Sonoma County

2005 Economic & Demographic Profile

Center for Economic Development

Sonoma County 2005

Economic and Demographic Profile

Presented by
Sonoma County Economic Development Board

in partnership with the
Sonoma County Workforce Investment Board

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Introduction

Welcome to the 2005 Sonoma County Economic and Demographic Profile. The purpose of this document is to provide vital information on the well-being of Sonoma County enabling community and business members to make educated decisions about the future of the area. The data here has been compiled to represent trends over the last decade, and in many cases provides projections for the coming years. All information contained in this document is the most current and up-to-date that is available to the public. 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's Regional Research Program (RRP) 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 RRP has updated the 2005 series to include more information, new narrative, 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 our fullest capacity upon request.

Sonoma County

Sonoma County

Location and Demographics

Home to nearly 500,000 people, Sonoma County is a prime location for tourism as well as residence. Just 35 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 33% of the county's population (roughly 154,000 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 Sebastopol is the least populated.

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 varied trails and country roads, or kayaking along 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.

Economic Development

Employment in Sonoma County has remained somewhat steady over the last few years, although it reached a peak in 2001. 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.

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1. Demographics

Demographic indicators explain the characteristics of human populations and population segments, and are especially helpful when used to identify consumer markets. This information can be beneficial to businesses and governments in defining the demand or need for specific products and services in the area.

Between 1994 and 2004, population increased 13.4 percent in Sonoma County. The annual average growth rate for Sonoma County since 1990 is 1.5 percent. Analysis of the population by age reveals that in Sonoma County, a sizable percentage of the population aged 20-29 is entering 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

Overview

Total population is an estimate of the number of people living in a certain area, including incarcerated persons, residents working in other counties, and county residents in city annexations.

Total population is used to calculate the growth rate of a specific area. Public officials and business owners use these figures to determine where and how much people need their services. The growth rate is also used to calculate projections for population figures.

The three-year moving average is used in order to smooth out trends for areas of highly volatile data (data subject to frequent change). The three-year moving average makes erratic changes in trends less difficult to identify, and it is calculated by taking the average of the year in question, the previous year, and the following year.

* Data for 1991 is not comparable to the previous year due to a change in methodology.

Sonoma County Population

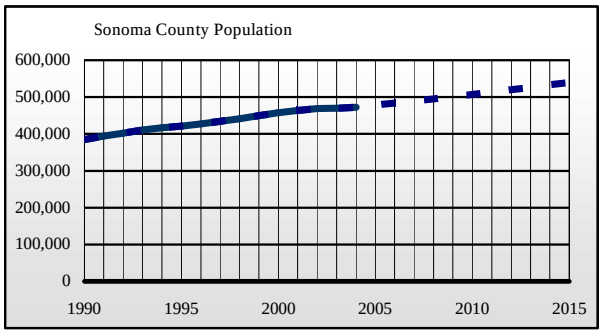
Year	Population	Annual percent change
1990	384,700	n/a
1991*	394,100	2.4 %
1992	402,800	2.2 %
1993	410,800	2.0 %
1994	416,800	1.5 %
1995	421,700	1.2 %
1996	427,000	1.3 %
1997	434,100	1.7 %
1998	442,000	1.8 %
1999	449,500	1.7 %
2000	457,300	1.7 %
2001	464,300	1.5 %
2002	468,600	0.9 %
2003	469,500	0.2 %
2004	472,700	0.7 %
2010(p)	*506,900*	*1.2%*
2015(p)	*540,000*	*1.3%*

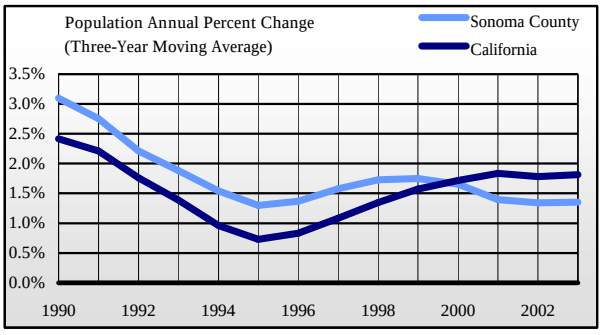
Source: California Department of Finance, Demographic Research Unit

Sonoma County

Sonoma County is currently home to nearly 468,600 people, with a projected population of 540,000 by 2015. This projection is supported by the fact that population increase has been steady for the last twenty years, with an average annual increase of 7,014 people (1.5 percent). Between 1994 and 2004, population grew 13.4 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 1.3, "Components of Population Change" and section 4.2, "Total Employment").

See the graph below for more details on Sonoma County's growing population from 1990 to 2015 (projected).





Population by City

Overview

Population by city often gives a more accurate representation of the demographics of a particular area by showing population clusters within the area. Advertising companies and business owners use city population numbers to decide in which cities their particular businesses could thrive. Population growth by city also helps identify rapidly developing new markets.

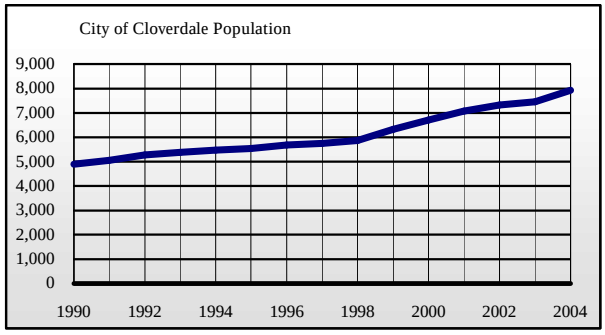
Sonoma County

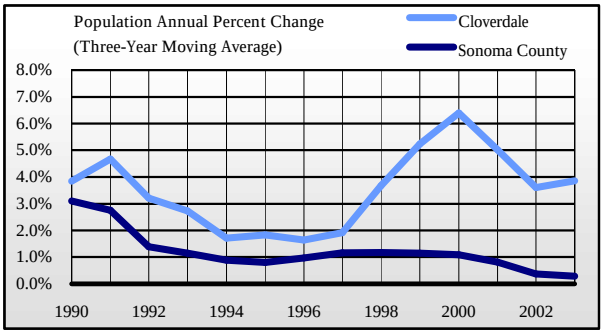
Of the nine incorporated cities in Sonoma County, the city of Santa Rosa was the most populous, with 154,400 people in 2004. The city of Windsor is the fastest growing city in the county, with an annual average population increase of 2.9 percent between 1994 and 2004. The city of Santa Rosa follows, with an annual average increase of 2.1 percent during the same time. This 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 2004.

City of Cloverdale Population

Year	Population	Annual percent change
1990	4,890	n/a
1991*	5,050	3.3%
1992	5,275	4.5%
1993	5,375	1.9%
1994	5,475	1.9%
1995	5,550	1.4%
1996	5,675	2.3%
1997	5,750	1.3%
1998	5,875	2.2%
1999	6,325	7.7%
2000	6,700	5.9%
2001	7,075	5.6%
2002	7,325	3.5%
2003	7,450	1.7%
2004	7,925	6.4%

Source: California Department of Finance, Demographic Research Unit





City of Cotati Population

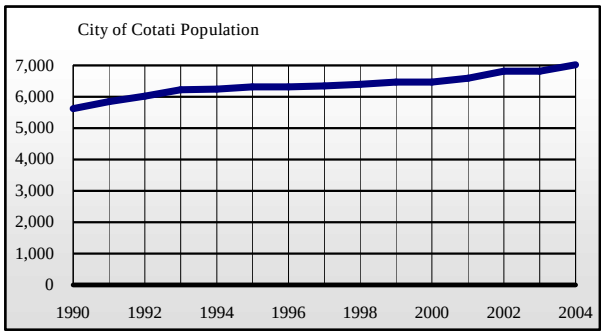
Year	Population	Annual percent change
1990	5,625	n/a
1991*	5,850	4.0%
1992	6,025	3.0%
1993	6,225	3.3%
1994	6,250	0.4%
1995	6,325	1.2%
1996	6,325	0.0%
1997	6,350	0.4%
1998	6,400	0.8%
1999	6,475	1.2%
2000	6,475	0.0%
2001	6,600	1.9%
2002	6,825	3.4%
2003	6,825	0.0%
2004	7,025	2.9%

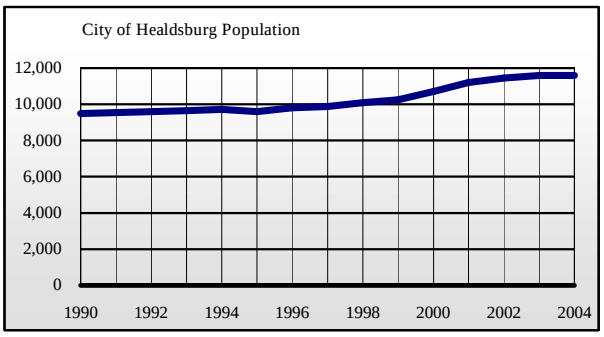
Source: California Department of Finance, Demographic Research Unit

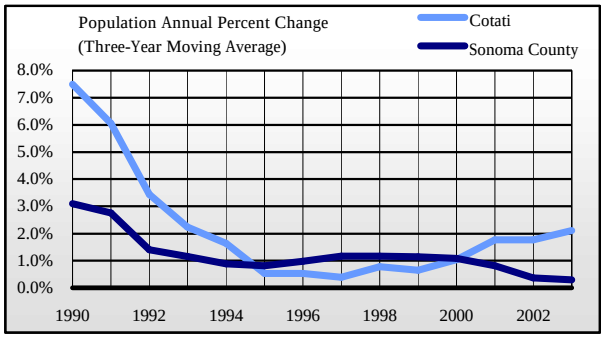
City of Healdsburg Population

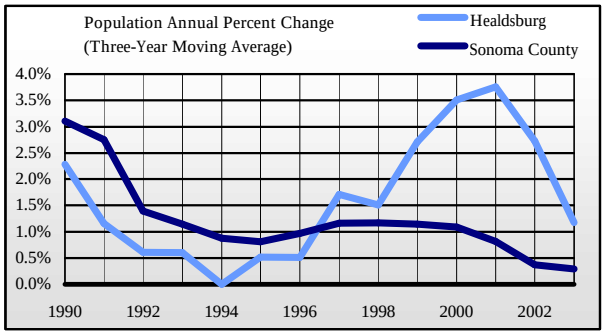
Year	Population	Annual percent change
1990	9,475	n/a
1991*	9,550	0.8%
1992	9,600	0.5%
1993	9,650	0.5%
1994	9,725	0.8%
1995	9,600	-1.3%
1996	9,800	2.1%
1997	9,875	0.8%
1998	10,100	2.3%
1999	10,250	1.5%
2000	10,700	4.4%
2001	11,200	4.7%
2002	11,450	2.2%
2003	11,600	1.3%
2004	11,600	0.0%

Source: California Department of Finance, Demographic Research Unit









City of Petaluma Population

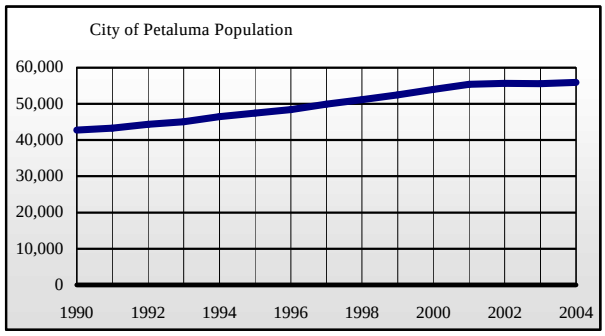
Year	Population	Annual percent change
1990	42,800	n/a
1991*	43,250	1.1%
1992	44,350	2.5%
1993	45,050	1.6%
1994	46,500	3.2%
1995	47,450	2.0%
1996	48,400	2.0%
1997	49,900	3.1%
1998	51,100	2.4%
1999	52,500	2.7%
2000	54,000	2.9%
2001	55,400	2.6%
2002	55,700	0.5%
2003	55,600	-0.2%
2004	55,900	0.5%

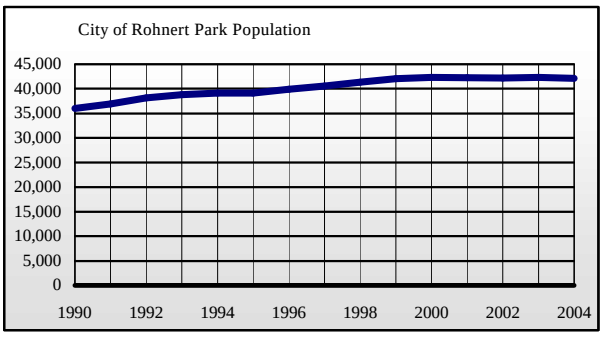
Source: California Department of Finance, Demographic Research Unit

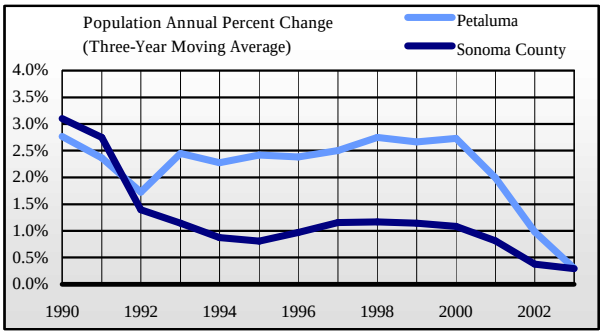
City of Rohnert Park Population

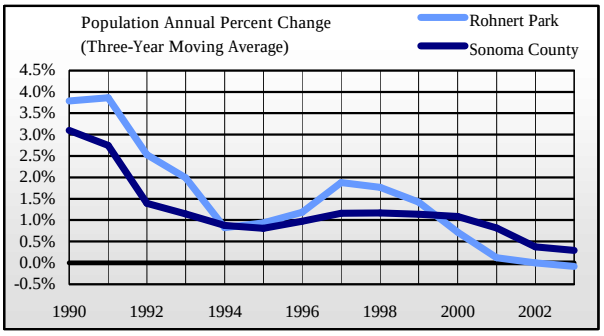
Year	Population	Annual percent change
1990	36,000	n/a
1991*	36,900	2.5%
1992	38,150	3.4%
1993	38,800	1.7%
1994	39,150	0.9%
1995	39,100	-0.1%
1996	39,900	2.0%
1997	40,550	1.6%
1998	41,350	2.0%
1999	42,050	1.7%
2000	42,300	0.6%
2001	42,250	-0.1%
2002	42,200	-0.1%
2003	42,300	0.2%
2004	42,150	-0.4%

Source: California Department of Finance, Demographic Research Unit









City of Santa Rosa Population

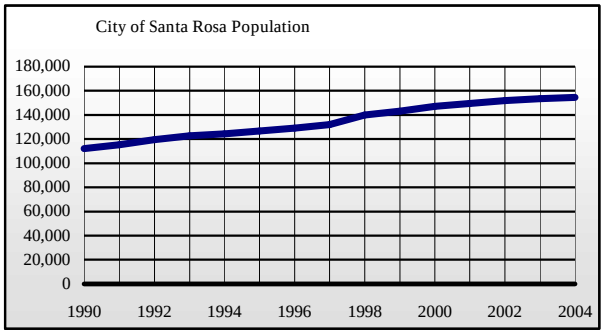
Year	Population	Annual percent change
1990	112,200	n/a
1991*	115,400	2.9%
1992	119,600	3.6%
1993	122,700	2.6%
1994	124,400	1.4%
1995	126,500	1.7%
1996	129,100	2.1%
1997	131,900	2.2%
1998	139,900	6.1%
1999	143,100	2.3%
2000	147,100	2.8%
2001	149,400	1.6%
2002	151,900	1.7%
2003	153,400	1.0%
2004	154,400	0.7%

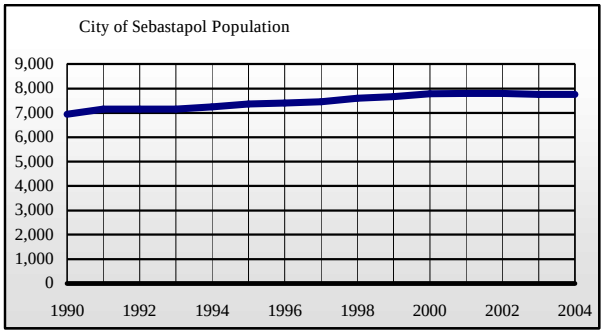
Source: California Department of Finance, Demographic Research Unit

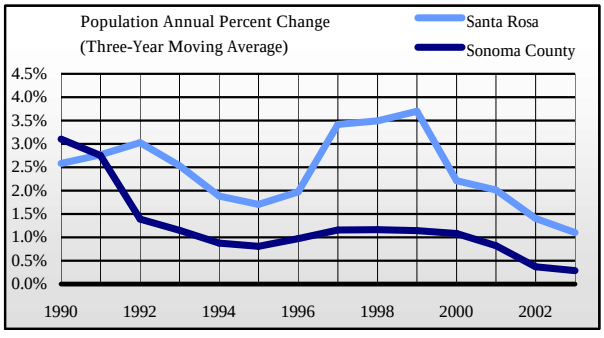
City of Sebastapol Population

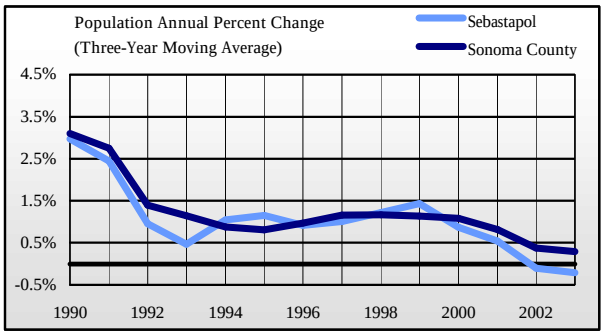
Year	Population	Annual percent change
1990	6,950	n/a
1991*	7,150	2.9%
1992	7,150	0.0%
1993	7,150	0.0%
1994	7,250	1.4%
1995	7,375	1.7%
1996	7,400	0.3%
1997	7,450	0.7%
1998	7,600	2.0%
1999	7,675	1.0%
2000	7,775	1.3%
2001	7,800	0.3%
2002	7,800	0.0%
2003	7,750	-0.6%
2004	7,750	0.0%

Source: California Department of Finance, Demographic Research Unit









City of Sonoma Population

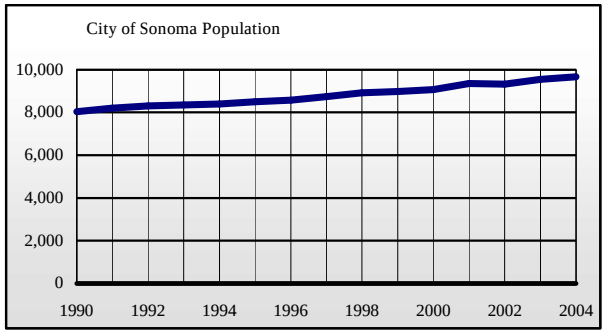
Year	Population	Annual percent change
1990	8,025	n/a
1991*	8,200	2.2%
1992	8,300	1.2%
1993	8,350	0.6%
1994	8,400	0.6%
1995	8,500	1.2%
1996	8,575	0.9%
1997	8,750	2.0%
1998	8,925	2.0%
1999	8,975	0.6%
2000	9,075	1.1%
2001	9,350	3.0%
2002	9,325	-0.3%
2003	9,550	2.4%
2004	9,675	1.3%

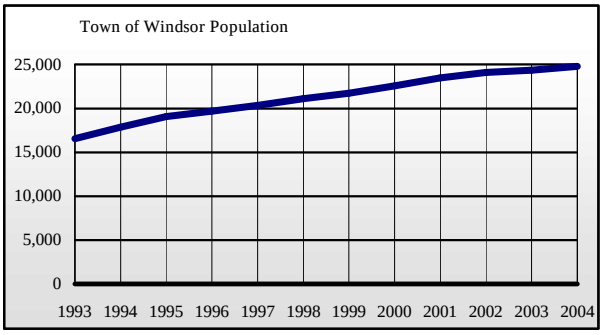
Source: California Department of Finance, Demographic Research Unit

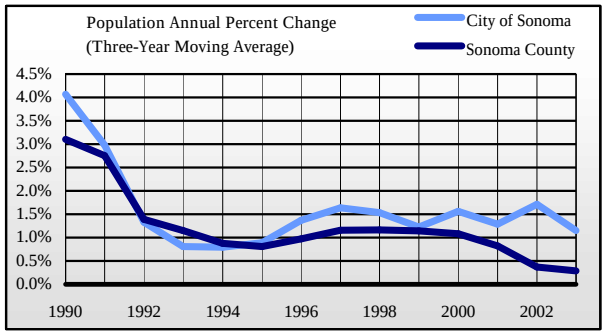
Town of Windsor Population

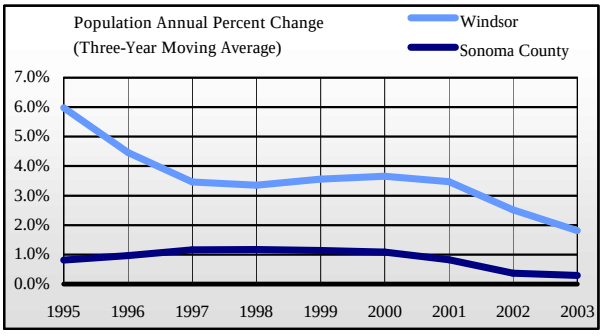
Year	Population	Annual percent change
1993	16,550	n/a
1994	17,850	7.9%
1995	19,050	6.7%
1996	19,700	3.4%
1997	20,350	3.3%
1998	21,100	3.7%
1999	21,750	3.1%
2000	22,600	3.9%
2001	23,500	4.0%
2002	24,100	2.6%
2003	24,350	1.0%
2004	24,800	1.8%

Source: California Department of Finance, Demographic Research Unit









Components of Population Change

Overview

Three factors make up the components of change: the number of births, the number of deaths, and the total change in population from the previous year. Statisticians use these numbers to determine the natural increase and net migration of a particular area. Natural increase is the difference between the number of births and deaths. (See section 9 for the leading causes of death in Sonoma County.) Net migration is the total change in population minus the natural increase. Components of change may also be indicative of a prospering or failing economy. For example, many people may often choose to move or have children based on their income or employment opportunities in the area.

*Data for 1991 is not comparable to the previous year due to a change in methodology.

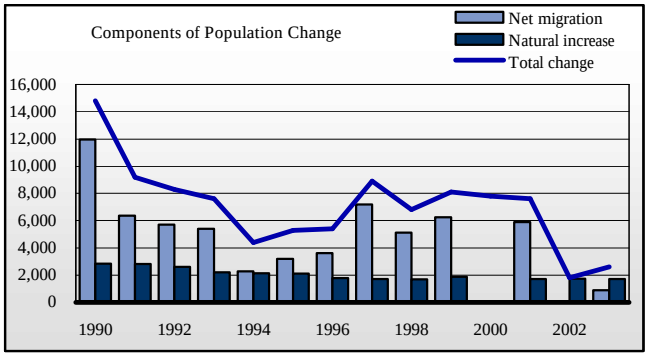
Sonoma County

In 2003, there was a net migration of 887 people to Sonoma County. There were 5,735 births and 4,022 deaths in Sonoma County in the same year, resulting in a natural increase of 1,713 people. The figures below 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	14,800	6,097	3,264	2,833	11,967
1991*	9,200	6,062	3,244	2,818	6,382
1992	8,300	6,045	3,439	2,606	5,694
1993	7,600	5,646	3,442	2,204	5,396
1994	4,400	5,622	3,490	2,132	2,268
1995	5,300	5,535	3,427	2,108	3,192
1996	5,400	5,374	3,587	1,787	3,613
1997	8,900	5,462	3,760	1,702	7,198
1998	6,800	5,423	3,734	1,689	5,111
1999	8,100	5,493	3,629	1,864	6,236
2000	7,800	n/a	n/a	n/a	n/a
2001	7,600	5,629	3,919	1,710	5,890
2002	1,800	5,697	3,970	1,727	73
2003	2,600	5,735	4,022	1,713	887

Source: California Department of Finance, Demographic Research Unit



Age Distribution

Overview

Age distribution information is most 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. An area with a large number of young children, for example, will be attractive to owners of toy stores, day cares, and family recreation parks. Age distribution information is also used in conjunction with components of population change in order to make projected population estimates.

Sonoma County

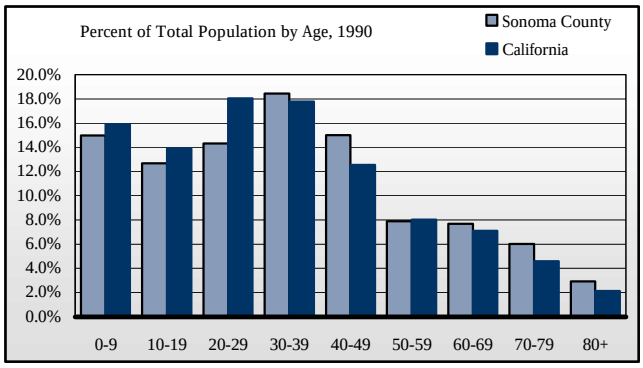
The largest age group in Sonoma County in 2004 was 40-49 year-olds, with 76,947 people. This number represents approximately 16 percent of Sonoma County's population, which is about 1 percent higher than the state average. Since 1990, the number of people between the ages of 50-59 increased 7 percent, while those between 30-39 decreased 5.8 percent, causing a 3.2 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.

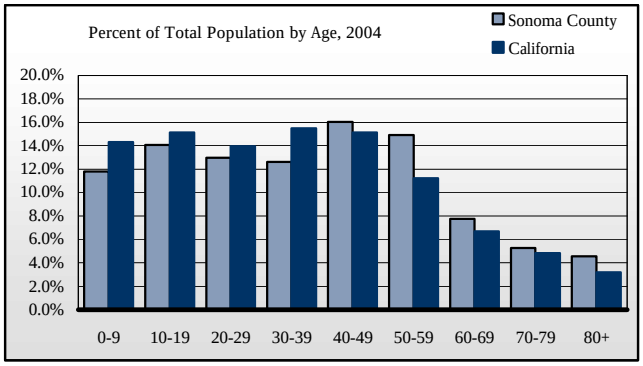
By 2015, the number of people between the ages of 10-19 and 40-49 is expected to decrease, while those between 60-69 are projected to see the highest increase. See the following chart for more details on age distribution in Sonoma County since 1990.

Age Distribution

Year	0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
1990	58,297	49,407	55,796	71,900	58,494	30,820	29,953	23,449	11,371
1991	59,800	50,680	56,119	72,320	62,201	31,993	29,570	23,970	12,027
1992	61,031	52,360	56,202	72,370	65,444	33,507	29,049	24,375	12,663
1993	61,592	54,243	55,933	72,297	68,282	35,717	28,635	24,683	13,208
1994	61,579	55,880	55,096	71,662	70,420	37,894	28,008	24,820	13,639
1995	61,496	57,570	54,416	71,119	72,659	40,196	27,781	24,966	14,082
1996	61,135	59,415	54,221	70,292	74,787	42,535	27,707	25,206	14,376
1997	61,428	61,306	54,889	70,014	75,687	46,840	28,148	25,480	14,763
1998	61,205	62,975	55,094	69,304	76,551	50,708	28,755	25,718	15,098
1999	60,864	64,533	55,323	69,197	77,047	54,614	29,588	26,115	16,244
2000	59,392	65,812	55,702	67,647	77,576	59,795	30,518	26,784	18,121
2001	58,680	66,991	57,078	66,231	78,078	63,497	31,606	26,740	20,032
2002	57,668	67,006	58,050	64,344	77,590	66,466	32,986	26,087	20,526
2003	56,806	67,338	59,838	62,356	77,142	68,966	34,895	25,418	20,515
2004	56,647	67,582	62,198	60,569	76,947	71,586	37,196	25,276	21,823
2010(p)	*56,900*	*64,600*	*73,200*	*57,900*	*69,400*	*76,700*	*56,000*	*26,800*	*25,400*
2015(p)	*60,000*	*63,500*	*77,700*	*66,500*	*62,300*	*76,000*	*68,600*	*35,300*	*30,100*

Source: California Department of Finance, Demographic Research Unit; Center for Economic Development - 2010 & 2015 Projections


Percent of Total Population by Age, 1990
Sonoma County
California
20.0%
18.0%
16.0%
14.0%
12.0%
10.0%
8.0%
6.0%
4.0%
2.0%
0.0%
0-9
10-19
20-29
30-39
40-49
50-59
60-69
70-79
80+


Percent of Total Population by Age, 2004
Sonoma County
California
20.0%
18.0%
16.0%
14.0%
12.0%
10.0%
8.0%
6.0%
4.0%
2.0%
0.0%
0-9
10-19
20-29
30-39
40-49
50-59
60-69
70-79
80+

Population by Race/Ethnicity

Overview

Statistics regarding population by race and ethnicity are determined by what respondents to the U.S. Census consider as their primary ancestry. American Indian, Asian, black, and white are racial designations, while Hispanic is an ethnic designation that may be a mixture of white, black, and American Indian races. The Hispanic population was grouped separately in the census because many Hispanic people associated with their ethnicity rather than race. In this section, the five racial/ethnic groups are mutually exclusive.

Population by race statistics is used by grant writers and advertising companies to market products to a particular ethnic group. Grant writers use race/ethnicity information to determine whether investments in certain businesses are likely to be lucrative. Investing in an upstart radio station is a better investment in a predominantly Hispanic area because statistics 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 ethnic groups that are common in a given area. Government officials and political candidates also use race/ethnicity data in order to tailor their campaigns to distinct ethnic groups in certain locations.

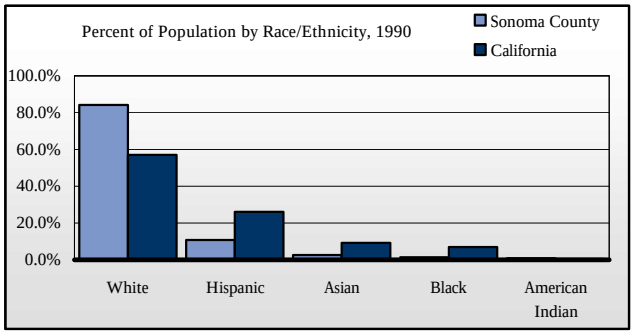
Sonoma County

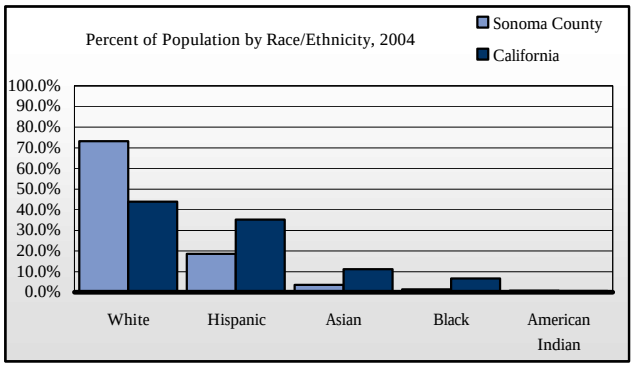
Approximately 73.3 percent of residents in Sonoma County classified themselves as white in 2004. Hispanics represented the next largest group, with 18.5 percent of the population, or 90,287 people, compared to 35.2 percent, or 12,816,038 people, in California. The Hispanic population is projected to increase 31 percent by 2015 in Sonoma County. Asians and blacks were the next largest groups, with 16,997 and 7,055 people, respectively, and American Indians were the smallest census-classified group, with 4,818 people, although that number is expected to increase significantly by 2015. The following figures show Sonoma County's population by ethnicity since 1990.

Population by Race/Ethnicity

Year	Total	White	Hispanic	Asian	Black	American Indian
1990	389,487	327,817	42,121	10,447	5,332	3,770
1991	398,680	331,294	46,186	11,388	5,622	4,190
1992	407,001	333,983	50,179	12,303	5,922	4,614
1993	414,590	336,080	54,083	13,202	6,190	5,035
1994	418,998	335,604	57,580	13,991	6,409	5,414
1995	424,285	335,888	61,148	14,800	6,648	5,801
1996	429,674	336,291	64,703	15,612	6,893	6,175
1997	438,555	339,431	68,787	16,547	7,183	6,607
1998	445,408	340,924	72,598	17,417	7,447	7,022
1999	453,525	343,408	76,597	18,332	7,737	7,451
2000	461,347	345,095	80,742	15,582	6,439	3,782
2001	468,933	347,854	83,476	16,535	6,716	4,221
2002	470,723	347,129	85,369	16,670	6,767	4,226
2003	473,274	346,700	87,628	17,096	6,804	4,334
2004	479,824	348,828	90,287	16,997	7,055	4,818
2010(p)	*506,900*	*352,000*	*104,900*	*22,600*	*8,300*	*7,600*
2015(p)	*540,000*	*362,200*	*118,100*	*28,000*	*9,700*	*10,000*

Source: California Department of Finance, Demographic Research Unit; Center for Economic Development, 2010 & 2015 Projections





Population by Educational Attainment

Overview

Educational attainment information is used by businesses for market research, primarily by those wishing to target customers of a particular educational level. This information is also 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 translates into higher wage-earning potential and a more diverse buyer market.

Data here represents the number of people 18 years and over who have achieved a specified level of education.

