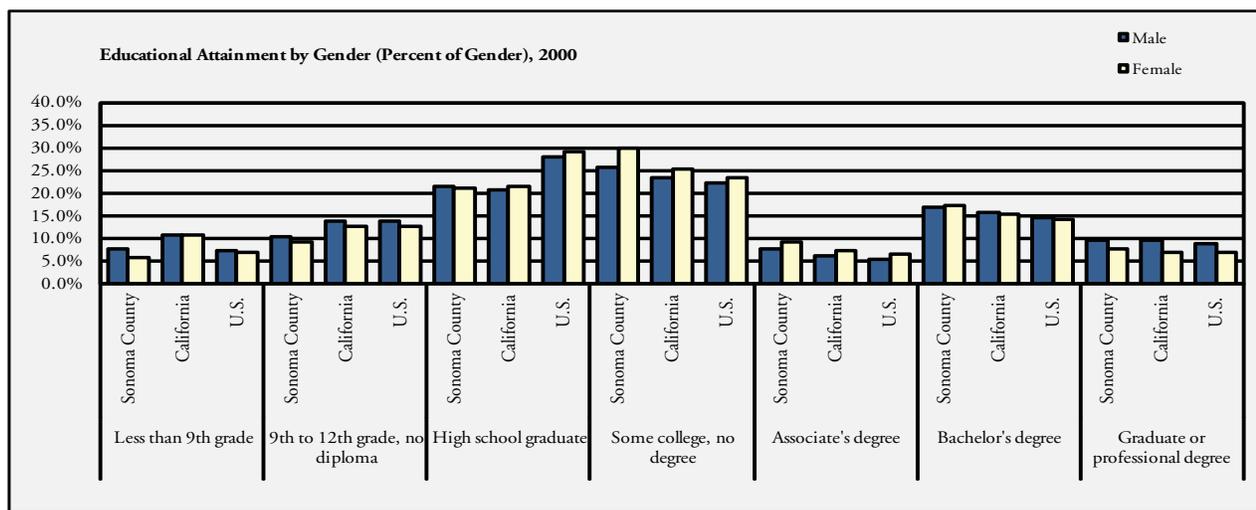
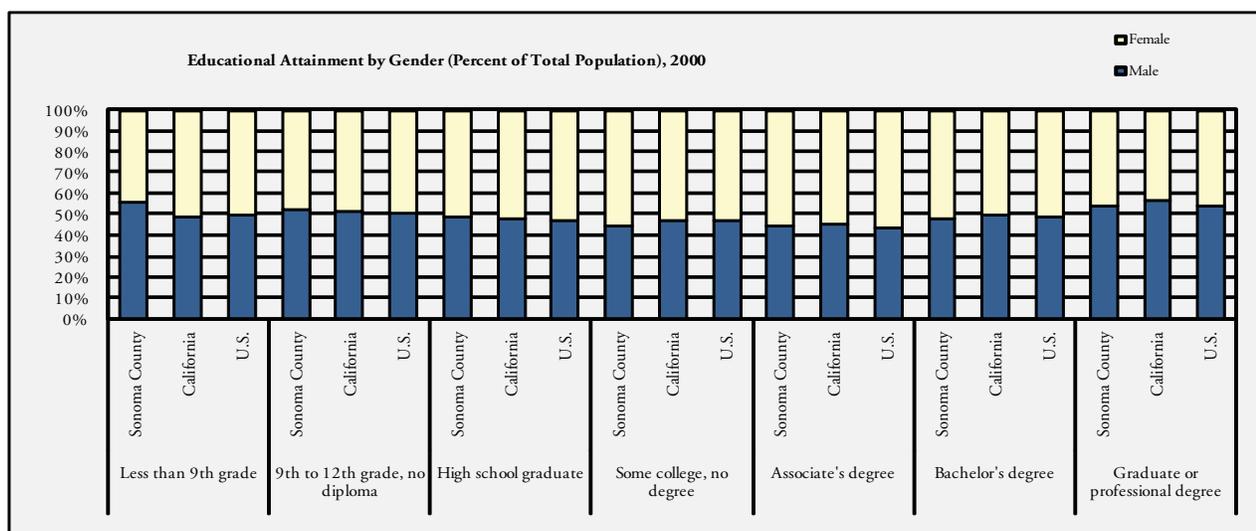




Educational Attainment by Gender, Population 18 and Over, 2000

Educational Attainment	Sonoma County			California			United States		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Less than 9th grade	13,193	10,598	23,791	1,315,431	1,372,410	2,687,841	7,338,038	7,497,115	14,835,153
9th to 12th grade, no diploma	17,677	16,326	34,003	1,664,851	1,570,653	3,235,504	13,942,950	13,772,149	27,715,099
High school graduate	36,114	37,496	73,610	2,486,048	2,706,949	5,192,997	28,211,869	31,694,883	59,906,752
Some college, no degree	43,312	53,382	96,694	2,820,371	3,160,761	5,981,132	22,272,543	25,363,950	47,636,493
Associate's degree	13,148	16,622	29,770	758,112	898,946	1,657,058	5,539,281	7,069,245	12,608,526
Bachelor's degree	28,527	30,809	59,336	1,901,008	1,946,646	3,847,654	14,846,954	15,434,947	30,281,901
Graduate or professional degree	16,158	13,805	29,963	1,161,751	886,248	2,047,999	8,757,637	7,537,588	16,295,225
Total	168,129	179,038	347,167	12,107,572	12,542,613	24,650,185	100,909,272	108,369,877	209,279,149

Source: US Department of Commerce, Bureau of the Census



Land Area & Population Density

Overview

Population density is determined by dividing the total population of the area by its size in land area. This section shows population density in persons per square mile of land area, a commonly used measure.

The concept of “urban” versus “rural” is a relative one. For example, people living in San Francisco might consider the city of Santa Rosa to be rural, while residents of Sebastopol may consider Santa Rosa to be “the city.” Population density provides a quantitative measure of the degree of area urbanization.

This measure can be an important quality of life indicator for an area. Economic use for land includes the production of raw materials, factories and other production facilities, office space, housing, food production, recreation, and transportation of goods and people. As population

Land Area and Population Density

Year	Land area (sq.miles)	Total population	Population density (per sq.mile)
1990	1,576.2	384,700	244.1
1991	1,576.2	394,070	250.0
1992	1,576.2	402,835	255.6
1993	1,576.2	410,785	260.6
1994	1,576.2	416,791	264.4
1995	1,576.2	421,676	267.5
1996	1,576.2	427,005	270.9
1997	1,576.2	434,133	275.4
1998	1,576.2	442,025	280.4
1999	1,576.2	449,455	285.2
2000	1,576.2	456,899	289.9
2001	1,576.2	464,543	294.7
2002	1,576.2	468,501	297.2
2003	1,576.0	470,829	298.7
2004	1,575.9	473,521	300.5
2005	1,576.0	475,461	301.7
2006	1,576.0	476,956	302.6
2007	1,576.0	479,668	304.4
2008	1,576.0	484,470	307.4
2015(p)	1,576.0	534,967	339.4
2030(p)	1,576.0	653,510	414.7

Source: California Department of Finance

density rises, certain activities become more expensive to maintain. Farming can be crowded out by more profitable industrial or residential development. This structural change is likely to be associated with increasing area economic activity, but can also lead to adverse impacts on the quality of life. Vehicle use also rises and as

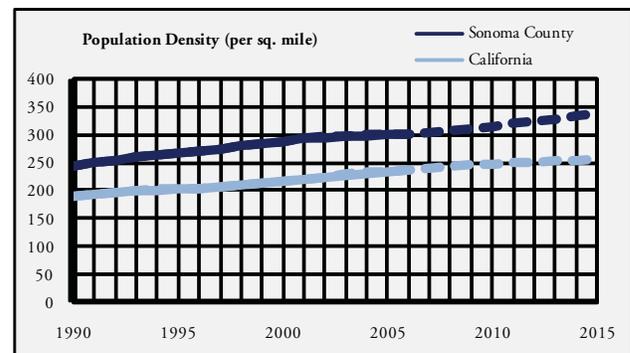
more vehicle miles are traveled in a confined location, traffic slows down causing more congestion. This not only increases commute time, but also increases air pollution emissions per square mile. As a result, in addition to the positive impacts of the associated economic growth, an increase in population density can have negative impacts on the mental health (stress) and physical well-being (increased exposure to toxins) of a community.

Persons per acre, rather than persons per square mile, is a measure more commonly found in large dense cities, or by local government planning departments when evaluating community density or the density of a proposed development. To convert persons per square mile to persons per acre, divide persons per square mile by 640.

Population density can be used in grant writing and when comparing the degree of urbanization of different counties or areas.

Sonoma County

Sonoma County’s total land area is 1,576 square miles. Because population has increased while land area has remained constant, Sonoma County’s population density has steadily risen over time. As of 2008, the population density in the county was 307.4 residents per square mile, putting it above the overall California population density of 244 people per square mile. It is projected that by 2015, population density in Sonoma County will reach 339 people per square mile.



Net Migration

Overview

This indicator includes information concerning migration patterns between Sonoma and other nearby counties with the highest levels of migration interaction. It includes the top five counties in terms of out migration, the top five in terms of in migration, and their respective median income levels. Collected from the Internal Revenue Service (IRS) database, these numbers are based on taxes paid by all citizens, indicating a high degree of reliability.

In-migration is the number of people moving into Sonoma County from some other area in the world and out-migration is the number moving from Sonoma County to other areas. Net migration is in-migration minus out-migration.

This indicator provides information on likely changes in the economic, political, and social structure of an area based on the characteristics of the area from which the migrants originate. For example, migrants coming from large cities bring with them a particular set of characteristics and values that may affect the local political climate. They also bring their patterns of consumer spending that create opportunities for businesses to provide the kinds of products and services these individuals are accustomed to receiving at their urban place of origin. The data can also be used to project employment, based on a comparison between in migration, employment growth (section four), and job growth (section six).

Neighboring counties, as well as those with higher population totals, generally show the most migration activity. However, if a non-neighboring county, even one with a smaller total population, is present among the top five counties in terms of migration, there may be a unique interaction that is worth further evaluation.

The median income in the charts below represents the income of those moving between Sonoma County and those indicated.

Sonoma County

The the top five counties for out migration all lie within close proximity of Sonoma County. Interestingly, Los Angeles County was among the top five counties for in migration to Sonoma County, and also had the lowest median income level among those in migration counties. It is unusual for a county located so far from the respective county to have migrants with such a low income level. Between 1996 and 2000, net migration numbers maintained a steady presence in the positive, or in migration; however, they experienced a significant drop into the negative, or out migration, between 2001 and 2005.

Top 5 In Migration and Median Income by County 2005

County	Median	
	Income	Number
MARIN	\$ 39,767	1,043
SAN FRANCISCO	\$ 41,701	469
ALAMEDA	\$ 33,558	332
LOS ANGELES	\$ 27,205	298
CONTRA COSTA	\$ 35,887	283

Source: Internal Revenue Service, 2003

Top 5 Out Migration and Median Income by County 2005

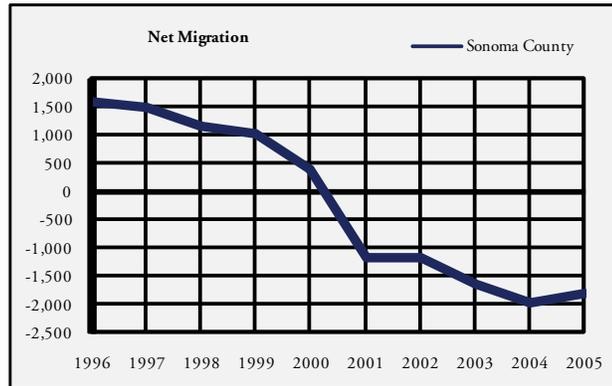
County	Median	
	Income	Number
MARIN	\$ 36,213	739
SAN FRANCISCO	\$ 25,320	492
SACRAMENTO	\$ 28,632	411
LAKE	\$ 39,473	394
ALAMEDA	\$ 25,042	312

Source: Internal Revenue Service, 2003

Net Migration

Year	Migrants
1996	1,597
1997	1,491
1998	1,171
1999	1,032
2000	378
2001	-1,166
2002	-1,171
2003	-1,642
2004	-1,983
2005	-1,818

Source: Internal Revenue Service, 2003



2. Environmental Factors

Environmental factors can influence a county’s agriculture, economic standing, recreation, and the quality of life of its residents. Climate is a key factor in determining what types of limitations or opportunities exist for agricultural production or recreational activities. The waste indicator is a measure of greenhouse gas emissions from landfills in a particular area. Proper waste management protects public health, safety, and the environment. This section provides information useful for making decisions concerning residential and business location.

Due to the varied terrain and coastal environment of Sonoma County, much of its recreational opportunities lie within the county’s eleven California state parks, encompassing a total of 36,000 acres. The Austin Creek State Recreation Area is the largest state park in the county, with a total acreage of 5,927. Also, the California State Beach along the Pacific Coast boasts 5,427 acres of coastline. The Fort Ross and Petaluma Adobe State Historic parks may be of interest to western frontier enthusiasts, while visitors of a slightly more literary turn may enjoy the Jack London State Historic Park, with an acreage of 1,610. In addition, the county has over thirty regional parks. The eleven state parks in Sonoma County are listed by total acreage.

State Parks and Recreation Areas

Area	Acres
Annadel State Park	5,093.43
Armstrong Redwoods State Reserve	752.00
Austin Creek State Recreation Area	5,927.48
Fort Ross State Historic Park	3,393.06
Jack London State Historic Park	1,610.69
Kruse Rhododendron State Reserve	317.00
Petaluma Adobe State Historic Park	41.16
Salt Point State Park	5,684.93
Sonoma Coast State Beach	9,711.38
Sonoma State Historic Park	63.57
Sugarloaf Ridge State Park	3,783.20

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Climate Data

Overview

This indicator shows climate readings from selected weather stations in Sonoma County. Climate data is collected on an ongoing basis and is reported by the Western Regional Climate Center in December of each year unless otherwise noted. The data expresses an annual average calculated over the time indicated below.

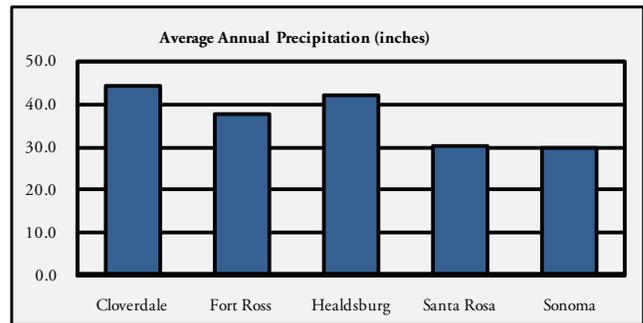
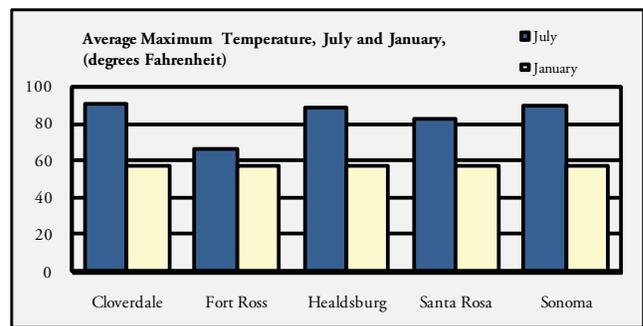
It is important to know what types of weather a certain area may experience because of extremes of heat and cold, and severe storms may reduce the desirability of an area for tourists or retirees. These conditions may occur in a particular season and limit the attractiveness of an area at certain times of the year. This information can be useful for determining which particular businesses might be viable in a specific area.

Sonoma County

The five weather stations in Sonoma County are located in Cloverdale, Fort Ross, Healdsburg, Santa Rosa, and Sonoma. Of these, Cloverdale reports the most precipitation with an annual average of 44.2 inches. The following figure shows the average temperatures and precipitation rates in winter and summer for each weather station in the county.

NOTE: The data here reflects an average of monthly readings taken between the following years for each site:

- Cloverdale: 7/22/1950 to present
- Fort Ross: 7/1/1948 to present
- Healdsburg: 1/1/1931 to present
- Santa Rosa: 1/6/1931 to present
- Sonoma: 2/12/1952 to present



Climate Station Readings as of June 2007

	Cloverdale	Fort Ross	Healdsburg	Santa Rosa	Sonoma
Average July maximum temp. (deg.)	95.1	66.3	88.9	83.0	89.4
Average January maximum temp. (deg.)	57.1	57.0	57.6	57.5	57.5
Average July minimum temp. (deg.)	54.9	47.8	52.8	51.1	51.0
Average January minimum temp. (deg.)	38.2	41.5	38.0	37.0	37.0
Average July precipitation (in.)	0.0	0.1	0.0	0.0	0.0
Average January precipitation (in.)	9.1	7.9	8.8	6.1	6.3
Average annual precipitation (in.)	44.2	37.6	42.1	30.5	29.7
Average January snowfall (in.)	0.1	0.0	0.0	0.0	0.0
Average annual snowfall (in.)	0.2	0.0	0.0	0.0	0.0

Source: Western Regional Climate Center

Waste Data

Overview

Waste that is landfilled negatively affects our environment due to high levels of greenhouse gases that are generated and emitted into the atmosphere. Two greenhouse gases make up the majority of the pollution at every solid waste landfill: Carbon Dioxide and Methane. CO2 and Methane are created through the anaerobic decomposition breakdown of a waste stream. Methane is an extremely potent molecule, and poses a great threat to our environment because it is 23×10^{19} times more potent than CO2. Diversion programs such as recycling are ways to reduce the current level of GHG's that are emitted into the atmosphere. The concepts of recycle, reduce, and reuse can be implemented in every county, city, industry, and home to reduce the amount of waste that is being sent to the landfills.

Sonoma County

The level of waste that was generated and sent to the landfills by Sonoma County in 2004, with additional per capita statistics. This is the latest consistent data available from the California Integrated Waste Management Board as of the date of this publication. The table which follows also compares the per capita waste generated in the county with the California state average along with other counties of similar size. These comparisons show how well a county is doing to divert its waste and to suggest that there may be more opportunities available to a county.

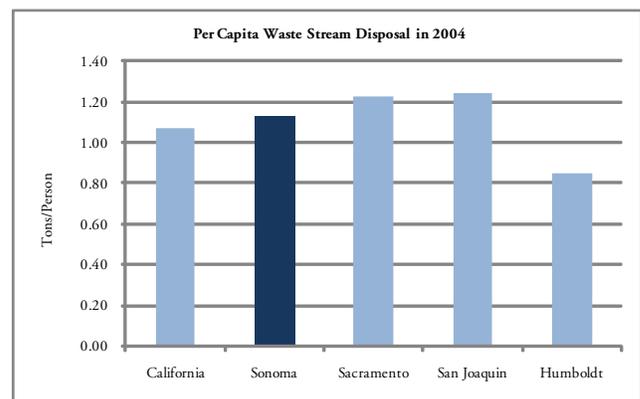
Waste Stream Disposal in 2004

	Total Tons of Solid Waste Generated in 2004	2004 Population	Per/Cap Tons of Solid Waste 2004
California	38,789,018	36,199,342	1.07
Sonoma	532,281	473,521	1.12
Sacramento	1,654,571	1,345,634	1.23
San Joaquin	788,931	634,971	1.24
Humboldt	110,240	130,452	0.85

Source: California Integrated Waste Management Board

In 2004, California sent over 38 million tons of waste to the landfills, which equates to the average person contributing about 1.07 tons of waste in that year alone.

Many counties have taken steps forward to reduce their impacts on the environment by signing on to the Mayor's Clean Air Climate Protection Agreement, which strives to meet or beat the Kyoto Protocol Targets, while enacting policies that will regulate greenhouse gas and air pollution levels. Over 600 city mayors across the country have signed on to this agreement, 115 of which are cities within California.



Air Quality

Overview

As industry, agricultural production, and traffic continues to increase across California, air quality becomes an important issue. Air quality affects all populations, especially the young, the elderly, and those with heart or lung problems. Ultimately, a county with high levels of pollutants will also see an increased need for health services. Air quality can be an important factor in determining where people are willing or able to live.

Air quality is the general term used to describe various aspects of the air that plants and human populations are exposed to in their daily lives. There are four main contaminants that decrease air quality: particulates (PM10), tropospheric ozone (O₃), carbon monoxide (CO), and oxides of nitrogen (NO_x). Air pollutants are emitted by both stationary and mobile sources. Stationary sources include factories, power plants, and agricultural burning (forest fires and field burning). Mobile sources of pollution include automobiles, motorcycles, trucks, buses, and various types of recreational vehicles. Mobile sources are primarily responsible for the decrease in air quality in Northern California.

Air quality standards are set at both state and federal levels. The allowable levels for a particular pollutant are established in affect to protect human health, avoid damage to sensitive vegetation, and preserve aesthetic values. If a region is in violation of one or more standards for allowable levels of the above four pollutants, the state may limit the type of new industrial facilities that can be built in the area and place more restrictions on existing operations in the future.

PM10 - Particulate matter over 10 microns in diameter. Ground level concentrations are measured in micrograms per cubic meter. Examples of sources include cars and trucks (especially diesels), fireplaces, woodstoves, and wind-blown dust. Overexposure to PM10 can increase the likelihood of respiratory disease, cause lung damage, and even

cause death in extreme cases.

CO - Carbon monoxide. Ground level concentrations are measured in parts per million. Sources include anything that burns fuel, such as cars, trucks, construction and farming equipment, and residential heaters and stoves. Overexposure to CO can cause chest pain in heart patients, headaches, nausea, reduced mental alertness, and death at very high CO levels.

NO₂ - Nitrogen dioxide. Ground level concentrations are measured in parts per million. See carbon monoxide for sources. Overexposure to NO₂ can cause lung damage.

O₃ - Ozone. Concentrations are measured in parts per million. Sources include cars and trucks (especially diesels), industrial sources like chrome platers, neighborhood businesses, such as dry cleaners and service stations, and building materials and products. Overexposure to O₃ can cause breathing difficulties and lung damage. Ozone is an invisible pollutant formed by chemical reactions involving nitrogen oxides, reactive hydrocarbons, and sunlight. It is a powerful respiratory irritant that can cause coughing, shortness of breath, headaches, fatigue and lung damage, especially among children, the elderly, the ill, and people who exercise outdoors. Ozone also damages plants, including agricultural crops, and degrades manufactured materials such as rubber and paint.

According to statistics from the U. S. Environmental Protection Agency, between 1980 and 1995 the percentage of children nationwide with asthma doubled, rising from 3.6 percent in 1980 to 7.5 percent in 1995. In 2001, the EPA found that 8.7 percent (6.3 million) of all children had asthma.

The percentage of children with asthma differs by race/ethnicity and family income. In 1997-2000, more than 8 percent of Black, non-Hispanic children living in families with incomes below the poverty level had an

asthma attack in the previous 12 months. Approximately 6 percent of White, non-Hispanic children and 5 percent of Hispanic children living in families with incomes below the poverty level had an asthma attack in the previous twelve months. More than 6 percent of children living in families with incomes below the poverty level had an asthma attack in the previous twelve months. About 5 percent of children living in families with incomes at the poverty level and higher had an asthma attack in the previous twelve months.

Emergency room visits for asthma and other respiratory causes were 369 per 10,000 children in 1992, and 379 per 10,000 children in 1999. Hospital admissions for asthma and other respiratory causes were 55 per 10,000 children in 1980 and 66 per 10,000 children in 1999.

Sonoma County

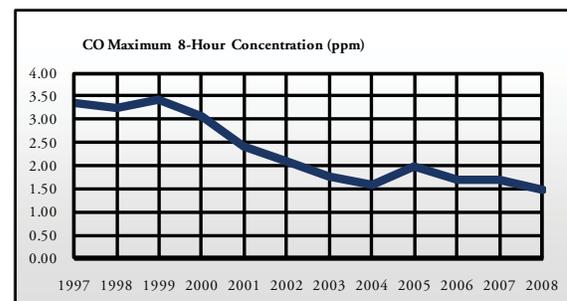
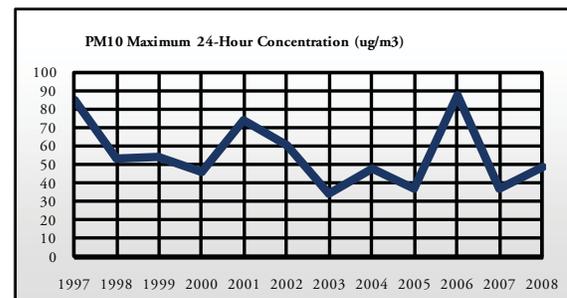
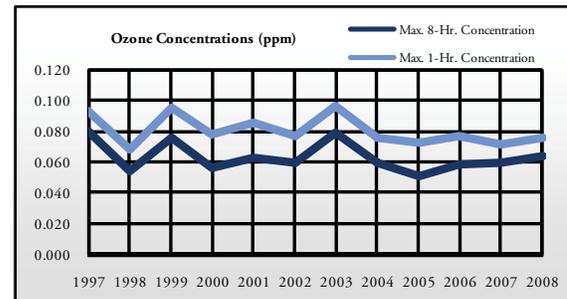
Southern Sonoma County, including the city of Santa Rosa, lies within the San Francisco Bay Air Basin, while the northern half of the county lies within the North Coast basin.

Other counties in the North Coast Air Basin include Del Norte, Humboldt, and Trinity. With a relatively small population, this air basin has very few sources of air pollution. The Pacific Ocean contributes to this lack of air pollution, blowing fresh, clean air into the area and creating some of the best air quality in California. Ozone levels rarely exceed state standards, even as pollutants are carried into the basin by wind from the San Francisco Bay Area Air Basin. Excessive ozone usually only affects the northern part of Sonoma County, as the rest of the basin has reached attainment status for state levels of ozone. Particulate matter (PM10) has exceeded state standards in the past, but not in three years.

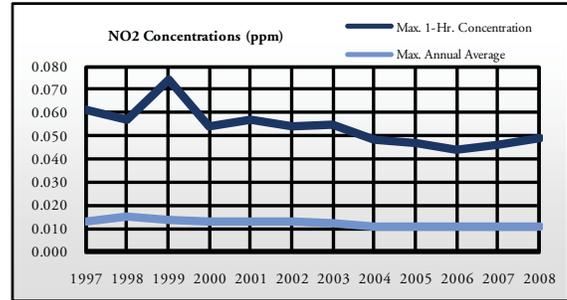
The San Francisco Bay Air Basin, on the other hand, is home to the second largest urban area in California. Motor vehicles contribute the most to carbon monoxide,

nitrogen oxides, and reactive organic gases in the county, and vehicle miles traveled have increased 63 percent in the last twenty years, compared with only a 27 percent increase in population. Much of the air pollution in areas closest to the bay is blown by wind into neighboring counties by cool Pacific breezes. While southern Sonoma County lies on the Pacific, the northernmost section of the basin, along with Napa County, receives much of the effects of pollution from bay communities.

In 2008, the county air quality did not exceed state or federal standards. See the figure on next page for air quality by pollutant in Sonoma County from 1997 to 2008.



NOTE: Measurements taken in Santa Rosa at 5th Street.



County Air Quality

Pollutant (measurement)	Measure	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Ozone (ppm)	Max. 1-Hr. Concentration	0.093	0.068	0.095	0.078	0.086	0.077	0.096	0.076	0.072	0.077	0.071	0.076
Ozone (ppm)	Max. 8-Hr. Concentration	0.080	0.054	0.076	0.056	0.063	0.060	0.079	0.060	0.051	0.058	0.059	0.064
Ozone (ppm)	Days Above State Std.	0	0	1	0	0	0	1	0	0	0	0	0
Ozone (ppm)	Days Above Nat'l 1-Hr. Std.	0	0	0	0	0	0	0	0	0	0	0	0
Ozone (ppm)	Days Above Nat'l 8-Hr. Std.	1	0	1	0	0	0	1	0	0	0	0	0
PM ₁₀ (ug/m ³)	Max. 24-Hr. Concentration	85.0	52.9	54.2	45.7	73.7	60.2	34.2	47.4	36.5	87.1	36.6	48.5
PM ₁₀ (ug/m ³)	Max. Annual Geometric Mean	18.7	n/a	n/a	18.2	21.9	20.4	16.9	18.0	15.9	18.8	17.1	n/a
PM ₁₀ (ug/m ³)	Days Above State 24-Hr. Std.	11.5	n/a	n/a	0	18.1	12.3	0	0	0	11.8	0	0
PM ₁₀ (ug/m ³)	Days Above Nat'l 24-Hr. Std.	0	0	n/a	0	0	0	0	0	0	0	0	n/a
CO (ppm)	Max. 8-Hr. Concentration	3.34	3.24	3.44	3.05	2.40	2.10	1.77	1.57	1.98	1.70	1.71	1.49
CO (ppm)	Days Above State 8-Hr. Std.	0	0	0	0	0	0	0	0	0	0	0	0
CO (ppm)	Days Above Nat'l 8-Hr. Std.	0	0	0	0	0	0	0	0	0	0	0	0
NO ₂ (ppm)	Max. 1-Hr. Concentration	0.061	0.057	0.074	0.054	0.057	0.054	0.055	0.048	0.047	0.044	0.046	0.049
NO ₂ (ppm)	Max. Annual Average	0.013	0.015	0.014	0.013	0.013	0.013	0.012	0.011	0.011	0.011	0.011	0.011

Source: California Air Resources Board

Measurements taken in Santa Rosa at 5th Street

PM₁₀ - Particulate matter over 10 microns in diameter. Ground level concentrations are measured in micrograms per cubic meter.

CO - Carbon monoxide. Ground level concentrations are measured in parts per million.

NO₂ - Nitrogen dioxide. Ground level concentrations are measured in parts per million.

3. Agriculture

In certain areas of Northern California, agricultural production constitutes a significant portion of the economic base. The relative importance of agricultural production in an area affects the volatility of the local economy and determines what businesses are successful. Areas particularly dependent on a few agricultural crops can experience considerable instability in their economic performance as product prices fluctuate. In addition, seasonal unemployment is more pervasive in economies with a large agricultural sector, raising the average annual unemployment rate.

Sonoma County is located in a rich winemaking region with grapes being the primary cash crop in the area. Not only are more grapes harvested each year than any other crop in the county, they also fetch one of the highest prices in the market. The high value and abundant quantity of grapevines in Sonoma County have accounted for a significant portion of their agricultural economy and overall financial stability. The prevalence of fine wineries in the area has also led to increased tourism, as described in section eight.

According to the County Agricultural Commissioners' data, Sonoma County was home to 226 organic farms in 2006, with an estimated acreage of 12,000. This was a 68 percent increase in organic acreage from 2005. Of the thirty-eight counties in California with reported organic farms, Sonoma County contains the second-largest number of farms (San Diego County is first with 317 farms, and Mendocino is third with 208 farms). Interestingly, the county ranks fifth in estimated acreage for those farms.

All information for this section was collected from the California Agricultural Statistics Service. It should be noted that the California Agricultural Statistics Service compiles data from each county's agricultural commissioner, who in turn collects data from farmers. In some

cases, crops are classified under varying titles from year to year and deadlines are not always met for reporting information; therefore, some discrepancies exist in historical analysis.

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Government Payments to Farms.	36

Harvested Acreage

Overview

Total harvested acreage is the amount of land that is harvested for agricultural products in a given year. This includes field crops, vegetable crops, seed crops, and rangeland. Harvested acreage can fluctuate due to flooding, severe storms, fields that are left fallow for a season, government programs and regulations, pest control, and other factors.

This indicator presents the total number of harvested acres in the county over time, as well as the dominant crops and/or rangeland that make up the harvest and the trends associated with these important commodities. The county agricultural commissioner collects this data and reports it to the California Department of Food and Agriculture.

A decline in agricultural land availability may indicate urban expansion, a permanent removal of land from the production cycle. In some cases, crop types such as vines and orchards must grow for three to four years before being harvested, creating a cyclical pattern in harvested acreage. Therefore, evaluation of long-term patterns is more revealing than year-to-year comparisons.

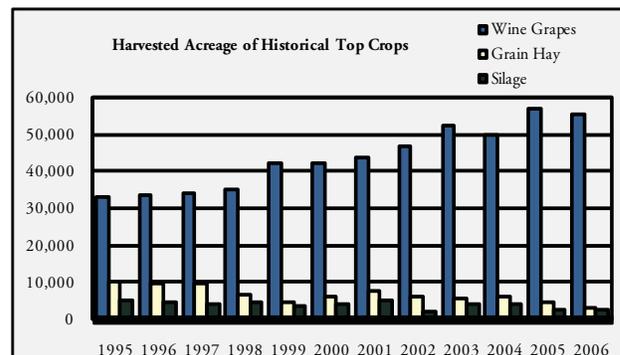
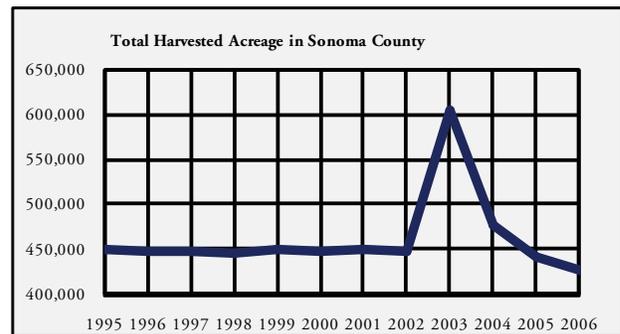
Total Harvested Acreage		
Year	Total acres harvested	Percent of total land area
1995	448,536	44.5%
1996	446,693	44.3%
1997	447,322	44.4%
1998	446,093	44.2%
1999	448,649	44.5%
2000	446,796	44.3%
2001	448,964	44.5%
2002	446,900	44.3%
2003	604,726	60.0%
2004	476,602	47.3%
2005	441,555	43.8%
2006	425,270	42.2%

Source: California Agricultural Statistics Service

Sonoma County

A total of 425,270 acres of land was harvested in Sonoma County in 2006, which accounted for 42 percent of the land area in the county and 1.5 percent of the total harvested land in California. This was a decrease of 4 percent from the preceding year, and was due to several decreases in harvested land, such as a 68 percent reduction in land used for grain oats, and a 33 percent decrease in grain hay. Wine grape acreage decreased 3 percent in the same year. See the following illustrations for more detail on the county's harvested acreage by year, harvests of the most important crops, as well as rangeland.

Wine grapes were the dominant harvested crop in Sonoma County, with over 55,500 acres harvested in 2006. This accounted for about 10 percent of all wine grapes harvested in California. Grain hay made up the next most abundant harvest, with 3,123 acres in 2006, or over 1 percent of the state total. Sonoma County contributed 17 percent to the state's apple harvest and 4 percent to the state's harvest of grain oats. In addition, nearly 352,300 acres of pasture were used as range and 7,140 acres were irrigated.



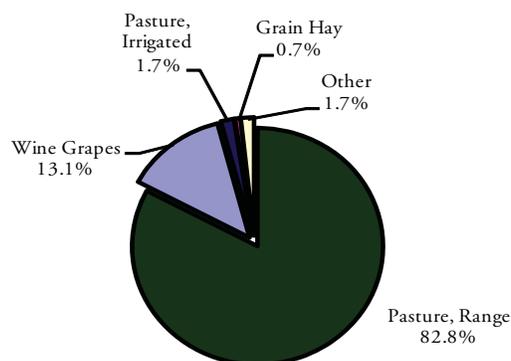
Historical Top Crops Harvested Acreage

Crops	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Wine Grapes	33,189	33,703	34,121	35,334	42,227	42,220	43,589	46,587	52,176	50,010	57,050	55,507
Grain Hay	10,006	9,799	9,890	6,705	4,497	5,986	7,806	6,135	5,500	5,979	4,638	3,123
Silage	4,921	4,795	4,228	4,388	3,670	4,251	5,197	2,140	3,847	4,066	2,737	2,435
Apples, All	5,298	4,407	4,458	4,144	4,047	3,781	2,933	2,956	3,008	3,027	2,987	3,042
Grain Oats	630	1,118	1,357	1,245	1,427	919	717	937	1,702	1,290	2,052	655
Vegetables, Unspecified	1,111	1,289	1,507	1,334	847	659	438	562	383	378	273	297
Corn Silage	453	230	214	294	370	385	385	385	385	300	397	205
Green Chop Hay	440	706	539	917	1,369	470	340	716	598	288	475	309
Wild Hay	2,281	1,047	1,430	2,470	1,160	1,028	853	250	372	205	252	275
English Walnuts	317	258	266	219	192	211	190	188	86	77	156	n/a
Pasture, Range	379,500	379,250	379,225	379,150	379,075	377,039	376,839	376,639	528,332	403,531	363,178	352,283
Pasture, Irrigated	9,550	9,500	9,500	9,450	9,450	9,550	9,450	9,350	8,329	7,443	7,360	7,139

Source: California Agricultural Statistics Service

According to the Sonoma County Agricultural Commissioner's Office, the methodology for estimating range pasture was revised in 2003 and then again in 2004. Changes in those years are due entirely to the methodology revisions. Data for 2005 and later accurately reflect available range land for cattle.

Top Crops as a Percent of Total Harvested Acres, 2006



Top Crops Production

Overview

This is the total volume of agricultural products produced in the county in tons, unless otherwise noted. The products do not have to be sold to be counted in the volume of production. The information is collected by the County Agricultural Commissioner, who in turn reports the data to the California Department of Food and Agriculture.

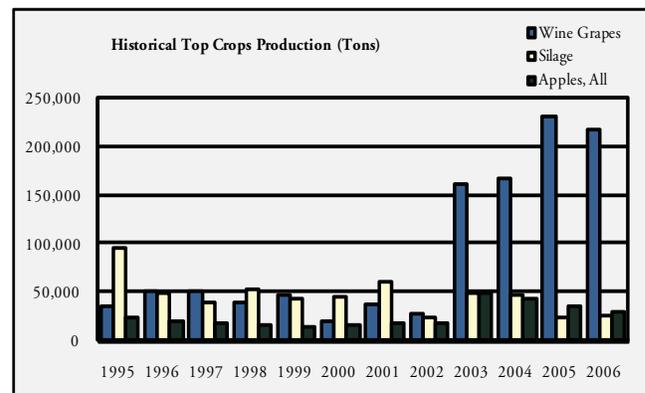
Changes in production compared to changes in acres harvested can indicate increasing or decreasing yields for locally grown agricultural products. Yields can change due to changes in technology, soil, and year-to-year weather patterns. Changes in yield, with unit crop price constant, lead to a proportional change in the economic value of the commodity within the county. However, often a decrease in yield, particularly when the change is due to conditions that affect yields in the broader growing area, causes price movements in the opposite direction. For that reason, the value of agricultural production (the next indicator) better represents the impact of agriculture on the local economy.

Sonoma County

Wine grapes have had the largest production rate in Sonoma County by far, with an average of 94,536 tons each year since 1996. In 2006, Sonoma County contributed over 6 percent of the total reported production of wine grapes in California with nearly 216,250 tons.

Apples and silage had the next highest crop production rate in the county, with 29,878 and 24,351 tons, respectively, in 2006. Each of these crops has remained relatively stable since 1996, although the production of silage and apples decreased significantly between 2004 and 2006. Other varying fluctuations are due to weather, crop resiliency, and market influences contributing to the amount of production each year.

NOTE: Wool is measured in pounds not tons. Also, it should be noted that milk as a market fluid was included because it had the highest amount of production in CWT, or hundredweight (100 pounds). This is a reflection of Sonoma County's dairy industry, although it is not expressed in the same measurement as the other commodities.



Historical Top Crops Production (Tons)

Crops	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Wine Grapes	34,268	49,500	51,133	37,996	45,713	18,753	36,285	26,804	160,768	165,783	230,910	216,248
Silage	95,470	47,498	38,651	51,453	42,435	45,200	59,603	24,203	47,697	45,685	23,867	24,351
Apples, All	22,539	20,015	17,594	15,646	12,920	15,442	16,710	17,307	47,528	43,326	34,666	29,878
Grain Hay	8,663	5,020	4,400	7,900	7,715	9,265	9,165	9,865	17,339	13,735	12,619	5,499
Milk, Manufacturing	72,210	167,060	84,249	38,751	28,644	29,160	23,186	14,612	12,492	10,966	11,351	9,940
Corn Silage	8,663	5,020	4,400	7,900	7,715	9,265	9,165	9,865	9,165	8,690	4,553	7,400
Green Chop Hay	4,806	7,129	3,484	10,842	13,388	4,205	4,708	5,522	4,331	3,164	5,250	4,368
Oats, Grain	532	887	1,064	954	1,923	2,221	2,112	2,650	1,669	1,139	7,791	604
Wool (lbs)	116,490	134,592	116,404	99,589	97,767	79,912	91,090	91,734	119,500	131,450	138,100	124,290
Milk, Market Fluid (cwt)	5,869,023	5,849,219	6,235,778	6,061,344	6,456,837	6,588,643	6,521,726	6,630,314	6,459,424	6,451,816	6,205,857	5,810,600

Source: California Agricultural Statistics Service

Value of Agricultural Production

Overview

This is the total value of agricultural products produced in the county. The products do not have to be sold to be counted in the value of production. The information on crop production and prices is collected by county agricultural commissioners and reported to the California Department of Food and Agriculture.

Included are the ten most important crops in the area, classified in terms of gross production value. Gross production value is measured for the calendar year and includes what is sold on the market and the portion used on the farm.

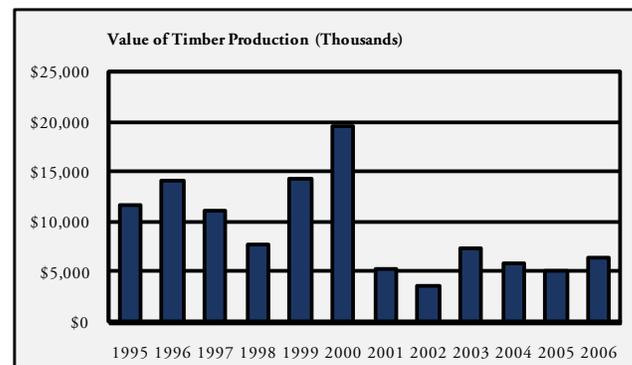
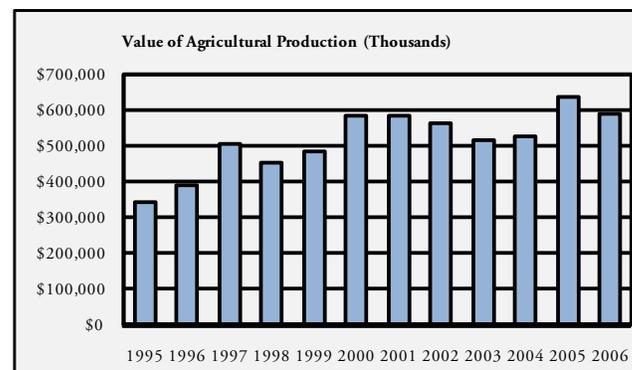
Agricultural production affects many areas of a county's economy, including jobs, income, and the economic output of related industries. When agricultural production declines, so do purchases from local businesses. Decreasing purchases of seed, fuel, irrigation water, commercial nutrients, feed stuff, veterinary drugs and vaccines, fertilizer, equipment, transportation services, and other production inputs have spillover effects on the suppliers of those goods and services. Not all crops have the same impact on local employment and income. Some are more labor intensive, generating more employment per unit of production. Others may result in more purchases from local businesses, providing a greater economic stimulus outside of the

agricultural sector. For that reason an increase in the value of agricultural production, accompanied by significant change in the mix of crops, does not necessarily increase local income and employment. But, since cropping patterns rarely change significantly over short periods of time, a higher value of agricultural production is generally associated with higher local income. Trends in agricultural income are presented in greater detail in section six.

Agriculture and Timber Production (Thousands)

Year	Agricultural production	Timber production	Timber as a percent of total	Total Production
1995	\$ 342,550	\$ 11,609	3.3%	\$ 354,159
1996	\$ 389,572	\$ 14,060	3.5%	\$ 403,632
1997	\$ 507,121	\$ 11,137	2.1%	\$ 518,258
1998	\$ 453,535	\$ 7,768	1.7%	\$ 461,303
1999	\$ 483,038	\$ 14,231	2.9%	\$ 497,269
2000	\$ 585,039	\$ 19,494	3.2%	\$ 604,533
2001	\$ 584,049	\$ 5,218	0.9%	\$ 589,267
2002	\$ 564,571	\$ 3,483	0.6%	\$ 568,054
2003	\$ 514,697	\$ 7,291	1.4%	\$ 521,988
2004	\$ 528,232	\$ 5,749	1.1%	\$ 533,981
2005	\$ 637,769	\$ 4,984	0.8%	\$ 642,753
2006	\$ 590,618	\$ 6,324	1.1%	\$ 596,942

Source: California Agricultural Statistics Service



Sonoma County

Agricultural production totaled over \$596.9 million in Sonoma County in 2006.

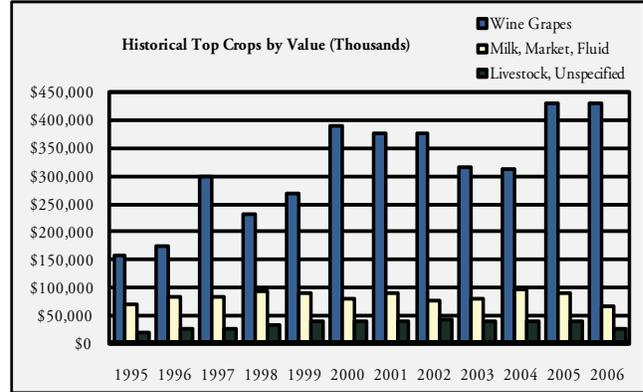
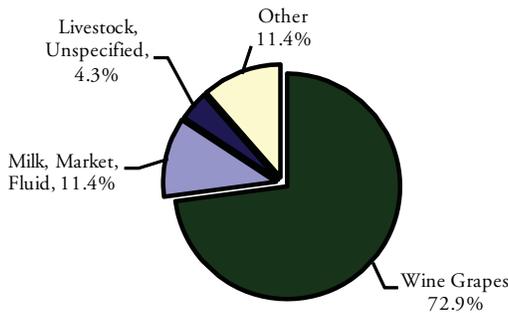
The production of wine grapes, the most valuable crop in Sonoma County, generated almost \$430.5 million and made up 73 percent of the county's total agricultural value in 2006. Wine grapes also brought in the highest price per unit in the county (please see the following indicator for more details). The next most valuable commodity in the county is milk for market fluid, with a value of \$67.1 million in 2006, or over 11 percent of the county's production value. Both wine grapes and various livestock products are extremely important to the local economy of the county and their success contributes to the livelihood of the farming and ranching community. Please see the following graphs for illustrations of Sonoma County's agricultural production value.

Top Crops by Value, 2006 (Thousands \$)

Crop	Value
Wine Grapes	\$ 430,497
Vegetables, Unspecified	\$ 7,417
Apples, All	\$ 5,238
Milk, Market, Fluid	\$ 67,171
Livestock, Unspecified	\$ 25,379
Cattle and Calves, Unspecif	\$ 11,294
Nursery, Woody Ornament	\$ 9,433
Nursery Products, Misc.	\$ 8,379
Livestock, Products, Misc.	\$ 8,101
Nursery Plants, Bedding	\$ 4,203

Source: California Agricultural Statistics Service

Production of Top Crops as a Percent of Total Production, 2006



Historical Top Crops by Value (Thousands \$)

Crop	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Wine Grapes	\$ 158,825	\$ 175,572	\$ 298,147	\$ 231,828	\$ 269,271	\$ 389,854	\$ 374,390	\$ 376,422	\$ 316,262	\$ 312,110	\$ 430,564	\$ 430,497
Milk, Market, Fluid	\$ 71,896	\$ 83,878	\$ 82,562	\$ 95,224	\$ 91,171	\$ 79,854	\$ 90,848	\$ 76,050	\$ 79,322	\$ 98,648	\$ 90,916	\$ 67,171
Livestock, Unspecified	\$ 20,091	\$ 26,036	\$ 26,919	\$ 34,837	\$ 39,706	\$ 40,054	\$ 41,756	\$ 41,887	\$ 40,887	\$ 39,118	\$ 40,459	\$ 25,379

Source: California Agricultural Statistics Service

Top Crops Price per Unit

Overview

This is the price per ton, unless otherwise noted, paid to agricultural producers for their products. Although some crops may yield a high annual total value, certain crops bring in a higher price per unit. Price per unit is determined by crop availability and market demand. Information on price data includes the average price received by growers, excluding fresh market fruits and vegetables. Fresh produce is not included because it is on a packed and ready-to-ship basis (F.O.B. = Free-On-Board). Annual price data is published by the California Department of Food and Agriculture.

High prices and stable prices are important for agricultural producers and the local economy dependent on agriculture. When prices are too low or fluctuate excessively, profitability cannot be guaranteed and local production may contract. The loss of a crop to an area can also result from the emergence of regional disadvantages, such

as closure of a local processing plant. Any significant loss of local production has an adverse impact on employees, contract workers, processors, and suppliers of various inputs.

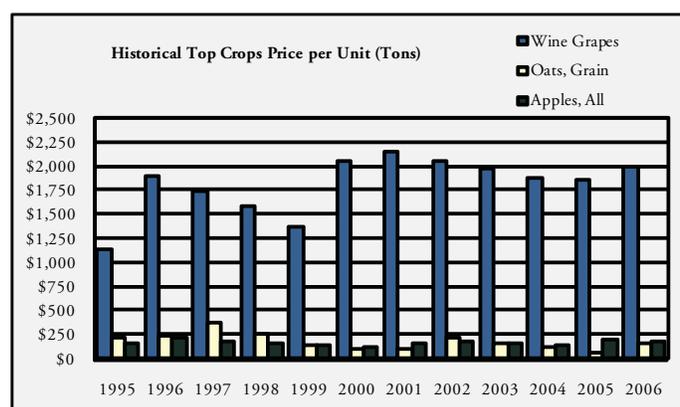
Sonoma County

Buyers paid \$1,991 per ton for wine grapes in 2006, making them the highest-priced agricultural product in Sonoma County. This was an increase of 7 percent from the previous year. Because they are the most widely sold and the highest-priced product in Sonoma County, wine grapes make up a vital part of the county's agricultural well-being. Other high-priced crops included apples, grain oats, and grain hay. Please see the illustrations for more details.

Historical Top Crops Price per Unit (Tons)

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Wine Grapes	\$ 1,135	\$ 1,890	\$ 1,740	\$ 1,589	\$ 1,372	\$ 2,043	\$ 2,157	\$ 2,055	\$ 1,967	\$ 1,883	\$ 1,865	\$ 1,991
English Walnuts	\$ 1,120	\$ 1,407	\$ 1,211	\$ 1,066	\$ 872	\$ 1,300	\$ 1,056	\$ 1,132	\$ 1,000	\$ 1,052	\$ 1,052	n/a
Dried Plums	\$ 1,046	\$ 896	\$ 893	\$ 510	\$ 892	\$ 898	\$ 809	\$ 724	\$ 820	\$ 775	n/a	n/a
Oats, Grain	\$ 210	\$ 237	\$ 380	\$ 260	\$ 147	\$ 106	\$ 107	\$ 212	\$ 156	\$ 118	\$ 68	\$ 166
Apples, All	\$ 160	\$ 210	\$ 179	\$ 156	\$ 130	\$ 120	\$ 163	\$ 171	\$ 151	\$ 130	\$ 200	\$ 175
Grain Hay	\$ 78	\$ 72	\$ 97	\$ 79	\$ 67	\$ 77	\$ 78	\$ 86	\$ 80	\$ 89	\$ 99	\$ 109
Wild Hay	\$ 51	\$ 60	\$ 77	\$ 53	\$ 61	\$ 65	\$ 73	\$ 75	\$ 40	\$ 59	\$ 64	\$ 50
Silage	\$ 34	\$ 39	\$ 42	\$ 36	\$ 29	\$ 33	\$ 32	\$ 27	\$ 22	\$ 20	\$ 28	\$ 25
Corn Silage	\$ 39	\$ 44	\$ 47	\$ 41	\$ 34	\$ 38	\$ 37	\$ 32	\$ 18	\$ 22	\$ 20	\$ 27
Green Chop Hay	\$ 13	\$ 17	\$ 24	\$ 29	\$ 22	\$ 18	\$ 13	\$ 14	\$ 16	\$ 12	\$ 14	\$ 10

Source: California Agricultural Statistics Service



Top Crops Price per Unit (Tons)

	2006
Wine Grapes	\$ 1,991
Apples, All	\$ 175
Oats, Grain	\$ 166
Grain Hay	\$ 109
Wild Hay	\$ 50
Corn Silage	\$ 27
Silage	\$ 25
Green Chop Hay	\$ 10
Milk, Manufacturing (cwt)	\$ 13
Milk, Market, Fluid (cwt)	\$ 12

Source: California Agricultural Statistics Service

Government Payments to Farms

Overview

The government payments to farms indicator is a figure from the 2002 Census of Agriculture that represents the total payment of government to farms in a specified region (at the county level). This category consists of direct cash payments received by the farm operators in 2002. It includes disaster payments, loan deficiency payments from prior participation, compensation payments from Conservation Reserve Programs (CRP), the Wetlands Reserve Programs (WRP), other conservation programs, and all other federal farm programs under which payments were made directly to farm operators. Subsidy payments, from such sources as the Commodity Credit Corporation (CCC), and federal crop insurance payments were not tabulated in this category.

The Commodity Credit Corporation (CCC) is a government-owned and -operated entity that was created to stabilize, support, and protect farm income and prices. CCC also helps maintain balanced and adequate supplies of agricultural commodities and aids in their orderly distribution. The CCC authorizes the sale of agricultural commodities to other government agencies and foreign governments and the donation of food to domestic, foreign, or international relief agencies. The CCC also assists in the development of new domestic and foreign markets and marketing facilities for agricultural commodities. Payments to farms, including subsidies, is additional income to farmers that benefits the local economy. However, farmers that are too dependent on government payments for their livelihood could be in jeopardy if legislators in Washington or Sacramento decide to cut funding for farm programs.

