

# 2007

Sonoma County Indicators:  
*Assessing Our County's Competitive  
Position*

Economy 

Health 

Tourism 

Workforce 

Environment 

Society 

# 2007 SONOMA COUNTY INDICATORS

January 2007

The Sonoma County Economic Development Board (EDB) is pleased to present the *2007 Sonoma County Indicators* report. This report attempts to present some significant statistics on Sonoma County in an attractive and easily accessible format. The hope is that the collection of information on a broad array of issues will encourage informed discussion of how the continued success of Sonoma County may be best ensured.

The EDB has broadened the scope of the *2007 Sonoma County Indicators* report. Augmenting the economy, environment, and society sections are a variety of new additions: an indices section, a tourism section, a workforce section, and a health section. The indices section is designed by the EDB in order to rank our economy, distribution of capital, and environment against similar and neighboring counties. The comparison counties include Marin, Monterey, Napa, San Luis Obispo, and Santa Barbara. Throughout the other sections, comparisons are also made with these counties, as well as some others.

Several themes emerged in the preparation of the *2007 Sonoma County Indicators*. Overall, Sonoma County is a splendid place to live. We enjoy a diversified economy and a relatively even distribution of capital. We also benefit from a comparatively high quality of life. Perhaps consequently, on many of the issues which plague communities across America, Sonoma County has outperformed its peers. For example, our crime rate is 30 percent below the state average, and nearly 92 percent of Sonoma County residents are covered by health insurance.

At the same time, Sonoma County faces several challenges. The median price of a home is still unaffordable for more than half of Sonoma County families. Job growth has also slowed and high energy costs have contributed to a cost of doing business that is 10 percent higher than the U.S. average. And new issues will continue to emerge in the future. For example, Sonoma County will soon face the challenge of managing a limited supply of water for an increasing population and the reality of exporting waste.

Lastly, we would like to encourage those who are interested in learning more about any of these issues to contact the agencies and organizations listed in the "For More Information" section of each indicator. We prepared these lists with the help of a variety of agencies, but we may have missed some invaluable organizations. We welcome any suggestions for additional resources, and look forward to including them in the *2008 Sonoma County Indicators* report.



James D. Bielenberg  
Chair  
Economic Development Board



Ben Stone  
Executive Director  
Economic Development Board

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#### What is an Indicator?

An indicator is a statistic that measures an issue of widespread importance for a community. A good indicator should be easily measurable, should be updated frequently, and should be presented in a manner that is easy to understand. Indicators allow a community to compare itself to other communities and monitor its progress.

#### Comparison Counties

In order to better understand a particular issue, it helps to compare Sonoma County to other areas. Throughout this report we have compared Sonoma County to several counties, including Marin, Monterey, Napa, Santa Barbara, and San Luis Obispo, that share many similar economic and demographic attributes. These counties generally have strong tourism, agriculture, and technology sectors; their residents enjoy a high quality of life; and they are located in close proximity to the coast.

## Sonoma Fares Well Against Comparison Counties

### What are they?

The Economic Development Board developed these composite indices in order to evaluate our competitiveness against comparable counties. They are based on an array of metrics which attempt to capture the state of the economy, the distribution of capital, and the health of the environment. The composite scores are based on a 0-10 scale, with 10 representing the highest score. The following five pages describe the components of each index. For methodology and notes, please see page 36.

### How is Sonoma County Doing?

#### Economy

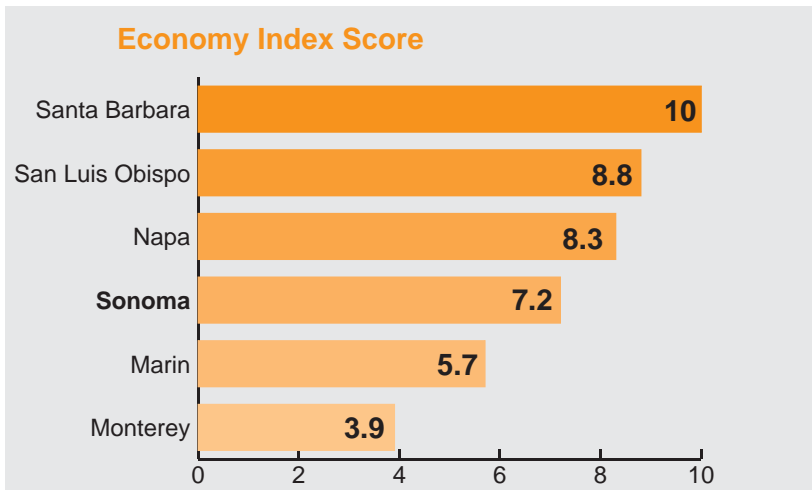
Sonoma County ranked fourth among the comparison regions for 2005. Sonoma County fared well in all categories except job growth. More recent data, at the time of this writing, suggests that job growth has continued to slow through 2006 as well. Despite these trends, the unemployment rate remains relatively low, partially tamed by a net exodus of nearly 6,000 documented residents over the past four years. The economy, nevertheless, continues to grow, albeit at a pace more commensurate with a maturing business cycle.