Sonoma County

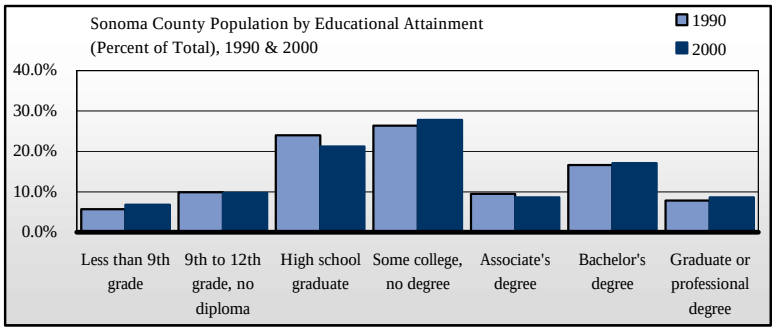
In 2000, 27.9 percent of Sonoma County residents had some college but earned no degree, making them the largest educational group in the area. This rate is slightly higher than the rest of the state, in which 24.3 percent of all residents attended some college but earned no degree. High school graduates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

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	14,697	25,671	62,057	68,246	24,588	43,067	20,379	258,705
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

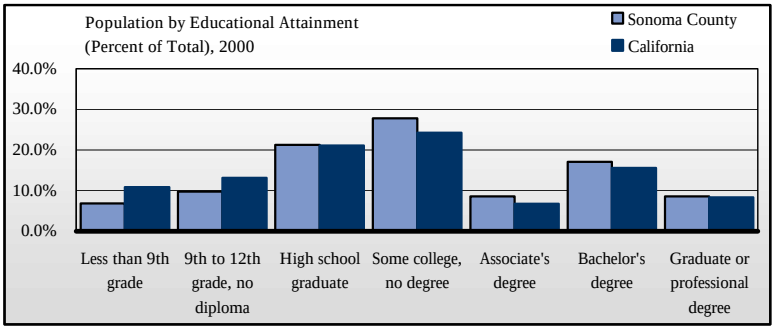
Source: U.S. Department of Commerce, Bureau of the Census

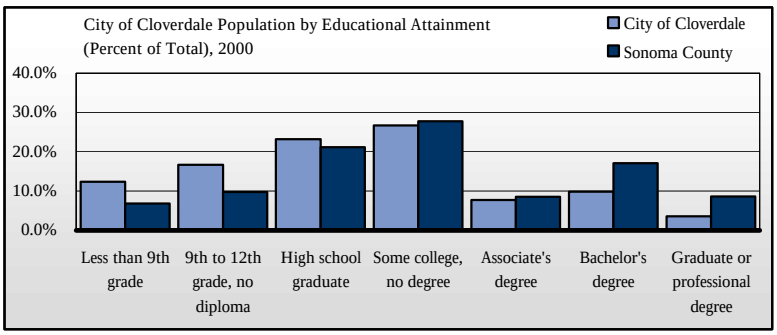


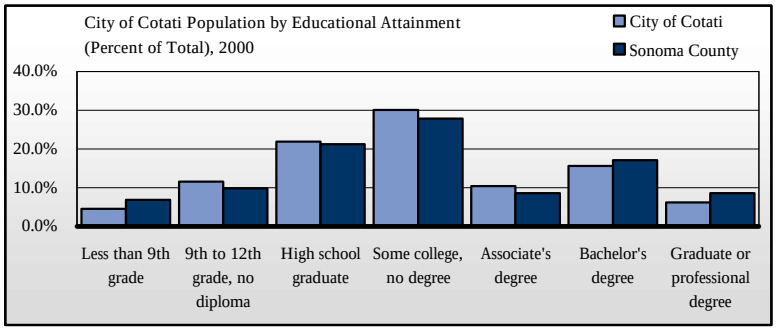
Population by Educational Attainment, Population 18 and Over, 2000

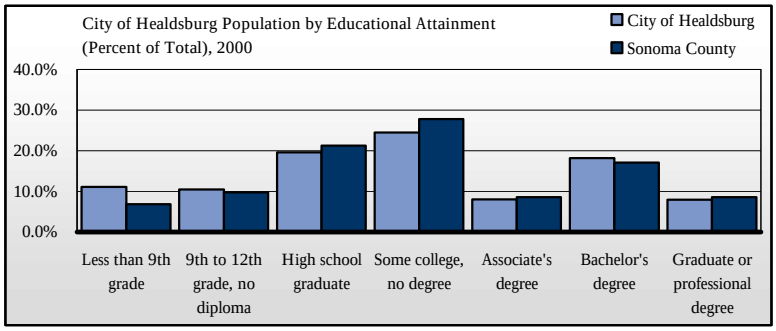
	Less than 9th grade	9th to 12th grade, no diploma	High school graduate	Some college, no degree	Associate's degree	Bachelor's degree	Graduate or professional degree	Total
City of Cloverdale	639	865	1,202	1,382	400	511	183	5,182
City of Cotati	214	554	1,051	1,443	495	748	297	4,802
City of Healdsburg	887	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

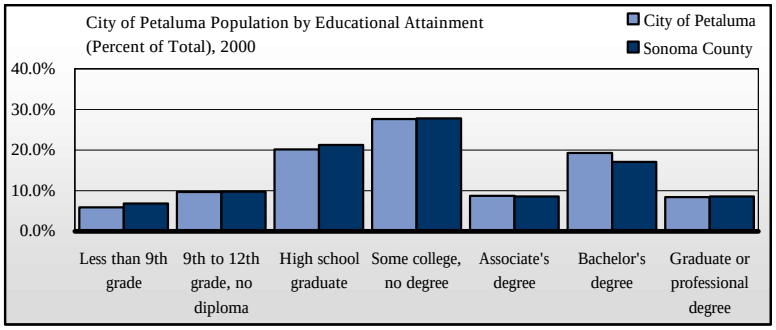
Source: U.S. Department of Commerce, Bureau of the Census

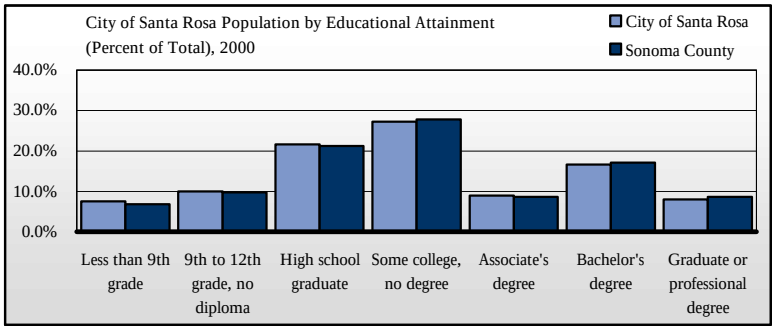


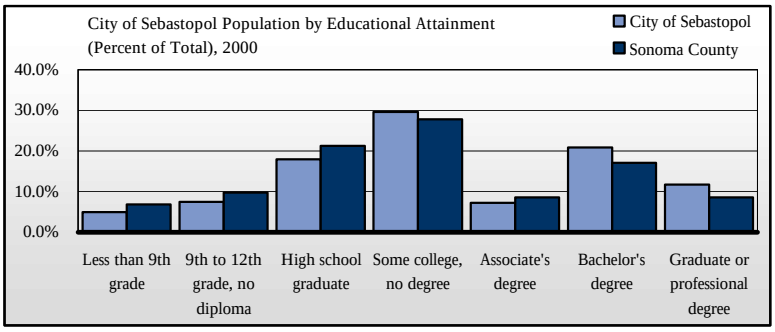


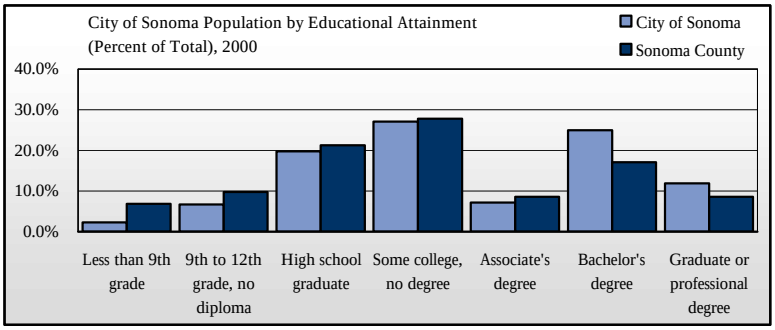

City of Cotati Population by Educational Attainment
(Percent of Total), 2000
City of Cotati
Sonoma County
40.0%
30.0%
20.0%
10.0%
0.0%
Less than 9th grade
9th to 12th grade, no diploma
High school graduate
Some college, no degree
Associate's degree
Bachelor's degree
Graduate or professional degree

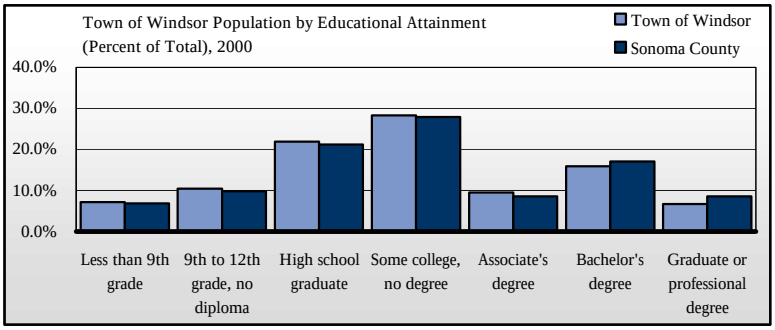

City of Healdsburg Population by Educational Attainment
(Percent of Total), 2000
City of Healdsburg
Sonoma County
40.0%
30.0%
20.0%
10.0%
0.0%
Less than 9th grade
9th to 12th grade, no diploma
High school graduate
Some college, no degree
Associate's degree
Bachelor's degree
Graduate or professional degree


City of Petaluma Population by Educational Attainment
(Percent of Total), 2000
City of Petaluma
Sonoma County
40.0%
30.0%
20.0%
10.0%
0.0%
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


City of Santa Rosa Population by Educational Attainment
(Percent of Total), 2000
City of Santa Rosa
Sonoma County
40.0%
30.0%
20.0%
10.0%
0.0%
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


City of Sebastopol Population by Educational Attainment
(Percent of Total), 2000
City of Sebastopol
Sonoma County
40.0%
30.0%
20.0%
10.0%
0.0%
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


City of Sonoma Population by Educational Attainment
(Percent of Total), 2000
City of Sonoma
Sonoma County
40.0%
30.0%
20.0%
10.0%
0.0%
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

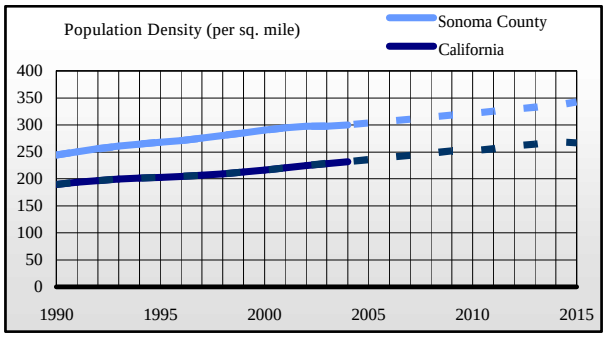

Town of Windsor Population by Educational Attainment
(Percent of Total), 2000
Town of Windsor
Sonoma County
40.0%
30.0%
20.0%
10.0%
0.0%
Less than 9th grade
9th to 12th grade, no diploma
High school graduate
Some college, no degree
Associate's degree
Bachelor's degree
Graduate or professional degree

Land Area & Population Density

Overview

Population density is used to define the differences between urban and rural areas. This distinction is necessary in grant writing and when comparing different counties or areas. Population density is determined by dividing the total population of the area in question by that area's size in square miles.

*Data for 1991 is not comparable to the previous year due to a change in methodology.



Sonoma County

Sonoma County's total land area is 6,286.8 square miles. Because population has increased while land area has remained constant, Sonoma County's population density has steadily risen over time. As of 2004, the population density in the county was 300 residents per square mile, putting it above the overall California population density of 231.8 people per square mile. It is projected that by 2015 population density in Sonoma County will reach 342.6 people per square mile.

Land Area and Population Density

Year	Land area (sq.miles)	Total population	Population density (per sq.mile)
1990	1,576	384,700	244.1
1991*	1,576	394,100	250.0
1992	1,576	402,800	255.6
1993	1,576	410,800	260.6
1994	1,576	416,800	264.4
1995	1,576	421,700	267.5
1996	1,576	427,000	270.9
1997	1,576	434,100	275.4
1998	1,576	442,000	280.4
1999	1,576	449,500	285.2
2000	1,576	457,300	290.1
2001	1,576	464,300	294.6
2002	1,576	468,600	297.3
2003	1,576	469,500	297.9
2004	1,576	472,700	300.0
2010(p)	*1,576*	*506,900*	*321.6*
2015(p)	*1,576*	*540,000*	*342.6*

Source: California Department of Finance

2. Environmental Factors

Two major quality of life indicators are climate and air quality. Climate is a key factor in determining what types of limitations or opportunities exist for agricultural production or recreational activities. Air quality is an indicator of the health of the environment as well as a factor in defining the aesthetic quality of an area. Poor air quality may indicate a large amount of industrial activity in an area. As in the case of other quality of life indicators, these provide 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 twelve California state parks, encompassing a total of 31,530 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 1,011. Below, the twelve state parks in Sonoma County are ranked by total acreage.

State Parks and Recreation

Areas	Acres
Bothe-Napa Valley State Park	1990.62
Jack London State Historic Park	1,610.80
Kruse Rhododendron State Reserve	317.00
Petaluma Adobe State Historic Park	41.16
Robert Louis Stevenson State Park	5,879.00
Salt Point State Park	5,684.93
Sonoma Coast State Beach	5,684.93
Sonoma State Historic Park	63.57
Stillwater Cove	36.27
Sugarloaf Ridge State Park	3,783.20

In this section:

Climate Data

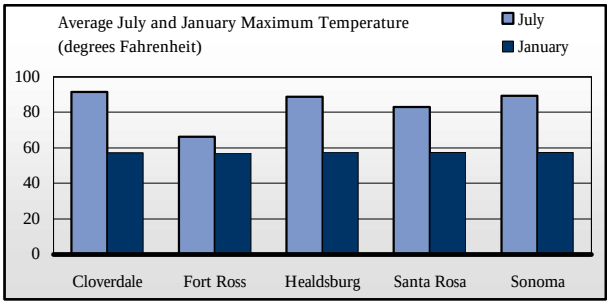
Overview

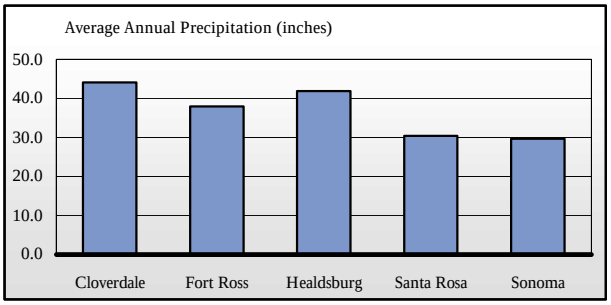
This section shows climate readings from selected weather stations in Sonoma County. Climate data is collected on an ongoing basis and is reported by the Western Regional Climate Center in December of each year unless otherwise noted. The data expresses an annual average calculated over the time indicated 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 44.1 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 March 2004

	Cloverdale	Fort Ross	Healdsburg	Santa Rosa	Sonoma
Average July maximum temp. (deg.)	91.3	66.3	88.7	83.0	89.4
Average January maximum temp. (deg.)	57.1	57.0	57.6	57.4	57.5
Average July minimum temp. (deg.)	54.7	47.8	52.7	51.0	50.8
Average January minimum temp. (deg.)	38.1	41.5	38.0	37.0	37.0
Average July precipitation (in.)	0.1	0.1	0.0	0.0	0.0
Average January precipitation (in.)	9.4	8.1	9.0	6.2	6.5
Average annual precipitation (in.)	44.1	37.8	41.9	30.3	29.6
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

Air Quality

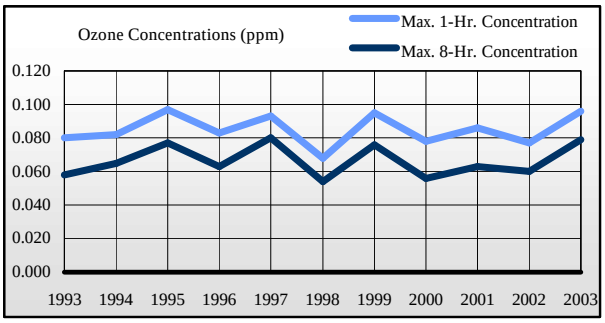
Overview

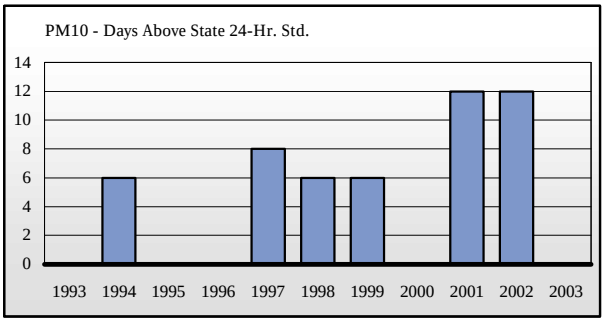
As industry, agricultural production, and traffic continue to increase in Sonoma County and across California, air quality becomes an important issue. Air quality affects all populations, especially the young, the elderly, and those with heart or lung problems. Air quality can be an important factor in determining where people are willing or able to live.

Air quality is a 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 (NOX). 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, 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 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.

The highest temperature ever recorded in the United States, 134 degrees F (57 degrees C), was measured in Death Valley on July 10, 1913, and was the second highest temperature ever recorded. The highest was 136 degrees F, in El Azizia, Libya on September 13, 1922.





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 windblown 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.

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, blowing fresh, clean air into the area and creating some of the best air quality in California. Ozone levels occasionally exceed state standards, as pollutants are carried into the basin by wind from the San Francisco Bay Area Air Basin. This 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), on the other hand, continues to exceed state standards, as in much of the rest of the state. Mendocino County, along with Humboldt County, qualifies as a transitional area for meeting state CO standards as of 2004.

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 to 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, northernmost section of the basin, along with Napa County, it does receive much of the effects of pollution from bay communities.

In 2003, the county air quality did not exceed state or federal standards. See the figure below for air quality by pollutant in Sonoma County in 2003.

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

County Air Quality

Pollutant (measurement)	Measure	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Ozone (ppm)	Max. 1-Hr. Concentration	0.080	0.082	0.097	0.083	0.093	0.068	0.095	0.078	0.086	0.077	0.096
Ozone (ppm)	Max. 8-Hr. Concentration	0.058	0.065	0.077	0.063	0.08	0.054	0.076	0.056	0.063	0.060	0.079
Ozone (ppm)	Days Above State Std.	0	0	1	0	0	0	1	0	0	0	1
Ozone (ppm)	Days Above Nat'l 1-Hr. Std.	0	0	0	0	0	0	0	0	0	0	0
Ozone (ppm)	Days Above Nat'l 8-Hr. Std.	0	0	0	0	0	0	0	0	0	0	0
PM_{10} (ug/m^3)	Max. 24-Hr. Concentration	0	60.7	46.0	37.6	85.0	52.9	54.2	45.7	73.7	60.2	34.2
PM_{10} (ug/m^3)	Max. Annual Geometric Mean	0	18	13	15	16	16	19	15	18	18	17
PM_{10} (ug/m^3)	Days Above State 24-Hr. Std.	0	6	0	0	8	6	6	0	12	12	0
PM_{10} (ug/m^3)	Days Above Nat'l 24-Hr. Std.	0	0	0	0	0	0	0	0	0	0	0
CO (ppm)	Max. 8-Hr. Concentration	3.75	3.38	2.75	3.00	3.34	3.24	3.44	3.05	2.40	2.10	1.77
CO (ppm)	Days Above State 8-Hr. Std.	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
NO_2 (ppm)	Max. 1-Hr. Concentration	0.090	0.084	0.066	0.062	0.061	0.057	0.074	0.054	0.057	0.054	0.055
NO_2 (ppm)	Max. Annual Average	0.016	0.015	0.015	0.014	0.013	0.015	0.014	0.013	0.013	0.013	0.012

Source: California Air Resources Board

3. Agriculture

In certain areas of Northern California, agricultural production constitutes a significant portion of the economic base. The amount of agricultural production in an area can indicate the type of economy and businesses that are successful, as well as what kinds of jobs are available. Areas particularly dependent on a few agricultural crops can also experience considerable instability in their economic performance as product prices fluctuate.

Sonoma County has a rich winery district, and accordingly, grapes are 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.

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.

In this section:

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. In some cases, certain orchards must grow for three to four years before being harvested and replanted again, creating a cyclical pattern in output. A decline in agricultural land availability may also occur when urbanization permanently removes land from the production cycle.

This section illustrates 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.

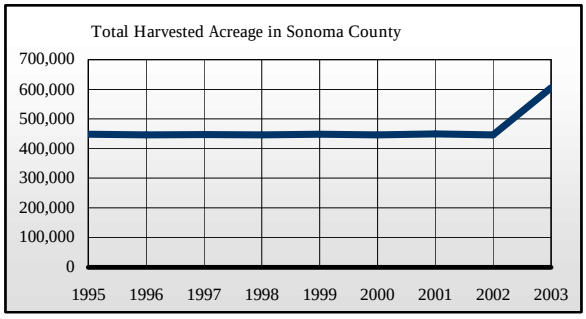
Total Harvested Acreage

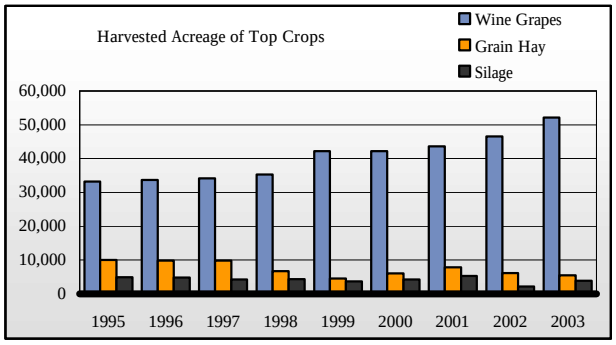
Year	Total acres harvested	Percent of total land area
1995	448,536	44.5%
1996	446,693	44.3%
1997	447,322	44.3%
1998	446,093	44.2%
1999	448,649	44.5%
2000	446,796	44.3%
2001	448,964	44.5%
2002	446,900	44.3%
2003	604,726	60.0%

Source: California Agricultural Statistics Service

Sonoma County

A total of 604,726 acres of land was harvested in Sonoma County in 2003, which accounted for 60 percent of the land area in the county and 2.1 percent of the total harvested land in California. This was an increase of over 40 percent from the preceding year, and was mainly due to an additional reported 150,000 acres of pasture for rangeland. 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.





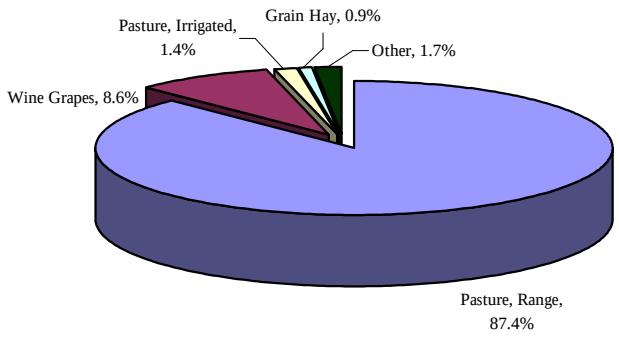
Wine grapes were the dominant harvested crop in Sonoma County, with 52,176 acres harvested in 2003. This accounted for about 10 percent of all wine grapes harvested in California. Grain hay made up the next most abundant harvest, with 5,500 acres in 2003, or almost 3 percent of the state total. Sonoma County contributed 12 percent to the state's apple harvest and 14 percent to the state's harvest of grain oats. In addition, 528,332 acres of pasture were used as range and 8,329 acres were irrigated.

Top Crops Harvested Acreage

Crops	1995	1996	1997	1998	1999	2000	2001	2002	2003
Wine Grapes	33,189	33,703	34,121	35,334	42,227	42,220	43,589	46,587	52,176
Grain Hay	10,006	9,799	9,890	6,705	4,497	5,986	7,806	6,135	5,500
Silage	4,921	4,795	4,228	4,388	3,670	4,251	5,197	2,140	3,847
Apples	5,298	4,407	4,458	4,144	4,047	3,781	2,933	2,956	3,008
Grain Oats	630	1,118	1,357	1,245	1,427	919	717	937	1,702
Green Chop Hay	440	706	539	917	1,369	470	340	716	598
Corn Silage	453	230	214	294	370	385	385	385	385
Vegetables, Unspecified	1,111	1,289	1,507	1,334	847	659	438	562	383
Wild Hay	2,281	1,047	1,430	2,470	1,160	1,028	853	250	372
English Walnuts	317	258	266	219	192	211	190	188	86
Pasture, Range	379,500	379,250	379,225	379,150	379,075	377,039	376,839	376,639	528,332
Pasture, Irrigated	9,550	9,500	9,500	9,450	9,450	9,550	9,450	9,350	8,329

Source: California Agricultural Statistics Service

Top Crops as a Percent of Total Harvested Acres, 2003



Top Crops Production

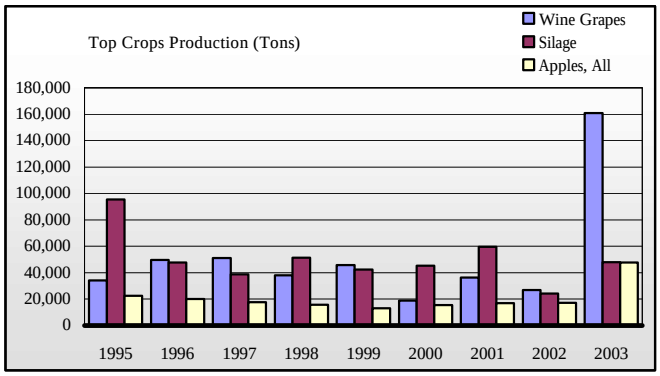
Overview

Similar indicators affecting a crop's harvest may also affect the amount of production during the year. For example, some crops may be produced, harvested, and marketed in the same season, while others may be harvested and released into the market at a later date. This may be apparent in high variations of production for specific crops, while the harvested acreage remains somewhat stable.

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.

Sonoma County

Wine grapes have the largest production rate in Sonoma County by far, with an average of 160,768 tons each year since 1995. In 2003, Sonoma County contributed over 19 percent of the total reported production of wine grapes in California.



Silage and apples have the next highest production rate in the county, with 47,697 and 47,528 tons, respectively, in 2003. Each of these crops has remained relatively stable since 1995, although the production of apples increased over 175 percent since the preceding year. Other varying fluctuations are due to weather, crop resiliency, and market influences contributing to the amount of production each year.

Top Crops Production (Tons)

Crops	1995	1996	1997	1998	1999	2000	2001	2002	2003
Wine Grapes	34,268	49,500	51,133	37,996	45,713	18,753	36,285	26,804	160,768
Silage	95,470	47,498	38,651	51,453	42,435	45,200	59,603	24,203	47,697
Apples, All	22,539	20,015	17,594	15,646	12,920	15,442	16,710	17,307	47,528
Grain Hay	8,663	5,020	4,400	7,900	7,715	9,265	9,165	9,865	17,339
Milk, Manufacturing	72,210	167,060	84,249	38,751	28,644	29,160	23,186	14,612	12,492
Corn Silage	8,663	5,020	4,400	7,900	7,715	9,265	9,165	9,865	9,165
Green Chop Hay	4,806	7,129	3,484	10,842	13,388	4,205	4,708	5,522	4,331
Oats, Grain	532	887	1,064	954	1,923	2,221	2,112	2,650	1,669
Wool (lbs.)	116,490	134,592	116,404	99,589	97,767	79,912	91,090	91,734	119,500
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

Source: California Agricultural Statistics Service

Value of Agricultural Production

Overview

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.

The crops of greatest value make a significant contribution to local income. Climate conditions and soil availability may give an area a comparative advantage in the production of a particular agricultural commodity.

Included are the ten most significant crops in the area, represented in terms of gross production value. This includes production value during the calendar year, regardless of whether it was sold on the market or used at the place of production. The data that reflects crops by top value includes fresh fruits and vegetables whose values are FOB (Free On Board) prices. This excludes the cost of transportation to a specified destination for distribution, which is paid for by the seller.

Sonoma County

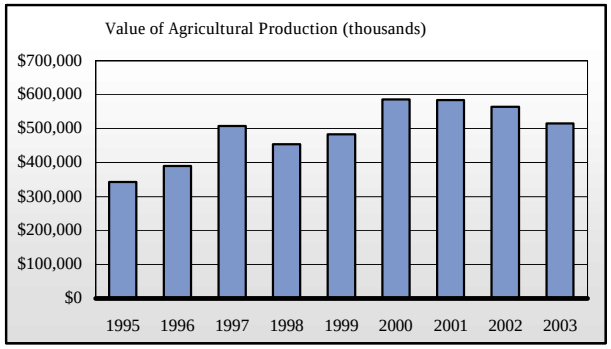
Agricultural production totaled $522 million in Sonoma County in 2003. Timber production accounted for 1.4 percent of total production in the same year, down from a peak of over 3 percent in 2000.

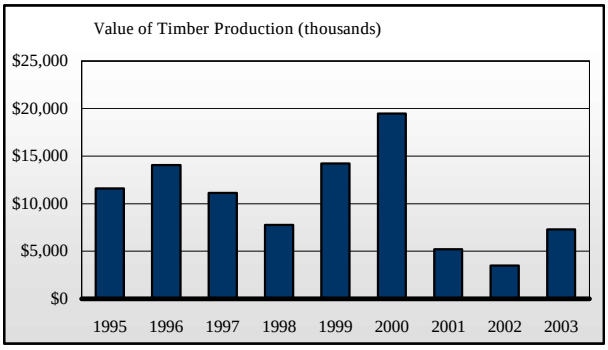
The production of wine grapes, the most valuable crop in Sonoma County, generated $316.3 million and made up over 61 percent of the county's total agricultural value in 2003. Sonoma County produced 17 percent of the total value of that crop in California in the same year. Wine grapes also brought in the highest price per unit in the county (see the following section for more details). The next most valuable commodity in the county is milk for market fluid, with a value of $79.3 million in 2003, or 15 percent of the county's production value. Both wine grapes

Agriculture and Timber Production (thousands)

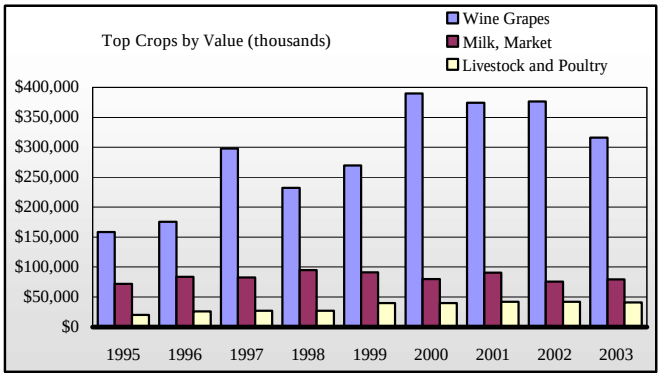
Year	Agricultural production	Timber production	Timber as a percent of total	Total Production
1995	$ 342,550	$ 11,609	3.3%	$ 354,159
1996	$ 389,572	$ 14,060	3.5%	$ 403,632
1997	$ 507,121	$ 11,137	2.1%	$ 518,258
1998	$ 453,535	$ 7,768	1.7%	$ 461,303
1999	$ 483,038	$ 14,231	2.9%	$ 497,269
2000	$ 585,039	$ 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

Source: California Agricultural Statistics Service





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, 2003 (thousands $)

Crop		Value
Wine Grapes	$	316,262
Milk, Market	$	79,322
Livestock, Unspecified	$	40,887
Livestock Products, Misc.	$	13,196
Cattle and Calves, Unspecified	$	12,372
Nursery Products, Misc.	$	10,306
Nursery, Woody Ornamentals	$	9,639
Vegetables, Unspecified	$	8,702
Apples, All	$	7,167
Flowers, Cut, Unspecified	$	3,596

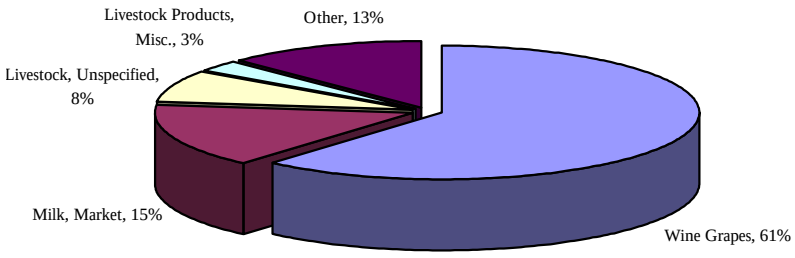
Source: California Agricultural Statistics Service

Historical Crops by Value (thousands $)

Crop		1995		1996		1997		1998		1999		2000		2001		2002
Wine Grapes	$	158,825	$	175,572	$	298,147	$	231,828	$	269,271	$	389,854	$	374,390	$	376,422
Milk, Market	$	71,896	$	83,878	$	82,562	$	95,224	$	91,171	$	79,854	$	90,848	$	76,050
Livestock and Poultry	$	20,091	$	26,036	$	26,919	$	26,919	$	39,706	$	40,054	$	41,756	$	41,887

Source: California Agricultural Statistics Service

Production of Top Crops as a Percent of Total Production, 2003



Top Crops Price per Unit

Overview

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.

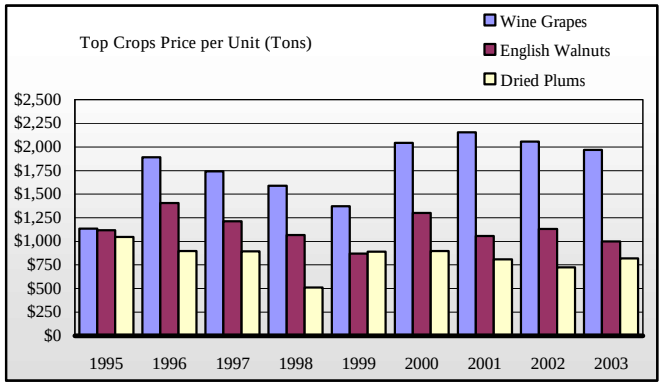
Sonoma County

Buyers paid $1,967 per ton for wine grapes in 2003, making them the highest priced agricultural product in Sonoma County. This was significantly high compared to California's average price of $529 per ton. 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 English walnuts, dried plums, and oats, among others. Please see the following illustrations for more detail.