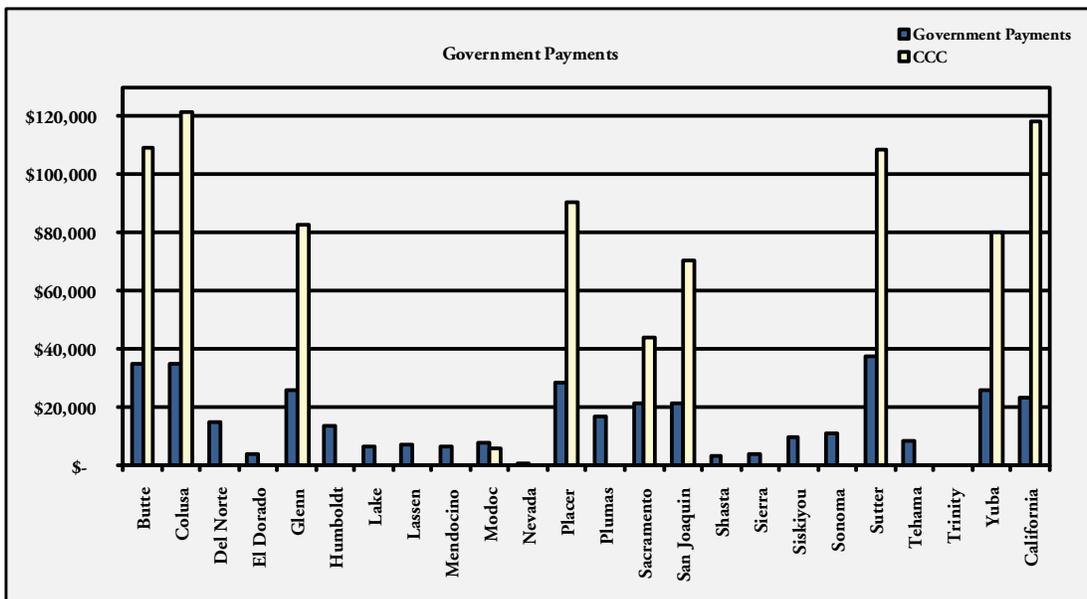
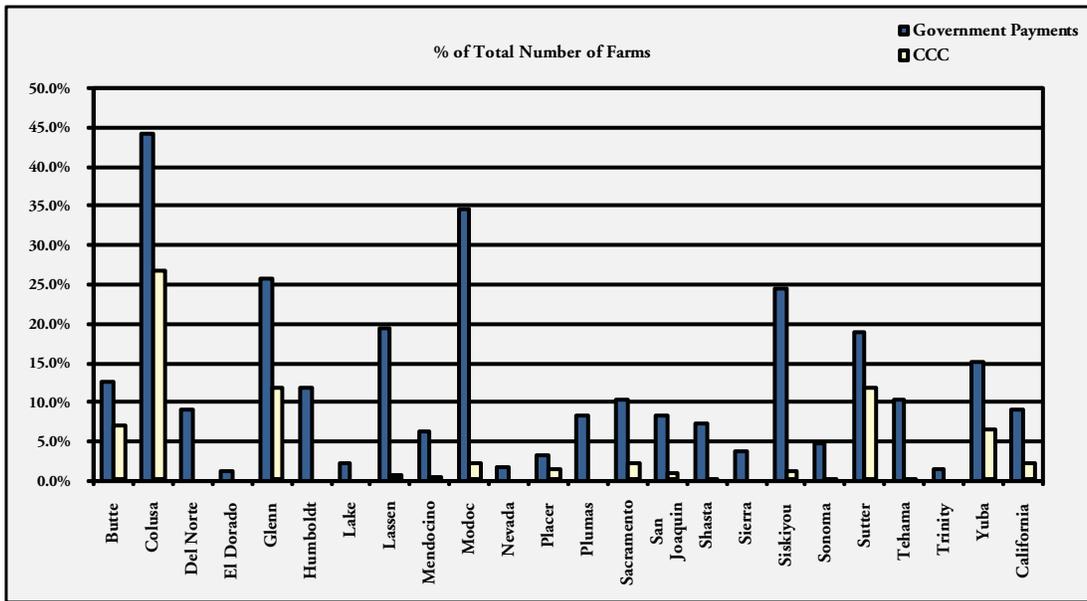
Sonoma County

Of the 3,447 farms in Sonoma County in 2002, 168 received some form of government aid (5 percent). Government payments reached over \$1.8 million, and CCC payments were \$2,000. As reported in section 3.3, the county's agriculture production that year was over \$564.5 million. Of that total, 0.3 percent consisted of government or subsidy payments.

Government Payments and Commodity Credit Corporation Loans

Year	Government Payments			Commodity Credit Corporation Payments		
	Number of Farms	Total Amount Received (\$1,000)	Average Amount Received	Farms Receiving Aid	Total Amount Received (\$1,000)	Average Amount Received
1997	51	\$ 257	\$ 5,037	0	N/A	N/A
2002	164	\$ 1,897	\$ 11,564	4	\$ 2	\$ 500

Source: US Department of Agriculture, National Agricultural Statistics Service



4. Labor Market

Labor market conditions are an important indicator of an area's economic well-being. Of particular importance is the relationship among all of these factors: labor force, employment, unemployment, and monthly employment. While alone, one of these factors might project an incomplete image of the economy's performance, taken together, they provide a comprehensive assessment of the health of the labor market and the associated well-being of affected residents. Other measures typically used to evaluate economic well-being include income (section five) and jobs (section six).

Labor market information can be used to draw conclusions about the availability of jobs, the social climate, and the standard of living in the area.

The following is a brief summary of the statistical relationship between each of the indicators discussed in this section:

Labor force is equal to employment plus unemployment.

Employment refers to people working at least one hour per week.

Unemployment refers to people working less than one hour per week, but actively seeking work during that week.

Unemployment rate is equal to unemployment divided by labor force.

The U.S. Department of Labor, Bureau of Labor Statistics uses the twelfth of each month to determine a person's employment status. This date was originally chosen because at one time, there were no holidays in the week that included the twelfth. Although that may not be true now, mid-month time periods are less volatile to changes in the overall business climate.

The average unemployment rate in Sonoma County from 1997 to 2007 was 4 percent. Tracking monthly

unemployment trends during that time revealed seasonal changes in the level of employment. In Sonoma County there have been, on average, two decreases in unemployment (increases in employment), from September through December and the month of May. Between 1990 and 2007, unemployment dropped, on average, from 4.6 percent to 4.3 percent, before it began to rise again.

In 2006, there were 15,900 travel-generated jobs (6 percent of total employment) in the area, and it is common for some of these jobs to disappear as the peak travel seasons begin to slow. However, the patterns seem to mirror typical planting and harvesting seasons. The change in employment constitutes approximately 1,800 total jobs and is probably linked to agriculture, representing only very minor and normal seasonal shifts. However minor they may be, these seasonal gains in employment do spur employment in other unrelated sectors. As people begin receiving income, they typically spend it on unrelated goods and services within their communities. As the demand increases for these goods and services, employment levels are expected to rise to meet the demand.

In this section:

Labor Force	40
Total Employment	42
Unemployment	44
Average Monthly Labor Statistics	46

Labor Force

Overview

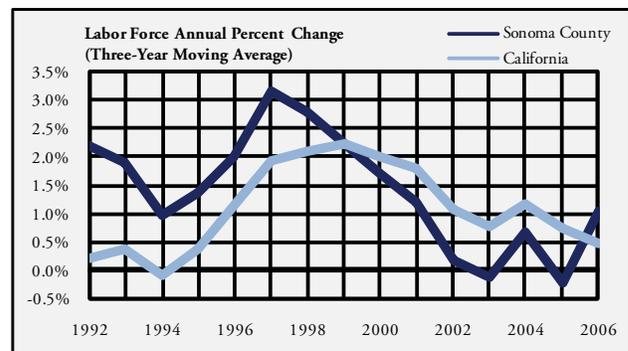
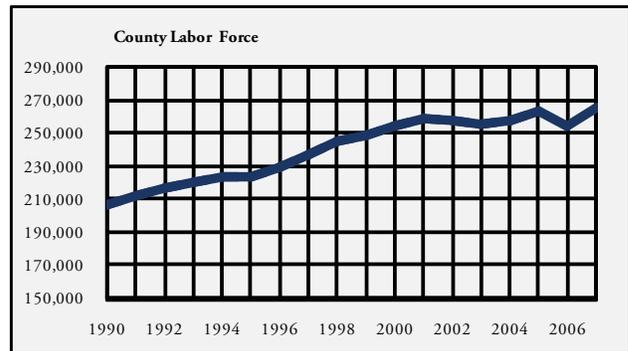
The labor force is the number of people living in the specified area who are willing and able to work. It is the sum of employment (persons currently working) and unemployment (persons actively seeking work). Therefore, changes in both employment and unemployment affect the labor force. The labor force is estimated monthly by the California Employment Development Department. Annual data is the average of the twelve months of the year.

An increasing labor force indicates a growing economy only if it is the result of increasing employment. If the labor force is growing due primarily to increasing unemployment, then population growth may be occurring in excess of the ability of the economy to provide jobs for new workforce entrants.

Sonoma County

In 2007, 265,600 residents, or 55 percent of Sonoma County's population, were members of the labor force, compared to 47 percent in California. The county's labor force has increased steadily over the last ten years, and experienced a 5 percent increase in 2007. This steady increase indicates a thriving economy and a perpetual increase in available employment and business growth.

The city of Santa Rosa boasted the strongest labor force in Sonoma County, with 84,300 members in 2007, for an increase of 19 percent since 1997. The city of Petaluma saw a 15 percent increase in the labor force during the same time. Comparatively, the state of California saw an 11 percent increase in the labor force between 1997 and 2007.



Labor Force, County and Cities

Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Windsor	Sonoma County	Annual percent change
1990	n/a	n/a	5,000	24,080	20,680	59,170	3,590	3,825	n/a	206,300	n/a
1991	n/a	n/a	5,110	24,570	21,220	60,540	3,690	3,904	n/a	211,700	2.6%
1992	n/a	n/a	5,240	25,180	21,850	62,190	3,800	3,986	n/a	217,200	2.6%
1993	n/a	n/a	5,300	25,460	22,060	62,830	3,850	4,046	n/a	220,200	1.4%
1994	n/a	n/a	5,410	26,040	22,510	64,200	3,920	4,127	n/a	224,000	1.7%
1995	n/a	n/a	5,380	25,910	22,370	63,840	3,890	4,126	n/a	223,700	-0.1%
1996	n/a	n/a	5,510	26,580	22,870	65,360	3,980	4,245	n/a	229,400	2.5%
1997	n/a	n/a	5,750	27,710	23,790	68,070	4,130	4,408	n/a	237,700	3.6%
1998	n/a	n/a	5,920	28,550	24,470	70,070	4,260	4,562	n/a	245,600	3.3%
1999	n/a	n/a	6,010	28,990	24,800	71,090	4,310	4,636	n/a	249,100	1.4%
2000	3,500	3,800	5,700	31,200	25,000	80,300	4,300	4,700	12,300	254,000	2.0%
2001	3,600	3,900	5,800	31,800	25,500	81,900	4,400	4,800	12,600	258,400	1.7%
2002	3,600	3,900	5,800	31,700	25,400	81,800	4,300	4,800	12,500	258,300	0.0%
2003	3,600	3,900	5,700	31,400	25,100	80,900	4,300	4,700	12,300	255,400	-1.1%
2004	3,500	3,900	5,800	31,700	25,400	81,500	4,300	4,800	12,500	257,500	0.8%
2005	3,600	4,000	5,900	32,400	25,900	83,400	4,500	5,000	12,700	263,600	2.4%
2006	3,500	3,800	5,500	32,400	24,100	77,300	4,300	4,700	12,300	253,800	-3.7%
2007	3,600	4,100	6,000	32,700	25,900	84,300	4,500	5,000	12,900	265,600	4.6%

Source: California Employment Development Department. Cloverdale and Cotati 1990 & 2000 from U.S. Bureau of the Census; 1991-1999 calculated by the CED based on a constant percent change.

Total Employment

Overview

The California Employment Development Department (EDD) defines employment as the number of residents who are employed, regardless of whether they work in the county or city of residence: “Civilian employment includes all individuals who worked at least one hour for a wage or salary, were self employed, or were working at least fifteen unpaid hours in a family business or on a family farm during the week including the twelfth of the month. Those who were on vacation, other kinds of leave, or involved in a labor dispute, were also counted as employed.”

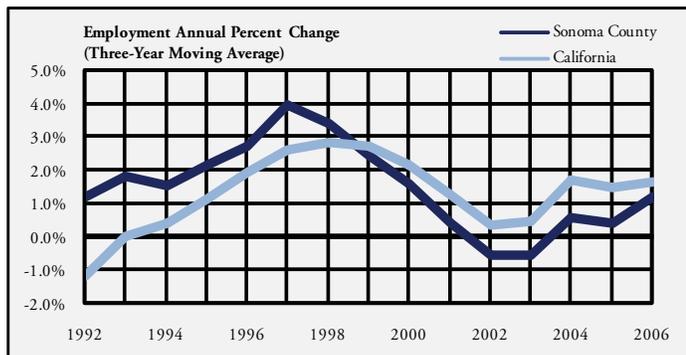
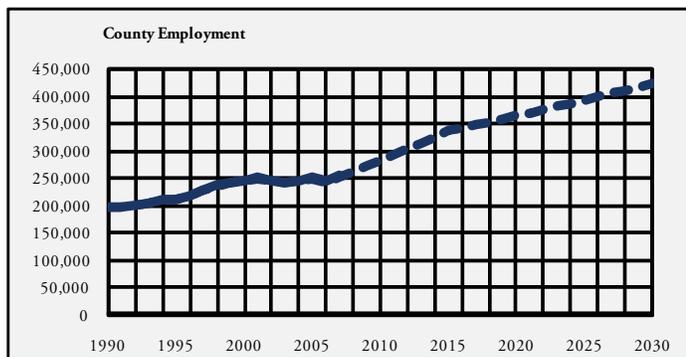
Employment is the largest component of the labor force, representing people who live in the area and have a job. The California Employment Development Department defines employment as a count of workers at their place of residence, regardless of where they work. Jobs by industry, discussed in section four, is a measure of employment at the place of work.

Increasing employment indicates an increase in economic activity within the area, either by increasing local jobs or increasing the number of workers in residence. Workers spend a large portion of their income at their place of residence (the percentage of which typically depends on the availability and relative price of retail goods in the community), making employment by place of residence an economic indicator that is typically evaluated alongside the count of jobs by place of work.

Sonoma County

As of 2007, 253,800 members, or 96 percent of Sonoma County’s labor force, were employed, for a 4 percent increase from the preceding year. In comparison, 95 percent of California’s total labor force was employed in the same year. Employment in the county is expected to continue rising in upcoming years, with projected totals of 338,664 in 2015 and 425,031 by 2030. This steady growth in employment indicates an increase in spending power for the average worker in Sonoma County and ultimately means greater economic strength for the county in the years to come.

In the city of Santa Rosa, 80,600 members of the labor force were employed as of 2007, the highest number in any city in Sonoma County. This total is followed by 31,400 employed residents in the city of Petaluma and 24,800 in the city of Rohnert Park.



Total Employment and Percent Change by City or Town

Year	Cotati	Cloverdale	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Windsor	Sonoma County	Annual Percent Change
1990	n/a	n/a	4,820	23,330	19,780	56,950	3,430	3,723	n/a	198,300	n/a
1991	n/a	n/a	4,850	23,470	19,910	57,300	3,450	3,753	n/a	199,900	0.8%
1992	n/a	n/a	4,900	23,730	20,130	57,940	3,490	3,789	n/a	201,800	1.0%
1993	n/a	n/a	4,980	24,100	20,440	58,830	3,550	3,858	n/a	205,500	1.8%
1994	n/a	n/a	5,120	24,810	21,040	60,570	3,650	3,959	n/a	210,900	2.6%
1995	n/a	n/a	5,110	24,740	20,980	60,400	3,640	3,967	n/a	211,300	0.2%
1996	n/a	n/a	5,290	25,630	21,740	62,570	3,770	4,113	n/a	219,100	3.7%
1997	n/a	n/a	5,550	26,860	22,780	65,580	3,950	4,292	n/a	228,600	4.3%
1998	n/a	n/a	5,740	27,780	23,560	67,810	4,090	4,457	n/a	237,400	3.8%
1999	n/a	n/a	5,860	28,360	24,050	69,240	4,170	4,549	n/a	242,300	2.1%
2000	3,300	3,700	5,500	30,200	24,200	77,600	4,200	4,600	12,000	245,500	1.3%
2001	3,400	3,800	5,600	30,600	24,600	78,800	4,300	4,700	12,200	249,000	1.4%
2002	3,300	3,700	5,500	30,100	24,200	77,600	4,200	4,600	12,000	245,200	-1.5%
2003	3,300	3,700	5,400	29,700	23,800	76,400	4,200	4,500	11,800	241,500	-1.5%
2004	3,300	3,700	5,500	30,100	24,200	77,400	4,200	4,600	12,000	244,800	1.4%
2005	3,800	3,400	5,600	30,600	24,600	78,900	4,300	4,700	12,200	249,400	1.9%
2006	3,300	3,700	5,500	30,000	24,100	77,300	4,200	4,600	11,900	244,400	-2.0%
2007	3,400	3,900	5,700	31,400	24,800	80,600	4,400	4,800	12,400	253,800	3.8%
2015(p)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	338,664	n/a
2030(p)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	425,031	n/a

Source: California Employment Development Department; Projections: Woods & Poole Economics

Unemployment

Overview

Unemployment is the estimated number of people who are actively seeking work and are not working at least one hour per week for pay and who are not self-employed. As with employment, it is estimated at the place of residence. Annual average unemployment is the average of twelve monthly unemployment estimates developed by the California Employment Development Department (EDD).

Unemployment is not a simple count of people who are receiving unemployment insurance payments, although the EDD uses unemployment insurance recipients to help produce its estimates. Not everyone who the EDD considers to be unemployed, including those whose employment is terminated due to poor performance, is eligible for these benefits. Unemployment includes workers who have been laid off and are waiting to be called back to work, though it does not include people who are in prisons, mental hospitals, nursing homes, or those under the age of sixteen, regardless of whether they are seeking work or not.

The unemployment rate is the percent of the labor force that is unemployed. It is often used as a primary measure of economic health, although by itself, changes in the unemployment rate may misrepresent economic performance. For example, take the case of rising employment with a simultaneous rise in unemployment (a common situation in Northern California in the early 2000s).

This situation typically produces an increase in the unemployment rate, even when the employment situation is improving. Therefore, employment growth or labor force growth combined with employment growth, are better measures of economic performance.

Still, the unemployment rate is a valuable community indicator. Sustained high unemployment rates typically indicate the presence of societal issues within the

community, although what is considered “high” may vary from one community to the next. For communities with a high unemployment rate, social issues may vary as well. See the social indicators sections, nine through twelve, to find connections between the unemployment rate and social issues.

Another important issue exposed by unemployment statistics is the number of potentially qualified workers available in the community. As unemployment falls, employers start having a difficult time attracting qualified employees at their offered rates of pay. High-skill workers are typically affected first, such as those in management, technical, and professional occupations, with moderate-skill workers being affected as the unemployment rate continues to fall. Results typically include higher average pay, in combination with out migration of some firms in search of the employees they can no longer find locally. The lowest unemployment rate calculated over the past ten years, or the lowest unemployment number, can be used to estimate the level at which employers have difficulty finding qualified employees. At the national level the lowest sustainable unemployment rate is called the full-employment unemployment rate, and at that rate, the remaining unemployment is not due to a lack of jobs, but rather structural, frictional, and seasonal factors.

Sonoma County

In 2007, 11,800 members of Sonoma County’s labor force were unemployed, for an unemployment rate of 4.5. Sonoma County’s unemployment rate has been consistently lower than the California average since 1990. For example, when statewide unemployment swelled to 9.5 percent in 1993, Sonoma County’s unemployment rate was at 6.7, down from a high of 7.1 percent the previous year. This number steadily decreased through 2001, before beginning to rise again, and finally dropping the three previous years. In 2007, however, the unemployment figure increased 25.5 percent.

Total Unemployment and Percent Change by City or Town

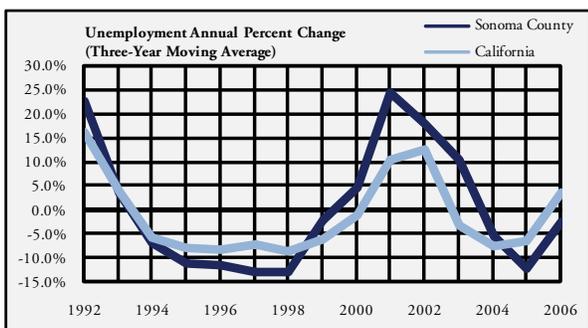
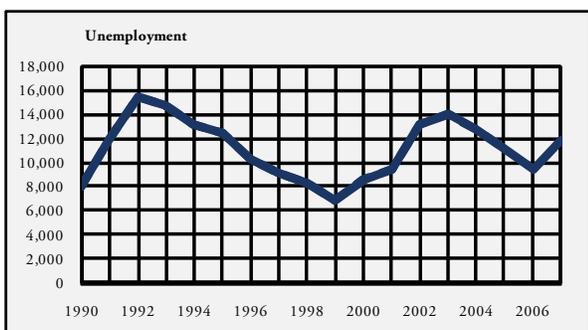
Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Windsor
1990	n/a	n/a	180	750	900	2,220	160	102	n/a
1991	n/a	n/a	260	1,100	1,310	3,240	240	151	n/a
1992	n/a	n/a	340	1,450	1,720	4,250	310	197	n/a
1993	n/a	n/a	320	1,360	1,620	4,000	300	188	n/a
1994	n/a	n/a	290	1,230	1,470	3,630	270	168	n/a
1995	n/a	n/a	270	1,170	1,390	3,440	250	159	n/a
1996	n/a	n/a	220	950	1,130	2,790	210	132	n/a
1997	n/a	n/a	200	850	1,010	2,490	180	117	n/a
1998	n/a	n/a	180	770	910	2,260	170	105	n/a
1999	n/a	n/a	150	630	750	1,850	140	87	n/a
2000	200	100	200	1,000	800	2,700	100	100	300
2001	200	100	200	1,200	900	3,100	100	100	400
2002	300	200	300	1,600	1,200	4,200	100	200	500
2003	300	200	300	1,700	1,300	4,500	100	200	500
2004	200	200	300	1,600	1,200	4,100	100	200	500
2005	200	200	300	1,400	1,000	3,600	100	100	400
2006	200	100	200	1,200	900	3,100	100	100	400
2007	200	200	300	1,300	1,100	3,700	100	200	500

Source: California Employment Development Department

County Unemployment

Year	County unemployment	Annual percent change	Unemployment rate
1990	8,000	n/a	3.9%
1991	11,800	47.5%	5.6%
1992	15,400	30.5%	7.1%
1993	14,700	-4.5%	6.7%
1994	13,100	-10.9%	5.9%
1995	12,400	-5.3%	5.5%
1996	10,300	-16.9%	4.5%
1997	9,100	-11.7%	3.8%
1998	8,200	-9.9%	3.3%
1999	6,800	-17.1%	2.7%
2000	8,500	25.0%	3.3%
2001	9,400	10.6%	3.6%
2002	13,100	39.4%	5.1%
2003	13,900	6.1%	5.4%
2004	12,700	-8.6%	4.9%
2005	11,100	-12.6%	4.2%
2006	9,400	-15.3%	3.7%
2007	11,800	25.5%	4.5%

Source: California Employment Development Department



Average Monthly Labor Statistics

Overview

The California Employment Development Department estimates labor market data (labor force, employment, unemployment, and the unemployment rate) for each month. The department uses the week including the twelfth of each month to determine a person's employment status. Mid-month time periods are less sensitive to changes in the overall business climate and are more representative of average conditions. For specific definitions of each measure, see the previous three indicators in this section.

Average monthly labor statistics are used to evaluate seasonal trends in employment. Areas dependent on agriculture, forestry, or seasonal recreation tend to experience fluctuations in employment over the course of the year that cannot be observed when using the annual average as a measure. The difference in employment in the low and high months can be used to evaluate the degree to which an economy is dependent upon seasonal employment. Many seasonal employees locate temporarily (at winter ski resorts or some types of farms) and leave during the off-season, but some remain year-round and are unemployed during the months of lower employment.

Average Monthly Labor Statistics, 2007

Month	Labor force	Empl.	Unempl.	Unempl. rate
Jan	261,900	250,500	11,400	4.4%
Feb	262,300	251,200	11,100	4.2%
Mar	262,800	252,200	10,600	4.0%
Apr	261,200	250,400	10,800	4.1%
May	261,600	251,100	10,500	4.0%
Jun	265,500	254,100	11,400	4.3%
Jul	261,900	249,900	12,000	4.6%
Aug	263,300	251,200	12,100	4.6%
Sep	265,600	253,800	11,800	4.4%
Oct	265,500	253,900	11,600	4.4%
Nov	263,100	251,200	11,900	4.5%
Dec	262,900	250,500	12,400	4.7%

Source: California Employment Development Department

Average Monthly Labor Statistics, 1990-07

Month	Labor force	Empl.	Unempl.	Unempl. rate
Jan	237,244	224,989	12,256	5.2%
Feb	238,206	226,172	12,033	5.1%
Mar	238,572	226,694	11,861	5.0%
Apr	238,328	227,228	11,106	4.7%
May	238,911	228,339	10,583	4.4%
Jun	240,711	229,294	11,400	4.7%
Jul	239,011	227,239	11,783	4.9%
Aug	240,622	229,372	11,267	4.7%
Sep	242,828	232,383	10,450	4.3%
Oct	244,517	234,261	10,267	4.2%
Nov	241,822	231,272	10,567	4.4%
Dec	241,278	230,956	10,322	4.3%

Source: California Employment Development Department

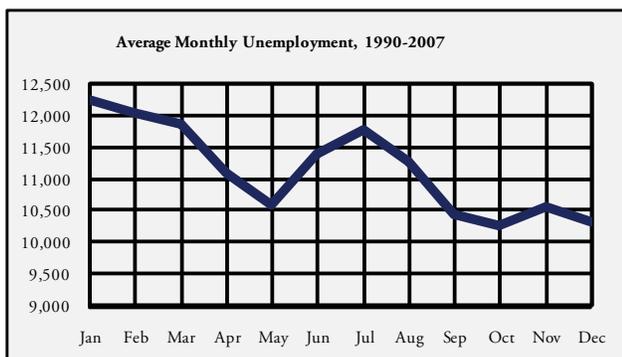
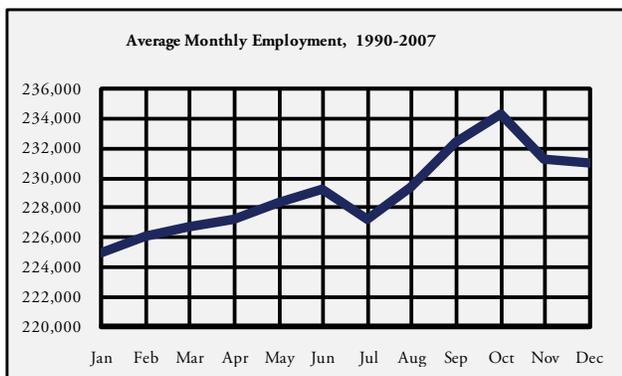
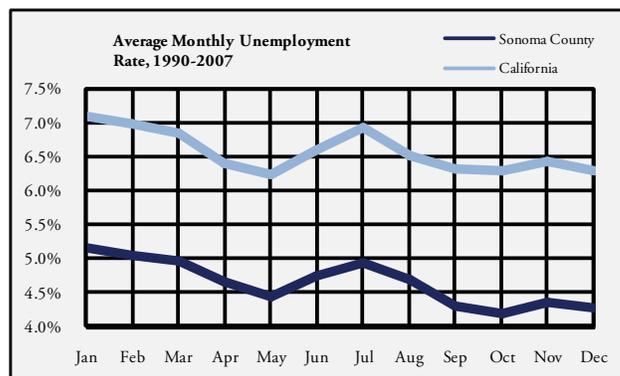
Sonoma County

Between 1990 and 2007, unemployment was lowest in May and September through December. The highest unemployment rates occurred in January through March, peaking in January at 5.2 percent and decreasing throughout the year. In all cases, the average monthly unemployment rate for Sonoma County was lower than the state-wide average.

California Average Monthly Labor Statistics, 2007

Month	Labor force	Empl.	Unempl.	Rate
Jan	18,036,100	17,077,100	959,000	5.3%
Feb	18,041,100	17,097,100	944,000	5.2%
Mar	18,105,100	17,187,600	917,500	5.1%
Apr	18,058,000	17,149,200	908,800	5.0%
May	18,095,500	17,216,800	878,700	4.9%
Jun	18,216,300	17,268,500	947,800	5.2%
Jul	18,343,500	17,328,700	1,014,800	5.5%
Aug	18,330,900	17,337,000	993,900	5.4%
Sep	18,297,300	17,310,500	986,800	5.4%
Oct	18,268,300	17,286,600	981,700	5.4%
Nov	18,374,200	17,353,500	1,020,700	5.6%
Dec	18,394,100	17,314,600	1,079,500	5.9%

Source: California Employment Development Department



5. Income

Income affects consumer choice, local retail sales, and is an indicator of current economic conditions. Income influences buying power and income changes allow comparison of local economic performance to that of surrounding areas (see sales data in section six).

Income is one measure of the benefits to people provided by employment, government, or their own investments. It is the primary connection between employment and the overall benefit jobs provide for residents.

The data in this section is not adjusted for inflation. The annual inflation rate, measured by the national Consumer Price Index (CPI), varies from year to year, but the average annual rate between 1995 and 2005 was 2.3 percent.

Total personal income for Sonoma County rose an annual average of 5.6 percent (3 percent when adjusted for inflation) between 1995 and 2005. Between 1989 and 1999, the median household income rose a total of 63.4 percent (21.6 percent when adjusted for inflation). It appears that Sonoma County has done exceptionally well, surpassing the income gains of most other counties in the entire state. In 2005, the nominal median household income had risen to \$58,110, second only to Placer County in a comparison of twenty-three Northern California counties. While incomes have risen dramatically, it must be noted that the percentage of people living in poverty has also risen. Also between 1989 and 1999, the poverty rate in Sonoma County increased 6.6 percent, rising from 7.6 percent to 8.1 percent. By 2004, that number had increased to 8.4 percent. While incomes have improved for most residents, a growing percentage of the population did not experience income gains sufficient to escape poverty.

Transfer payments made up 11.4 percent of total personal income in 2005, rising from 10.6 percent in

1990. However, it is interesting to note that the increase in transfer payments was not a result of income assistance or adjustment payments, despite the poverty rate continuing to climb. In fact, income assistance payments have steadily declined as a percentage of transfer payments over the years. Medical payments were the only component of transfer payments with a substantial increase of 10 percent between 1990 and 2005. This increase can most likely be attributed to the rising costs of health care nationwide.

In this section:

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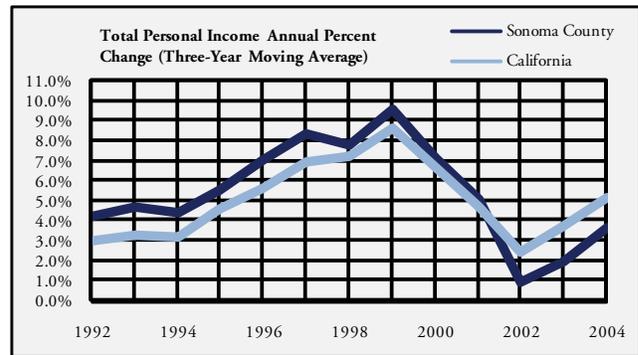
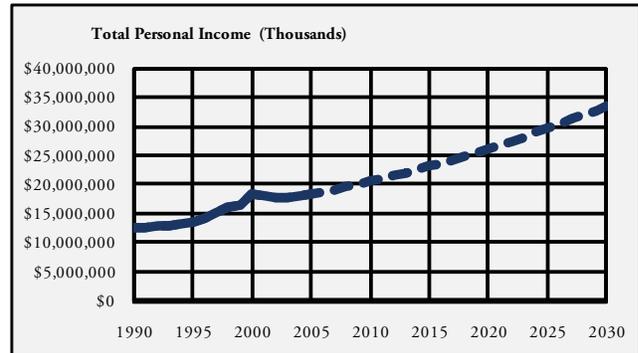
Total Personal Income

Overview

Total personal income is calculated by the U.S. Department of Commerce, Bureau of Economic Analysis. It is the sum of all income collected by individuals, including but not limited to earned income, government payments, and returns on investment. It does not include personal contributions for social insurance (such as payments to Social Security or Medicare).

Total personal income is the basis for all other income indicators in this section. Growing personal income indicates a growing economy, as long as the growth is greater than the annual average inflation rate of 2.3 percent. The growth may be due to increasing incomes, increasing population, or some combination. See the demographics section (section one) and the indicator for per capita personal income later in this section to see which factor is more prominent.

NOTE: Graphs represent nominal figures.



Total Personal Income

Year	Nominal		Adjusted for Inflation (\$2004)	
	Total personal income (thousands)	Annual percent change	Total personal income (thousands)	Annual percent change
1990	\$ 8,754,354	n/a	\$ 12,652,620	n/a
1991	\$ 9,053,468	3.4%	\$ 12,556,535	-0.8%
1992	\$ 9,538,546	5.4%	\$ 12,842,704	2.3%
1993	\$ 9,905,633	3.8%	\$ 12,949,302	0.8%
1994	\$ 10,398,102	5.0%	\$ 13,253,721	2.4%
1995	\$ 10,859,377	4.4%	\$ 13,460,212	1.6%
1996	\$ 11,652,547	7.3%	\$ 14,029,102	4.2%
1997	\$ 12,743,027	9.4%	\$ 14,997,868	6.9%
1998	\$ 13,809,227	8.4%	\$ 16,003,454	6.7%
1999	\$ 14,614,087	5.8%	\$ 16,570,234	3.5%
2000	\$ 16,777,972	14.8%	\$ 18,405,104	11.1%
2001*	\$ 16,968,675	1.1%	\$ 18,099,281	-1.7%
2002	\$ 16,966,662	0.0%	\$ 17,815,467	-1.6%
2003	\$ 17,252,954	1.7%	\$ 17,712,408	-0.6%
2004	\$ 17,985,296	4.2%	\$ 17,985,296	1.5%
2005	\$ 18,889,540	5.0%	\$ 18,270,528	1.6%
2015(p)	n/a	n/a	\$ 23,098,657	n/a
2030(p)	n/a	n/a	\$ 33,605,939	n/a

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Sonoma County

The total personal income in Sonoma County was over \$18.8 billion in 2005—a 5 percent increase from the previous year. When adjusted for inflation, there was a 1.6 percent increase in spending power in the same year. Adjusted total personal income is expected to increase to over \$23 billion by 2030. This projection indicates an economy that is steadily growing, with a buyer market that will continue to gain spending power in the future. As the following figure shows, total personal income in Sonoma County has always been competitive with the statewide average.

Components of Total Personal Income

Overview

According to the U.S. Department of Commerce, total personal income can be broken down into the following five major categories shown in this indicator:

Earnings by place of work is the total income earned from jobs located in a given county. Based on business tax returns, these earnings can be wages, salary disbursements, other labor income, or proprietor (the owner's) income earned within the county regardless of the employee's place of residence.

Dividends, interest, and rent are various types of returns on investments. These include payments by corporations, located at home and abroad, to U.S. resident stockholders, as well as monetary and/or imputed interest received by individuals, nonprofit institutions, estates, and trusts. An individual's income from real property rentals and royalties received from patents, copyrights, and rights to natural resources is also included.

Personal contributions for social insurance are a component of earnings, but not a component of income because the income is counted when the social insurance is received as a benefit, such as Social Security payments, rather than when it was earned. In other words, contributions are taken out of a paycheck prior to disbursement. Therefore, as a component of personal income, this measure is always negative. These contributions include payments made by employers, employees, the self-employed, and by other individuals to programs. In addition to Social Security, payments include those to the Federal Deposit Insurance Corporation (FDIC) and Medicare.

NOTE: Parentheses indicate a negative value.

Adjustment by place of residence is made so that total personal income is an indicator that reveals income by place of residence instead of by place of work. This is

helpful when evaluating the economic well-being of people who live and work within the county, not counting commuters. Positive residence adjustments indicate that more people live in the county and work outside the county. Negative residence adjustments indicate that more people work in the county, but live outside of it.

Transfer payments are compensations for work not immediately performed. They include payments made by government and businesses to individuals and nonprofit institutions. Transfer payments include a wide variety of payments that are described in the following indicator.

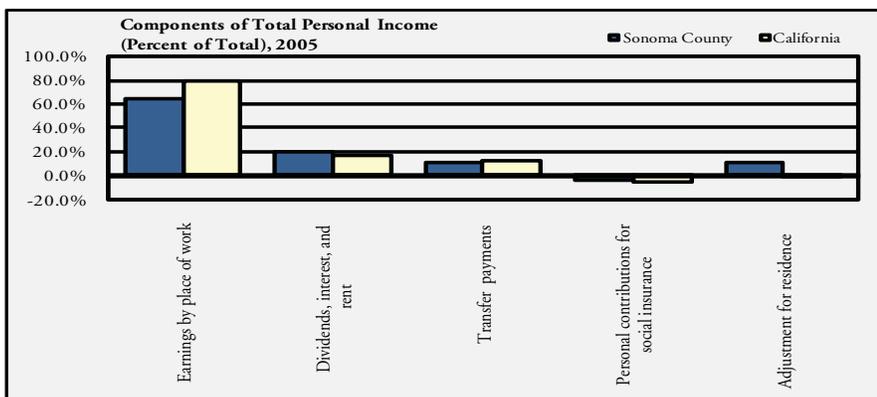
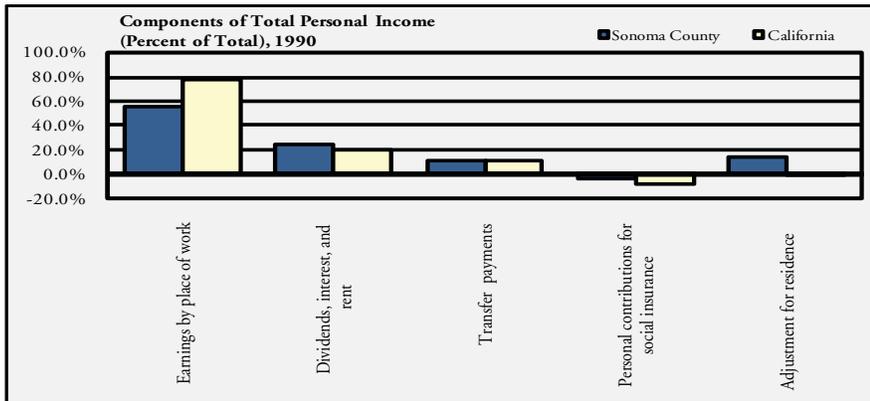
Understanding how income is earned in the community can shed light on the structure of the local economy. If a greater proportion is in earnings by place of work, then industry performance is driving economic growth. If there is a greater proportion of adjustment by place of residence or of transfer payment, then people living in the community are importing income into the area, which means that the community's economic performance may be driven by factors currently outside the area's influence. A negative adjustment by place of residence typically means that the community is not providing enough opportunities to house people working in the community in terms of price, availability, or quality.

*Beginning in 2001, data reflects the newly implemented North American Industry Classification System (NAICS). Therefore, data may reflect these altered classifications. This system is to replace the previous U.S. Standard Industrial Classification (SIC) database for all future annual economic census information.

Components of Total Personal Income (Thousands)

Year	Personal					Total personal income
	Earnings by place of work	Dividends, interest, and rent	Transfer payments	contributions for social insurance	Adjustment for residence	
1990	\$ 4,838,019	\$ 2,124,677	\$ 922,902	\$ (284,761)	\$ 1,274,648	\$ 8,754,354
1991	\$ 5,048,470	\$ 2,185,383	\$ 1,026,686	\$ (309,340)	\$ 1,265,856	\$ 9,053,468
1992	\$ 5,309,307	\$ 2,200,501	\$ 1,178,126	\$ (324,985)	\$ 1,274,616	\$ 9,538,546
1993	\$ 5,502,162	\$ 2,277,662	\$ 1,229,023	\$ (341,730)	\$ 1,272,041	\$ 9,905,633
1994	\$ 5,767,579	\$ 2,412,825	\$ 1,273,156	\$ (363,131)	\$ 1,280,406	\$ 10,398,102
1995	\$ 5,928,445	\$ 2,623,399	\$ 1,332,089	\$ (373,752)	\$ 1,287,438	\$ 10,859,377
1996	\$ 6,418,562	\$ 2,808,884	\$ 1,385,125	\$ (390,213)	\$ 1,262,128	\$ 11,652,547
1997	\$ 7,193,870	\$ 2,997,598	\$ 1,403,581	\$ (427,503)	\$ 1,277,280	\$ 12,743,027
1998	\$ 7,977,762	\$ 3,172,284	\$ 1,453,682	\$ (470,051)	\$ 1,318,418	\$ 13,809,227
1999	\$ 8,647,303	\$ 3,273,353	\$ 1,496,100	\$ (508,714)	\$ 1,293,466	\$ 14,614,087
2000	\$ 9,834,626	\$ 3,389,134	\$ 1,557,072	\$ (567,709)	\$ 1,833,287	\$ 16,777,972
2001*	\$ 10,523,478	\$ 3,808,027	\$ 1,736,713	\$ (602,062)	\$ 2,062,414	\$ 16,968,675
2002	\$ 10,771,094	\$ 3,542,260	\$ 1,866,250	\$ (620,298)	\$ 1,984,424	\$ 16,966,662
2003	\$ 10,872,623	\$ 3,617,544	\$ 1,956,831	\$ (627,350)	\$ 2,037,325	\$ 17,252,954
2004	\$ 11,479,289	\$ 3,784,743	\$ 2,045,302	\$ (672,680)	\$ 2,001,252	\$ 17,985,296
2005	\$ 12,157,670	\$ 3,896,423	\$ 2,147,814	\$ (715,134)	\$ 2,086,911	\$ 18,889,540
2015(p)	\$ 1,862,793	\$ 4,705,755	\$ 2,758,888	\$ 1,846,041	\$ 2,471,838	\$ 3,214,699
2030(p)	\$ 2,874,512	\$ 6,743,844	\$ 4,196,862	\$ 2,877,417	\$ 3,544,234	\$ 4,910,378

Source: U.S. Department of Commerce, Bureau of Economic Analysis



Components of Transfer Payments

Overview

Transfer payments are a component of total personal income. They are payments made by the government or a business to an individual or nonprofit institution. The payment cannot be compensation for current work, or else it would be considered earnings. Returns on investments, such as dividends, interest, and rent, are not considered to be transfer payments. Transfer payments can be broken down into the following nine major categories:

Retirement and disability insurance benefit payments include the Old Age, Survivors and Disability Insurance (OASDI), commonly known as Social Security, and a variety of other programs, such as federal, state, and local government employee retirement benefits.

Medical payments include Medicare, Medicaid, and the Civilian Health and Medical Plan of the Uniformed Services program (CHAMPUS) payments.

Income maintenance benefit payments include SSI, TANF, CalWORKs, food stamps, and other income supplements.

Unemployment insurance benefit payments include state, federal, veteran, and other unemployment compensation.

Veteran benefit payments include veteran pensions, life insurance, educational assistance, and other payments to veterans and their survivors.

Federal education and training assistance payments include payments to nonveterans in the form of fellowships, loan interest subsidies, educational grants, and Job Corps payments.

Other payments to individuals include Indian affairs payments, compensation to survivors of fallen public safety officers and victims of crime or disaster, compensation for Japanese internment, and other special payments to individuals.

Payments to nonprofit institutions consist of the payments made by the federal government, state governments, local governments, and businesses to nonprofit organizations that serve individuals.

Components of Transfer Payments (Thousands)

Year	Government Payments to Individuals								
	Ret. & disab. insurance benefit payments	Medical payments	Income maintenance benefit payments	Unemp. insurance benefit payments	Veterans' benefit payments	Fed. educ. & training assistance payments	Other payments to individuals	Payments to non- profit institutions	Business payments to individuals
1990	\$ 442,813	\$ 253,432	\$ 98,661	\$ 25,976	\$ 23,794	\$ 9,024	\$ 3,022	\$ 25,217	\$ 27,394
1991	\$ 487,595	\$ 280,847	\$ 109,313	\$ 45,563	\$ 24,741	\$ 9,034	\$ 3,412	\$ 29,274	\$ 20,725
1992	\$ 521,895	\$ 346,486	\$ 122,378	\$ 77,281	\$ 25,646	\$ 10,130	\$ 3,598	\$ 31,719	\$ 16,430
1993	\$ 544,371	\$ 379,416	\$ 126,484	\$ 75,360	\$ 26,421	\$ 10,257	\$ 1,749	\$ 34,969	\$ 12,228
1994	\$ 562,254	\$ 410,246	\$ 134,086	\$ 49,568	\$ 28,305	\$ 10,441	\$ 1,848	\$ 40,036	\$ 9,766
1995	\$ 583,043	\$ 436,869	\$ 139,635	\$ 42,070	\$ 30,367	\$ 12,602	\$ 1,589	\$ 43,173	\$ 17,914
1996	\$ 608,136	\$ 471,666	\$ 143,086	\$ 35,524	\$ 33,440	\$ 12,828	\$ 1,463	\$ 42,182	\$ 24,024
1997	\$ 630,080	\$ 481,979	\$ 130,605	\$ 31,353	\$ 33,945	\$ 17,631	\$ 1,531	\$ 45,064	\$ 17,816
1998	\$ 652,757	\$ 503,596	\$ 129,085	\$ 28,987	\$ 36,224	\$ 16,377	\$ 1,412	\$ 47,255	\$ 28,055
1999	\$ 672,359	\$ 525,404	\$ 126,662	\$ 27,719	\$ 40,774	\$ 14,687	\$ 1,422	\$ 52,371	\$ 37,819
2000	\$ 713,261	\$ 544,314	\$ 129,374	\$ 26,003	\$ 39,634	\$ 13,467	\$ 2,239	\$ 53,061	\$ 51,956
2001	\$ 759,909	\$ 632,212	\$ 129,248	\$ 37,147	\$ 40,622	\$ 16,864	\$ 3,738	\$ 58,604	\$ 58,369
2002	\$ 796,252	\$ 664,224	\$ 139,051	\$ 95,099	\$ 42,864	\$ 16,927	\$ 2,260	\$ 65,825	\$ 43,748
2003	\$ 831,789	\$ 709,063	\$ 148,888	\$ 99,860	\$ 45,178	\$ 13,353	\$ 1,399	\$ 69,489	\$ 37,812
2004	\$ 873,780	\$ 780,463	\$ 157,210	\$ 77,139	\$ 46,569	\$ 14,496	\$ 1,260	\$ 74,030	\$ 20,355
2005	\$ 919,740	\$ 817,884	\$ 165,275	\$ 68,604	\$ 48,637	\$ 16,053	\$ 1,555	\$ 78,265	\$ 31,801

Source: U.S. Department of Commerce, Bureau of Economic Analysis

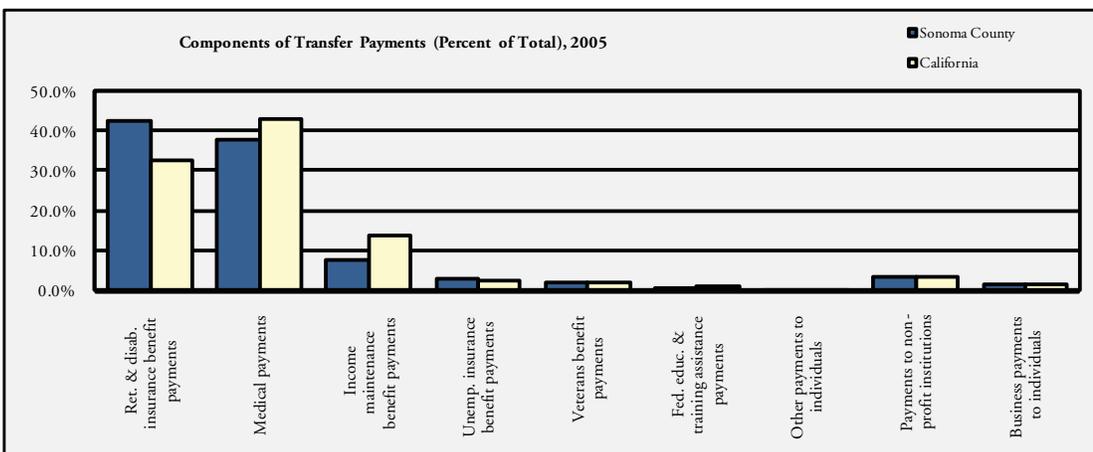
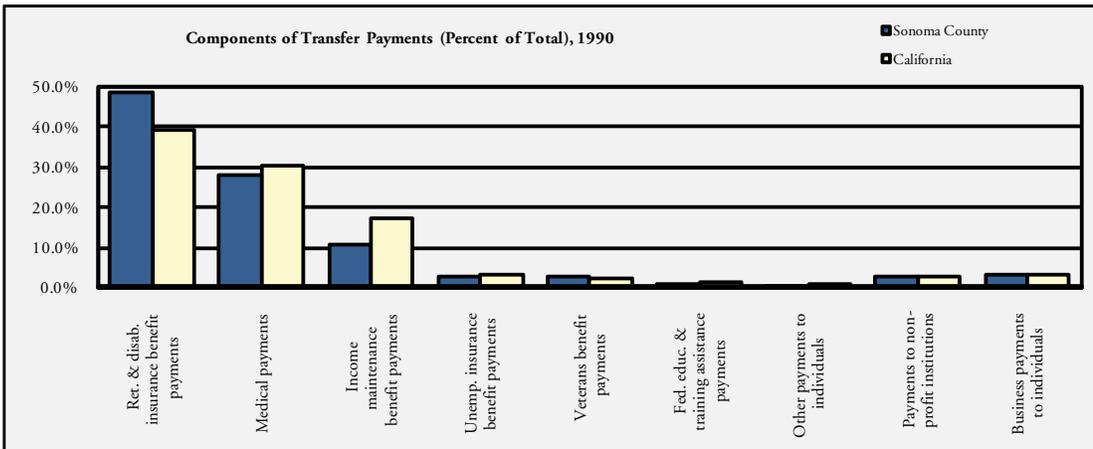
These payments exclude federal government payments for work under research and development contracts.

Business payments to individuals include any payments to nonemployees and consist largely of personal injury liability payments to individuals.

Understanding the routes through which transfer payments are being distributed to individuals in the community can further understanding about the economic structure of the economy. If a greater proportion of payments are from retirement and medical payments, then retirees are a relatively important part of the economy. If the greater proportion is in income maintenance and unemployment insurance payments, then there may be some social issues affecting employment growth within the community.

Sonoma County

In Sonoma County, retirement and disability insurance benefit payments accounted for 43 percent of total transfer payments in 2005, compared to 33 percent in California. While medical payments increased 10 percent between 1990 and 2005, all other categories of transfer payments in the county experienced between -6 and 0.9 percent change during the same time. A similar trend occurred throughout the state, with medical payments increasing 13 percent during the same time. Total government payments to individuals in Sonoma County accounted for 52 percent of all transfer payments in 2005, similar to 63 percent in California.



Per Capita Income

Overview

Per capita income is defined as total personal income divided by total population. It is one of the primary measures of economic well-being in a community. Changes in per capita income can indicate trends in a county's standard of living, or the availability of resources to an individual, family, or society. Per capita income tends to follow the business cycle, rising during expansions and falling during contractions. The level of per capita income is also a determinant of the amount of funding that a county is eligible to receive from grant-making organizations.

It is important to evaluate per capita income growth against inflation. The average annual inflation rate between 1995 and 2005 was 2.3 percent. Growth in excess of this amount indicates real per capita income growth. If growth is less than this amount, then real per capita income levels are falling.

Year	Nominal		Adjusted for Inflation (2004\$)	
	Per capita income	Annual percent change	Per capita income	Annual percent change
1990	\$ 22,419	n/a	\$ 32,402	n/a
1991	\$ 22,751	1.5%	\$ 31,554	-2.6%
1992	\$ 23,543	3.5%	\$ 31,698	0.5%
1993	\$ 24,120	2.5%	\$ 31,531	-0.5%
1994	\$ 24,986	3.6%	\$ 31,848	1.0%
1995	\$ 25,716	2.9%	\$ 31,875	0.1%
1996	\$ 27,200	5.8%	\$ 32,747	2.7%
1997	\$ 29,151	7.2%	\$ 34,309	4.8%
1998	\$ 30,969	6.2%	\$ 35,890	4.6%
1999	\$ 32,231	4.1%	\$ 36,545	1.8%
2000	\$ 36,433	13.0%	\$ 39,966	9.4%
2001	\$ 36,428	0.0%	\$ 38,855	-2.8%
2002	\$ 36,404	-0.1%	\$ 38,225	-1.6%
2003	\$ 36,935	1.5%	\$ 37,919	-0.8%
2004	\$ 38,441	4.1%	\$ 38,441	1.4%
2005	\$ 40,451	5.2%	\$ 39,319	2.3%
2015(p)*	n/a	n/a	\$ 43,178	n/a
2030(p)*	n/a	n/a	\$ 51,424	n/a

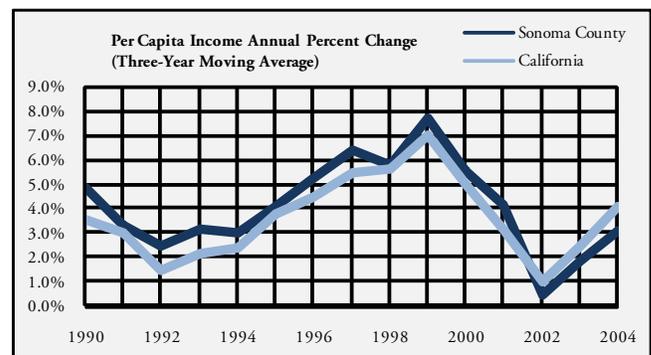
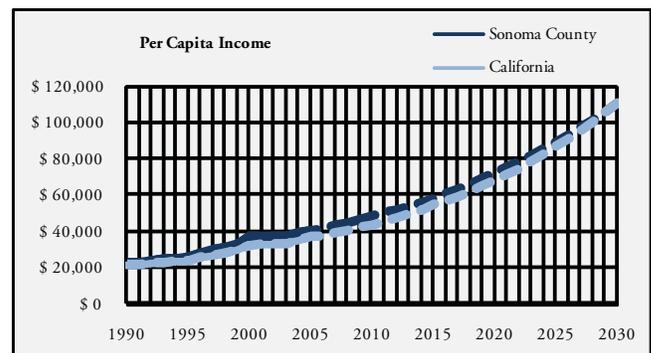
Source: U.S. Department of Commerce, Bureau of Economic Analysis

It is also important to evaluate relative per capita income with cost of living differentials. A sample of these differentials is presented in the cost of living indicator later in this section.

NOTE: Graphs represent nominal figures.

Sonoma County

The per capita income in Sonoma County in 2005 was \$40,451, or 5 percent more than the previous year. When adjusted for inflation, there was an increase of over 2 percent in the same year. Adjusted per capita income is expected to rise to \$43,178 by 2015. Typically, the per capita income of Sonoma County has matched statewide trends, rising and falling with the California average.



Median Household Income

Overview

Median household income is the income level at which half of the area's households earn more and the other half earn less. It can be conceptualized as the income midpoint and is measured every ten years by the U.S. Census Bureau. The Census Bureau also estimates change in median household income annually since 2000 based on household survey results; however, none of the households surveyed are within Sonoma County so the estimate may not take into account local factors producing changes in the economy after 2000.

Median household income is a better measure of average income than per capita income when evaluating income growth among all economic classes. Changes in per capita income may be driven by growth increases in the high income ranges only, whereas growth in median household income indicates expansion across the full range of incomes. Median household income is a statistic frequently requested by grant providers.

NOTE: Graphs represent nominal figures.