#### Equity

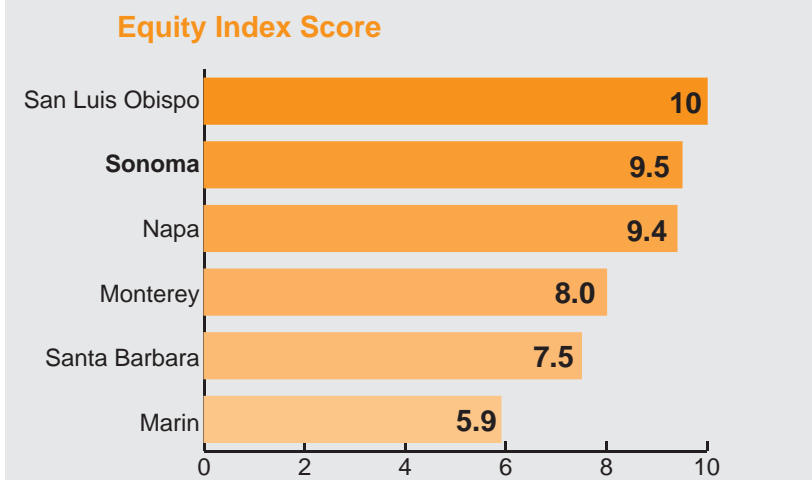
The composite score and rank of the equity index reflect the fact that Sonoma County has a broad distribution of income and that Sonoma County residents enjoy reasonable access to tertiary education relative to the comparison counties. As a caveat to the favorable score and ranking, however, it should be noted that the comparison counties are among the wealthiest in California and that income inequality and increasing economic pressure on low- and middle-income families still remain issues confronting Sonoma County. The lower scores for the education component of the equity index also should be analyzed in a larger context; San Luis Obispo and Santa Barbara both house major University of California campuses and, thus, hold a decided edge in college enrollment, while Marin is known for the educational attainment of its workforce.

#### Environment

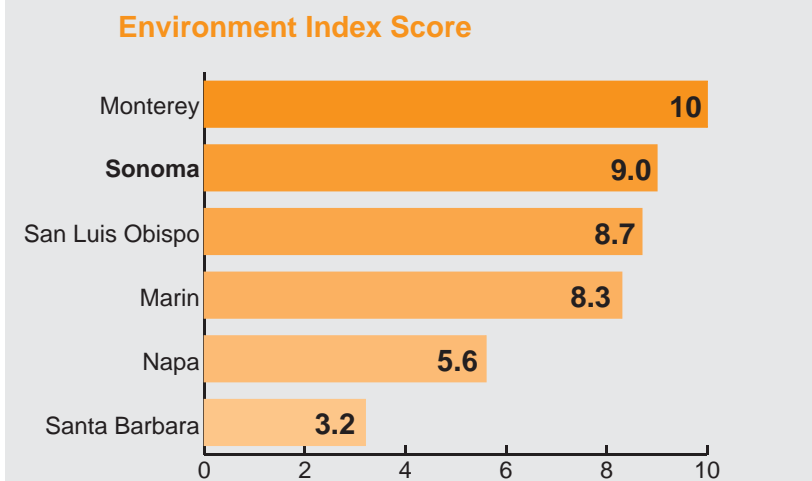
Residents enjoyed 355 days when air quality was “good” in 2005 and didn’t generate an extraordinary amount of waste relative to the comparison counties. Based on these two figures, the county ranked second overall in the environment component. Furthermore, although not included in this summary index, the number of participants in the toxics program, designed to eliminate toxics in landfills, skyrocketed 250% over the past year.



Source: Economic Development Board (<http://www.sonoma-county.org/edb>)



Source: Economic Development Board (<http://www.sonoma-county.org/edb>)



Source: Economic Development Board (<http://www.sonoma-county.org/edb>)

# Economy

## Low Unemployment and Payroll Growth of 4.37%

### What is it?

Payroll growth measures the percentage increase in aggregate compensation over a one-year period (the fourth quarter 2004 to the fourth quarter 2005). The unemployment rate measures the percentage of individuals relative to the entire workforce who are not working but able, available, and actively seeking work during the week that includes the twelfth of the month.