Top Crops Price per Unit (Tons)

	1995	1996	1997	1998	1999	2000	2001	2002	2003
Wine Grapes	$ 1,135	$ 1,890	$ 1,740	$ 1,589	$ 1,372	$ 2,043	$ 2,157	$ 2,055	$ 1,967
English Walnuts	$ 1,120	$ 1,407	$ 1,211	$ 1,066	$ 872	$ 1,300	$ 1,056	$ 1,132	$ 1,000
Dried Plums	$ 1,046	$ 896	$ 893	$ 510	$ 892	$ 898	$ 809	$ 724	$ 820
Oats, Grain	$ 210	$ 237	$ 380	$ 260	$ 147	$ 106	$ 107	$ 212	$ 156
Apples	$ 160	$ 210	$ 179	$ 156	$ 130	$ 120	$ 163	$ 171	$ 151
Grain Hay	$ 78	$ 72	$ 97	$ 79	$ 67	$ 77	$ 78	$ 86	$ 80
Wild Hay	$ 51	$ 60	$ 77	$ 53	$ 61	$ 65	$ 73	$ 75	$ 40
Silage	$ 34	$ 39	$ 42	$ 36	$ 29	$ 33	$ 32	$ 27	$ 22
Corn Silage	$ 39	$ 44	$ 47	$ 41	$ 34	$ 38	$ 37	$ 32	$ 18
Green Chop Hay	$ 13	$ 17	$ 24	$ 29	$ 22	$ 18	$ 13	$ 14	$ 16

Source: California Agricultural Statistics Service



4. Labor Market

The labor market is a significant indicator of the economic and social condition of a community. It identifies labor trends in the area, defines the supply and demand for employment, and indicates the strengths of the businesses that are supporting that demand. From labor market information, conclusions can be drawn about the economic motivation of the county's population, the availability of jobs, the social climate of the area, and the standards of living.

In analyzing the status of a community's labor force, the following definitions may be helpful:

- 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 1990 to 2003 was 4.5 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 February through May and August through December. Between 1990 and 2003, unemployment dropped, on average, from 5.1 per cent to 4.1 percent, before it began to rise again. There are, on average, around 15,200 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

Overview

Increases in labor force indicate economic growth in an area, making the percentage of change in labor force from year to year important to prospective business owners looking for new areas in which to develop. In addition to employed workers and unemployed county residents actively seeking work, the labor force includes workers who have been laid off and are waiting to be called back to work. Labor force does not include people who are in prisons, mental hospitals, nursing homes, or those under the age of sixteen.

Sonoma County

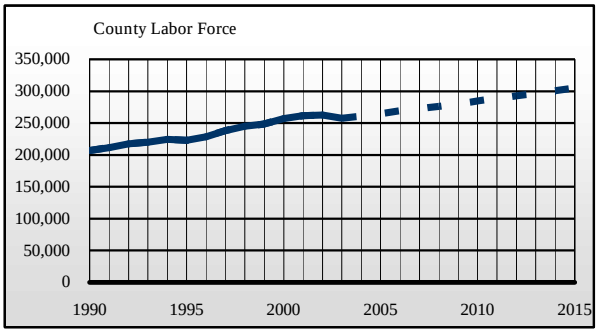
In 2003, 257,600 residents, or 54.9 percent of Sonoma County's population, were members of the labor force, compared to 49 percent in California. The county's labor force has increased steadily over the last twenty years, and saw a 1.8 percent growth in 2003. By 2015, the labor force is projected to increase 18.5 percent, growing to 305,300 people. This steady increase indicates a thriving economy and a perpetual increase in available employment and business growth.

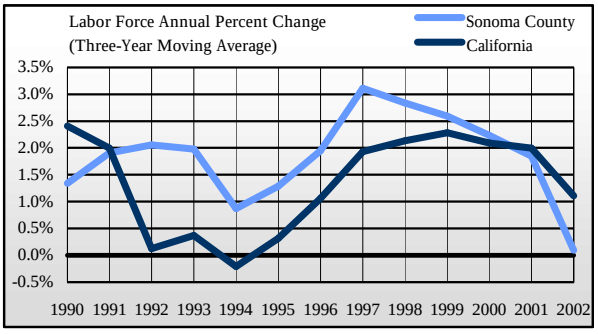
The city of Santa Rosa boasted the strongest labor force in Sonoma County, with 73,670 members in 2003 and a 24.5 percent growth since 1990. The city of Sebastopol saw a 25.1 percent increase in the labor force during the same time-the highest in the county. The lowest percent change was in the city of Healdsburg, at 24.2 percent. Comparatively, the state of California saw a 20.5 percent increase in the labor force.

Labor Force, County and Cities

Year	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Sonoma County	Annual percent change
1990	5,000	24,080	20,680	59,170	3,590	18,770	206,800	n/a
1991	5,110	24,570	21,220	60,540	3,690	19,160	211,700	2.4%
1992	5,240	25,180	21,850	32,190	3,800	19,640	217,600	2.8%
1993	5,300	25,460	22,060	62,830	3,850	19,860	219,800	1.0%
1994	5,410	26,040	22,510	64,200	3,920	20,310	224,500	2.1%
1995	5,380	25,910	22,370	63,840	3,890	20,210	223,300	-0.5%
1996	5,510	26,580	22,870	65,360	3,980	20,720	228,400	2.3%
1997	5,750	27,710	23,790	68,070	4,130	21,600	237,900	4.2%
1998	5,920	28,550	24,470	70,070	4,260	22,240	244,800	2.9%
1999	6,010	28,990	24,800	71,090	4,310	22,580	248,400	1.5%
2000	6,210	29,990	25,650	73,540	4,460	23,360	256,900	3.4%
2001	6,320	30,520	26,140	74,880	4,540	23,780	261,600	1.8%
2002	6,330	30,520	26,260	75,070	4,570	23,790	262,400	0.3%
2003	6,210	29,930	25,790	73,670	4,490	23,330	257,600	-1.8%
2010(p)	*n/a*	*n/a*	*n/a*	*n/a*	*n/a*	*n/a*	*284,600*	*10.5%*
2015(p)	*n/a*	*n/a*	*n/a*	*n/a*	*n/a*	*n/a*	*305,300*	*7.3%*

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 by place of residence, or the estimated number of county residents who are employed, regardless of whether they work in the county. "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."

Total employment indicates the overall health of the economy. A decrease in employment indicates a slowing of the economy in a given area and directly impacts consumer spending and local development. However, an increase in employment indicates a rise in consumer spending and local development. A city with a steadily increasing employment rate is more likely to attract new residents and gain more wealth.

Sonoma County

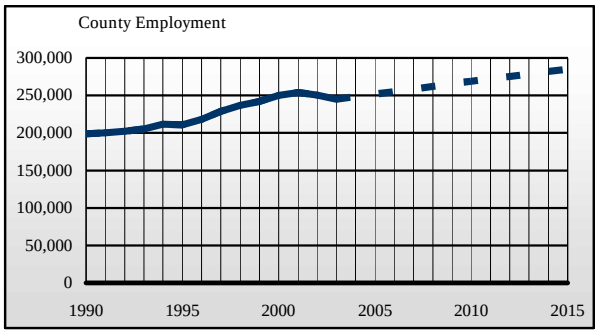
As of 2003, 245,000 members, or 95.1 percent of Sonoma County's labor force, were employed, a 2.2 percent decrease since the preceding year. In comparison, 93.3 percent of California's total labor force was employed in the same year. Employment in the county is expected to continue rising in upcoming years, with projected totals of 268,900 in 2010 and 285,200 by 2015. 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.

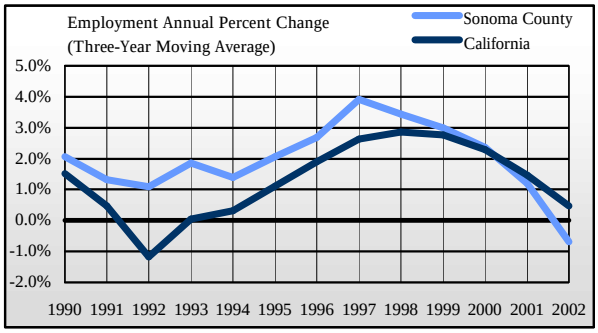
In the city of Santa Rosa, 70,170 members of the labor force were employed as of 2003, the highest number in any city in Sonoma County. This total is followed by 28,740 employed residents in the city of Petaluma, and 24,380 in the city of Rohnert Park.

Total Employment and Percent Change by City or Town

Year	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Sonoma County	Annual Percent Change
1990	4,820	23,330	19,780	56,950	3,430	18,160	198,800	n/a
1991	4,850	23,470	19,910	57,300	3,450	18,270	200,000	0.6%
1992	4,900	23,730	20,130	57,940	3,490	18,470	202,300	1.2%
1993	4,980	24,100	20,440	58,830	3,550	18,760	205,400	1.5%
1994	5,120	24,810	21,040	60,570	3,650	19,310	211,400	2.9%
1995	5,110	24,740	20,980	60,400	3,640	19,260	210,900	-0.2%
1996	5,290	25,630	21,740	62,570	3,770	19,950	218,400	3.6%
1997	5,550	26,860	22,780	65,580	3,950	20,910	228,900	4.8%
1998	5,740	27,780	23,560	67,810	4,090	21,620	236,700	3.4%
1999	5,860	28,360	24,050	69,240	4,170	22,070	241,700	2.1%
2000	6,060	29,350	24,890	71,650	4,320	22,840	250,100	3.5%
2001	6,150	29,790	25,270	72,740	4,380	23,190	253,900	1.5%
2002	6,070	29,410	24,950	71,810	4,330	22,890	250,500	-1.3%
2003	5,930	28,740	24,380	70,170	4,230	22,370	245,000	-2.2%
2010(p)	*n/a*	*n/a*	*n/a*	*n/a*	*n/a*	*n/a*	*268,900*	*2.5%*
2015(p)	*n/a*	*n/a*	*n/a*	*n/a*	*n/a*	*n/a*	*285,200*	*1.7%*

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.


County Employment
300,000
250,000
200,000
150,000
100,000
50,000
0
1990
1995
2000
2005
2010
2015


Employment Annual Percent Change
(Three-Year Moving Average)
Sonoma County
California
5.0%
4.0%
3.0%
2.0%
1.0%
0.0%
-1.0%
-2.0%
1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002

Unemployment

Overview

Unemployment figures for a given month include people who are not working but were able, available, and actively seeking work during the week that included the twelfth of that month. Any person who has been laid off and is waiting to be called back to work, including an individual waiting to report to a new job within thirty days, is also considered unemployed.

Like the labor force, the unemployment rate excludes those who are not actively seeking work, are not between the ages of 16 and 65, or are institutionalized or otherwise unavailable for work.

Many fluctuations occur in the labor force regarding unemployment. When unemployment rates rise, employment may decrease, but the number of people actively seeking work may increase at the same time.

Although unemployment is an important economic factor, taken alone it is not a reliable source on which to base assumptions about the health of an economy.

County Unemployment

Year	County unemployment	Annual percent change	Unemployment rate
1990	8,000	n/a	3.9%
1991	11,700	46.3%	5.5%
1992	15,300	30.8%	7.0%
1993	14,400	-5.9%	6.5%
1994	13,100	-9.0%	5.8%
1995	12,400	-5.3%	5.5%
1996	10,000	-19.4%	4.4%
1997	9,000	-10.0%	3.8%
1998	8,100	-10.0%	3.3%
1999	6,700	-17.3%	2.7%
2000	6,800	1.5%	2.6%
2001	7,700	13.2%	2.9%
2002	11,900	54.5%	4.5%
2003	12,600	5.9%	4.9%
2010(p)	*15,700*	*24.6%*	*5.5%*
2015(p)	*20,100*	*28.0%*	*6.6%*

Source: California Employment Development Department; 2010 & 2015 projections calculated by the Center for Economic Development

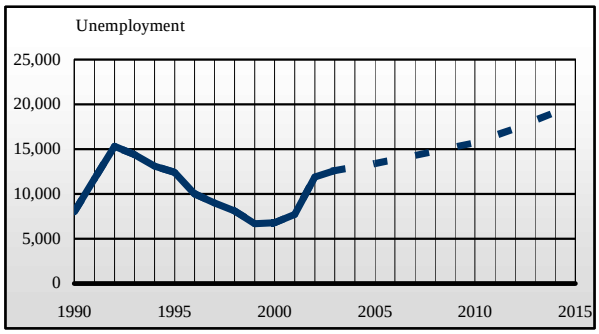
Total Unemployment and Percent Change by City or Town

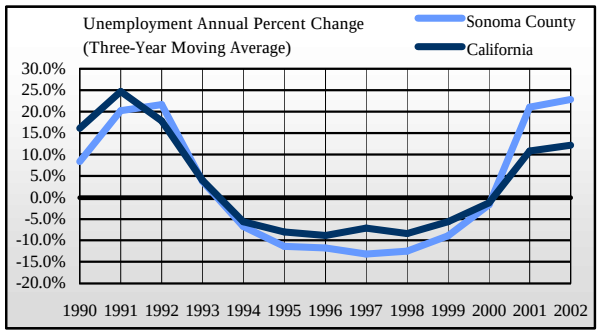
Year	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma
1990	180	750	900	2,220	160	610
1991	260	1,100	1,310	3,240	240	890
1992	340	1,450	1,720	4,250	310	1,170
1993	320	1,360	1,620	4,000	300	1,100
1994	290	1,230	1,470	3,630	270	1,000
1995	270	1,170	1,390	3,440	250	950
1996	220	950	1,130	2,790	210	770
1997	200	850	1,010	2,490	180	690
1998	180	770	910	2,260	170	620
1999	150	630	750	1,850	140	510
2000	150	640	760	1,890	140	520
2001	170	730	870	2,140	160	590
2002	260	1,120	1,330	3,300	240	910
2003	280	1,190	1,410	3,500	260	960

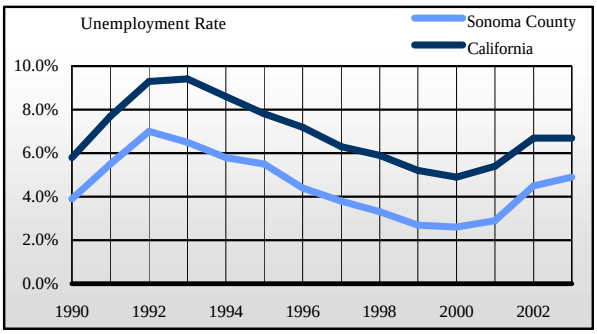
Source: California Employment Development Department

Sonoma County

In 2003, 12,600 members of Sonoma County's labor force were unemployed, making up 4.9 percent of the labor force. This number is expected to increase to 15,700 in 2010 and 20,100 by 2015, which would be 5.5 percent and 6.6 percent of the total labor force, respectively. Sonoma County's unemployment rate has been consistently lower than the California average since 1990. For example, when statewide unemployment swelled to 9.4 percent in 1993, Sonoma County's unemployment rate was at 6.5, down from a high of 7.0 percent the previous year. This number steadily decreased through 2001, before beginning to rise again.







Average Monthly Labor Statistics

Overview

Average monthly labor statistics are used to predict seasonal trends in unemployment. Agriculturally dependent areas tend to experience month-to-month fluctuations in unemployment that cannot be seen using the annual average. Variation in average monthly unemployment tends to reflect harvesting and planting seasons. Typically, the period of May through October experiences the lowest unemployment, while January through March experiences the highest. This indicator is especially important in Northern California where agriculture remains the dominant industry.

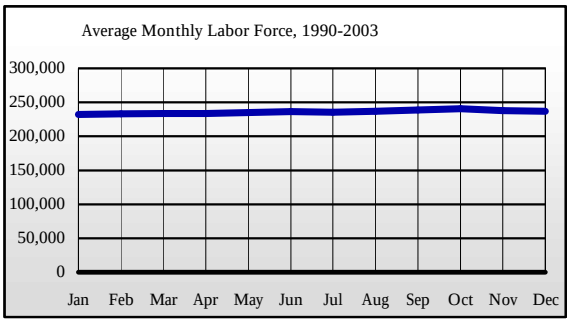
Sonoma County

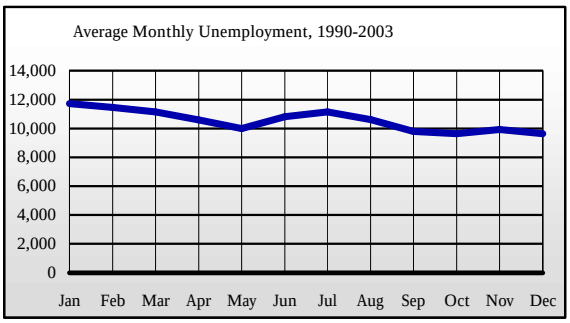
Between 1990 and 2002, unemployment was lowest in May and September through December. The highest unemployment rates occurred in January through March, peaking in January at 5.1 percent and decreasing through out the year. In all cases, the average monthly unemployment rate for Sonoma County was lower than the statewide average.

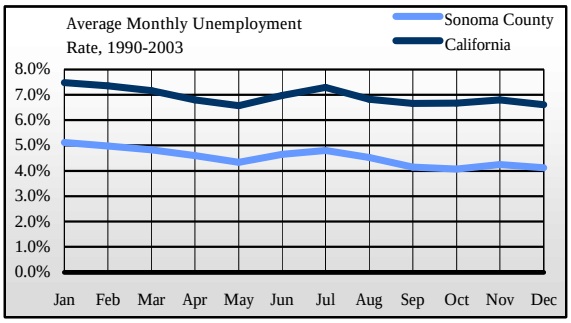
Average Monthly Labor Statistics, 1990-2003

Month	Labor force	Empl.	Unempl.	Unempl. rate
Jan	232,086	220,343	11,736	5.1%
Feb	233,014	221,564	11,457	5.0%
Mar	233,664	222,521	11,157	4.8%
Apr	233,757	223,200	10,579	4.6%
May	234,743	224,721	10,000	4.3%
Jun	236,357	225,550	10,807	4.7%
Jul	235,400	224,271	11,129	4.8%
Aug	236,907	226,321	10,600	4.5%
Sep	238,829	229,050	9,800	4.2%
Oct	240,543	230,907	9,643	4.1%
Nov	237,921	228,007	9,943	4.2%
Dec	236,857	227,221	9,643	4.1%

Source: California Employment Development Department







5. Income

Income factors significantly affect the nature of people's consumer choices and local economies, and can reflect the educational attainment and quality of life in a community. Income influences buying and spending power and serves as a gauge for comparison to surrounding areas.

Total personal income for Sonoma County rose an annual average of 5.9 percent (3.2 percent when adjusted for inflation) between 1990 and 2002. 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. 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. While incomes have improved for most residents, a growing percentage of the population did not experience income gains sufficient to escape poverty.

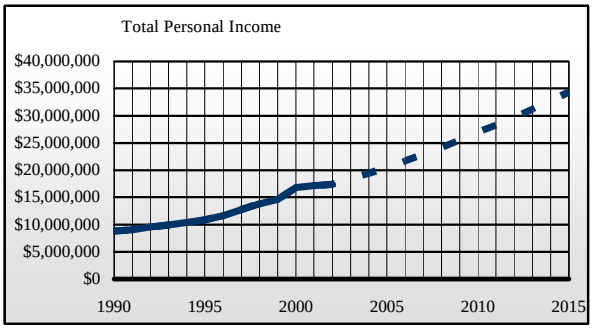
Transfer payments made up 10.7 percent of total personal income in 2002, rising from 10.4 percent in 1990. However, it is interesting to note that the increase in transfer payments was not a result of income assistance or adjustment payments, despite the poverty rate continuing to climb. In fact, income 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 12 percent. This increase can most likely be attributed to the rising costs of health care nationwide.

In this section:

Total Personal Income

Overview

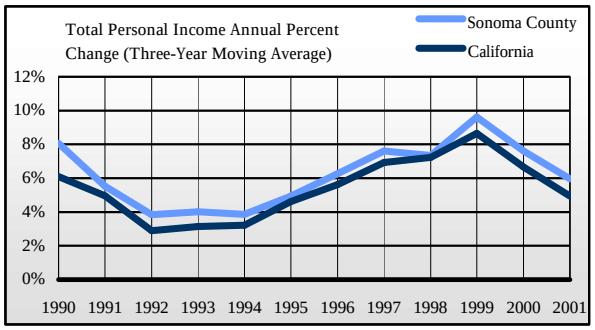
Total personal income is calculated by the U.S. Department of Commerce, Bureau of Economic Analysis, as "the sum of wage and salary disbursements, other labor income, the proprietor's income with inventory valuation and capital consumption adjustment, personal dividend income, personal interest income, and transfer payments to persons, minus personal contributions for social insurance."



NOTE: Graphs represent nominal figures.

Sonoma County

The total personal income in Sonoma County was $17.4 million in 2002, a 1.1 percent increase from the previous year. When adjusted for inflation, there was a .5 percent decrease in spending power in the same year. Total personal income is expected to increase to $28.5 million by 2010. This projection indicates an economy that is steadily growing, with a buyer market that will continue to gain spending power in the future. Among twenty-two counties in Northern California, excluding the Bay Area, Sonoma County had the second highest total personal income in 2002, behind Sacramento County. As the following figure shows, total personal income in Sonoma County has always been competitive with the statewide average.



Total Personal Income

Year	Nominal Total Personal Income (thousands)	Nominal Annual percent change	Adjusted for Inflation ($2002) Total Personal Income (thousands)	Adjusted for Inflation ($2002) Annual percent change
1990	$ 8,754,354	n/a	$ 12,049,796	n/a
1991	$ 9,053,468	3.4%	$ 11,958,288	-0.8%
1992	$ 9,538,546	5.4%	$ 12,230,823	2.3%
1993	$ 9,905,633	3.8%	$ 12,332,342	0.8%
1994	$ 10,398,102	5.0%	$ 12,622,257	2.4%
1995	$ 10,859,377	4.4%	$ 12,818,910	1.6%
1996	$ 11,652,547	7.3%	$ 13,360,696	4.2%
1997	$ 12,743,027	9.4%	$ 14,283,306	6.9%
1998	$ 13,809,227	8.4%	$ 15,240,981	6.7%
1999	$ 14,614,087	5.8%	$ 15,780,758	3.5%
2000	$ 16,777,972	14.8%	$ 17,528,207	11.1%
2001	$ 17,208,671	2.6%	$ 17,480,745	-0.3%
2002	$ 17,390,873	1.1%	$ 17,390,873	-0.5%
2010(p)	*$ 26,965,600*	*5.6%*	*$ 21,792,500*	*2.9%*
2015(p)	*$ 34,389,800*	*5.0%*	*$ 24,328,300*	*2.2%*

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

Components of Total Personal Income

Overview

According to the U.S. Department of Commerce, total personal income includes the following:

- 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 the proprietor's (the owner's) income 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, non-profit institutions, estates, and trusts. An individual's income from real property rentals, and royalties received from patents, copyrights, and rights to natural resources, are also included.

- Personal contributions for social insurance are always below zero, and therefore counted in earnings but not counted as income. These include payments made by employees, by the self-employed, and by other individuals to programs, such as the federal deposit insurance, social security, and Medicare.

- 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 examining the amount of people that 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.

Components of Total Personal Income (thousands)

Year	Earnings by place of work	Dividends, interest, and rent	Transfer payments	Personal contributions for social insurance	Adjustment for residence	Total personal income
1990	$ 4,838,019	$ 2,124,677	$ 922,902	$ (284,761)	$ 1,274,648	$ 8,875,485
1991	$ 5,048,470	$ 2,185,383	$ 1,026,686	$ (309,340)	$ 1,265,856	$ 9,217,055
1992	$ 5,309,307	$ 2,200,501	$ 1,178,126	$ (324,985)	$ 1,274,616	$ 9,637,565
1993	$ 5,502,162	$ 2,277,662	$ 1,229,023	$ (341,730)	$ 1,272,041	$ 9,939,158
1994	$ 5,767,579	$ 2,412,825	$ 1,273,156	$ (363,131)	$ 1,280,406	$ 10,370,835
1995	$ 5,928,445	$ 2,623,399	$ 1,332,089	$ (373,752)	$ 1,287,438	$ 10,797,619
1996	$ 6,418,562	$ 2,808,884	$ 1,385,125	$ (390,213)	$ 1,262,128	$ 11,484,486
1997	$ 7,193,870	$ 2,997,598	$ 1,403,581	$ (427,503)	$ 1,277,280	$ 12,444,826
1998	$ 7,977,762	$ 3,172,284	$ 1,453,682	$ (470,051)	$ 1,318,418	$ 13,452,095
1999	$ 8,647,303	$ 3,273,353	$ 1,496,100	$ (508,714)	$ 1,293,466	$ 14,201,508
2000	$ 9,834,626	$ 3,389,134	$ 1,557,072	$ (567,709)	$ 1,833,287	$ 16,046,410
2001*	$ 10,646,589	$ 3,876,096	$ 1,724,585	$ (1,161,725)	$ 2,123,126	$ 17,208,671
2002	$ 10,772,655	$ 3,922,026	$ 1,862,850	$ (1,176,111)	$ 2,009,453	$ 17,390,873
2010(p)	*$ 15,517,500*	*$ 7,402,800*	*$ 3,200,600*	*$ (1,936,200)*	*$ 2,780,900*	*$ 26,965,600*
2015(p)	*$ 19,904,900*	*$ 9,200,100*	*$ 4,565,900*	*$ (2,761,600)*	*$ 3,480,500*	*$ 34,389,800*

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

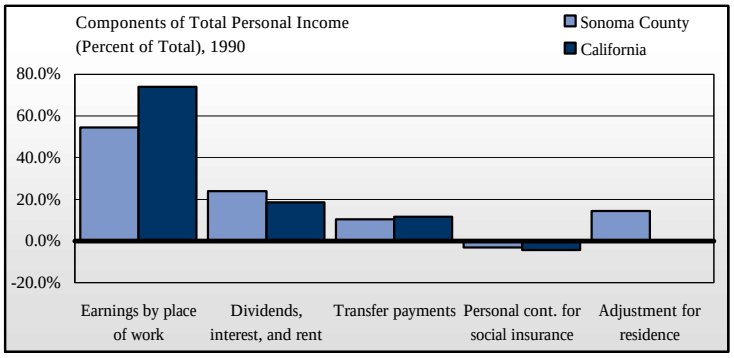
• Transfer payments are compensations for work not immediately performed. They can be payments made by government and businesses to individuals and non-profit institutions. Transfer payments include a wide variety of payments that are described in the following section.

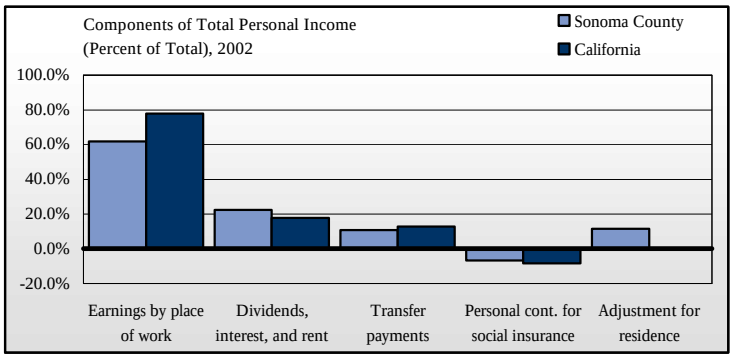
NOTE: Parentheses indicate a negative value.

*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.

Sonoma County

Approximately 62 percent of the income of Sonoma County residents came from earnings by place of work in 2002, compared to 78 percent in California. Another 23 percent of income in the county came from dividends, interest, and rent, and 11 percent came from transfer payments. There was an 11.6 percent adjustment for residence in Sonoma County, indicating that county residents commuted outside the area for work. Therefore, income for those persons was not earned within the county, but was likely spent there.





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 non-profit institution. The payment cannot be compensation for current work or a service previously performed. Returns on investments, such as dividends, interest, and rent, are not considered transfer payments. The nine major components of transfer payments are listed below:

- 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 non-veterans 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.

Components of Transfer Payments (thousands)

	Government Payments to Individuals									
Year	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	$ 753,557	$ 630,773	$ 129,908	$ 37,179	$ 40,605	$ 16,786	$ 3,779	$ 58,013	$ 53,985
2002	$ 784,005	$ 666,513	$ 141,483	$ 95,478	$ 43,095	$ 16,957	$ 3,629	$ 61,738	$ 49,952
2010(p)	*$ 1,329,200*	*$ 1,263,200*	*$ 190,600*	*$ 127,800*	*$ 61,500*	*$ 25,300*	*$ 3,100*	*$ 118,500*	*$ 81,300*
2015(p)	*$ 1,880,600*	*$ 1,843,200*	*$ 231,900*	*$ 187,000*	*$ 75,300*	*$ 33,500*	*$ 3,400*	*$ 195,100*	*$ 116,000*

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

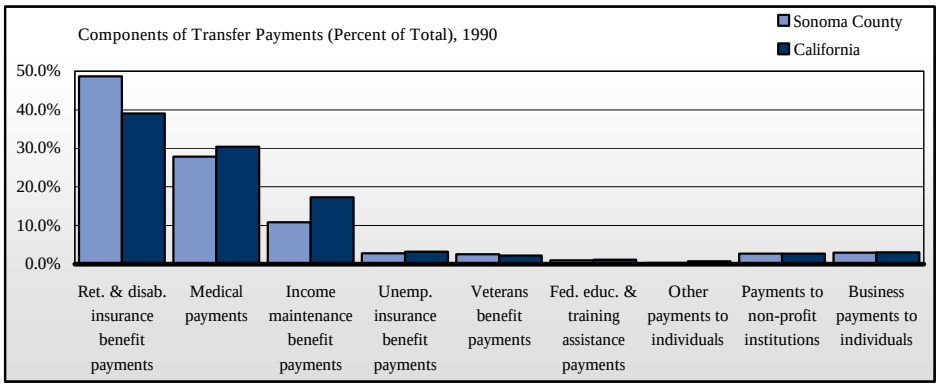
• Payments to non-profit institutions consist of the payments made by the federal government, state governments, local governments, and businesses to non-profit organizations that serve individuals. These payments exclude federal government payments for work under research and development contracts.

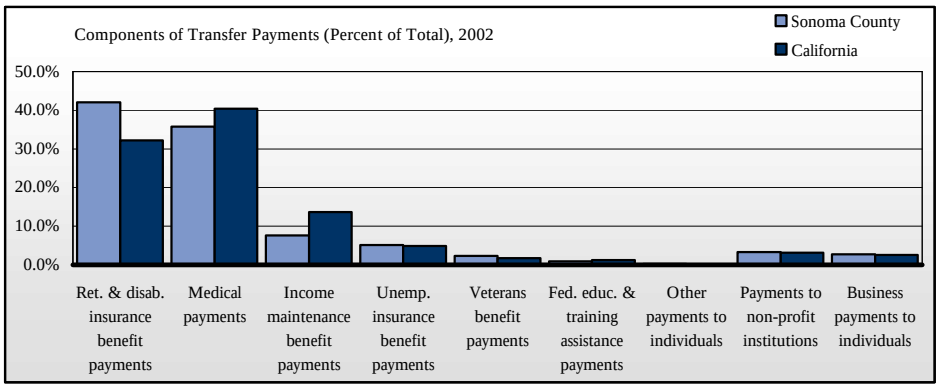
• Business payments to individuals include any payments to non-employees and consist largely of personal injury liability payments to individuals.

Transfer payments are important when considering federal, state, and local expenditures. They are estimated on the basis of directly reported data and are payments to persons for services that are not obtained in the current period. In order to have an accurate view of a county's economic condition, it is pertinent to know these categorical breakdowns and their definitions.

Sonoma County

In Sonoma County, retirement and disability insurance benefit payments accounted for 42.1 percent of total transfer payments in 2002, compared to 32.2 percent in California. While medical payments increased 7.9 percent between 1990 and 2002, all other categories of transfer payments in the county experienced between -6.6 and 2.3 percent change during the same time. A similar trend occurred throughout the state, with medical payments increasing 10 percent during the same time. Total government payments to individuals in Sonoma County accounted for 51.9 percent of all transfer payments in 2002, similar to 62.2 percent in California.



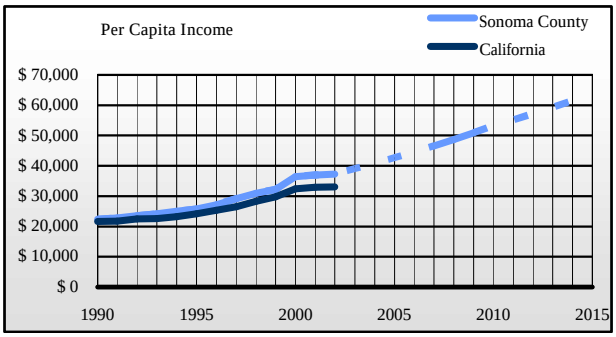


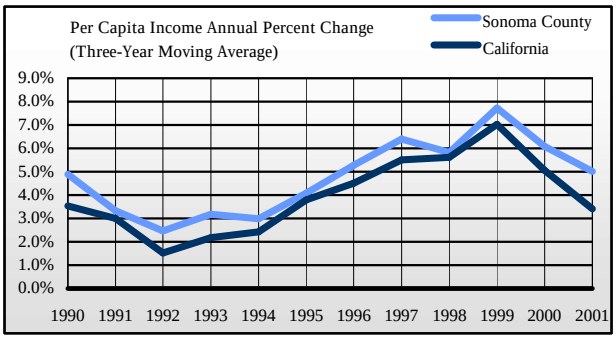
Per Capita Income

Overview

Per capita income is defined as total income divided by total population. It is the broadest statistical measure of well-being in the county. Changes in per capita income 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 in the peaks and falling in the troughs. It can also be used to measure the amount of funding that a county is eligible to receive from grant-making organizations.

NOTE: Graphs represent nominal figures.





Sonoma County

The per capita income in Sonoma County in 2002 was $37,331, or 1 percent more than the previous year. When adjusted for inflation, there was an actual decrease of .6 percent in the same year. Despite this recent decrease, per capita income is expected to rise to $52,241 by 2010. Typically, the per capita income of Sonoma County has matched statewide trends, rising and falling with the California average. When compared to the rest of Northern California, excluding the Bay Area, Sonoma County had one of the highest per capita incomes in 2002, second only to Placer County.

Per Capita Income

	Nominal		Adjusted for Inflation	
Year	Per capita income	Annual percent change	Per capita income	Annual percent change
1990	$ 22,419	n/a	$ 30,858	n/a
1991	$ 22,751	1.5%	$ 30,051	-2.6%
1992	$ 23,543	3.5%	$ 30,188	0.5%
1993	$ 24,120	2.5%	$ 30,029	-0.5%
1994	$ 24,986	3.6%	$ 30,331	1.0%
1995	$ 25,716	2.9%	$ 30,356	0.1%
1996	$ 27,200	5.8%	$ 31,187	2.7%
1997	$ 29,151	7.2%	$ 32,675	4.8%
1998	$ 30,969	6.2%	$ 34,180	4.6%
1999	$ 32,231	4.1%	$ 34,804	1.8%
2000	$ 36,447	13.1%	$ 38,077	9.4%
2001	$ 36,960	1.4%	$ 37,544	-1.4%
2002	$ 37,331	1.0%	$ 37,331	-0.6%
2010(p)	*$ 53,197*	*42.5%*	*$ 43,000*	*15.2%*
2015(p)	*$ 63,685*	*19.7%*	*$ 45,100*	*4.9%*

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

Median Household Income

Overview

Median household income is the level of income at which half of all families are above and half of all families are below. It is also a popular measure of a region's income level and is often used for researching funding opportunities.