Sonoma County

The total median household income in Sonoma County in 1999 was \$53,076, compared to \$47,493 in California in the same year. The city of Petaluma had the highest median household income in the county, at \$61,679, as well as the highest increase between 1989 and 1999. The city of Sebastopol, with a median household

income of \$46,436, was the only city in Sonoma County with a lower median household income than the statewide average. In 2005, the county's nominal figure had reached \$58,110, which was 8 percent higher than the state average. This means that Sonoma County is one of the wealthier counties in the state and, consequently, its residents may have more spending power than the average Californian. In fact, when compared to twenty-two other Northern California counties in 1999, Sonoma County had the second-highest figure (Placer County ranked first).

Median Household Income (Nominal)

	1989	1999	Percent change
City of Cotati	\$ 36,670	\$ 52,808	44.0%
City of Healdsburg	\$ 33,712	\$ 48,995	45.3%
City of Petaluma	\$ 40,926	\$ 61,679	50.7%
City of Rohnert Park	\$ 36,097	\$ 51,942	43.9%
City of Santa Rosa	\$ 35,237	\$ 50,931	44.5%
City of Sebastopol	\$ 33,005	\$ 46,436	40.7%
Sonoma County	\$ 32,477	\$ 53,076	63.4%
California	\$ 35,798	\$ 47,493	32.7%

Source: U.S. Department of Commerce, Bureau of the Census

Median Household Income (1999 Dollars)

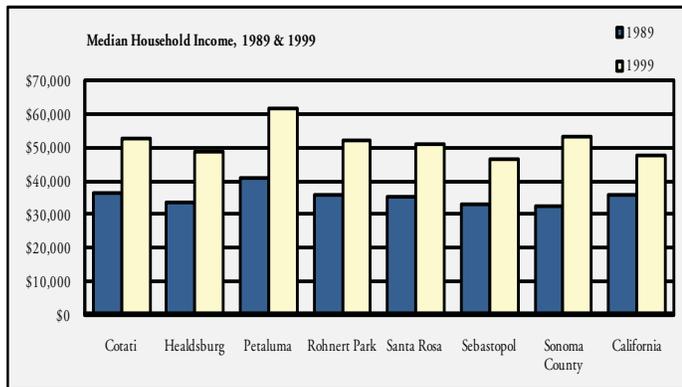
	1989	1999	Percent change
City of Cotati	\$ 49,268	\$ 52,808	7.2%
City of Healdsburg	\$ 45,294	\$ 48,995	8.2%
City of Petaluma	\$ 54,986	\$ 61,679	12.2%
City of Rohnert Park	\$ 48,498	\$ 51,942	7.1%
City of Santa Rosa	\$ 47,343	\$ 50,931	7.6%
City of Sebastopol	\$ 44,344	\$ 46,436	4.7%
Sonoma County	\$ 43,634	\$ 53,076	21.6%
California	\$ 48,096	\$ 47,493	-1.3%

Source: U.S. Department of Commerce, Bureau of the Census

Median Household Income (1999 Dollars)

	1989	1999	Percent change
City of Cotati	\$ 49,268	\$ 52,808	7.2%
City of Healdsburg	\$ 45,294	\$ 48,995	8.2%
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Sonoma County	\$ 43,634	\$ 53,076	21.6%
California	\$ 48,096	\$ 47,493	-1.3%

Source: U.S. Department of Commerce, Bureau of the Census



Poverty Rate

Overview

Poverty is a situation where people do not earn enough income to achieve a basic standard of living that is acceptable to society. Measurement of poverty is challenging in general because an assumption must be made about the standard of living society considers to be acceptable. The U.S. Census Bureau measures poverty as that level of income where a household is able to live in a community with an average cost of living and spend no more than 30 percent of their income on basic food items and 35 percent on basic housing. This measure is controversial because of disagreements over the assumed standard of living and the higher average cost of living in some areas, especially in California.

Following the Office of Management and Budget's (OMB) Statistical Policy Directive 14, the Census Bureau uses a set of money income thresholds that vary by household size and composition to determine whether or not a household is classified as living in poverty. Poverty status is defined for each household; either everyone or no one in the household is in poverty. The characteristics of the household used to determine poverty status are: number of people, number of related children under 18, and whether the primary householder is over age 65. If a family's total income is less than their threshold, then that family is considered to be impoverished. The poverty thresholds do not change geographically, but they are updated annually for inflation using Consumer Price Index (CPI-U). The official poverty definition includes money income before taxes and does not include capital gains or noncash benefits, such as public housing, Medi-Cal, or food stamps.

Poverty is not defined for people in military barracks, institutional group quarters (such as prisons or nursing homes), or for unrelated individuals under the age of 15, such as foster children. A high poverty rate in an area can indicate social issues within the community. Evaluation of social indicators, sections nine through thirteen, can help identify what those issues might be. It may also indicate

Poverty Rates

	1989	1999
City of Cotati	8.8%	8.3%
City of Healdsburg	7.7%	9.4%
City of Petaluma	4.2%	6.0%
City of Rohnert Park	8.5%	8.0%
City of Santa Rosa	8.3%	8.9%
City of Sebastopol	6.1%	6.9%
Sonoma County	7.6%	8.1%
California	12.5%	14.2%

Source: U.S. Department of Commerce, Bureau of the Census

Poverty Rates by County

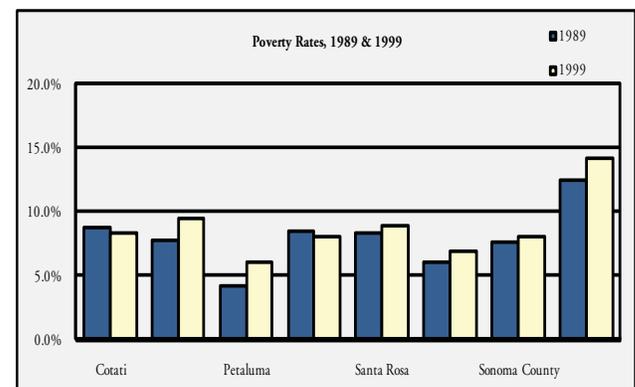
	Sonoma County	California
1989	8.1%	12.5%
1999	7.7%	14.2%
2000	7.1%	12.7%
2001	7.3%	12.9%
2002	7.5%	13.3%
2003	8.8%	13.8%
2004	8.4%	13.2%
2005	8.9%	13.3%

Source: U.S. Department of Commerce, Bureau of the Census

a scarcity of available employment. The poverty rate also affects such indicators as educational attainment and cost of living.

Sonoma County

The average poverty rate in Sonoma County in 1999 was 8.1 percent, well below the statewide average of 14.2 percent. All cities in Sonoma County were below the California average poverty rate in the same year. The city of Healdsburg had the highest poverty rate in the county, at 9.4 percent. At 6 percent, the city of Petaluma had the lowest poverty rate in the county. By 2005, the county poverty rate was up to 8.9 percent—compared to 13.3 percent statewide. The overall low poverty rate in Sonoma County is indicative of a thriving economy and good employment opportunities in the area. Also, these numbers reflect the high spending power of Sonoma County's residents.



6. Business & Industry

Measurement of local economic performance can be performed through the analysis of business data by industry or occupation, including sales, jobs, earnings, and wages. This industry-level data provides detail not available from aggregate measures of income and employment. The local industry structure and how it changes through time reveals much about the health of both the economy and the individual industries of which it is composed. Relative expansion of an industry sector is indicated by growth rates in excess of the average for the economy. Similar information is provided by industry-level employment data. Individual industry information may be important to those looking to start or expand a business, those seeking funding through grants, or those seeking employment.

Total taxable sales in Sonoma County increased 3.5 percent in 2006, compared to a 4 percent increase in California. Meanwhile, the city of Cotati saw an increase of 32 percent in the same year. Sonoma County is home to many small businesses, with most of them consisting of one to four employees, similar to the trends of California. Based on the reported data, the services sector accounted for the largest percentage of businesses in 2007, while manufacturing and government were also significant contributors to the county's earnings.

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Taxable Sales

Overview

The taxable sales indicator is the value of all transactions subject to sales and use tax in California. Collected and published by the California Board of Equalization, sales and use taxes are imposed on the sale and use of tangible personal property. Total taxable sales do not necessarily reflect the gross sales of retail businesses because not all transactions are subject to sales and use tax, including nonprepared food items, prescription medicines, and services, whether or not the service is tied to the sale of a taxed product.

Taxable sales generate a substantial amount of income for local and state governments; however, rather than reflecting the revenue earned by a local government, taxable sales act as a gauge for consumer spending and local economic performance. Compared with total population, this is a helpful indicator for retail businesses to measure the potential for additional sales volume in a certain area. Changes in taxable sales are a measure of changes in both local government revenue and the economic health of the area.

In 2005, California's taxable sales increased for the twelfth consecutive year. The transactions that incurred sales and use tax totaled \$536 billion. This figure was an increase of almost 10.2 percent in taxable sales from 2004.

Taxable sales by retail stores in California climbed to \$375 billion, or a 10.1 percent increase during the same time period. Taxable transactions by business and personal service establishments reached \$23 billion—a nominal increase of 3.5 percent. Taxable sales by establishments included in the All Other Outlets category grew to \$138 billion, an increase of 8.2 percent.

NOTE: There is a lag time of one year and one quarter in the availability of the following data.

Sonoma County

In 2006, total taxable sales in Sonoma County were nearly \$7.9 billion, and retail sales made up 70 percent of that total. Similarly, retail sales made up 70 percent of total taxable sales in California. The city of Santa Rosa brought in nearly \$3 billion in taxable sales, or 38 percent of the county total. Taxable sales increased 71 percent in Windsor between 1996 and 2006, and 61 percent in the city of Cotati. The dramatic increases experienced in these cities are similar to the increase which occurred between 1990 and 2003 in Rohnert Park. As the following figures show, Sonoma County's total taxable sales have been similar to statewide trends in the last decade.

County Total Taxable Retail Sales and Total Taxable Sales (\$Thousands)

Year	Taxable retail sales	Total taxable sales
1990	\$ 2,632,597	\$ 3,751,057
1991	\$ 2,625,414	\$ 3,651,536
1992	\$ 2,723,761	\$ 3,728,692
1993	\$ 2,778,851	\$ 3,836,452
1994	\$ 2,856,024	\$ 3,951,850
1995	\$ 2,983,876	\$ 4,222,495
1996	\$ 3,194,611	\$ 4,569,715
1997	\$ 3,427,282	\$ 4,989,888
1998	\$ 3,646,318	\$ 5,383,612
1999	\$ 4,105,328	\$ 6,017,754
2000	\$ 4,633,471	\$ 6,823,544
2001	\$ 4,740,829	\$ 6,819,365
2002	\$ 4,749,946	\$ 6,702,865
2003	\$ 4,898,707	\$ 6,796,205
2004	\$ 5,188,586	\$ 7,189,087
2005	\$ 5,426,633	\$ 7,622,099
2006	\$ 5,500,588	\$ 7,894,595

Source: California Board of Equalization

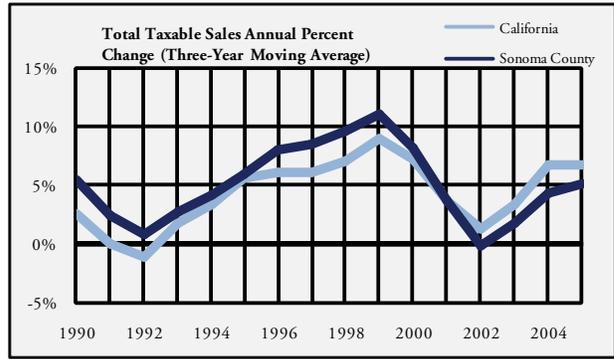
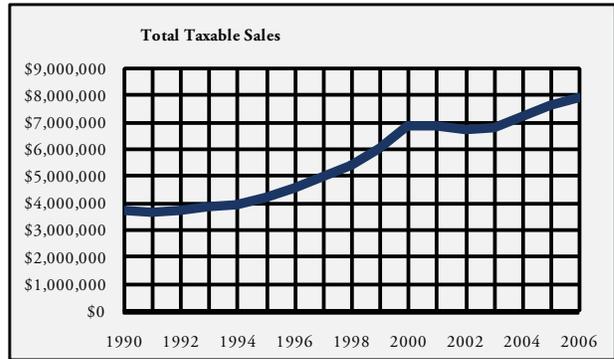
Taxable Sales by City

	Cloverdale		Cotati		Healdsburg		Petaluma		Rohnert Park	
	Taxable retail sales	Total taxable sales								
1990	\$ 20,715	\$ 32,417	\$ 42,745	\$ 67,088	\$ 117,788	\$ 157,131	\$ 306,653	\$ 404,371	\$ 154,809	\$ 188,060
1991	\$ 20,844	\$ 30,430	\$ 40,587	\$ 55,714	\$ 111,395	\$ 141,860	\$ 305,842	\$ 408,603	\$ 168,845	\$ 201,414
1992	\$ 23,782	\$ 27,880	\$ 39,937	\$ 60,073	\$ 121,964	\$ 151,158	\$ 336,686	\$ 443,830	\$ 256,451	\$ 292,645
1993	\$ 21,059	\$ 23,342	\$ 38,744	\$ 58,295	\$ 118,074	\$ 146,786	\$ 352,075	\$ 473,945	\$ 303,490	\$ 347,874
1994	\$ 17,444	\$ 20,672	\$ 38,113	\$ 56,458	\$ 122,100	\$ 151,173	\$ 373,597	\$ 488,314	\$ 351,377	\$ 403,781
1995	\$ 18,058	\$ 21,332	\$ 40,060	\$ 60,584	\$ 125,089	\$ 158,244	\$ 399,489	\$ 531,113	\$ 359,260	\$ 424,664
1996	\$ 20,294	\$ 23,357	\$ 41,049	\$ 72,317	\$ 138,619	\$ 173,552	\$ 449,716	\$ 597,949	\$ 324,047	\$ 396,203
1997	\$ 22,418	\$ 25,834	\$ 46,075	\$ 72,490	\$ 140,084	\$ 180,534	\$ 474,319	\$ 662,587	\$ 335,059	\$ 422,148
1998	\$ 22,939	\$ 26,352	\$ 48,241	\$ 77,450	\$ 138,336	\$ 193,609	\$ 513,726	\$ 726,250	\$ 345,140	\$ 457,144
1999	\$ 26,349	\$ 30,276	\$ 54,351	\$ 90,365	\$ 153,107	\$ 214,241	\$ 600,992	\$ 833,488	\$ 376,995	\$ 488,604
2000	\$ 29,898	\$ 34,633	\$ 60,495	\$ 97,887	\$ 173,654	\$ 235,848	\$ 684,572	\$ 979,770	\$ 430,613	\$ 571,927
2001	\$ 31,214	\$ 40,580	\$ 69,248	\$ 102,342	\$ 190,900	\$ 252,930	\$ 692,390	\$ 939,723	\$ 434,583	\$ 559,174
2002	\$ 29,921	\$ 39,817	\$ 68,735	\$ 103,134	\$ 199,349	\$ 259,158	\$ 696,730	\$ 922,657	\$ 473,832	\$ 564,259
2003	\$ 31,350	\$ 41,027	\$ 71,385	\$ 105,203	\$ 204,705	\$ 258,652	\$ 711,576	\$ 927,744	\$ 540,846	\$ 631,084
2004	\$ 33,337	\$ 40,867	\$ 74,230	\$ 119,973	\$ 211,751	\$ 268,409	\$ 752,037	\$ 979,562	\$ 580,312	\$ 668,026
2005	\$ 37,426	\$ 44,130	\$ 78,678	\$ 125,465	\$ 222,790	\$ 289,534	\$ 773,869	\$ 1,016,393	\$ 565,588	\$ 692,353
2006	\$ 39,846	\$ 49,252	\$ 122,040	\$ 183,501	\$ 223,488	\$ 302,406	\$ 778,792	\$ 1,064,296	\$ 601,105	\$ 700,873

Taxable Sales by City, cont'd

	Santa Rosa		Sebastopol		Sonoma		Windsor	
	Taxable retail sales	Total taxable sales						
1990	\$ 1,470,177	\$ 1,776,178	\$ 76,376	\$ 90,662	\$ 97,320	\$ 109,519	n/a	n/a
1991	\$ 1,455,517	\$ 1,746,428	\$ 75,274	\$ 90,374	\$ 102,911	\$ 114,749	n/a	n/a
1992	\$ 1,410,701	\$ 1,685,471	\$ 78,355	\$ 93,134	\$ 110,076	\$ 120,069	\$ 6,676	\$ 9,478
1993	\$ 1,382,769	\$ 1,644,676	\$ 74,635	\$ 88,321	\$ 109,532	\$ 120,499	\$ 27,089	\$ 64,645
1994	\$ 1,368,587	\$ 1,635,791	\$ 75,778	\$ 91,040	\$ 107,825	\$ 120,384	\$ 34,088	\$ 83,520
1995	\$ 1,430,624	\$ 1,723,426	\$ 76,467	\$ 92,620	\$ 114,570	\$ 127,852	\$ 34,035	\$ 87,527
1996	\$ 1,562,798	\$ 1,886,385	\$ 83,798	\$ 102,325	\$ 118,843	\$ 133,322	\$ 38,441	\$ 102,708
1997	\$ 1,687,829	\$ 2,037,561	\$ 82,394	\$ 107,619	\$ 128,224	\$ 144,452	\$ 43,348	\$ 119,130
1998	\$ 1,843,736	\$ 2,221,714	\$ 85,786	\$ 112,588	\$ 133,896	\$ 148,999	\$ 49,348	\$ 129,616
1999	\$ 2,053,774	\$ 2,451,113	\$ 91,170	\$ 122,099	\$ 147,728	\$ 166,197	\$ 82,263	\$ 175,010
2000	\$ 2,290,456	\$ 2,757,431	\$ 103,619	\$ 133,528	\$ 159,267	\$ 179,575	\$ 102,737	\$ 197,220
2001	\$ 2,305,779	\$ 2,725,863	\$ 117,455	\$ 147,449	\$ 169,515	\$ 190,742	\$ 135,260	\$ 230,874
2002	\$ 2,242,317	\$ 2,634,323	\$ 121,379	\$ 144,670	\$ 168,576	\$ 195,988	\$ 168,021	\$ 260,039
2003	\$ 2,273,503	\$ 2,662,373	\$ 117,535	\$ 140,114	\$ 167,465	\$ 194,687	\$ 188,024	\$ 276,955
2004	\$ 2,398,821	\$ 2,796,110	\$ 122,933	\$ 147,054	\$ 175,175	\$ 206,546	\$ 212,079	\$ 301,385
2005	\$ 2,495,408	\$ 2,967,250	\$ 124,083	\$ 146,576	\$ 179,276	\$ 206,610	\$ 227,576	\$ 332,729
2006	\$ 2,478,832	\$ 2,995,739	\$ 119,391	\$ 140,141	\$ 179,636	\$ 208,216	\$ 238,632	\$ 350,914

Source: California Board of Equalization



Business by Employment Size & Industry

Overview

This indicator shows businesses located in Sonoma County, categorized by employment size and by industry. The data is from the Dun & Bradstreet (D&B) business database. D&B is a credit company and collects information on businesses every time they have a credit check run against them. Using this method, D&B can quickly add new business information to the area database. The downside is that if a business shuts down, it may take a few years for it to be deleted from the database.

The stability of a local economy is dependent upon a diverse mix of businesses, both in terms of size and industry sector. A diverse business mix allows an economy to weather economic downturns more easily than one that is dependent on a few types of businesses. For example, the Bay Area was heavily dependent upon computer technology businesses when the “dot com crisis” hit in 2000. The national economy experienced a small recession during a few months in 2001, but the Bay Area suffered from a much deeper economic downturn that lasted several years.

Sonoma County

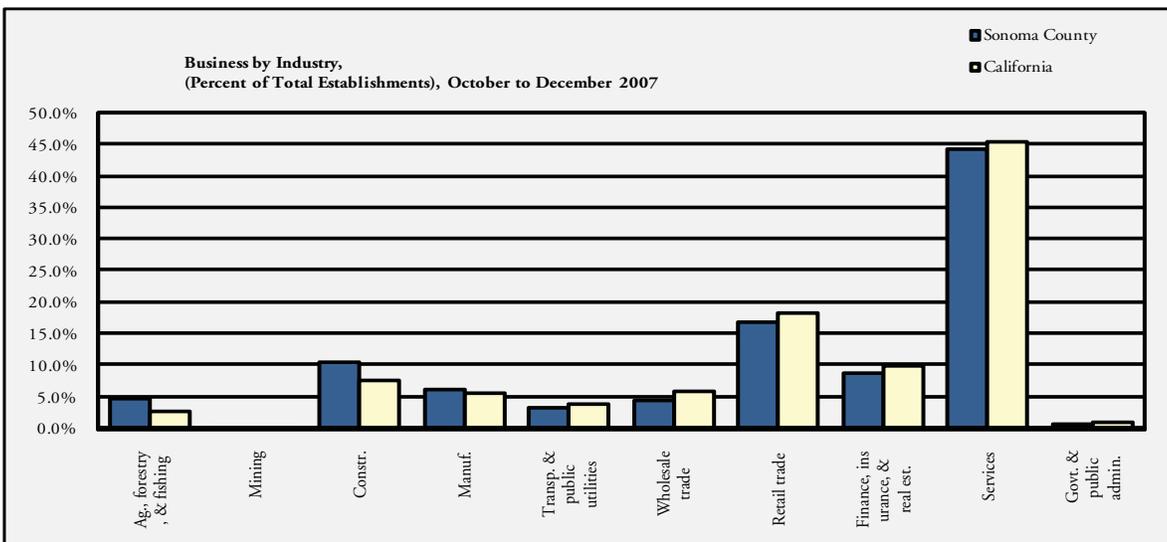
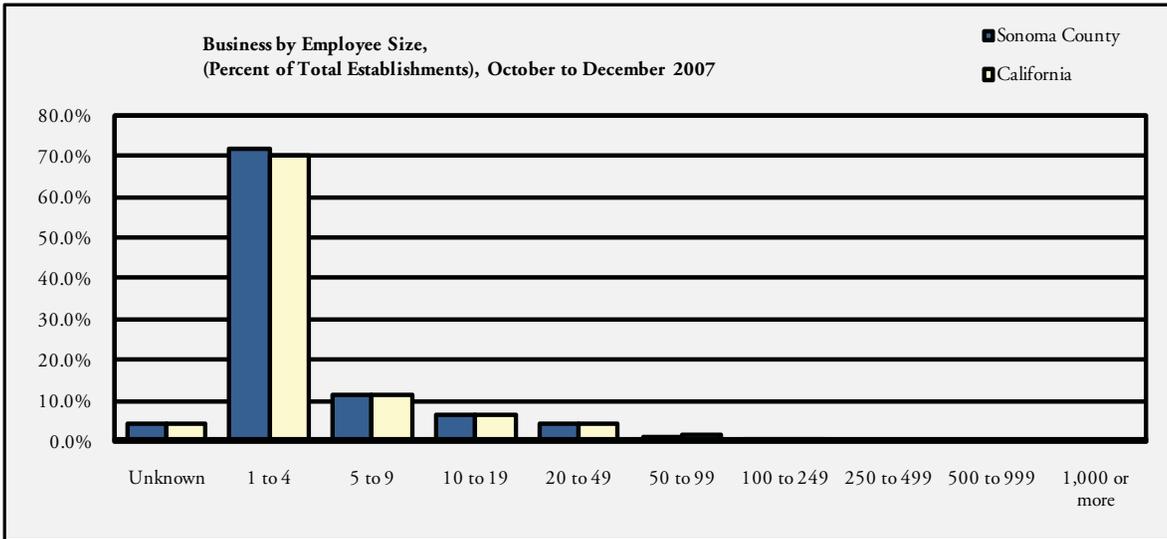
From October to December 2007, businesses with one to four employees were the most common in Sonoma County, and made up at least 72 percent of all reported establishments. At least another 12 percent of the reported businesses in Sonoma County consisted of only five to nine members, suggesting a strong trend of small local businesses in the county. Statewide, businesses of one to four employees were the most common, making up 70 percent of all businesses.

In 2007, at least 44 percent of businesses in Sonoma County offered some type of service to their customers, making the services sector the most prominent industry in Sonoma County. Retail trade companies made up at least 17 percent of businesses in the county, and construction companies made up at least 10 percent, compared to approximately 7.5 percent in California. Finance, insurance, and real estate and wholesale trade businesses were more prominent in California than in Sonoma County, while agriculture, forestry, and mining companies were more prominent in the county than in the state, while most other sectors were somewhat similar in the percent of total businesses.

Business by Employment Size and Industry, October to December 2007

Number of employees	Ag., forestry, & fishing	Mining	Constr.	Manuf.	Transp. & public utilities	Wholesale trade	Retail trade	Finance, insurance, & real est.	Services	Govt. & public admin.	Total businesses by number of employees
Unknown	5	4	19	72	38	32	469	93	278	69	1,079
1 to 4	944	13	2,093	988	596	786	2,604	1,757	9,019	28	18,828
5 to 9	145	2	341	228	85	176	649	237	1,185	28	3,076
10 to 19	90	0	180	155	54	118	368	111	556	23	1,655
20 to 49	45	2	86	121	60	60	231	81	371	32	1,089
50 to 99	17	0	18	52	15	18	74	16	136	11	357
100 to 249	5	0	8	22	10	4	33	8	56	6	152
250 to 499	1	0	1	7	1	2	8	3	6	1	30
500 to 999	0	0	0	2	0	0	1	1	2	1	7
1,000 or more	0	0	0	1	0	0	0	0	5	0	6
Total businesses by industry	1,252	21	2,746	1,648	859	1,196	4,437	2,307	11,614	199	26,279

Source: Dun & Bradstreet



Job Growth by Industry Sector

Overview

Published by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA), this measure of jobs is by place of work; that is, where the job is being performed regardless of where its worker lives.

The BEA uses business tax returns to calculate jobs by industry. Therefore, each person who worked for a company for pay or profit over the course of a year is counted. That means if a person changed jobs only once over the course of a year, they are counted twice—once for each company at which they worked. The same holds true for part-time and seasonal employees who hold more than one job over the course of a year.

Self-employed proprietors and members of business partnerships are counted as well. A person with a full-time job who owns or co-owns a business on the side is counted twice. Unpaid family workers and volunteers, however, are not included.

Some industries may be so small that publishing data could disclose confidential information about an individual business. The BEA will withhold data if there are fewer than four businesses or if one business is responsible for more than 80 percent of the industry's sales. If a withholding occurs, the BEA must withhold data in another category to preserve confidentiality.

NOTE: (D) Figure not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

Before 2000, jobs by industry was published according to the Standard Industrial Classification. In 2001, that changed to the new North American Industrial Classification (NAICS). The NAICS system of industrial classification was an improvement over the old system because it allowed the separation of important industry groups, such as tourism. Therefore, tourism is its own category starting in 2001. Before 2001, jobs in tourism were classified mostly under retail trade and services.

Employment by Industry

Year	Ag. & mining	Constr.	Manuf.	Transp. & public utilities	Wholesale trade	Retail trade	Finance, insurance, & real est.	Services	Govt. & public admin.	Tourism
1990	4,611	16,437	22,935	7,651	8,444	36,751	17,211	59,631	25,445	n/a
1991	4,806	15,270	22,327	7,690	8,149	37,037	17,307	63,206	25,641	n/a
1992	4,820	13,985	22,361	7,314	8,195	37,622	17,748	64,105	25,629	n/a
1993	5,047	13,436	22,296	7,633	7,741	38,186	18,632	66,366	25,644	n/a
1994	5,493	13,485	23,408	7,772	8,163	40,086	20,460	68,763	25,399	n/a
1995	5,423	13,658	23,932	7,169	8,452	40,581	19,023	71,020	26,039	n/a
1996	5,701	14,695	26,074	7,505	8,639	42,536	19,107	74,636	27,219	n/a
1997	6,191	16,025	28,445	7,630	9,212	42,762	20,224	78,317	27,506	n/a
1998	6,419	17,352	30,640	8,142	10,320	43,273	21,909	81,534	27,438	n/a
1999	6,514	19,468	32,051	8,016	9,552	43,891	22,812	84,341	28,450	n/a
2000	16,175	20,665	34,060	8,269	8,581	44,113	23,514	86,505	29,711	n/a
2001*	11,280	21,017	32,680	5,383	7,519	30,921	23,709	89,651	30,329	24,994
2002	12,161	20,457	29,415	5,390	7,586	31,049	23,577	89,396	30,625	26,328
2003	10,937	20,177	27,871	5,254	7,656	30,865	24,807	88,513	30,663	26,333
2004	10,301	21,236	27,278	5,387	8,331	30,654	25,552	91,176	30,200	26,857
2005	9,701	22,308	26,537	5,277	9,434	30,934	26,364	93,294	29,597	27,242

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Job growth is classified by the following ten major industry categories:

Agriculture and Mining includes establishments primarily engaged in agricultural production, forestry, commercial fishing, hunting and trapping, companies engaged in the extraction of natural minerals, and related services. Mining is typically withheld as confidential, and when it is, agriculture is usually withheld to preserve its confidentiality. Publishing these industries together allows the CED to calculate the sum of agriculture and mining when each individually are withheld as confidential, providing a more complete dataset.

Construction includes businesses engaged in building, modifying, or repairing structures.

Finance, insurance, and real estate industry includes institutions such as banks, credit unions, brokers, and dealers in securities and commodity contracts, insurance agents and brokers, real estate owners, lessees, agents, and developers.

Government and public administration includes the executive, legislative, judicial, administrative, and regulatory activities of federal, state, and local governments. Businesses owned and operated by a government body are classified in the other eight sectors according to the activity in which they are engaged.

Manufacturing includes businesses engaged in the mechanical or chemical transformation of materials into new products. Establishments that assemble parts of manufactured products are also included, as long as the final product is neither a structure nor a fixed improvement.

Retail trade includes businesses engaged in selling merchandise for personal or household consumption, as well as those businesses that provide services directly related to the sale of those goods.

Services includes a wide variety of businesses performing services to individuals, businesses, government, and other organizations, including lodging, repair, amusement, health, legal engineering, education, and membership.

Transportation and public utilities includes establishments providing freight or passenger transportation, communications services, electricity, gas, water or sanitary services, and all establishments of the U.S. Postal Service.

Wholesale trade includes businesses engaged in selling merchandise to industrial, commercial, institutional, farm, construction contractors, or professional business users, as well as to retailers and other wholesalers.

Service Industry Employment

Year	Information	Professional	Management of Companies & Enterprise	Administrative and Waste services	Educational Services	Health Care & Social assistance	Other Services	Total
		Scientific & Technical Services						
2001	6026	19,385	3,380	14,681	4,116	26,339	15,724	89,651
2002	5328	19,260	2,821	14,415	4,317	27,053	16,202	89,396
2003	5107	19,427	2,051	15,464	4,250	26,168	16,046	88,513
2004	5588	20,966	1,915	15,963	4,313	26,160	16,271	91,176
2005	5257	23,570	1,734	15,508	4,514	26,500	16,211	93,294

Source: U.S. Department of Commerce, Bureau of Economic Analysis

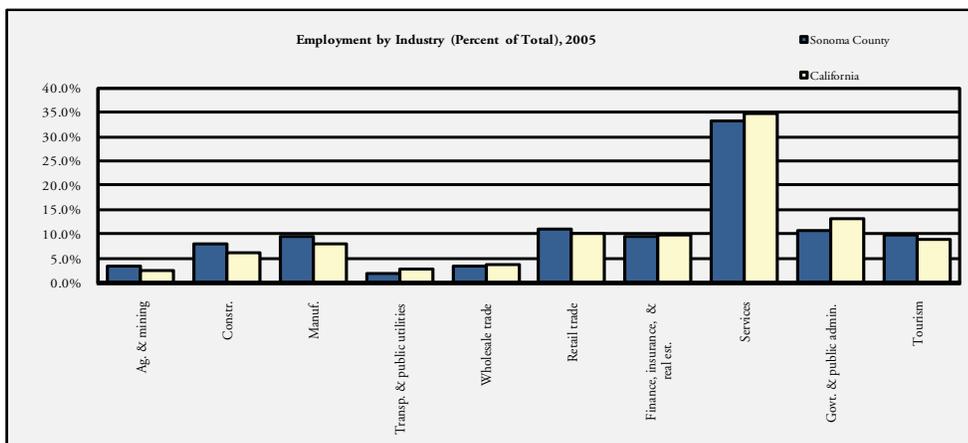
□ **Tourism** includes businesses primarily engaged in providing recreation and amusements, lodging, and food and drink for consumption on the premises. Job growth by industry sector is a measure of the economic diversity and stability of the local economy. A healthy economy will have a balance between industries. As discussed in the previous indicator if too many jobs are concentrated in one sector, a downturn in that sector could easily and rapidly weaken the economy.

Job growth is an important indicator for business and government planning, allowing for a better understanding of which sectors are the major generators of jobs in the area and which sectors are continuing to grow. This can provide insight into which industries have the greatest potential for growth in the near future.

Sonoma County

According to the available data, the wholesale sector had the largest growth in employment between 2004 and 2005 in Sonoma County with a 13 percent increase. The construction sector, and the finance, insurance, and real estate sector had 5 percent and 3 percent employment growth, respectively, in the county. In Sonoma County, agriculture and mining employment decreased 6 percent, and manufacturing employment decreased 3 percent in the same year.

Based on the 2005 figures, professional, scientific, and technical services had the most employment growth in the services sector with an 11 percent increase. The largest decrease occurred in management of companies and enterprise services with 10 percent in the same year.



Between 2004 and 2008, computer and mathematical employment increased the most in Sonoma County, with a 45.5 percent increase. During the same time, the farming, fishing, and forestry sector had a 21 percent decrease in employment, and the legal sector decreased 20 percent.

Employment by Occupation

Occupation	2004 Employees	2008 Employees	% Change 2004 - 2008
Total all occupations	190,640	196,520	3.1%
Office and Administrative Support	31,660	34,540	9.1%
Sales and Related	21,610	20,580	-4.8%
Food Preparation and Serving-Related	16,690	17,530	5.0%
Education, Training, and Library	12,850	14,290	11.2%
Construction and Extraction	11,200	12,520	11.8%
Production	13,360	11,640	-12.9%
Transportation and Material Moving	10,880	11,600	6.6%
Management	10,080	10,960	8.7%
Healthcare Practitioners and Technical	9,960	9,760	-2.0%
Business and Financial Operations	7,320	9,390	28.3%
Building and Grounds Cleaning and Maintenance	6,830	6,640	-2.8%
Installation, Maintenance, and Repair	6,250	5,660	-9.4%
Healthcare Support	5,310	4,680	-11.9%
Personal Care and Service	4,910	4,550	-7.3%
Computer and Mathematical	2,750	4,000	45.5%
Community and Social Services	3,950	3,850	-2.5%
Architecture and Engineering	4,640	3,810	-17.9%
Protective Service	2,930	3,030	3.4%
Arts, Design, Entertainment, Sports, and Media	1,990	2,500	25.6%
Farming, Fishing, and Forestry	3,100	2,450	-21.0%
Life, Physical, and Social Science	1,300	1,720	32.3%
Legal	1,040	830	-20.2%

Source: California Employment Development Department; Projections

Earnings by Industry

Overview

Earnings by industry is the total personal earnings from jobs shown in the previous indicator. It is not equivalent to the total revenue a business generates. The total earnings of an industry are calculated by taking the sum of three components: wage and salary disbursements, supplements to wages and salaries, and proprietor income.

While business sales by industry might be a better indicator of the relative prosperity of industries in the area, there is no reliable published source of this data annually. Earnings by industry can serve as a proxy and allow comparisons between industries or geographic areas.

Growth in earnings by industry can provide some insight into the relative competitiveness of an industry in a local economy, as well as which industries have the potential for expansion. For example, if the proportion of an industry's earnings is higher than in the state, then there is likely a competitive advantage to that industry's location in the county. Locations where an industry has a competitive advantage and/or has been growing rapidly in the past may have greater potential for expansion in the near future.

NOTE: (D) Figure not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

Sonoma County

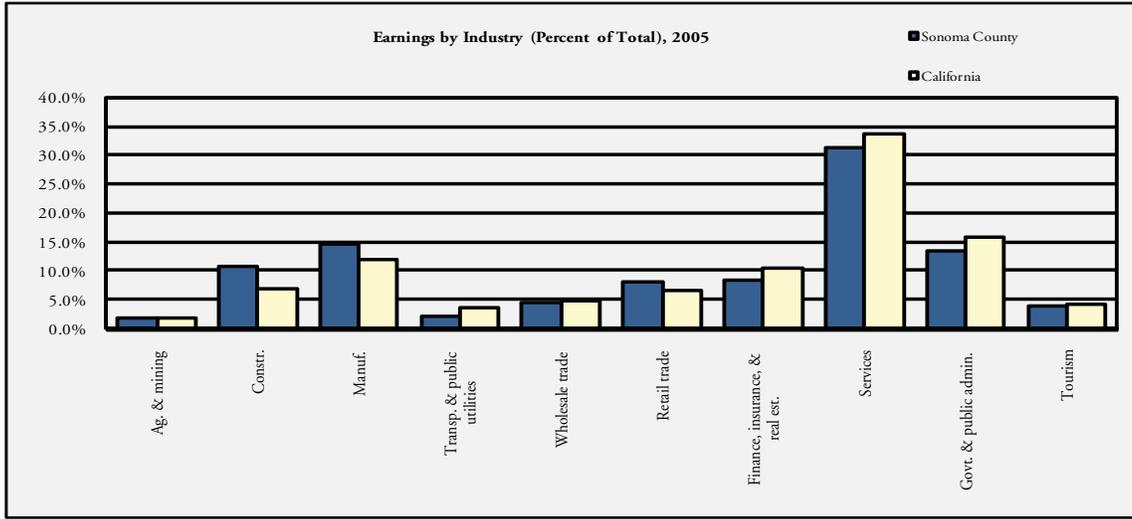
In 2005, the services sector accounted for 31 percent of total earnings in Sonoma County, compared to 34 percent in California. Manufacturing made up another 15 percent of earnings, while the government sector made up 14 percent of earnings in the same year. When compared to California, manufacturing and construction were more prevalent in Sonoma County, while services and the government sector were more common in California.

Between 2004 and 2005, the wholesale trade sector saw a 20 percent increase in earnings, the highest increase in the county, compared to 8 percent growth in California. Agriculture and mining experienced the next highest increase in the county, with 13 percent, in the same year. The transportation and public utilities sector decreased 0.1 percent, the only sector to experience a decline. Overall, Sonoma County and California each saw increases of 6 percent in earnings in 2005.

Earnings by Industry (Thousands)

Year	Ag. & mining	Constr.	Manuf.	Transp. & public utilities	Wholesale trade	Retail trade	Finance, insurance, & real est.	Services	Govt. & public admin.	Tourism
1990	\$ 109,594	\$ 557,005	\$ 705,993	\$ 252,547	\$ 237,794	\$ 591,723	\$ 327,290	\$ 1,169,144	\$ 788,813	n/a
1991	\$ 110,557	\$ 506,917	\$ 732,951	\$ 264,989	\$ 228,209	\$ 613,429	\$ 354,569	\$ 1,295,395	\$ 826,935	n/a
1992	\$ 129,452	\$ 472,166	\$ 762,535	\$ 267,725	\$ 238,960	\$ 634,408	\$ 430,218	\$ 1,404,654	\$ 852,380	n/a
1993	\$ 146,379	\$ 438,015	\$ 786,987	\$ 283,956	\$ 227,804	\$ 656,046	\$ 514,825	\$ 1,481,893	\$ 875,532	n/a
1994	\$ 163,442	\$ 442,941	\$ 890,484	\$ 288,622	\$ 259,958	\$ 700,367	\$ 490,939	\$ 1,524,045	\$ 915,769	n/a
1995	\$ 106,575	\$ 454,665	\$ 970,234	\$ 262,407	\$ 278,925	\$ 716,379	\$ 472,316	\$ 1,633,557	\$ 954,384	n/a
1996	\$ 117,658	\$ 512,367	\$ 1,038,939	\$ 286,709	\$ 311,130	\$ 768,274	\$ 506,837	\$ 1,769,098	\$ 1,004,596	n/a
1997	\$ 150,444	\$ 593,422	\$ 1,177,598	\$ 323,125	\$ 349,983	\$ 805,865	\$ 563,173	\$ 2,035,084	\$ 1,039,672	n/a
1998	\$ 171,054	\$ 711,997	\$ 1,401,728	\$ 347,325	\$ 413,922	\$ 875,242	\$ 647,932	\$ 2,167,426	\$ 1,077,423	n/a
1999	\$ 176,814	\$ 821,273	\$ 1,569,527	\$ 362,095	\$ 417,968	\$ 933,972	\$ 677,605	\$ 2,390,880	\$ 1,128,275	n/a
2000	\$ 375,158	\$ 1,112,460	\$ 1,969,874	\$ 389,684	\$ 365,396	\$ 1,006,663	\$ 710,265	\$ 2,670,638	\$ 1,234,488	n/a
2001*	\$ 249,601	\$ 1,057,282	\$ 1,804,120	\$ 238,655	\$ 365,014	\$ 893,884	\$ 851,921	\$ 3,314,287	\$ 1,373,547	\$ 375,167
2002	\$ 240,815	\$ 1,073,817	\$ 1,761,697	\$ 242,514	\$ 388,955	\$ 916,817	\$ 926,879	\$ 3,310,891	\$ 1,479,682	\$ 429,027
2003	\$ 200,361	\$ 1,093,610	\$ 1,714,824	\$ 244,162	\$ 407,055	\$ 922,567	\$ 977,198	\$ 3,319,762	\$ 1,543,068	\$ 450,016
2004	\$ 213,871	\$ 1,205,998	\$ 1,694,104	\$ 268,073	\$ 472,456	\$ 942,602	\$ 1,001,099	\$ 3,604,654	\$ 1,600,609	\$ 475,823
2005	\$ 242,184	\$ 1,325,933	\$ 1,769,453	\$ 267,694	\$ 567,168	\$ 986,602	\$ 1,035,632	\$ 3,815,123	\$ 1,649,165	\$ 498,716
2015(p)*	\$ 398,079	\$ 1,353,746	\$ 2,610,375	\$ 524,791	\$ 602,335	\$ 1,411,639	\$ 1,562,794	\$ 4,439,049	\$ 1,861,379	n/a
2030(p)*	\$ 546,863	\$ 1,932,898	\$ 3,642,112	\$ 690,145	\$ 752,408	\$ 1,843,723	\$ 2,423,867	\$ 7,057,695	\$ 2,799,267	n/a

Source: U.S. Department of Commerce, Bureau of Economic Analysis



Service Industry Earnings (Thousands)

Year	Professional, Scientific & Technical Services, Management of Companies & Enterprises, Administrative and Waste services, Educational Services, Health Care & Social assistance, Other Services							Total
	Information	Scientific & Technical Services	Management of Companies & Enterprises	Administrative and Waste services	Educational Services	Health Care & Social assistance	Other Services	
2001	\$ 368,726	\$ 823,045	\$ 293,984	\$ 395,224	\$ 69,151	\$ 1,015,136	\$ 349,021	\$ 3,314,287
2002	\$ 349,616	\$ 791,493	\$ 200,515	\$ 399,971	\$ 76,736	\$ 1,117,239	\$ 375,321	\$ 3,310,891
2003	\$ 330,599	\$ 834,180	\$ 123,731	\$ 427,729	\$ 76,812	\$ 1,138,319	\$ 388,392	\$ 3,319,762
2004	\$ 359,037	\$ 923,856	\$ 118,287	\$ 501,352	\$ 80,193	\$ 1,224,132	\$ 397,797	\$ 3,604,654
2005	\$ 295,529	\$ 1,172,707	\$ 111,050	\$ 425,845	\$ 85,437	\$ 1,323,564	\$ 400,991	\$ 3,815,123

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Between 2004 and 2008, the average annual wage in the legal sector increased the most in Sonoma County, with a 47 percent increase. This was followed by a 32 percent increase in the life, physical, and social science sector. During the same time, the arts, design, entertainment, sports, and media sector had a 2 percent decrease in average annual wages, and the farming, fishing, and forestry sector decreased 0.1 percent. All other sectors experienced significant annual wage increases over the last four years in Sonoma County.

Wages by Occupation

Occupation	2004 Mean Annual Wage	2008 Mean Annual Wage	% Change 2004 - 2008
Total all occupations	40,072 \$	46,449	15.9%
Legal	77,926 \$	114,258	46.6%
Management	92,649 \$	100,877	8.9%
Computer and Mathematical	75,641 \$	83,053	9.8%
Architecture and Engineering	66,196 \$	75,567	14.2%
Healthcare Practitioners and Technical	60,464 \$	74,449	23.1%
Life, Physical, and Social Science	55,721 \$	73,496	31.9%
Business and Financial Operations	59,147 \$	66,387	12.2%
Construction and Extraction	45,548 \$	52,804	15.9%
Education, Training, and Library	47,920 \$	51,345	7.1%
Protective Service	45,848 \$	50,907	11.0%
Arts, Design, Entertainment, Sports, and Media	50,147 \$	49,069	-2.1%
Installation, Maintenance, and Repair	39,613 \$	48,009	21.2%
Community and Social Services	37,519 \$	40,906	9.0%
Sales and Related	34,432 \$	39,801	15.6%
Office and Administrative Support	32,567 \$	36,367	11.7%
Production	30,450 \$	34,106	12.0%
Healthcare Support	28,521 \$	32,309	13.3%
Transportation and Material Moving	28,015 \$	31,234	11.5%
Personal Care and Service	23,735 \$	29,737	25.3%
Building and Grounds Cleaning and Maintenance	24,303 \$	27,482	13.1%
Farming, Fishing, and Forestry	23,650 \$	23,626	-0.1%
Food Preparation and Serving-Related	19,876 \$	21,775	9.6%

Source: California Employment Development Department

Largest Employers

Overview

The largest employers indicator and the largest manufacturers indicator are among the most sought-after pieces of information about an area. Unfortunately, no official data for these indicators are available because government statisticians are required to preserve the confidentiality of individual businesses. The lists presented here are from the Dun & Bradstreet business database, although this information may not be complete. Community organizations, such as local chambers of commerce, may have additional names to add to the list of top employers and manufacturers.

Sonoma County Largest Manufacturers, 2008

Employer	Number of Employees
Medtronic Ave Inc	1,200
Amy's Kitchen Inc	800
Tellabs Petaluma Inc	680
Sola Inc	550
Flowmaster Inc	405
Jdsu	400
F Korbel & Bros	300
Calix Networks Inc	280
Kendall Jackson Wine Cntry	275
Santa Rosa Press Democrat Inc	270
Standard Structures Inc	260
Pacific States Industries Inc	250
Viansa Winery & Tuscan Club	250
Alcatel USA Marketing Inc	250
North Bay Rehabilitation Svcs	230
Flex Products Inc	225
Jds Uniphase Corp	225
L-3 Communications Sonoma Eo	215
Labcon, North America	200
Parker Hannifin Corp	200
Autodesk Inc	200
Teltronics Inc	199
Clover-Stornetta Farms Inc	180
Mahi Networks Inc	160
Mildara Blass Inc	160

Source: Dun and Bradstreet

Sonoma County Largest Employers, 2008

Employer	Number of employees
Star H-R Inc	2070
Kaiser Foundation Hospitals	2000
Santa Rosa City School Dist	1700
Santa Rosa Memorial Hospital	1500
Sonoma County Community Col	1500
Medtronic Vascular Inc	1200
IlluminationsCom Inc	1049
Amys Kitchen Inc	800
Washington Mutual Bank	750
Tellabs Petaluma Inc	680
SMI Operating Co LLC	627
Sonoma County Human Svc Dept	600
Sola Inc	550
Park Cotati-Rohnert Unified	500
Candle Acquisition Co	500
Exchange Bank	450
Sonoma Valley Healthcare Dist	445
River Rock Entertainment Auth	416
Flowmaster Inc	405
Wal-Mart Stores Inc	400
Optical Coating Laboratory Inc	400
Macy's Retail Holdings Inc	390
Crosscheck Inc	360
S R M Alliance Hospital Svcs	350
Costco Wholesale Corp	350

Source: Dun and Bradstreet

Largest Women Employers

Overview

As with the previous indicator, this list is from the Dun & Bradstreet business database. Businesses listed in the database as women-owned were extracted from the database. This list may include corporate establishments where the top executive is known to be a woman. This also means that some businesses where a woman is a part owner will not be included unless the woman is listed in the database as the top executive.

This is as much a social indicator as it is an economic one. It is a measure of the economic integration of women in the community. Of particular importance is the percentage of top employers that are also listed as women-owned establishments, and whether this percentage is greater than or less than a regional or state average.

The establishment of women-owned businesses has been a major element in the evolution of the U.S. economy in recent decades, especially in California. The Center for Women's Business Research estimates that as of 2004, women owned nearly half of all privately-held businesses in the U.S. by 50 percent or more, for a total of 10.6 million enterprises. Trends in the number, employment, and revenues of women-owned businesses show the expanding role these businesses have in the U.S. economy. However, these numbers are only beginning to grow. The economic impact of these firms is felt throughout the economy, as they provide jobs, income, and employee benefits to millions.

Sonoma County Women Owned Largest Employers, 2008

Employer	Number of employees
Star H-R Inc	2070
Inoxpa USA Inc	300
American Nursing Services Inc	164
Bibbero Systems Inc	150
Home Care Options Inc	150
Hard Drywall Inc	140
Raley's	125
Raley's	115
Mrs Grossman's Paper Co	100
At Home Nursing	100
Raley's	95
Richard's Grove & Saralee's	65
Wright Engineered Plastics Inc	60
Bijan's Protective Equipment	60
O'Hagins Inc	60
Peggy Lucas	51
Sue Lan	50
J W Leavy Inc	50
North Bay Construction Inc	50
CPI-The Alternative Supplier	50
PNI Corp	46
Krcb FM Sonoma CA Pub Radio	45
Mv Transportation	45
Cutler Trucking Inc	45
Ski & Sport	45

Source: Dun and Bradstreet

7. Housing & Real Estate

Generally, the housing stock keeps pace with the population growth of an area. Imbalances between the growth rate of the housing stock and the residents needing housing can be indicative of a number of factors. Possible factors leading to an increase in residential construction activity include the following: physical shortage of housing, housing market activity, or current trends of housing prices. During some periods, growth in the housing stock can lag due to an increase in the number of households. High vacancy rates and the expectation of flat or falling housing prices are among the factors that might cause reduced residential construction activity.

Housing indicators for incorporated cities in Sonoma County fluctuate every year and remain highly dependent on variations in the population. The total number of housing units in the county has been increasing annually at a slightly faster rate than California, and remained consistent with its own population trends between 1997 and 2007. There has been an average annual increase of 4.5 percent in new housing unit permits in the county, and a 7 percent average annual increase in the value of new construction between 1996 and 2006. Between 2000 and 2008, the average rent price for a three-bedroom unit in Sonoma County ranked first out of twenty-three counties within Northern California.

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Total Housing Units

Overview

Total housing units is the number of single- and multiple-family dwellings, mobile homes, and other dwelling units located within a given jurisdiction. A housing unit may be the permanent residence for a household, a seasonal or second home, or vacant whether or not it is for sale or rent. Occupancy may be by a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. The number of housing units is estimated annually by the California Department of Finance and the department uses this data to estimate population change (section one).

According to the California Construction Industry Research Board, single-family units include the following:

Disconnected or detached units that stand apart from other units

Semi-detached units that are attached to another unit on one side only

Row houses and townhouses that are separated unit by unit by an unbroken ground-to-roof partition or fire-wall

Condominiums are considered single-family units if they include the following:

A zero-lot-line or zero-property-line construction (these terms can be used interchangeably referring to a lot that has no side yard but extends to the property line)

A dividing line that separates two or more lots for the purpose of maintenance, repair, improvements, and reconstruction of the original dwelling

Each unit is separated by an air space

The units are separated by an unbroken ground-to-roof partition or firewall

Multi-family units include the following:

Duplexes

Three- to four-unit structures

Apartment structures (with five or more units)

Condominiums that do not meet the single-family definitions

County Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1990	119,158	30,107	11,797	161,062	n/a
1991	121,291	30,569	11,824	163,684	1.6%
1992	123,117	31,657	11,860	166,634	1.8%
1993	125,216	32,166	11,913	169,295	1.6%
1994	126,848	32,344	11,947	171,139	1.1%
1995	128,888	32,600	11,976	173,464	1.4%
1996	130,186	32,989	11,998	175,173	1.0%
1997	131,728	33,080	11,999	176,807	0.9%
1998	133,210	33,162	12,022	178,394	0.9%
1999	135,024	33,334	12,057	180,415	1.1%
2000	139,391	32,382	11,380	183,153	1.5%
2001	141,014	32,612	11,379	185,005	1.0%
2002	142,541	33,093	11,379	187,013	1.1%
2003	143,925	33,755	11,365	189,045	1.1%
2004	144,952	34,256	11,383	190,591	0.8%
2005	146,119	34,442	11,388	191,949	0.7%
2006	147,296	35,167	11,397	193,860	1.0%
2007	148,448	35,656	11,413	195,517	0.9%

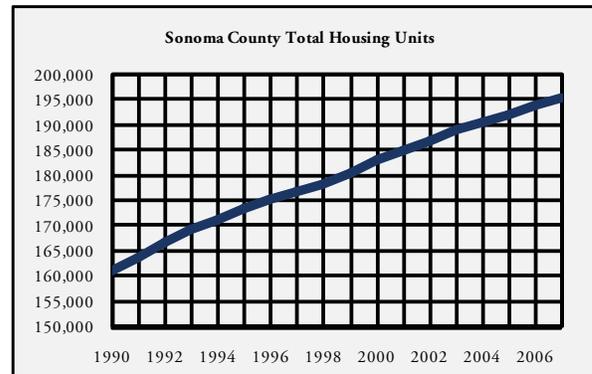
Source: California Department of Finance, Demographic Research Unit

Growth in the number of housing units typically keeps pace with population growth. A disparity between housing and population growth indicates something about a community. Housing growth without population growth may indicate an increase in the number of second homes in the community. Population growth without housing growth may result in a housing shortage and an increase in home prices, affecting housing affordability (see the housing affordability indicator later in this section) and the overall cost of living (section five).

NOTE: The California Department of Finance uses the decennial census as a base for estimating total housing units. The estimates are produced by adding new construction with annexations and subtracting demolitions from the census benchmark. Data for 1991 through 1999 has not yet been updated to include the 2000 census, and therefore is not comparable to the most recent data. Data for 2000 through 2007 was revised to reflect the 2000 Census.

Sonoma County

The total number of housing units in Sonoma County reached 195,517 in 2007, an increase of 0.9 percent from the previous year. The number of housing units in the county increased at an average annual rate of 1 percent between 1997 and 2007, compared to 0.7 statewide. Single-family units have increased the most in the county, with an 11 percent increase since 1997, and multiple-family units have increased 7 percent. Mobile homes decreased 5 percent during the same time. About 38 percent of single-family units and 40 percent of mobile homes are outside incorporated areas, and 15 percent of multiple-family units are outside the city limits.