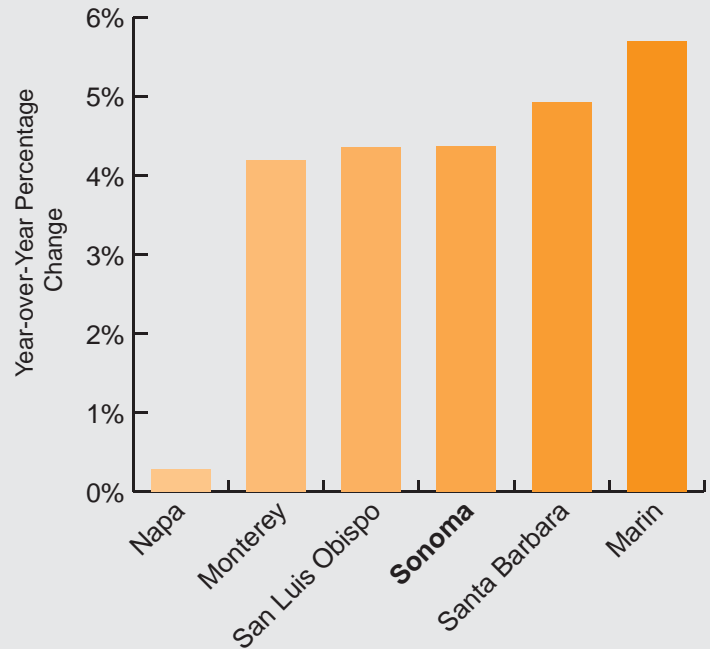
### How is Sonoma County Doing?

Sonoma County's payroll growth of 4.37% and unemployment rate of 4.4% for 2005 were similar to most other comparison regions. For over a decade Sonoma County's unemployment rate has been consistently lower than both the state and national averages.

### Why is it Important?

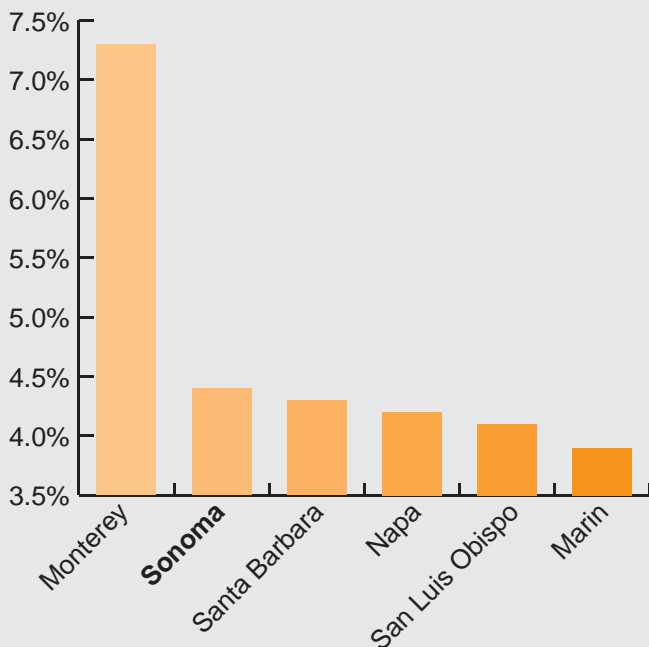
Payroll growth is a good indicator of general business performance and the level of available consumption and savings activity. Higher unemployment rates represent an increased mismatch between job seekers and the jobs available (frictional unemployment) and/or an endemic dearth of jobs (structural unemployment). Higher unemployment rates also typically portend economic downturns and decrease the ability of members of the workforce to generate income.

Payroll Growth, Q4 2004-2005



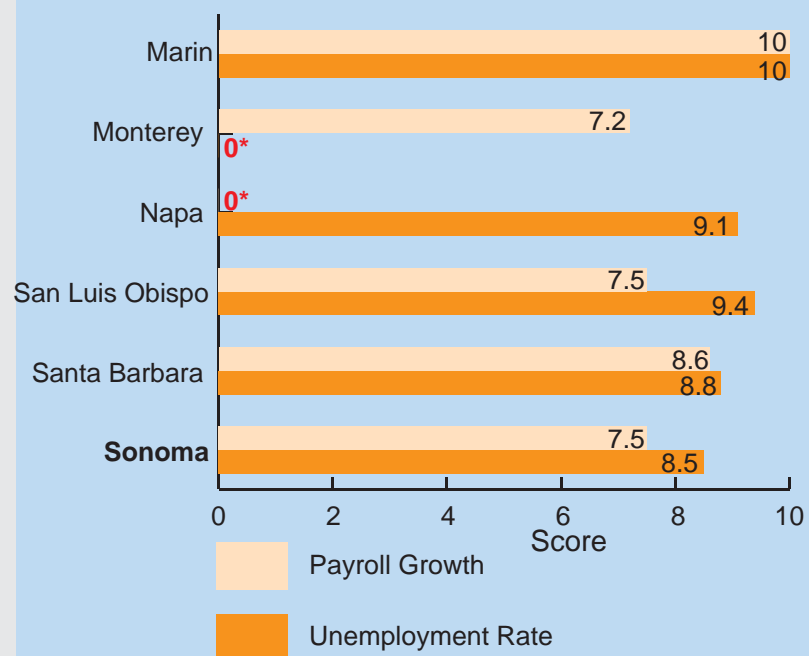
Source: Bureau of Labor Statistics (<http://www.bls.gov>)