However, median household income is not a major determinant of standard of living. It is possible for a region to have a high standard of living, but a low median household income. This could be due to a favorable environment or lower cost of living expenses, which can increase the quality of life.

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. 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.

Median Household Income (1999 Dollars)

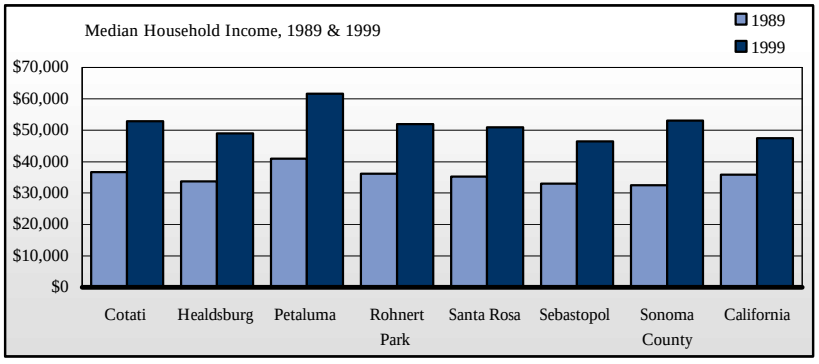
	1989	1999	Percent change
City of Cotati	$ 49,268	$ 52,808	7.2%
City of Healdsburg	$ 45,294	$ 48,995	8.2%
City of Petaluma	$ 54,986	$ 61,679	12.2%
City of Rohnert Park	$ 48,498	$ 51,942	7.1%
City of Santa Rosa	$ 47,343	$ 50,931	7.6%
City of Sebastopol	$ 44,344	$ 46,436	4.7%
Sonoma County	$ 43,634	$ 53,076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

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

Median Household Income (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



Poverty Rate

Overview

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 family size and composition to determine whether or not a family is in poverty. 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. The official poverty definition includes money income before taxes and does not include capital gains or non-cash benefits, such as public housing, Medi-Cal, or food stamps. Poverty is not defined for people in military barracks, institutional group quarters, or for unrelated individuals under the age of 15, such as foster children.

A high poverty rate in a given area indicates a sagging economy and underdeveloped business in the community. It may also indicate a scarcity of available employment.

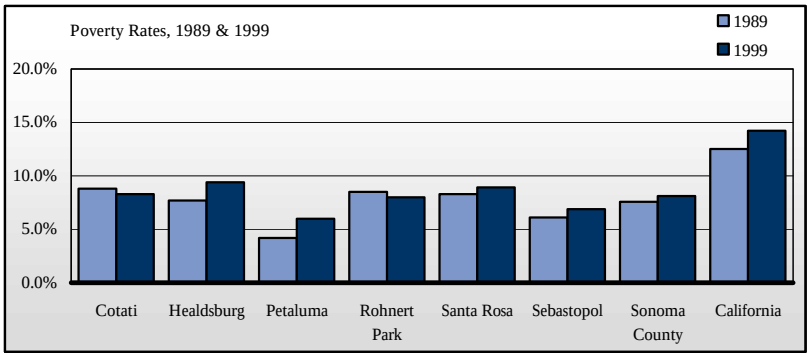
Sonoma County

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. 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.

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



6. Business & Industry

The most effective way to learn about the economy of a certain area is to evaluate the existing businesses and industries within that area. The success of businesses and industries is measured by their growth rate, change, and maturity, and can be an indicator of the structure of the local economy. This may be important to those considering starting a business, those seeking funding through grants, or those seeking employment.

Total taxable sales in Sonoma County increased 1.4 percent in 2003, compared to a 4 percent increase in California. Taxable sales increased the most in the city of Rohnert Park and the least in the city of Sebastopol. Sonoma County is home to many small businesses, with most of them consisting of one to four employees, similar to trends in California. The services sector accounted for the largest percentage of businesses in 2002, while government and public administration and retail trade were among other significant sectors in the county.

In this section:

Taxable Sales

Overview

Taxable sales include all transactions subject to being taxed. California sales and use taxes are imposed on the retail sale or the use of tangible personal property in California. Total taxable sales do not necessarily indicate the gross sales of businesses because only transactions subject to sales and use tax are included. Excluded are items for resale, sales of non-taxable items, such as food and prescription medicines, and taxable sales disclosed by board audits. Changes in taxable sales are a measure of changes in both local government revenue and the economic health of the area.

All sales transactions through retail stores subject to taxes are considered taxable sales. Taxable sales generate a substantial amount of income for local and state governments; however, rather than reflecting the revenue earned in a county, taxable sales act as a gauge for consumer spending and local economic performance. This is a helpful indicator for retail businesses to measure the potential sales volume of a certain area.

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

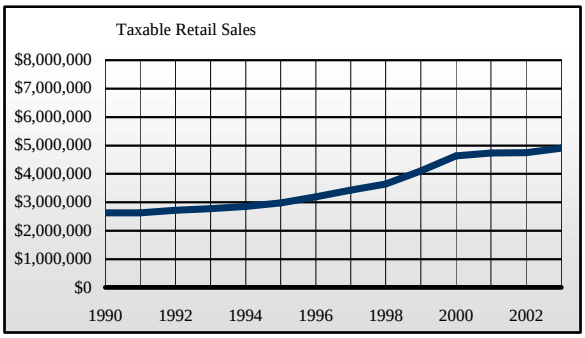
Sonoma County

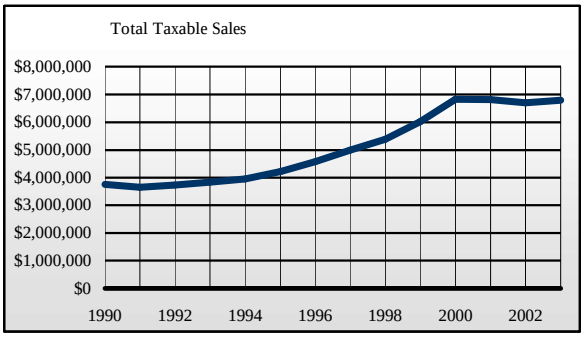
In 2003, total taxable sales in Sonoma County were $6.8 million, and retail sales made up 72 percent of that total. Similarly, retail sales made up 70 percent of total taxable sales in California. The city of Santa Rosa brought in $2.7 million in taxable sales, or 39 percent of the county total. Taxable sales increased 12 percent in Rohnert Park between 1990 and 2003, and 1 percent in Sonoma County. As the following figures show, Sonoma County's total taxable sales have been similar to statewide trends in the last decade.

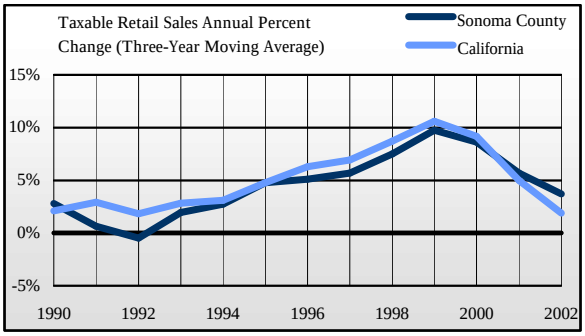
Taxable Retail Sales and Total Taxable Sales

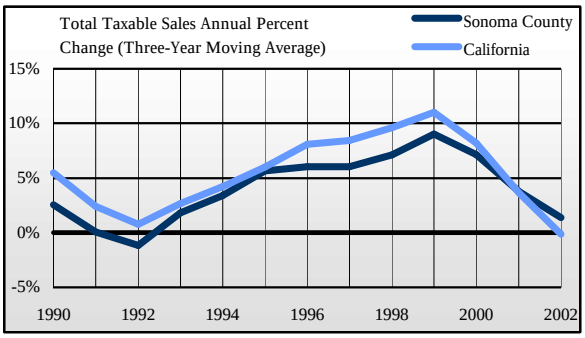
Year	Taxable retail sales	Total taxable sales
1990	$ 2,632,597	$ 3,751,057
1991	$ 2,625,414	$ 3,651,536
1992	$ 2,723,761	$ 3,728,692
1993	$ 2,778,851	$ 3,836,452
1994	$ 2,856,024	$ 3,951,850
1995	$ 2,983,876	$ 4,222,495
1996	$ 3,194,611	$ 4,569,715
1997	$ 3,427,282	$ 4,989,888
1998	$ 3,646,318	$ 5,383,612
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

Source: California Board of Equalization









Taxable Sales by City

	Cloverdale		Cotati		Healdsburg		Petaluma		Rohnert Park	
	Taxable retail sales	Total taxable sales	Taxable retail sales	Total taxable sales	Taxable retail sales	Total taxable sales	Taxable retail sales	Total taxable sales	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

Source: California Board of Equalization

Taxable Sales by City, cont'd

	Santa Rosa		Sebastopol		Sonoma		Windsor	
	Taxable retail sales	Total taxable sales	Taxable retail sales	Total taxable sales	Taxable retail sales	Total taxable sales	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

Source: California Board of Equalization

Business by Employment Size & Industry

Overview

The ability of businesses to maintain and support the demand for jobs can be measured by looking closely at a county's various industries and the number of people employed by each. This indicator provides information on the types of businesses employing the majority of the labor force, and which are most established in the area.

Sonoma County

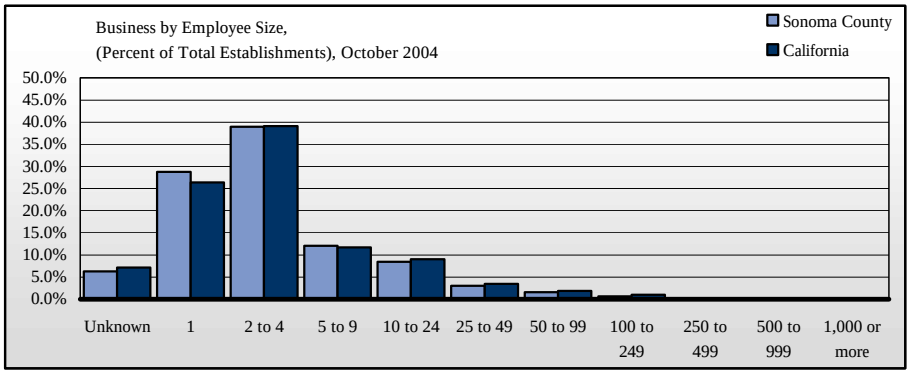
As of October 2004, businesses with two to four employees were the most common in Sonoma County, and made up 39 percent of all establishments. Another 29 percent of the businesses in Sonoma County consisted of only one member, suggesting a strong trend of small local businesses in the county. Statewide, businesses of two to four employees were the most common, making up 39 percent of all businesses in the state.

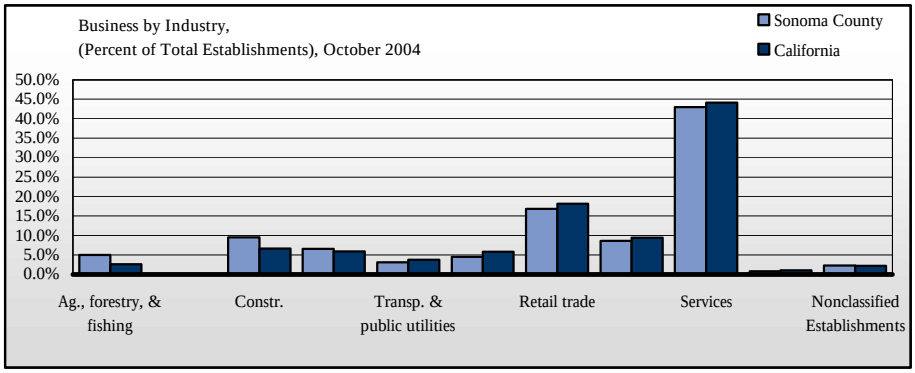
In 2004, 43 percent of businesses in Sonoma County offered some type of service to their customers, making the service sector the most prominent industry in Sonoma County. Another 17 percent of businesses in the county was made up of retail trade companies, and 9 percent was made up of construction companies, compared to 7 percent in California. Agriculture, forestry, and fishing were also more prominent in Sonoma County than California, while most other sectors were somewhat similar in the percent of total businesses.

Business by Employment Size and Industry, October 2004

Number of employees	Ag., forestry, & fishing	Mining	Constr.	Manuf.	Transp. & public utilities	Wholesale trade	Retail trade	Finance, insurance, & real est.	Services	Govt. & public admin.	Nonclassified Establishments	Total businesses by number of employees
Unknown	4	3	19	73	66	30	413	78	335	55	564	1,640
1	482	2	973	433	182	212	825	426	3,955	15	14	7,519
2 to 4	481	9	834	544	334	530	1,658	1,230	4,510	22	9	10,161
5 to 9	156	3	323	251	82	192	697	251	1,173	26	1	3,155
10 to 24	115	3	228	202	88	132	489	172	752	35	2	2,218
25 to 49	31	0	58	90	35	44	172	60	277	26	0	793
50 to 99	21	0	21	58	20	23	87	19	154	9	1	413
100 to 249	6	0	8	38	10	4	37	10	55	9	0	177
250 to 499	1	0	3	7	0	1	9	1	8	0	0	30
500 to 999	0	0	0	4	0	0	0	1	3	0	0	8
1,000 or more	0	0	0	0	0	0	0	0	4	0	0	4
Total businesses by industry	1,297	20	2,467	1,700	817	1,168	4,387	2,248	11,226	197	591	26,118

Source: Dun & Bradstreet


Business by Employee Size,
(Percent of Total Establishments), October 2004
Sonoma County
California
50.0%
45.0%
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
Unknown
1
2 to 4
5 to 9
10 to 24
25 to 49
50 to 99
100 to 249
250 to 499
500 to 999
1,000 or more


Business by Industry,
(Percent of Total Establishments), October 2004
Sonoma County
California
50.0%
45.0%
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
Ag., forestry, & fishing
Constr.
Transp. & public utilities
Retail trade
Services
Nonclassified Establishments

Job Growth by Industry Sector

Overview

Job growth by industry sector measures the economic diversity and stability of the local economy. A healthy economy will have a balance between industries. If too many jobs are concentrated in one sector, a downturn in that sector could easily and rapidly damage the strength of 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.

The U.S. Department of Commerce counts part-time and full-time jobs equally. Job growth by industry is assessed by place of work regardless of where employees live. Wages, salaries, and proprietor's employment are included. Proprietor's employment consists of the number of sole proprietorships and the number of partners in partnerships. Unpaid family workers and volunteers are not included in the analysis.

Jobs by industry is the independent variable on which all projections are based. Estimates were also based on information from Woods and Poole Economics and the California Department of Commerce. All projections are rounded to the nearest hundredth, (zero indicates less than fifty). Therefore, totals may not equal some components due to independent rounding.

The ten major industries are as follows:

- Agriculture includes establishments primarily engaged in agricultural production, forestry, commercial fishing, hunting and trapping, and related services. Mining includes companies engaged in the extraction of natural minerals, as well as the operations customarily done at the mine site, such as crushing, screening, washing, and flotation. Mining is too small to be measured independently, so it is counted as a component of agriculture.

- 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.

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*	11,398	21,091	31,305	5,372	7,424	31,064	23,764	89,181	30,242	24,910
2002	12,223	21,061	27,989	5,501	7,583	31,197	26,247	89,593	30,410	26,410

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

- Government and public administration includes the executive, legislative, judicial, administrative, and regulatory activities of federal, state, and local international governments. Businesses owned and operated by a government body are classified in the other nine 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.

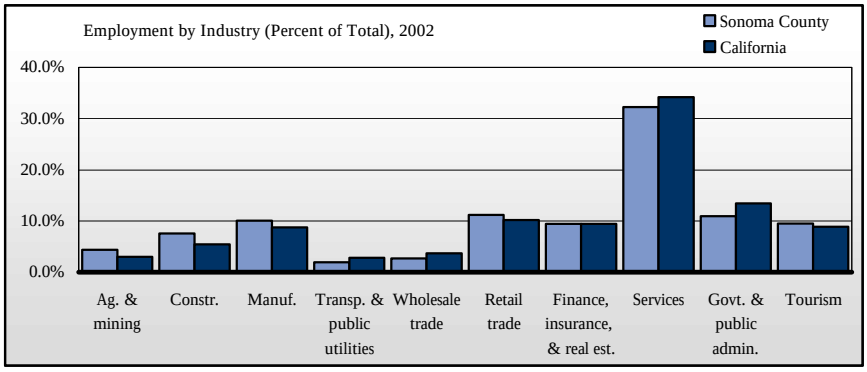
- Services includes a wide variety of businesses performing services to individuals, businesses, government, and other organizations, including lodging, repair, amusement, health, legal engineering, education, and membership.

- Transportation and public utilities includes establishments providing freight or passenger transportation, communications services, electricity, gas, water or sanitary services, and all establishments of the United States 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.

Some data, which may disclose confidential information, is not included.

*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.



Sonoma County

In Sonoma County, the agriculture and mining sector grew the most in employment between 2001 and 2002 with a 7 percent increase, compared to a 2 percent decrease in California. The services sector grew the most in the state, at 32 percent, while Sonoma County saw less than 1 percent growth in the same year. While transportation and public utilities and wholesale and retail trade decreased over 15 percent in California, those sectors slightly increased in Sonoma County in the same year.

Services accounted for the largest portion of employment in Sonoma County, at 32 percent, in 2002. Retail trade, government and public administration, and manufacturing each accounted for about 11 percent of total employment, while transportation and public utilities made up only 2 percent in the same year. In comparison, the services sector was the largest employer in California, followed by government and retail trade, while transportation and public utilities made up the least amount of jobs in 2002.

Earnings by Industry

Overview

Earnings by industry statistics outline the financial success of businesses and allow comparisons between all industries within the county. The total earnings of an industry are calculated by taking the sum of three components: personal income (wage and salary disbursements), supplements to wages and salaries, and proprietor income. It is useful to analyze the earnings of various industries in comparison to other industries within the same region because it gives business owners an idea of which types of industries are prospering in the area. Comparing the earnings of similar industries across regional boundaries can also be useful because it provides business owners with possible industry goals.

The earnings by industry indicator also provides various information about the competitiveness of industries, each industry's contribution over time, the division of contributions to a region's income, the trends of success and failure of industries, and the area's national and international competitiveness in each industry.

Sonoma County

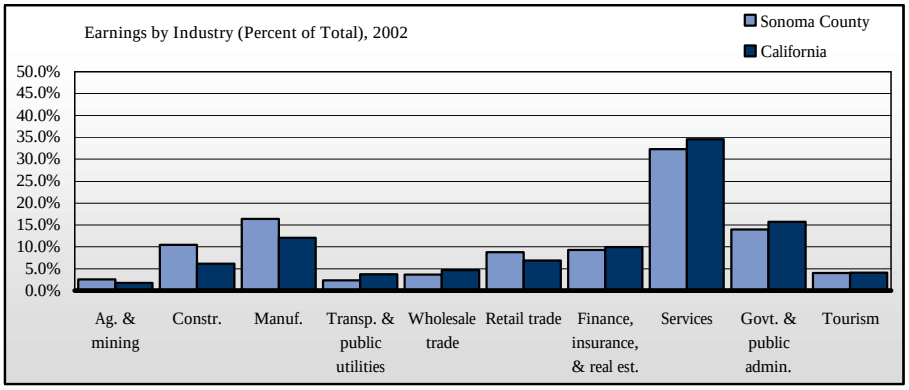
In 2002, the services sector accounted for 32 percent of total earnings in Sonoma County, compared to 35 percent in California. Manufacturing made up another 17 percent of earnings, while the government sector made up 14 percent of earnings in the same year. When compared to California, manufacturing and construction were more prevalent in Sonoma County, while services and the government sector were more common in California.

Between 2001 and 2002, the tourism sector saw a 12 percent increase in earnings, the highest increase in the county, compared to a 5 percent growth in California. Finance, insurance and real estate and wholesale trade experienced the next highest increases, with 9 and 5 percent, respectively, in the same year. Manufacturing saw a 6 percent decrease in earnings, while agriculture and mining decreased 2 percent. Overall, Sonoma County and California each saw a .8 percent increase in earnings in 2002.

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*	$ 274,080	$ 1,074,934	$ 1,804,329	$ 243,452	$ 365,665	$ 895,198	$ 877,426	$ 3,367,163	$ 1,369,289	$ 375,053
2002	$ 268,755	$ 1,090,218	$ 1,699,622	$ 242,693	$ 381,967	$ 913,777	$ 959,004	$ 3,345,673	$ 1,451,340	$ 419,606
2005(p)	*$ 449,200*	*$ 1,554,600*	*$ 3,075,100*	*$ 488,100*	*$ 452,900*	*$ 1,204,100*	*$ 1,015,700*	*$ 3,575,800*	*$ 1,561,300*	*n/a*
2010(p)	*$ 529,000*	*$ 2,168,700*	*$ 4,687,600*	*$ 615,500*	*$ 557,700*	*$ 1,468,000*	*$ 1,438,800*	*$ 4,885,800*	*$ 1,983,400*	*n/a*

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


Earnings by Industry (Percent of Total), 2002
Sonoma County
California
50.0%
45.0%
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
Ag. & mining
Constr.
Manuf.
Transp. & public utilities
Wholesale trade
Retail trade
Finance, insurance, & real est.
Services
Govt. & public admin.
Tourism

Largest Employers

Overview

The largest employers for the county are included to demonstrate which industries employ the largest number of workers. From this information, it can be assumed which industries are the most competitive (unless there is no competition in the given field), and which jobs are the highest in demand.

Sonoma County

In 2004, there were five companies with over 1,000 employees, according to the North Bay Business Journal. In addition, there were eleven establishments with 500 or more employees, and four with 400 or more. As detailed in section 6.3, the services sector accounted for the largest percent of employees in the county, while government and public administration and retail trade employees also made up a significant portion of employment. The following table is ranked by number of employees for the largest private employers in the county.

Sonoma County Largest Private Employers, 2004

Company	Local employees
Agilent Technologies	5,000
Medtronic AVE	2,257
St. Joseph Health System	1,800
OCLI, a JDS Uniphase Company	1,350
State Farm Insurance	1,200
Advanced Fibre Communications	800
Pacific Bell	773
North American Mortgage Company	728
Pacific Gas & Electric	725
Kendall-Jackson Wine Estates	625
Sutter Medical Center of Santa Rosa	621
Kaiser Permanente	600
Hansel Dealer Group	593
Legacy Marketing Group	532
Alcatel USA	525
Cisco Systems	510
The Press Democrat	430
Exchange Bank	426
Safeway Stores	400
Sonoma Mission Inn & Spa	400

Source: North Bay Business Journal

7. Housing & Real Estate

Housing and real estate reflects the overall population growth in a county. As the population rises, job markets increase and the economy expands. Housing and real estate markets rise accordingly to meet demand.

By evaluating the availability and the price of housing, the economic value of the community and the sustainability of the local real estate markets can be determined. Housing and real estate prices also define the type and amount of spending that consumers display.

Housing indicators in Sonoma County fluctuate every year and remain highly dependent on variations in the population. The total number of housing units in Sonoma County has been increasing at about the same rate as California and has remained consistent with population trends in the county. There has been a slight annual change in new housing unit permits in the county, and a 4 percent average annual increase in the value of new construction between 1990 and 2003. In 2004, rent prices in Sonoma County were about 75 percent higher than the average in Northern California, including Sacramento County but not the Bay Area.

In this section:

Total Housing Units

Overview

As housing reflects changes in the population, monitoring the demand and growth in the housing industry can be a helpful indicator for estimating the potential growth of a county's economy.

Total housing units is defined as the number of single- and multiple-family dwellings located within a given jurisdiction. A housing unit can be a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied or intended to be used as a dwelling. The occupants may be 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.

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 are attached to another unit on one side only
- Row houses and townhouses in which each unit is separated from an adjacent unit by an unbroken ground-to-roof partition or firewall

Condominiums are considered a single-family unit 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 dwelling originally constructed on the lots
- 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 don't meet the single-family definitions

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 have not yet been updated to include the 2000 census, and therefore are not comparable to the most recent data. Data for 2000 through 2004 were revised to reflect the 2000 Census.

County Total Housing Units

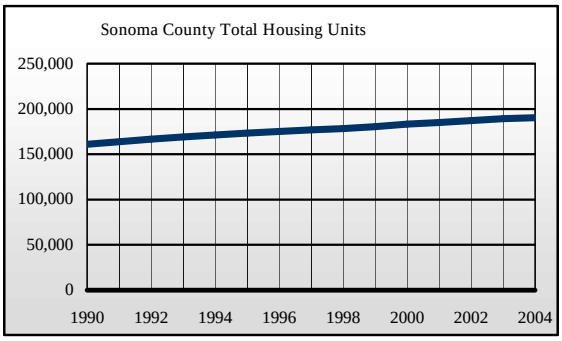
Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	119,158	30,107	11,797	161,062	n/a
1991	121,291	30,569	11,824	163,684	1.6%
1992	123,117	31,657	11,860	166,634	1.8%
1993	125,216	32,166	11,913	169,295	1.6%
1994	126,848	32,344	11,947	171,139	1.1%
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%

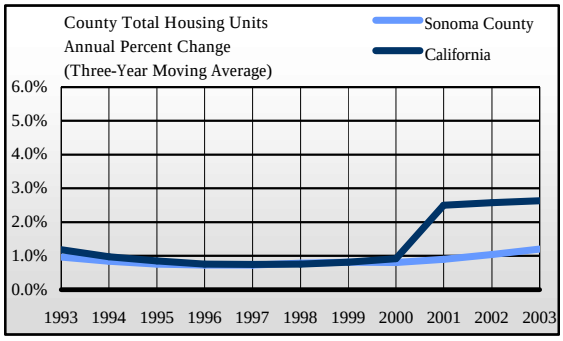
Source: California Department of Finance, Demographic Research Unit

Sonoma County

The total number of housing units in Sonoma County increased at an average annual rate of 1.2 percent between 1990 and 2004, compared to 1.3 percent in California. Single-family units increased the most in the county, with a 22 percent increase since 1990. About 38 percent of single-family units and 40 percent of mobile homes are outside city limits, while the majority of multiple-family units are within the county's incorporated areas.

The city of Santa Rosa had 61,130 total housing units in 2004, the largest amount in the county, while the city of Cloverdale is the fastest growing city in Sonoma County. The increase in housing units corresponds with similar increases in population. Between 1990 and 2004, the city of Cloverdale saw the largest increase in single-family units and mobile homes, while the towns of Windsor and Healdsburg saw the largest increase in multiple-family units.





City of Cloverdale Total Housing Units

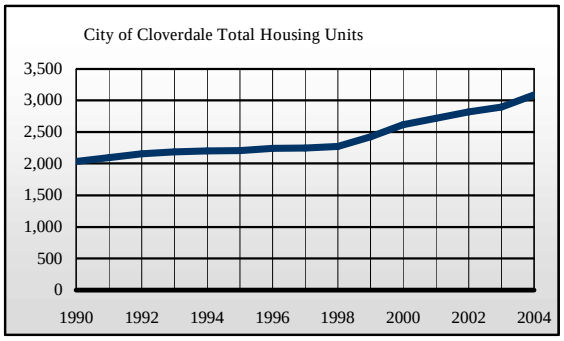
Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	1,437	434	162	2,033	n/a
1991	1,467	466	162	2,095	3.0%
1992	1,485	511	162	2,158	3.0%
1993	1,514	515	162	2,191	1.5%
1994	1,524	515	162	2,201	0.5%
1995	1,530	515	162	2,207	0.3%
1996	1,562	515	162	2,239	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%

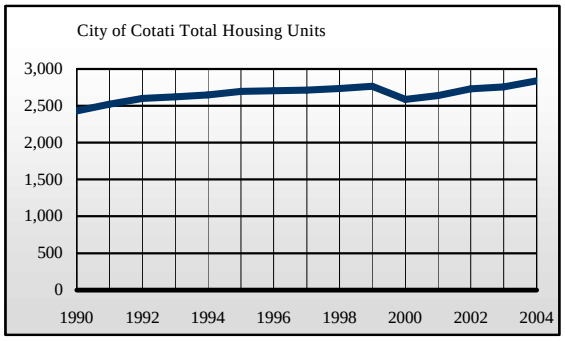
Source: California Department of Finance, Demographic Research Unit

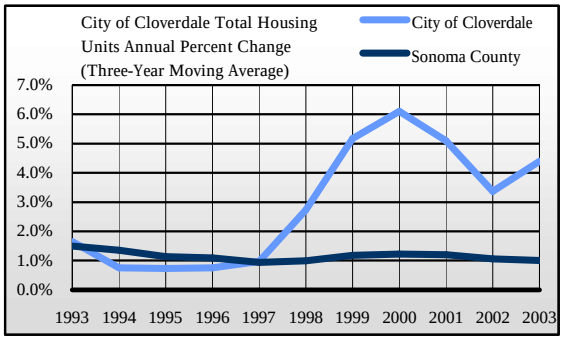
City of Cotati Total Housing Units

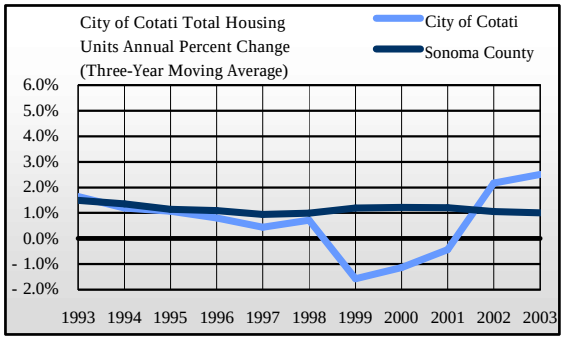
Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	1,706	597	130	2,433	n/a
1991	1,777	613	130	2,520	3.6%
1992	1,859	613	130	2,602	3.3%
1993	1,877	613	130	2,620	0.7%
1994	1,904	613	130	2,647	1.0%
1995	1,951	615	130	2,696	1.9%
1996	1,960	615	130	2,705	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%

Source: California Department of Finance, Demographic Research Unit









City of Healdsburg Total Housing Units

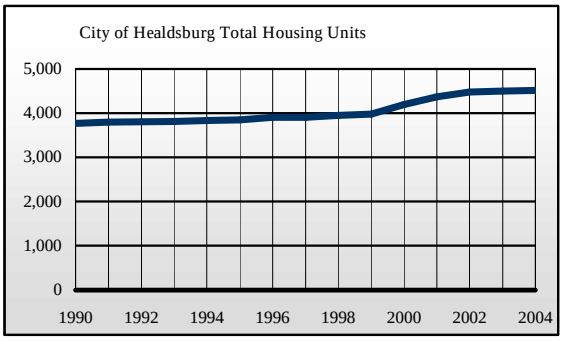
Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	2,941	726	99	3,766	n/a
1991	2,951	746	99	3,796	0.8%
1992	2,957	750	99	3,806	0.3%
1993	2,964	750	99	3,813	0.2%
1994	2,983	750	99	3,832	0.5%
1995	3,000	750	99	3,849	0.4%
1996	3,031	774	100	3,905	1.5%
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%

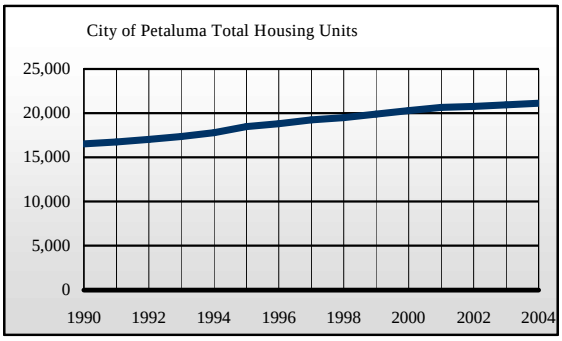
Source: California Department of Finance, Demographic Research Unit

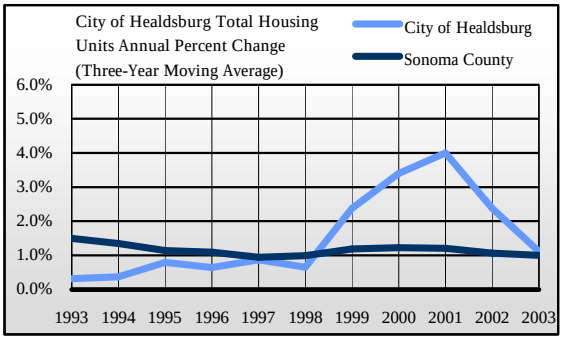
City of Petaluma Total Housing Units

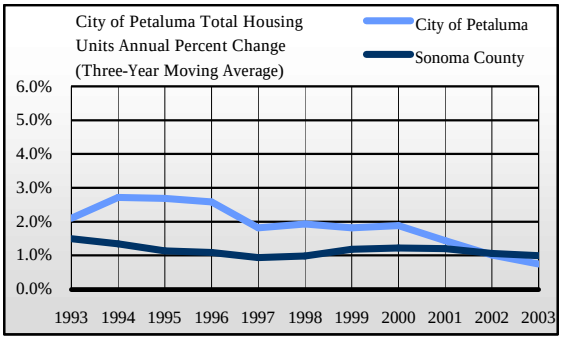
Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	12,901	2,767	878	16,546	n/a
1991	13,087	2,769	878	16,734	1.1%
1992	13,353	2,808	878	17,039	1.8%
1993	13,636	2,838	878	17,352	1.8%
1994	14,059	2,874	878	17,811	2.6%
1995	14,589	3,003	878	18,470	3.7%
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%