City of Cloverdale Total Housing Units

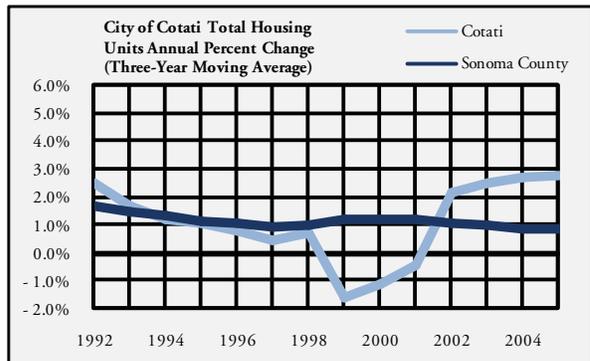
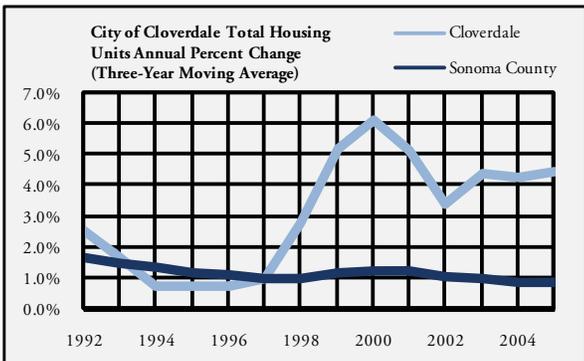
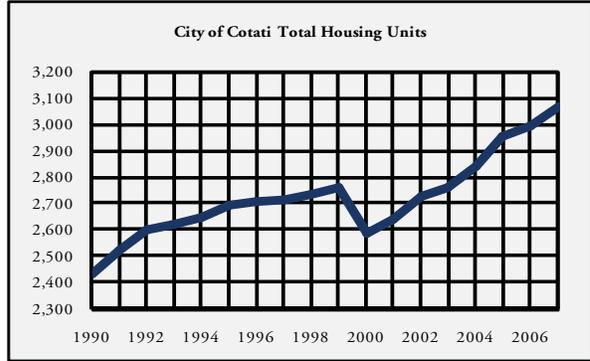
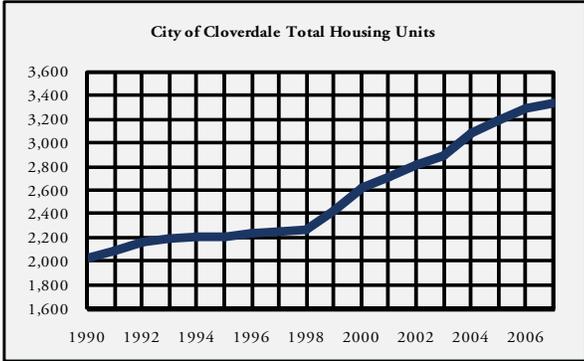
Year	Single-family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1990	1,437	434	162	2,033	n/a
1991	1,467	466	162	2,095	3.0%
1992	1,485	511	162	2,158	3.0%
1993	1,514	515	162	2,191	1.5%
1994	1,524	515	162	2,201	0.5%
1995	1,530	515	162	2,207	0.3%
1996	1,562	515	162	2,239	1.4%
1997	1,574	515	162	2,251	0.5%
1998	1,595	515	162	2,272	0.9%
1999	1,751	515	162	2,428	6.9%
2000	2,006	405	208	2,619	7.9%
2001	2,101	405	208	2,714	3.6%
2002	2,205	405	208	2,818	3.8%
2003	2,280	405	208	2,893	2.7%
2004	2,475	405	208	3,088	6.7%
2005	2,571	413	208	3,192	3.4%
2006	2,660	428	209	3,297	3.3%
2007	2,682	443	209	3,334	1.1%

Source: California Department of Finance, Demographic Research Unit

City of Cotati Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1990	1,706	597	130	2,433	n/a
1991	1,777	613	130	2,520	3.6%
1992	1,859	613	130	2,602	3.3%
1993	1,877	613	130	2,620	0.7%
1994	1,904	613	130	2,647	1.0%
1995	1,951	615	130	2,696	1.9%
1996	1,960	615	130	2,705	0.3%
1997	1,966	615	130	2,711	0.2%
1998	1,985	615	131	2,731	0.7%
1999	2,003	629	131	2,763	1.2%
2000	1,892	572	121	2,585	-6.4%
2001	1,900	618	121	2,639	2.1%
2002	1,940	666	121	2,727	3.3%
2003	1,970	666	121	2,757	1.1%
2004	2,015	706	121	2,842	3.1%
2005	2,129	706	121	2,956	4.0%
2006	2,167	706	121	2,994	1.3%
2007	2,210	736	121	3,067	2.4%

Source: California Department of Finance, Demographic Research Unit



City of Healdsburg Total Housing Units

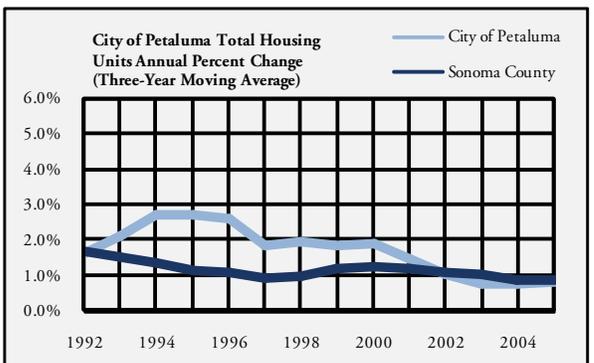
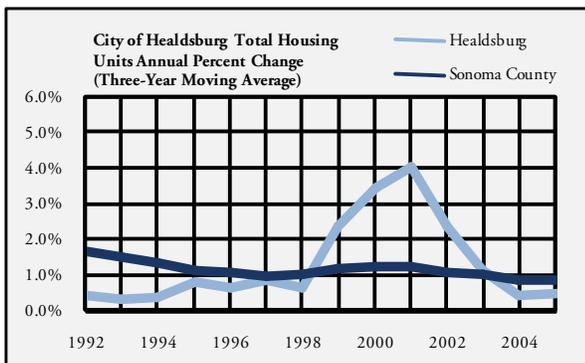
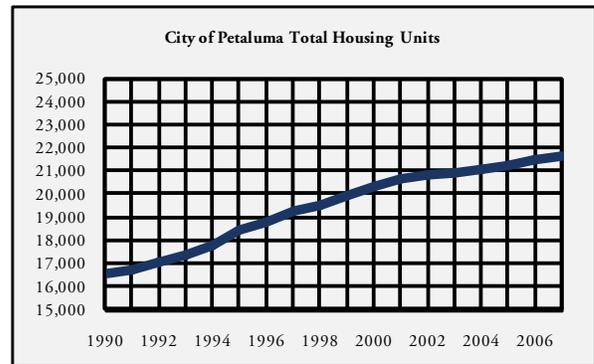
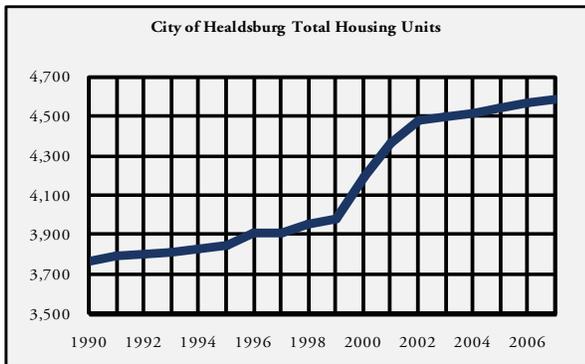
Year	Single-family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1990	2,941	726	99	3,766	n/a
1991	2,951	746	99	3,796	0.8%
1992	2,957	750	99	3,806	0.3%
1993	2,964	750	99	3,813	0.2%
1994	2,983	750	99	3,832	0.5%
1995	3,000	750	99	3,849	0.4%
1996	3,031	774	100	3,905	1.5%
1997	3,032	774	100	3,906	0.0%
1998	3,076	774	100	3,950	1.1%
1999	3,107	774	100	3,981	0.8%
2000	3,287	805	99	4,191	5.3%
2001	3,401	867	99	4,367	4.2%
2002	3,462	918	99	4,479	2.6%
2003	3,476	922	99	4,497	0.4%
2004	3,486	930	99	4,515	0.4%
2005	3,509	930	99	4,538	0.5%
2006	3,530	935	100	4,565	0.6%
2007	3,546	937	99	4,582	0.4%

Source: California Department of Finance, Demographic Research Unit

City of Petaluma Total Housing Units

Year	Single family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1990	12,901	2,767	878	16,546	n/a
1991	13,087	2,769	878	16,734	1.1%
1992	13,353	2,808	878	17,039	1.8%
1993	13,636	2,838	878	17,352	1.8%
1994	14,059	2,874	878	17,811	2.6%
1995	14,589	3,003	878	18,470	3.7%
1996	14,907	3,008	878	18,793	1.7%
1997	15,329	3,026	878	19,233	2.3%
1998	15,593	3,028	878	19,499	1.4%
1999	15,961	3,068	878	19,907	2.1%
2000	16,387	2,987	931	20,305	2.0%
2001	16,699	2,991	931	20,621	1.6%
2002	16,783	3,066	931	20,780	0.8%
2003	16,824	3,179	931	20,934	0.7%
2004	16,871	3,285	931	21,087	0.7%
2005	16,986	3,348	931	21,265	0.8%
2006	17,083	3,429	931	21,443	0.8%
2007	17,233	3,459	931	21,623	0.8%

Source: California Department of Finance, Demographic Research Unit



City of Rohnert Park Total Housing Units

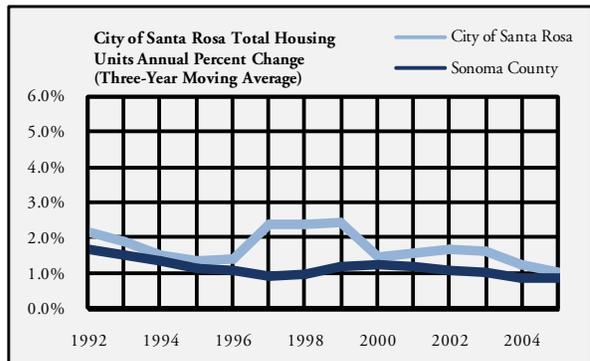
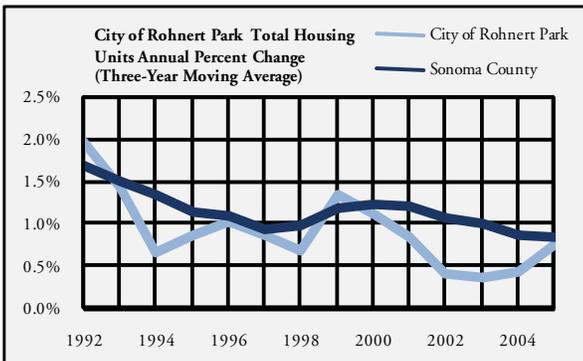
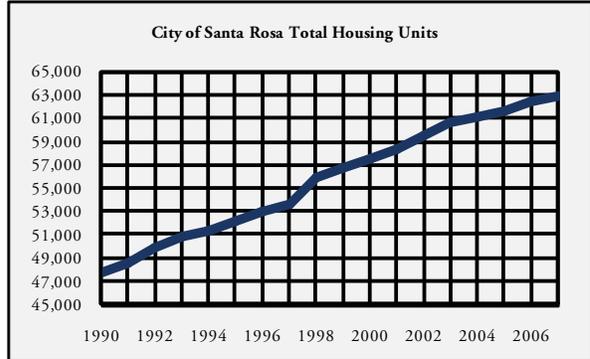
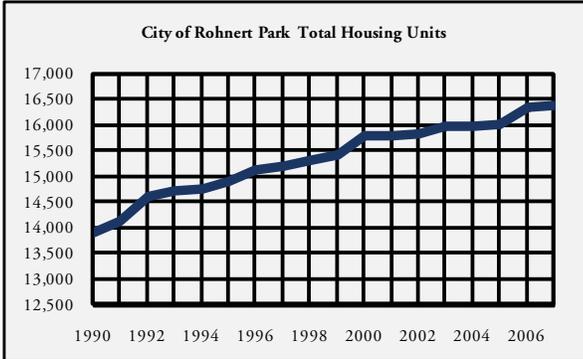
Year	Single-family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1990	8,143	4,306	1,466	13,915	n/a
1991	8,366	4,306	1,466	14,138	1.6%
1992	8,504	4,658	1,466	14,628	3.5%
1993	8,548	4,728	1,466	14,742	0.8%
1994	8,551	4,728	1,466	14,745	0.0%
1995	8,722	4,728	1,466	14,916	1.2%
1996	8,723	4,932	1,466	15,121	1.4%
1997	8,774	4,956	1,466	15,196	0.5%
1998	8,853	4,980	1,466	15,299	0.7%
1999	8,940	5,020	1,466	15,426	0.8%
2000	9,354	5,041	1,413	15,808	2.5%
2001	9,354	5,041	1,413	15,808	0.0%
2002	9,355	5,048	1,413	15,816	0.1%
2003	9,358	5,224	1,413	15,995	1.1%
2004	9,358	5,206	1,413	15,977	-0.1%
2005	9,359	5,248	1,413	16,020	0.3%
2006	9,359	5,581	1,413	16,353	2.1%
2007	9,361	5,611	1,413	16,385	0.2%

Source: California Department of Finance, Demographic Research Unit

City of Santa Rosa Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1990	31,753	13,458	2,500	47,711	n/a
1991	32,324	13,733	2,500	48,557	1.8%
1992	33,124	14,180	2,500	49,804	2.6%
1993	33,807	14,534	2,504	50,845	2.1%
1994	34,261	14,550	2,536	51,347	1.0%
1995	34,917	14,640	2,536	52,093	1.5%
1996	35,597	14,757	2,544	52,898	1.5%
1997	36,172	14,841	2,545	53,558	1.2%
1998	37,692	15,619	2,546	55,857	4.3%
1999	38,479	15,631	2,621	56,731	1.6%
2000	39,775	15,134	2,669	57,578	1.5%
2001	40,382	15,242	2,673	58,297	1.2%
2002	41,236	15,482	2,680	59,398	1.9%
2003	42,052	15,824	2,682	60,558	2.0%
2004	42,417	16,028	2,685	61,130	0.9%
2005	42,790	16,102	2,694	61,586	0.7%
2006	43,393	16,304	2,701	62,398	1.3%
2007	43,847	16,413	2,704	62,964	0.9%

Source: California Department of Finance, Demographic Research Unit



City of Sebastopol Total Housing Units

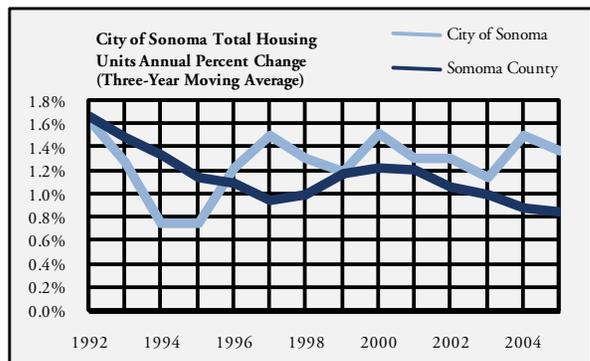
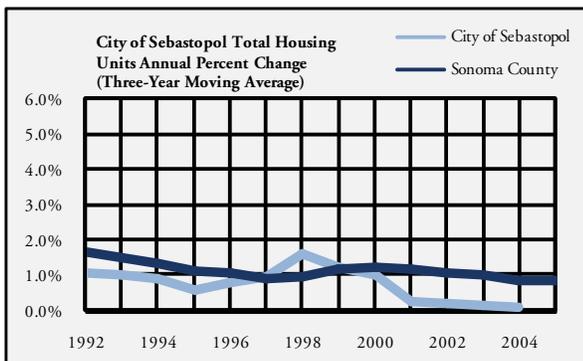
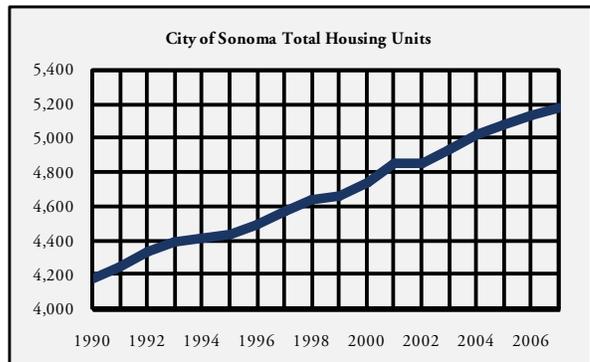
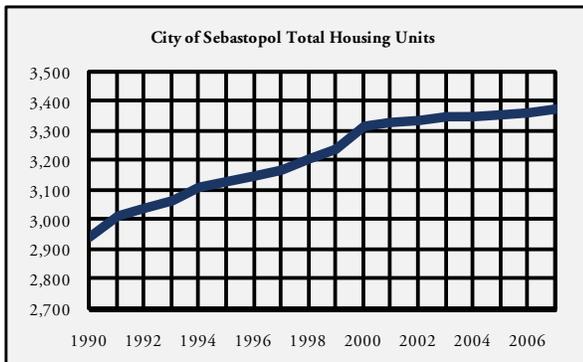
Year	Single-family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1990	2,000	826	117	2,943	n/a
1991	2,008	888	117	3,013	2.4%
1992	2,031	893	117	3,041	0.9%
1993	2,055	893	117	3,065	0.8%
1994	2,103	893	117	3,113	1.6%
1995	2,122	893	119	3,134	0.7%
1996	2,135	895	119	3,149	0.5%
1997	2,153	895	119	3,167	0.6%
1998	2,169	919	120	3,208	1.3%
1999	2,199	921	122	3,242	1.1%
2000	2,243	1,020	58	3,321	2.4%
2001	2,250	1,020	59	3,329	0.2%
2002	2,256	1,026	59	3,341	0.4%
2003	2,259	1,032	59	3,350	0.3%
2004	2,260	1,032	59	3,351	0.0%
2005	2,267	1,032	59	3,358	0.2%
2006	2,271	1,032	59	3,362	0.1%
2007	2,283	1,032	62	3,377	0.4%

Source: California Department of Finance, Demographic Research Unit

City of Sonoma Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1990	2,685	1,009	487	4,181	n/a
1991	2,727	1,034	487	4,248	1.6%
1992	2,754	1,094	487	4,335	2.0%
1993	2,768	1,134	487	4,389	1.2%
1994	2,786	1,138	487	4,411	0.5%
1995	2,800	1,146	487	4,433	0.5%
1996	2,847	1,154	487	4,488	1.2%
1997	2,920	1,168	487	4,575	1.9%
1998	2,979	1,170	487	4,636	1.3%
1999	3,005	1,173	487	4,665	0.6%
2000	3,289	1,007	444	4,740	1.6%
2001	3,391	1,016	444	4,851	2.3%
2002	3,379	1,034	437	4,850	0.0%
2003	3,447	1,045	437	4,929	1.6%
2004	3,518	1,063	437	5,018	1.8%
2005	3,574	1,060	437	5,071	1.1%
2006	3,633	1,065	437	5,135	1.3%
2007	3,671	1,072	437	5,180	0.9%

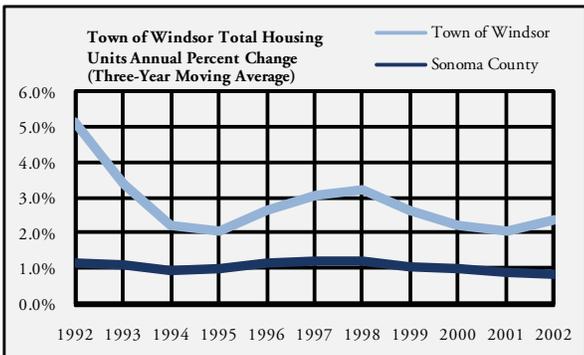
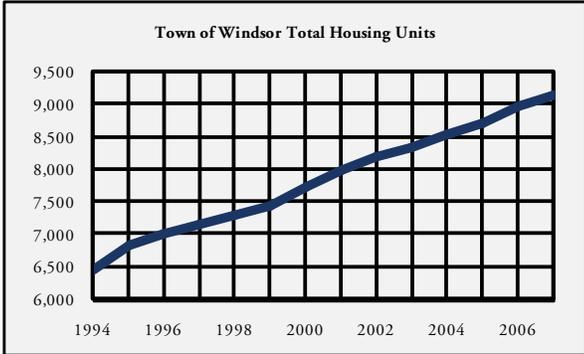
Source: California Department of Finance, Demographic Research Unit



Town of Windsor Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total housing units	Annual percent change
1993	4,833	380	816	6,029	n/a
1994	5,220	428	816	6,464	7.2%
1995	5,580	428	816	6,824	5.6%
1996	5,733	455	816	7,004	2.6%
1997	5,872	455	816	7,143	2.0%
1998	6,020	455	816	7,291	2.1%
1999	6,122	515	816	7,453	2.2%
2000	6,394	512	822	7,728	3.7%
2001	6,645	523	822	7,990	3.4%
2002	6,831	553	822	8,206	2.7%
2003	6,973	561	822	8,356	1.8%
2004	7,084	628	822	8,534	2.1%
2005	7,263	646	822	8,731	2.3%
2006	7,464	689	822	8,975	2.8%
2007	7,616	715	822	9,153	2.0%

Source: California Department of Finance, Demographic Research Unit

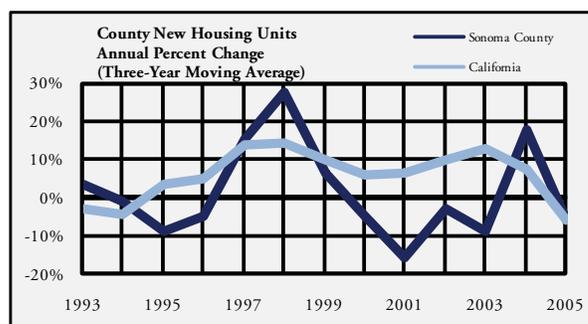
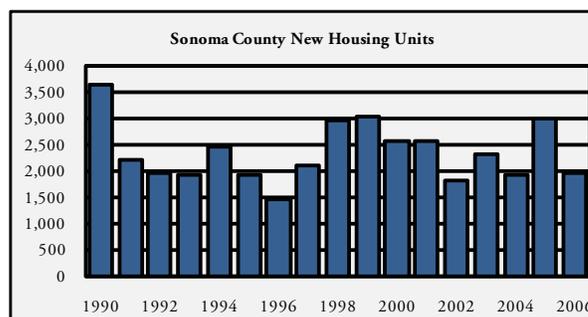


New Housing Units Authorized by Building Permits

Overview

A building permit is required for all new construction. A permit may allow one or more homes in a subdivision. The number of housing units authorized by building permits is the primary factor used to calculate the changes in total housing units. The data is collected by every city and county, then reported to and disseminated by the California Construction Industry Research Board.

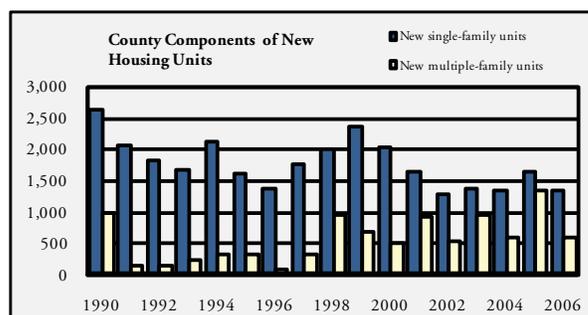
The number of building permits typically indicates building activity in the near future, either during the year the permit was issued or the next. An increase in the number of building permits issued indicates expansion in construction sector activity. That expansion may be a response to any number of factors including falling mortgage interest rates, economic growth, or the expectation of rising housing prices due to housing shortages or speculative activity.



County New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	2,647	997	3,644	n/a
1991	2,048	160	2,208	-39.4%
1992	1,817	159	1,976	-10.5%
1993	1,687	252	1,939	-1.9%
1994	2,117	334	2,451	26.4%
1995	1,605	322	1,927	-21.4%
1996	1,389	75	1,464	-24.0%
1997	1,783	338	2,121	44.9%
1998	1,996	968	2,964	39.7%
1999	2,361	691	3,052	3.0%
2000	2,034	521	2,555	-16.3%
2001	1,646	922	2,568	0.5%
2002	1,295	540	1,835	-28.5%
2003	1,388	951	2,339	27.5%
2004	1,343	598	1,941	-17.0%
2005	1,639	1,364	3,003	54.7%
2006	1,361	601	1,962	-34.7%

Source: California Construction Industry Research Board



NOTE: Charts were not produced for cities with less than 10,000 people, or for cities in which data is not reported, because small changes in permit activity may produce overstated change when shown in a chart.

Sonoma County

An average of 2,346 new housing units has been authorized by building permits each year in Sonoma County between 1996 and 2006. In 2006, there was a decrease of 35 percent in new housing permits from the previous year. Between 1996 and 2006, there was an average annual increase of 4.5 percent in new housing permits, while there was a 1.5 percent increase in population. In comparison, California saw a 7 percent increase in housing permits, and a 1.5 percent average annual increase in population during the same time.

The city of Santa Rosa had the largest number of new housing permits in the county in 2006, while the city of Rohnert Park did not authorize any new permits. Twenty-seven percent of new single-family unit permits and 13 percent of new multiple-family unit permits occurred outside incorporated areas in 2006.

City of Cotati New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	52	0	52	n/a
1991	55	0	55	5.8%
1992	12	4	16	-70.9%
1993	42	6	48	200.0%
1994	12	0	12	-75.0%
1995	8	0	8	-33.3%
1996	8	0	8	0.0%
1997	19	18	37	362.5%
1998	30	0	30	-18.9%
1999	4	0	4	-86.7%
2000	10	48	58	1350.0%
2001	49	0	49	-15.5%
2002	40	4	44	-10.2%
2003	106	77	183	315.9%
2004	63	0	63	-65.6%
2005	23	30	53	-15.9%
2006	36	0	36	-32.1%

Source: California Construction Industry Research Board

City of Cloverdale New Housing Units Authorized by Building Permits

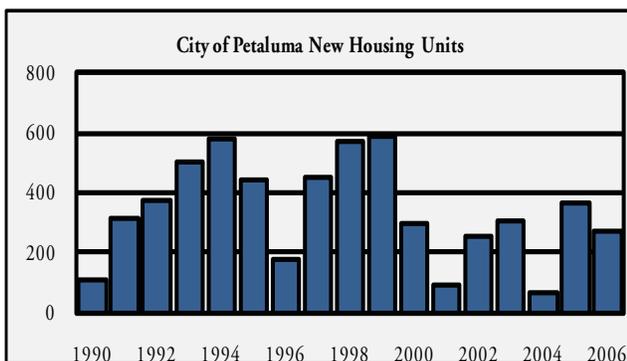
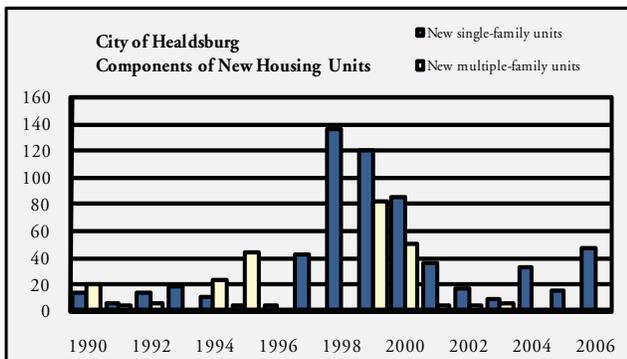
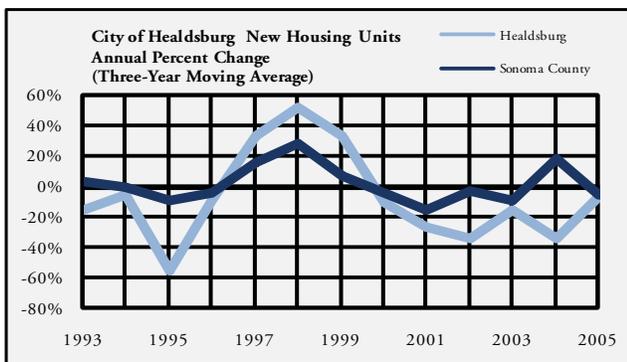
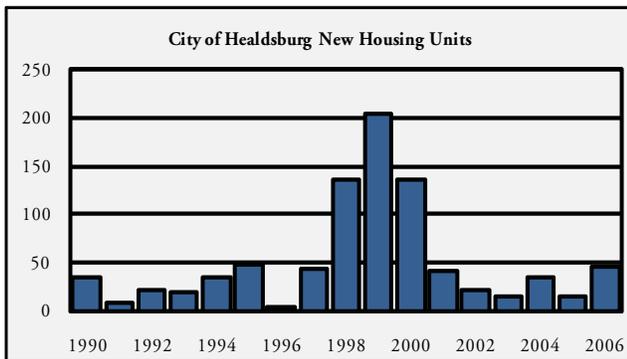
Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	53	79	132	n/a
1991	28	10	38	-71.2%
1992	6	0	6	-84.2%
1993	11	0	11	83.3%
1994	19	0	19	72.7%
1995	25	0	25	31.6%
1996	13	0	13	-48.0%
1997	99	0	99	661.5%
1998	153	0	153	54.5%
1999	205	0	205	34.0%
2000	124	0	124	-39.5%
2001	54	0	54	-56.5%
2002	120	2	122	125.9%
2003	161	16	177	45.1%
2004	115	2	117	-33.9%
2005	76	15	91	-22.2%
2006	63	0	63	-30.8%

Source: California Construction Industry Research Board

City of Healdsburg New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	15	20	35	n/a
1991	5	4	9	-74.3%
1992	15	7	22	144.4%
1993	19	0	19	-13.6%
1994	11	24	35	84.2%
1995	4	44	48	37.1%
1996	5	0	5	-89.6%
1997	43	0	43	760.0%
1998	136	0	136	216.3%
1999	121	82	203	49.3%
2000	86	51	137	-32.5%
2001	37	4	41	-70.1%
2002	18	4	22	-46.3%
2003	10	6	16	-27.3%
2004	34	0	34	112.5%
2005	16	0	16	-52.9%
2006	47	0	47	193.8%

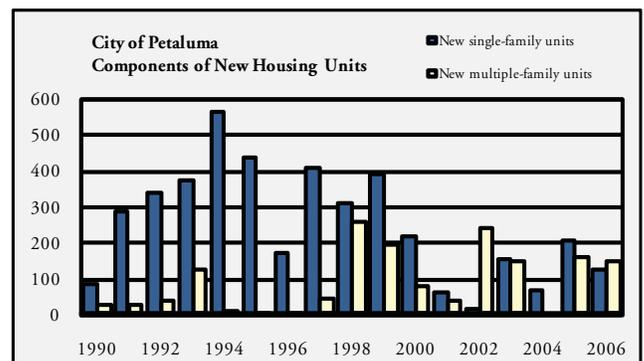
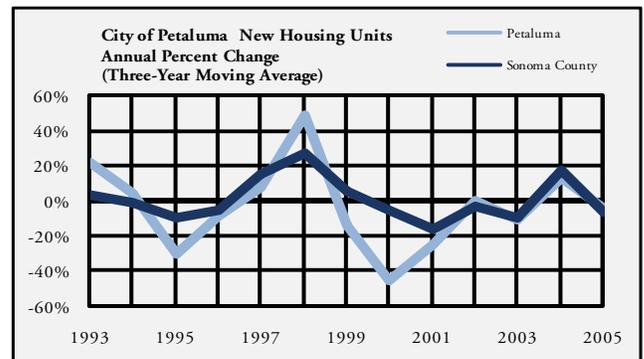
Source: California Construction Industry Research Board



City of Petaluma New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	89	24	113	n/a
1991	286	26	312	n/a
1992	338	38	376	20.5%
1993	377	123	500	33.0%
1994	568	8	576	15.2%
1995	440	2	442	-23.3%
1996	174	2	176	-60.2%
1997	411	40	451	156.3%
1998	311	257	568	25.9%
1999	392	192	584	2.8%
2000	221	75	296	-49.3%
2001	63	34	97	-67.2%
2002	16	239	255	162.9%
2003	158	147	305	19.6%
2004	71	0	71	-76.7%
2005	210	159	369	419.7%
2006	125	147	272	-26.3%

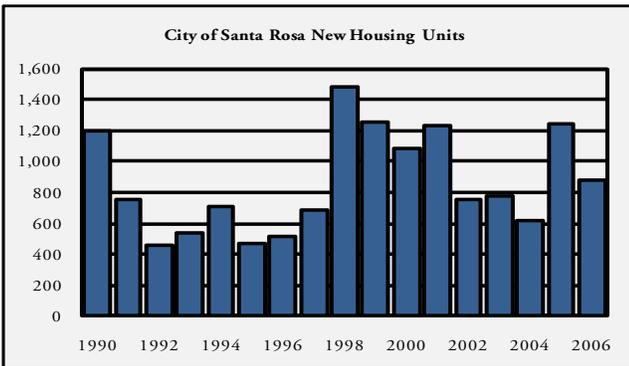
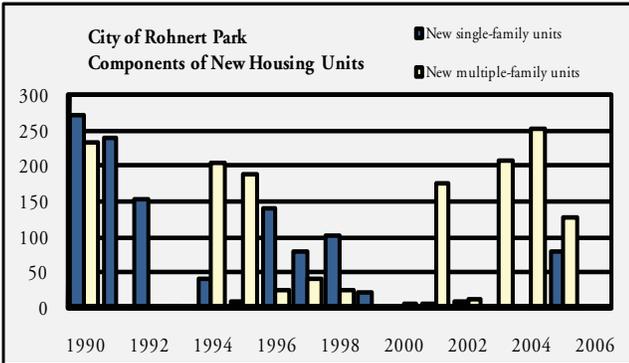
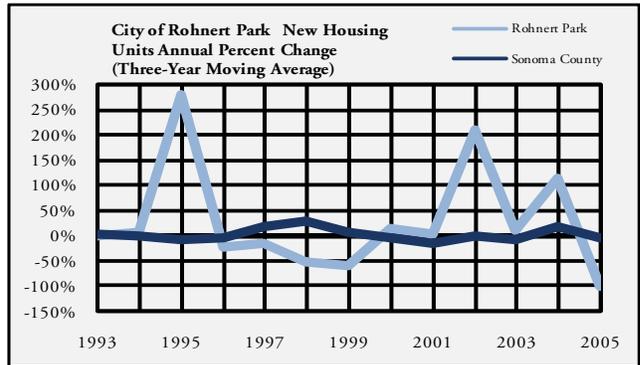
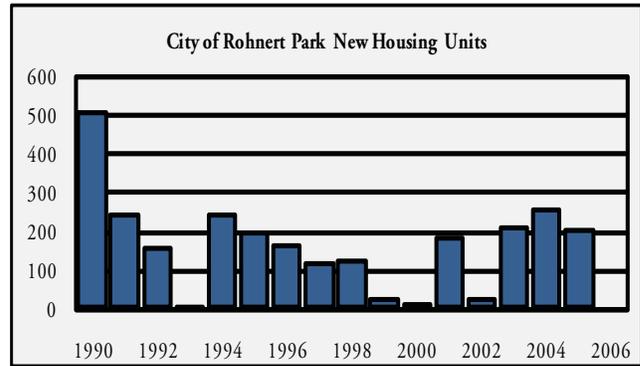
Source: California Construction Industry Research Board



City of Rohnert Park New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	271	234	505	n/a
1991	239	0	239	-52.7%
1992	153	0	153	-36.0%
1993	3	0	3	-98.0%
1994	40	204	244	8033.3%
1995	8	188	196	-19.7%
1996	141	24	165	-15.8%
1997	79	40	119	-27.9%
1998	101	24	125	5.0%
1999	20	0	20	-84.0%
2000	0	7	7	-65.0%
2001	5	176	181	2485.7%
2002	9	12	21	-88.4%
2003	2	207	209	895.2%
2004	0	252	252	20.6%
2005	78	127	205	-18.7%
2006	0	0	0	-100.0%

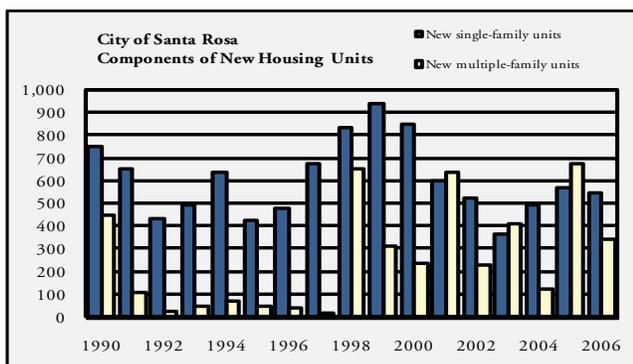
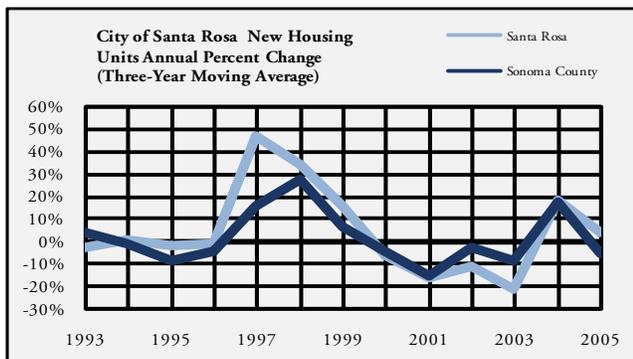
Source: California Construction Industry Research Board



City of Santa Rosa New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	748	448	1,196	n/a
1991	652	106	758	-36.6%
1992	431	22	453	-40.2%
1993	495	42	537	18.5%
1994	635	71	706	31.5%
1995	425	43	468	-33.7%
1996	476	37	513	9.6%
1997	674	14	688	34.1%
1998	833	655	1,488	116.3%
1999	942	314	1,256	-15.6%
2000	848	233	1,081	-13.9%
2001	596	636	1,232	14.0%
2002	521	231	752	-39.0%
2003	367	406	773	2.8%
2004	494	118	612	-20.8%
2005	567	675	1,242	102.9%
2006	542	341	883	-28.9%

Source: California Construction Industry Research Board



City of Sonoma New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	60	37	97	n/a
1991	32	8	40	-58.8%
1992	6	10	16	-60.0%
1993	16	8	24	50.0%
1994	20	6	26	8.3%
1995	148	12	160	515.4%
1996	50	0	50	-68.8%
1997	27	84	111	122.0%
1998	51	32	83	-25.2%
1999	64	16	80	-3.6%
2000	47	18	65	-18.8%
2001	39	45	84	29.2%
2002	62	16	78	-7.1%
2003	126	16	142	82.1%
2004	46	133	179	26.1%
2005	72	4	76	-57.5%
2006	45	0	45	-40.8%

Source: California Construction Industry Research Board

City of Sebastopol New Housing Units Authorized by Building Permits

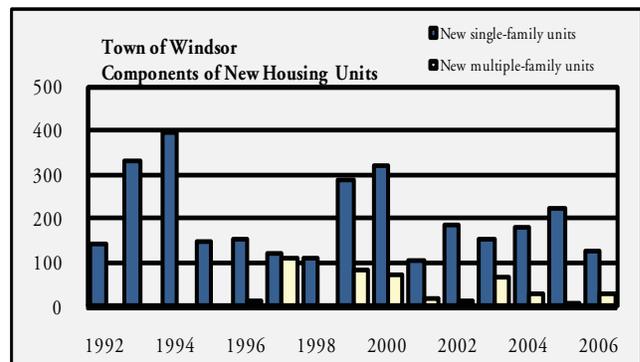
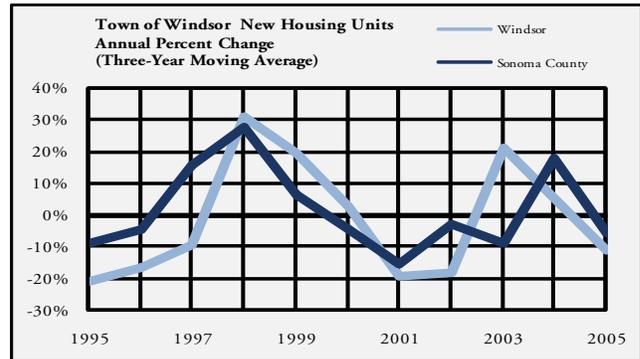
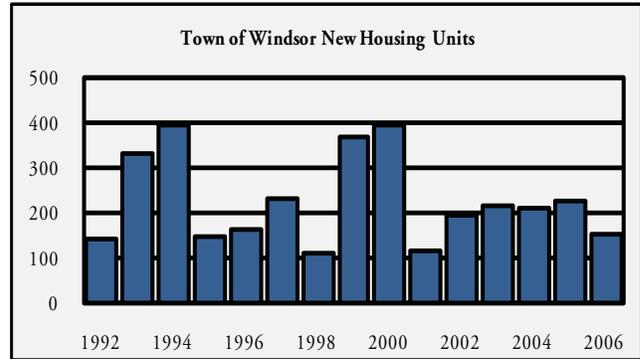
Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	38	2	40	n/a
1991	10	0	10	-75.0%
1992	53	4	57	470.0%
1993	26	0	26	-54.4%
1994	16	2	18	-30.8%
1995	17	0	17	-5.6%
1996	11	0	11	-35.3%
1997	35	24	59	436.4%
1998	40	0	40	-32.2%
1999	26	2	28	-30.0%
2000	20	10	30	7.1%
2001	7	6	13	-56.7%
2002	4	21	25	92.3%
2003	9	0	9	-64.0%
2004	9	0	9	0.0%
2005	25	6	31	244.4%
2006	4	0	4	-87.1%

Source: California Construction Industry Research Board

Town of Windsor New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	n/a	n/a	n/a	n/a
1991	n/a	n/a	n/a	n/a
1992	140	0	140	n/a
1993	330	0	330	135.7%
1994	395	0	395	19.7%
1995	147	0	147	-62.8%
1996	154	10	164	11.6%
1997	122	110	232	41.5%
1998	110	0	110	-52.6%
1999	287	80	367	233.6%
2000	321	73	394	7.4%
2001	103	15	118	-70.1%
2002	185	9	194	64.4%
2003	154	64	218	12.4%
2004	181	29	210	-3.7%
2005	221	6	227	8.1%
2006	126	27	153	-32.6%

Source: California Construction Industry Research Board



Value of New Construction (Building Permit Valuation in Dollars)

Overview

Building permits are required for all new construction, not just housing units as shown in the previous section. Permits are required not only for new commercial and industrial construction, but also for the demolition, remodeling, expansion, additions, and repairs made to existing residential, commercial, and industrial structures.

The value of new construction in this section is the total value reported in building permits. This often understates the true value of construction because many development impact fees are based on the value of permitted construction, giving builders an incentive to underestimate the cost of the completed structure. The valuation estimate is based on costs that include labor, materials, and architectural and engineering expertise.

Residential units are single-family and multi-family units, and typically account for about half of all permitted construction valuation.

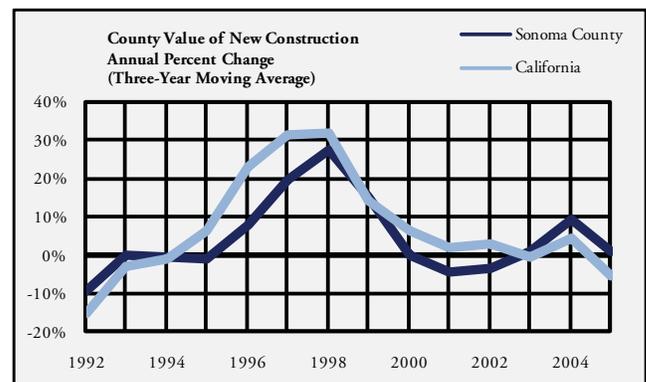
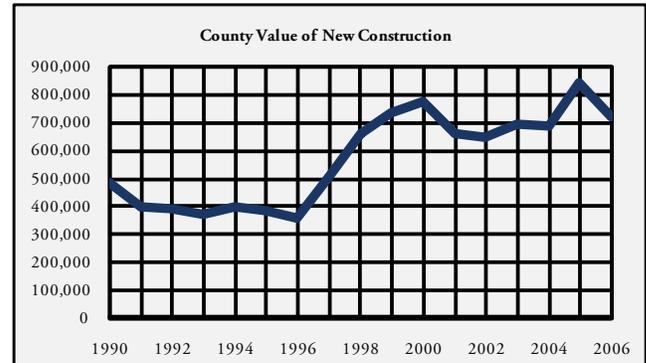
Major components of nonresidential construction include:

Commercial offices or structures that are primarily used as offices and include bank buildings

Commercial stores or structures that are primary used for retail or other places to which customers typically travel to purchase a good or service

Other commercial sites, such as hotels, motels, amusement parks, parking garages, service stations, and other types of commercial buildings typically located in a commercially-zoned area

Industrial buildings or manufacturing plants and other structures typically located in an industrially-



zoned area

Other construction sites, such as institutional buildings requiring a permit, including churches and religious buildings, hospitals and institutional buildings, schools and educational buildings, residential garages, public works and utilities buildings, and miscellaneous nonresidential structures typically located in an area zoned for public use

This section excludes public buildings when a building permit is not necessary for construction. This usually includes public schools and local government buildings.

The value of construction activity, especially of commercial and industrial buildings, is one of the primary indicators of economic expansion. It indicates economic investment in the community for which the investor is

expecting a return. Because the building may not be complete and operational until the next year, building activity is often a leading indicator of near-term economic growth.

Sonoma County

The value of new construction increased 7 percent on average each year between 1996 and 2006 in Sonoma County. California saw an average annual increase of 11 percent during the same time period. In 2006, single-family units made up 46 percent of all new construction value in the county, while multiple-family units made up another 9 percent. Total commercial and industrial construction accounted for 2.5 percent of the total value in the county in the same year. The city of Santa Rosa had the highest total valuation at \$236.1 million, followed by the city of Petaluma at \$99.1 million.

County Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 286,414	\$ 38,730	\$ 41,894	\$ 24,588	\$ 19,377	\$ 4,888	\$ 7,725	\$ 23,173	\$ 37,664	\$ 484,453
1991	\$ 239,955	\$ 9,078	\$ 43,931	\$ 14,182	\$ 36,246	\$ 2,210	\$ 3,863	\$ 17,548	\$ 29,115	\$ 396,128
1992	\$ 229,191	\$ 8,374	\$ 51,932	\$ 5,783	\$ 34,086	\$ 11,409	\$ 4,109	\$ 16,122	\$ 26,710	\$ 387,716
1993	\$ 222,391	\$ 14,944	\$ 42,349	\$ 8,689	\$ 16,293	\$ 4,763	\$ 3,767	\$ 20,306	\$ 30,051	\$ 363,553
1994	\$ 254,734	\$ 18,982	\$ 38,897	\$ 8,881	\$ 25,752	\$ 1,838	\$ 2,269	\$ 18,276	\$ 27,004	\$ 396,633
1995	\$ 194,290	\$ 18,189	\$ 41,532	\$ 13,137	\$ 30,501	\$ 2,898	\$ 11,488	\$ 20,321	\$ 49,723	\$ 382,079
1996	\$ 190,988	\$ 3,810	\$ 40,400	\$ 6,776	\$ 18,134	\$ 6,229	\$ 8,345	\$ 30,151	\$ 48,463	\$ 353,296
1997	\$ 268,336	\$ 21,001	\$ 38,665	\$ 17,386	\$ 22,201	\$ 9,905	\$ 42,731	\$ 23,474	\$ 58,087	\$ 501,786
1998	\$ 333,066	\$ 59,329	\$ 39,426	\$ 35,526	\$ 32,928	\$ 10,307	\$ 37,744	\$ 34,596	\$ 73,918	\$ 656,840
1999	\$ 409,934	\$ 40,111	\$ 54,614	\$ 23,407	\$ 30,908	\$ 13,806	\$ 48,739	\$ 36,085	\$ 73,286	\$ 730,890
2000	\$ 470,784	\$ 31,183	\$ 57,961	\$ 21,701	\$ 27,760	\$ 18,406	\$ 29,460	\$ 35,551	\$ 75,933	\$ 768,739
2001	\$ 307,681	\$ 69,411	\$ 71,002	\$ 26,472	\$ 35,308	\$ 29,075	\$ 22,228	\$ 41,162	\$ 57,484	\$ 659,823
2002	\$ 295,768	\$ 31,113	\$ 72,699	\$ 50,119	\$ 50,369	\$ 28,733	\$ 8,861	\$ 43,707	\$ 62,600	\$ 643,969
2003	\$ 333,124	\$ 86,504	\$ 75,012	\$ 11,785	\$ 33,458	\$ 12,631	\$ 12,448	\$ 61,205	\$ 67,677	\$ 693,844
2004	\$ 302,186	\$ 57,640	\$ 81,301	\$ 23,702	\$ 71,229	\$ 14,800	\$ 3,875	\$ 45,222	\$ 81,846	\$ 681,802
2005	\$ 398,597	\$ 128,382	\$ 89,454	\$ 9,617	\$ 65,542	\$ 4,585	\$ 3,127	\$ 51,523	\$ 88,695	\$ 839,523
2006	\$ 328,693	\$ 65,621	\$ 93,193	\$ 10,489	\$ 46,745	\$ 7,000	\$ 8,914	\$ 52,312	\$ 102,629	\$ 715,596

Source: California Construction Industry Research Board

City of Cloverdale Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 3,901	\$ 4,040	\$ 391	\$ 0	\$ 408	\$ 0	\$ 0	\$ 37	\$ 10	\$ 8,787
1991	\$ 2,669	\$ 889	\$ 203	\$ 0	\$ 0	\$ 0	\$ 0	\$ 117	\$ 277	\$ 4,155
1992	\$ 884	\$ 0	\$ 400	\$ 0	\$ 0	\$ 0	\$ 0	\$ 74	\$ 245	\$ 1,603
1993	\$ 1,505	\$ 0	\$ 92	\$ 0	\$ 0	\$ 0	\$ 0	\$ 52	\$ 284	\$ 1,933
1994	\$ 2,504	\$ 0	\$ 136	\$ 0	\$ 0	\$ 0	\$ 0	\$ 66	\$ 22	\$ 2,728
1995	\$ 3,347	\$ 0	\$ 185	\$ 0	\$ 240	\$ 0	\$ 0	\$ 82	\$ 16	\$ 3,870
1996	\$ 2,167	\$ 0	\$ 231	\$ 0	\$ 2,327	\$ 1,350	\$ 650	\$ 77	\$ 354	\$ 7,156
1997	\$ 14,156	\$ 0	\$ 328	\$ 0	\$ 1,692	\$ 623	\$ 0	\$ 160	\$ 283	\$ 17,242
1998	\$ 29,265	\$ 0	\$ 489	\$ 0	\$ 0	\$ 0	\$ 173	\$ 186	\$ 488	\$ 30,601
1999	\$ 39,128	\$ 0	\$ 251	\$ 0	\$ 1,261	\$ 0	\$ 0	\$ 172	\$ 656	\$ 41,468
2000	\$ 25,983	\$ 0	\$ 302	\$ 0	\$ 0	\$ 0	\$ 0	\$ 135	\$ 270	\$ 26,690
2001	\$ 12,699	\$ 0	\$ 960	\$ 0	\$ 429	\$ 0	\$ 0	\$ 610	\$ 601	\$ 15,299
2002	\$ 28,425	\$ 279	\$ 168	\$ 1,369	\$ 1,907	\$ 2,699	\$ 0	\$ 688	\$ 0	\$ 35,535
2003	\$ 36,468	\$ 2,440	\$ 438	\$ 0	\$ 0	\$ 0	\$ 0	\$ 25	\$ 739	\$ 40,110
2004	\$ 32,180	\$ 320	\$ 732	\$ 0	\$ 2,039	\$ 0	\$ 1,134	\$ 716	\$ 179	\$ 37,300
2005	\$ 15,755	\$ 1,795	\$ 436	\$ 0	\$ 385	\$ 1,683	\$ 0	\$ 812	\$ 948	\$ 21,813
2006	\$ 10,791	\$ 0	\$ 631	\$ 0	\$ 2,554	\$ 0	\$ 912	\$ 2,600	\$ 837	\$ 18,325

Source: California Construction Industry Research Board

City of Cotati Value of New Construction (Thousands)

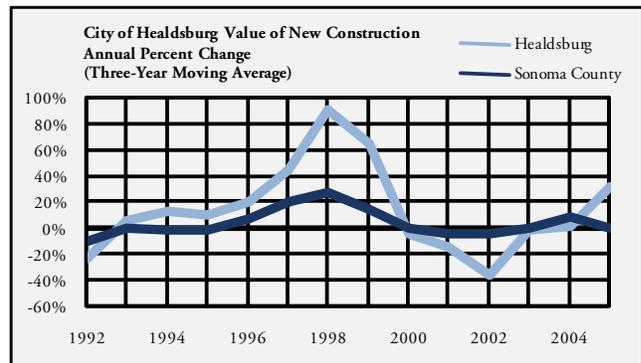
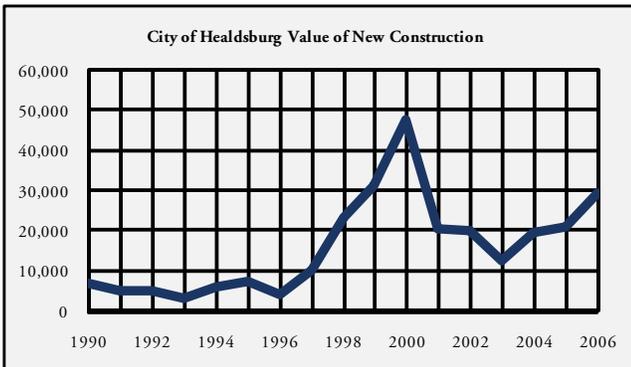
Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 4,423	\$ 0	\$ 641	\$ 0	\$ 822	\$ 0	\$ 0	\$ 128	\$ 257	\$ 6,271
1991	\$ 5,560	\$ 0	\$ 296	\$ 0	\$ 157	\$ 0	\$ 100	\$ 103	\$ 109	\$ 6,325
1992	\$ 821	\$ 283	\$ 123	\$ 0	\$ 1,339	\$ 0	\$ 0	\$ 71	\$ 103	\$ 2,740
1993	\$ 2,951	\$ 302	\$ 30	\$ 0	\$ 3,160	\$ 0	\$ 885	\$ 80	\$ 333	\$ 7,741
1994	\$ 926	\$ 0	\$ 85	\$ 345	\$ 50	\$ 0	\$ 246	\$ 77	\$ 98	\$ 1,827
1995	\$ 983	\$ 0	\$ 212	\$ 0	\$ 32	\$ 259	\$ 696	\$ 74	\$ 102	\$ 2,358
1996	\$ 842	\$ 0	\$ 101	\$ 0	\$ 463	\$ 0	\$ 0	\$ 22	\$ 73	\$ 1,501
1997	\$ 2,091	\$ 900	\$ 36	\$ 0	\$ 1,042	\$ 623	\$ 0	\$ 128	\$ 115	\$ 4,935
1998	\$ 3,116	\$ 0	\$ 161	\$ 0	\$ 0	\$ 0	\$ 1,259	\$ 144	\$ 334	\$ 5,014
1999	\$ 394	\$ 0	\$ 367	\$ 0	\$ 0	\$ 86	\$ 1,528	\$ 304	\$ 233	\$ 2,912
2000	\$ 1,876	\$ 1,934	\$ 265	\$ 0	\$ 175	\$ 0	\$ 846	\$ 180	\$ 135	\$ 5,411
2001	\$ 10,779	\$ 0	\$ 878	\$ 0	\$ 0	\$ 0	\$ 976	\$ 230	\$ 663	\$ 13,525
2002	\$ 5,384	\$ 272	\$ 726	\$ 812	\$ 1,864	\$ 294	\$ 680	\$ 1,648	\$ 1,013	\$ 12,693
2003	\$ 19,681	\$ 5,959	\$ 583	\$ 0	\$ 321	\$ 0	\$ 553	\$ 1,156	\$ 416	\$ 28,669
2004	\$ 14,034	\$ 0	\$ 205	\$ 1,208	\$ 7,092	\$ 0	\$ 0	\$ 951	\$ 272	\$ 23,762
2005	\$ 5,234	\$ 2,452	\$ 644	\$ 0	\$ 2,191	\$ 0	\$ 0	\$ 396	\$ 327	\$ 11,243
2006	\$ 8,416	\$ 0	\$ 920	\$ 347	\$ 0	\$ 0	\$ 3,539	\$ 343	\$ 1,076	\$ 14,641