Unemployment Rate, 2005 Moving Average



Source: Bureau of Labor Statistics (<http://www.bls.gov>)

Payroll Growth and Unemployment Rate Scores\*



\*Note: Scores reflect a relative ranking between 0 and 10. A score of 0 simply signifies that a county performed the worst among its peers, while 10 means a county performed the best. The statistics on which the rankings are based are illustrated in the graphs on this page. For methodology and notes, see page 36.

# Job Growth Lacking While Number of Firms Increases

## What is it?

Job growth captures the percentage increase in the average fourth quarter employment from 2004 to 2005. Establishment growth tracks the year-over-year percentage increase in firms from the fourth quarter of 2004 to the fourth quarter of 2005.

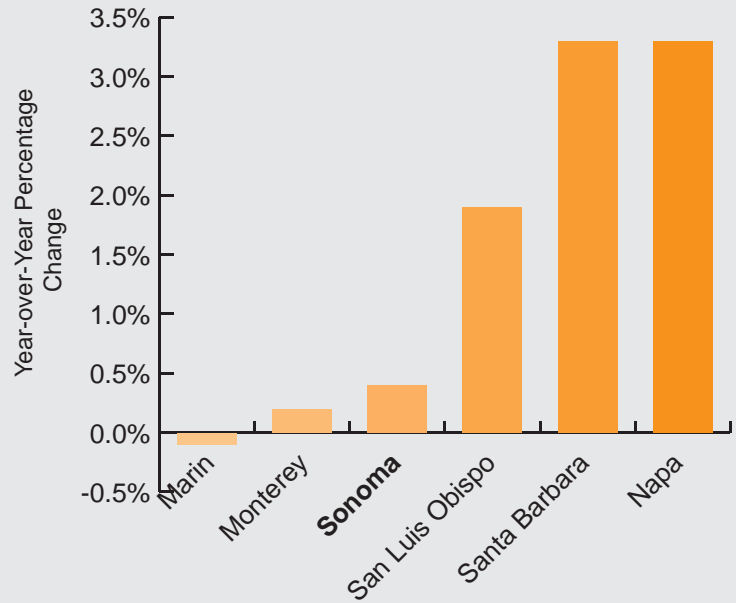
## How is Sonoma County Doing?

One of the major challenges facing Sonoma County's economy, the data suggests, is job growth. Over the course of the year, Sonoma County only experienced a 0.4% increase in total jobs, while Napa and Santa Barbara both posted 3.3% increases. Despite low job growth, Sonoma County boosted its total number of firms by 0.76% year-over-year in 2005, placing it in the upper echelon of the comparison counties.

## Why is it Important?

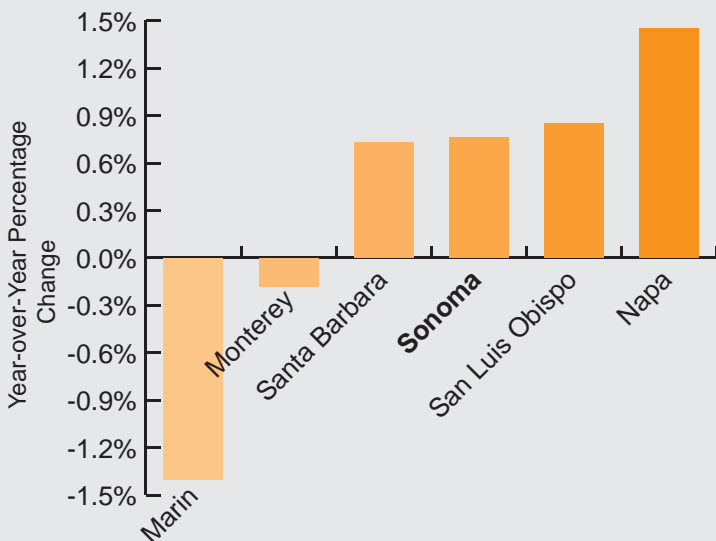
Job growth illustrates an economy's ability to generate more employment opportunities. Since jobs are the primary source of income for most residents and employment typically moves in line with business patterns, this metric often reflects overall economic performance. Establishment growth also can be viewed as an indicator of the overall business climate, since it captures both the creation and shuttering of firms.