Source: California Department of Finance, Demographic Research Unit









City of Rohnert Park Total Housing Units

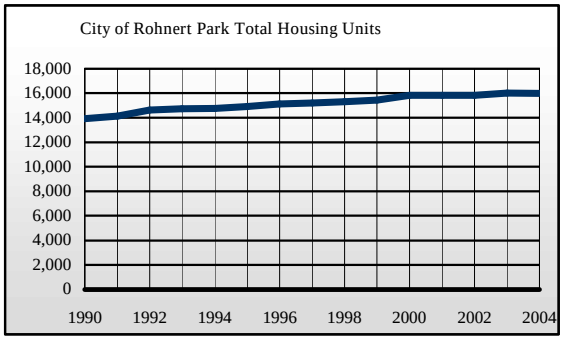
Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	8,143	4,306	1,466	13,915	n/a
1991	8,366	4,306	1,466	14,138	1.6%
1992	8,504	4,658	1,466	14,628	3.5%
1993	8,548	4,728	1,466	14,742	0.8%
1994	8,551	4,728	1,466	14,745	0.0%
1995	8,722	4,728	1,466	14,916	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%

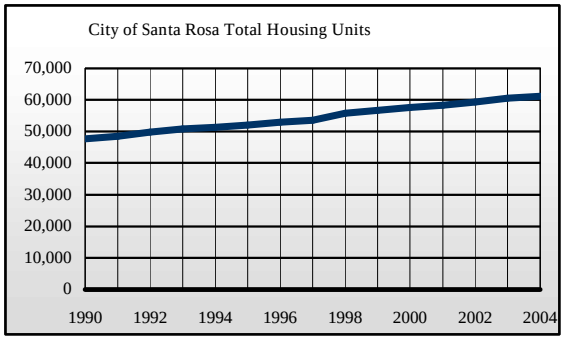
Source: California Department of Finance, Demographic Research Unit

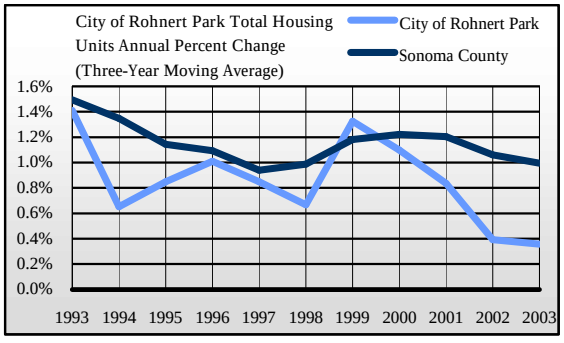
City of Santa Rosa Total Housing Units

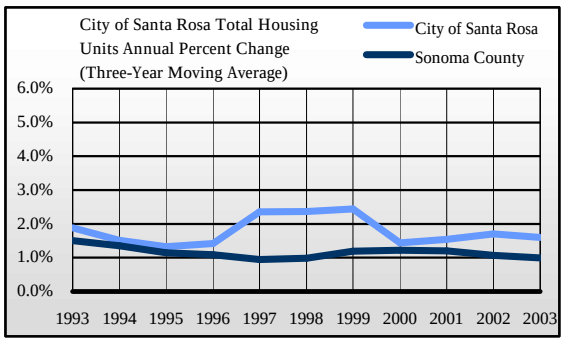
Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	31,753	13,458	2,500	47,711	n/a
1991	32,324	13,733	2,500	48,557	1.8%
1992	33,124	14,180	2,500	49,804	2.6%
1993	33,807	14,534	2,504	50,845	2.1%
1994	34,261	14,550	2,536	51,347	1.0%
1995	34,917	14,640	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%

Source: California Department of Finance, Demographic Research Unit









City of Sebastopol Total Housing Units

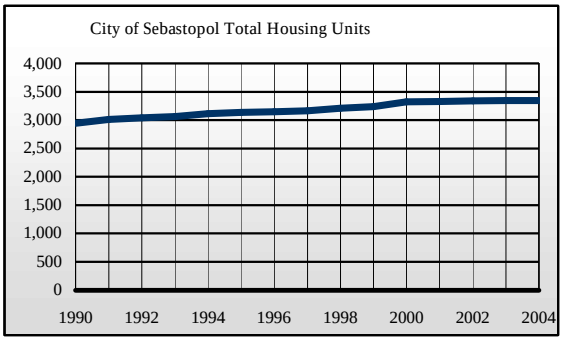
Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	2,000	826	117	2,943	n/a
1991	2,008	888	117	3,013	2.4%
1992	2,031	893	117	3,041	0.9%
1993	2,055	893	117	3,065	0.8%
1994	2,103	893	117	3,113	1.6%
1995	2,122	893	119	3,134	0.7%
1996	2,135	895	119	3,149	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%

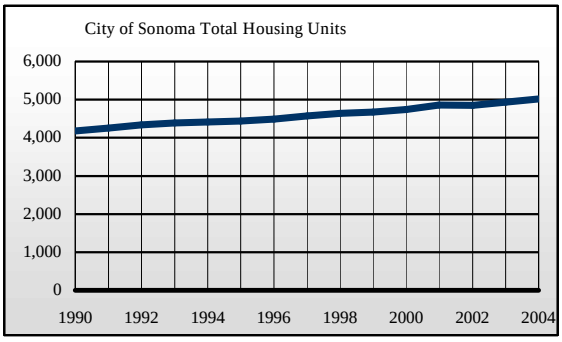
Source: California Department of Finance, Demographic Research Unit

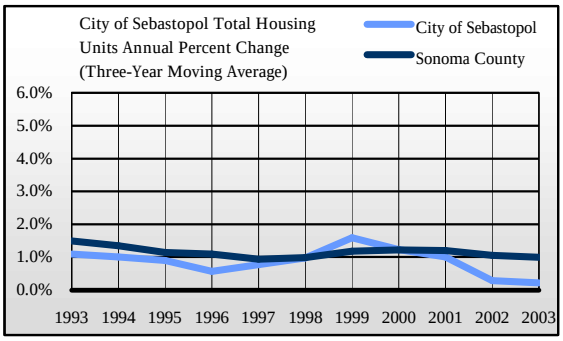
City of Sonoma Total Housing Units

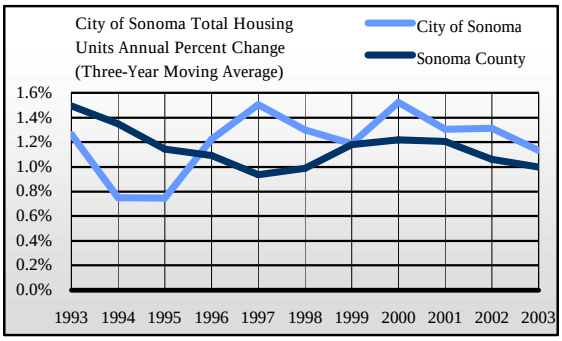
Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	2,685	1,009	487	4,181	n/a
1991	2,727	1,034	487	4,248	1.6%
1992	2,754	1,094	487	4,335	2.0%
1993	2,768	1,134	487	4,389	1.2%
1994	2,786	1,138	487	4,411	0.5%
1995	2,800	1,146	487	4,433	0.5%
1996	2,847	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%

Source: California Department of Finance, Demographic Research Unit





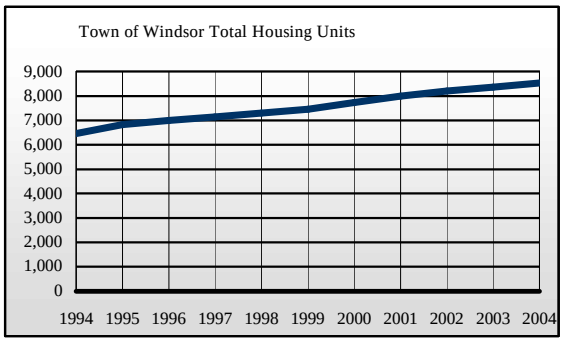


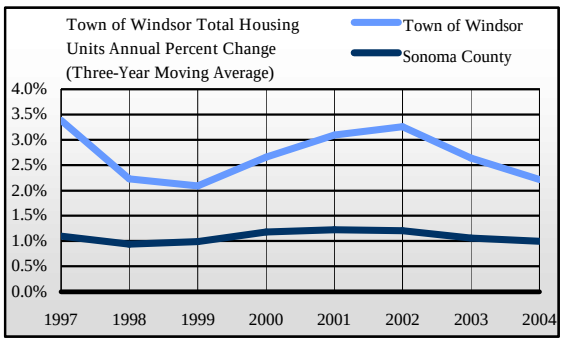


Town of Windsor Total Housing Units

Year	Single family units	Multiple family units	Mobile Homes	Total housing units	Annual percent change
1990	n/a	n/a	0	n/a	n/a
1991	n/a	n/a	0	n/a	n/a
1992	n/a	n/a	0	n/a	n/a
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%

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, demolition, remodeling, expansion, additions, and repairs made to existing structures. The number of building permits typically indicates future building activity. Even if the permit is not for the construction of a new house, it still reflects growth in the economy and improvements within the community. Sudden drops in permit numbers can be attributed to high land and/or construction costs that can discourage new buyers. An increase in building permits reveals future intent to build housing structures in a particular area.

NOTE: No charts are provided for cities with less than 10,000 people or for cities in which data is not reported.

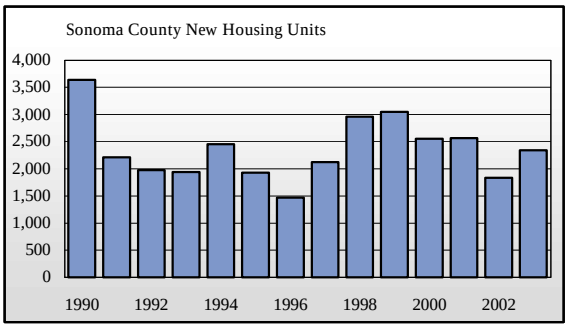
Sonoma County

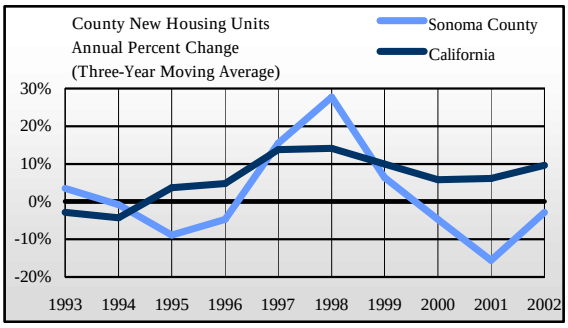
An average of 2,360 new housing units has been authorized by building permits each year in Sonoma County between 1990 and 2003. During that same time, there was almost no average annual percent change, while there was a 1.5 percent increase in population. In comparison, California saw a 3.5 percent increase in housing permits, and a 1.5 percent average annual increase in population during the same time.

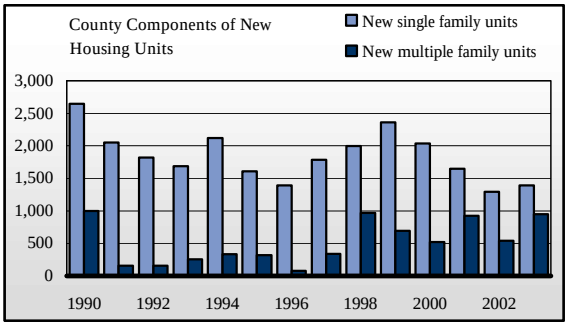
County New Housing Units Authorized by Building Permits

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%

Source: California Construction Industry Research Board







The city of Santa Rosa had the largest number of housing permits in the county in 2003, while the city of Rohnert Park saw the most sporadic annual change. This was mostly due to changes in multiple-family unit permits. Twenty-one percent of single-family unit permits and 1 percent of multiple-family unit permits occurred outside incorporated areas in 2003.

City of Cloverdale New Housing Units Authorized by Building Permits

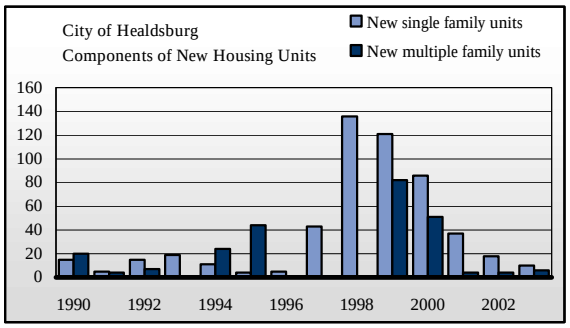
Year	New single family units	New multiple family units	Total new housing units	Annual percent change
1990	53	79	132	n/a
1991	28	10	38	-71.2%
1992	6	0	6	-84.2%
1993	11	0	11	83.3%
1994	19	0	19	72.7%
1995	25	0	25	31.6%
1996	13	0	13	-48.0%
1997	99	0	99	661.5%
1998	153	0	153	54.5%
1999	205	0	205	34.0%
2000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

Source: California Construction Industry Research Board

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%

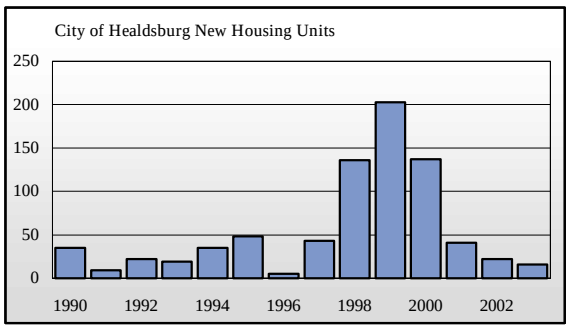
Source: California Construction Industry Research Board

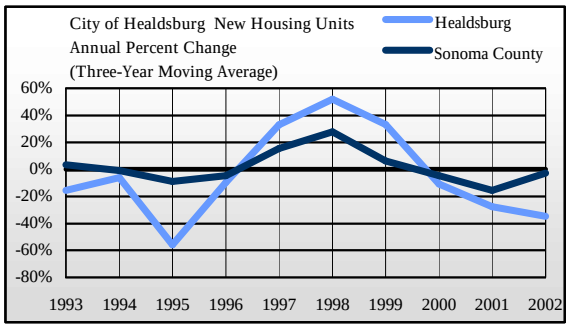


City of Healdsburg New Housing Units Authorized by Building Permits

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%

Source: California Construction Industry Research Board





City of Petaluma New Housing Units Authorized by Building Permits

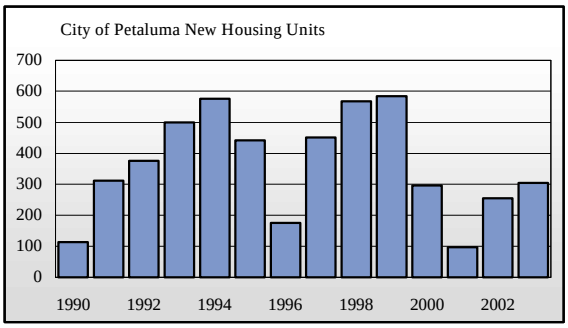
Year	New single family units	New multiple family units	Total new housing units	Annual percent change
1990	89	24	113	n/a
1991	286	26	312	n/a
1992	338	38	376	20.5%
1993	377	123	500	33.0%
1994	568	8	576	15.2%
1995	440	2	442	-23.3%
1996	174	2	176	-60.2%
1997	411	40	451	156.3%
1998	311	257	568	25.9%
1999	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%

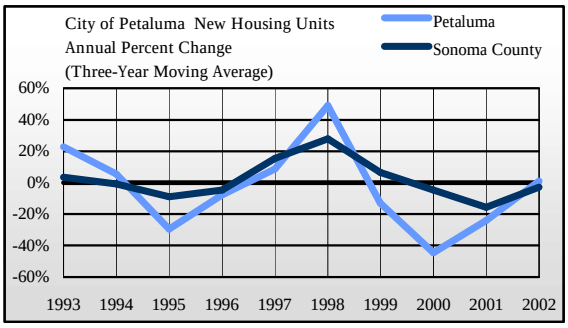
Source: California Construction Industry Research Board

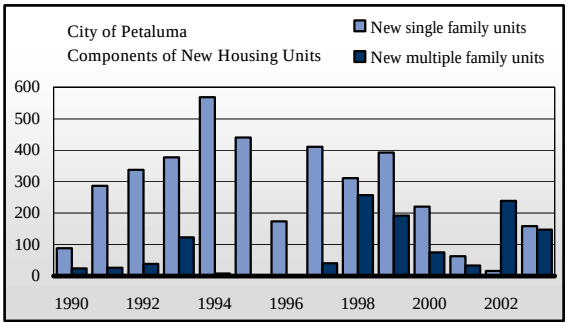
City of Sebastopol New Housing Units Authorized by Building Permits

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%

Source: California Construction Industry Research Board







City of Rohnert Park New Housing Units Authorized by Building Permits

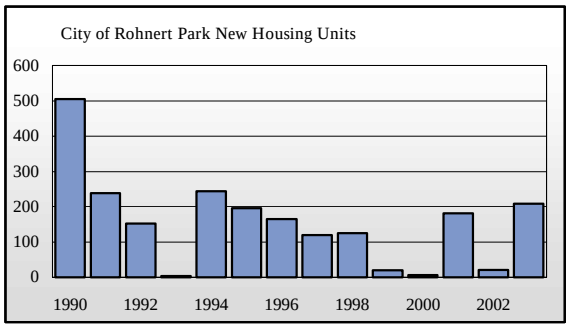
Year	New single family units	New multiple family units	Total new housing units	Annual percent change
1990	271	234	505	n/a
1991	239	0	239	-52.7%
1992	153	0	153	-36.0%
1993	3	0	3	-98.0%
1994	40	204	244	8033.3%
1995	8	188	196	-19.7%
1996	141	24	165	-15.8%
1997	79	40	119	-27.9%
1998	101	24	125	5.0%
1999	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%

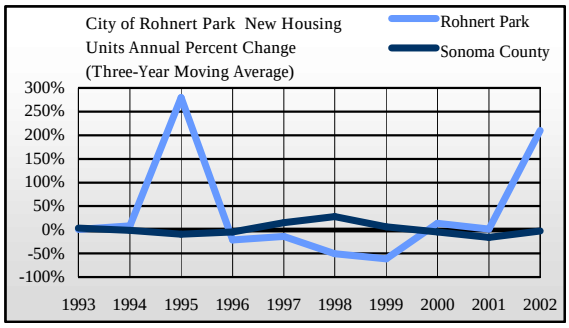
Source: California Construction Industry Research Board

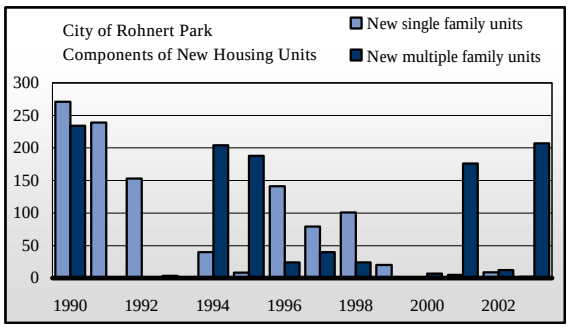
City of Sonoma New Housing Units Authorized by Building Permits

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%

Source: California Construction Industry Research Board



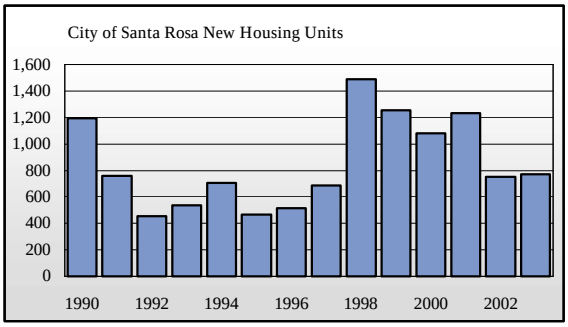


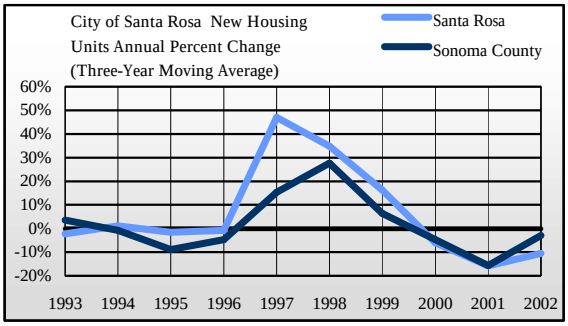


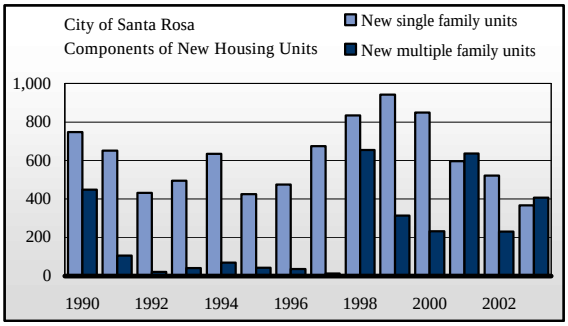
City of Santa Rosa New Housing Units Authorized by Building Permits

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%

Source: California Construction Industry Research Board



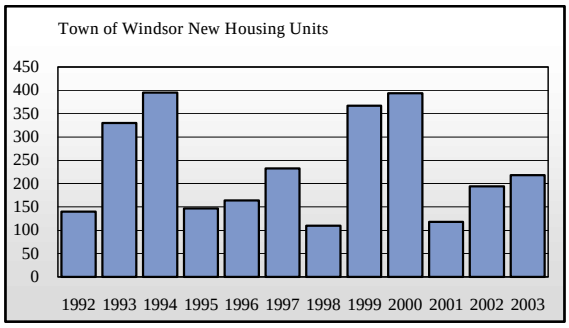


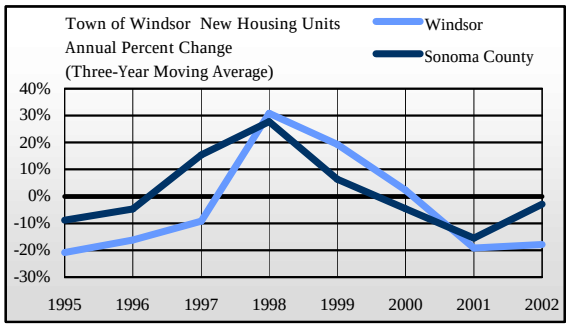


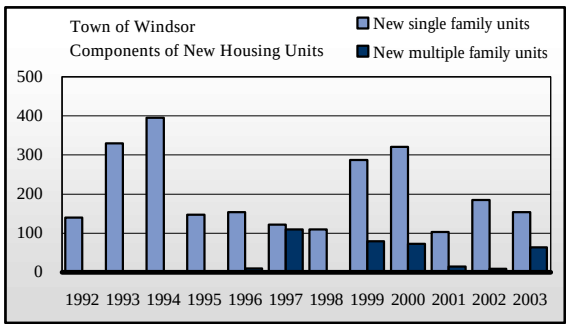
Town of Windsor New Housing Units Authorized by Building Permits

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%

Source: California Construction Industry Research Board







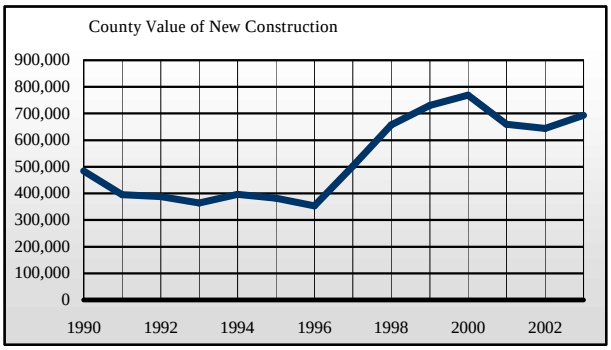
Value of New Construction
(Building Permit Valuation in Dollars)

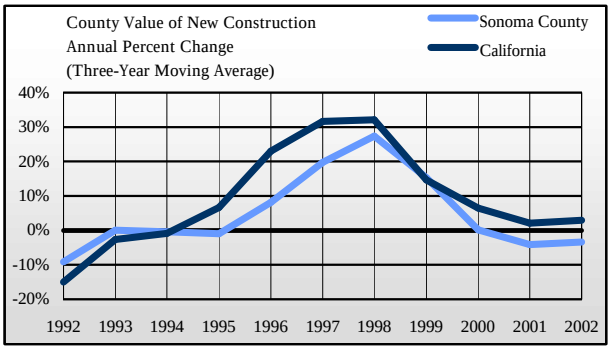
Overview

The value of new construction is an estimate of the potential dollar amount that will be spent to build a new structure. When the building permit is issued, a valuation is made based on costs that include labor, materials, and architecture and engineering expertise.

Construction can be residential or nonresidential, public or private. Residential units are single-family and multi-family units, and account for nearly half of all construction. Major components of commercial construction include commercial offices, bank buildings, commercial stores, or other mercantile buildings. Various commercial buildings can be hotels, motels, amusement parks, parking garages, service stations, industrial buildings, and manufacturing plants. Other miscellaneous, nonresidential construction includes churches and religious buildings, hospitals and institutional buildings, schools and educational facilities, residential garages, and public works and utility buildings.

In order to arrive at the total value of new construction, the value of new structures is added to the total value of building alterations.





Sonoma County

The value of new construction increased 4 percent on average each year between 1990 and 2003 in Sonoma County. California saw an average annual increase of 8 percent during the same time period. In 2003, single-family units made up 48 percent of all new construction value in the county, while multiple-family units made up another 12 percent. Total commercial and industrial construction accounted for 19 percent of the total value in the county in the same year. The city of Santa Rosa had the highest new single-family unit valuation at $60.6 million, followed by the town of Windsor at $40.8 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

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

Source: California Construction Industry Research Board

City of Cotati Value of New Construction (thousands)

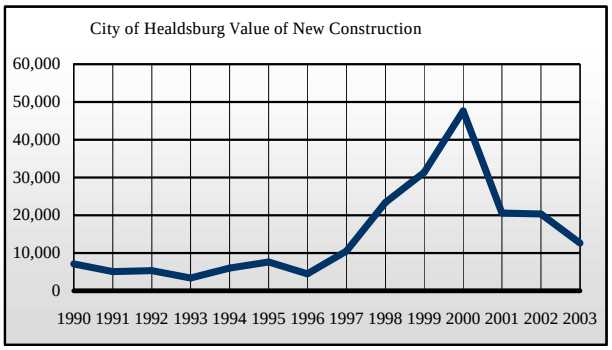
Year	Single family units	Multiple family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	$ 4,423	$ 0	$ 641	$ 0	$ 822	$ 0	$ 0	$ 128	$ 257	$ 6,271
1991	$ 5,560	$ 0	$ 296	$ 0	$ 157	$ 0	$ 100	$ 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

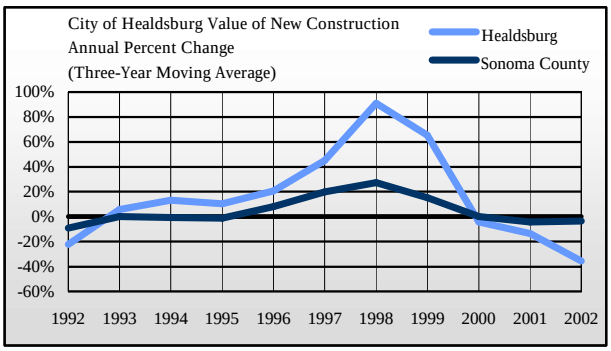
Source: California Construction Industry Research Board

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

Source: California Construction Industry Research Board

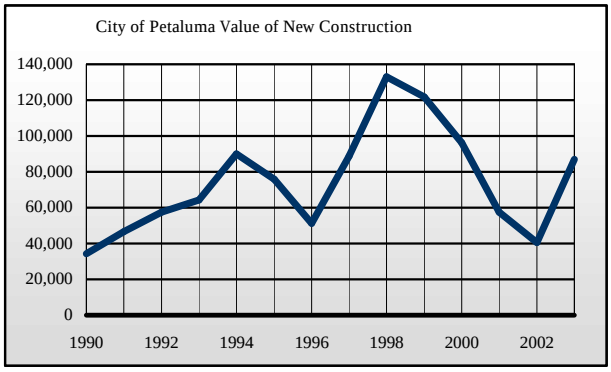


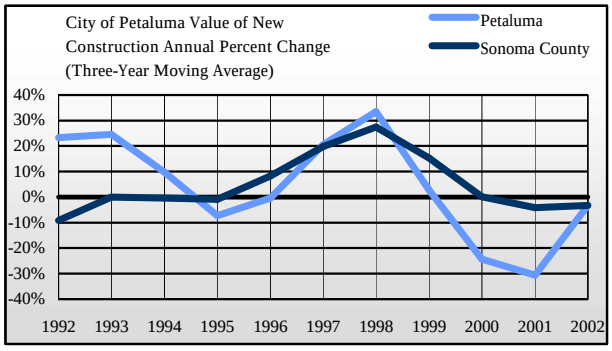


City of Petaluma Value of New Construction (thousands)

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

Source: California Construction Industry Research Board

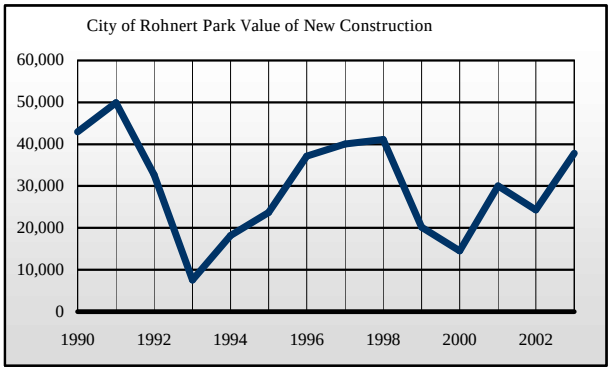


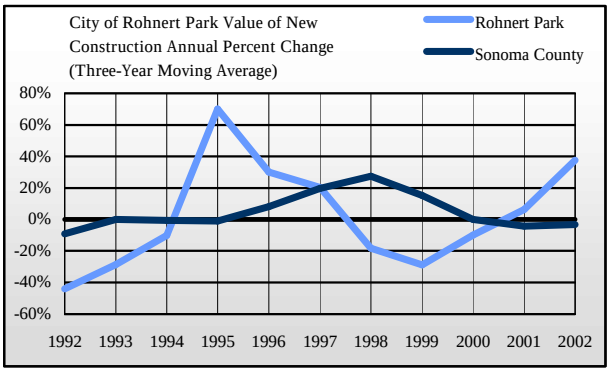


City of Rohnert Park Value of New Construction (thousands)

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

Source: California Construction Industry Research Board

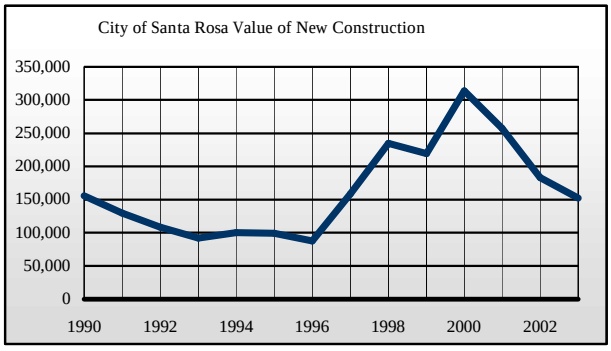


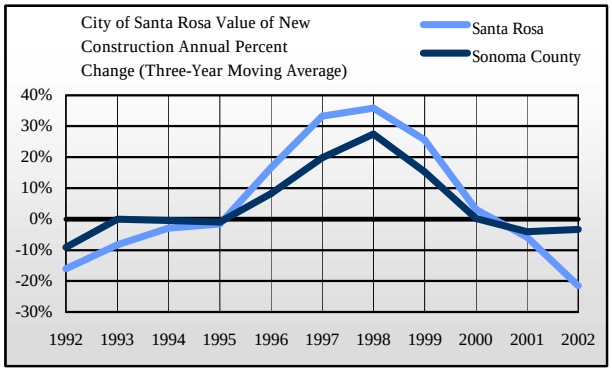


City of Santa Rosa Value of New Construction (thousands)

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

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

Source: California Construction Industry Research Board

City of Sonoma Value of New Construction (thousands)

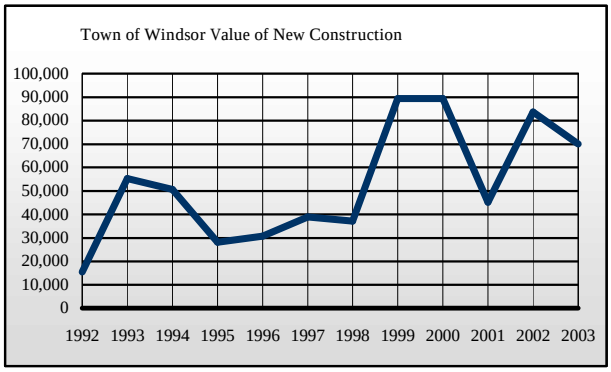
Year	Single family units	Multiple family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	$ 8,702	$ 2,612	$ 1,519	$ 1,330	$ 0	$ 371	$ 0	$ 390	$ 527	$ 15,451
1991	$ 3,277	$ 479	$ 1,803	$ 389	$ 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

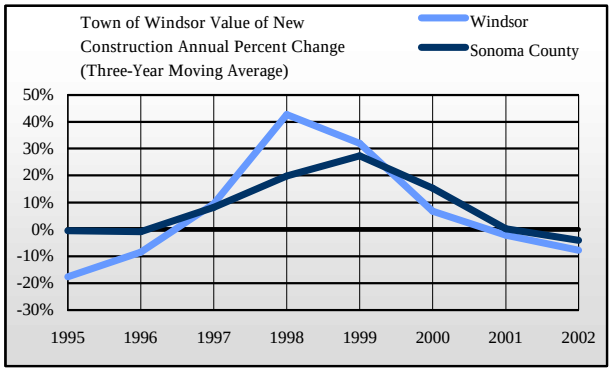
Source: California Construction Industry Research Board

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

Source: California Construction Industry Research Board





Fair Market Rent

Overview

Fair market rent acts as a parameter for monthly rent values. It is calculated by looking at privately owned dwellings with standard sanitary facilities, and is dependent on the number of bedrooms and the size of the house. The rent is set at the fortieth percentile, which means that 40 percent of the people in a given area pay less than the fair market rent and 60 percent pay more.

Fair market rent indicates housing costs in a county and determines the number of families or individuals qualifying for rent and utility assistance. If a business or family relocates to a particular area, for example, fair market rent figures could be used to evaluate the housing market in that region.