Source: California Construction Industry Research Board

City of Healdsburg Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 2,320	\$ 668	\$ 1,170	\$ 250	\$ 539	\$ 0	\$ 0	\$ 891	\$ 1,274	\$ 7,112
1991	\$ 529	\$ 231	\$ 1,567	\$ 389	\$ 222	\$ 507	\$ 0	\$ 875	\$ 751	\$ 5,071
1992	\$ 2,615	\$ 342	\$ 942	\$ 0	\$ 201	\$ 0	\$ 0	\$ 0	\$ 1,181	\$ 5,281
1993	\$ 1,951	\$ 0	\$ 766	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 651	\$ 3,368
1994	\$ 1,853	\$ 1,569	\$ 1,088	\$ 571	\$ 0	\$ 0	\$ 0	\$ 0	\$ 921	\$ 6,002
1995	\$ 800	\$ 3,939	\$ 1,574	\$ 0	\$ 0	\$ 0	\$ 0	\$ 115	\$ 1,224	\$ 7,652
1996	\$ 1,211	\$ 0	\$ 787	\$ 0	\$ 1,550	\$ 0	\$ 0	\$ 73	\$ 891	\$ 4,512
1997	\$ 5,886	\$ 0	\$ 907	\$ 749	\$ 460	\$ 0	\$ 0	\$ 835	\$ 1,716	\$ 10,553
1998	\$ 17,042	\$ 0	\$ 1,503	\$ 0	\$ 2,405	\$ 0	\$ 0	\$ 188	\$ 2,254	\$ 23,392
1999	\$ 19,160	\$ 5,712	\$ 2,208	\$ 0	\$ 1,227	\$ 0	\$ 300	\$ 735	\$ 2,067	\$ 31,409
2000	\$ 16,101	\$ 3,173	\$ 2,353	\$ 0	\$ 500	\$ 0	\$ 0	\$ 2,727	\$ 22,790	\$ 47,644
2001	\$ 8,244	\$ 450	\$ 3,116	\$ 455	\$ 3,516	\$ 0	\$ 0	\$ 637	\$ 4,175	\$ 20,593
2002	\$ 6,353	\$ 326	\$ 3,095	\$ 3,950	\$ 5,012	\$ 0	\$ 0	\$ 593	\$ 976	\$ 20,305
2003	\$ 2,807	\$ 573	\$ 2,294	\$ 0	\$ 562	\$ 1,400	\$ 0	\$ 260	\$ 4,762	\$ 12,658
2004	\$ 7,759	\$ 0	\$ 4,105	\$ 5,008	\$ 440	\$ 0	\$ 0	\$ 951	\$ 1,507	\$ 19,769
2005	\$ 4,400	\$ 0	\$ 3,975	\$ 2,175	\$ 100	\$ 1,000	\$ 0	\$ 1,291	\$ 8,238	\$ 21,179
2006	\$ 17,932	\$ 0	\$ 3,713	\$ 0	\$ 566	\$ 0	\$ 0	\$ 728	\$ 6,439	\$ 29,378

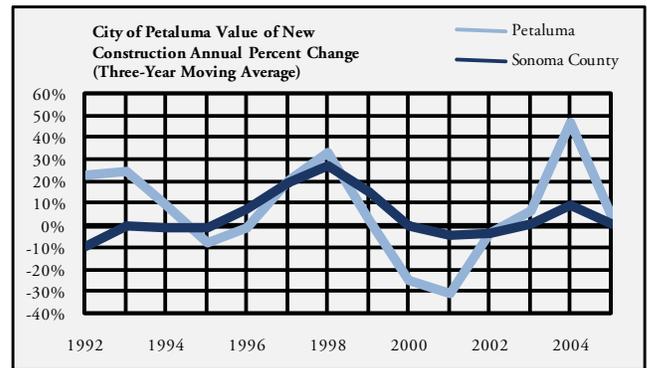
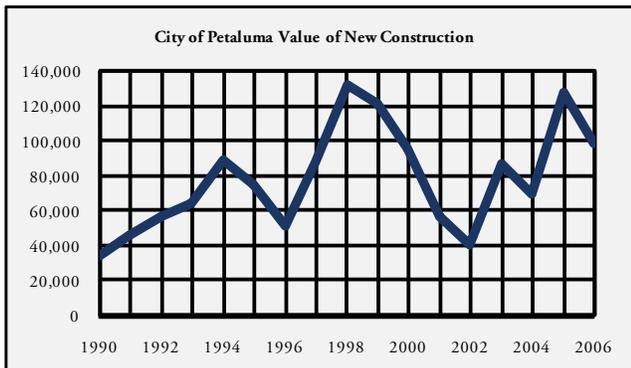
Source: California Construction Industry Research Board



City of Petaluma Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 12,758	\$ 1,019	\$ 2,592	\$ 9,354	\$ 3,522	\$ 2,851	\$ 1,202	\$ 965	\$ 0	\$ 34,263
1991	\$ 37,311	\$ 1,177	\$ 3,246	\$ 1,918	\$ 2,419	\$ 0	\$ 0	\$ 501	\$ 0	\$ 46,572
1992	\$ 44,649	\$ 2,313	\$ 2,249	\$ 128	\$ 7,348	\$ 0	\$ 0	\$ 794	\$ 0	\$ 57,481
1993	\$ 50,540	\$ 6,987	\$ 2,783	\$ 40	\$ 2,329	\$ 159	\$ 0	\$ 1,534	\$ 0	\$ 64,372
1994	\$ 70,612	\$ 555	\$ 2,000	\$ 4,325	\$ 12,348	\$ 0	\$ 0	\$ 91	\$ 0	\$ 89,931
1995	\$ 47,490	\$ 22	\$ 1,794	\$ 7,022	\$ 8,949	\$ 0	\$ 0	\$ 2,171	\$ 8,340	\$ 75,788
1996	\$ 22,059	\$ 142	\$ 2,198	\$ 1,475	\$ 8,239	\$ 0	\$ 0	\$ 7,301	\$ 9,801	\$ 51,215
1997	\$ 57,111	\$ 2,494	\$ 2,517	\$ 3,358	\$ 2,770	\$ 500	\$ 7,778	\$ 1,857	\$ 10,322	\$ 88,707
1998	\$ 48,544	\$ 21,208	\$ 3,093	\$ 32,652	\$ 7,529	\$ 733	\$ 5,526	\$ 1,104	\$ 12,589	\$ 132,978
1999	\$ 65,208	\$ 11,531	\$ 9,420	\$ 7,246	\$ 1,450	\$ 193	\$ 3,357	\$ 5,897	\$ 17,434	\$ 121,736
2000	\$ 38,084	\$ 4,362	\$ 3,890	\$ 6,522	\$ 2,475	\$ 15,388	\$ 0	\$ 2,727	\$ 22,790	\$ 96,238
2001	\$ 15,726	\$ 2,959	\$ 4,693	\$ 8,312	\$ 3,073	\$ 0	\$ 7,076	\$ 2,751	\$ 12,762	\$ 57,352
2002	\$ 4,410	\$ 6,553	\$ 4,114	\$ 12,365	\$ 2,094	\$ 0	\$ 0	\$ 1,298	\$ 9,713	\$ 40,547
2003	\$ 41,738	\$ 12,613	\$ 5,608	\$ 3,000	\$ 12,795	\$ 0	\$ 0	\$ 456	\$ 10,830	\$ 87,040
2004	\$ 18,589	\$ 0	\$ 6,224	\$ 4,100	\$ 13,045	\$ 5,740	\$ 0	\$ 2,289	\$ 19,837	\$ 69,822
2005	\$ 65,053	\$ 19,773	\$ 7,454	\$ 1,341	\$ 12,644	\$ 1,000	\$ 0	\$ 8,418	\$ 12,713	\$ 128,396
2006	\$ 34,878	\$ 16,708	\$ 9,044	\$ 8,584	\$ 5,295	\$ 0	\$ 2,366	\$ 3,286	\$ 18,963	\$ 99,124

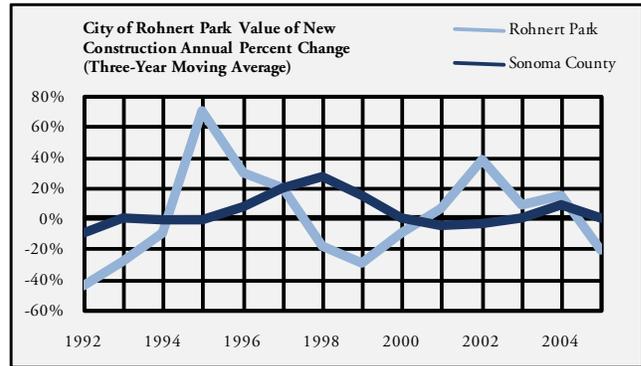
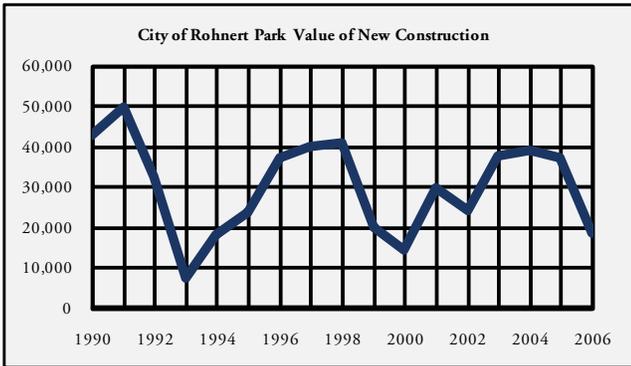
Source: California Construction Industry Research Board



City of Rohnert Park Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 29,628	\$ 2,873	\$ 2,280	\$ 817	\$ 0	\$ 106	\$ 2,456	\$ 707	\$ 4,104	\$ 42,971
1991	\$ 23,324	\$ 0	\$ 2,188	\$ 0	\$ 21,166	\$ 0	\$ 604	\$ 198	\$ 2,452	\$ 49,932
1992	\$ 14,013	\$ 0	\$ 1,619	\$ 0	\$ 11,734	\$ 181	\$ 1,848	\$ 0	\$ 3,313	\$ 32,708
1993	\$ 712	\$ 0	\$ 2,407	\$ 0	\$ 2,108	\$ 0	\$ 325	\$ 216	\$ 1,779	\$ 7,547
1994	\$ 2,396	\$ 10,776	\$ 1,052	\$ 0	\$ 1,009	\$ 0	\$ 0	\$ 475	\$ 2,481	\$ 18,189
1995	\$ 1,166	\$ 9,077	\$ 1,544	\$ 50	\$ 1,248	\$ 76	\$ 1,682	\$ 1,339	\$ 7,482	\$ 23,664
1996	\$ 21,978	\$ 1,106	\$ 635	\$ 3,983	\$ 759	\$ 0	\$ 4,642	\$ 692	\$ 3,329	\$ 37,124
1997	\$ 16,275	\$ 2,113	\$ 2,104	\$ 0	\$ 1,074	\$ 0	\$ 13,108	\$ 246	\$ 5,152	\$ 40,072
1998	\$ 20,044	\$ 1,567	\$ 433	\$ 550	\$ 433	\$ 750	\$ 5,378	\$ 556	\$ 11,428	\$ 41,139
1999	\$ 4,664	\$ 0	\$ 1,169	\$ 1,601	\$ 656	\$ 0	\$ 7,660	\$ 548	\$ 3,921	\$ 20,219
2000	\$ 0	\$ 259	\$ 1,040	\$ 1,387	\$ 471	\$ 5,145	\$ 650	\$ 393	\$ 5,145	\$ 14,490
2001	\$ 529	\$ 16,837	\$ 1,496	\$ 1,643	\$ 5,313	\$ 463	\$ 0	\$ 403	\$ 3,376	\$ 30,061
2002	\$ 1,358	\$ 1,164	\$ 1,513	\$ 740	\$ 10,285	\$ 250	\$ 0	\$ 748	\$ 8,249	\$ 24,307
2003	\$ 180	\$ 19,052	\$ 1,954	\$ 0	\$ 2,675	\$ 0	\$ 0	\$ 9,536	\$ 4,406	\$ 37,803
2004	\$ 0	\$ 21,749	\$ 3,818	\$ 0	\$ 5,508	\$ 0	\$ 0	\$ 1,984	\$ 6,120	\$ 39,179
2005	\$ 10,858	\$ 15,474	\$ 1,838	\$ 450	\$ 3,815	\$ 0	\$ 0	\$ 403	\$ 4,403	\$ 37,241
2006	\$ 0	\$ 0	\$ 2,721	\$ 0	\$ 10,224	\$ 0	\$ 0	\$ 692	\$ 5,208	\$ 18,845

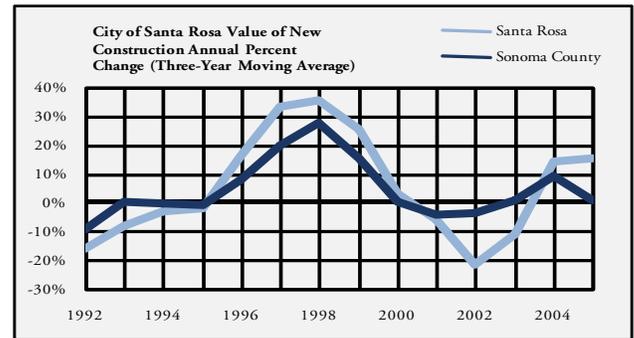
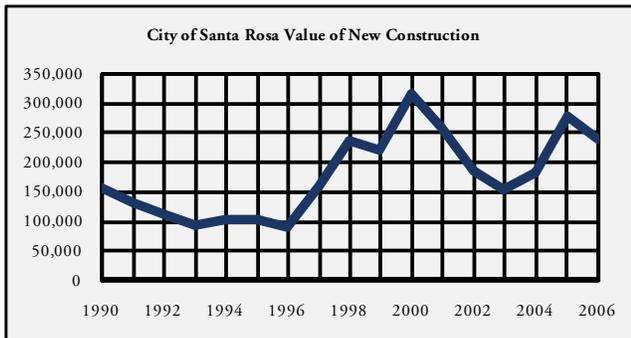
Source: California Construction Industry Research Board



City of Santa Rosa Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 88,608	\$ 19,632	\$ 9,467	\$ 8,683	\$ 2,676	\$ 0	\$ 1,917	\$ 6,065	\$ 18,502	\$ 155,550
1991	\$ 80,165	\$ 5,952	\$ 10,543	\$ 4,029	\$ 7,110	\$ 0	\$ 2,000	\$ 1,311	\$ 18,386	\$ 129,496
1992	\$ 58,053	\$ 1,251	\$ 16,095	\$ 1,370	\$ 3,072	\$ 10,283	\$ 1,246	\$ 1,636	\$ 15,413	\$ 108,419
1993	\$ 50,286	\$ 2,618	\$ 8,008	\$ 4,593	\$ 2,766	\$ 2,900	\$ 1,205	\$ 3,541	\$ 16,112	\$ 92,029
1994	\$ 61,350	\$ 4,088	\$ 8,795	\$ 600	\$ 6,514	\$ 0	\$ 0	\$ 961	\$ 17,553	\$ 99,861
1995	\$ 42,727	\$ 2,418	\$ 7,835	\$ 2,161	\$ 16,479	\$ 381	\$ 4,165	\$ 2,186	\$ 20,890	\$ 99,242
1996	\$ 53,011	\$ 1,937	\$ 8,439	\$ 523	\$ 4,080	\$ 1,329	\$ 0	\$ 873	\$ 17,357	\$ 87,549
1997	\$ 91,082	\$ 1,068	\$ 10,540	\$ 3,898	\$ 7,810	\$ 4,081	\$ 15,107	\$ 2,716	\$ 22,017	\$ 158,319
1998	\$ 128,298	\$ 32,766	\$ 9,772	\$ 0	\$ 8,935	\$ 7,600	\$ 10,213	\$ 11,802	\$ 25,556	\$ 234,942
1999	\$ 134,932	\$ 11,202	\$ 11,399	\$ 8,711	\$ 12,645	\$ 0	\$ 6,657	\$ 11,251	\$ 22,284	\$ 219,081
2000	\$ 225,860	\$ 13,026	\$ 14,461	\$ 5,321	\$ 16,349	\$ 2,500	\$ 10,851	\$ 5,430	\$ 20,327	\$ 314,125
2001	\$ 139,918	\$ 40,638	\$ 17,656	\$ 11,214	\$ 1,897	\$ 16,185	\$ 1,326	\$ 10,083	\$ 18,407	\$ 257,324
2002	\$ 86,175	\$ 16,709	\$ 19,348	\$ 20,179	\$ 4,158	\$ 2,581	\$ 1,300	\$ 13,763	\$ 18,877	\$ 183,090
2003	\$ 60,596	\$ 33,866	\$ 18,216	\$ 1,869	\$ 10,385	\$ 806	\$ 1,441	\$ 773	\$ 24,045	\$ 151,997
2004	\$ 88,370	\$ 9,372	\$ 20,898	\$ 3,898	\$ 14,534	\$ 0	\$ 0	\$ 11,654	\$ 32,349	\$ 181,075
2005	\$ 110,294	\$ 64,332	\$ 24,798	\$ 987	\$ 27,508	\$ 0	\$ 0	\$ 12,911	\$ 34,959	\$ 275,788
2006	\$ 105,382	\$ 35,621	\$ 22,678	\$ 0	\$ 8,546	\$ 0	\$ 0	\$ 18,181	\$ 45,728	\$ 236,136

Source: California Construction Industry Research Board



City of Sebastopol Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 5,306	\$ 152	\$ 393	\$ 433	\$ 546	\$ 0	\$ 531	\$ 16	\$ 19	\$ 7,396
1991	\$ 2,214	\$ 0	\$ 1,345	\$ 4,248	\$ 0	\$ 0	\$ 0	\$ 47	\$ 225	\$ 8,079
1992	\$ 7,012	\$ 449	\$ 1,445	\$ 0	\$ 0	\$ 268	\$ 0	\$ 55	\$ 1,094	\$ 10,323
1993	\$ 3,568	\$ 0	\$ 1,566	\$ 265	\$ 122	\$ 1,633	\$ 0	\$ 384	\$ 3,117	\$ 10,655
1994	\$ 2,867	\$ 268	\$ 1,465	\$ 658	\$ 732	\$ 0	\$ 0	\$ 163	\$ 1,651	\$ 7,804
1995	\$ 3,622	\$ 0	\$ 1,509	\$ 0	\$ 0	\$ 0	\$ 0	\$ 54	\$ 2,542	\$ 7,727
1996	\$ 2,513	\$ 0	\$ 1,357	\$ 0	\$ 0	\$ 0	\$ 0	\$ 74	\$ 786	\$ 4,730
1997	\$ 5,005	\$ 1,552	\$ 1,768	\$ 0	\$ 0	\$ 3,618	\$ 0	\$ 56	\$ 1,460	\$ 13,459
1998	\$ 6,113	\$ 0	\$ 1,796	\$ 327	\$ 0	\$ 187	\$ 0	\$ 675	\$ 1,902	\$ 11,000
1999	\$ 5,314	\$ 271	\$ 1,649	\$ 590	\$ 0	\$ 1,297	\$ 0	\$ 219	\$ 1,152	\$ 10,492
2000	\$ 3,366	\$ 1,160	\$ 2,449	\$ 6,673	\$ 0	\$ 0	\$ 0	\$ 810	\$ 5,564	\$ 20,022
2001	\$ 1,021	\$ 516	\$ 1,459	\$ 0	\$ 352	\$ 0	\$ 383	\$ 65	\$ 490	\$ 4,285
2002	\$ 280	\$ 2,260	\$ 1,854	\$ 0	\$ 1,184	\$ 0	\$ 0	\$ 138	\$ 4,485	\$ 10,201
2003	\$ 1,149	\$ 0	\$ 2,396	\$ 812	\$ 0	\$ 0	\$ 0	\$ 43	\$ 1,405	\$ 5,805
2004	\$ 1,313	\$ 0	\$ 1,906	\$ 0	\$ 0	\$ 0	\$ 0	\$ 355	\$ 1,431	\$ 5,004
2005	\$ 3,845	\$ 730	\$ 1,904	\$ 1,263	\$ 233	\$ 0	\$ 0	\$ 438	\$ 1,728	\$ 10,142
2006	\$ 603	\$ 0	\$ 2,846	\$ 0	\$ 0	\$ 0	\$ 0	\$ 240	\$ 1,298	\$ 4,987

Source: California Construction Industry Research Board

City of Sonoma Value of New Construction (Thousands)

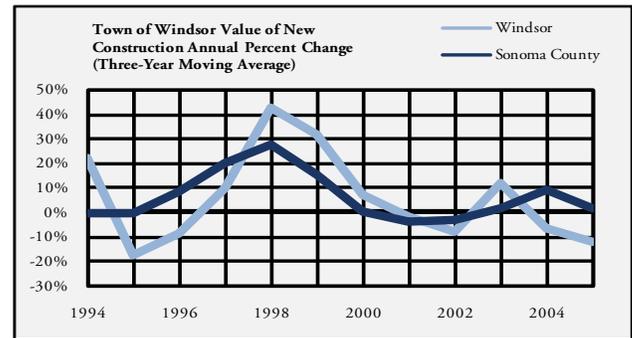
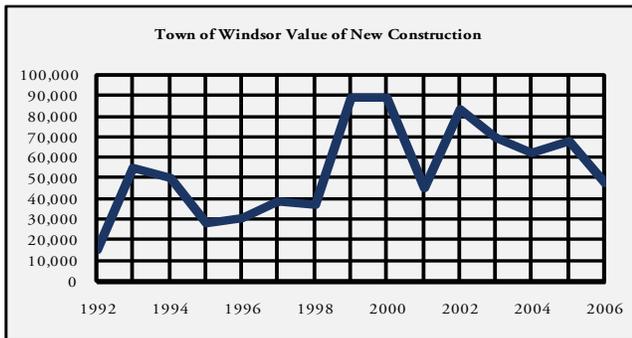
Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 8,702	\$ 2,612	\$ 1,519	\$ 1,330	\$ 0	\$ 371	\$ 0	\$ 390	\$ 527	\$ 15,451
1991	\$ 3,277	\$ 479	\$ 1,803	\$ 389	\$ 103	\$ 300	\$ 0	\$ 433	\$ 945	\$ 7,729
1992	\$ 1,061	\$ 586	\$ 1,751	\$ 193	\$ 0	\$ 0	\$ 0	\$ 187	\$ 1,415	\$ 5,193
1993	\$ 2,344	\$ 356	\$ 1,213	\$ 528	\$ 147	\$ 0	\$ 0	\$ 262	\$ 1,089	\$ 5,939
1994	\$ 2,939	\$ 654	\$ 1,357	\$ 849	\$ 0	\$ 0	\$ 0	\$ 491	\$ 682	\$ 6,972
1995	\$ 21,015	\$ 666	\$ 1,898	\$ 639	\$ 0	\$ 0	\$ 0	\$ 23	\$ 1,286	\$ 25,527
1996	\$ 8,469	\$ 0	\$ 1,637	\$ 0	\$ 0	\$ 0	\$ 0	\$ 103	\$ 2,142	\$ 12,351
1997	\$ 5,246	\$ 6,510	\$ 1,435	\$ 721	\$ 231	\$ 0	\$ 0	\$ 1,180	\$ 3,088	\$ 18,411
1998	\$ 11,046	\$ 3,788	\$ 2,164	\$ 396	\$ 2,132	\$ 0	\$ 0	\$ 808	\$ 1,761	\$ 22,095
1999	\$ 14,688	\$ 1,965	\$ 2,489	\$ 0	\$ 1,270	\$ 10,551	\$ 0	\$ 1,185	\$ 3,942	\$ 36,090
2000	\$ 10,321	\$ 797	\$ 2,679	\$ 0	\$ 3,780	\$ 0	\$ 0	\$ 598	\$ 4,464	\$ 22,639
2001	\$ 7,561	\$ 4,324	\$ 1,725	\$ 511	\$ 1,981	\$ 1,919	\$ 0	\$ 80	\$ 2,143	\$ 20,244
2002	\$ 15,362	\$ 1,998	\$ 2,759	\$ 0	\$ 0	\$ 0	\$ 0	\$ 486	\$ 2,717	\$ 23,322
2003	\$ 33,400	\$ 1,531	\$ 1,813	\$ 0	\$ 721	\$ 0	\$ 0	\$ 317	\$ 1,000	\$ 38,782
2004	\$ 10,448	\$ 13,235	\$ 3,913	\$ 946	\$ 3,081	\$ 0	\$ 0	\$ 956	\$ 5,261	\$ 37,840
2005	\$ 17,052	\$ 455	\$ 3,232	\$ 0	\$ 1,501	\$ 0	\$ 0	\$ 939	\$ 3,252	\$ 26,432
2006	\$ 8,279	\$ 0	\$ 6,020	\$ 1,558	\$ 1,292	\$ 0	\$ 0	\$ 807	\$ 2,689	\$ 20,645

Source: California Construction Industry Research Board

Town of Windsor Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1992	\$ 8,702	\$ 2,612	\$ 1,519	\$ 1,330	\$ 0	\$ 371	\$ 0	\$ 390	\$ 527	\$ 15,451
1993	\$ 44,481	\$ 2,639	\$ 639	\$ 0	\$ 2,561	\$ 0	\$ 637	\$ 1,650	\$ 2,622	\$ 55,229
1994	\$ 47,686	\$ 0	\$ 612	\$ 0	\$ 149	\$ 211	\$ 879	\$ 823	\$ 390	\$ 50,750
1995	\$ 19,288	\$ 0	\$ 647	\$ 246	\$ 0	\$ 0	\$ 3,320	\$ 4,548	\$ 185	\$ 28,234
1996	\$ 25,818	\$ 495	\$ 1,613	\$ 0	\$ 0	\$ 0	\$ 0	\$ 1,893	\$ 926	\$ 30,745
1997	\$ 22,429	\$ 5,564	\$ 919	\$ 2,536	\$ 300	\$ 750	\$ 4,773	\$ 754	\$ 862	\$ 38,887
1998	\$ 17,137	\$ 0	\$ 2,063	\$ 291	\$ 8,224	\$ 1,037	\$ 2,871	\$ 4,271	\$ 1,224	\$ 37,118
1999	\$ 55,366	\$ 9,001	\$ 1,630	\$ 0	\$ 0	\$ 0	\$ 20,107	\$ 557	\$ 2,820	\$ 89,481
2000	\$ 66,663	\$ 5,679	\$ 1,197	\$ 338	\$ 1,961	\$ 0	\$ 11,457	\$ 1,377	\$ 748	\$ 89,420
2001	\$ 21,614	\$ 2,913	\$ 2,480	\$ 0	\$ 3,389	\$ 613	\$ 11,837	\$ 776	\$ 1,523	\$ 45,145
2002	\$ 48,333	\$ 1,314	\$ 1,172	\$ 2,080	\$ 5,630	\$ 17,997	\$ 1,361	\$ 5,349	\$ 375	\$ 83,611
2003	\$ 40,841	\$ 9,500	\$ 2,787	\$ 0	\$ 4,783	\$ 9,725	\$ 470	\$ 410	\$ 1,580	\$ 70,096
2004	\$ 40,213	\$ 4,292	\$ 2,235	\$ 1,353	\$ 6,586	\$ 3,810	\$ 0	\$ 2,210	\$ 2,171	\$ 62,869
2005	\$ 56,307	\$ 1,052	\$ 3,169	\$ 0	\$ 2,573	\$ 902	\$ 873	\$ 1,428	\$ 2,058	\$ 68,361
2006	\$ 30,133	\$ 5,933	\$ 2,099	\$ 0	\$ 3,577	\$ 0	\$ 577	\$ 1,100	\$ 4,222	\$ 47,641

Source: California Construction Industry Research Board



Fair Market Rent

Overview

Fair market rent acts as a proxy for monthly rent values. It is calculated by the U.S. Department of Housing and Urban Development using surveys of privately-owned dwellings with standard sanitary facilities in Humboldt County. Fair market rent is set at the fortieth percentile, which means that 40 percent of the units in a given area pay less than the fair market rent and 60 percent pay more. It is calculated for various numbers of bedrooms in the house or apartment. Fair market rental values are gross rent estimates and they include shelter, rent, and the cost of utilities, except telephone.

Most wealthy households can afford a home (as analyzed in the previous indicators of this section). Fair market rent is an indicator of housing costs for poorer households in a county and is used to determine whether families or individuals qualify for rent and utility assistance. Fair market rent figures are descriptive of the local rental housing market in the region and are useful for individuals or businesses contemplating a move to the area.

Fair market rent also allows community leaders to evaluate the adequacy of the supply of rental housing in the community by calculating how much a household must earn to afford a certain type of unit. A rental unit is defined as affordable if rent plus utilities is not more than 30 percent of income.

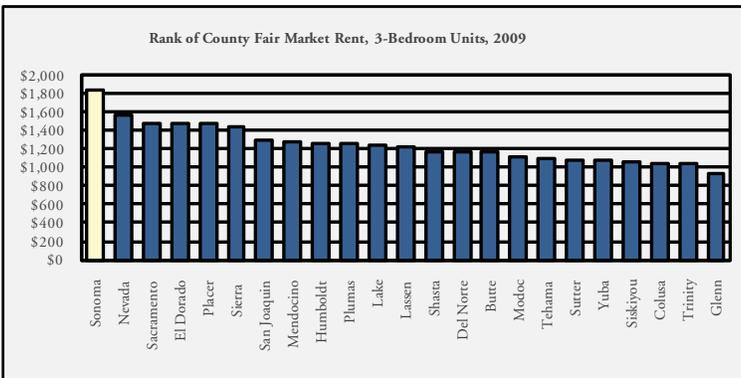
County Fair Market Rent

Year	0-Bedroom	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom	5-Bedroom	6-Bedroom
2000	\$ 603	\$ 684	\$ 886	\$ 1,232	\$ 1,454	\$ 1,672	\$ 1,890
2001	\$ 644	\$ 730	\$ 946	\$ 1,315	\$ 1,552	\$ 1,785	\$ 2,053
2002	\$ 694	\$ 787	\$ 1,020	\$ 1,418	\$ 1,673	\$ 1,924	\$ 2,213
2003	\$ 767	\$ 869	\$ 1,126	\$ 1,566	\$ 1,849	\$ 2,126	\$ 2,445
2004	\$ 792	\$ 897	\$ 1,163	\$ 1,617	\$ 1,909	\$ 2,195	\$ 2,525
2005	\$ 751	\$ 914	\$ 1,154	\$ 1,638	\$ 1,914	\$ 2,201	\$ 2,531
2006	\$ 749	\$ 912	\$ 1,151	\$ 1,633	\$ 1,910	\$ 2,197	\$ 2,526
2007	\$ 758	\$ 923	\$ 1,165	\$ 1,653	\$ 1,933	\$ 2,223	\$ 2,556
2008	\$ 740	\$ 901	\$ 1,137	\$ 1,613	\$ 1,886	\$ 2,169	\$ 2,494
2009	\$ 844	\$ 1,026	\$ 1,296	\$ 1,839	\$ 2,150	\$ 2,473	\$ 2,843

Source: Department of Housing and Urban Development

Sonoma County

In 2009, the average rent price for a three-bedroom unit in Sonoma County was about 46 percent more expensive than the average rent price in twenty-three counties in Northern California, and ranked first among them. Two-bedroom unit rent prices were also about 46 percent more in Sonoma County than the average, while four-bedroom unit prices were 47 percent more expensive. Whereas Sonoma County rent prices are consistently more expensive than in California, they had been increasing at a rate similar to the rest of California until last year. Between 2008 and 2009, rent prices increased by 14 percent in the county, which is far more than in the San Francisco, where prices increased by only 4 percent.



Median Home Price

Overview

Data on home sales prices is collected by the Bay Area Real Estate Information Services from the area's multiple listing service. The median is the midpoint in the price range; that is, half of all homes are priced higher and half are priced lower than the median price.

Median home sales price is the most-commonly used measure of home prices as they relate to housing affordability (see the following indicator). Median home prices are affected by the difference between supply (total housing units) and demand (total population) and other factors including future price expectations and mortgage interest rates.

The median home price also acts as a gauge for housing affordability. Rising median housing prices have resulted in California having one of the lowest affordability levels in the nation (see the indicator for housing affordability).

Median Home Price and Sales Percent in Sonoma County

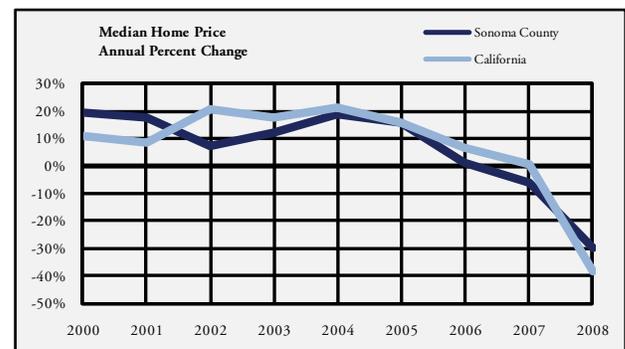
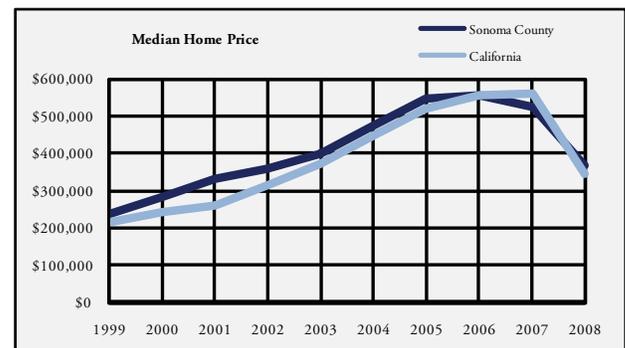
Year	County median price	Annual percent change	Units sold	Average days on market	California median price*
1999	\$ 237,000	n/a	7,103	46	\$ 217,510
2000	\$ 283,000	19.4 %	6,677	42	\$ 241,350
2001	\$ 333,000	17.7 %	5,268	86	\$ 262,350
2002	\$ 357,500	7.4 %	7,161	84	\$ 316,130
2003	\$ 400,000	11.9 %	7,292	66	\$ 371,520
2004	\$ 474,925	18.7 %	7,672	57	\$ 450,770
2005	\$ 550,000	15.8 %	8,344	63	\$ 522,670
2006	\$ 557,975	1.5 %	5,206	86	\$ 556,640
2007	\$ 525,000	- 5.9 %	4,005	105	\$ 560,270
2008	\$ 369,940	- 29.5 %	4,929	102	\$ 346,410

Source: Bay Area Real Estate Information Services

* Source: California Association of Realtors

Sonoma County

The bursting of the housing bubble has affected Sonoma County home prices significantly. The median sales price decreased by nearly 30 percent between 2007 and 2008, falling to \$369,940.



Housing Affordability Index

Overview

The housing affordability index is a ratio indicating the percentage of households in an area that can afford a median priced home as a first-time homebuyer. A reading of 100 means a family earning the area’s median family income (reported by the Census Bureau) can qualify for a mortgage on a typical median-priced existing single-family home. Values above 100 indicate that housing is generally affordable, while values below 100 typically signal unaffordable conditions. The calculation assumes a 20 percent down payment. Therefore, an increase in the Housing Affordability Index shows that a family is more able to afford the median priced home.

This measurement of housing affordability is compiled by the National Association of Realtors and other groups. The median family income data is acquired from the U.S. Census, American Community Survey and the median housing price from the Sonoma County Board of Realtors.

Homeownership is out of reach for many Americans and housing affordability can vary widely between certain communities. This indicator measures the extent to which existing residents can afford a median-priced home as a first-time homebuyer.

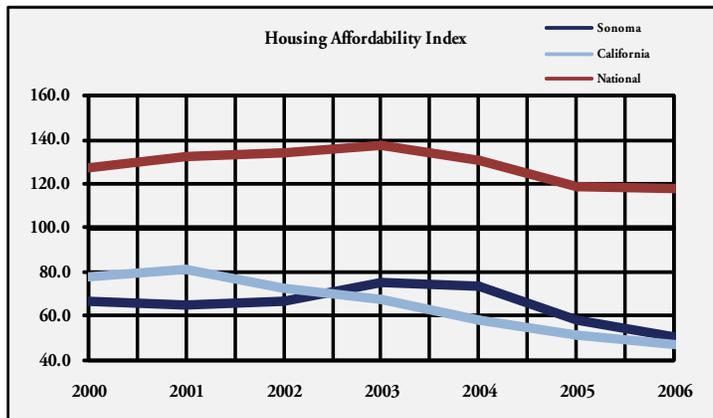
Housing Affordability Index

Year	Sonoma	California	National
2000	66.8	77.8	127.4
2001	65.1	81.0	131.9
2002	66.5	73.0	134.2
2003	75.4	67.9	137.3
2004	73.3	57.9	130.5
2005	58.2	51.5	118.5
2006	50.6	47.1	118.0

Source: Data Quick Information, Bureau of Labor Statistics, Federal Housing and Finance Board, Monthly Interest Rate Survey, Calculation by NECSBDC

A rising index indicates improving affordability, while a falling index typically means that affordability is becoming more of an issue in the community. According to the California Association of Realtors, only about 30 percent of the state’s families can afford to buy a typical median-priced home, compared with 55 percent in the country as a whole. California has the third lowest rate of homeownership in the nation, ahead of only Hawaii and New York.

This measurement of housing affordability is compiled by the National Association of Realtors and other groups. The median family income data is acquired from the U.S. Census, American Community Survey, and the median housing price from Dataquick.



Utility Prices

Natural Gas Prices (\$ per Therm)

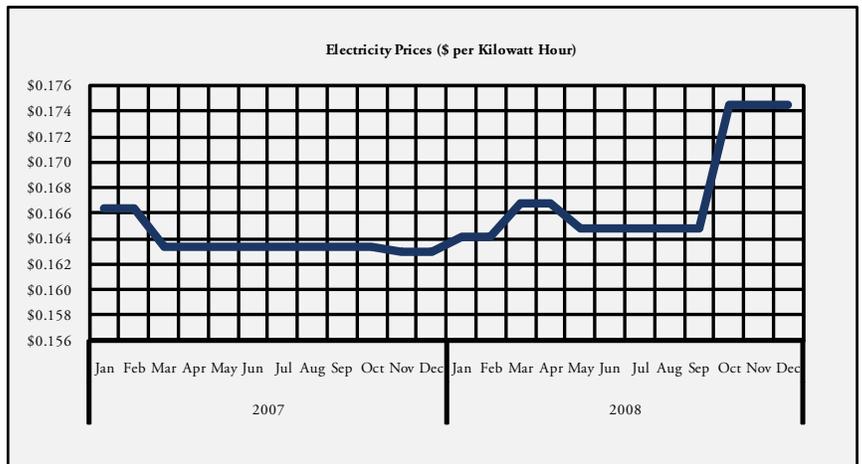
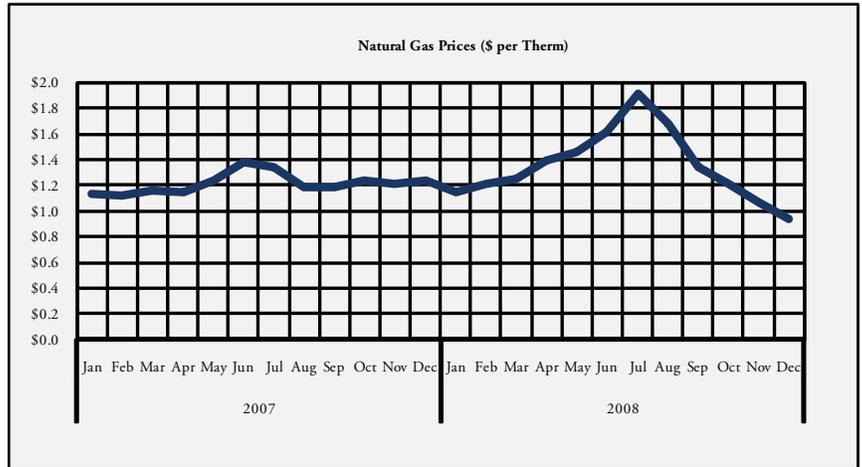
Year	Month	Baseline price
2007	Jan	\$ 1.1331
	Feb	\$ 1.1214
	Mar	\$ 1.1649
	Apr	\$ 1.1484
	May	\$ 1.2378
	Jun	\$ 1.3764
	Jul	\$ 1.3453
	Aug	\$ 1.1875
	Sep	\$ 1.1904
	Oct	\$ 1.2423
	Nov	\$ 1.2130
	Dec	\$ 1.2432
2008	Jan	\$ 1.1436
	Feb	\$ 1.2111
	Mar	\$ 1.2435
	Apr	\$ 1.3967
	May	\$ 1.4513
	Jun	\$ 1.6167
	Jul	\$ 1.9137
	Aug	\$ 1.6737
	Sep	\$ 1.3394
	Oct	\$ 1.2115
	Nov	\$ 1.0690
	Dec	\$ 0.9320

Source: Pacific Gas & Electric

Electricity Prices (\$ per Kilowatt Hour)

Year	Month	Average total rate
2007	Jan	\$ 0.1664
	Feb	\$ 0.1664
	Mar	\$ 0.1634
	Apr	\$ 0.1634
	May	\$ 0.1634
	Jun	\$ 0.1634
	Jul	\$ 0.1634
	Aug	\$ 0.1634
	Sep	\$ 0.1634
	Oct	\$ 0.1634
	Nov	\$ 0.1629
	Dec	\$ 0.1629
2008	Jan	\$ 0.1642
	Feb	\$ 0.1642
	Mar	\$ 0.1667
	Apr	\$ 0.1667
	May	\$ 0.1647
	Jun	\$ 0.1647
	Jul	\$ 0.1647
	Aug	\$ 0.1647
	Sep	\$ 0.1647
	Oct	\$ 0.1745
	Nov	\$ 0.1745
	Dec	\$ 0.1745

Source: Pacific Gas & Electric



Vacancy Rates

Sonoma County Office Vacancy Rates (Sq. Ft.)

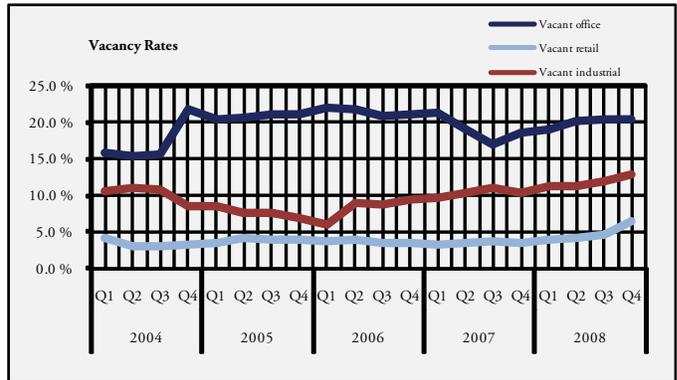
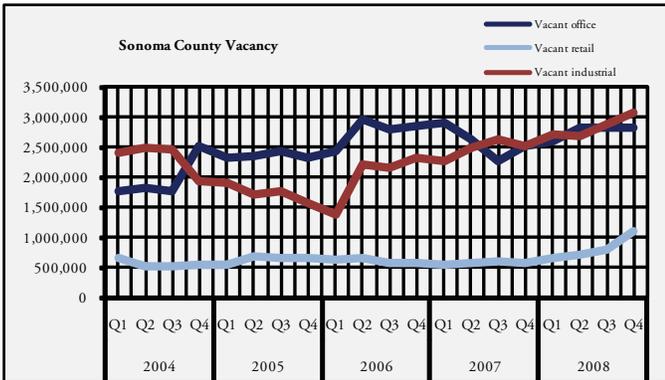
Year	Quarter	Vacant office	Total office	Percent of
				total
2004	Q1	1,777,804	11,215,070	15.9 %
	Q2	1,831,229	11,874,480	15.4 %
	Q3	1,765,344	11,329,721	15.6 %
	Q4	2,518,105	11,579,003	21.7 %
2005	Q1	2,331,391	11,498,645	20.3 %
	Q2	2,352,963	11,430,963	20.6 %
	Q3	2,443,013	11,590,135	21.1 %
	Q4	2,325,061	11,061,472	21.0 %
2006	Q1	2,446,443	11,133,205	22.0 %
	Q2	2,960,343	13,542,508	21.9 %
	Q3	2,791,814	13,406,323	20.8 %
	Q4	2,840,885	13,490,964	21.1 %
2007	Q1	2,897,201	13,617,089	21.3 %
	Q2	2,630,661	13,870,546	19.0 %
	Q3	2,274,650	13,422,943	16.9 %
	Q4	2,512,706	13,548,277	18.5 %
2008	Q1	2,601,295	13,654,831	19.1 %
	Q2	2,827,084	13,963,636	20.2 %
	Q3	2,818,309	13,881,758	20.3 %
	Q4	2,838,622	13,862,505	20.5 %

Source: Keegan and Coppin Company, Inc.

Sonoma County Retail Vacancy Rates (Sq. Ft.)

Year	Quarter	Vacant retail	Total retail	Percent of
				total
2004	Q1	659,417	16,046,864	4.1 %
	Q2	522,114	16,743,464	3.1 %
	Q3	522,340	16,731,189	3.1 %
	Q4	547,908	17,204,372	3.2 %
2005	Q1	560,189	16,305,387	3.4 %
	Q2	680,710	16,653,285	4.1 %
	Q3	657,397	16,601,285	4.0 %
	Q4	649,486	16,576,065	3.9 %
2006	Q1	632,312	16,585,077	3.8 %
	Q2	671,111	16,789,021	4.0 %
	Q3	573,872	16,729,021	3.4 %
	Q4	575,972	16,720,009	3.4 %
2007	Q1	555,400	16,765,774	3.3 %
	Q2	588,957	16,796,774	3.5 %
	Q3	612,080	16,801,430	3.6 %
	Q4	587,208	16,872,466	3.5 %
2008	Q1	664,628	16,853,530	3.9 %
	Q2	709,634	16,990,595	4.2 %
	Q3	803,038	17,023,422	4.7 %
	Q4	1,103,082	17,046,519	6.5 %

Source: Keegan and Coppin Company, Inc.



Sonoma County Industrial Vacancy Rates (Sq. Ft.)

Year	Quarter	Vacant		Percent of total
		industrial	Total industrial	
2004	Q1	2,411,847	22,878,089	10.5 %
	Q2	2,492,668	22,709,799	11.0 %
	Q3	2,461,377	22,894,887	10.8 %
	Q4	1,942,947	22,513,456	8.6 %
2005	Q1	1,915,826	22,520,041	8.5 %
	Q2	1,722,014	22,755,958	7.6 %
	Q3	1,760,206	23,004,258	7.7 %
	Q4	1,568,191	22,778,584	6.9 %
2006	Q1	1,382,927	22,772,518	6.1 %
	Q2	2,223,550	24,736,447	9.0 %
	Q3	2,150,026	24,447,646	8.8 %
	Q4	2,322,719	24,478,806	9.5 %
2007	Q1	2,263,685	23,354,326	9.7 %
	Q2	2,483,645	23,949,869	10.4 %
	Q3	2,641,148	24,114,813	11.0 %
	Q4	2,515,257	24,148,872	10.4 %
2008	Q1	2,717,256	24,140,246	11.3 %
	Q2	2,696,062	23,720,421	11.4 %
	Q3	2,877,113	24,089,768	11.9 %
	Q4	3,070,051	24,072,268	12.8 %

Source: Keegan and Coppin Company, Inc.

8. Travel & Tourism

People travel away from home for many reasons, including business, pleasure, and other personal reasons. A traveler is considered to be anyone who spends time in a community other than that in which they reside, whether it is a day trip or an overnight stay. Many areas of Northern California rely on visitor spending as a significant part of the economy. This section presents data on travel to Sonoma County including that resulting from tourism and daily commutes. Estimates of the economic impacts of tourism travel are also presented in this section, including sales, income, and employment.

Tourism in Sonoma County has seen an overall increase in recent years, due to a number of attractions in the area, including wineries, wilderness areas, and camping, hiking, and fishing opportunities. Between 1992 and 2006, Sonoma County ranked second only to Sacramento County in travel expenditures among twenty-three Northern California counties. Annual travel expenditures in the county increased 37 percent between 1996 and 2006. In 2006, travel-generated employment increased 3 percent, while total tourism earnings increased nearly 3 percent in the county. As Sonoma County and its surrounding areas continue to develop and offer more recreational opportunities, annual travel expenditures will continue to rise.

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Travel Expenditures

Overview

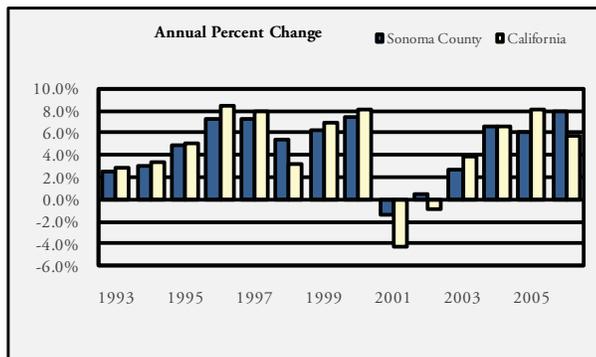
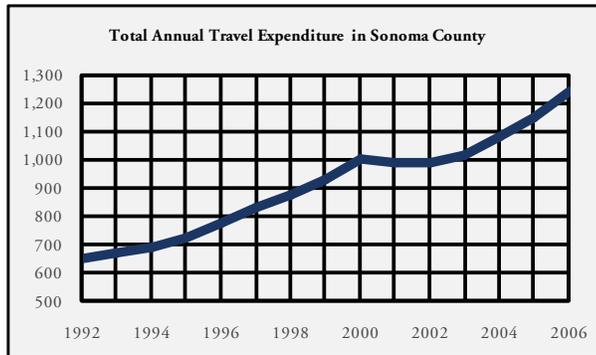
Every year, the California Travel and Tourism Commission hires Dean Runyan Associates on contract to estimate the impacts of travel spending by county in California. Dean Runyan specializes in economic and market research related to travel, tourism, and recreation. They are on contract with ten U.S. states to produce travel spending estimates.

Travel and tourism spending includes all purchases made by a traveler at the point of sale while visiting a county. Travelers include those making day trips, staying overnight, and people just passing through (buying gasoline, etc.). The travel can be for any reason, including but not limited to recreation, business, personal, and family visits. The expenditures shown in the graph are estimated in current dollars and include the following:

Total Annual Travel Expenditure by County and State (\$ Millions)

Year	Expenditure in Sonoma County	Annual percent change	Expenditure in California	Annual percent change
1992	\$ 653.5	n/a	\$ 50,013.3	n/a
1993	\$ 670.3	2.6%	\$ 51,452.3	2.9%
1994	\$ 690.6	3.0%	\$ 53,196.2	3.4%
1995	\$ 723.9	4.8%	\$ 55,861.9	5.0%
1996	\$ 776.1	7.2%	\$ 60,614.5	8.5%
1997	\$ 832.9	7.3%	\$ 65,397.7	7.9%
1998	\$ 877.3	5.3%	\$ 67,447.4	3.1%
1999	\$ 931.5	6.2%	\$ 72,092.3	6.9%
2000	\$ 1,000.5	7.4%	\$ 78,001.0	8.2%
2001	\$ 986.6	-1.4%	\$ 74,654.0	-4.3%
2002	\$ 990.4	0.4%	\$ 73,970.0	-0.9%
2003	\$ 1,016.7	2.7%	\$ 76,788.0	3.8%
2004	\$ 1,082.9	6.5%	\$ 81,897.0	6.7%
2005	\$ 1,147.9	6.0%	\$ 88,489.0	8.0%
2006	\$ 1,239.3	8.0%	\$ 93,632.0	5.8%

Source: California Travel and Tourism Commission, Dean Runyan Associates



▣ **Accommodations** refer to spending by travelers on lodging in hotels, motels, camping sites, and rented vacation homes.

▣ **Eating/drinking** refers to purchases made by travelers at restaurants and other businesses that serve food and beverages for consumption on the premises.

▣ **Retail sales** refer to spending by travelers on gifts and souvenirs, or any items other than food and recreation.

▣ **Transportation** refers to spending by travelers for travel arrangements to and from their destinations.

▣ **Recreation** refers to spending by travelers for amusement and enjoyment, such as admission to tourist attractions.

The travel industry is made up of businesses and corporations that provide goods, entertainment, and accommodations to travelers. Historically, California has attracted many visitors due to its moderate climate and abundance of outdoor activities, as well as distinctive urban areas with plenty of shops, eateries, museums, and clubs. The travel industry has a significant impact on the economy in California; for small towns and cities, it accounts for much of the money spent there. Communities with a strong tourism industry attract travelers who generate income and profits for area businesses.

Travel expenditures is the base indicator for evaluating the impacts of travel and tourism in Sonoma County. It is an estimate from which the following three important indicators are calculated.

Sonoma County

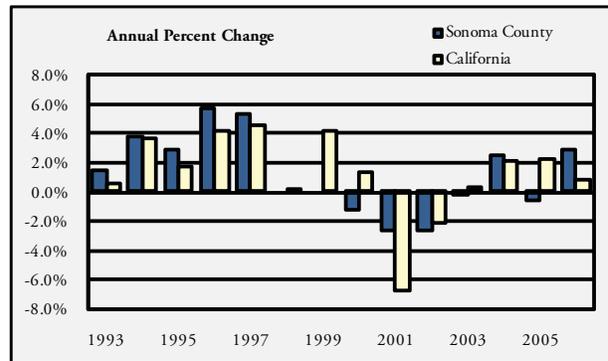
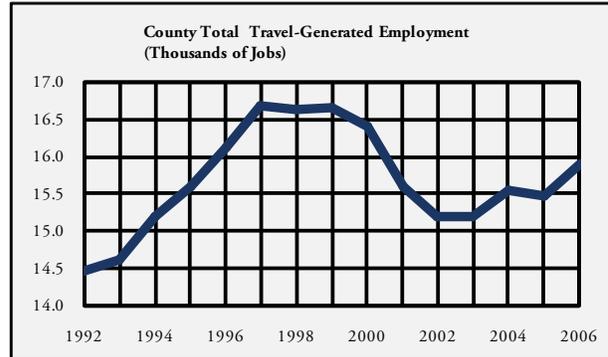
Over the past few decades, the travel and tourism industry has been responsible for a steady rise in the amount of money spent in California. Total travel expenditures in California in 2006 reached over \$93.6 billion, a 6 percent increase from the previous year. Sonoma County experienced an increase of 8 percent in the same year, topping \$1.2 billion in travel expenditures for the fourth straight year. Between 1992 and 2006, Sonoma County was responsible for an annual average of 1.3 percent of all travel expenditures in California. Sonoma County fell behind Sacramento County, responsible for an annual average of almost 2.5 percent of all travel expenditures in California during that same time period, and in front of El Dorado County, responsible for an annual average of 0.76 percent of total travel expenditures in California.