Job Growth, Q4 2004-2005



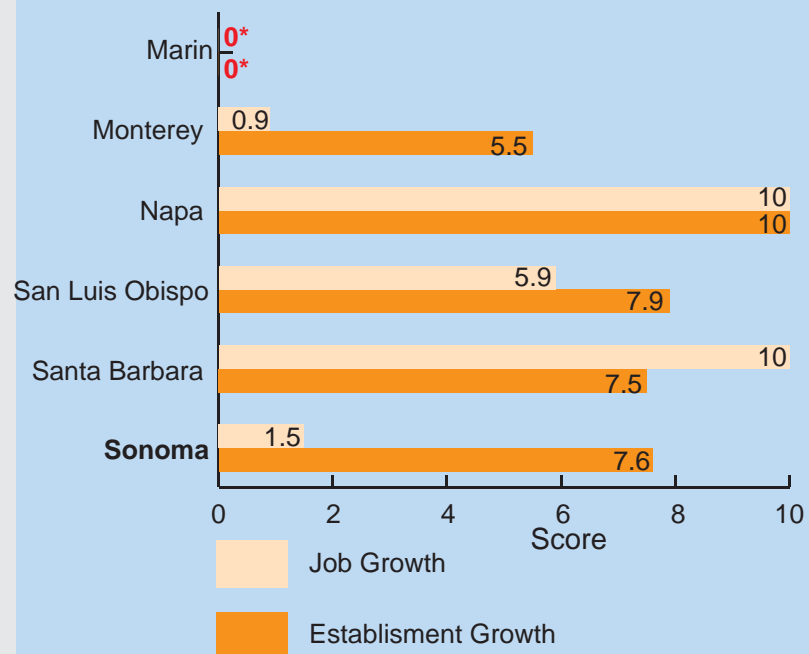
Source: Bureau of Labor Statistics (<http://www.bls.gov>)

Establishment Growth, Q4 2004-2005



Source: Bureau of Labor Statistics (<http://www.bls.gov>)

Job and Establishment Growth Scores\*



\*Note: Scores reflect a relative ranking between 0 and 10. A score of 0 simply signifies that a county performed the worst among its peers, while 10 means a county performed the best. The statistics on which the rankings are based are illustrated in the graphs on this page. For methodology and notes, see page 36.

# Equity

## Nearly 20% of County Households are Middle-Income

### What is it?

Middle-income households are defined by the Brookings Institute as those households that have an income between 80% and 120% of the median household income for the region. This percentage statistic was generated using a linear interpolation of U.S. Census Bureau household income data. Income distribution accounts for the ratio of the mean (average) household income to median (middle) household income.

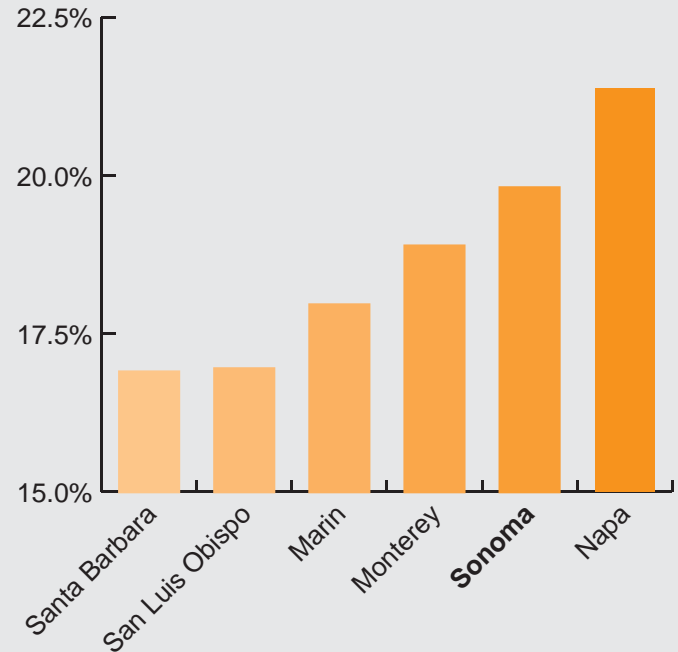
### How is Sonoma County Doing?

Sonoma County ranked second in both income distribution and percentage of middle-income households. These statistics combined suggest that Sonoma County has a more equitable distribution of income than most of the comparison counties, which it should be noted are among the wealthiest in the state. Nevertheless, poverty, income inequality, and increasing economic pressure on low- and middle-income families remain substantial concerns for Sonoma County.

### Why is it Important?

Income equality appeals to society's sense of fairness. High levels of income inequality can limit upward mobility and corrode the social and political climate of an area.