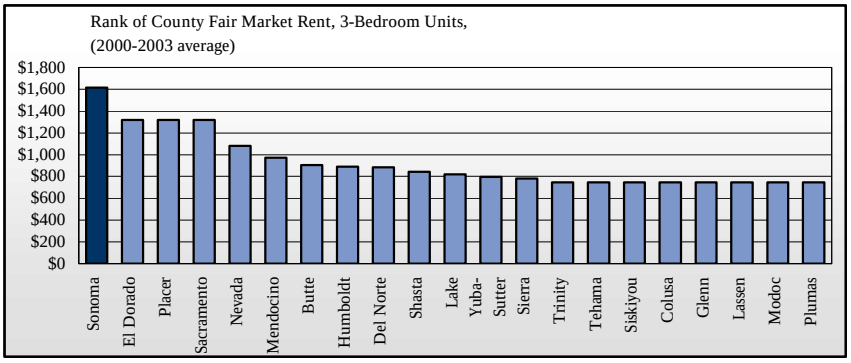
Sonoma County

In 2004, rent prices in Sonoma County were about 75 percent more expensive than average rent prices in twenty-two counties in Northern California, and were the most expensive among those counties. For example, two-bedroom unit rent prices were about 73 percent more in Sonoma County than the average, while six-bedroom unit prices were 79 percent more expensive in the county. Overall, rent prices in Sonoma County have been increasing at a faster rate than the Northern California average, increasing 3 percent between 2003 and 2004 and following a 10 percent increase in the preceding year.

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

Source: Department of Housing and Urban Development

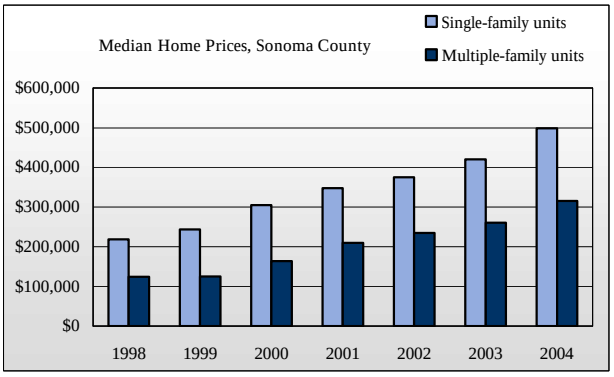


Median Home Price

Overview

The median home price is the price that is midway between the least expensive and most expensive home sold in an area during a given period of time. Median home prices are affected by and based on supply and demand. The housing market is sensitive to interest rates and thrives when rates are low. Normally, there is a rapid price increase during times of lower interest rates - as seen in 2000.

The median home price acts as a gauge for affordability levels. In some areas an outstripping of supply has resulted in California having one of the lowest affordability levels in the nation. 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.

NOTE: Median home prices by city or town reflect data on single-family units only.

*Multiple-family units include townhomes and condominiums.

Sonoma County Median Home Price, Single-family Units

Year	Median price	Annual percent change	Number of homes sold
1998	$ 218,950	n/a	6,125
1999	$ 244,000	11.4%	6,298
2000	$ 305,000	25.0%	5,838
2001	$ 348,000	14.1%	4,657
2002	$ 375,000	7.8%	6,150
2003	$ 420,000	12.0%	6,063
2004	$ 499,000	18.8%	5,913

Source: The Sonoma County Real Estate Report

Sonoma County Median Home Price, Multiple-family Units*

Year	Median price	Annual percent change	Number of homes sold
1998	$ 124,500	n/a	610
1999	$ 125,000	0.4%	519
2000	$ 163,375	30.7%	518
2001	$ 210,000	28.5%	601
2002	$ 234,950	11.9%	986
2003	$ 260,000	10.7%	1,084
2004	$ 315,000	21.2%	1,081

Source: The Sonoma County Real Estate Report

Sonoma County

In 2004, the median home price for a single-family unit in Sonoma County was $499,000, a 19 percent increase over the preceding year. Between 1998 and 2004, the median home price increased 128 percent. For multiple-family units, the median price in 2004 was 21 percent higher than the preceding year, and over 150 percent higher than in 1998.

The most recent figures available at the time of printing reflect median home prices by city or town in February 2005. The city of Sebastopol, while continuously having the highest median home price in the county, was the only city to experience a decrease in price between February 2004 and 2005. The city of Petaluma saw an increase of less than 20 percent, while the town of Windsor saw the highest increase in the county.

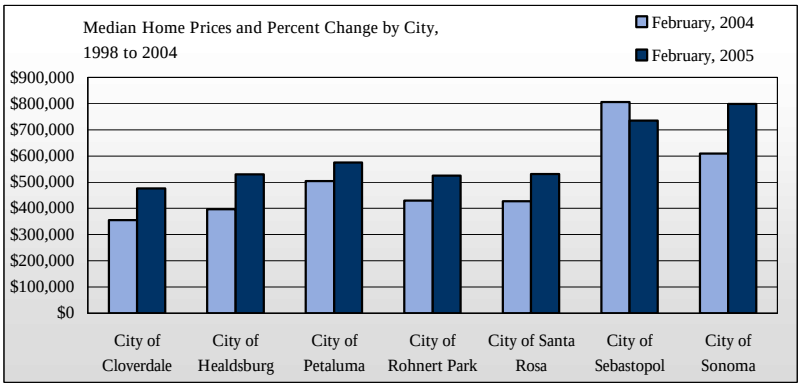
Historically, between 1998 and 2004, the city of Sonoma had the second highest median home price in the county, next to Sebastopol, while the city of Cloverdale had the lowest median home prices. Although increases during the last year were highest in Windsor and Cloverdale, the cities of Healdsburg and Rohnert Park have seen the highest percent increases in median home prices since 1998.

February 2004 & 2005 Median Home Prices

Town/City	02/2004	02/2005	Percent change
City of Cloverdale	$ 355,000	$ 475,957	34.1%
City of Healdsburg	$ 397,250	$ 530,000	33.4%
City of Petaluma	$ 505,000	$ 576,500	14.2%
City of Rohnert Park	$ 430,000	$ 525,000	22.1%
City of Santa Rosa	$ 427,375	$ 531,500	24.4%
City of Sebastopol	$ 806,500	$ 735,500	-8.8%
City of Sonoma	$ 610,000	$ 799,000	31.0%
Town of Windsor	$ 440,000	$ 599,000	36.1%

Source: The Press Democrat, April 16, 2005

NOTE: The data shown above for the city of Santa Rosa represent an average of the data available for northwest, northeast, southwest, and southeast Santa Rosa. The data shown for the city of Petaluma reflects an average of the data available for Petaluma West and Petaluma East.



Median Home Price by City or Town

Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastapol	Sonoma	Windsor
1998	$ 175,000	$ 200,000	$ 219,950	$ 239,000	$ 191,750	$ 205,000	$ 304,000	$ 250,000	$ 217,568
1999	$ 205,000	$ 243,500	$ 268,750	$ 279,000	$ 215,000	$ 231,000	$ 365,000	$ 283,500	$ 235,000
2000	$ 243,000	$ 307,000	$ 359,500	$ 350,900	$ 281,750	$ 280,000	$ 399,000	$ 345,000	$ 300,000
2001	$ 282,000	$ 332,500	$ 386,500	$ 389,900	$ 324,000	$ 325,000	$ 477,475	$ 410,000	$ 337,500
2002	$ 315,000	$ 384,750	$ 435,000	$ 421,475	$ 353,000	$ 356,500	$ 482,500	$ 440,000	$ 365,000
2003	$ 350,000	$ 425,000	$ 452,000	$ 469,250	$ 391,750	$ 395,000	$ 591,000	$ 510,000	$ 419,000
2004	$ 425,950	$ 490,000	$ 577,500	$ 540,000	$ 475,000	$ 475,000	$ 670,000	$ 583,000	$ 499,990

Source: The Sonoma County Real Estate Report

8. Travel & Tourism

People travel away from home for many reasons, including business, pleasure, and other personal purposes. A tourist is considered to be anyone who spends one or more nights out of town for any reason. Many areas of Northern California rely on tourism for a significant part of the economy. This section also presents information on the means of transportation, and the amount of time spent traveling, to and from work every day.

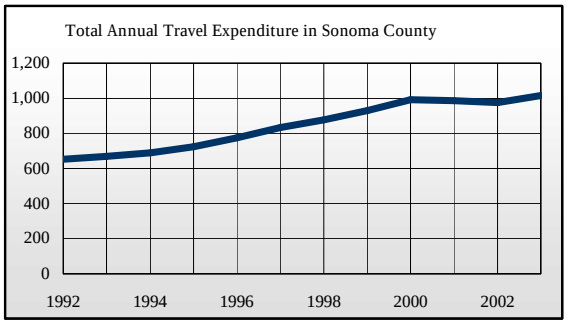
Tourism in Sonoma County has seen an overall increase in recent years, due to a number of attractions in the area, including wineries, wilderness areas, and camping, hiking, and fishing opportunities. As of 2003, Sonoma County ranked second only to Sacramento County in travel expenditures among twenty-two Northern California counties. Annual travel expenditures in the county increased 56 percent between 1992 and 2003. In 2003, travel-generated employment, as well as total tourism earnings, decreased 0.1 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.

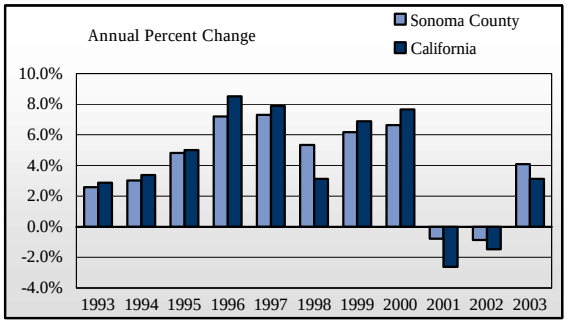
In this section:

Travel Expenditures

Overview

The travel industry is made up of businesses and corporations that provide goods, entertainment, and accommodations to the 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 businesses in the area.





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	$ 993.4	6.6%	$ 77,617.8	7.7%
2001	$ 985.6	-0.8%	$ 75,574.5	-2.6%
2002	$ 976.9	-0.9%	$ 74,460.7	-1.5%
2003	$ 1,016.7	4.1%	$ 76,782.0	3.1%

Source: California Travel and Tourism Commission, Dean Runyan Associates

Travel and tourism spending includes all purchases made by a traveler at the point of sale while visiting a county. The expenditures shown in the graph are estimated in current dollars and include the following:

- 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 immediate consumption.

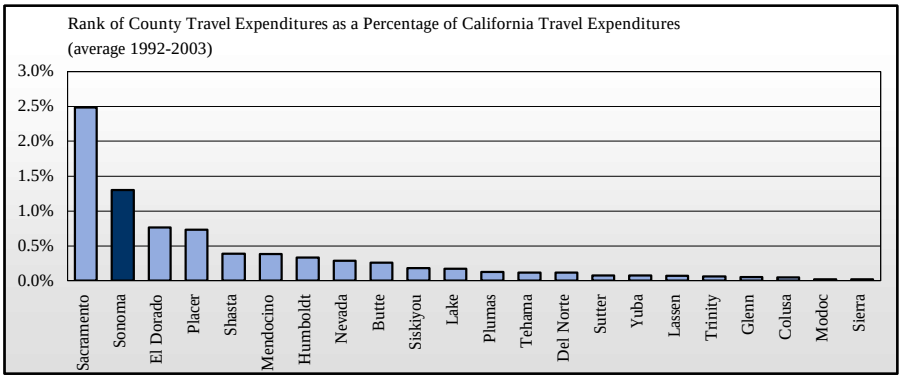
- Retail sales refer to spending by travelers on gifts and souvenirs, or any items other than food and recreation.

- 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.

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 2003 reached over $76,000 million, a 3.1 percent increase since the previous year. Sonoma County experienced an increase of 4.1 percent in the same year, topping $1 million in travel expenditures. Between 1992 and 2003, 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 .76 percent of total travel expenditures in California.

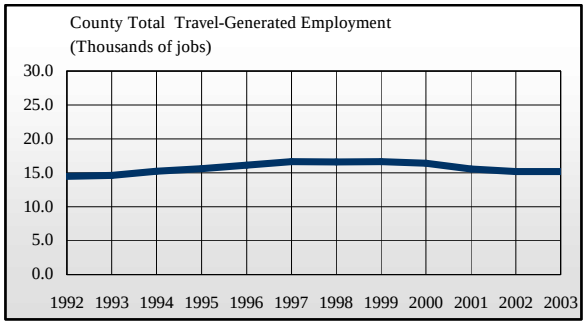


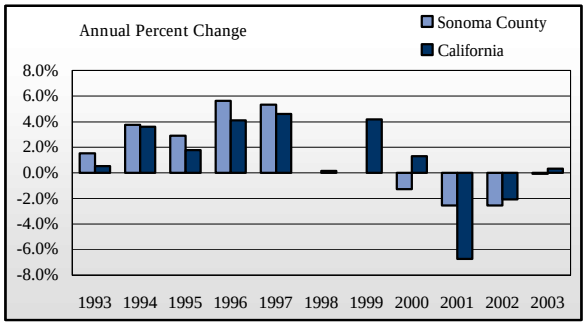
Travel-Generated Employment

Overview

Perhaps the most beneficial aspect of the travel and tourism industry is the amount of jobs it can generate for small towns and cities. A county that is reliant on tourism is likely to remain stable in economic downturns and is able to provide a healthy source of jobs for unskilled workers and youth.

Travel-generated employment includes all part-time and full-time positions of wage and salary workers directly related to the accommodations, food services, retail sales, transportation, and recreation of the travel and tourism industry. The most common jobs are held in areas of amusement, recreation, public parks, cultural services, motels, and restaurants. The amount of tourism varies from county to county, depending on the attractions each county offers and whether or not the tourist activities are weather specific. A rise or decline in travel expenditures and employment throughout the year may indicate seasonal activities.





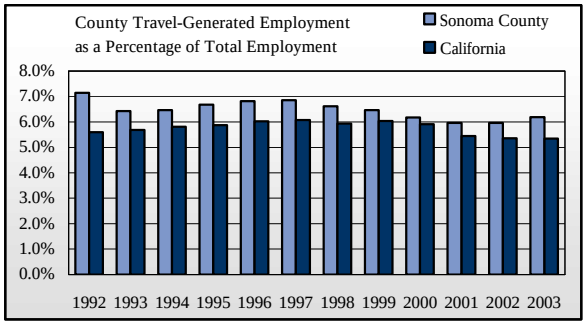
Total Travel-Generated Employment (Thousands of Jobs)

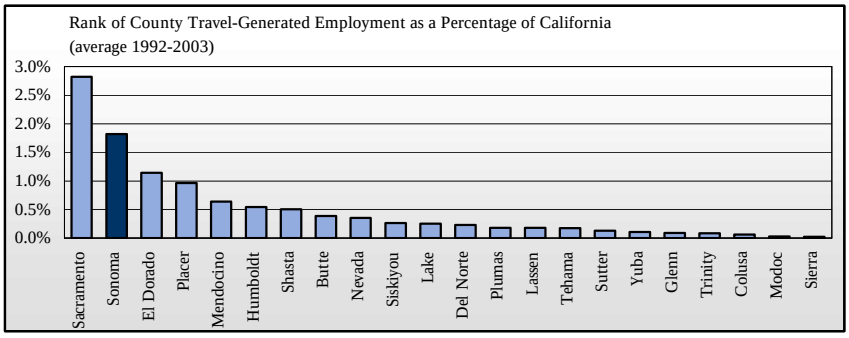
	Sonoma County				California			
Year	Travel-generated employment	Annual percent change	Total employment	Travel-generated employment as a percent of total employment	Travel-generated employment	Annual percent change	Total employment	Travel-generated employment as a percent of total employment
1992	14.46	n/a	202.30	7.1%	779.0	n/a	13,906.7	5.6%
1993	14.60	1.5%	205.40	6.4%	783.2	0.5%	13,797.9	5.7%
1994	15.20	3.8%	211.40	6.5%	811.3	3.6%	13,979.2	5.8%
1995	15.60	2.9%	210.90	6.7%	825.7	1.8%	14,040.1	5.9%
1996	16.11	5.6%	218.40	6.8%	859.6	4.1%	14,261.3	6.0%
1997	16.67	5.3%	228.90	6.9%	899.2	4.6%	14,791.8	6.1%
1998	16.62	0.0%	236.70	6.6%	900.5	0.1%	15,180.9	5.9%
1999	16.66	0.0%	241.70	6.5%	938.1	4.2%	15,522.3	6.0%
2000	16.40	-1.3%	250.10	6.2%	950.3	1.3%	16,056.5	5.9%
2001	15.58	-2.6%	253.90	6.0%	886.4	-6.7%	16,249.1	5.5%
2002	15.19	-2.6%	250.50	6.0%	868.1	-2.1%	16,214.9	5.4%
2003	15.18	-0.1%	245.00	6.2%	871.0	0.3%	16,282.7	5.3%

Source: California Travel and Tourism Commission, Dean Runyan Associates

Sonoma County

Travel-generated employment produced 15,180 jobs in Sonoma County in 2003, accounting for 6.2 percent of the total employment in the county. Although travel-generated employment accounted for a higher percentage of total employment in Sonoma County than in California, the state saw a slightly higher increase in 2003. Between 1992 and 2003, 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

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.

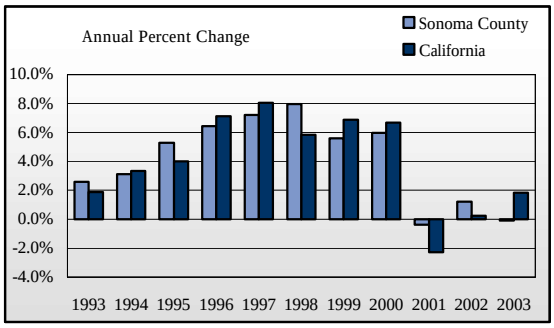
Sonoma County

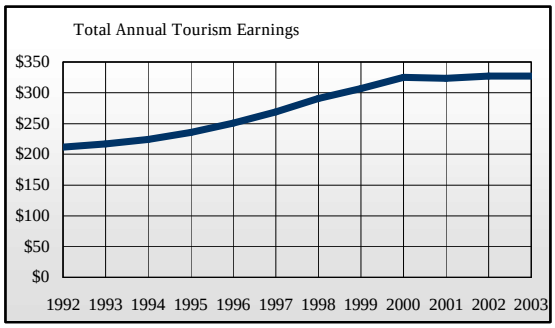
Sonoma County's tourism industry generated $327.4 million in 2003, which is a 0.1 percent decrease since the previous year, and $115.8 million more than the county generated in 1992. Statewide, tourism earnings increased 1.8 percent in 2003. Between 1992 and 2003, Sonoma County's tourism earnings made up an annual average of 1.3 percent of the total tourism earnings in California.

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

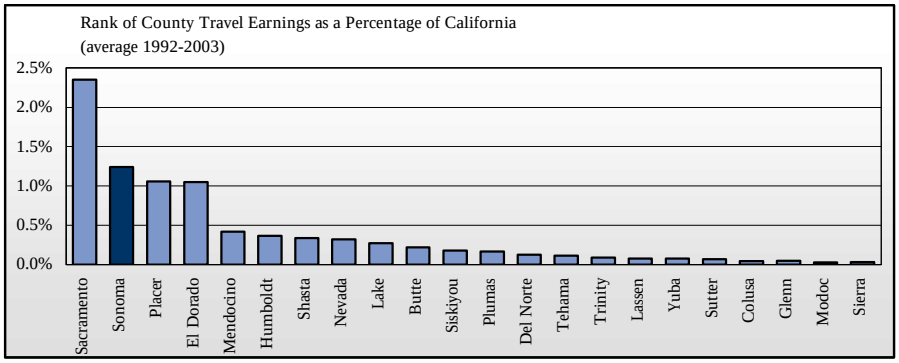
Year	Earnings in Sonoma County	Annual percent change	Earnings in California	Annual percent change
1992	$ 211.6	n/a	$ 16,434	n/a
1993	$ 217.1	2.6%	$ 16,744	1.9%
1994	$ 223.9	3.1%	$ 17,306	3.4%
1995	$ 235.7	5.3%	$ 17,997	4.0%
1996	$ 250.9	6.4%	$ 19,281	7.1%
1997	$ 269.0	7.2%	$ 20,833	8.0%
1998	$ 290.4	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%

Source: California Travel and Tourism Commission, Dean Runyan Associates





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

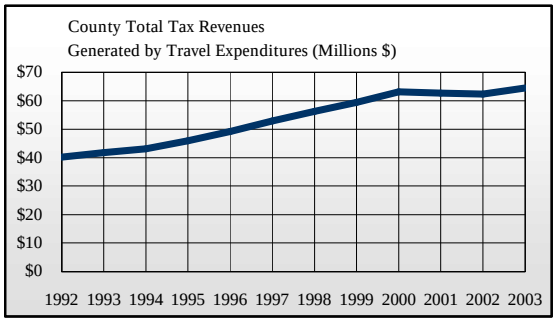
Tax revenue is the amount of money received from taxes and collected by a government on its own behalf. There are two types of taxes generated from the travel and tourism industry. For the purposes of this section, these taxes are defined as follows:

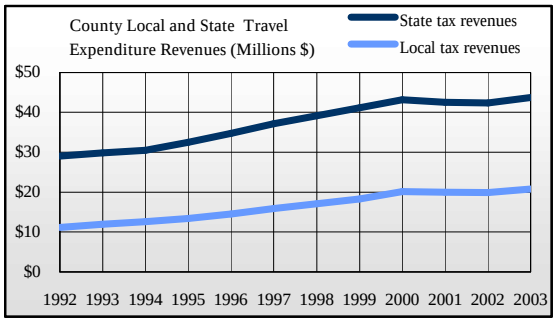
- Local taxes can be defined as all tax receipts collected by counties and municipalities from travel-related purchases. Local sales tax is generally the largest component of all local taxes.

- State taxes are tax receipts that can be defined as all state sales taxes resulting from travel expenditures and business taxes incurred by the travel industry.

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 2003, total tax revenues in



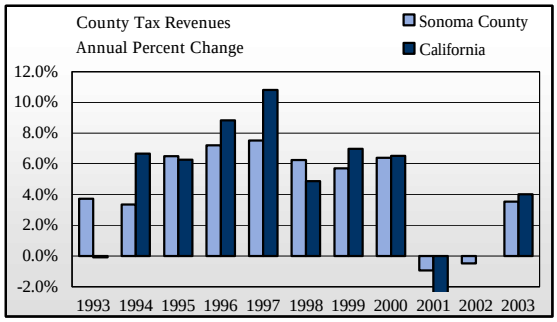


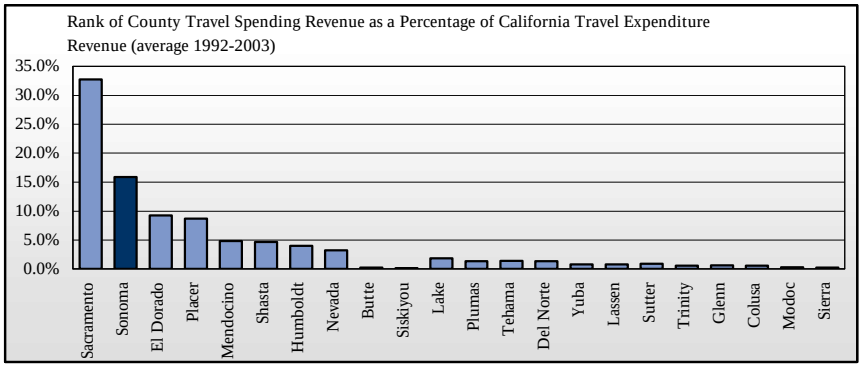
Tax Revenues Generated by Travel Expenditures, County and State (Millions $)

	Sonoma County				California			
Year	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%

Source: California Travel and Tourism Commission, Dean Runyan Associates

Sonoma County had increased to $64.5 million, a 60 percent increase since 1992. During the same period, Sonoma County's travel-generated local tax revenue increased 86 percent, while state tax revenues in the county increased 51 percent. In comparison, total tax revenues in California increased 63 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

As the United States 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 countless hours on the road traveling to and from work, and lose valuable time that otherwise might be spent working, or at home and in the marketplace. In addition, the increasing use of the Internet to conduct business has had an impact on the amount 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 public transportation.

Sonoma County

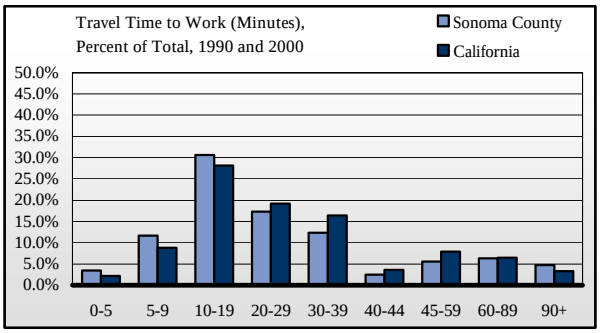
For most of the residents in Sonoma County, commuting to work is a ten to nineteen minute drive in a personal car, truck, or van. As of 2000, 68,967 residents in Sonoma County, which is 30.7 percent of total residents, commuted to their place of employment in a ten to nineteen minute drive, while 17.4 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 15.2 percent of all employed Sonoma County residents, is higher than the 11 percent of workers with similar commutes throughout California.

What can we do to minimize the traffic, the threat that vehicles pose to our environment, and/or the wasted hours spent in bumper to bumper traffic? Visit http://www.sacog.org/rideshare/about.htm for more information on Transportation Demand Management and Transportation Management Associations.

Travel Time to Work

	1990		2000	
Minutes to work	Number	Percent	Number	Percent
Did not work at home	181,115	95.1%	212,701	94.6%
Less than 5 minutes	7,254	3.8%	7,785	3.5%
5 to 9 minutes	25,110	13.2%	26,254	11.7%
10 to 19 minutes	60,622	31.8%	68,967	30.7%
20 to 29 minutes	32,255	16.9%	39,033	17.4%
30 to 39 minutes	22,209	11.7%	27,844	12.4%
40 to 44 minutes	4,479	2.4%	5,607	2.5%
45 to 59 minutes	11,037	5.8%	12,428	5.5%
60 to 89 minutes	11,783	6.2%	14,202	6.3%
90 or more minutes	6,366	3.3%	10,581	4.7%
Worked at home	9,316	4.9%	12,246	5.4%
Total	190,431	100.0%	224,947	100.0%

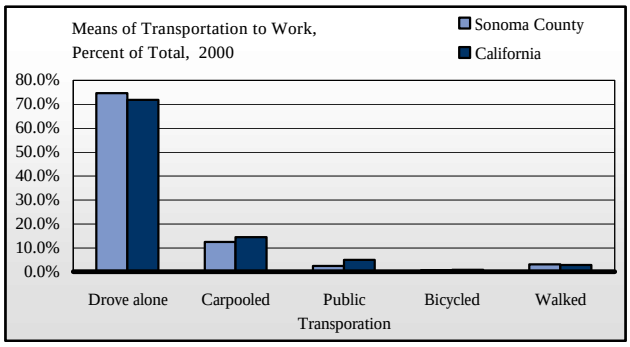
Source: U.S. Department of Commerce, Bureau of the Census



Means of Transportation

Overview

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 public transportation 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 carpooled in the same year.

In 2000, 4.6 percent of Sonoma County's employed residents used non-motorized means to get to work: .8 percent rode a bicycle, 3.1 percent walked, and .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

	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	n/a	224,947	n/a

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.

Registration also includes a Vehicle License Fee (VLF). This fee was established in lieu of a vehicle property tax. It is based according to the purchase price or value of the vehicle. The majority of these fees go directly back to the communities from which they came. The varying priorities of each county determine which projects these fees will fund.

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. The number of vehicles registered in a county reflects the amount of funding the state and local offices can use for such activities.

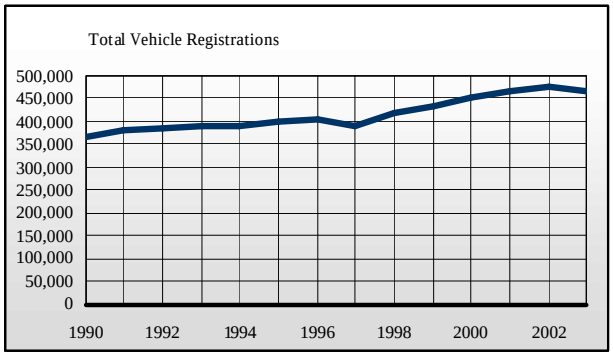
Sonoma County

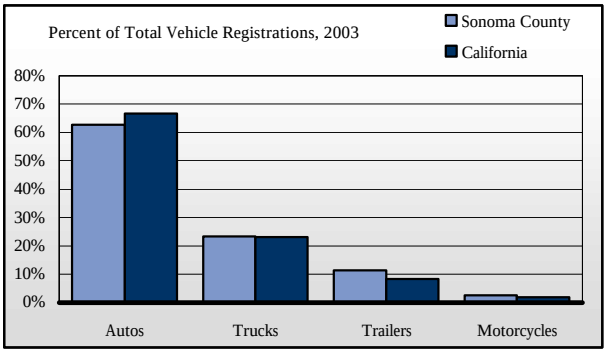
The number of total vehicle registrations has increased steadily over the last several years, and reached a total of 466,441 in Sonoma County in 2003. Of these, 292,680 were automobiles, 108,555 were trucks, 52,988 were trailers, and 12,218 were motorcycles. These numbers are expected to continue rising as more people obtain their driver's licenses 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

Source: California Department of Motor Vehicles





9. Community Health

Health and human service agencies are extremely important in treating and monitoring the needs of the community. Community health indicators can determine and assess the success of programs and services that provide access to physical and mental support for a community.

When considering community health indicators, it is helpful to look not only at traditional medical indicators (births, deaths, etc.) but 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. Health factors in a community provide an overall understanding of the health care knowledge, importance, and availability in a county. By analyzing trends in Sonoma County, the needs of the community become clear.

The community health of Sonoma County has seen improvement in several major categories over the last decade. Teen pregnancy and infant mortality rates both reached their lowest points in the last ten years in 2001, and were also considerably lower than California averages. Also, the number of physicians in Sonoma County has increased steadily since 1990, and as of 2003 the incidence of AIDS in the county per 100,000 residents is lower than the statewide average.

In this section:

Births, Deaths, & Leading Causes of Death

Overview

Birth and death statistics are essential when putting together public health information. This data is used for planning educational initiatives, problem identification, 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 over the last five years represents the need for more child care facilities in the upcoming five to ten years.

The number of live births refers to those births given by a resident of the county, while it may have taken place outside of that county. Occurrence is the number of live births that took place in the county, regardless of whether it was a resident that gave birth. The live birth rate is the number of live births per thousand people in the county.

Sonoma County

There was a total of 5,935 live births that occurred within Sonoma County in 2003, and 5,843 of those were to Sonoma County residents. Both of these numbers reflect increases from the previous year, and the number of live births in the county has increased steadily since 1999.

There were also 3,875 deaths that occurred in Sonoma County in 2002, and like the rest of California, heart disease and cancer were the top two causes of death. There was an overall decrease of forty deaths that occurred in Sonoma County from 2001 to 2002, although the amount of people who died from heart disease increased by fifty-five in that same time period.

Number of Live Births, Sonoma County

Year	Residence Number	Rate	Occurrence
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	12.9%	5,818
1995	5,442	13.0%	5,684
1996	5,503	13.0%	5,699
1997	5,409	12.5%	5,625
1998	5,472	12.4%	5,661
1999	5420	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

Source: California Department of Finance (1990 Population Estimates), and California Department of Health Services

Number of Live Births, California

Year	Residence Number	Rate	Occurrence
1990	611,666	20.4%	612,834
1991	609,228	19.9%	610,393
1992	600,838	19.2%	602,037
1993	584,483	18.4%	585,344
1994	567,034	17.6%	567,892
1995	551,226	17.2%	552,083
1996	538,628	16.5%	539,487
1997	524,174	15.9%	525,246
1998	521,265	15.6%	522,653
1999	518073	15.2%	519,248
2000	531,285	15.7%	532,611
2001	527,371	15.3%	528,609
2002	529,245	15.1%	530,204
2003	540,827	15.2%	541,835

Source: California Department of Finance (1990 Population Estimates), and California Department of Health Services

Number of Deaths, Sonoma County

Residence

Year	Number	Rate	Occurrence
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	8.1%	3,528
1995	3,456	8.2%	3,484
1996	3,634	8.6%	3,615
1997	3,767	8.7%	3,774
1998	3,690	8.4%	3,702
1999	3735	8.4%	3,771
2000	3,835	8.4%	3,906
2001	3,872	8.3%	3,915
2002	3,864	8.2%	3,875

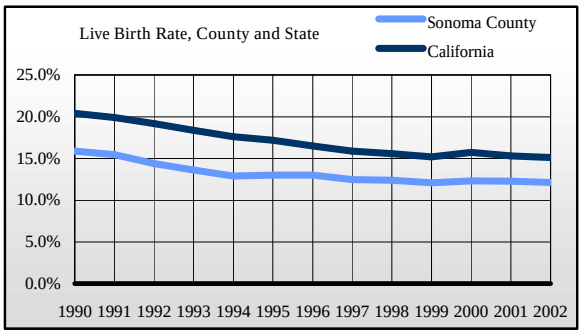
Source: California Department of Finance (1990 Population Estimates), and California Department of Health Services

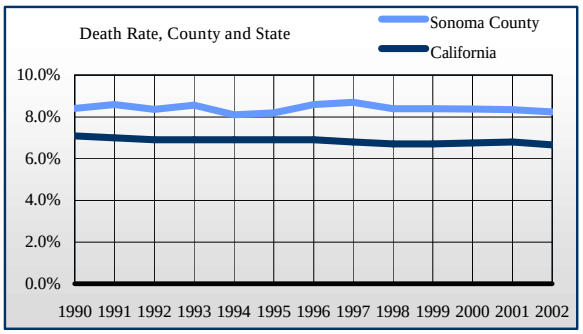
Number of Deaths, California

Residence

Year	Number	Rate	Occurrence
1990	213,766	7.1%	214,919
1991	214,220	7.0%	216,006
1992	214,586	6.9%	216,379
1993	220,271	6.9%	222,330
1994	222,854	6.9%	224,733
1995	222,626	6.9%	224,604
1996	222,308	6.9%	224,084
1997	223,438	6.8%	225,243
1998	225,450	6.7%	227,897
1999	227965	6.7%	230,054
2000	228,281	6.8%	230,505
2001	232,790	6.8%	234,683
2002	233,246	6.7%	235,180

Source: California Department of Finance (1990 Population Estimates), and California Department of Health Services





Leading Causes of Death, Sonoma County

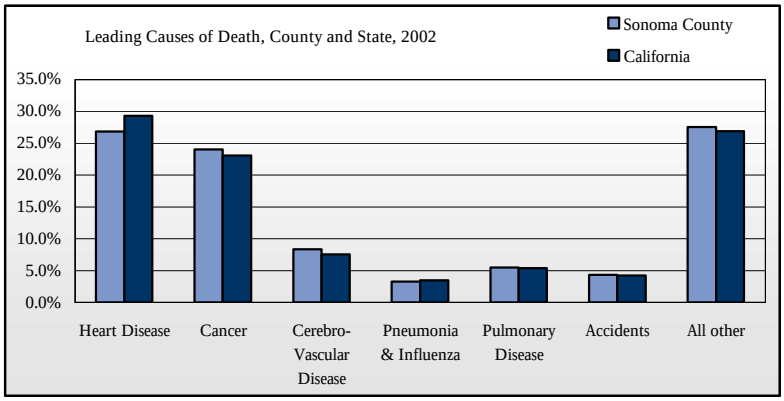
	1994	1995	1996	1997	1998	1999	2000	2001	2002
All causes	3,483	3,456	3,634	3,767	3,690	3,735	3,835	3,872	3,864
Heart Disease	995	1,001	1,021	1,019	1,030	1,109	1,084	983	1,038
Cancer	840	802	857	946	868	929	909	960	929
Cerebro-Vascular Disease	296	317	322	368	332	333	363	351	324
Pneumonia & Influenza	172	185	192	219	213	115	130	128	127
Pulmonary Disease	181	183	194	204	192	216	215	223	213
Accidents	112	133	136	144	98	144	127	132	168
Cirrhosis	49	46	42	46	42	37	47	58	42
Diabetes	70	56	60	58	54	75	81	83	89
Suicide	53	73	75	67	40	47	54	41	58
Homicide	15	12	13	13	10	9	12	11	n/a
Alzheimers	52	54	54	53	60	68	89	110	120
All other causes	541	494	616	603	734	642	700	775	756

Source: State of California, Department of Health Services

Leading Causes of Death, California

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

Source: State of California, Department of Health Services



AIDS Cases

Overview

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 HIVas the cause of AIDS, the disease process is still not completely understood.