Travel-Generated Employment

Overview

The employment indicator is an estimate of the number of jobs generated in the county from travel spending shown in the previous indicator. These jobs are comparable in definition to those shown in the Job Growth by Industry indicator in section six, although they represent jobs in nearly all industries evaluated by the U.S. Department of Commerce.

Travel-generated employment is the impact of travel spending on jobs and job growth in the county. It is a measure of the benefit to workers. Travel and tourism can play a vital role in the economy and economic growth of small towns, particularly those in Northern California dependent on visitors to wine country. It is a source of jobs for many otherwise less-skilled or -educated workers in the county.



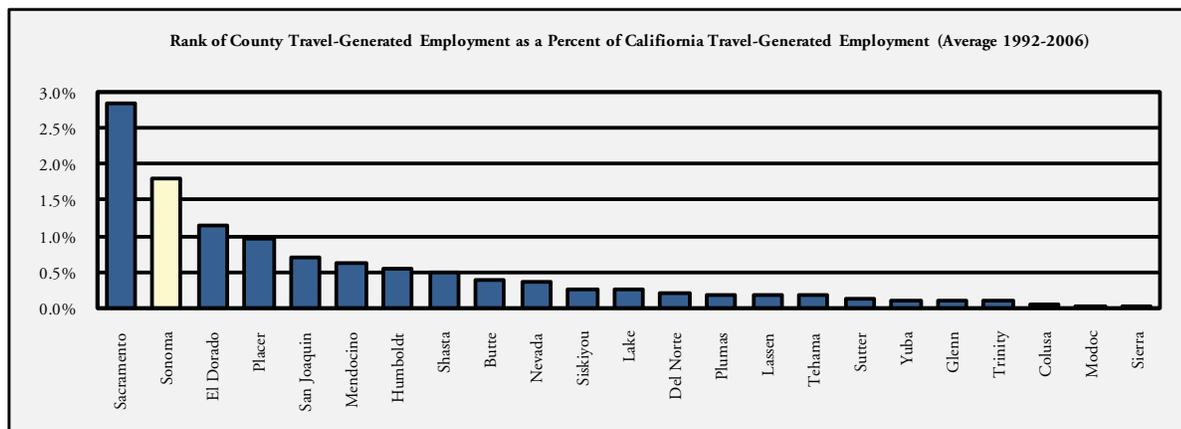
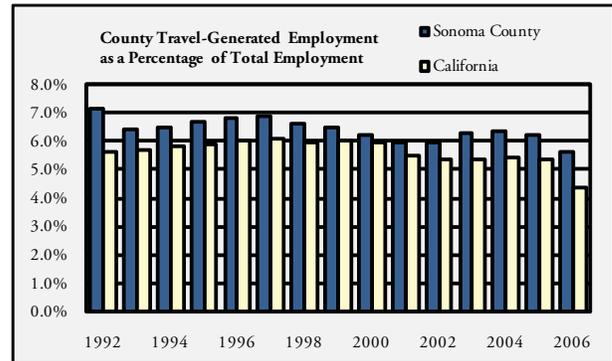
Total Travel-Generated Employment (Thousands of Jobs)

Year	Sonoma County				California			
	Travel-generated employment	Annual percent change	Total employment	Travel-generated employment as a percent of total employment	Travel-generated employment	Annual percent change	Total employment	Travel-generated employment as a percent of total employment
1992	14.46	n/a	201.8	7.2%	779.0	n/a	13,874	5.6%
1993	14.60	1.5%	205.5	6.4%	783.2	0.5%	13,808	5.7%
1994	15.20	3.8%	210.9	6.5%	811.3	3.6%	13,954	5.8%
1995	15.60	2.9%	211.3	6.7%	825.7	1.8%	14,062	5.9%
1996	16.11	5.6%	219.1	6.8%	859.6	4.1%	14,304	6.0%
1997	16.67	5.3%	228.6	6.9%	899.2	4.6%	14,781	6.1%
1998	16.62	0.0%	237.4	6.6%	900.5	0.1%	15,204	5.9%
1999	16.66	0.0%	242.3	6.5%	938.1	4.2%	15,567	6.0%
2000	16.40	-1.3%	245.5	6.2%	950.3	1.3%	16,034	5.9%
2001	15.58	-2.6%	249.0	6.0%	886.4	-6.7%	16,218	5.5%
2002	15.19	-2.6%	245.2	6.0%	868.1	-2.1%	16,165	5.4%
2003	15.18	-0.1%	241.5	6.3%	871.0	0.3%	16,224	5.4%
2004	15.55	2.4%	244.8	6.4%	889.9	2.2%	16,460	5.4%
2005	15.46	-0.6%	249.4	6.2%	910.0	2.3%	17,020	5.3%
2006	15.90	2.8%	284.3	5.6%	917.5	0.8%	20,959	4.4%

Source: California Travel and Tourism Commission, Dean Runyan Associates

Sonoma County

Travel-generated employment produced 15,900 jobs in Sonoma County in 2006, accounting for nearly 6 percent of the total employment in the county. Travel-generated employment accounted for a higher percentage of total employment in Sonoma County than in California, and the county saw a 3 percent increase in travel-generated employment 2006. Between 1992 and 2006, Sonoma County was responsible for 1.8 percent of the total travel-generated employment in the state. Sonoma County experienced fluctuations in travel-generated employment that were consistent with California.



Total Annual Tourism Earnings

Overview

Earnings listed in this indicator are an estimate of the amount of personal income generated from the jobs shown in the previous indicator. These earnings are comparable in definition to those shown in the Earnings by Industry indicator in section six. As with employment, the earnings indicator represents those in nearly all industries evaluated by the U.S. Department of Commerce.

Tourism earnings measure the personal financial benefit of travel and tourism in Sonoma County. If earnings are increasing faster than the number of jobs, then travel and tourism jobs are generating higher wages or the work season (if employment is seasonal) is expanding.

Total annual tourism earnings are all the earnings of employees and business owners over the course of a year that can be attributed to travel expenditures, including wages and salaries, earned benefits, and proprietor income. Other earnings that do not directly relate to travel are excluded.

Total Annual Tourism Earnings by County and State (\$ Millions)

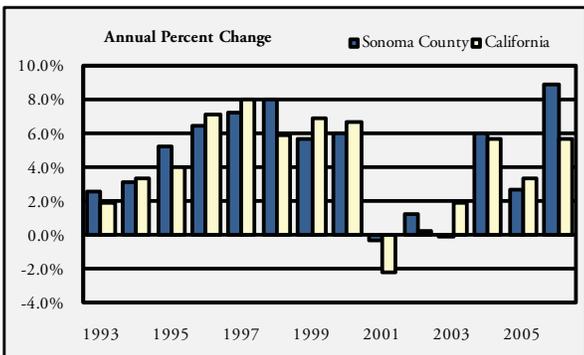
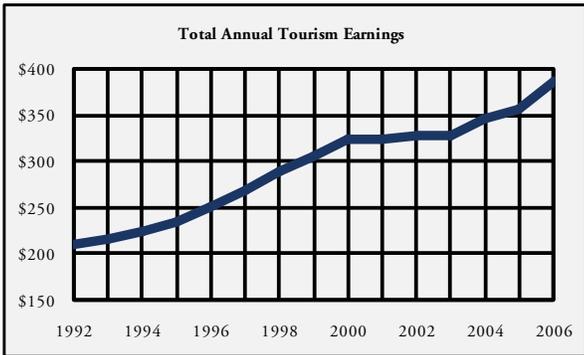
Year	Earnings in Sonoma County	Annual percent change	Earnings in California	Annual percent change
1992	\$ 211.6	n/a	\$ 16,434	n/a
1993	\$ 217.1	2.6%	\$ 16,744	1.9%
1994	\$ 223.9	3.1%	\$ 17,306	3.4%
1995	\$ 235.7	5.3%	\$ 17,997	4.0%
1996	\$ 250.9	6.4%	\$ 19,281	7.1%
1997	\$ 269.0	7.2%	\$ 20,833	8.0%
1998	\$ 290.4	8.0%	\$ 22,051	5.8%
1999	\$ 306.7	5.6%	\$ 23,571	6.9%
2000	\$ 325.0	6.0%	\$ 25,146	6.7%
2001	\$ 323.8	-0.4%	\$ 24,574	-2.3%
2002	\$ 327.7	1.2%	\$ 24,635	0.3%
2003	\$ 327.4	-0.1%	\$ 25,091	1.8%
2004	\$ 347.0	6.0%	\$ 26,520	5.7%
2005	\$ 356.1	2.6%	\$ 27,400	3.3%
2006	\$ 387.8	8.9%	\$ 28,950	5.7%

Source: California Travel and Tourism Commission, Dean Runyan Associates

Sonoma County

Sonoma County's tourism industry generated \$387.8 million in 2006, which is a 9 percent increase from the previous year, and \$136.9 million more than the county generated in 1996. Statewide, tourism earnings increased nearly 6 percent in 2006. Between 1992 and 2006, Sonoma County's total tourism earnings made up an annual average of 1.31 percent of the total tourism earnings in California, and this percentage was much higher than the other Northern California counties.

NOTE: Data prior to 1997 was not revised by Dean Runyan and Associates to include NAICS revisions at the time of writing. Therefore, data may not be comparable to previous years. Please contact the CED for any available updates in the near future.



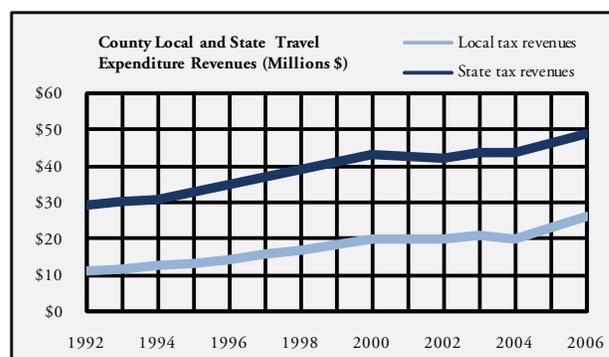
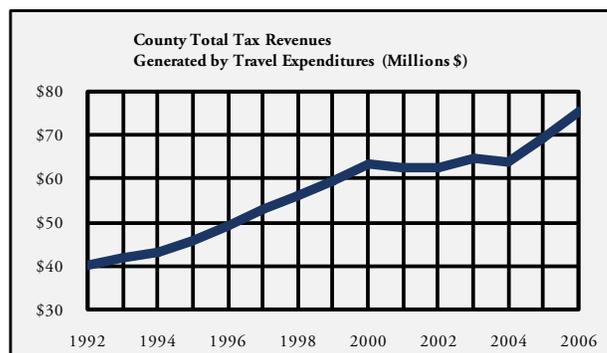
Tax Revenues Generated by Travel Expenditures

Overview

The tax revenues indicator is an estimate of revenue generated for local government from travel expenditures estimated earlier in this section. The revenue can be in the form of taxes, fees for service, fines, or any other source. The totals are not limited to general revenue, which can be spent at the discretion of the local governmental jurisdiction, but also include functional revenue that must be spent for a specific purpose.

Local sales taxes and transient occupancy taxes are typically the largest components of tax revenues generated by travel expenditures. This represents a portion of the revenues generated by sales of taxable items shown in section six.

Tax revenues generated by travel expenditures are a measure of the fiscal benefit to local governments in Sonoma County that is derived from travel and tourism. The size of the revenue impact can help determine the desirability of local government investment in promoting travel and tourism within its jurisdiction.



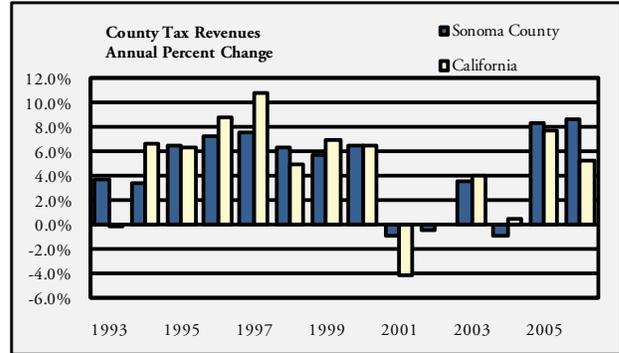
Tax Revenues Generated by Travel Expenditures, County and State (Millions \$)

Year	Sonoma County				California			
	Local tax revenues	State tax revenues	Total tax revenues	Annual percent change	Local tax revenues	State tax revenues	Total tax revenues	Annual percent change
1992	\$ 11.20	\$ 29.00	\$ 40.20	n/a	\$ 1,003.20	\$ 2,000.00	\$ 3,003.20	n/a
1993	\$ 11.90	\$ 29.80	\$ 41.70	3.7%	\$ 1,000.00	\$ 2,000.00	\$ 3,000.00	-0.1%
1994	\$ 12.60	\$ 30.50	\$ 43.10	3.4%	\$ 1,100.00	\$ 2,100.00	\$ 3,200.00	6.7%
1995	\$ 13.40	\$ 32.50	\$ 45.90	6.5%	\$ 1,200.00	\$ 2,200.00	\$ 3,400.00	6.3%
1996	\$ 14.50	\$ 34.70	\$ 49.20	7.2%	\$ 1,300.00	\$ 2,400.00	\$ 3,700.00	8.8%
1997	\$ 15.80	\$ 37.10	\$ 52.90	7.5%	\$ 1,500.00	\$ 2,600.00	\$ 4,100.00	10.8%
1998	\$ 17.10	\$ 39.10	\$ 56.20	6.2%	\$ 1,600.00	\$ 2,700.00	\$ 4,300.00	4.9%
1999	\$ 18.30	\$ 41.10	\$ 59.40	5.7%	\$ 1,700.00	\$ 2,900.00	\$ 4,600.00	7.0%
2000	\$ 20.10	\$ 43.10	\$ 63.20	6.4%	\$ 1,800.00	\$ 3,100.00	\$ 4,900.00	6.5%
2001	\$ 20.00	\$ 42.50	\$ 62.60	-0.9%	\$ 1,700.00	\$ 3,000.00	\$ 4,700.00	-4.1%
2002	\$ 19.90	\$ 42.40	\$ 62.30	-0.5%	\$ 1,700.00	\$ 3,000.00	\$ 4,700.00	0.0%
2003	\$ 20.80	\$ 43.70	\$ 64.50	3.5%	\$ 1,783.90	\$ 3,105.00	\$ 4,888.90	4.0%
2004	\$ 20.10	\$ 43.80	\$ 63.90	-0.9%	\$ 1,771.30	\$ 3,138.70	\$ 4,910.00	0.4%
2005	\$ 23.00	\$ 46.20	\$ 69.20	8.3%	\$ 1,898.60	\$ 3,391.60	\$ 5,290.10	7.7%
2006	\$ 26.20	\$ 49.00	\$ 75.20	8.7%	\$ 2,047.00	\$ 3,522.10	\$ 5,569.10	5.3%

Source: California Travel and Tourism Commission, Dean Runyan Associates

Sonoma County

Tourism revenues in Sonoma County have been steadily increasing over the last decade. In 1992, Sonoma County generated \$40.2 million in tax revenues, including both local and state taxes. By 2006, total tax revenues in Sonoma County had increased to \$75.2 million, a 47 percent increase since 1992. During the same period, Sonoma County's travel-generated local tax revenue increased 58 percent, while state tax revenues in the county increased 47 percent. In comparison, total tax revenues in California increased 46 percent in the same time. Many attractions in the county, especially restaurants and wineries, offer untaxed goods and services, so the numbers may not reflect the total tourism activity in the county.



Travel Time to Work

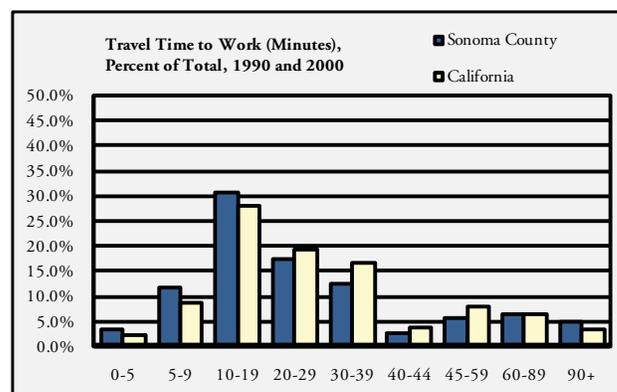
Overview

Travel time to work is the amount of time, in minutes, workers estimate it takes them to get to work on a normal workday. Travel time can be influenced by distance to work, traffic levels, and the means of transportation utilized (evaluated in the following indicator). It is measured every ten years by the decennial census.

As the U.S. economy heads toward a broader global market, the dynamics of transportation to and from work change as well. Commuting has become a way of life. People spend an increasing number of hours on the road traveling to and from work, and lose valuable time that otherwise might be spent working, at home, or in the marketplace. In addition, the increasing use of the Internet to conduct business has had an impact on the number of people working from their homes or nearby offices, while the expansion of large businesses in metropolitan areas attracts employees from rural areas. Commuting has had a tremendous effect on local economies, increasing the need for alternative forms of transportation, including public transit.

Sonoma County

For most of the residents in Sonoma County, commuting to work is a ten- to nineteen-minute drive in a personal car, truck, or van. As of 2000, 68,967 residents in Sonoma County, which is 32 percent of total commuters, commuted to their place of employment in a ten- to nineteen-minute drive, while 18.4 percent faced a commute of twenty to twenty-nine minutes. These were also the two most common commute times statewide. A significant number of Sonoma County residents had much easier commutes, with 34,039 people reporting a commute time of less than ten minutes. This number, which is 16 percent of all Sonoma County commuters, is higher than the 11.5 percent of workers with similar commutes throughout California.



By 2006, the number of thirty to thirty-nine minute commuters increased 18 percent, the largest increase in Sonoma County. During the same time, commuters traveling ninety or more minutes decreased the most in the county (43 percent). In California, commuters traveling less than five minutes increased the most between 2000 and 2006, with a 12 percent increase. The number of state residents driving ninety or more minutes experienced the largest decrease (14 percent) during the same time. See the tables on the next page for more details on county and state travel times.

Travel Time to Work

Sonoma County	2000		2006		% Change 2000-2006
	Commuters	% of Total	Commuters	% of Total	
Total:	212,701	n/a	213,788	n/a	n/a
Less than 5 minutes	7,785	3.7%	7,683	3.6%	-1.8%
5 to 9 minutes	26,254	12.3%	27,962	13.1%	6.0%
10 to 14 minutes	34,447	16.2%	35,793	16.7%	3.4%
15 to 19 minutes	34,520	16.2%	34,264	16.0%	-1.2%
20 to 24 minutes	28,097	13.2%	27,397	12.8%	-3.0%
25 to 29 minutes	10,936	5.1%	11,433	5.3%	4.0%
30 to 34 minutes	23,315	11.0%	25,407	11.9%	8.4%
35 to 39 minutes	4,529	2.1%	5,391	2.5%	18.4%
40 to 44 minutes	5,607	2.6%	5,123	2.4%	-9.1%
45 to 59 minutes	12,428	5.8%	12,541	5.9%	0.4%
60 to 89 minutes	14,202	6.7%	14,759	6.9%	3.4%
90 or more minutes	10,581	5.0%	6,035	2.8%	-43.3%

Source U.S. Census Bureau

Travel Time to Work

California	2000		2006		% Change 2000-2006
	Commuters	% of Total	Commuters	% of Total	
Total:	13,968,286	n/a	15,556,756	n/a	
Less than 5 minutes	324,703	2.3%	404,832	2.6%	11.9%
5 to 9 minutes	1,280,443	9.2%	1,448,395	9.3%	1.6%
10 to 14 minutes	1,930,263	13.8%	2,127,270	13.7%	-1.0%
15 to 19 minutes	2,157,970	15.4%	2,390,288	15.4%	-0.5%
20 to 24 minutes	2,004,060	14.3%	2,282,217	14.7%	2.3%
25 to 29 minutes	782,241	5.6%	868,743	5.6%	-0.3%
30 to 34 minutes	2,025,657	14.5%	2,250,659	14.5%	-0.2%
35 to 39 minutes	366,487	2.6%	396,829	2.6%	-2.8%
40 to 44 minutes	528,043	3.8%	600,317	3.9%	2.1%
45 to 59 minutes	1,151,598	8.2%	1,213,861	7.8%	-5.4%
60 to 89 minutes	933,123	6.7%	1,111,065	7.1%	6.9%
90 or more minutes	483,698	3.5%	462,280	3.0%	-14.2%

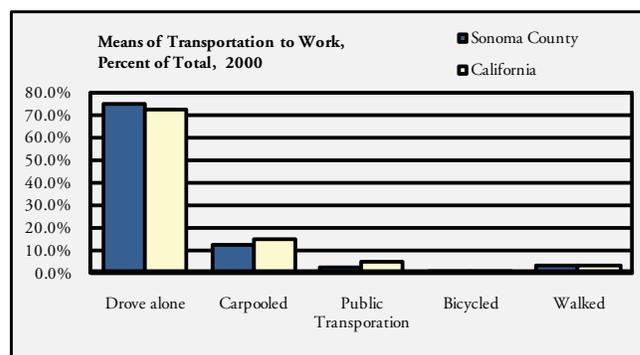
Source U.S. Census Bureau

Means of Transportation to Work

Overview

Means of transportation to work is the type of vehicle or mode used to get from home to work on work days. As with travel time, it is only consistently measured by the decennial census unless a local survey is conducted during noncensus years.

Commuting is a necessary and regular part of life for most people in the workforce. The means by which the population travels to and from work can be used to analyze the need and importance of public transportation in a county. Commuting patterns can also help determine when residents in a county will need to use public transportation as well as what types of transportation facilities and services will be needed, such as buses, trains, trams, carpooling, automobile services, road maintenance, walking paths, and bike lanes.



Sonoma County

As of 2000, the vast majority of Sonoma County workers, 87.3 percent, got to work via car, truck, or van. Of those residents, 74.7 percent drove alone, compared to 83.2 percent throughout California in 2000. In the county, 12.6 percent of that group carpoolled in the same year.

In 2000, 4.6 percent of Sonoma County's employed residents used nonmotorized means to get to work: 0.8 percent rode a bicycle, 3.1 percent walked, and 0.7 percent got to work using some other mode of transportation. Only 2.4 percent of the total number of employed residents in Sonoma County used public transportation of some kind.

Means of Transportation to Work

Means of Transportation	1990		2000	
	Number	Percent	Number	Percent
Car, truck, or van:	166,834	87.6%	196,417	87.3%
Drove alone	142,074	74.6%	168,134	74.7%
Carpooled	24,760	13.0%	28,283	12.6%
Public transportation:	4,351	2.3%	5,507	2.4%
Bus or trolley bus	4,183	2.2%	5,234	2.3%
Streetcar or trolley car	9	0.0%	62	0.0%
Subway or elevated	55	0.0%	102	0.0%
Railroad	0	0.0%	3	0.0%
Ferryboat	31	0.0%	45	0.0%
Taxicab	73	0.0%	61	0.0%
Motorcycle	631	0.3%	517	0.2%
Bicycle	1,975	1.0%	1,744	0.8%
Walked	6,209	3.3%	6,929	3.1%
Other means	1,115	0.6%	1,587	0.7%
Worked at home	9,316	4.9%	12,246	5.4%
Total	190,431	100.0%	224,947	100.0%

Source: U.S. Department of Commerce, Bureau of the Census

Calculate your commuting costs! To find out the amount of money you spend monthly on commuting, or how you could save using public transportation visit <http://www.commuterpage.com/Userweb/CostCommuting/CostCommuting.htm>

Vehicle Registration

Overview

Registration is an annual fee based on vehicle type and required for all vehicles intended for use on the highway or in town. A biennial smog check is required for all vehicles made in the last thirty years. Models made before that time are exempt.

Vehicle registration per capita has generally increased over time, meaning more cars on the road for every living person. Increasing volume of vehicles can indicate increasing traffic levels, the impacts of which may need to be addressed by state and local governments.

The California Highway Patrol (CHP) and the Department of Motor Vehicles (DMV) use vehicle registration fees to offset costs for road safety, maintenance, and repairs. Registration fees also benefit local projects, such as fingerprint identification for children in the community, the disposal of abandoned vehicles, Service Authority for Freeway Emergencies (SAFE), auto theft deterrence/DUI educational prevention tactics, and air quality monitoring and management programs.

Sonoma County

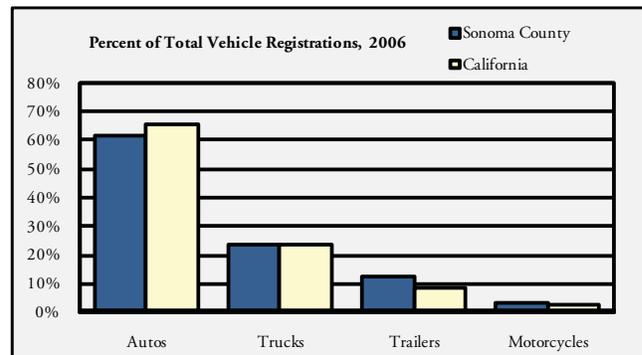
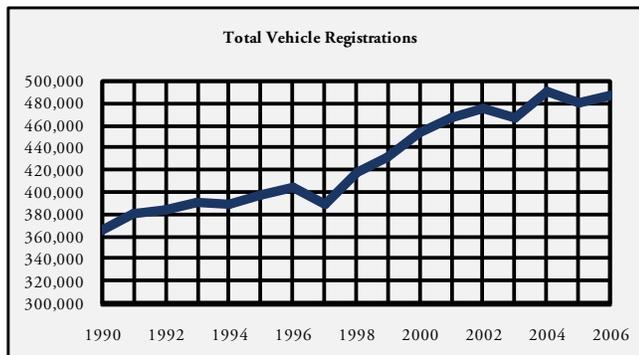
The number of total vehicle registrations has increased steadily over the last several years, and reached a total of 487,651 in Sonoma County in 2006.

Of these, 300,746 were automobiles, 112,422 were trucks, 59,223 were trailers, and 15,260 were motorcycles. These numbers are expected to continue rising as more people obtain their driver's license and begin driving in Sonoma County. Because registration fees in certain cases can cost up to \$100, vehicle registration and vehicle licensing fees are a significant source of income for the county.

Estimated Fee Paid Vehicle Registrations

Year	Autos	Trucks	Trailers	Motorcycles	Total
1990	235,935	86,659	33,006	10,247	365,847
1991	242,392	88,891	39,637	10,574	381,494
1992	245,057	89,138	39,248	10,102	383,545
1993	249,272	90,471	41,398	9,987	391,128
1994	249,471	90,602	39,464	9,726	389,263
1995	254,231	91,516	42,128	10,003	397,878
1996	257,883	93,990	42,535	9,967	404,375
1997	249,030	89,941	42,998	7,792	389,761
1998	268,930	96,778	43,392	8,202	417,302
1999	274,950	100,953	46,794	8,612	431,309
2000	285,866	105,789	52,455	9,463	453,573
2001	292,642	107,126	57,235	10,581	467,584
2002	299,353	110,548	53,438	11,453	474,792
2003	292,680	108,555	52,988	12,218	466,441
2004	305,665	113,906	56,496	13,750	489,817
2005	297,064	110,270	58,981	14,502	480,817
2006	300,746	112,422	59,223	15,260	487,651

Source: California Department of Motor Vehicles



Air Transport Statistics

Overview

Access to Air Transportation is important for social and economic development because it has low barriers of entry, its business contribution is substantial, and it integrates local and regional economies (Pleiss-Fraissard 2004).

In the past, air transport has been perceived as a benefit to the wealthy and not critical for the poor. Yet, access to air travel benefits everyone in the community, both directly or indirectly. It allows rapid transport of just-in-time specialty niche products. Indeed, forty percent of goods (by value) are transported by air. It allows quick community access for business executives who establish and run business sites providing jobs for community members. It also brings visitors that spend money in the community.

Sonoma County

Passenger use of the Sonoma County Airport increased between 2007 and 2008 as new connections were added to Portland and Las Vegas. These new connections supplemented continuing service to Los Angeles and Seattle. As of August, passenger load increased by 150 percent between 2007 and 2008. Even the existing Los Angeles and Seattle services increased between May 2007 and 2008 by 29 percent, from 6,878 to 8,860 paid passengers.

Sonoma County Airport Statistics 2007

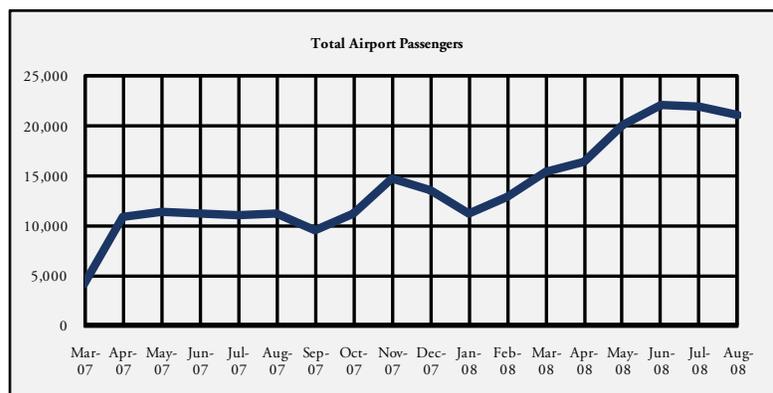
Month/ Airport	Landings	Departures	Paid Passengers			Non Paid Passengers		Passengers Total		Average Load Factor			Freight lbs		Baggage lbs		Total Passengers 2007
			Seats	In	Out	In	Out	In	Out	In	Out	Avg	In	Out	In	Out	
Mar-07	35	34	2,612	1,999	2,089	68	59	2,067	2,148	80.0 %	83.0 %	81.5 %	185	0	54,037	58,514	4,215
LAX	23	23	1,790	1,276	1,382					75.0 %	81.0 %	78.0 %					
SEA	12	11	822	723	707					81.0 %	87.0 %	84.0 %					
Apr-07	90	90	6,714	5,352	5,433	75	74	5,427	5,507	81.0 %	82.0 %	81.5 %	226	0	153,918	159,403	10,934
LAX	60	60	4,478	3,407	3,476					77.0 %	78.0 %	77.5 %					
SEA	30	30	2,236	1,945	1,957					88.0 %	88.0 %	88.0 %					
May-07	92	92	6,884	5,646	5,535	72	95	5,718	5,630	84.0 %	81.0 %	82.5 %	48	0	163,750	162,370	11,348
LAX	61	61	4,564	3,653	3,617					81.0 %	80.0 %	80.5 %					
SEA	31	31	2,320	1,993	1,918					87.0 %	84.0 %	85.5 %					
Jun-07	90	90	6,732	5,456	5,637	58	56	5,514	5,693	83.0 %	85.0 %	84.0 %	0	0	159,750	163,067	11,207
LAX	60	60	4,490	3,520	3,587					79.0 %	81.0 %	80.0 %					
SEA	30	30	2,242	1,936	2,050					87.0 %	92.0 %	89.5 %					
Jul-07	90	90	6,736	5,435	5,510	77	78	5,512	5,588	83.0 %	83.0 %	83.0 %	0	0	163,931	162,026	11,100
LAX			4,416	3,364	3,328					76.0 %	75.0 %	75.5 %					
SEA			2,320	2,071	2,182					89.0 %	64.0 %	76.5 %					
Aug-07	93	92	6,878	5,659	5,347	85	99	5,744	5,446	83.0 %	79.0 %	81.0 %	1	0	168,760	158,895	11,190
LAX			4,562	3,513	3,340					77.0 %	73.0 %	75.0 %					
SEA			2,316	2,146	2,007					93.0 %	87.0 %	90.0 %					
Sep-07	85	84	6,290	4,659	4,683	83	90	4,742	4,773	75.0 %	75.0 %	75.0 %	70	0	138,740	137,343	9,515
LAX			4,194	2,860	2,987					68.0 %	71.0 %	69.5 %					
SEA			2,096	1,799	1,696					86.0 %	81.0 %	83.5 %					
Oct-07	99	99	7,416	5,487	5,527	91	107	5,578	5,634	76.0 %	75.0 %	75.5 %	72	0	161,051	161,774	11,212
LAX			4,862	3,522	3,643					72.0 %	75.0 %	73.5 %					
SEA			2,254	1,806	1,714					80.0 %	76.0 %	78.0 %					
PDX			300	159	170					53.0 %	57.0 %	55.0 %					
Nov-07	140	141	10,546	7,268	7,284	124	119	7,392	7,403	71.0 %	70.0 %	70.5 %	0	0	209,107	211,212	14,795
LAX			6,060	4,093	4,078					68.0 %	67.0 %	67.5 %					
SEA			2,248	1,593	1,606					71.0 %	71.0 %	71.0 %					
PDX			2,238	1,582	1,600					71.0 %	71.0 %	71.0 %					
Dec-07	136	138	10,322	6,602	6,733	106	98	6,708	6,831	67.0 %	66.0 %	66.5 %	70	0	208,023	211,669	13,539
LAX			5,906	3,700	3,752					63.0 %	64.0 %	63.5 %					
SEA			2,248	1,495	1,515					67.0 %	67.0 %	67.0 %					
PDX			2,168	1,407	1,466					65.0 %	68.0 %	66.5 %					
Total	950	950	53,168	53,563	53,778	839	875	54,402	54,653	76.9 %	76.3 %	76.6 %	672	0	1,581,067	1,586,273	109,055

Source: Sonoma County Airport

Sonoma County Airport Statistics 2008

Month/ Airport	Landings	Departures	Paid Passengers			Non Paid Passengers		Passengers Total		Average Load Factor			Freight lbs		Baggage lbs		Total Passengers 2007
			Seats	In	Out	In	Out	In	Out	In	Out	Avg	In	Out	In	Out	
Jan-08	143	143	10,697	5,392	5,556	129	138	5,521	5,694	52.0%	53.0%	52.5%	134	0	164,511	168,259	11,215
LAX			6,096	3,189	3,225					52.0%	53.0%	52.5%					
SEA			2,279	1,089	1,118					48.0%	49.0%	48.5%					
PDX			2,322	1,114	1,213					48.0%	52.0%	50.0%					
Feb-08	137	137	10,257	6,306	6,418	131	126	6,437	6,544	63.0%	63.0%	63.0%	184	0	186,456	181,885	12,981
LAX			5,997	3,783	3,817					63.0%	64.0%	63.5%					
SEA			2,174	1,308	1,297					60.0%	60.0%	60.0%					
PDX			2,086	1,215	1,304					58.0%	63.0%	60.5%					
Mar-08	147	146	10,998	7,528	7,497	157	199	7,685	7,696	71.0%	69.0%	70.0%	85	0	227,558	223,024	15,381
LAX			6,384	4,412	4,463					69.0%	70.0%	69.5%					
SEA			2,292	1,564	1,463					68.0%	64.0%	66.0%					
PDX			2,322	1,552	1,571					67.0%	68.0%	67.5%					
Apr-08	167	164	12,412	7,808	8,152	213	192	8,021	8,344	65.0%	67.0%	66.0%	128	0	225,611	229,811	16,365
LAX			5,960	4,218	4,274					71.0%	72.0%	71.5%					
SEA			3,678	2,076	1,991					56.0%	54.0%	55.0%					
PDX			2,250	1,263	1,522					55.0%	68.0%	61.5%					
LAS			524	251	365					48.0%	70.0%	59.0%					
May-08	180	180	13,562	9,779	9,842	213	209	9,992	10,051	75.0%	74.0%	74.5%	70	0	287,383	287,329	20,043
LAX			4,670	3,760	3,740					81.0%	80.0%	80.5%					
SEA			4,190	2,933	2,772					70.0%	66.0%	68.0%					
PDX			2,368	1,632	1,802					69.0%	76.0%	72.5%					
LAS			2,334	1,454	1,528					62.0%	65.0%	63.5%					
Jun-08	179	178	n/a	10,826	10,860	176	189	11,002	11,049	83.0%	82.0%	82.5%	0	0	317,936	316,928	22,051
Jul-08	182	182	n/a	10,769	10,799	207	221	10,976	11,020	81.0%	80.0%	80.5%	90	0	303,989	296,993	21,996
Aug-08	176	177	n/a	10,449	10,193	205	198	10,654	10,391	82.0%	78.0%	80.0%	0	0	292,880	275,710	21,045
Total	1,311	1,307	57,926	68,857	69,317	1,431	1,472	70,288	70,789	71.5%	70.8%	71.1%	691	0	2,006,324	1,979,939	141,077

Source: Sonoma County Airport



9. Community Health

Health and human service agencies are involved in treating and monitoring the health care needs of the community. Community health indicators measure the success of programs and services that provide access to physical and mental support for the community.

When considering community health indicators, it is helpful to look not only at traditional medical indicators (births, deaths, etc.), but those that measure individual and collective health as well. Individual health may be influenced by a variety of factors, including educational attainment, employment, environmental factors, and even community relations. Other indicators measure the availability, and perhaps the adequacy, of health care services in the area.

Indicators in this section can be linked to issues of unemployment and poverty addressed in sections four and five, as health issues affect a person's ability to earn income and improve their standard of living. These issues can also be linked to welfare and education in sections ten and eleven, as health issues may prevent the acquisition of the skills and higher education needed to attain adequate income levels.

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Births, Deaths, & Leading Causes of Death

Overview

Births and deaths is the total number of live births and deaths reported to the California Department of Health Services. Stillbirths are not included in either count. The data is reported by place of residence at the time of birth or death, and as long as the birthmother and decedent were permanent residents of Sonoma County at the time of birth or death, they are included. Occurrence data is also included, which reports the number of birth and death occurrences in the county, regardless of whether the birthmother or decedent was a permanent resident. The live birth rate is the number of live births per thousand people in the county.

Each birth and death is reported with certain characteristic information. For births, this includes age of mother (see the teenage pregnancy indicator), race/ethnicity of the mother, birth weight (see the indicator for low birth weight infants), and other character-

istics. For deaths, this includes age and race/ethnicity of decedent, place of residence at time of death, and cause of death, among other characteristics. This indicator includes data on the ten leading causes of death in California each year, broken out by county. Some categories are not available when, during that year, the cause of death was displaced among the top ten by another cause in California. This table shows the eleven most common causes of death between 1990 and 2004.

Birth and death statistics are essential when evaluating public health. This data is used for planning educational initiatives, identifying health issues in the community, and targeting public health programs and services. A population's birth rate can also be used to plan maternal and childcare services. For example, an increase in the birth rate over the last five years indicates a need for more child care facilities in the upcoming five to ten years.

Number of Live Births, Sonoma County

Year	Residence		Occurrence
	Number	Rate	
1990	6,113	15.9	n/a
1991	6,096	15.5	n/a
1992	5,804	14.4	n/a
1993	5,614	13.7	n/a
1994	5,507	13.2	5,818
1995	5,442	12.9	5,684
1996	5,503	12.9	5,699
1997	5,409	12.5	5,625
1998	5,472	12.4	5,661
1999	5,420	12.1	5,546
2000	5,651	12.4	5,803
2001	5,706	12.3	5,827
2002	5,679	12.1	5,862
2003	5,843	12.4	5,935
2004	5,964	12.6	6,083
2005	5,613	11.8	n/a

Source: California Department of Health Services. Rates calculated by CED.

Number of Live Births, California

Year	Residence		Occurrence
	Number	Rate	
1990	611,666	20.7	612,834
1991	609,228	20.2	610,393
1992	600,838	19.6	602,037
1993	584,483	18.8	585,344
1994	567,034	18.0	567,892
1995	551,226	17.4	552,083
1996	538,628	16.9	539,487
1997	524,174	16.3	525,246
1998	521,265	16.0	522,653
1999	518,073	15.6	519,248
2000	531,285	15.8	532,611
2001	527,371	15.3	528,609
2002	529,245	15.1	530,204
2003	540,827	15.2	541,835
2004	544,685	15.0	545,758
2005	548,700	14.9	n/a

Source: California Department of Health Services. Rates calculated by CED.

Sonoma County

Within Sonoma County in 2005 there was a total of 5,613 live births to Sonoma County residents for an 11.8 birth rate.

There were 3,633 deaths that occurred in Sonoma County in 2004, and 3,620 deaths to county residents. Like the rest of California, heart disease and cancer were the top two causes of death in 2004.

Number of Deaths, Sonoma County

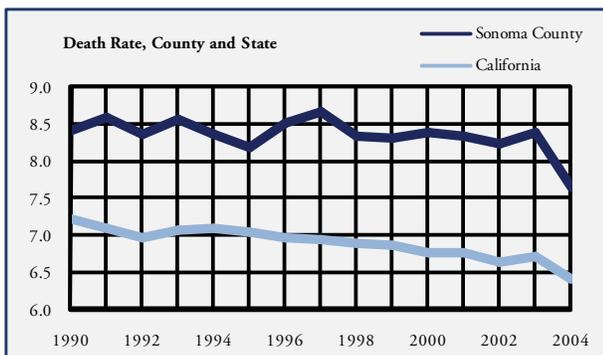
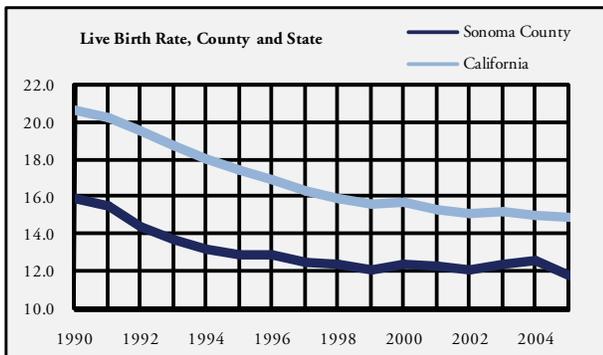
Year	Residence		Occurrence
	Number	Rate	
1990	3,236	8.4	n/a
1991	3,387	8.6	n/a
1992	3,371	8.4	n/a
1993	3,523	8.6	n/a
1994	3,483	8.4	3,528
1995	3,456	8.2	3,484
1996	3,634	8.5	3,615
1997	3,767	8.7	3,774
1998	3,690	8.3	3,702
1999	3,735	8.3	3,771
2000	3,835	8.4	3,906
2001	3,872	8.3	3,915
2002	3,864	8.2	3,875
2003	3,949	8.4	3,888
2004	3,620	7.6	3,633
2005	n/a	n/a	n/a

Source: California Department of Health Services. Rates calculated by CED.

Number of Deaths, California

Year	Residence		Occurrence
	Number	Rate	
1990	213,766	7.2	214,919
1991	214,220	7.1	216,006
1992	214,586	7.0	216,379
1993	220,271	7.1	222,330
1994	222,854	7.1	224,733
1995	222,626	7.0	224,604
1996	222,308	7.0	224,084
1997	223,438	6.9	225,243
1998	225,450	6.9	227,897
1999	227,965	6.9	230,054
2000	228,281	6.8	230,505
2001	232,790	6.8	234,683
2002	233,246	6.7	235,180
2003	239,325	6.7	239,977
2004	232,464	6.4	232,958
2005	236,220	6.4	n/a

Source: California Department of Health Services. Rates calculated by CED.



Leading Causes of Death, Sonoma County

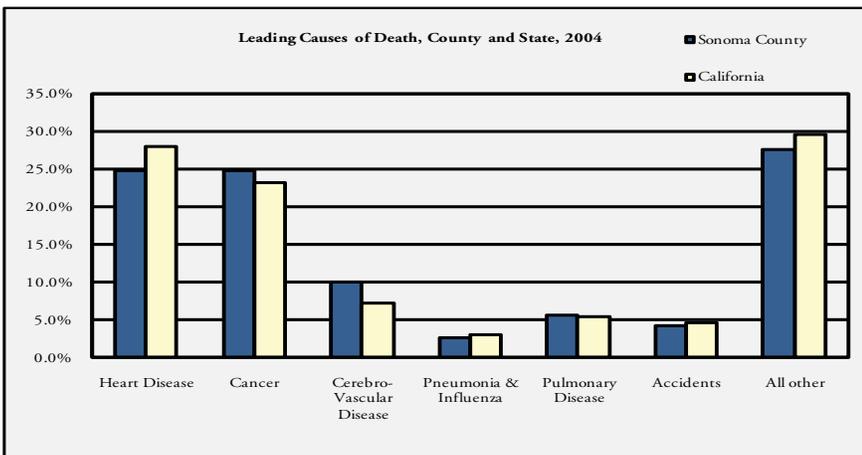
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
All causes	3483	3456	3634	3767	3690	3735	3835	3872	3864	3949	3620
Heart Disease	995	1001	1021	1019	1030	1109	1084	983	1038	1032	899
Cancer	840	802	857	946	868	929	909	960	929	914	899
Cerebro-Vascular Disease	296	317	322	368	332	333	363	351	324	350	361
Pneumonia & Influenza	172	185	192	219	213	115	130	128	127	105	97
Pulmonary Disease	181	183	194	204	192	216	215	223	213	224	206
Accidents	112	133	136	144	98	144	127	132	168	169	157
Cirrhosis	49	46	42	46	42	37	47	58	42	61	53
Diabetes	70	56	60	58	54	75	81	83	89	100	93
Suicide	53	73	75	67	40	47	54	41	58	69	64
Homicide	15	12	13	13	10	9	12	11	19	20	16
Alzheimers	52	54	54	53	60	68	89	110	120	152	140
All other causes	648	594	668	630	751	653	724	792	737	753	635

Source: State of California, Department of Health Services

Leading Causes of Death, California

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
All causes	222,854	222,626	222,308	223,438	225,450	227,965	228,281	232,790	233,246	239,325	232,464
Heart Disease	68,312	67,990	67,676	68,273	68,946	69,900	68,533	69,004	68,387	69,013	65,002
Cancer	51,247	51,217	50,904	51,818	51,186	52,880	53,005	53,810	53,926	54,307	53,708
Cerebro-Vascular Disease	15,703	16,176	16,481	16,649	16,385	18,079	18,090	18,078	17,551	17,686	16,884
Pneumonia & Influenza	10,237	10,548	11,134	12,286	13,316	8,014	8,355	8,167	8,098	8,184	7,331
Pulmonary Disease	11,017	10,765	11,373	11,737	12,261	13,187	12,754	13,056	12,643	13,380	12,519
Accidents	9,233	9,372	9,217	8,762	8,620	8,940	8,814	9,274	9,882	10,470	10,614
Cirrhosis	3,630	3,575	3,501	3,502	3,460	3,546	3,673	3,759	3,725	3,832	3,686
Diabetes	4,918	5,096	5,380	5,611	5,796	6,004	6,203	6,457	6,783	7,088	7,119
Suicide	3,821	3,823	3,408	3,424	3,215	3,047	3,113	3,256	3,210	3,396	3,364
Homicide	3,690	3,623	3,007	2,780	2,265	2,042	2,084	2,301	2,459	2,481	2,489
Alzheimers	1,521	1,717	1,972	2,057	2,087	3,934	4,398	4,897	5,405	6,585	6,962
All other causes	37,937	37,566	39,027	38,596	40,000	40,434	41,343	43,032	43,636	45,384	45,275

Source: State of California, Department of Health Services



AIDS Cases

Overview

The California Department of Health Services (DHS) requires all health care service providers in California to report the diagnosis of Human Immunodeficiency Virus (HIV) or Acquired Immune Deficiency Syndrome (AIDS) to their agency. DHS records the cumulative incidence of diagnoses since AIDS was first discovered in the early 1980s. This table shows all first-time diagnoses of AIDS in Sonoma County. The actual number of people living with AIDS in the county may differ if the subject population has changed residences.

The epidemic of HIV and AIDS has attracted much attention both within and outside the medical and scientific communities. Much of this attention comes from the many social issues related to this disease, such as sexuality, drug use, and poverty. Although an overwhelming amount of scientific evidence points to HIV as the cause of AIDS, the disease process is still not completely understood.

AIDS Cases & Cumulative Incidence (1983 - February 29, 2008)

	AIDS cases	Deaths	
		Number	Percent
Sonoma County	1,970	1,135	57.6%
California	148,505	84,829	57.1%

Source: California Department of Health

Acquired Immune Deficiency Syndrome (AIDS) has become a worldwide epidemic since it was first reported in the U.S. in 1981. Over 800,000 AIDS cases have been reported in the U.S. since 1981, and many more people may be infected with the Human Immunodeficiency Virus (HIV). HIV is the virus that causes AIDS and may be passed from one person to another when infected blood, semen, or vaginal secretions come in contact with an uninfected person's broken skin or mucous membranes. In addition, infected pregnant women can pass HIV to their baby during pregnancy or delivery, as well as through breastfeeding. People with HIV have what is called HIV

infection. Some of these people will develop AIDS as a result of their HIV infection.

HIV destroys a certain kind of blood cell (CD4+ T cells) which is crucial to the normal function of the human immune system. Loss of these cells in people with HIV is an extremely powerful indicator of the development of AIDS. According to the Centers for Disease Control and Prevention (CDC), AIDS includes all people infected with the HIV virus in its most advanced stage. At this advanced stage, people have fewer than 200 CD4+ T cells, whereas healthy adults normally have CD4+ T cell counts of 1,000. The definition also includes twenty-six clinical conditions that affect people with advanced HIV. Most of these conditions are opportunistic infections that rarely cause harm in healthy individuals. To people with AIDS, these infections can be fatal. People infected with AIDS are also prone to developing various cancers that can be very difficult to treat. Young children with AIDS are susceptible to the same opportunistic infections as well as some severe forms of bacterial infections.

AIDS can be contracted by people of any race, gender, or sexual preference. The epidemic, however, is growing most rapidly among minority populations and is the leading killer of African-American males, according to the National Institute of Allergy and Infectious Disease (NIAID).

Sonoma County

From 1983 to February 29, 2008, there have been a total of 1,970 AIDS cases reported in Sonoma County, and 1,135 (58 percent) of these cases have terminated in death to the patient. In California, 148,505 AIDS cases have been reported since 1981, and 84,829 (57 percent) have resulted in death.

Teenage Pregnancy

Overview

Teen births are reported by the California Department of Health Services as births to mothers under the age of twenty. It is a subset of the data presented in the previous section on births, deaths, and cause of death.

NOTE: “a” denotes rates that are not calculated for fewer than five births.

Teen pregnancy is a major national and state concern because teen mothers and their babies face increased risks to their health and economic status. According to the National Center for Health Statistics, teen mothers are more likely than mothers over age twenty to give birth prematurely (before thirty-seven completed weeks of pregnancy). Although teenage birth rates slowed to the lowest point ever in 2003, teenage pregnancy remains an important concern throughout the United States. In 2002, the 7,315 girls under age 15 who gave birth were more than twice as likely to deliver prematurely than women ages 30-45 (21 percent versus 9 percent). Many factors contribute to the increased risk of health problems of babies born to

teenage mothers. Teens often have poor eating habits and neglect taking their vitamins, and many smoke, drink alcohol, or even take drugs. Evidence also shows that many teens are less likely than older women to be of adequate pre-pregnancy weight and/or to gain an adequate amount of weight during pregnancy leading to an increased chance of having a low birth weight baby.

Early and regular health care during pregnancy is vital to both the mother and child; however, many teens either do not have access to necessary services or simply choose not to utilize them. In 2002, 6.6 percent of mothers, ages 15-19 years, received late or no prenatal care, compared to 3.6 percent for all ages.

Teenage mothers are more likely to drop out of high school than those who wait until later years to have their own children. Lacking necessary education skills, teenage mothers potentially have a harder time finding and keeping well-paying jobs. As a result, a child born to an unmarried teenage high school dropout is ten times as likely as other children ages 8-12 to be living in poverty.

Teen Birth Rates by Age of Mother

Year	Sonoma County		California	
	10-14	15-19	10-14	15-19
1990	n/a	44.3	1.4	69.4
1991	n/a	44.1	1.4	70.9
1992	n/a	40.3	1.5	68.6
1993	n/a	41.8	1.4	67.0
1994	1.2	44.8	1.5	65.5
1995	0.9	41.7	1.5	62.9
1996	1.1	37.3	1.3	58.2
1997	0.4	37.3	1.1	53.8
1998	a	33.7	0.9	50.9
1999	0.7	32.9	0.9	48.5
2000	0.4	28.9	0.7	46.7
2001	0.3	26.5	0.6	43.7
2002	0.4	28.0	0.6	40.6
2003	0.2	26.0	0.5	38.9
2004	0.5	28.5	0.5	38.1
2005	0.4	24.0	0.5	37.2

Source: California Department of Health Services

Total Teen Births (15-19 Years Old)

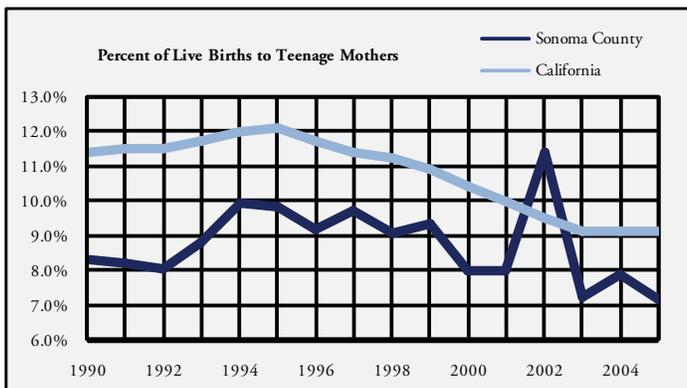
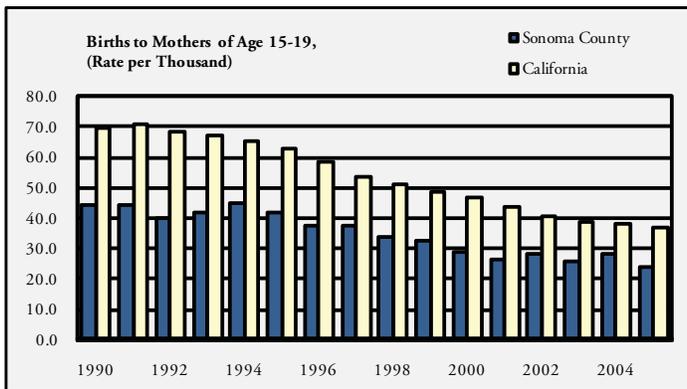
Year	Sonoma County		California	
	Total teen births	Percent of live births	Total teen births	Percent of live births
1990	509	8.3%	69,560	11.4%
1991	501	8.2%	70,322	11.5%
1992	466	8.0%	69,272	11.5%
1993	494	8.8%	68,519	11.7%
1994	548	10.0%	68,198	12.0%
1995	534	9.8%	66,644	12.1%
1996	504	9.2%	63,118	11.7%
1997	525	9.7%	59,851	11.4%
1998	497	9.1%	58,141	11.2%
1999	505	9.3%	56,577	10.9%
2000	452	8.0%	55,373	10.4%
2001	423	8.0%	52,966	10.0%
2002	449	11.4%	50,201	9.5%
2003	424	7.3%	49,330	9.1%
2004	472	7.9%	49,737	9.1%
2005	403	7.2%	50,017	9.1%

Source: State of California, Department of Health Services, Birth Records

In addition, a child born to a teenage mother is 50 percent more likely to repeat a grade in school, and is more likely to perform poorly on standardized tests and drop out before finishing high school.