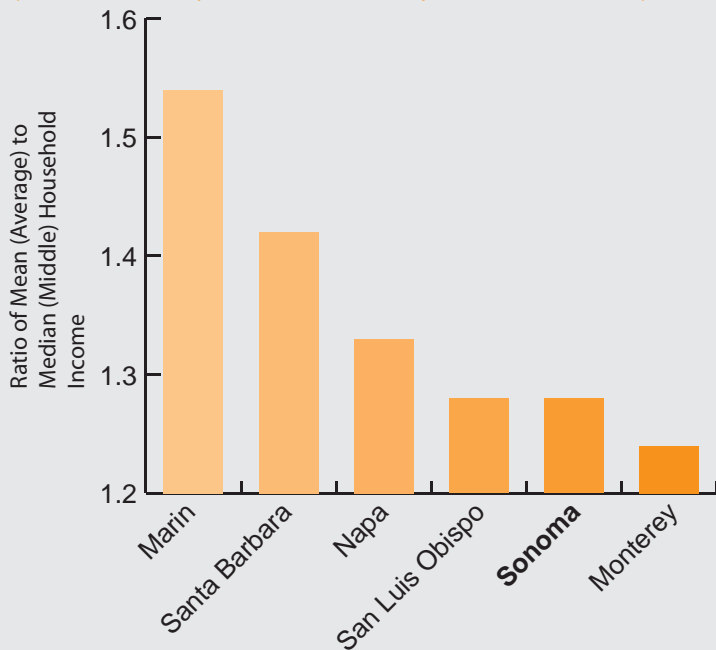
Middle-Income Households\*, 2005



\*Middle income households are those with incomes between 80% and 120% of the median for each county. Data based on linear interpolation. Source: U.S. Census Bureau, 2005 American Community Survey (<http://www.census.gov>)

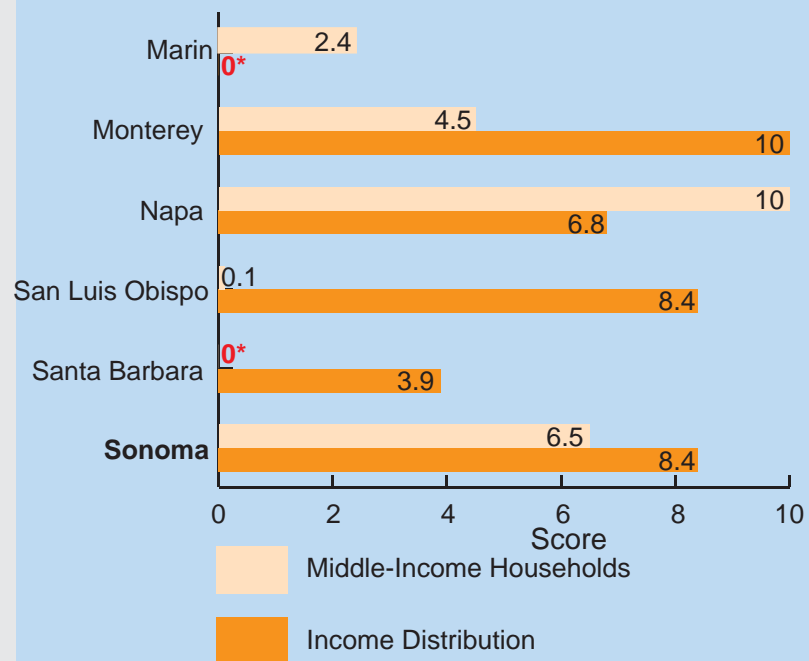
Income Distribution, 2005

(Lower score represents a more equitable distribution)



Source: U.S. Census Bureau, 2005 American Community Survey (<http://www.census.gov>)

Middle-Income Households and Income Distribution Scores\*



\*Note: Scores reflect a relative ranking between 0 and 10. A score of 0 simply signifies that a county performed the worst among its peers, while 10 means a county performed the best. The statistics on which the rankings are based are illustrated in the graphs on this page. For methodology and notes, see page 36.

## 7% of County Population Enrolled in University Programs

### What is it?

College enrollment measures the percentage of population (age 3 and above) enrolled in college or graduate school in 2005. Educational attainment calculates the percentage of the population (age 25 and above) with either an Associate, Bachelor's, Graduate, or Professional Degree in 2005.