Acquired Immune Deficiency Syndrome (AIDS) has become a worldwide epidemic since it was first reported in the United States in 1981. Over 800,000 AIDS cases have been reported in the United States 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.

AIDS Cases & Cumulative Incidence (1981 - November 30, 2004)

		Deaths		Incidence (per
	AIDS cases	Number	Percent	100,000)
Sonoma County	1,835	1,058	57.7%	164
California	135,707	79,024	58.2%	157

Source: California Department of Health

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 not infected 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).

Often people with AIDS cannot hold steady employment or perform household chores due to conditions brought on by the illness. In some cases, people may experience phases of intense life-threatening illness followed by phases of normal function.

Sonoma County

From 1981 to 2004, there have been a total of 1,835 AIDS cases reported in Sonoma County, and 1,058 (57.7 percent) of these cases have terminated in death to the patient. In California, 135,707 AIDS cases have been reported since 1981, and 79,024 (58.2 percent) have resulted in death. These numbers translate to a ratio of 164 cases per every 100,000 people among Sonoma County residents, and 157 cases per 100,000 people among Californians.

Teenage Pregnancy

Overview

Teen pregnancy is a major national and state concern because teen mothers and their babies face increased risks to their health. 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, 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 healthcare during pregnancy is vital to both the mother and child; however, many teens either do not have access to necessary services or simply choose to not 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 good-paying jobs. As a result, a child born to an unmarried teenage high school dropout is ten times as likely as other children to be living in poverty at ages 8-12. In addition, a child born to a teenage mother is fifty 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.

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

Teen Birth Rates by Age of Mother

	Sonoma County		California	
Year	10-14	15-19	10-14	15-19
1990	n/a	44.0	1.4	69.9
1991	n/a	44.7	1.5	72.7
1992	n/a	40.7	1.5	71.1
1993	n/a	42.2	1.5	70.6
1994	1.2	45.0	1.5	69.9
1995	0.9	41.9	1.5	67.2
1996	1.1	37.5	1.3	61.6
1997	0.4	37.7	1.1	56.7
1998	a	34.1	1.4	69.9
1999	a	32.8	0.9	50.2
2000	0.4	29.4	0.7	48.1
2001	0.3	26.9	0.6	45.1
2002	0.4	27.8	0.5	41.6

Source: California Department of Health Services

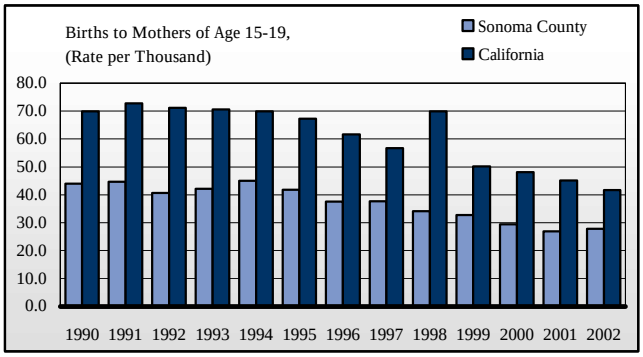
Total Teen Births

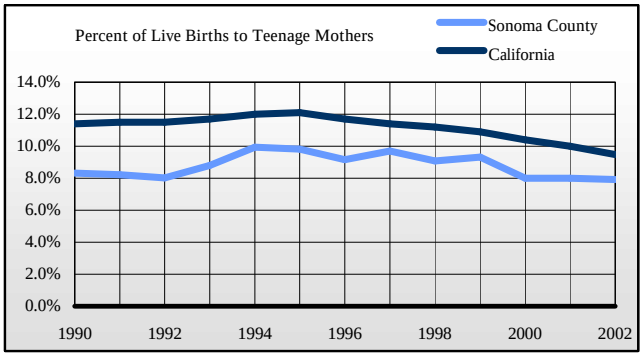
	Sonoma County		California	
Year	Total teen births	Percent of live births	Total teen births	Percent of live births
1990	509	8.3%	69,560	11.4%
1991	501	8.2%	70,322	11.5%
1992	466	8.0%	69,272	11.5%
1993	494	8.8%	68,519	11.7%
1994	548	10.0%	68,198	12.0%
1995	534	9.8%	66,644	12.1%
1996	504	9.2%	63,118	11.7%
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	7.9%	50,201	9.5%

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

Sonoma County

In 2002, 7.9 percent of all births in the county were from teen mothers, significantly lower than the California average of 9.5 percent. Sonoma County has consistently had a lower percent of all births born to mothers compared to California since 1990. Of these, the vast majority of teen mothers were between the ages of 15-19.





Low Birth Weight Infants

Overview

Low birth weight is the primary 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 non-prescribed 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. The National Center for Health Statistics and the Department of Health Services agree that low birth weight is defined as "a live birth weighing less than 2,500 grams or 5 pounds, 8 ounces."

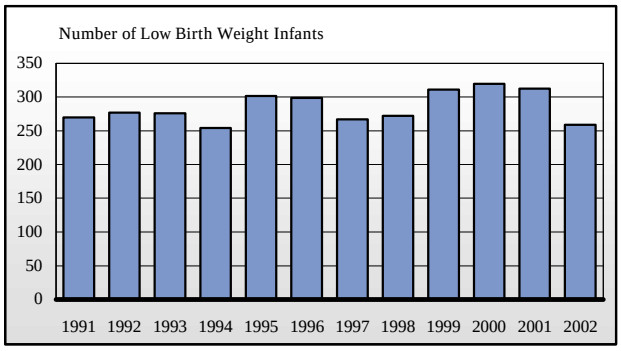
Low Birth Weight Infants (under 2,500 grams)

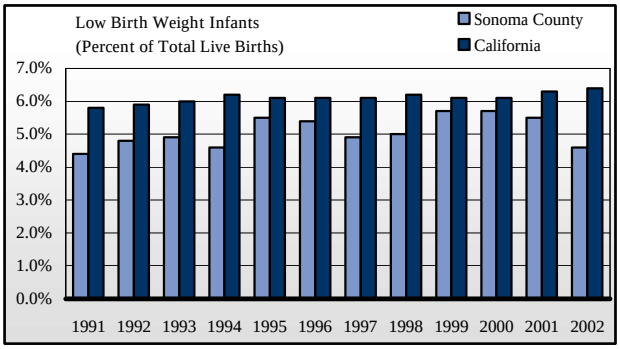
	Sonoma County		California	
Year	Number	Percent of total live births	Number	Percent of total live births
1991	270	4.4%	35,359	5.8%
1992	277	4.8%	35,608	5.9%
1993	276	4.9%	35,116	6.0%
1994	254	4.6%	34,876	6.2%
1995	302	5.5%	33,588	6.1%
1996	299	5.4%	32,649	6.1%
1997	267	4.9%	32,232	6.1%
1998	272	5.0%	32,438	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%

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

Sonoma County

The total number of low birth weights was 259 in Sonoma County in 2002, which was 4.6 percent of the total number of births in the same year. This percentage is down from 5.5 percent in 2001, and is 1.8 percent less than the rate of low-weight births across California. In fact, the percentage of total births designated as low-weight births in Sonoma County has been lower than statewide percentages since 1991. See below for a comparative graph of low birth weights in Sonoma County and California from 1991-2002.





Infant Mortality

Overview

Infant mortality is used to compare the health and well-being of populations across and within countries. The infant mortality rate, the rate at which babies less than one year of age die, 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 United States ranked twenty-eight in the world for infant mortality in 1998. (CDC, National Center for Health Statistics, 2000.) In the United States, the state of California was ranked twenty-two 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 100,000 population.

California's challenges include a high violent crime rate with 617 offenses per 100,000 population, a high incidence of infectious disease with 29.8 cases per 100,000 population, and a high uninsured population at 18.2 percent. The state is ranked twenty-six for the combined measures of risk factors and ranked twenty for the combined measures of outcomes, possibly indicating that, without changes, the relative health of California will slightly decline in the future if the risk factors are not improved.

Infant mortality represents many factors surrounding birth, including but not limited to the health 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.

Number of Infant Deaths

	Sonoma County		California	
Year	Number	Percent of live births*	Number	Percent of live births*
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%

Source: California Department of Health Services

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

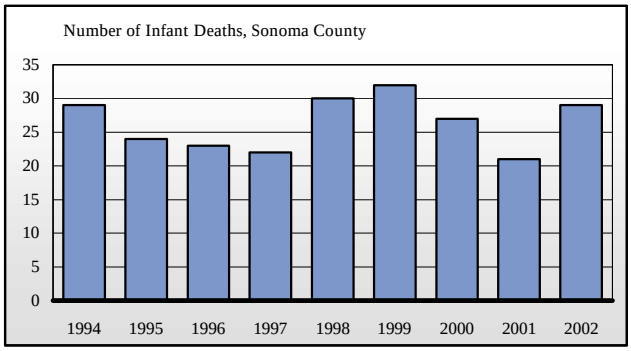
- Neonatal death is a death occurring within the first twenty-eight days of life.

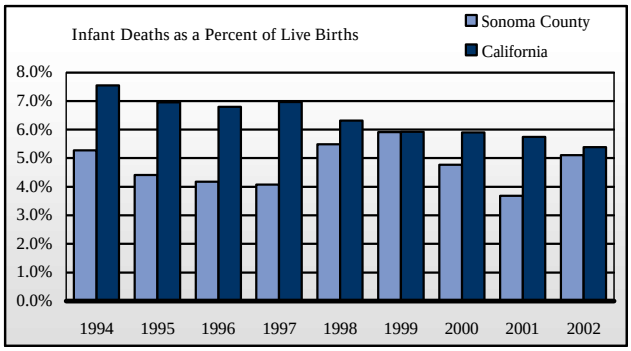
- Infant death is a death occurring during the first year of life.

*Percent of infant deaths out of every 1,000 live births.

Sonoma County

There were a total of twenty-nine infant deaths in Sonoma County in 2002, a decrease of six deaths from the previous year. This figure represents 5.1 percent of the live births for the same year, 0.3 percent lower than the California average. Between 2001 and 2002, there was a sudden increase in infant deaths. The current number of annual infant deaths is the highest in five years.





Medical Service Providers

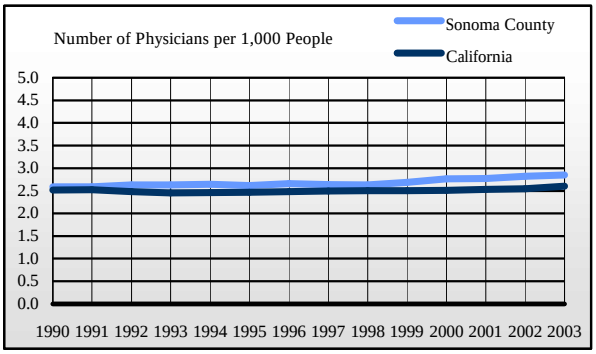
Overview

The number of practitioners providing services within an area indicates 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 2003, there were 1,366 physicians actively practicing in Sonoma County, an increase of fourteen 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. Nearly 350 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 30, 2004, there were 412 licensed dentists located within Sonoma County.

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

Source: Medical Board of California

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

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 establishing the importance of further study regarding the promotion of healthy individuals within a community.

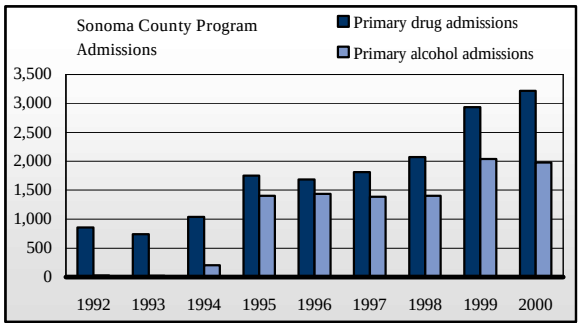
The data collected here was provided by RAND California and based on California Alcohol and Drug Data Systems. The department develops, administers, and financially assists treatment and prevention programs throughout the state and also offers certification of residential and non-residential programs.

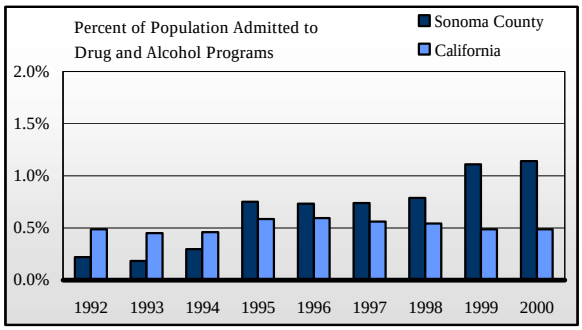
Most of the information reported is submitted by treatment providers who receive state or federal funds. Licensed narcotic treatment programs, which may or may not receive public funds, and drug Medi-Cal providers, are required to submit information. Analysis and compilation of the data is performed,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

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

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 Park	Santa Rosa	Sebastapol	Sonoma	Windsor	Sonoma County
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 Park	Santa Rosa	Sebastapol	Sonoma	Windsor	Sonoma County
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 Park	Santa Rosa	Sebastapol	Sonoma	Windsor	Sonoma County
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

In order to understand the special needs of a community, it helps to look at the number of people in a community who live with a disability, and the types of facilities that are available to them. 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 in which basic everyday routines are not met, such as bathing and dressing oneself, or getting around inside the home without assistance.

- Going outside the home disabilities are conditions in which people are confined to their home and cannot leave it without assistance.

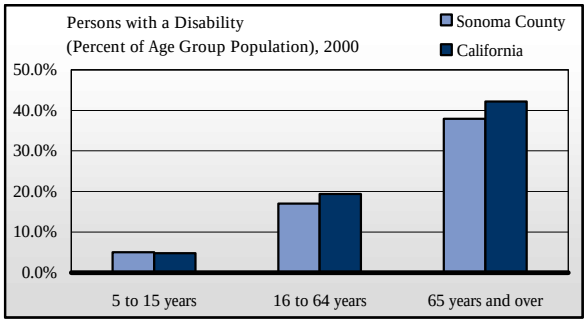
- Employment disability is the inability to work at a job or business.

The totals in the following figures include the disabilities listed above. Only persons 16-64 years of age were asked about employment disabilities. Only persons 65 years of age and older were asked about a going outside the home disability.

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 19.4 percent of the state's total population.



Persons with a Disability, 2000

	Sonoma County			California		
Age	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	37.9%	n/a	1,465,593	42.2%
Total	33,804	75,769	17.7%	2,770,128	5,923,361	19.2%

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

10. Welfare

The amount of assistance available to families and individuals in need and the total demand for such services illustrate the overall health of a community. 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. Meanwhile, Medi-Cal expenditures were at their highest in 2003 and increased 3 percent since the preceding year, compared to an 8 percent increase in California. In the same year, the number of Medi-Cal eligibles in Sonoma County increased 12 percent.

In this section:

TANF/CalWORKs Caseload & Expenditures

Overview

CalWORKs (California Work Opportunity and Responsibility to Kids) is California's implementation of the federal welfare program, known as Temporary Aid to Needy Families (TANF). 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. Temporary Assistance for Needy Families (TANF) provides assistance and work opportunities to needy families by granting states the federal funds and wide flexibility to develop and implement their own welfare programs. TANF is a block grant program that helps move recipients into work and turns welfare into a program of temporary assistance. 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 House has passed an extension until September 30, 2004; however, Senate approval and the president's signature are still required.

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

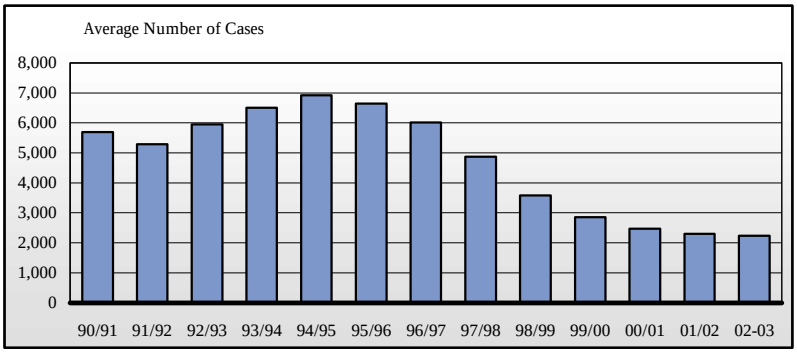
Year	Average number of cases	Average number of recipients
90/91	5,697	15,620
91/92	5,290	14,490
92/93	5,951	16,096
93/94	6,507	17,625
94/95	6,926	18,656
95/96	6,646	17,952
96/97	6,009	16,174
97/98	4,875	12,827
98/99	3,578	8,930
99/00	2,853	6,769
00/01	2,470	5,723
01/02	2,300	5,117
02-03	2,234	4,843

Source: California Department of Social Services

CalWORKs payments are issued in the form of a check. The amount of a family's monthly assistance payment depends on a number of factors, including the number of people who are eligible and the special needs of any of those family members. The income of the family is considered in calculating the amount of cash aid the family receives.

Sonoma County

In Sonoma County, the number of TANF/CalWORKS recipients has been steadily decreasing since a peak in FY94. Between FY01 and FY02, the number of TANF/CalWORKS cases in the county decreased 3 percent, compared to a 13 percent decrease in California. In the same year, the number of recipients decreased 5 percent, compared to a 17 percent decrease in California. Overall, the annual average decrease in the county between FY90 and FY02 was about 7 percent, slightly higher than trends throughout California.



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. 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 improve the nutrition of its population without suffering a major drain on its economy. Food stamps cannot be used to buy pet food, soaps, paper products, household supplies, alcoholic beverages, vitamins, or any food prepared in the store or ready-to-eat.

The U.S. Department of Agriculture (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 one million children. In 2002, 34.9 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.

Food Stamps, Recipients, and Expenditures

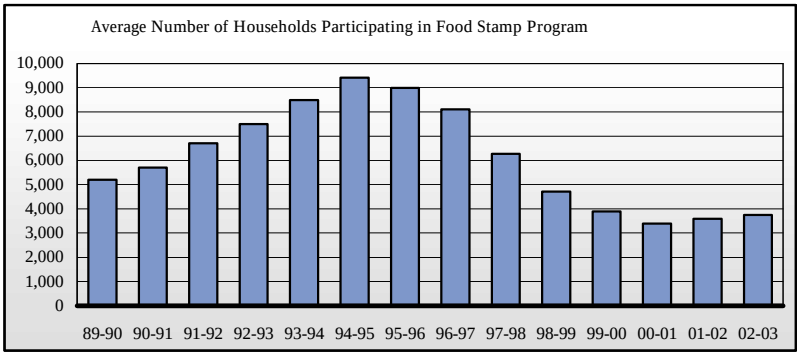
Year	Average number of households	Average number of persons		Total expenditures
89-90	5,209	14,026	$	6,512,066
90-91	5,700	15,137	$	8,354,125
91-92	6,704	17,510	$	11,342,366
92-93	7,499	19,204	$	13,497,012
93-94	8,496	21,446	$	15,627,766
94-95	9,413	23,275	$	17,950,745
95-96	8,992	22,112	$	17,704,358
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	3,751	7,859	$	7,857,377

Source: California Department of Social Services

Sonoma County

The average number of food stamp recipients in Sonoma County has been steadily decreasing since a peak in FY94. Yet between FY01 and FY02, the number of households receiving food stamps increased 5 percent, while the number of persons increased 3 percent. In comparison, the number of persons receiving food stamps in California decreased 2 percent in the same year.

While total expenditures in the county decreased significantly each year between FY95 and FY99, they increased again in recent years, with 11 percent growth in FY02, compared to 4 percent growth in California. Overall, expenditures in the county have increased at an annual average rate of 3 percent since FY89, compared to 6 percent in the state since the same year.



Medi-Cal Caseload & Expenditures

Overview

Information on Medi-Cal programs is helpful in determining the need for medical assistance in a particular community. Many Medi-Cal recipients are also either CalWORKs or food stamp recipients, creating an overlap in program enrollment.

The Medi-Cal program 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. Information is also collected by the California Department of Health regarding Medi-Cal eligibles by race/ethnicity, which can provide a further overview of the county's population in regards to income level and assistance need.

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.

Medi-Cal Eligibles, Users

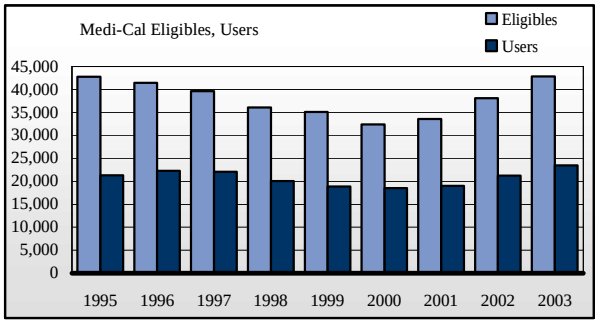
Year	Eligibles	Percent of county pop.	Users	Percent of county pop.	Percent of eligibles
1995	42,841	10.3%	21,313	5.1%	49.7%
1996	41,481	9.8%	22,330	5.3%	53.8%
1997	39,641	9.2%	22,058	5.1%	55.6%
1998	36,087	8.3%	20,025	4.6%	55.5%
1999	35,092	7.9%	18,896	4.3%	53.8%
2000	32,369	7.2%	18,511	4.1%	57.2%
2001	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%

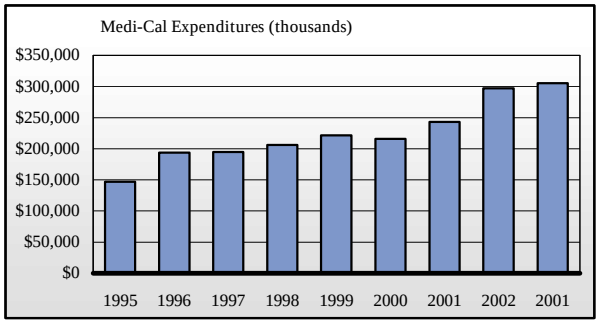
Source: California Department of Health Services

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

Source: California Department of Health Services





Sonoma County

In 2003, approximately 9 percent of the population in Sonoma County was eligible for Medi-Cal programs. Despite this, only about 5 percent of the county population made use of those programs. In comparison, 9 percent of the population throughout California was eligible, and 6 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 2,500,000 people in 2000, before beginning to rise again. In Sonoma County, that number has remained steadier, although it has risen in recent years.

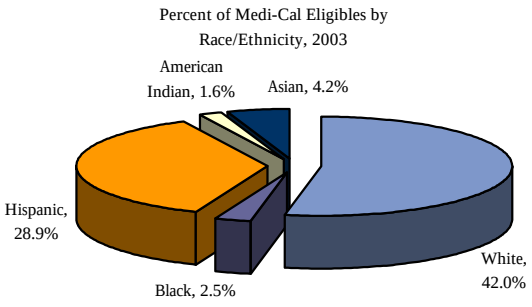
Between 1995 and 2003, Medi-Cal expenditures in Sonoma County steadily increased, and grew 3 percent in 2003. At the same time, the cost per user decreased 7 percent in 2003 in the county. In California, total expenditures increased 8 percent, while the cost per user decreased 1 percent in the same year.

The pie chart below shows that in 2003, about 42 percent of those eligible for Medi-Cal in Sonoma County were white, followed by 29 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 2003, only 5 percent of those persons were eligible for Medi-Cal, while 16 percent of the black population was eligible. This was followed by 15 percent of American Indians, 14 percent of the Hispanic population, and 11 percent of the Asian population in the county were eligible. 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
White	23,946	22,063	21,167	18,768	19,072	20,070	17,982
Black	1,810	1,652	1,556	1,306	1,229	1,295	1,087
Hispanic	7,978	7,413	7,516	7,908	10,101	12,988	12,381
American Indian/Alaskan Native	725	667	610	508	621	705	669
Asian/Pacific Islander	1,540	1,409	1,289	1,081	2,022	2,538	1,819
Unknown	3,297	3,266	3,232	3,283	2,325	2,001	1,833

Source: California Department of Health Services

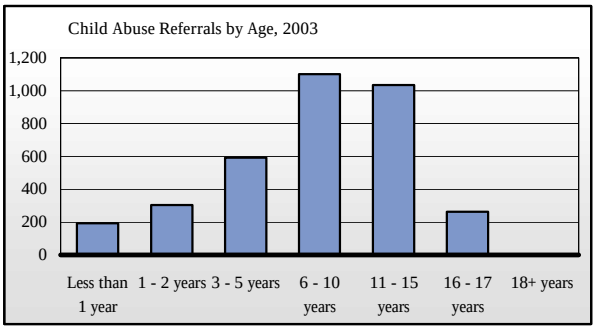


Child Abuse Referrals & Allegations

Overview

Child abuse is determined by improper treatment or the neglect of a child by a caretaker. Mistreatment of the child is defined as the 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 and risks of the child. Child abuse and neglect are often the result of multiple forces that interact with each other. The following factors can contribute to the 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 were abused as children, and/or violence or force is used as a solution.

The number of child abuse referrals in a particular area can indicate the need 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 three assessment categories are as follows:



- 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 care taker 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.

County Child Abuse Referrals by Age, 2003

Age-Class	Substantiated	Inconclusive	Unfounded	Assessment only	Total
Missing	0	0	0	0	0
Less than 1 year	85	50	37	21	193
1 - 2 years	87	101	64	51	303
3 - 5 years	185	183	136	88	592
6 - 10 years	302	367	285	145	1,099
11 - 15 years	286	308	213	227	1,034
16 - 17 years	72	83	33	75	263
18+ years	0	0	1	2	3
Total	1,017	1,092	769	609	3,487

Source: CWS/CMS Q1 2003 Extrzct

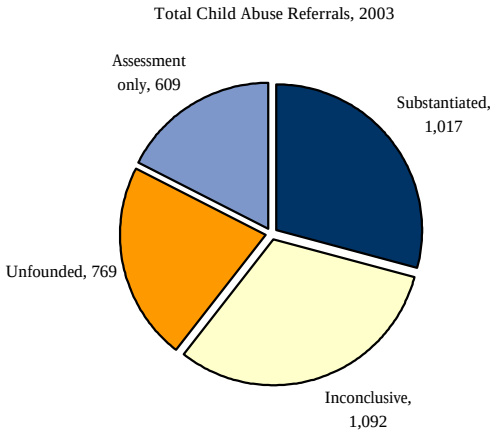
Sonoma County

Of the 3,487 child abuse referrals made in Sonoma County in 2003, 1,017 were substantiated cases. The most common type of abuse in these cases was sexual abuse with 236 cases, substantial risk with 216 cases, and general neglect with 198 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 1,017 substantiated abuse cases in Sonoma County in 2003, there were 1,092 inconclusive cases and 769 unfounded cases.

County Child Abuse Referrals by Allegation, 2003

Allegation	Substantiated	Inconclusive	Unfounded	Assessment only	Total
Sexual abuse	236	98	65	88	487
Physical abuse	151	435	284	240	1,110
Severe neglect	19	6	8	1	34
General neglect	198	322	260	131	911
Exploitation	0	2	1	2	5
Emotional abuse	81	97	45	68	291
Caretaker absence/incapacity	56	18	13	3	90
At risk, sibling abused	60	30	34	10	134
Substantial risk	216	84	59	66	425
Missing/other	n/a	n/a	n/a	n/a	n/a
Total	1,017	1,092	769	609	3,487

Source: CWS/CMS Q1 2003 Extrzct



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 family) 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.

According to the state of California's Little Hoover Commission's report Now in Our Hands: Caring for California's Abused & Neglected Children, policy-makers, since 1999, have recognized the need to improve foster care and have responded by implementing increased investments in prevention and early intervention services. These improvements include placement of 270 public health nurses in county welfare and probation offices statewide to improve access to health care services, installment of a toll-free help line to provide children in foster care and their families with information and assistance, and establishment of five regional training centers to provide training to new and continuing child welfare workers. However, despite these significant efforts, many children in foster care are not receiving the services they need. State and federal laws mandate that while children are in foster care they are entitled to a full range of education, health, dental, mental health, and substance abuse treatment services. Despite these laws, many individuals involved in foster care situations testify that many children are delayed or denied access to the care they need.

In a letter written to the commission from the Department of Health Services, it is reported that children in foster care should receive a medical assessment within one month of eligibility; however, only 65 percent of these children actually do receive the assessment within the first two months. Another 10 percent will wait for three months, while even still another 14 percent of foster care children will wait more than three months for medical assessments. Half of all children in foster care never receive mental health or dental care services.

County Foster Care Entries by Age

Year	Less than 1 year	1-2 years	3-5 years	6-10 years	11-15 years	16+ years	Missing	Total	Annual percent change
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%

Source: CWS/CMS Q1 2003 Extract

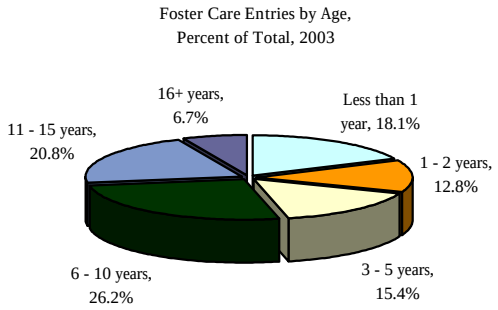
It is common for children placed in foster care to remain in the system, with multiple placements, until age 18. Depending on the success of the initial placements, the time spent in the welfare foster system can have lasting effects on the child's adult life following emancipation. For example, statistics show that children with over five placements suffer more hardships than a child who had less 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 that 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 identified 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.

Other outcomes of multiple placements and prolonged participation in the foster care system may include mood, behavior, psychotic, anxiety, and adjustment disorders. Though the occurrence of these disorders is not solely due to the foster care system, the percentage of children in foster care with these conditions far exceeds those children not in foster 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.

Sonoma County

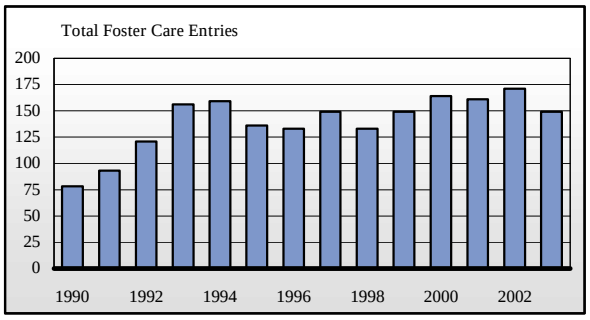
A total of 149 children entered foster care in Sonoma County in 2003, a -12.9 percent increase from the previous year and the lowest in the county in the last four years. The age of these children varied greatly, ranging from less than one-year old to 11-15 years of age. Only ten children who entered foster care in 2003 were age 16 or above.



County Foster Care Entries by Placement Type and Entry Year

Year	Kinship	Foster	FFA	Group	Shelter	Guardian	Missing	Total	Annual percent change
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%

Source: CWS/CMS Q1 2003 Extract



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.

School enrollment for Sonoma County residents has increased by an average rate of 1.6 percent since 1990, although there was a 1 percent decrease in enrollment in the 2002-2003 school year. Dropout rates in Sonoma County and across California are at their lowest in ten years, down to 1.2 percent and 2.7 percent, respectively. SAT scores in the county have remained relatively constant with an increase of twenty points since 1990.

Language and Immigration Trends

California has always been a desired 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 who 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 (ESL). They are not immigrants themselves, but their parents are immigrants, who are often lacking strong, if any, 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 ESL students is Spanish, followed by various Asian languages.

The lack of English proficiency in the United States 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, ESL 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 ESL 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:

Education Starts at Home

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 child-hood 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

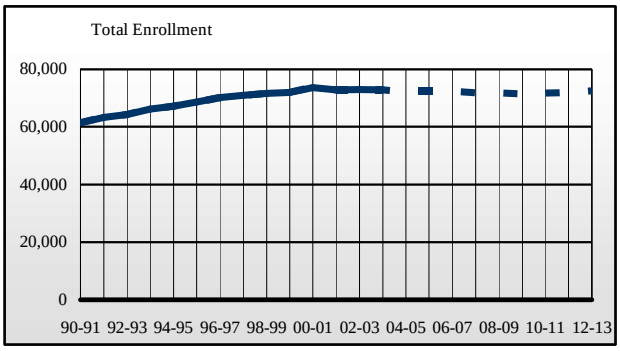
School enrollment data is essential to determine the amount of government funding that schools receive. Funding is based primarily on enrollment and average daily attendance. Enrollment trends over a historical period of time provide insight into a school's financial stability.