Sonoma County

In 2005, 7 percent of all births in the county were from teen mothers, lower than the California average of 9.1 percent. Sonoma County has consistently had a lower percentage of births born to teen mothers than California since 1990. Of these, the vast majority of teen mothers were between the ages of 15-19 in Sonoma County.



Low Birth Weight Infants

Overview

Births of infants with a low birth weight (less than 2,500 grams, about 5.5 pounds, or about 5 pounds and 8 ounces) are reported by the California Department of Health Services as subset of the data presented in the previous section on births, deaths, and cause of death.

Low birth weight is a major cause of infant mortality. Birth weight is also an important element in childhood development. There are many factors that lead to low birth weights, such as smoking tobacco during pregnancy, using alcohol or other nonprescribed substances, poor nutrition, lack of or late prenatal care, and premature birth. Low birth weight babies are at a higher risk to be born with underdeveloped organs. This can lead to lung problems, such as respiratory distress syndrome, bleeding of the brain, vision loss, and/or serious intestinal problems. Low birth weight babies are more than twenty times more likely to die in their first year of life than babies born at a normal weight.

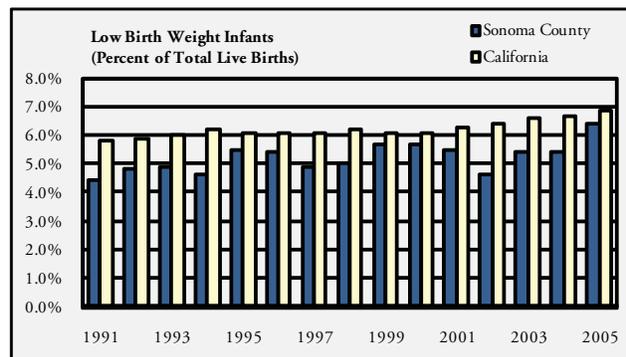
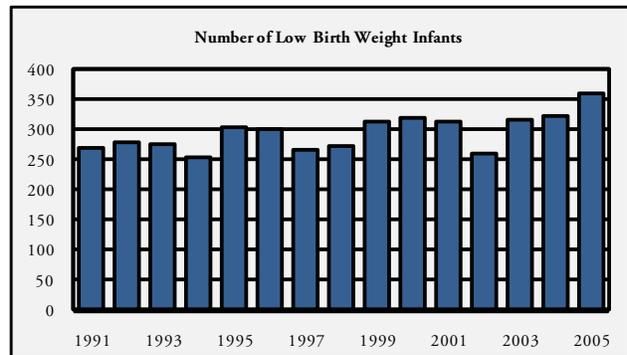
Low Birth Weight Infants (Under 5.5 Pounds)

Year	Sonoma County		California	
	Number	Percent of total live births	Number	Percent of total live births
1991	270	4.4%	35,359	5.8%
1992	277	4.8%	35,608	5.9%
1993	276	4.9%	35,116	6.0%
1994	254	4.6%	34,876	6.2%
1995	302	5.5%	33,588	6.1%
1996	299	5.4%	32,649	6.1%
1997	267	4.9%	32,232	6.1%
1998	272	5.0%	32,438	6.2%
1999	311	5.7%	31,686	6.1%
2000	320	5.7%	32,853	6.1%
2001	313	5.5%	33,196	6.3%
2002	259	4.6%	33,859	6.4%
2003	317	5.4%	35,659	6.6%
2004	322	5.4%	36,481	6.7%
2005	358	6.4%	37,653	6.9%

Source: State of California, Department of Health Services, Birth Records

Sonoma County

The total number of low birth weight infants was 358 in Sonoma County in 2005, which was 6.4 percent of the total number of live births in the same year. This percentage is 0.5 percent less than the rate of low birth weight across California. In fact, the percentage of total births designated as low birth weight in Sonoma County has been lower than statewide percentages since 1991. See below for a comparative graph of low birth weight in Sonoma County and California from 1991 to 2005.



Infant Mortality

Overview

Infant deaths are defined by the California Department of Health Services as the death of a baby prior to its first birthday. It is a subset of total deaths presented in the previous indicator on births, deaths, and cause of death.

Infant mortality is used to compare the health and well-being of populations across and within countries. The infant mortality rate has continued to steadily decline over the past several decades, from 26 per 1,000 live births in 1960, to 6.9 per 1,000 live births in 2000. The U.S. ranked twenty-eighth in the world for infant mortality in 1998 (CDC, National Center for Health Statistics, 2000). In the U.S., the state of California was ranked twenty-second among the fifty states in 2003, dropping from a ranking of thirty-three in 1990 (CDC, NCHS, 2003). According to the Centers for Disease Control and Prevention, California's strengths include a low prevalence of smoking at 16.4 percent of the population, a low infant mortality rate at 5.4 deaths per 1,000 live births, and a low rate of cancer deaths at 191.9 deaths per 100,000 population.

Infant mortality represents many factors surrounding birth, including but not limited to the health and socioeconomic status of the mother, prenatal care, quality of the health services delivered to the mother and child, and infant care. In addition, high infant mortality rates are often considered preventable and can be influenced by various education and care programs.

Infant mortality rates are the sum of infant and neonatal deaths, which are described below:

□ **Neonatal death** is a death occurring within the first twenty-eight days of life.

□ **Infant death** is a death occurring during the first year of life.

Number of Infant Deaths

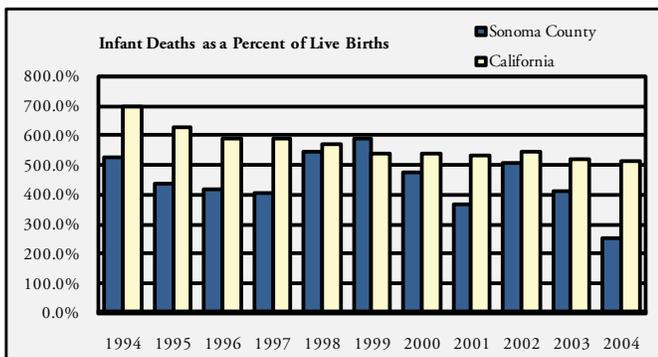
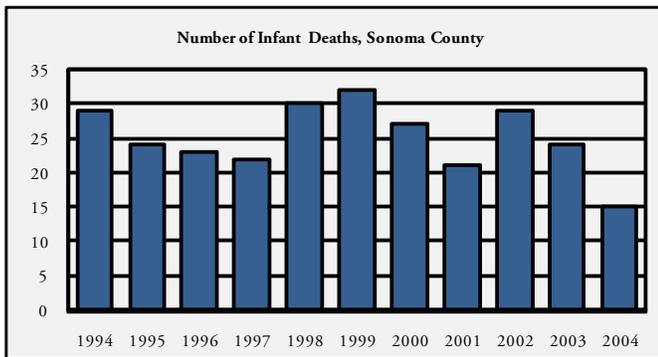
Year	Sonoma County		California	
	Number	Rate	Number	Rate
1991	n/a	n/a	4,596	7.5
1992	n/a	n/a	4,174	6.9
1993	n/a	n/a	3,970	6.8
1994	29	5.3	3,948	7.0
1995	24	4.4	3,478	6.3
1996	23	4.2	3,186	5.9
1997	22	4.1	3,091	5.9
1998	30	5.5	2,994	5.7
1999	32	5.9	2,787	5.4
2000	27	4.8	2,884	5.4
2001	21	3.7	2,815	5.3
2002	29	5.1	2,875	5.4
2003	24	4.1	2,819	5.2
2004	15	2.5	2,811	5.2

Source: California Department of Health Services

Sonoma County

There were a total of fifteen infant deaths in Sonoma County in 2004, a decrease of nine deaths from the previous year. This figure represents 2.5 infant deaths per 1,000 live births in the county, and is 2.7 lower than the California infant death rate.

At time of publication, data for 2005 was unavailable.



Medical Service Providers

Overview

The Medical Board of California is the state's licensing agency for practicing physicians. The table in this section presents the number of licenses where the primary address of the practice is in Sonoma County. This may not entirely represent health care availability in the area if there are a significant number of physicians practicing part-time in Sonoma County with a primary address in neighboring places.

The number of practitioners providing services within an area can indicate the available health care resources in a community. Access to health care and preventative services, such as immunizations and health screenings, are important to an individual's health. Those lacking preventative services are at a higher risk for some diseases, especially those that are preventable by vaccine.

Sonoma County

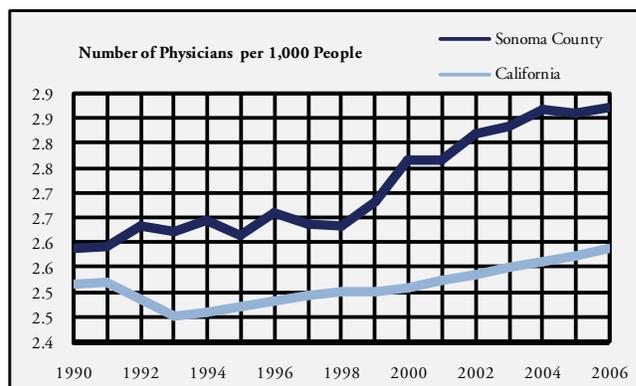
Physicians

The Medical Board of California regulates the majority of medical issues and concerns in California, and is responsible for reporting the number of physicians in specific areas in their annual report. As of 2006, there were 1,373 physicians actively practicing in Sonoma County, an increase of eight physicians from the previous year. As the number of physicians in California and Sonoma County continues to rise, community health and preventative care services will continue to improve. Also, an influx of physicians in a particular area raises that area's economic and educational status.

Number of Physicians

Fiscal Year	Number of physicians	Total physicians in CA
1990	996	74,437
1991	1,021	76,043
1992	1,061	76,367
1993	1,078	76,411
1994	1,102	77,311
1995	1,103	78,169
1996	1,136	79,048
1997	1,145	80,341
1998	1,164	81,762
1999	1,206	82,872
2000	1,264	84,675
2001	1,286	86,934
2002	1,322	89,025
2003	1,336	91,049
2004	1,362	92,852
2005	1,365	94,546
2006	1,373	96,299

Source: Medical Board of California



Approximately 377 physicians have set up practices in Sonoma County since 1990.

Dentists

The state of California's Department of Consumer Affairs is responsible for recording the number of licensed dentists for each county. As of November 2007, there were 407 licensed dentists located within Sonoma County.

The number of physicians in California has increased more rapidly than the state's population in the last two decades! According to the Office of Statewide Planning and Health Development (OSPHD), in 1995, California had 77,732 practicing physicians and a ratio of one physician for every 364 persons, compared with one in 457 persons twenty years earlier. Although there are no universally accepted standards on what the ratio of patients per doctor needs to be, there is a general agreement that California has a sufficient number of physicians.

Alcohol & Drug Program Clients

Overview

The data collected here was provided by RAND California and based on California Department of Alcohol and Drug Programs data systems. The department develops, administers, and financially assists treatment and prevention programs throughout the state and also offers certification of residential and nonresidential programs.

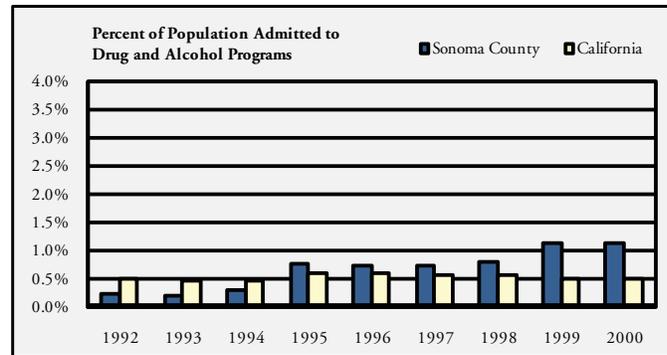
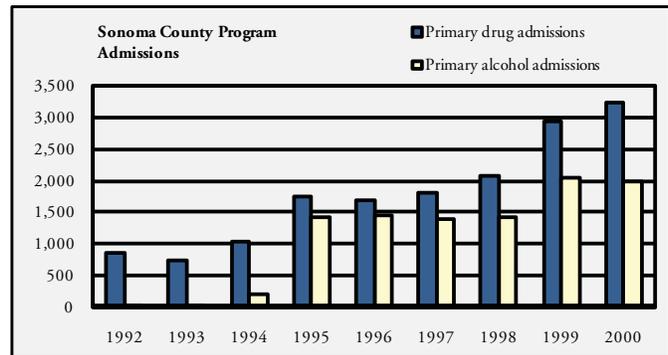
Drug program admissions include problems with one or more of the following: heroin, barbiturates, methamphetamines, amphetamines, stimulants, cocaine/crack, marijuana/hashish, PCP, hallucinogens, tranquilizers (benzodiazepine), other tranquilizers, nonprescription methadone, inhalants, and other opiates and synthetics. It does not include other sedatives or hypnotics, over-the-counter drugs, or secondary problems.

Most of the information reported is submitted by treatment providers who receive state or federal funds. Licensed narcotic treatment programs, which may or may not receive public funds, and drug Medi-Cal providers, are required to submit information. Analysis and compilation of the data is performed, excluding client names and any identifying personal information.

Data on the number of participants in an area's available substance addiction and abuse programs can be useful in determining the need of public funds for such services, as well as identifying the extent of drug abuse in a community. Where the problem is extensive, it may also identify one of the causes of chronic problems with unemployment and poverty in the area.

Sonoma County

A total of 5,215 Sonoma County residents were admitted into some kind of substance abuse program in 2000. Of the total, 1,981 were admitted to alcohol programs and 3,222 were admitted into drug abuse programs.



Primary Alcohol Program Admissions

Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert					Windsor	Sonoma County
					Park	Santa Rosa	Sebastapol	Sonoma			
1992	n/a	1	n/a	7	2	13	n/a	n/a	n/a	27	
1993	1	3	n/a	n/a	1	9	n/a	1	n/a	18	
1994	4	5	1	13	15	138	15	3	3	204	
1995	11	17	33	79	89	887	87	30	37	1,405	
1996	20	23	36	93	89	888	53	53	54	1,438	
1997	6	25	27	84	102	890	59	45	30	1,389	
1998	9	25	32	76	79	942	46	30	51	1,404	
1999	12	39	47	134	115	1,179	45	66	95	2,039	
2000	32	26	69	142	115	1,138	76	59	98	1,981	

Source: RAND California

Primary Drug Program Admissions

Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert					Windsor	Sonoma County
					Park	Santa Rosa	Sebastapol	Sonoma			
1992	8	19	10	75	53	524	33	19	23	856	
1993	15	33	10	35	40	446	30	11	23	737	
1994	11	25	28	65	56	592	75	31	37	1,036	
1995	27	27	54	103	103	1,063	81	49	69	1,748	
1996	31	17	46	113	116	1,055	67	61	59	1,685	
1997	32	26	48	116	113	1,159	64	47	55	1,811	
1998	24	19	48	140	133	1,268	93	72	75	2,077	
1999	36	43	69	222	173	1,701	106	128	126	2,935	
2000	53	39	77	231	256	1,801	123	109	131	3,222	

Source: RAND California

Total Alcohol and Drug Program Admissions

Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert					Windsor	Sonoma County
					Park	Santa Rosa	Sebastapol	Sonoma			
1992	8	20	10	83	56	538	33	19	24	890	
1993	16	36	10	35	43	458	30	12	23	760	
1994	15	30	29	78	71	732	90	34	40	1,242	
1995	38	44	87	182	192	1,956	168	79	106	3,159	
1996	51	40	82	207	205	1,948	120	114	114	3,131	
1997	38	51	75	200	216	2,053	124	92	85	3,207	
1998	33	44	82	216	214	2,213	139	102	126	3,489	
1999	48	82	118	359	290	2,887	151	196	222	4,992	
2000	85	65	146	377	373	2,943	200	168	229	5,215	

Source: RAND California

Persons Living with a Disability

Overview

The following totals are included for the six major categories of disabilities as defined by the U.S. Census Bureau. Only persons 16 through 64 years of age were asked about employment disabilities. Only persons 65 years of age and older were asked about a disability that prevents them from leaving their home (a going outside the home disability). Six of the major disabilities are listed below:

☐ **Sensory disabilities** are conditions that affect the sensory organs, such as blindness, deafness, or a severe vision or hearing impairment.

☐ **Physical disabilities** are conditions that substantially limit one or more basic physical activities, such as walking, climbing stairs, reaching, lifting, or carrying.

☐ **Mental disabilities** are conditions that affect thinking processes, such as learning, remembering, or concentrating.

☐ **Self-care disabilities** are conditions preventing

affected individuals from performing everyday personal tasks, such as bathing and dressing oneself, or getting around inside the home without assistance.

☐ **Going outside the home disabilities** are conditions where people are confined to their home and cannot leave it without assistance.

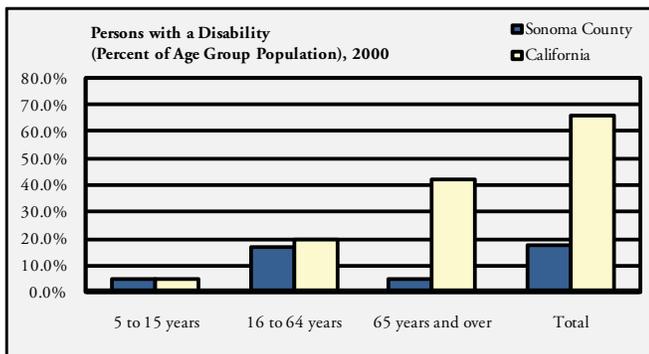
☐ **Employment disability** is the inability to work at a job or business.

In order to understand the special needs of a community, it helps to quantify the problem in terms of the number of people in a community who live with a disability, and the types of facilities and services that are needed by them and are available to them.

Sonoma County

As of 2000, the total number of people living in Sonoma County with reported disabilities was 75,769, a number which represents 17.7 percent of the total population in the county. Of these, 3,585 were 5 to 15 years of age, 51,035 were between the ages of 16 and 64, and 21,149 were 65 and over. Of disabled residents between the ages of 16 and 64, 33,804 had some kind of employment disability.

Statewide, 5,923,361 Californians reported some kind of disability in 2000, which is 19.2 percent of the state's total population.



Persons with a Disability, 2000

Age	Sonoma County			California		
	Employment disability	Total with a disability	Percent of age group population	Employment disability	Total with disability	Percent of age group population
5 to 15 years	n/a	3,585	5.0%	n/a	277,503	4.8%
16 to 64 years	33,804	51,035	17.0%	2,770,128	4,180,265	19.4%
65 years and over	n/a	21,149	4.9%	n/a	1,465,593	42.2%
Total	33,804	75,769	17.7%	2,770,128	5,923,361	66.4%

Source: U.S. Department of Commerce, Bureau of the Census

10. Welfare

The amount of assistance available to families and individuals in need, compared with the total demand for such services, is an indication of how well the community is meeting the basic needs of the less fortunate in our society. Also, by assessing the available services and the amount of existing need, it becomes apparent what additional services and/or assistance might improve the quality of life in a specific area.

Welfare assistance in Sonoma County and throughout Northern California has shown consistent trends in the last decade. The number of TANF/CalWORKs recipients and households receiving food stamps has been steadily decreasing after a peak in FY94, but both experienced increases between FY05 and FY06. Meanwhile, Medi-Cal expenditures were at their highest in 2005, and then decreased 2 percent the following year, compared to a 7 percent decrease in California. In the same year, the number of Medi-Cal eligibles in Sonoma County increased approximately 3 percent.

In this section:

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Food Stamps Caseload & Expenditures	138
Medi-Cal Caseload & Expenditures	140
Child Abuse Referrals & Allegations	142
Foster Care Entries	144

TANF/CalWORKs Caseload & Expenditures

Overview

The table shows the annual average number of California Work Opportunity and Responsibility to Kids (CalWORKs) recipients (persons) and cases (families or households). CalWORKs is California's implementation of the federal Temporary Aid to Needy Families (TANF) program. Under the welfare reform legislation of 1996, TANF replaced the old welfare programs known as Aid to Families with Dependent Children (AFDC), the Job Opportunities and Basic Skills Training (JOBS) program, and the Emergency Assistance (EA) program. The law ended federal entitlement to assistance and created TANF as a block grant that provides federal funds each year to states and tribes. These funds cover benefits, administrative expenses, and services targeted to needy families. The reauthorization of the TANF program is currently pending, and TANF has been operating under a series of continuing resolutions and extensions. The program was extended through November 2006 and further review is pending at this time.

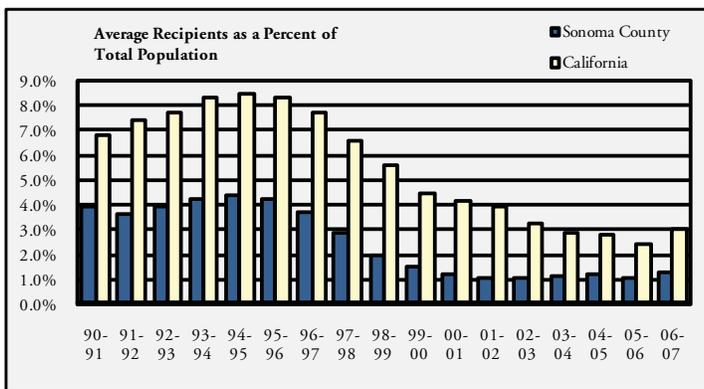
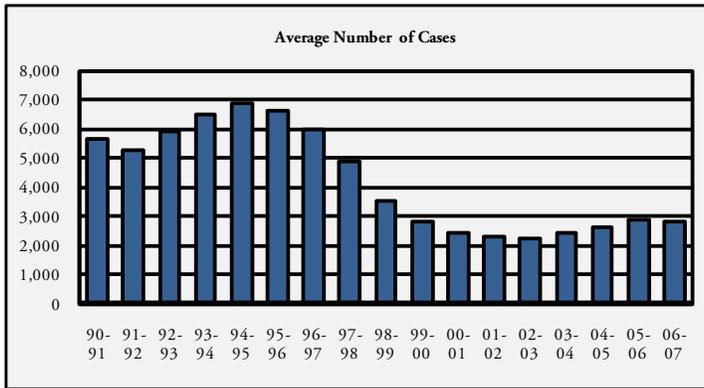
CalWORKs is a welfare program that gives cash aid and services to eligible needy California families. The program serves all fifty-eight counties in the state and is locally operated by county welfare departments. If a family has little or no cash and needs housing, food, utilities, clothing, or medical care, they may be eligible to receive immediate short-term help. Families that apply and qualify for ongoing assistance receive money each month to help pay for housing, food, and other necessary expenses. Families eligible for cash aid are those with needy children who are deprived because of a disability, absence or death of a parent, or unemployment of the principal earner. The assistance is intended to encourage work, enable families to become self-sufficient, and provide financial support for children who lack the proper support and care.

TANF/CalWORKs Caseload

Year	Average number of cases	Average number of recipients
90-91	5,697	15,620
91-92	5,290	14,490
92-93	5,951	16,096
93-94	6,507	17,625
94-95	6,926	18,656
95-96	6,646	17,952
96-97	6,009	16,174
97-98	4,875	12,827
98-99	3,578	8,930
99-00	2,853	6,769
00-01	2,470	5,723
01-02	2,300	5,117
02-03	2,234	4,843
03-04	2,469	5,290
04-05	2,622	5,643
05-06	2,925	5,233
06-07	2,870	6,220

Source: California Department of Social Services

Information about these programs is useful in determining which areas need the most assistance and which areas have the greatest number of people utilizing assistance programs. Higher incidence of CalWORKs enrollment may indicate a lack of job opportunities for lesser skilled workers, or additional health or social issues that keep people from holding on to adequate employment.



Sonoma County

In Sonoma County, the number of TANF/CalWORKs cases and recipients has been steadily decreasing since a peak in FY94. Between FY05 and FY06, the number of TANF/CalWORKs cases in the county decreased 2 percent, compared to a 3 percent increase in California. In the same year, the number of recipients increased 16 percent, compared to a 21 percent increase in California. Since the peak year FY95, when 4.4 percent of Sonoma County’s population received TANF/CalWORKs payments, the percentage has steadily decreased. In FY05 the percentage of the county’s population receiving payments was about 1 percent, compared to 3 percent statewide.

Food Stamps Caseload & Expenditures

Overview

The food stamp program is a federally funded program aimed at ending hunger and improving nutrition and health. The program is available to people whose income falls below a certain level, but who are actively seeking employment or are currently employed.

The food stamp program is administered through the U.S. Department of Agriculture (USDA). The department pays all of the costs of the food stamps issued and half of the administrative costs of the program. The state and county share the other half of the administrative costs. Through this system a county can provide for the basic nutrition needs of its population without suffering a major drain on its economy. Food stamps cannot be used to buy items such as pet food, soap, paper products, household supplies, alcoholic beverages, vitamins, or any food prepared in the store or ready-to-eat.

As with CalWORKs, food stamp caseloads and expenditures may be an indication that issues exist in the county affecting the ability of people to work, either due to lack of jobs or lack of ability to do paid work. Since those working may also be eligible for food stamp assistance, a high food stamp caseload may also indicate that a large percentage of households are supported by employment paying relatively low wages.

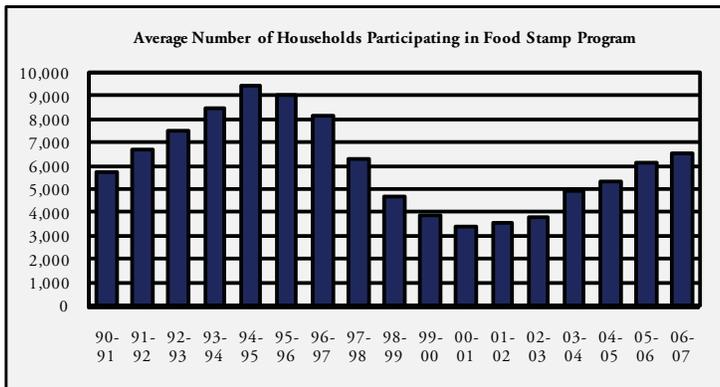
The USDA reports, based on a national U.S. Census Bureau survey of households representative of the U.S. population, that 11.1 percent of all U.S. households were food insecure in 2002 because of lack of resources. Of the 12.1 million households that were food insecure, 3.8 million suffered from food insecurity so severe that USDA's very conservative measure classified them as hungry. Since 1999, food insecurity has increased by 3.9 million individuals: 2.8 million adults and more than 1 million children. In 2002, 34.9

Food Stamps, Recipients, and Expenditures

Year	Average number of households	Average number of persons	Total expenditures
90-91	5,700	15,137	\$ 8,354,125
91-92	6,704	17,510	\$ 11,342,366
92-93	7,499	19,204	\$ 13,497,012
93-94	8,496	21,446	\$ 15,627,766
94-95	9,413	23,275	\$ 17,950,745
95-96	8,992	22,112	\$ 17,704,358
96-97	8,109	19,866	\$ 16,087,204
97-98	6,261	15,201	\$ 12,493,223
98-99	4,711	11,328	\$ 9,197,065
99-00	3,888	8,987	\$ 7,304,917
00-01	3,400	7,639	\$ 6,445,463
01-02	3,585	7,622	\$ 7,087,881
02-03	3,757	7,869	\$ 7,857,377
03-04	4,946	10,345	\$ 10,941,649
04-05	5,292	12,289	\$ 13,074,864
05-06	6,159	13,067	\$ 15,864,146
06-07	6,530	13,413	\$ 17,311,568

Source: California Department of Social Services

million people lived in households experiencing food insecurity, compared to 33.6 million in 2001 and 31 million in 1999. In 2004, California ranked second in the nation with 1,932,892 food stamp participants behind Texas with 2,327,410 food stamp participants.



Sonoma County

The average number of food stamp recipients in Sonoma County steadily decreased between FY96 and FY02. Each year after FY02 the number of persons receiving food stamps increased. Between FY05 and FY06, the number of households receiving food stamps increased 7 percent, and the number of persons increased 3 percent. In comparison, the number of households receiving food stamps increased 9.5 percent in California and the number of persons receiving food stamps increased 8 percent in the same year.

While total expenditures in the county decreased significantly each year between FY95 and FY00, they increased again in recent years, with 9 percent growth in FY06, compared to 12 percent growth in California.

Medi-Cal Caseload & Expenditures

Overview

Medi-Cal is California's program that replaces the federal Medicaid program in the state. It was created before Medicaid and, therefore, California legislators successfully requested that the federal government exclude this state from their program. It covers people who are disadvantaged physically or financially. Some examples of Medi-Cal eligibles are people aged 65 or older, those who are blind or disabled, those who receive a check through the Supplemental Security Income/State Supplemental Payments program, children and parents who receive financial assistance through the CalWORKs program, and women who are pregnant or diagnosed with cervical or breast cancer. Data is also collected by the California Department of Health regarding Medi-Cal eligibles by race/ethnicity, providing additional information on the income and assistance needs of the county's population.

Many Medi-Cal recipients are also either CalWORKs or food stamp recipients, creating an overlap in program enrollment.

NOTE: As there are numerous groups related to those of Asian decent, the CED compiled the following designations for the purpose of efficiency: Asian/Pacific Islander includes Amerasian, Asian Indian, Asian/Pacific Islander, Cambodian, Chinese, Filipino, Guamanian, Hawaiian native, Japanese, Korean, Laotian, Samoan, and Vietnamese.

Information on Medi-Cal programs is helpful in determining the need for public medical assistance in a particular community. As with CalWORKs and food stamps, the relative need for assistance is also an indicator of the social and/or economic status of area residents.

Medi-Cal Expenditures

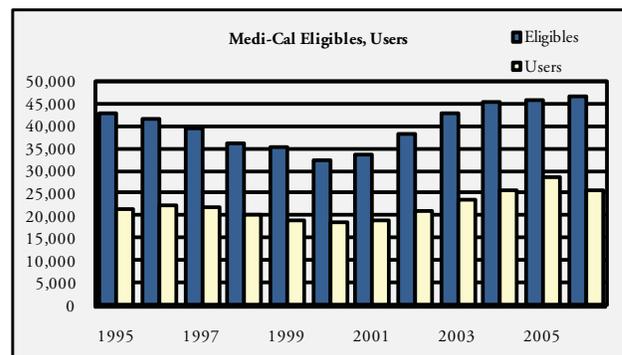
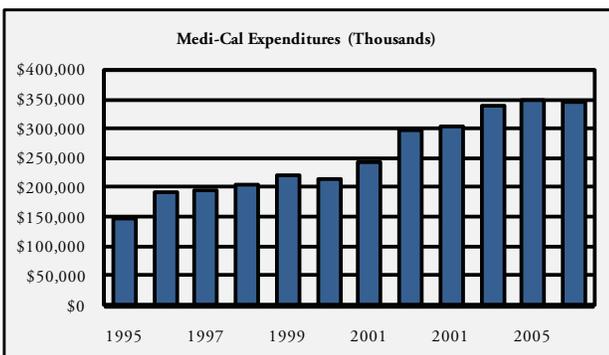
Year	Total expenditures	Average cost per unit/per day	Cost per user	Cost per eligible
1995	\$ 147,187,254	\$ 43.45	\$ 575.50	\$ 286.31
1996	\$ 193,389,998	\$ 43.57	\$ 721.72	\$ 388.51
1997	\$ 194,888,132	\$ 41.68	\$ 736.28	\$ 409.70
1998	\$ 205,736,277	\$ 47.99	\$ 856.16	\$ 475.09
1999	\$ 221,512,266	\$ 51.71	\$ 976.92	\$ 526.03
2000	\$ 215,962,359	\$ 49.21	\$ 972.24	\$ 556.00
2001	\$ 243,183,924	\$ 57.96	\$ 1,066.28	\$ 603.72
2002	\$ 297,381,070	\$ 71.51	\$ 1,168.57	\$ 649.54
2001	\$ 305,430,009	\$ 68.25	\$ 1,083.68	\$ 593.94
2004	\$ 340,791,000	\$ 69.67	\$ 1,104.35	\$ 626.88
2005	\$ 350,213,996	\$ 64.97	\$ 1,021.35	\$ 637.03
2006	\$ 345,855,032	\$ 80.80	\$ 1,130.23	\$ 615.94

Source: California Department of Health Services

Medi-Cal Eligibles, Users

Year	Eligibles	Percent of county pop.	Users	Percent of county pop.	Percent of eligibles
1995	42,841	10.2%	21,313	5.1%	49.7%
1996	41,481	9.7%	22,330	5.2%	53.8%
1997	39,641	9.1%	22,058	5.1%	55.6%
1998	36,087	8.2%	20,025	4.5%	55.5%
1999	35,092	7.8%	18,896	4.2%	53.8%
2000	32,369	7.1%	18,511	4.1%	57.2%
2001	33,568	7.2%	19,006	4.1%	56.6%
2002	38,153	8.1%	21,207	4.5%	55.6%
2003	42,854	9.1%	23,487	5.0%	54.8%
2004	45,302	9.5%	25,716	5.4%	56.8%
2005	45,814	9.6%	28,574	6.0%	62.4%
2006	46,793	9.8%	25,500	5.3%	54.5%

Source: California Department of Health Services



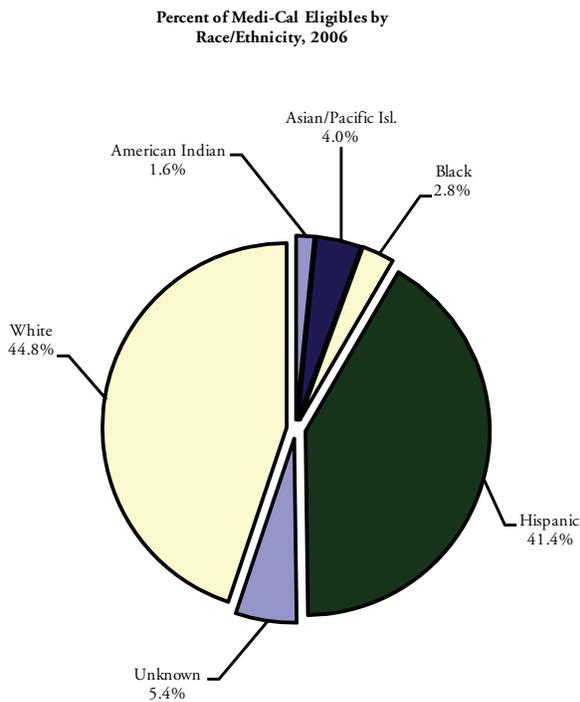
Sonoma County

In 2006, approximately 10 percent of the population in Sonoma County was eligible for Medi-Cal programs (46,793 people). In the same year, over 5 percent of the county population made use of those programs (25,500 people). Comparisons are difficult to make between the eligible figures and the user figures, and therefore each should be analyzed independent of one another. In comparison, 9 percent of the population throughout California was eligible, and 7 percent of the total population made use of Medi-Cal programs in the same year. The number of

eligibles in California saw a low of about 2.5 million people in 2000, before beginning to rise again. The same trend has occurred in Sonoma County.

With the exception of 2000, Medi-Cal expenditures steadily increased each year between 1995 and 2005, yet experienced a decrease of 2 percent in 2006—down from a 3 percent increase in 2005. At the same time, the cost per user increased 10 percent in 2006 in the county. In California, total expenditures decreased 7 percent, while the cost per user increased 2 percent in the same year.

The pie chart below shows that in 2006, about 45 percent of those eligible for Medi-Cal in Sonoma County were white, followed by 41 percent Hispanic. Despite these figures, the ratio of total race/ethnic populations eligible for Medi-Cal illustrates a different trend. While the largest race/ethnic group in the county was white in 2006, only 6.5 percent of those persons were eligible for Medi-Cal, while 20 percent of the black population was eligible. This was followed by 19 percent of the Hispanic population, 17.5 percent of American Indians, and 10 percent of the Asian population in the county. These figures are helpful in considering the race/ethnic makeup of the county in terms of Medi-Cal eligibility. Please see section 1.4 for more details on population trends in the county.



Medi-Cal Eligibles by Race/Ethnicity

Race/Ethnicity	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
American Indian/Alaskan Native	725	667	610	508	621	705	721	662	655	768
Asian/Pacific Islander	1,540	1,409	1,289	1,081	2,022	2,538	2,602	1,978	1,963	1,951
Black	1,810	1,652	1,556	1,306	1,229	1,295	1,044	1,457	1,424	1,389
Hispanic	7,978	7,413	7,516	7,908	10,101	12,988	16,698	17,993	18,845	20,232
Unknown	3,297	3,266	3,232	3,283	2,325	2,001	2,350	2,761	2,722	2,623
White	23,946	22,063	21,167	18,768	19,072	20,070	21,664	21,536	21,763	21,924

Source: California Department of Health Services

Child Abuse Referrals & Allegations

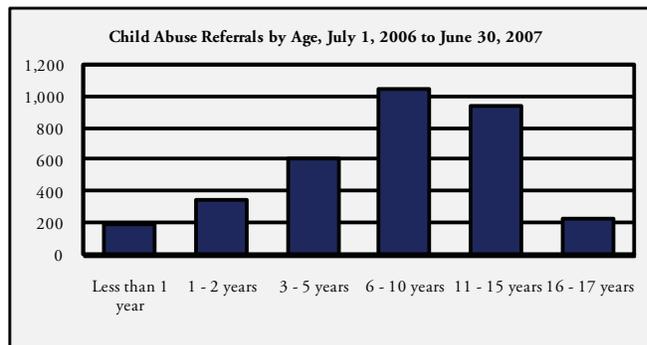
Overview

Child abuse is defined as improper treatment or the neglect of a child by a caretaker. Mistreatment of a child is characterized by actions, or lack of actions, that present a safety risk to the child. The four main types of mistreatment include physical abuse, neglect, sexual abuse, and emotional abuse. In child abuse cases, the age of the child is a key factor in determining the needs of and risks to the child.

The County Child Protection Services (CPS) evaluates referrals and places them into the following three categories:

- **Substantiated:** there is sufficient evidence to prove that some kind of abuse has taken place, and the child is taken out of parental or caretaker custody.

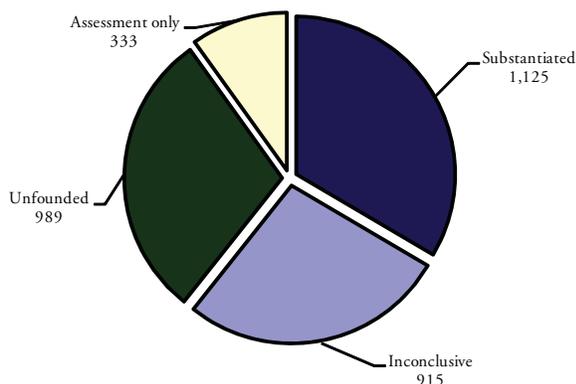
- **Inconclusive:** there has not been sufficient evidence for or against the occurrence of abuse, and the case is left open but no action is taken.



- **Unfounded:** evidence has proven that no abuse has taken place and the child remains in parental or caretaker custody.

NOTE: In the following data, a child is counted only once per year in the county for the category of the highest severity. Percent calculations do not include the allegation missing/other. The number zero under the allegation category missing/other acts as a placeholder. Those numbers representing between one and four allegations are denoted as n/a to protect confidentiality.

Total Child Abuse Referrals, July 1, 2006 to June 30, 2007



The number of child abuse referrals in a particular area determines the caseload and staffing requirements for Child Protection Services (CPS) in that area. CPS is a division of Child Welfare Services and is responsible for investigating child abuse allegations and determining their validity. A CPS caseworker will evaluate the circumstances of a particular abuse case and make a categorical conclusion based on the evidence he/she discovers.

The following factors are contributing causes of child abuse: substance abuse, lack of supportive services for families, economic stress and poverty, lack

of knowledge regarding child care and child development, domestic violence, and fragmented families. Studies have shown that child abuse is more likely to occur when all or any of the following exist: lack of parenting knowledge, parents are socially isolated, parents with unmet emotional needs, drug or alcohol problems in the home, parents who were abused as children, and/or violence or force is used as a solution. High or increasing reports of child abuse could be an indicator that some of these social issues are becoming more of a problem.

Another interpretation of change in child abuse reports is change in the likelihood of reporting abuse. Child abuse reports typically rise during and immediately after child abuse awareness campaigns. Therefore, change in this indicator must be carefully evaluated relative to changes in public awareness of the problem before drawing any conclusions.

Sonoma County

Of the 3,362 child abuse referrals made in Sonoma County in 2007, 1,125 were substantiated cases. The most common types of abuse in these cases were substantial risk with 309 cases, general neglect with 268 cases, and emotional abuse with 135 cases. Substantial risk is defined as an environment that had severe overall effects on a child's emotional and physical well-being. In addition to the 1,125 substantiated abuse cases in Sonoma County in 2007, there were 915 inconclusive cases and 989 unfounded cases.

County Child Abuse Referrals by Age, July 1, 2006 to June 30, 2007

Age-Class	Substantiated		Inconclusive		Unfounded		Assessment only		Total	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Less than 1 year	99	8.8%	32	3.5%	50	5.1%	14	4.2%	195	5.8%
1 - 2 years	122	10.8%	96	10.5%	108	10.9%	20	6.0%	346	10.3%
3 - 5 years	189	16.8%	167	18.3%	206	20.8%	44	13.2%	606	18.0%
6 - 10 years	346	30.8%	302	33.0%	304	30.7%	98	29.4%	1,050	31.2%
11 - 15 years	300	26.7%	262	28.6%	266	26.9%	106	31.8%	934	27.8%
16 - 17 years	69	6.1%	56	6.1%	55	5.6%	51	15.3%	231	6.9%
Total	1,125	100.0%	915	100.0%	989	100.0%	333	100.0%	3,362	100.0%

Source: CWS/CMS Q1 2003 Extract

County Child Abuse Referrals by Allegation, July 1, 2006 to June 30, 2007

Allegation	Substantiated		Inconclusive		Unfounded		Assessment only		Total	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Sexual abuse	128	11.4%	83	9.1%	64	6.5%	61	18.3%	336	10.0%
Physical abuse	134	11.9%	329	36.0%	320	32.4%	94	28.2%	877	26.1%
Severe neglect	30	2.7%	17	1.9%	22	2.2%	0	0.0%	69	2.1%
General neglect	268	23.8%	255	27.9%	298	30.1%	72	21.6%	893	26.6%
Exploitation	0	0.0%	0	0.0%	4	0.4%	0	0.0%	4	0.1%
Emotional abuse	135	12.0%	118	12.9%	80	8.1%	34	10.2%	367	10.9%
Caretaker absence/incapacity	80	7.1%	9	1.0%	12	1.2%	9	2.7%	110	3.3%
At risk, sibling abused	41	3.6%	13	1.4%	39	3.9%	8	2.4%	101	3.0%
Substantial risk	309	27.5%	91	9.9%	150	15.2%	55	16.5%	605	18.0%
Total	1,125	100.0%	915	100.0%	989	100.0%	333	100.0%	3,362	100.0%

Source: CWS/CMS Q1 2003 Extract

Foster Care Entries

Overview

Foster care is an out-of-home care system designed to protect children who cannot safely remain in the care of their families. Child abuse and/or neglect are the main causes of child removal from the home, making the child a dependent of the court. The foster care program is aimed at placing these children (who have been removed from their families) in an environment where they will receive proper care and attention. Foster care entries can be of many different types, including kinship, foster, foster family agencies, group homes, shelters, and guardian care.

NOTE: In the following data, a child is counted only once per year in the county for the category of the highest severity. Percent calculations do not include the allegation missing/other. The number zero under the allegation category missing/other acts as a placeholder. Those numbers representing between one and four allegations are denoted as n/a to protect confidentiality.

It is common for children placed in foster care to remain in the system, with multiple placements, until age eighteen. Depending on the success of the initial placements, the time spent in the welfare foster system can have lasting effects on the child's adult life following emancipation. For example, statistics show that children with over five placements suffer more hardships than a child who had fewer than five placements. A small but disturbing number of males enter the state prison system after they leave the child welfare system, while those women who become mothers while in foster care are four times as likely to receive welfare or state aid compared to other young females in their age group. It has been determined by the California Youth Connection that many emancipating foster youth are not made aware of their eligibility for benefits that could support their housing, child care, and employment needs. Furthermore, roughly two-thirds of foster youth have college ambitions, but many emancipating youths do not attend because information on higher education and financial aid opportunities is not consistently provided in a timely manner.

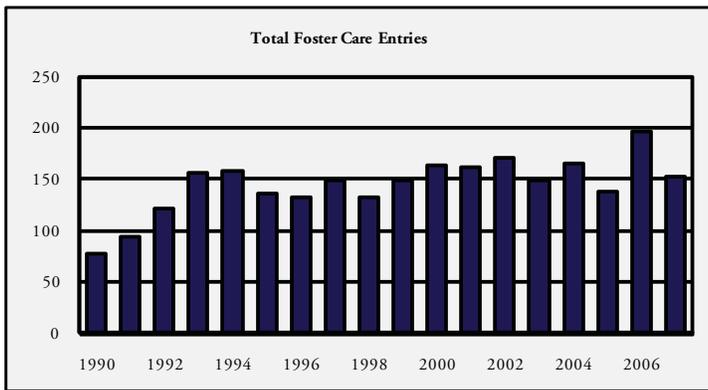
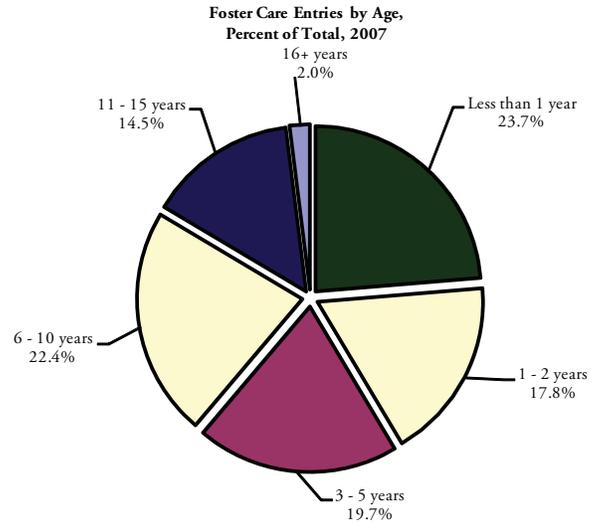
County Foster Care Entries by Age

Year	Less than						Missing	Total	Annual percent change
	1 year	1-2 years	3-5 years	6-10 years	11-15 years	16+ years			
1990	15	14	13	15	17	n/a	n/a	78	n/a
1991	16	12	7	29	24	5	0	93	19.2%
1992	16	17	25	25	32	n/a	n/a	121	30.1%
1993	32	19	31	35	33	6	0	156	28.9%
1994	23	23	34	42	31	6	0	159	1.9%
1995	18	32	22	32	29	n/a	0	136	-14.5%
1996	20	21	28	39	23	n/a	0	133	-2.2%
1997	27	21	31	39	26	5	0	149	12.0%
1998	23	21	27	27	26	9	0	133	-10.7%
1999	22	17	25	51	26	8	0	149	12.0%
2000	23	18	16	49	44	14	0	164	10.1%
2001	31	12	28	39	44	5	n/a	161	-1.8%
2002	40	21	35	33	36	6	0	171	6.2%
2003	27	19	23	39	31	10	0	149	-12.9%
2004	31	24	37	35	34	4	0	165	10.7%
2005	23	15	29	38	29	3	0	137	-17.0%
2006	34	23	36	57	38	9	0	197	43.8%
2007	36	27	30	34	22	3	0	152	-22.8%

Source: CWS/CMS Q2 2007 Extract *8 days or more

Sonoma County

A total of 152 children entered foster care in Sonoma County in 2007, a 23 percent decrease from the previous year. The age of these children varied greatly, ranging from less than one year old to over 16 years of age. However, only three children who entered foster care in 2007 were age 16 or above.



County Foster Care Entries by Placement Type and Entry Year

Year	Kinship	Foster	FFA	Group	Shelter	Guardian	Missing	Total	percent
1990	12	42	n/a	13	n/a	n/a	n/a	78	n/a
1991	10	53	11	15	n/a	n/a	0	93	19.2%
1992	20	37	n/a	11	47	n/a	n/a	121	30.1%
1993	n/a	30	0	7	116	0	0	156	28.9%
1994	12	63	n/a	n/a	76	n/a	n/a	159	1.9%
1995	n/a	51	8	5	67	n/a	0	136	-14.5%
1996	8	44	n/a	n/a	70	n/a	n/a	133	-2.2%
1997	n/a	82	5	n/a	51	0	5	149	12.0%
1998	24	82	6	13	n/a	5	0	133	-10.7%
1999	21	87	14	20	n/a	n/a	0	149	12.0%
2000	27	80	24	20	10	n/a	0	164	10.1%
2001	21	69	36	21	13	n/a	0	161	-1.8%
2002	21	77	43	20	9	n/a	0	171	6.2%
2003	28	56	40	18	1	4	0	149	-12.9%
2004	34	50	59	16	2	4	0	165	10.7%
2005	35	36	46	20	0	0	0	137	-17.0%
2006	83	35	62	13	2	0	2	197	43.8%
2007	31	46	60	13	0	0	0	152	-22.8%

Source: CWS/CMS Q2 2007 Extract *8 days or more

11. Education

The quality of an area's educational institutions can be a critical factor in a person's decision on where to live and raise a family. Education is considered one of the most fundamental socioeconomic indicators of a successful life, and a county with substantial, respectable schools is very attractive to parents.

The indicators in this section cover enrollment volume and student performance, each indicating different aspects of the local community. Enrollment data can be used to refine the estimate of population by age (section one) and school performance can influence employment and income potential (sections four through six). Good performance in schools can help residents avoid the need for public assistance health and welfare programs (sections nine and ten).

School enrollment for Sonoma County residents has increased by an average rate of 0.6 percent since 1996, and yet there was a 0.6 percent decrease in enrollment in the 2006-2007 school year. The dropout rate in Sonoma County in 2005 was 3.3, and the county rate has been lower than the state rate since 1999. SAT scores have remained relatively constant with an average score of 1,067 points between 1994 and 2004 (starting in 2005, the total points possible has increased).

Language and Immigration Trends

California has always been a desirable destination for many immigrants. The trends that have become apparent in immigration correspond with the trends seen in the California school systems. These trends also reflect the level of English proficiency that immigrant children are exhibiting. Currently, the number of students enrolled in grades K-12 that are not proficient in the English language is nearing 25 percent. The growth rate of students with limited English skills exceeds the increase in enrollment, and the amount of students who never become proficient in English by the end of high school is alarmingly high.

The majority of the students who enter the school system with limited English proficiency skills are learning English as their second language (ELL). They are not immigrants themselves, but their parents are immigrants who are often lacking strong English skills. The most impacted areas are the high-density areas, such as Los Angeles and Sacramento, although all of California is experiencing this phenomenon. The primary language for over 75 percent of the ELL students is Spanish, followed by various Asian languages. The lack of English proficiency in the U.S. contributes to problems that will affect these students later in life, such as lower incomes, fewer options for employment, and a depressed labor market. The future of these children depends greatly on the instruction they receive in school.

At this time, ELL students are so severely lacking English proficiency skills that it is difficult for them to succeed in regular school instructional programs. This is largely due to the lack of credentialed teachers working with them, a lack of a specialized curriculum used to provide instruction to them, the poverty levels of ELL families, and the social pressures that these students feel. The goal of California schools is to prevent students from exiting the school system without basic mastery of the English language. The right programs and opportunities should enable the students to achieve exceptional success in the future.

In this section:

School Enrollment	149
High School Dropout and Graduation Rates	151
Average SAT Scores	153
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While the state and county educational systems are primarily responsible for the education students receive, educational resources provided at home by the parents are also important.

Conditions in the home begin impacting children at an early age and continue influencing them throughout their lives. By examining the educational opportunities at home, it becomes clear which resources a child may be lacking during the developmental stages of educational skills. The two major factors that can determine the success of early childhood education are the amount of education the parents possess and the income level of the family. Parents with a higher education, especially mothers raising children at home, usually produce children who pursue higher educations. If the parents have a strong educational background, they are more likely to take an active role in encouraging learning. The income level can influence the resources available to the child, such as availability of computers as well as parental interaction. Other factors that may determine the success of early childhood development are preschool attendance and English proficiency skills of both the parents and children.

Often, the amount of education a person achieves has a strong influence on occupations, earnings, poverty, and health care.

School Enrollment

Overview

Total enrollment as reported by the California Department of Education is shown for the 1990-1991 school year through the 2006-2007 school year. The data was compiled from the California Basic Education Data System (CBEDS). On October 4th of each year, CBEDS records the number of students enrolled in public schools that day. Beginning in 1998, California Youth Authority schools (CYA) were also included in enrollment figures. CYA schools provide institutional training and parole supervision for juvenile and young adult offenders.

School enrollment is the most useful indicator of change in the child population after the 2000 Census. As discussed in the age distribution indicator in section one, the decennial census is the only time when population by age is counted, and any data for later years is typically a projection of 2000 Census data. The child population is the most difficult to project because of changing family migration and fertility pat-

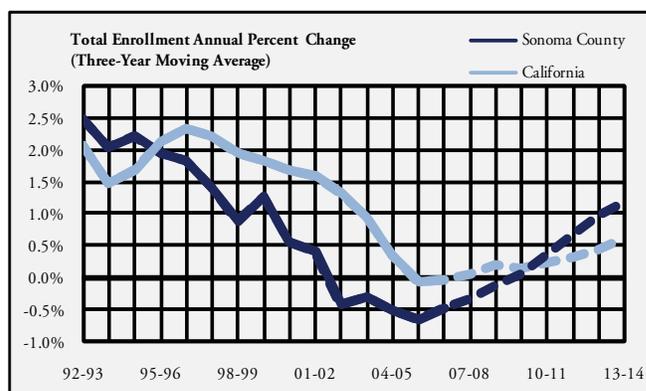
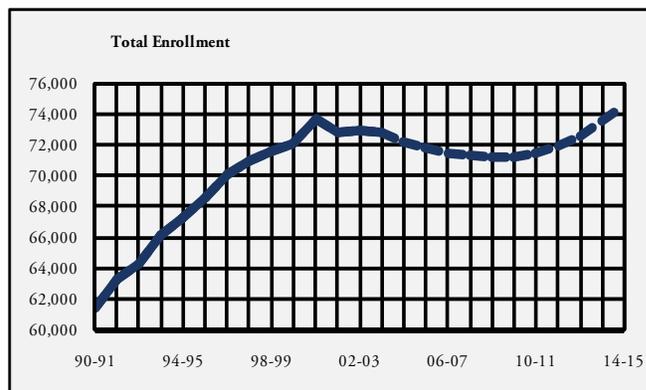
terns. School enrollment provides the best data with which to estimate the population of children in the community.

School enrollment data is also essential to determine the amount of government funding that schools receive. Funding is based primarily on enrollment and average daily attendance.