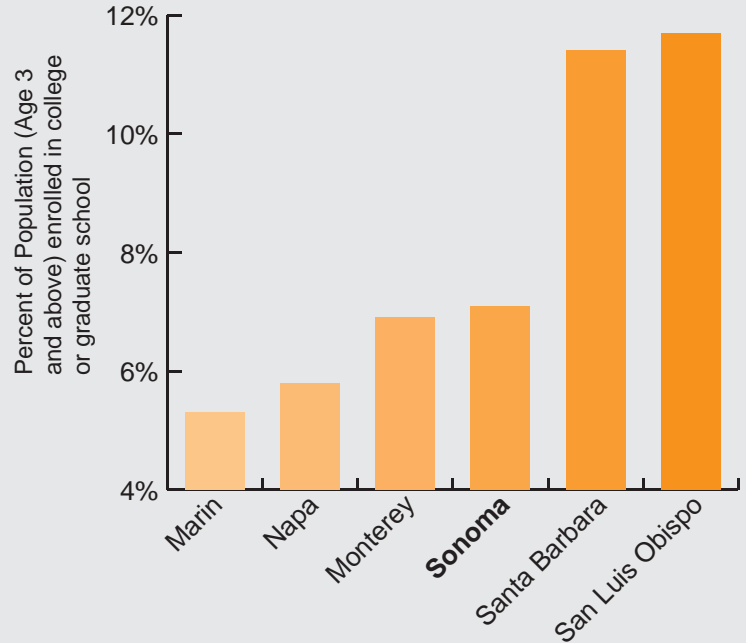
### How is Sonoma County Doing?

Sonoma County's college enrollment trailed only Santa Barbara and San Luis Obispo, both of which house major University of California campuses. The educational attainment of the workforce was on par with most of the comparison counties; Marin, however, held a decided edge in this category.

### Why is it Important?

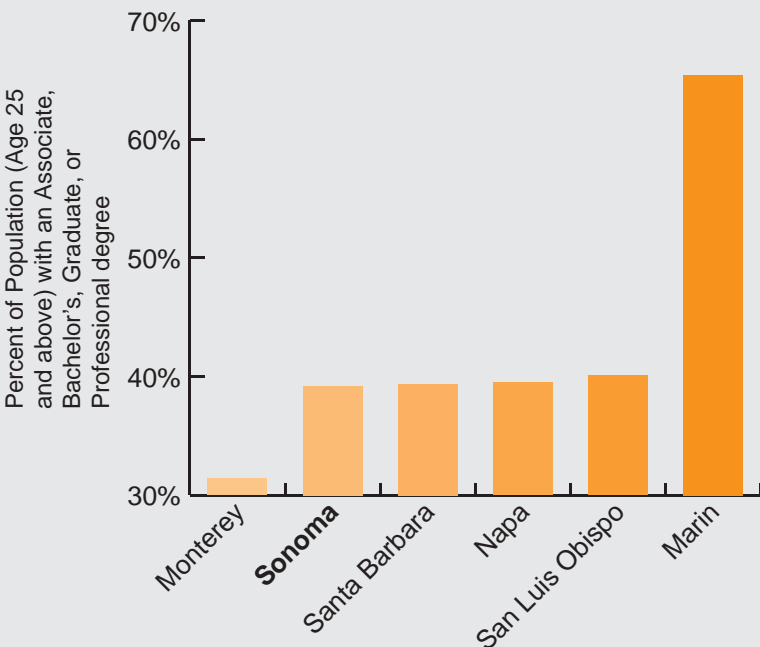
College enrollment reflects potential future changes in the educational attainment of a workforce and the quality of the higher education infrastructure in that region. Educational attainment illustrates the skill level of a workforce. A more educated workforce tends to command higher wages and is fundamental in attracting and retaining businesses.

College Enrollment, 2005



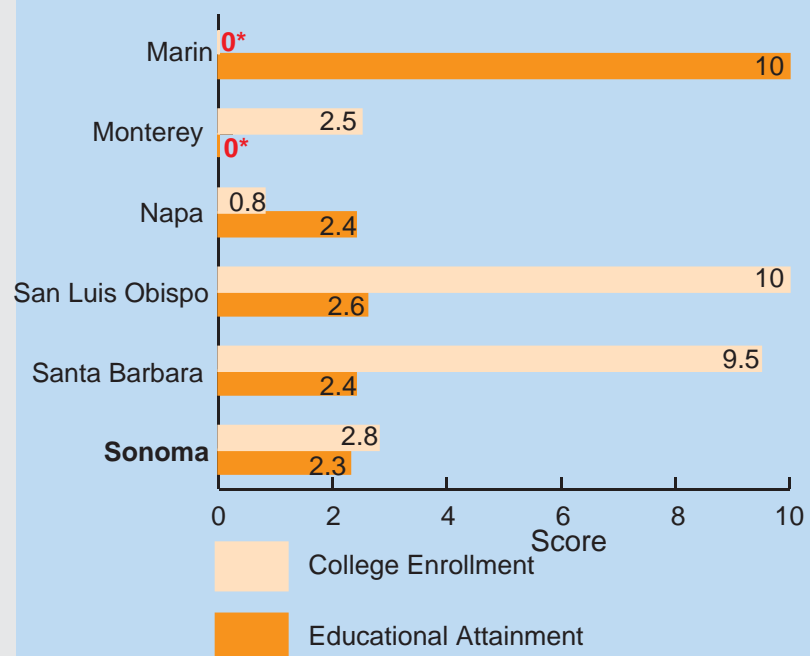
Source: U.S. Census Bureau, 2005 American Community Survey ([www.census.gov](http://www.census.gov))