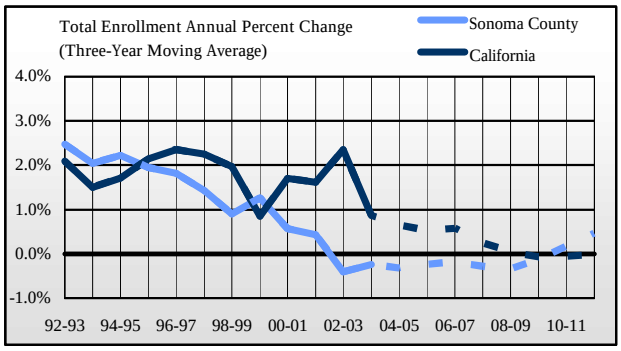
Total enrollment as reported by the California Department of Education is shown for the 1990-1991 school year through the 2001-2002 school year. The data was compiled from the California Basic Education Data System (CBEDS). On October 4 of each year, CBEDS records the number of students enrolled in public 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.

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 %
2005-06(p)	*74,943*	*1.1 %*

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





Sonoma County

In the 2003-2004 school year, 72,799 students were enrolled in Sonoma County schools. This number represents a .1 percent decrease from the 2002-2003 year, although enrollment is expected to increase to 74,943 by 2007. Total enrollment in Sonoma County has increased by almost 11,300 students since the 1990-1991 school year, which is indicative of both a population increase and continued improvement throughout the county's educational system.

High School Dropout Rate

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, he/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. Once a person reaches the age of 21 and has not received a high school diploma or its equivalent, he is no longer included in the data collection.

The calculations also include students who have moved out of the district, state, or country and are not enrolled in an educational program leading to a high school diploma or its equivalent in their new place of residence.

The annual dropout rate is calculated using dropout and enrollment counts from the same year. The number of dropouts in grades 9-12 is divided by the total enrollment in those grades.

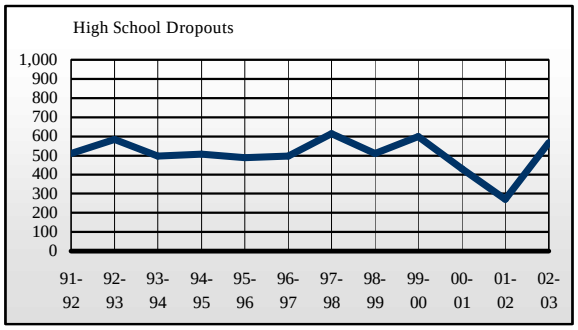
Sonoma County

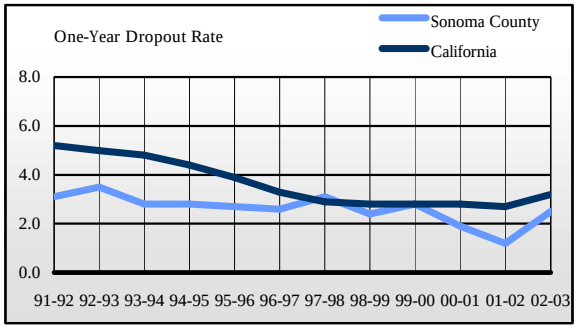
There were 567 students designated as high school dropouts in Sonoma County in 2002, a rate of 2.5 percent. This number is lower than the California annual average dropout rate of 3.2 percent. However, dropout rates in Sonoma County in 2002 were at their highest in the last five years.

High School Dropouts

	Sonoma County		California
School year	Number of dropouts	One yr. dropout rate	One yr. dropout rate
1991-92	510	3.1	5.2
1992-93	584	3.5	5
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	3.2

Source: California Department of Education





Average SAT Scores

Overview

As a measure of verbal and mathematical abilities, Scholastic Aptitude Test (SAT) scores provide important information about how well schools are preparing students for college. These scores should not be used as a single form of measure to evaluate or rate students, educators, schools, or districts; however, they do provide insight into the education system of a given county or region.

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.

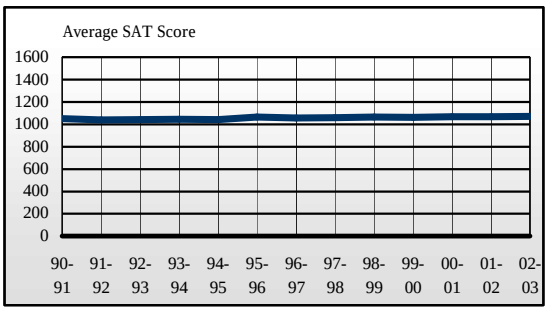
There is a maximum score of 800 on both the verbal as well as the mathematical sections of the SAT. The verbal and mathematical sections are scored and reported separately. The total SAT score is the verbal combined with mathematical section score. The highest possible score a student can receive is 1600.

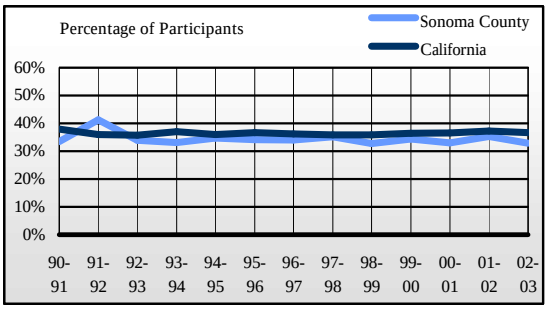
NOTE: Average SAT scores provide data only for graduating seniors. The scores from students who take the SAT as juniors are included with their graduating class.

Average SAT Scores

	Sonoma County		California	
Year	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

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 every year beginning in second grade and continuing through eleventh grade. The base year for a school's API result is 2003. 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 2003, the API was recognized as a measure of Adequate Yearly Progress under the No Child Left Behind Act of 2001. Through this act, school districts, county boards of education, and the state will receive API reports.

The 2003 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:

1) 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.

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

3) 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.

4) 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 2005-06 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.

NOTE: 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.

*What is tested by the Stanford 9?

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 literal 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 also are 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.

*Who took the test?

Across the state, 536,254 students in grades 3-12 took the test during the months of March and April, up from 506,000 students last year. Limited English proficient students and special education students with individual education plans that do not require them to take the test were exempt from the test.

NOTE: "A" means the school scored at or above the interim statewide performance target of 800 in 2001.

Academic Performance Index (API)

School	API 2000	API 2001	API 2002	API 2003	API 2004 target
Alexander Valley Union Elementary					
Alexander Valley Elementary	n/a	727	734	774	775
Bellevue Union Elementary					
Bellevue Elementary	677	653	658	681	687
Kawana Elementary	599	567	587	636	644
Meadow View Elementary	517	572	575	654	661
Bennet Valley Union Elementary					
Strawberry Elementary	866	866	852	851	A
Yulupa Elementary	797	834	800	840	A
Cinnabar Elementary					
Cinnabar Elementary	692	689	762	742	745
Cloverdale Unified					
Jefferson Elementary	738	720	678	704	709
Washington Middle	718	739	709	708	713
Cloverdale High	652	671	633	670	677
Cotati-Rohnert Park Unified					
Evergreen Elementary	747	744	732	774	775
Gold Ridge Elementary	745	765	769	788	789
Hahn (Marguerite) Elementary	808	807	800	835	A
La Fiesta Elementary	662	697	680	728	732
Monte Vista Elementary	773	761	759	764	766
Page (Thomas) Elementary	714	695	703	740	743
Reed (John) Elementary	636	640	607	674	680
Rohnert (Waldo) Elementary	692	761	734	726	730
Creekside Middle	749	752	737	767	769
Mountain Shadows Middle	668	641	687	692	697
Rancho Cotate High	666	665	650	677	683
Dunham Elementary					
Dunham Elementary	816	796	793	827	A
Forestville Union Elementary					
Forestville Elementary	798	800	781	794	795
Fort Ross Elementary					
Fort Ross Elementary	847	820	834	799	800
Geyserville Unified					
Geyserville Educational Park	636	620	n/a	579	589
Geyserville Elementary	642	634	705	738	741
Geyserville Middle	686	670	674	604	614

Academic Performance Index (API), cont'd

School	API 2000	API 2001	API 2002	API 2003	API 2004 target
Gravenstein Union Elementary					
Gravenstein Elementary	778	773	786	834	A
Hillcrest Middle	851	812	771	777	778
Guerneville Elementary					
Guerneville Elementary	726	734	724	753	755
Harmony Union Elementary					
Salmon Creek Middle	769	782	800	788	789
Harmony Elementary	778	776	766	801	A
Healdsburg Unified					
Fitch Mountain Elementary	614	635	607	579	590
Foss Creek Elementary	666	705	706	702	707
Healdsburg Elementary	701	734	719	749	752
Healdsburg Junior High	713	697	695	706	711
Healdsburg High	698	691	686	n/a	n/a
Horicon Elementary					
Horicon Elementary	741	711	700*	669	676
Kenwood Elementary					
Kenwood Elementary	864	873	832	812	A
Liberty Elementary					
Liberty Elementary	842	839	821	854	A
Mark West Elementary					
Mark West Elementary	807	811	793	820	A
Riebli (John B.) Elementary	849	837	822	840	A
San Miguel Elementary	809	810	814	846	A
Monte Rio Union Elementary					
Monte Rio Elementary	743	718	724	744	747
Montgomery Elementary					
Montgomery Elementary	773	734	724	753	755
Oak Grove Union Elementary					
Oak Grove Elementary	754	801	796	826	A
Willowside Middle	n/a	n/a	n/a	776	777
Old Adobe Union Elementary					
Eldredge (Bernard) Elementary	774	776	739	741	744
La Tercera Elementary	765	768	745	783	784
Miwok Valley Elementary	761	815	769	783	784
Old Adobe Elementary	819	814	764	785	786
Sonoma Mountain Elementary	834	778	820	826	A

Academic Performance Index (API), cont'd

School	API 2000	API 2001	API 2002	API 2003	API 2004 target
Petaluma City Elementary					
Grant Elementary	866	868	856	857	A
McDowell Elementary	677	672	658	639	647
McKinley Elementary	630	679	666	644	652
McNear Elementary	759	818	823	823	A
Penngrove Elementary	805	789	752	762	764
Valley Vista Elementary	760	784	763	781	782
Petaluma Joint Union High					
Mary Collins/Cherry Valley	733	744	n/a	741	744
Kenilworth Junior High	775	781	741	736	739
Petaluma Junior High	732	790	769	764	766
Casa Grande High	685	651	664	717	721
Petaluma High	685	716	698	691	696
Piner-Olivet Union Elementary					
Olivet Elementary	769	760	763	784	785
Piner Elementary	769	777	760	811	A
Schaefer Elementary	744	779	771	790	791
Piner Olivet Charter	756	760	817	811	A
Rincon Valley Union Elementary					
Binkley Elementary	821	837	812	820	A
Madrone Elementary	836	817	851	836	A
Matanzas Elementary	844	794	840	857	A
Sequoia Elementary	892	876	879	895	A
Spring Creek Elementary	818	828	807	817	A
Village Elementary	868	830	826	830	A
Whited (Douglas) Elementary	824	822	816	818	A
Roseland Elementary					
Roseland Elementary	564	589	611	614	623
Sheppard Elementary	532	538	567	629	638
Santa Rosa Elementary					
Biella (Albert F.) Elementary	693	730	732	769	771
Brook Hill Elementary	538	566	597	659	666
Burbank (Luther) Elementary	561	611	574	634	642
Doyle Park Elementary	687	705	718	731	734
Fremont (John) Elementary	652	676	564	675	681
Hidden Valley Elementary	850	839	844	873	A

Academic Performance Index (API), cont'd

School	API 2000	API 2001	API 2002	API 2003	API 2004 target
Lehman (Helen M.) Elementary	566	594	616	668	675
Lincoln (Abraham) Elementary	520	555	577	580	591
Monroe (James) Elementary	595	617	593	652	659
Proctor Terrace Elementary	806	837	820	873	A
Santa Rosa Education Cooperative	n/a	773	780	841	A
Steele Lane Elementary	652	668	644	657	664
Santa Rosa High					
Cook (Lawrence) Middle	610	576	602	607	617
Hilliard Comstock Middle	653	690	651	658	665
Rincon Valley Middle	778	794	802	814	A
Santa Rosa Middle	724	750	732	730	734
Slater (Herbert) Middle	748	748	727	737	740
Allen (Elsie) High	560	580	594	n/a	n/a
Carrillo (Maria) High	744	n/a	743	756	758
Piner High	619	604	638	647	655
Santa Rosa High	730	n/a	709	726	730
Sebastopol Union Elementary					
Pine Crest Elementary	751	762	785	766	768
Brook Haven Elementary	794	748	763	739	742
Park Side Elementary	826	784	793	806	A
Sonoma Valley Unified					
Dunbar Elementary	727	761	739	778	779
El Verano Elementary	603	596	619	647	655
Flowery Elementary	516	565	603	629	638
Prestwood Elementary	772	772	775	795	796
Sassarini Elementary	720	722	713	717	721
Sonoma Charter (Elem)	791	768	746	750	753
Altimira Middle	675	678	694	689	695
Sonoma Valley High	665	669	666	674	680
Twin Hills Union Elementary					
Apple Blossom (Elem)	834	815	786	822	A
Twin Hills Middle	819	844	818	794	795
Two Rock Union Elementary					
Two Rock Elementary	799	789	798	809	A
Waugh Elementary					
Corona Creek Elementary	827	828	818	849	A
Meadow Elementary	854	856	842	880	A

Academic Performance Index (API), cont'd

School	API 2000	API 2001	API 2002	API 2003	API 2004 target
West Side Union Elementary					
West Side Elementary	735	768	748	766	768
West Sonoma County Union High					
Analy High	746	757	739	742	745
El Molino High	759	741	702	739	742
Wilmar Union Elementary					
Wilson Elementary	708	765	770	807	A
Windsor Unified					
Brooks Elementary	725	743	728	759	761
Cali Calmecac (Charter #162)	617	621	625	670	677
Windsor Creek Elementary	743	753	737	763	765
Windsor Middle	715	694	699	737	740
Windsor High	652	653	658	636	644
Wright Elementary					
Stevens (Robert L.) Elementary	724	741	749	734	737
Wilson (J. X.) Elementary	826	818	784	710	A
Wright Elementary	740	745	722	753	755

Source: California Department of Education

Statewide 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.

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 rankings is one through ten, with one being the lowest. Schools receiving a rank of one are in the bottom 10 percent of the state and the schools receiving a score of ten are in the top 10 percent of the state.

Similar Schools Rank

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, 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:

(Each rank applies to elementary, middle, or high schools with similar characteristics.)

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

Statewide and Similar Schools Rank

School	2003 statewide rank	2003 similar schools rank
Alexander Valley Union Elementary		
Alexander Valley Elementary	7	n/a
Bellevue Union Elementary		
Bellevue Elementary	4	9
Kawana Elementary	2	4
Meadow View Elementary	3	3
Bennet Valley Union Elementary		
Strawberry Elementary	9	4
Yulupa Elementary	9	7
Cinnabar Elementary		
Cinnabar Elementary	6	3
Cloverdale Unified		
Jefferson Elementary	5	4
Washington Middle	5	2
Cloverdale High	6	7
Cotati-Rohnert Park Unified		
Evergreen Elementary	7	5
Gold Ridge Elementary	8	1
Hahn (Marguerite) Elementary	9	4
La Fiesta Elementary	5	2
Monte Vista Elementary	7	1
Page (Thomas) Elementary	6	2
Reed (John) Elementary	3	2
Rohnert (Waldo) Elementary	5	2
Creekside Middle	8	2
Mountain Shadows Middle	6	1
Rancho Cotate High	6	3
Dunham Elementary		
Dunham Elementary	9	6
Forestville Union Elementary		
Forestville Elementary	8	3
Fort Ross Elementary		
Fort Ross Elementary	8	n/a
Geyserville Unified		
Geyserville Educational Park	2	n/a
Geyserville Elementary	6	n/a
Geyserville Middle	3	n/a

Statewide and Similar Schools Rank, cont'd

School	2003 statewide rank	2003 similar schools rank
Gravenstein Union Elementary		
Gravenstein Elementary	9	7
Hillcrest Middle	8	9
Guerneville Elementary		
Guerneville Elementary	6	8
Harmony Union Elementary		
Salmon Creek Middle	9	5
Harmony Elementary	8	4
Healdsburg Unified		
Fitch Mountain Elementary	1	1
Foss Creek Elementary	5	4
Healdsburg Elementary	6	3
Healdsburg Junior High	6	3
Healdsburg High	n/a	n/a
Horicon Elementary		
Horicon Elementary	3	n/a
Kenwood Elementary		
Kenwood Elementary	8	7
Liberty Elementary		
Liberty Elementary	9	10
Mark West Elementary		
Mark West Elementary	8	5
Riebli (John B.) Elementary	9	5
San Miguel Elementary	9	7
Monte Rio Union Elementary		
Monte Rio Elementary	6	5
Montgomery Elementary		
Montgomery Elementary	6	n/a
Oak Grove Union Elementary		
Oak Grove Elementary	9	9
Willowside Elementary	8	6
Old Adobe Union Elementary		
Eldredge (Bernard) Elementary	6	3
La Tercera Elementary	7	3
Miwok Valley Elementary	7	9
Old Adobe Elementary	7	1
Sonoma Mountain Elementary	9	1

Statewide and Similar Schools Rank, cont'd

School	2003 statewide rank	2003 similar schools rank
Petaluma City Elementary		
Grant Elementary	9	3
McDowell Elementary	2	1
McKinley Elementary	3	1
McNear Elementary	9	3
Penngrove Elementary	7	1
Valley Vista Elementary	7	3
Petaluma Joint Union High		
Mary Collins/Cherry Valley	6	1
Kenilworth Junior High	7	2
Petaluma Junior High	8	3
Casa Grande High	8	5
Petaluma High	7	2
Piner-Olivet Union Elementary		
Olivet Elementary	7	7
Piner Elementary	8	7
Schaefer Elementary	8	6
Piner Olivet Charter	9	10
Rincon Valley Union Elementary		
Binkley Elementary	8	7
Madrone Elementary	9	8
Matanzas Elementary	9	10
Sequoia Elementary	10	9
Spring Creek Elementary	8	6
Village Elementary	9	8
Whited (Douglas) Elementary	8	6
Roseland Elementary		
Roseland Elementary	2	4
Sheppard Elementary	2	6
Santa Rosa Elementary		
Biella (Albert F.) Elementary	7	2
Brook Hill Elementary	3	7
Burbank (Luther) Elementary	2	6
Doyle Park Elementary	6	7
Fremont (John) Elementary	4	3
Hidden Valley Elementary	10	7

Statewide and Similar Schools Rank, cont'd

School	2003 statewide rank	2003 similar schools rank
Lehman (Helen M.) Elementary	3	6
Lincoln (Abraham) Elementary	1	3
Monroe (James) Elementary	3	6
Proctor Terrace Elementary	10	10
Santa Rosa Education Cooperative	9	7
Steele Lane Elementary	3	4
Santa Rosa High		
Cook (Lawrence) Middle	3	1
Hilliard Comstock Middle	5	1
Rincon Valley Middle	9	3
Santa Rosa Middle	7	3
Slater (Herbert) Middle	7	2
Allen (Elsie) High	n/a	n/a
Carrillo (Maria) High	9	3
Piner High	5	4
Santa Rosa High	8	6
Sebastopol Union Elementary		
Pine Crest Elementary	7	2
Brook Haven Elementary	7	1
Park Side Elementary	8	5
Sonoma Valley Unified		
Dunbar Elementary	7	6
El Verano Elementary	3	2
Flowery Elementary	2	1
Prestwood Elementary	8	6
Sassarini Elementary	5	3
Sonoma Charter (Elem)	6	1
Altimira Middle	6	2
Sonoma Valley High	6	3
Twin Hills Union Elementary		
Apple Blossom (Elem)	9	2
Twin Hills Middle	9	2
Two Rock Union Elementary		
Two Rock Elementary	8	10
Waugh Elementary		
Corona Creek Elementary	9	9
Meadow Elementary	10	9

Statewide and Similar Schools Rank, cont'd

School	2003 statewide rank	2003 similar schools rank
West Side Union Elementary		
West Side Elementary	7	2
West Sonoma County Union High		
Analy High	1	1
El Molino High	1	1
Wilmar Union Elementary		
Wilson Elementary	8	8
Windsor Unified		
Brooks Elementary	7	1
Cali Calmecac (Charter #162)	3	4
Windsor Creek Elementary	7	5
Windsor Middle	7	7
Windsor High	4	5
Wright Elementary		
Stevens (Robert L.) Elementary	6	7
Wilson (J. X.) Elementary	8	9
Wright Elementary	6	9

Source: California Department of Education

12. Crime

Crime statistics can be a direct reflection of the overall stability of a community. The number of crimes committed in an area can suggest what resources a particular county might be lacking. While it is reported that more than 25 million Americans are victims of crime each year, the Bureau of Justice Statistics states that violent crime rates have declined since 1994 (51,200) to the lowest rate ever recorded by the National Crime Victimization Survey in 2003 (22,300).

In this section:

Reported Crime & Crime Rates

Overview

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 often 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. 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 incidents of violent crime occurred between 6 a.m. and 6 p.m. Almost two-thirds of rapes/sexual assaults occurred at night between 6p.m. and 6 a.m. Also in 2003, approximately one-quarter of incidents of violent crime 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 three-quarters 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 United States experienced the highest rates of property crime overall in the nation.

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

NOTE: CCI stands for the California Crime Index.

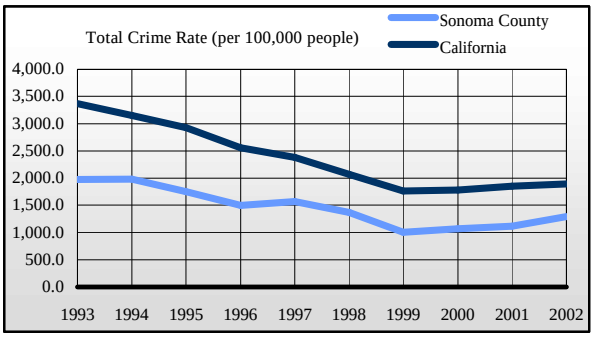
Reported Crimes

	Property Crimes			Violent Crimes				
Year	Burglary	Motor-vehicle theft	Total	Homicide	Forcible rape	Robbery	Aggravated assault	Total
1993	4,792	1,326	6,118	24	206	347	1,542	2,119
1994	4,919	1,506	6,425	18	143	319	1,547	2,027
1995	4,183	1,203	5,386	15	140	349	1,449	1,953
1996	3,520	969	4,489	17	173	326	1,346	1,862
1997	3,984	1,059	5,043	13	165	326	1,235	1,739
1998	3,394	1,095	4,489	11	173	346	1,019	1,549
1999	2,442	751	3,193	8	161	258	877	1,304
2000	2,679	929	3,608	11	168	239	938	1,356
2001	2,875	1,064	3,939	12	173	223	885	1,293
2002	3,101	1,494	4,595	16	188	294	970	1,468

Source: California Department of Justice

Sonoma County

There were 4,595 property crimes and 1,468 violent crimes in Sonoma County in 2002. The crime rate in the county in 2002 was 1,289.5, which reflects an increase of 172.5 crimes per 100,000 people since the preceding year. Despite this increase, however, there has been a declining trend in Sonoma County's crime rate, particularly in robbery incidences.



County Crime Rate (per 100,000 people)

Year	Property crime rate	Violent crime rate	Total
1993	1,464.7	507.3	1,972.0
1994	1,502.9	474.2	1,977.1
1995	1,283.9	465.6	1,749.5
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

Source: California Department of Justice

California Crime Rate (per 100,000 people)

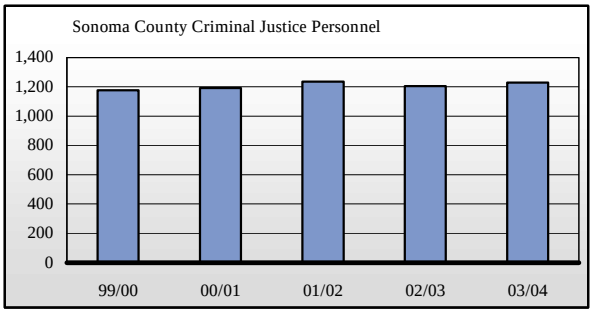
Year	Property crime rate	Violent crime rate	Total
1993	2,308.9	1,058.8	3,367.8
1994	2,155.3	992.4	3,147.7
1995	1,977.8	951.2	2,929.0
1996	1,710.7	848.2	2,558.9
1997	1,600.3	781.0	2,381.4
1998	1,386.1	686.0	2,072.1
1999	1,152.6	610.7	1,763.3
2000	1,169.7	610.5	1,780.1
2001	1,240.0	605.6	1,845.6
2002	1,300.9	589.2	1,890.1

Source: California Department of Justice

Criminal Justice Personnel

Overview

Criminal justice personnel information helps identify the types of criminal justice employment within a county. It is important to know which types of law enforcement exist in a given area and their extent, as this can reflect how safe an area may be or how active the court system is. This information can also be useful to those seeking employment in criminal justice positions.



Sonoma County

The total number of criminal justice personnel in Sonoma County increased from 1,205 in 2002 to 1,229 in 2003. The number of prosecution, as well as public defense, attorneys declined slightly, while all other personnel increased. In the state of California, the total number of personnel decreased from 200,216 in 2002 to 199,784 in 2003, according to the California Office of the Attorney General, Criminal Justice Statistics Center.

Criminal Justice Personnel

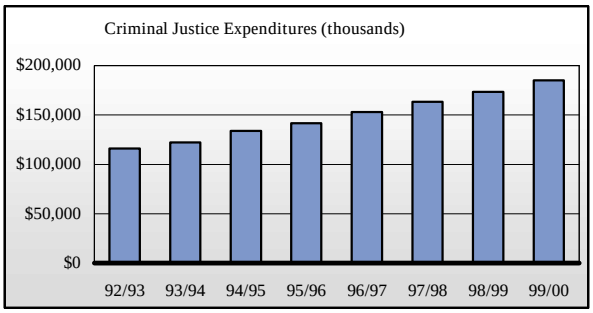
	99/00	00/01	01/02	02/03	03/04
Law Enforcement	1,176	1,192	1,234	1,205	1,229
Police dept.	535	548	568	539	560
Sheriff's dept.	641	644	666	666	669
Prosecution	235	241	270	108	117
Attorneys	48	47	50	47	45
Investigators	15	14	17	16	16
Clerical	97	102	118	39	41
Other	75	78	85	6	15
Public Defense	41	44	44	49	47
Attorneys	27	28	28	29	27
Trial Courts	19	19	21	21	21
Judges	15	15	16	16	16
Auxiliary	4	4	5	5	5

Source: Office of the Attorney General, California Department of Justice. Sheriff's department data from Sonoma County Final Budget Documents, FY 99/00-02/03, and 04/05

Crime Expenditures

Overview

The amount of expenditures used toward criminal justice programs in a county indicates the amount of taxpayer money allocated to crime each year. Criminal justice expenditures include the amount of money spent by a county in a fiscal year. 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.



Sonoma County

In FY99, $185,026 was spent in criminal justice expenditures in Sonoma County, and those expenditures have increased over $69,000 since FY92.

Criminal Justice Expenditures (thousands)

Year	Law Enforcement Expenditures	Judicial Expenditures	Custody/ Supervision Expenditures	Prosecution	Public defense	Grand total
92/93	$ 53,779	$ 14,875	$ 34,914	$ 9,807	$ 2,502	$ 115,877
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

Source: California Department of Justice

Probation Caseload

Overview

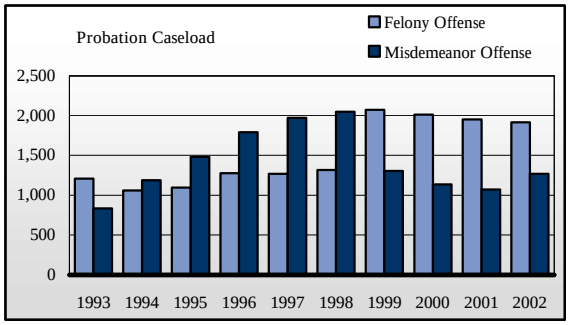
Information on probation caseloads in a county can indicate activity within the criminal justice system and a community. Individuals on felony probation may be exempt from certain jobs and others may contribute to areas including community service and rehabilitation programs.

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.

Sonoma County

There were a total of 3,184 probation cases in Sonoma County in 2002, with 1,913 cases related to felony offenses (a decrease of forty from the previous year) and 1,271 related to misdemeanors (an increase of 199 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
1993	1,206	832	2,038
1994	1,059	1,188	2,247
1995	1,096	1,481	2,577
1996	1,276	1,791	3,067
1997	1,270	1,972	3,242
1998	1,319	2,049	3,368
1999	2,075	1,302	3,377
2000	2,011	1,136	3,147
2001	1,953	1,072	3,025
2002	1,913	1,271	3,184

Source: California Department of Justice

Incarcerated Population

Overview

Data on the average number of adults populating local jails provides another way of determining the amount of crime in an area and how much of the area's resources are used to provide detainment. The amount of persons detained at a given time may indicate community service duties or court time allocated.

Types of local detention facilities included in the data are 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.

- Type I Facility is a local detention facility used for the detention of persons for not more than ninety-six hours, excluding holidays, after booking. Such a facility may also detain persons on court order, either for their own safe-keeping or sentenced to a city jail as an inmate worker, and may house 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.

- Type II Facility is a local detention facility used for the detention of persons pending arraignment, after arraignment, during trial, and upon a sentence of commitment.

- Type III Facility is a local detention facility used only for the detention of convicted and sentenced persons.

- Type IV Facility is a local detention facility designated for the housing of inmates eligible, under Penal Code Section 1208, for work/education furlough and/or other programs involving inmate access into the community.

NOTE: While this section separates the number of incarcerated people from the total population in Sonoma County, both are combined in Section 1, Total Population. For example, in 2002, the total population in Sonoma County was 468,600, including incarcerated persons.

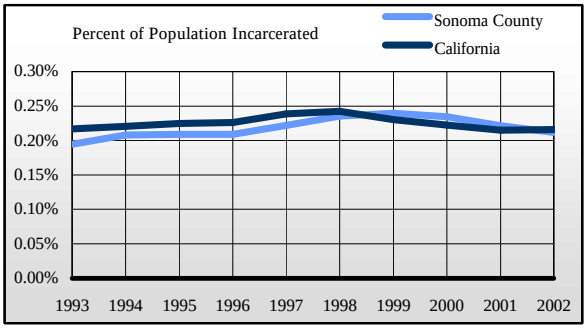
Sonoma County

As of 2002, 992 people were incarcerated in Sonoma County. Of those sentenced, 371 were males, and sixty were females. Of those not sentenced, 489 were males, and seventy-two were females. Collectively, the incarcerated population in Sonoma County made up .21 percent of the county's total population in 2002.

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

	Sentenced		Non-Sentenced			
	Male	Female	Male	Female	Total incarcerated population	Percent of population incarcerated
1993	382	42	338	37	799	0.19%
1994	378	45	396	48	867	0.21%
1995	382	33	403	62	880	0.21%
1996	366	33	434	58	892	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	1,073	0.23%
2001	430	64	468	65	1,027	0.22%
2002	371	60	489	72	992	0.21%

Source: California Department of Justice



13. Voter Information

Voter Registration & Political Party Membership

Overview

The choice to vote or not vote can directly reflect community involvement in choosing leaders and making choices on prevalent issues in the political arena. The amount of participation largely affects local economic status.

Party affiliation within the community can also be directly correlated with the political and social actions of the population and economy, and their effect on the community.

Voting is the means by which the citizens of the United States affect democracy. It is through the power of the vote that the average citizen is able to choose how the country will be run and by whom.

Each presidential election year, voter turnout is at its highest. Typically, voter turnout in other years is low in comparison to other countries. Not all people who are registered to vote actually participate in voting.

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

Voter Registration as of October 18, 2004

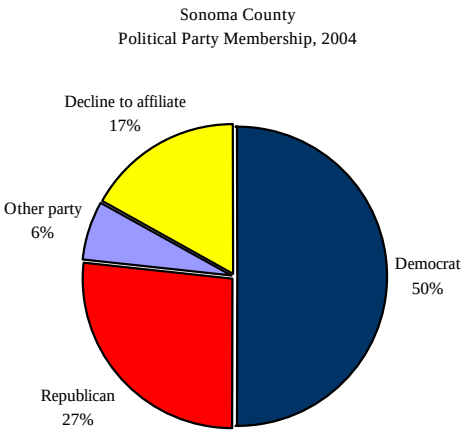
Political affiliation	Number of people	Percent of total eligibles
Eligible to register	323,999	n/a
Registered to vote	248,998	76.9 %
Democrat	124,537	50.0 %
Republican	66,272	26.6 %
American Independent	4,938	2.0 %
Green	6,840	2.7 %
Libertarian	1,601	0.6 %
Natural Law	220	0.1 %
Reform	718	0.3 %
Miscellaneous	1,630	0.7 %
Decline to affiliate	42,242	17.0 %

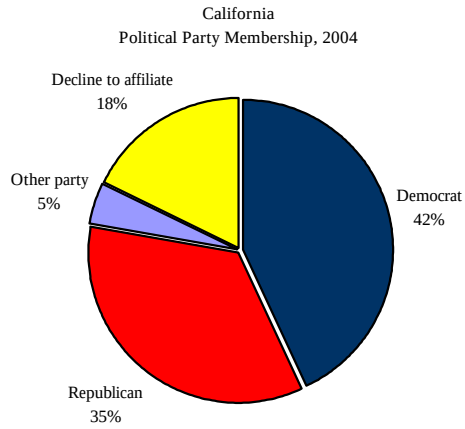
Source: California Secretary of State, Elections Division

Sonoma County

As of October 18, 2004, 77 percent of the 248,998 Sonoma County residents eligible to vote were registered to do so. In comparison, 75 percent of eligibles were registered in California.

In Sonoma County, 50 percent of eligible voters were registered Democrat, and 27 percent were registered Republican. In California, 45 percent of eligible voters were registered Democrat, and 35 percent were registered Republican. For a complete listing of Sonoma County registered voters by political affiliation, please see the chart below.





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