Total School Enrollment

School year	Total enrollment	Annual percent change
1990-91	61,499	n/a
1991-92	63,280	2.9%
1992-93	64,280	1.6%
1993-94	66,182	3.0%
1994-95	67,233	1.6%
1995-96	68,661	2.1%
1996-97	70,132	2.1%
1997-98	70,967	1.2%
1998-99	71,644	1.0%
1999-00	72,034	1.5%
2000-01	73,689	2.9%
2001-02	72,867	1.2%
2002-03	72,964	- 1.0%
2003-04	72,799	- 0.1%
2004-05	72,267	- 0.7%
2005-06	71,868	- 0.6%
2006-07	71,412	- 0.6%
2010-11	71,435	n/a

Source: California Department of Education Projection;
California Department of Finance



Enrollment trends provide insight into a school's financial stability. Since school districts often face funding challenges, understanding trends in enrollment will help them produce more accurate financial plans.

Sonoma County

In the 2006-2007 school year, 71,412 students were enrolled in Sonoma County schools. This number represents a 0.6 percent decrease from the 2005-2006 year, and yet enrollment is expected to increase to 71,435 by 2010. Total enrollment in the county has increased by 1,280 students since the 1996-1997 school year. See the next page for school enrollment by school type.

Enrollment by School Type, 2006-2007

	Number of Schools	Enrollment	full-time Equivalent Teachers	Pupil-Teacher Ratio
Elementary	101	34,996	1,804	19.4
Middle	22	11,554	533	21.7
High School	18	20,423	903	22.6
K-12	4	1,429	77	18.7
Alternative	3	324	14	23.0
Special Education	2	489	97	5.0
Continuation	17	1,179	67	17.6
Community Day	6	87	9	9.6
Opportunity	1	89	4	21.7
Juvenile Court	1	174	7	24.9
County Community	1	378	12	30.7
Nonpublic, Nonsectarian	n/a	290	n/a	n/a
Total	176	71,412	3,527	19.5

Source: California Department of Education

High School Dropout and Graduation Rates

Overview

High school dropout rates measure how many students complete the state-mandated curriculum requirements. In order for a student to be officially designated as a dropout, she must have been previously enrolled in any grade level, 7-12, and left school without re-enrolling in another public or private educational institution or school program for forty-five consecutive days. The annual dropout rate is calculated using dropout and enrollment counts from the same year. The one-year dropout rate is the number of dropouts in grades 9-12 divided by the total enrollment in those grades.

In the twenty-first century, the completion of high school is a requirement for most jobs in America. Even many lower skilled jobs require a high school diploma. According to the U.S. Census Bureau, people with a high school diploma who did not attend college earn 23 percent more per year on average than those without a diploma. The employment rate for high school dropouts is 11 percent less than rate for high school graduates.

High dropout rates may indicate social issues with families in the community. It may also indicate a workforce that is not skilled enough to attract higher wage jobs to the area, which is important for economic development.

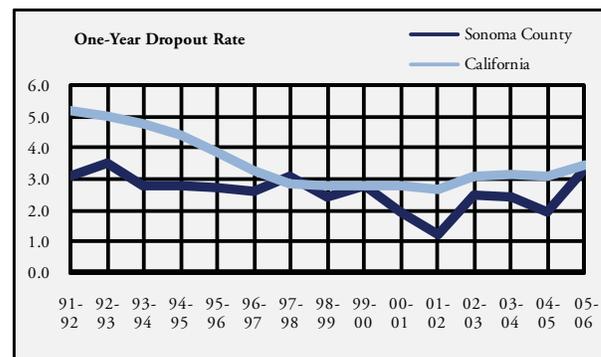
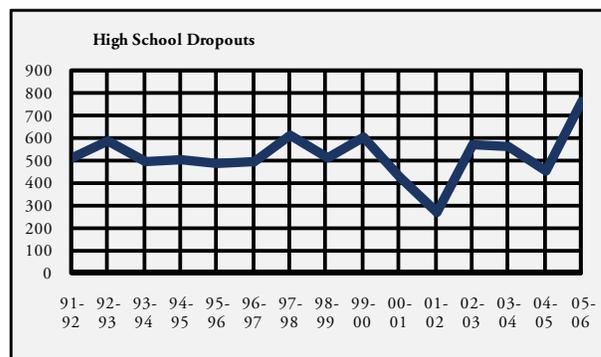
Sonoma County

There were 762 students designated as high school dropouts in Sonoma County in 2005, or a 3.3 dropout rate. This number is slightly lower than the 3.5 one-year dropout rate in California. The average dropout rate over the last ten years has been 2.4 in Sonoma County.

High School Dropouts

School year	Sonoma County		California
	Number of dropouts	One yr. dropout rate	One yr. dropout rate
1991-92	510	3.1	5.2
1992-93	584	3.5	5.0
1993-94	496	2.8	4.8
1994-95	507	2.8	4.4
1995-96	489	2.7	3.9
1996-97	497	2.6	3.3
1997-98	614	3.1	2.9
1998-99	510	2.4	2.8
1999-00	600	2.8	2.8
2000-01	430	1.9	2.8
2001-02	271	1.2	2.7
2002-03	567	2.5	3.1
2003-04	559	2.4	3.2
2004-05	450	1.9	3.1
2005-06	762	3.3	3.5

Source: California Department of Education



High School Graduation Rates

	1995-1996	2000-2001	2005-2006	2006-2007
Sonoma County	86.8	89.9	85.3	80.5
California	79.5	86.8	83.4	79.5

Source: California Department of Education

Between the 1995 school year and the 2005 school year, Sonoma County's high school graduation rates were higher than the statewide averages. In 2006, the graduation rate dropped 4.8 from the previous year. In California, the graduation rate dropped 3.9 between 2005 and 2006.

Average SAT Scores

Overview

The SAT is designed to measure verbal and mathematical reasoning abilities that are related to successful performance in college, according to the California Department of Education. Academic, demographic, and socioeconomic factors affect the results of the test scores. The largest factor affecting average SAT scores is the number of students taking the test; as the number of test takers increases, scores tend to fall.

Students are required to take the test only if they plan on attending a college that requires it for admission. This is the primary reason the SAT is not an accurate measure of the effectiveness of school curriculum or teaching. If a small percentage of students from a school take the test, then the average score could reflect selective testing; a school may encourage only those students who are identified as high achievers to participate. For this reason, the percentage of students who took the exam is provided.

Students receive scores for a critical reading section, a mathematics section, and a writing section. Each SAT section score is reported on the 200-800 scale, where 200 is low and 800 is high. There is a maximum score of 800 on the verbal and mathematical sections of the SAT. Students also receive two writing subscores: a multiple-choice score from 20 to 80 and an essay score from 2 to 12. The total writing score, which is a combination of the multiple-choice and essay scores, is reported on the 200-800 scale. The essay makes up approximately 30 percent of the total

writing score. The highest possible score a student can receive is 2400.

NOTE: Average SAT scores only provide data for graduating seniors. The scores from students who take the SAT as juniors are included with their graduating class.

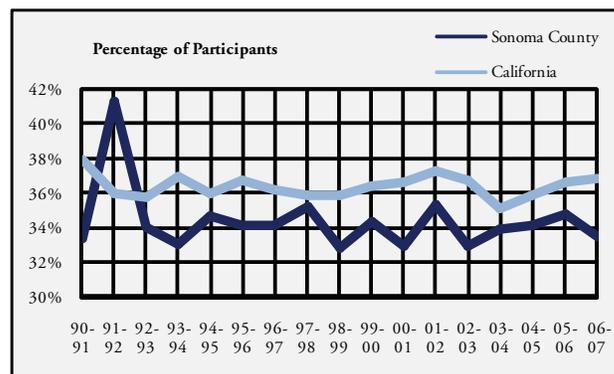
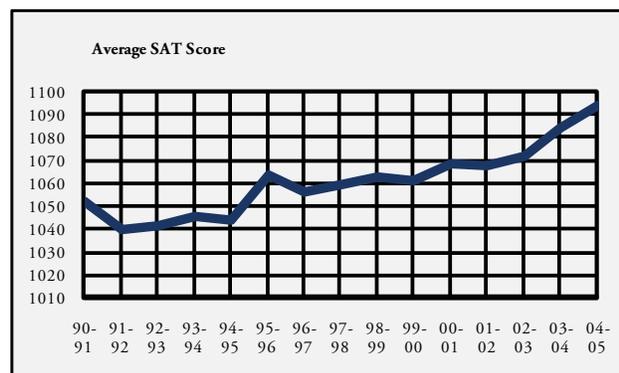
Average SAT Scores

Year	Sonoma County		California	
	Percent of students who took the SAT	Avg. SAT score	Percent of students who took the SAT	Avg. SAT score
1990-91	33.4%	1052	37.9%	994
1991-92	41.3%	1040	36.0%	996
1992-93	34.0%	1042	35.8%	994
1993-94	33.1%	1046	37.0%	991
1994-95	34.7%	1044	36.0%	997
1995-96	34.2%	1064	36.7%	1001
1996-97	34.1%	1056	36.2%	1004
1997-98	35.2%	1060	35.9%	1007
1998-99	32.8%	1063	35.9%	1007
1999-00	34.4%	1061	36.5%	1009
2000-01	33.0%	1069	36.7%	1008
2001-02	35.3%	1068	37.3%	1006
2002-03	32.9%	1072	36.7%	1012
2003-04	34.0%	1084	35.2%	1015
2004-05	34.1%	1094	35.9%	1020

Source: California Department of Education

Year	Sonoma County		California	
	Percent of students who took the SAT	Avg. SAT score	Percent of students who took the SAT	Avg. SAT score
2005-06	34.8%	1608	36.7%	1506
2006-07	33.5%	1605	36.9%	1497

Source: California Department of Education



Academic Performance Index (API)

Overview

The purpose of the Academic Performance Index is to measure the academic performance and progress of schools. It is a reliable measure of academic performance and progress because it uses a test that every student is required to take yearly beginning in second grade and continuing through eleventh grade. The base year for a school's API result is 2006. These results will be used to monitor academic growth.

The API's main purposes are to rank academic performance, establish growth targets, and monitor progress toward meeting the established goals. The API was established by the Public Schools Accountability Act (PSAA) and signed into law in April 1999. Its aim is to help schools improve the academic achievement of all students.

In 2004, the API was recognized as a measure of Adequate Yearly Progress under the No Child Left Behind (NCLB) Act of 2001. Through this act, school districts, county boards of education, and the state will receive API reports.

The 2006 base API incorporates the results of school performance in California's Standardized Testing and Reporting (STAR) program, the California High School Exit Examination (CAHSEE), and the California Alternate Performance Assessment (CAPA).

The API is calculated on a scale from 200-1000, using individual student performance on four different tests.

The CAT/6 Survey assesses the achievement of basic academic skills in key subjects that are commonly taught in public schools throughout the United States. The CAT/6 Survey allows us to compare the performance of California students to the performance of students throughout the nation.

The California Standards Test (CSTs) is the cornerstone of the STAR Program given in English and is designed to tell us how well students are doing according to California academic standards. These academic standards describe what students should know and be able to accomplish at each grade level.

The CAPA test is available to students with significant cognitive disabilities who are unable to take the CSTs and CAT/6 Survey even with accommodations or modifications. This test assesses how well students have achieved a subset of California academic standards in English, language arts, and mathematics.

State law, enacted in 1999, authorized the development of the California High School Exit Examination (CAHSEE), which students in California public schools would have to pass to earn a high school diploma. Beginning with the 2005-2006 school year, all California public school students are required to pass the CAHSEE and meet all other state and local requirements to earn a high school diploma. The purpose of the CAHSEE is to improve student achievement in high school and to help ensure that students who graduate from high school can demonstrate grade level competency in reading, writing, and mathematics.

The State Board of Education adopted a performance target of 800 for the 1999 API. This target will serve as an interim statewide target until state performance standards are adopted. The annual growth rate target for schools is equal to 5 percent of the distance between a school's API and the interim state performance target of 800. Schools that receive an API less than 800 have a minimum target of a one-point increase. Schools that meet or exceed the interim target must maintain an API of 800.

The California Department of Education did not calculate API scores for schools with less than 100 students with valid Stanford 9 test scores, or county administered, alternative, continuation, independent, or community day schools.

Stanford 9 tests the following skills:

□**READING:** Assesses comprehension of three types of reading material: textural (nonfiction, general information); recreational (fiction); and functional (material encountered in everyday life, such as advertisements). Test questions tap various comprehension skills from the basic literate level up to the inferential and critical levels of reading comprehension.

□**MATHEMATICS:** Assesses the ability to compute as well as apply math concepts to problem-solving situations. Skills in interpreting a graph or a chart and in the application of principles of geometry, measurement, and probability are also assessed.

□**LANGUAGE:** Assesses punctuation and capitalization skills and the ability to apply grammatical concepts correctly. Test questions also assess language expression, or the ability to manipulate words, phrases, and clauses, and the ability to recognize correct, effective sentence structure and writing style.

All test questions are in a multiple-choice format.

Combined with SAT scores, API scores can indicate either the learning ability of children in the community, or measure the effect of broader social or economic maladies in the community on children.

It is also important to keep track of a school's API scores because NCLB includes provisions allowing the state to assume more financial and administrative control over local schools that do not make the required improvements in test scores toward a national benchmark.

NOTE: "A" means the school scored at or above the interim statewide performance target of 800.

Sonoma County

In the following list, every elementary and secondary school in Sonoma County is listed alphabetically, with each school's API scores from 2000 to 2006, including each school's 2007 API target.

Academic Performance Index (API)

School	API 2000	API 2001	API 2002	API 2003	API 2004	API 2005	API 2006	API 2007 target
Alexander Valley Union Elementary								
Alexander Valley Elementary	N/A	727	734	774	779	777	799*	800
Bellevue Union Elementary								
Bellevue Elementary	677	653	658	681	652	693	689	695
Kawana Elementary	599	567	587	636	651	649	644	652
Meadow View Elementary	517	572	575	654	658	685	727	732
Bennet Valley Union Elementary								
Strawberry Elementary	866	866	852	851	856	867	850	A
Yulupa Elementary	797	834	800	840	836	859	875	A
Cinnabar Elementary								
Cinnabar Elementary	692	689	762	742	735	802	756	761
Cloverdale Unified								
Jefferson Elementary	738	720	678	704	660	N/A	712	717
Washington Middle	718	739	709	708	718	709	721	726
Cloverdale High	652	671	633	670	650	679	712	717
Cotati-Rohnert Park Unified								
Evergreen Elementary	747	744	732	774	803	805	814	A
Gold Ridge Elementary	745	765	769	788	794	792	802	A
Hahn (Marguerite) Elementary	808	807	800	835	829	862	860	A
La Fiesta Elementary	662	697	680	728	695	737	757	762
Monte Vista Elementary	773	761	759	764	781	818	853	A
Page (Thomas) Elementary	714	695	703	740	718	763	806	A
Reed (John) Elementary	636	640	607	674	696	713	722	727
Rohnert (Waldo) Elementary	692	761	734	726	716	734	757	762
Creekside Middle	749	752	737	767	756	766	772	777
Mountain Shadows Middle	668	641	687	692	699	706	718	723
Rancho Cotate High	666	665	650	677	669	N/A	696	701
Dunham Elementary								
Dunham Elementary	816	796	793	827	845	854	876	A
Forestville Union Elementary								
Forestville Elementary	798	800	781	794	N/A	788	818	A
Fort Ross Elementary								
Fort Ross Elementary	847	820	834	799	814	753*	783*	788

Academic Performance Index (API), cont'd

School	API 2000	API 2001	API 2002	API 2003	API 2004	API 2005	API 2006	API 2007 target
Geyserville Unified								
Geyserville Educational Park	636	620	N/A	579	611	623*	680*	686
Geyserville Elementary	642	634	705	738	695	641*	743*	748
Geyserville Middle	686	670	674	604	551	691*	708*	713
Gravenstein Union Elementary								
Gravenstein Elementary	778	773	786	834	847	822	843	A
Hillcrest Middle	851	812	771	777	847	830	848	A
Guerneville Elementary								
Guerneville Elementary	726	734	724	753	736	787	804	A
Harmony Union Elementary								
Salmon Creek Middle	769	782	800	788	800	830	803	A
Harmony Elementary	778	776	766	801	785	795*	806*	A
Healdsburg Unified								
Fitch Mountain Elementary	614	635	607	579	N/A	N/A	N/A	N/A
Foss Creek Elementary	666	705	706	702	662	662	663	670
Healdsburg Elementary	701	734	719	749	724	748	767	772
Healdsburg Junior High	713	697	695	706	721	745	720	725
Healdsburg High	698	691	686	N/A	659	741	729	734
Horicon Elementary								
Horicon Elementary	741	711	700*	669	718	695*	702*	707
Kenwood Elementary								
Kenwood Elementary	864	873	832	812	833	879	852	A
Liberty Elementary								
Liberty Elementary	842	839	821	854	882	925	910	A
Mark West Elementary								
Mark West Elementary	807	811	793	820	804	816	837	A
Riebli (John B.) Elementary	849	837	822	840	813	826	821	A
San Miguel Elementary	809	810	814	846	827	837	844	A
Monte Rio Union Elementary								
Monte Rio Elementary	743	718	724	744	737	732*	743*	748
Montgomery Elementary								
Montgomery Elementary	773	734	724	753	745	790*	809*	A
Oak Grove Union Elementary								
Oak Grove Elementary	754	801	796	826	823	827	875	A
Willowside Middle	N/A	N/A	N/A	776	787	819	788	793

Academic Performance Index (API), cont'd

School	API 2000	API 2001	API 2002	API 2003	API 2004	API 2005	API 2006	API 2007 target
Old Adobe Union Elementary								
Eldredge (Bernard) Elementary	774	776	739	741	695	698	722	727
La Tercera Elementary	765	768	745	783	776	800	805	A
Miwok Valley Elementary	761	815	769	783	783	773	774	779
Old Adobe Elementary	819	814	764	785	783	832	864	A
Sonoma Mountain Elementary	834	778	820	826	822	837	857	A
Petaluma City Elementary								
Grant Elementary	866	868	856	857	852	870	890	A
McDowell Elementary	677	672	658	639	676	640	649	657
McKinley Elementary	630	679	666	644	662	660	671	677
McNear Elementary	759	818	823	823	819	855	854	A
Penngrove Elementary	805	789	752	762	761	788	812	A
Valley Vista Elementary	760	784	763	781	773	809	828	A
Petaluma Joint Union High								
Mary Collins/Cherry Valley	733	744	N/A	741	747	776	775	780
Kenilworth Junior High	775	781	741	736	750	764	777	782
Petaluma Junior High	732	790	769	764	745	770	788	793
Casa Grande High	685	651	664	717	732	740	741	746
Petaluma High	685	716	698	691	718	756	743	748
Piner-Olivet Union Elementary								
Olivet Elementary	769	760	763	784	79	795	804	A
Piner Elementary	769	777	760	811	777	781	783	788
Schaefer Elementary	744	779	771	790	802	793	816	A
Piner Olivet Charter	756	760	817	811	831	817	856	A
Rincon Valley Union Elementary								
Binkley Elementary	821	837	812	820	820	864	865	A
Madrone Elementary	836	817	851	836	854	876	873	A
Matanzas Elementary	844	794	840	857	866	886	806	A
Sequoia Elementary	892	876	879	895	884	901	899	A
Spring Creek Elementary	818	828	807	817	834	815	794	799
Village Elementary	868	830	826	830	826	850	836	A
Whited (Douglas) Elementary	824	822	816	818	823	831	838	A

Academic Performance Index (API), cont'd

School	API 2000	API 2001	API 2002	API 2003	API 2004	API 2005	API 2006	API 2007 target
Roseland Elementary								
Roseland Elementary	564	589	611	614	N/A	627	642	650
Sheppard Elementary	532	538	567	629	N/A	700	716	721
Santa Rosa Elementary								
Biella (Albert F.) Elementary	693	730	732	769	755	765	741	746
Brook Hill Elementary	538	566	597	659	662	714	743	748
Burbank (Luther) Elementary	561	611	574	634	624	680	706	711
Doyle Park Elementary	687	705	718	731	710	720	713	718
Fremont (John) Elementary	652	676	564	675	687	693	710	715
Hidden Valley Elementary	850	839	844	873	873	887	900	A
Lehman (Helen M.) Elementary	566	594	616	668	650	704	730	735
Lincoln (Abraham) Elementary	520	555	577	580	586	661	671	677
Monroe (James) Elementary	595	617	593	652	627	636	660	667
Proctor Terrace Elementary	806	837	820	873	858	832	815	A
Santa Rosa Education Cooperative (Char)	N/A	773	780	841	824	808	824	A
Steele Lane Elementary	652	668	644	657	639	680	695	700
Santa Rosa High								
Cook (Lawrence) Middle	610	576	602	607	620	644	655	662
Hilliard Comstock Middle	653	690	651	658	665	679	650	658
Rincon Valley Middle	778	794	802	814	820	838	850	A
Santa Rosa Middle	724	750	732	730	753	746	740	745
Slater (Herbert) Middle	748	748	727	737	722	762	767	772
Allen (Elsie) High	560	580	594	N/A	B	630	640	648
Carrillo (Maria) High	744	N/A	743	756	805	788	812	A
Piner High	619	604	638	647	750	690	673	679
Santa Rosa High	730	N/A	709	726	739	732	745	750
Sebastopol Union Elementary								
Pine Crest Elementary	751	762	785	766	747	781	805	A
Brook Haven Elementary	794	748	763	739	764	754	784	789
Park Side Elementary	826	784	793	806	772	803	798	800

Academic Performance Index (API), cont'd

School	API 2000	API 2001	API 2002	API 2003	API 2004	API 2005	API 2006	API 2007 target
Sonoma Valley Unified								
Dunbar Elementary	727	761	739	778	751	780	773	778
El Verano Elementary	603	596	619	647	657	689	700	705
Flowery Elementary	516	565	603	629	653	608	660	667
Prestwood Elementary	772	772	775	795	798	815	835	A
Sassarini Elementary	720	722	713	717	733	723	735	740
Sonoma Charter (Elem)	791	768	746	750	780	807	802	A
Altimira Middle	675	678	694	689	718	745	741	746
Sonoma Valley High	665	669	666	674	652	714	731	736
Twin Hills Union Elementary								
Apple Blossom (Elem)	834	815	786	822	762	766	825	A
Twin Hills Middle	819	844	818	794	823	820	830	A
Two Rock Union Elementary								
Two Rock Elementary	799	789	798	809	800	809*	862	A
Waugh Elementary								
Corona Creek Elementary	827	828	818	849	841	861	886	A
Meadow Elementary	854	856	842	880	864	882	900	A
West Side Union Elementary								
West Side Elementary	735	768	748	766	770	753	760	765
West Sonoma County Union High								
Analy High	746	757	739	742	703	768	783	788
El Molino High	759	741	702	739	722	725	741	746
Wilmar Union Elementary								
Wilson Elementary	708	765	770	807	807	788	800	A
Windsor Unified								
Brooks Elementary	725	743	728	759	735	763	789	794
Cali Calmecac (Charter #162)	617	621	625	670	676	717	687	693
Windsor Creek Elementary	743	753	737	763	777	769	821	A
Windsor Middle	715	694	699	737	757	766	736	741
Windsor High	652	653	658	636	708	725	718	723
Wright Elementary								
Stevens (Robert L.) Elementary	724	741	749	734	745	765	772	777
Wilson (J. X.) Elementary	826	818	784	710	783	818	844	A
Wright Elementary	740	745	722	753	734	739	755	760

Source: California Department of Education

API Statewide Rank and Similar Schools Rank

Overview

The statewide rank is used to demonstrate where each school stands compared to schools throughout the state. The statewide rank compares all schools in the state to each other and then ranks them according to their API scores. See the previous indicator for more information on the API.

When calculating the statewide rank, schools are ranked separately within each school type: elementary, middle, and high schools. In each of the three categories, schools' API scores are first sorted from lowest to highest and then divided into ten equal groups. The scale for ranking is one through ten, with one being the lowest. Schools that receive a rank of one are in the bottom 10 percent of the state and schools that receive a score of ten are in the top 10 percent of the state.

The purpose of the similar schools rank is to provide schools with information that will give them a reference point for judging their academic achievement against other schools facing similar challenges. Schools are able to study the strategies that similar schools with higher rankings are implementing to help improve their own performance.

Several school demographic characteristics form the basis for determining the similar schools comparisons, including student mobility, ethnicity, socioeconomic status, the percentage of fully credentialed teachers, the percentage of teachers holding emergency credentials, the percentage of students learning English as their second language, average class size per grade level, and schools operating on multi-track or year-round educational programs.

Many steps are used to calculate the similar schools rank. Schools were divided into grade level categories (elementary, middle, and high school), assigned a School Characteristic Index, and divided into groups of 100 with similar indices. Once schools were divided into their

similar schools groupings, they were ranked within each group by comparing their API scores. The following is a list that describes each rank:

9 or 10	Well above average
7 or 8	Above average
5 or 6	About average
3 or 4	Below average
1 or 2	Well below average

The statewide rank allows comparison between local school performance and performance statewide. This is the raw comparison that can be used to evaluate whether or not the skills of local school graduates is competitive statewide. Those areas with high statewide rankings have the ability to attract employers seeking high school graduates with higher skill levels.

The similar schools rank is more of a social indicator than the statewide rank. It measures how well the school is doing compared to other schools in areas that likely face many of the same economic and social challenges. In other words, it measures the academic performance of the school taking possible economic and social hardships into account.

Statewide and Similar Schools Rank

School	2006 statewide rank	2006 similar schools rank
Alexander Valley Union Elementary		
Alexander Valley Elementary	7*	N/A
Bellevue Union Elementary		
Bellevue Elementary	3	9
Kawana Elementary	1	2
Meadow View Elementary	4	8
Bennet Valley Union Elementary		
Strawberry Elementary	9	1
Yulupa Elementary	9	6
Cinnabar Elementary		
Cinnabar Elementary	5	2
Cloverdale Unified		
Jefferson Elementary	3	1
Washington Middle	5	6
Cloverdale High	6	7
Cotati-Rohnert Park Unified		
Evergreen Elementary	8	6
Gold Ridge Elementary	7	2
Hahn (Marguerite) Elementary	9	2
La Fiesta Elementary	5	4
Monte Vista Elementary	9	4
Page (Thomas) Elementary	7	6
Reed (John) Elementary	4	4
Rohnert (Waldo) Elementary	5	4
Creekside Middle	7	1
Mountain Shadows Middle	5	1
Rancho Cotate High	5	1
Dunham Elementary		
Dunham Elementary	9	8
Forestville Union Elementary		
Forestville Elementary	8	5
Fort Ross Elementary		
Fort Ross Elementary	6*	N/A

Statewide and Similar Schools Rank, cont'd

School	2006 statewide rank	2006 similar schools rank
Geyserville Unified		
Geyserville Educational Park	4*	N/A
Geyserville Elementary	5*	N/A
Geyserville Middle	5*	N/A
Gravenstein Union Elementary		
Gravenstein Elementary	8	8
Hillcrest Middle	9	6
Guerneville Elementary		
Guerneville Elementary	7	10
Harmony Union Elementary		
Salmon Creek Middle	8	4
Harmony Elementary	7*	N/A
Healdsburg Unified		
Fitch Mountain Elementary	N/A	N/A
Foss Creek Elementary	2	2
Healdsburg Elementary	6	3
Healdsburg Junior High	5	1
Healdsburg High	7	6
Horicon Elementary		
Horicon Elementary	3*	N/A
Kenwood Elementary		
Kenwood Elementary	9	1
Liberty Elementary		
Liberty Elementary	10	10
Mark West Elementary		
Mark West Elementary	8	4
Riebli (John B.) Elementary	8	1
San Miguel Elementary	8	3
Monte Rio Union Elementary		
Monte Rio Elementary	5*	N/A
Montgomery Elementary		
Montgomery Elementary	7*	N/A
Oak Grove Union Elementary		
Oak Grove Elementary	9	10
Willowside Elementary	8	4

Statewide and Similar Schools Rank, cont'd

School	2006 statewide rank	2006 similar schools rank
Old Adobe Union Elementary		
Eldredge (Bernard) Elementary	4	1
La Tercera Elementary	7	5
Miwok Valley Elementary	6	7
Old Adobe Elementary	9	6
Sonoma Mountain Elementary	9	3
Petaluma City Elementary		
Grant Elementary	10	7
McDowell Elementary	1	2
McKinley Elementary	2	1
McNear Elementary	9	5
Penngrove Elementary	7	2
Valley Vista Elementary	8	8
Petaluma Joint Union High		
Mary Collins/Cherry Valley	6	1
Kenilworth Junior High	7	2
Petaluma Junior High	8	5
Casa Grande High	7	5
Petaluma High	7	4
Piner-Olivet Union Elementary		
Olivet Elementary	7	6
Piner Elementary	6	4
Schaefer Elementary	8	8
Piner Olivet Charter	9	10
Rincon Valley Union Elementary		
Binkley Elementary	9	10
Madrone Elementary	9	10
Matanzas Elementary	7	5
Sequoia Elementary	10	7
Spring Creek Elementary	7	7
Village Elementary	8	9
Whited (Douglas) Elementary	8	10

Statewide and Similar Schools Rank, cont'd

School	2006 statewide rank	2006 similar schools rank
Roseland Elementary		
Roseland Elementary	1	5
Sheppard Elementary	4	7
Santa Rosa Elementary		
Biella (Albert F.) Elementary	5	2
Brook Hill Elementary	5	10
Burbank (Luther) Elementary	3	10
Doyle Park Elementary	4	5
Fremont (John) Elementary	3	7
Hidden Valley Elementary	10	8
Lehman (Helen M.) Elementary	4	9
Lincoln (Abraham) Elementary	2	7
Monroe (James) Elementary	2	7
Proctor Terrace Elementary	8	4
Santa Rosa Education Cooperative (Char)	8	3
Steele Lane Elementary	3	6
Santa Rosa High		
Cook (Lawrence) Middle	3	5
Hilliard Comstock Middle	3	3
Rincon Valley Middle	9	6
Santa Rosa Middle	6	4
Slater (Herbert) Middle	7	6
Allen (Elsie) High	3	4
Carrillo (Maria) High	9	6
Piner High	4	3
Santa Rosa High	8	5
Sebastopol Union Elementary		
Pine Crest Elementary	7	2
Brook Haven Elementary	8	6
Park Side Elementary	7	4

Statewide and Similar Schools Rank, cont'd

School	2006 statewide rank	2006 similar schools rank
Sonoma Valley Unified		
Dunbar Elementary	6	2
El Verano Elementary	3	3
Flowery Elementary	2	1
Prestwood Elementary	8	2
Sassarini Elementary	4	2
Sonoma Charter (Elem)	7	2
Altimira Middle	5	5
Sonoma Valley High	7	5
Twin Hills Union Elementary		
Apple Blossom (Elem)	8	1
Twin Hills Middle	9	2
Two Rock Union Elementary		
Two Rock Elementary	9	10
Waugh Elementary		
Corona Creek Elementary	9	8
Meadow Elementary	10	10
West Side Union Elementary		
West Side Elementary	6	1
West Sonoma County Union High		
Analy High	9	4
El Molino High	7	3
Wilmar Union Elementary		
Wilson Elementary	7	2
Windsor Unified		
Brooks Elementary	7	1
Cali Calmecac (Charter #162)	2	2
Windsor Creek Elementary	8	7
Windsor Middle	6	1
Windsor High	6	3
Wright Elementary		
Stevens (Robert L.) Elementary	6	8
Wilson (J. X.) Elementary	8	10
Wright Elementary	5	5

Source: California Department of Education

12. Crime

Crime rate statistics include information on crimes reported, staffing of the criminal justice system, and numbers incarcerated or on probation. Interpretation of crime statistics is difficult because they may be indicative of any number of local conditions and attitudes, both negative and positive. An above average rate of reported crime in an area can be a direct reflection of social problems in a community. It can also indicate a greater willingness within the community to report crime, perhaps due to a more cooperative relationship between local law enforcement and the citizens. The adequacy of local law enforcement resources is generally reflected in the conviction rate, rather than the reported crime rate. Incarceration rates relative to serious crimes reported may be an indicator of the effectiveness of local prosecution. While it is reported that more than 25 million Americans are victims of crime each year, the Bureau of Justice Statistics states, based on the National Crime Victimization Survey, that violent crime rates have declined from 51,200 in 1994 to 22,300 in 2003, the lowest rate ever recorded.

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Reported Crime & Crime Rates

Overview

Crime counts are a summation of crimes reported to local law enforcement agencies. They include misdemeanor and felony reports, but not infractions such as traffic violations. Reported crimes are counted whether or not the criminal is apprehended or identified.

The crime rate is the number of crimes committed per 100,000 people, and includes both violent and property crimes.

Crime rate data can be used to determine whether the amount of crime in a given area is increasing or decreasing, and also to show how crime rates from various areas compare to each other. Safety is an important factor for people deciding where to move; an area with a high crime rate is a much less attractive place to live than one with a low crime rate. While it is often difficult to predict when or where a crime will be committed, individuals and communities can help with prevention by taking note of patterns and trends collected by legitimate agencies.

Crime rates could rise and fall with increasing or decreasing incidence of crime, but rates could also change if more or fewer crimes are reported to local law enforcement agencies. Therefore, careful analysis is needed when evaluating change in crime rates.

According to the Bureau of Justice, for the year 2003, overall violent crimes in the United States were more likely to occur during the day than at night; some crimes exhibited different patterns. Fifty-three percent of violent crimes occurred between 6 a.m. and 6 p.m. Almost 66 percent of rapes and sexual assaults occurred at night between 6 p.m. and 6 a.m. In 2003, approximately 25 percent of violent crimes occurred at or near the victim's home. Common locales for violent crimes were on streets other than those near the victim's home (17 percent), at school (14 percent), or at a commercial establishment (7 percent). Urban residents had the highest violent victimization rates, followed by suburban resident rates. Rural residents had the lowest rates. The crime rate in Northern California is typically lower than in Southern California, due in part to lower population density in the northern counties.

Property crime makes up about 75 percent of all crime in the United States. Overall, in about 83 percent of all burglaries, the offender gained entry into the victim's residence or other building on the property. Approximately 74 percent of all attempted motor vehicle thefts were completed. Property crime, regardless of the type, occurred more often to those living in rented property. In 2003, the western portion of the U.S. experienced the highest rates of property crime overall in the nation.

NOTE: CCI stands for the California Crime Index.

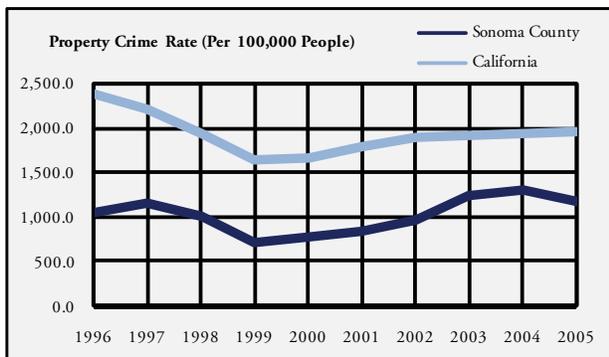
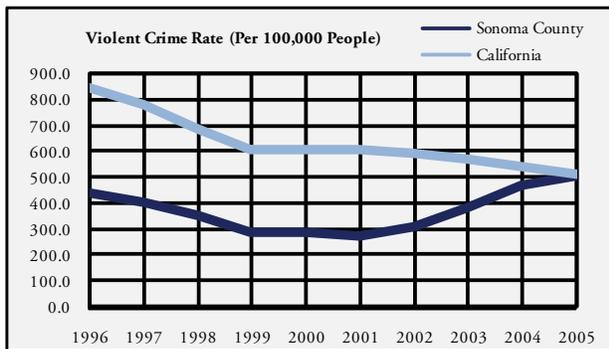
Reported Crimes

Year	Property Crimes				Violent Crimes				
	Burglary	Motor-vehicle theft	Larceny over \$400	Total	Homicide	Forcible rape	Robbery	Aggravated assault	Total
1996	3,520	969	2,682	7,171	17	173	326	1,346	1,862
1997	3,984	1,059	2,833	7,876	13	165	326	1,235	1,739
1998	3,394	1,095	2,659	7,148	11	173	346	1,019	1,549
1999	2,442	751	2,215	5,408	8	161	258	877	1,304
2000	2,679	929	2,034	5,642	11	168	239	938	1,356
2001	2,875	1,064	2,548	6,487	12	173	223	885	1,293
2002	3,101	1,494	2,540	7,135	16	188	294	970	1,468
2003	2,380	1,543	1,980	5,903	12	169	225	1,400	1,806
2004	2,552	1,582	2,124	6,258	17	214	272	1,739	2,242
2005	2,340	1,310	2,061	5,711	5	168	288	1,946	2,407

Source: California Department of Justice

Sonoma County

There were 5,711 property crimes and 2,407 violent crimes in Sonoma County in 2005. The crime rate in the county in 2005 was 1,696, which reflects an increase of 547 property crimes per 100,000 people from the preceding year.



County Crime Rate (Per 100,000 People)

Year	Property crime rate	Violent crime rate	Total
1996	1,057.5	438.6	1,496.1
1997	1,165.2	401.8	1,567.0
1998	1,019.1	351.6	1,370.7
1999	713.8	291.5	1,005.4
2000	776.2	291.7	1,068.0
2001	840.9	276.0	1,117.0
2002	977.2	312.2	1,289.5
2003	1,247.2	381.6	1,628.8
2004	1,310.9	469.6	1,780.5
2005	1,696.0	502.8	1,695.8

Source: California Department of Justice, California Department of Finance population estimate; Rates calculated by CED

California Crime Rate (Per 100,000 People)

Year	Property crime rate	Violent crime rate	Total
1996	2,377.4	848.2	3,225.6
1997	2,216.0	781.0	2,997.0
1998	1,943.9	686.0	2,629.9
1999	1,649.8	610.7	2,260.5
2000	1,677.2	610.5	2,287.7
2001	1,801.1	605.6	2,406.7
2002	1,891.1	589.2	2,480.3
2003	1,928.9	569.4	2,498.3
2004	1,946.4	539.6	2,486.0
2005	1,952.0	512.3	2,464.3

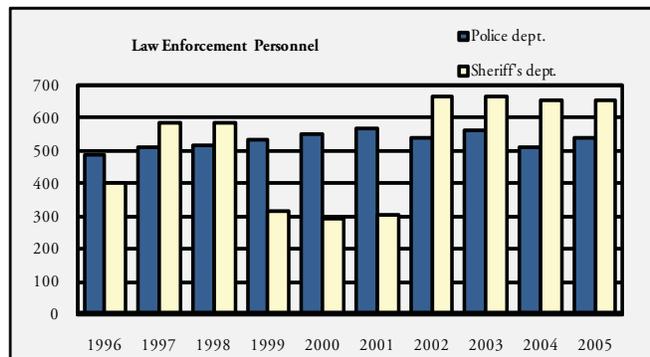
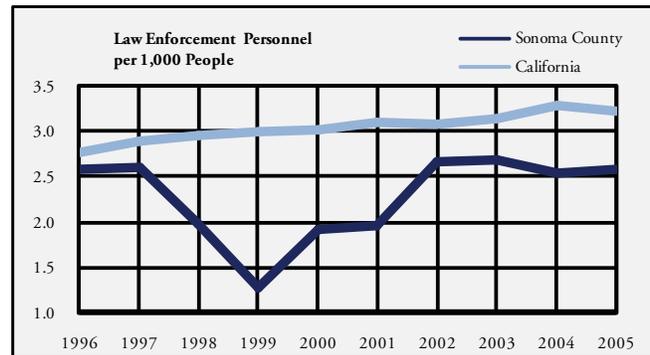
Source: California Department of Justice, California Department of Finance population estimate; Rates calculated by CED

Criminal Justice Personnel

Overview

Criminal justice personnel includes the law enforcement employees working in the different agencies as reported by the California Department of Justice. The following types of criminal justice personnel are shown:

- Law enforcement or sworn officers and civilian employees in local law enforcement agencies, including city police and county sheriff's departments
- Prosecution or personnel involved in the prosecution of the accused
- Public defense or personnel primarily responsible for representing those unable to hire a private lawyer
- Trial courts or primary and auxiliary judges employed during trials



Criminal Justice Personnel

	Law Enforcement			Prosecution					Public Defense		Trial Courts		
	Police dept.	Sheriff's dept.	Total	Attorneys	Investigators	Clerical	Other	Total	Attorneys	Total	Judges	Auxiliary	Total
1996	488	401	1,101	42	12	70	49	40	26	173	15	4	19
1997	510	583	1,126	46	14	92	73	41	27	225	15	4	19
1998	516	586	871	48	15	93	75	41	27	231	15	4	19
1999	535	317	573	48	15	97	75	41	27	235	15	4	19
2000	548	290	880	47	14	102	78	44	28	241	15	4	19
2001	568	302	914	50	17	118	85	44	28	270	16	5	21
2002	539	665	1,252	47	16	39	6	49	29	108	16	5	21
2003	560	663	1,263	45	16	41	15	47	27	117	16	5	21
2004	509	656	1,205	37	17	43	3	47	27	100	16	5	21
2005	540	653	1,235	43	15	43	3	47	27	104	16	5	21

Source: California Department of Justice

NOTE: The California Department of Justice relies on local agencies to report the number of criminal justice personnel in their area every year.

Criminal justice personnel information helps identify the types of criminal justice employment within a county. Counties with higher incidence of crime need greater numbers of criminal justice personnel to handle the caseload. If crime is rising and the number of criminal justice personnel is not keeping pace, then local personnel are likely handling greater workloads.

Sonoma County

The total number of criminal justice personnel in Sonoma County increased from 1,373 in FY04 to 1,407 in FY05. The number of police department personnel increased by thirty-one people, while most other personnel categories remained the same. In the state of California, the total number of personnel increased from 127,640 in 2004 to 128,610 in 2005, according to the California Office of the Attorney General, Criminal Justice Statistics Center.

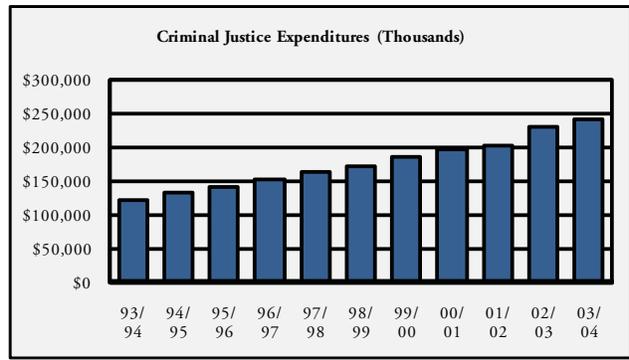
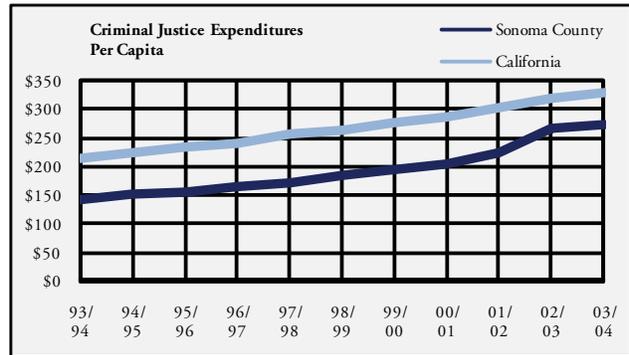
Crime Expenditures

Overview

Criminal justice expenditures include the amount of money spent by a county in a fiscal year, according to the California Department of Justice. These expenses include employee salaries and benefits, as well as services and supplies. Capital expenditures (expenditures made to acquire, add to, or improve property, plant, and equipment) and construction and maintenance of structures are not included in the data.

NOTE: The California Department of Justice relies on local agencies to report the number of criminal justice personnel in their area every year. Local government expenditure reports may show different spending patterns on criminal justice line-items, which usually include capital expenditures. The data reported to the department should include some expenditures entered in administrative line items, as well.

Expenditures for criminal justice programs in a county measure the amount of money allocated to local law enforcement each year. However, that statistic is somewhat ambiguous because high expenditures may imply a local problem with crime or a budgetary priority for prevention or prosecution of crimes.



Sonoma County

In FY03, over \$241.3 million was spent in criminal justice expenditures in Sonoma County, and those expenditures have increased nearly \$119.4 million, or 49.5 percent, since FY93.

Criminal Justice Expenditures (Thousands)

Year	Law Enforcement Expenditures		Custody/ Supervision Expenditures	Prosecution	Public defense	Grand total
	Expenditures	Expenditures				
93/94	\$ 58,909	\$ 13,922	\$ 35,831	\$ 10,632	\$ 2,626	\$ 121,920
94/95	\$ 63,424	\$ 15,120	\$ 40,492	\$ 12,010	\$ 2,887	\$ 133,933
95/96	\$ 65,560	\$ 17,126	\$ 41,917	\$ 13,842	\$ 3,187	\$ 141,632
96/97	\$ 71,835	\$ 17,820	\$ 43,895	\$ 15,639	\$ 3,619	\$ 152,808
97/98	\$ 75,267	\$ 21,473	\$ 45,993	\$ 16,779	\$ 3,834	\$ 163,346
98/99	\$ 82,861	\$ 16,013	\$ 50,305	\$ 20,050	\$ 4,018	\$ 173,247
99/00	\$ 89,260	\$ 15,466	\$ 54,330	\$ 21,732	\$ 4,238	\$ 185,026
00/01	\$ 95,021	\$ 15,546	\$ 58,519	\$ 22,837	\$ 4,516	\$ 196,439
01/02	\$ 105,753	\$ 15,501	\$ 65,663	\$ 11,136	\$ 5,270	\$ 203,323
02/03	\$ 125,463	\$ 15,528	\$ 69,542	\$ 13,214	\$ 6,066	\$ 229,813
03/04	\$ 129,943	\$ 16,340	\$ 74,977	\$ 13,744	\$ 6,314	\$ 241,318

Source: California Department of Justice

Probation Caseload

Overview

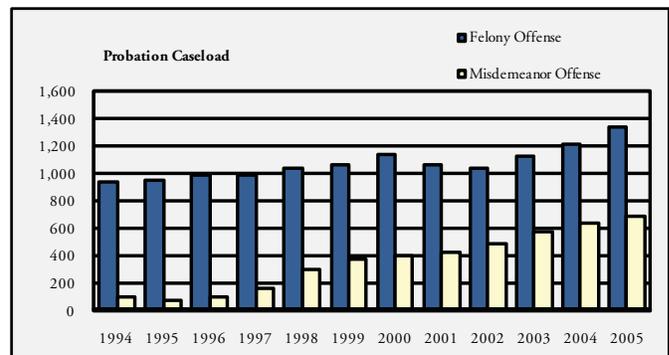
Probation allows people who have been convicted of a minor crime to serve time outside criminal justice facilities, performing various duties such as trash collection, park cleanup, and landscape maintenance of the surrounding community.

The data here includes adults on active probation as of December 31 of each year. As of 1998, caseload labels were changed from superior courts and lower courts to felony offense and misdemeanor offense due to court consolidations. Counties that have consolidated their courts report only felony offenses.

Significant probation caseloads in a county can be indicative of minor criminal activity within the community, a criminal justice system that relies on community-based rehabilitation programs, or any number of additional factors.

Sonoma County

There were a total of 2,749 probation cases in Sonoma County in 2005, with 1,811 cases related to felony offenses (a decrease of seventy-eight from the previous year) and 938 related to misdemeanors (a decrease of eighty-five from the previous year). Since 1999, the number of probation cases for felony offenses has been higher than the number of misdemeanor cases.



Probation Caseload

Year	Felony Offense	Misdemeanor Offense	Total
1994	938	98	1,036
1995	956	69	1,025
1996	993	99	1,092
1997	986	166	1,152
1998	1,041	301	1,342
1999	1,057	380	1,437
2000	1,133	404	1,537
2001	1,059	429	1,488
2002	1,037	490	1,527
2003	1,125	569	1,694
2004	1,217	642	1,859
2005	1,339	682	2,021

Source: California Department of Justice

Jailed Population

Overview

This is the total number of people housed temporarily in the county jail. It includes persons waiting for trial, those on trial, and those who are convicted and either serving short-term sentences or waiting relocation to a correctional facility.

Local detention facilities include Types II through IV. Type I data was not included in the figures because so few of these facilities exist in Northern California. However, a definition of a Type I facility is included below for your information.

A Type I facility is a local detention facility used to detain persons for less than ninety-six hours, excluding holidays, after booking. Such a facility may also detain persons on court order, persons sentenced to a city jail as an inmate worker, inmate workers sentenced to the county jail, provided such placement in the facility is made on a voluntary basis on the part of the inmate.

A Type II facility is a local detention facility used for detaining persons pending arraignment, after arraignment, during trial, and commitment upon sentencing.

A Type III facility is a local detention facility used only for detaining convicted and sentenced persons.

A Type IV facility is a local detention facility designated for housing inmates who are eligible, under Penal Code Section 1208, for work and education furlough or other programs involving inmate access to the community.

NOTE: Persons in jail are included in the total population of the county (section one), whether or not they were permanent residents of the county before being arrested. For example, in 2005, the total population in Sonoma County was 475,461, including incarcerated persons.

Data on the average number of adults populating local jails provides another way of determining the amount of crime in an area, the effectiveness of local prosecution, and how much of the area's resources are used to provide detainment.

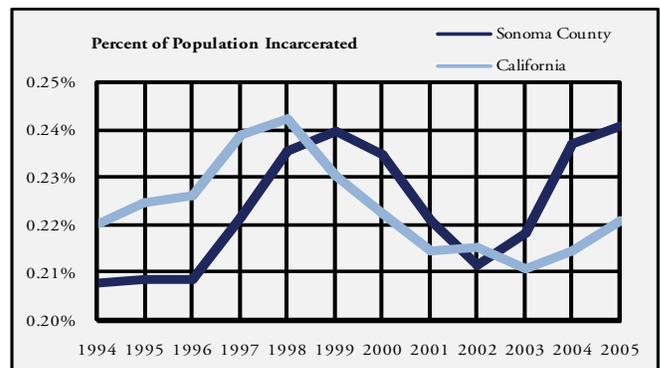
Sonoma County

As of 2005, 1,149 people were incarcerated in Sonoma County. Of those sentenced, 399 were males and seventy were females. Of those not sentenced, 597 were males and eighty-three were females. Collectively, the incarcerated population in Sonoma County made up 0.24 percent of the county's total population in 2005, compared with 0.22 percent statewide.

Average Daily Jail Population (Type II, III & IV Facilities)

	Sentenced		Non-Sentenced		Total incarcerated population	Percent of population incarcerated
	Male	Female	Male	Female		
1994	378	45	396	48	867	0.21%
1995	382	33	403	62	880	0.21%
1996	366	33	434	58	891	0.21%
1997	396	42	450	74	962	0.22%
1998	419	73	472	77	1,041	0.24%
1999	481	69	463	65	1,078	0.24%
2000	444	73	481	74	1,072	0.23%
2001	430	64	468	65	1,027	0.22%
2002	371	60	489	72	992	0.21%
2003	382	57	520	71	1,030	0.22%
2004	446	70	525	84	1,125	0.24%
2005	399	70	597	83	1,149	0.24%

Source: California Department of Justice



13. Voter Information

Overview

Voter information includes voter registration and political party affiliation. The choice of a party generally reflects certain attitudes towards government including relative tolerance for higher taxes, land preservation, and allocation of local government funds. The information made available from voter registration data may provide general guidance to local government in terms of its role in public policy and fiscal matters.

Voter Registration and Political Party Membership

A registered voter may or may not choose a political party. The data presented shows the number of registered voters for each party, and party members as a percentage of the total number of registered voters. The accuracy of this data depends on the ability of the county clerk to update their voter rolls and remove those who no longer live at the address where they registered.

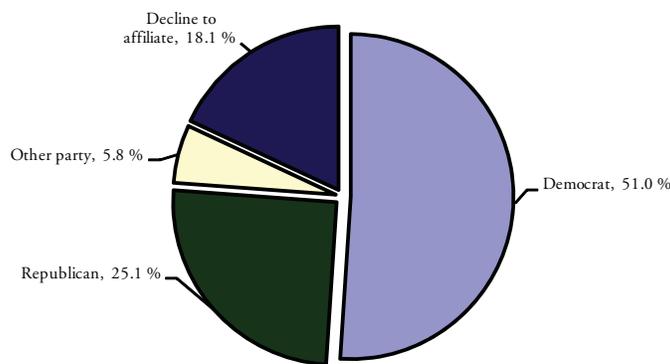
NOTE: In the following table, those persons registered to vote are shown as a percent of the total eligible.

Voter Registration as of January 22, 2008

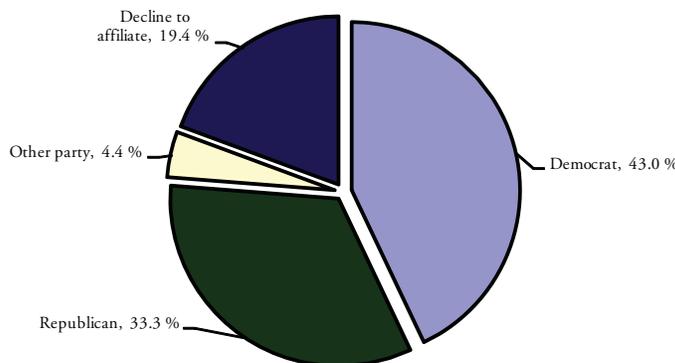
Political affiliation	Number of people	Percent of total eligibles
Eligible to register	330,131	n/a
Registered to vote	230,488	69.8 %
Democrat	117,638	51.0 %
Republican	57,921	25.1 %
American Independent	4,678	2.0 %
Green	5,354	2.3 %
Libertarian	1,357	0.6 %
Peace and Freedom	609	0.3 %
Miscellaneous	1,321	0.6 %
Decline to affiliate	41,610	18.1 %

Source: California Secretary of State, Elections Division

Sonoma County
Political Party Membership, 2008



California
Political Party Membership, 2008



People typically choose a political party representing social and economic values close to their own. Therefore, political party membership may allow a business or organization to evaluate whether the community may or may not support particular proposals for development or regulation.

Registrants as a percentage of those estimated to be eligible to vote is indicative of the level of civic participation and political involvement within the community. Communities with high levels of voter participation ordinarily have a strong sense of community and that may be a characteristic attractive to potential new residents and also to new businesses and potential employers.

Sonoma County

As of January 22, 2008, of the 330,131 Sonoma County residents eligible to register to vote, 70 percent were registered. In comparison, 68.5 percent of eligibles were registered in California.

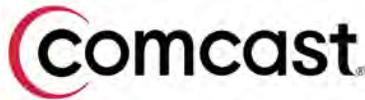
In Sonoma County, 51 percent of eligible voters were registered Democrat and 25 percent were registered Republican. In California, 43 percent of eligible voters were registered Democrat and 33 percent were registered Republican. For a complete listing of Sonoma County registered voters by political affiliation, please see the chart on the previous page.

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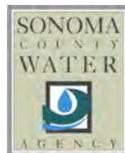
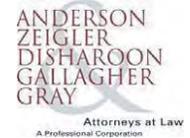
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WITH ACKNOWLEDGMENT AND APPRECIATION TO LOCAL KEY BUSINESSES
SUPPORTING SONOMA COUNTY ECONOMIC DEVELOPMENT:

CHAIRMAN'S CIRCLE:



UNDERWRITERS:



- County of Sonoma General Services, Real Estate Division
- County of Sonoma Board of Supervisors
- Sonoma County Health Services
- Sonoma County Transportation & Public Works