Educational Attainment, 2005



Source: U.S. Census Bureau, 2005 American Community Survey ([www.census.gov](http://www.census.gov))

College Enrollment and Educational Attainment Scores\*



\*Note: Scores reflect a relative ranking between 0 and 10. A score of 0 simply signifies that a county performed the worst among its peers, while 10 means a county performed the best. The statistics on which the rankings are based are illustrated in the graphs on this page. For methodology and notes, see page 36.

## Environment

# Air Quality is High in Sonoma County

### What is it?

The number of days when air quality was “good” in 2005 is based on the Air Quality Index (AQI) published by the Environmental Protection Agency. The AQI ranges from 0 to 500 with a lower score denoting a day with fewer pollutants in the air. A score below 50 is classified as “good” and air pollution poses little or no risk. Waste per capita is the gross tonnage of waste generated in an area divided by the number of people living there, or, alternatively stated, the waste per person.

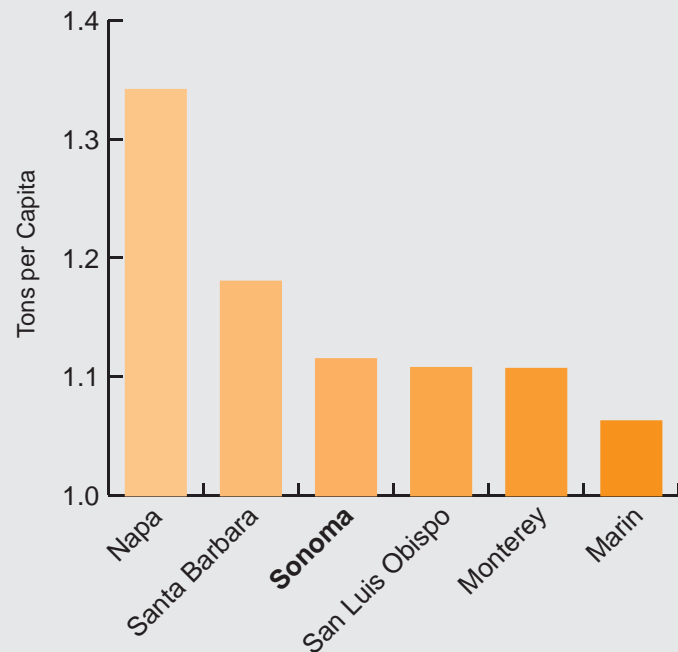
### How is Sonoma County Doing?

Sonoma County experienced 355 good air quality days in 2005 and 10 “moderate” days (i.e. the AQI fell between 51-100). Sonoma County’s performance on the AQI ranked it among the top of the comparison counties. County residents generated 1.11 tons of waste per person in 2005. This figure is similar to San Luis Obispo and Monterey, but a fair distance from Napa’s 1.34 tons of waste generated per capita.

### Why is it Important?

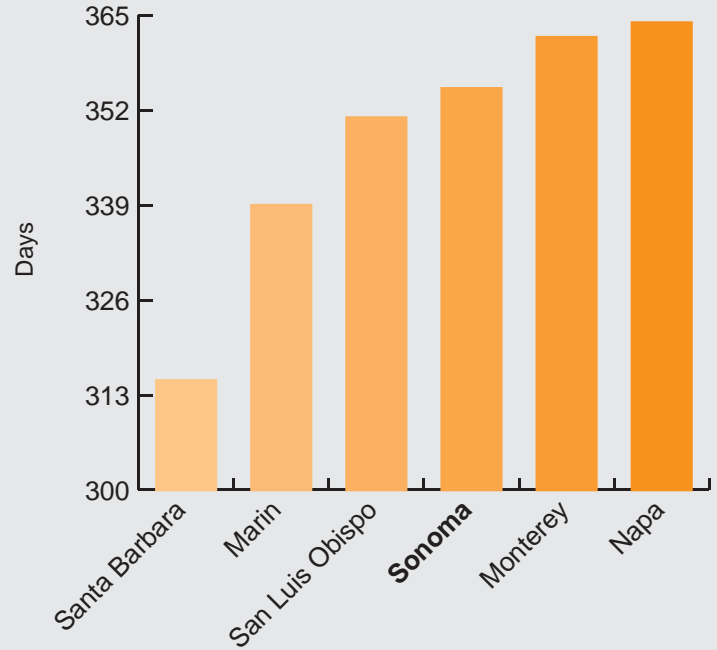
Exposure to unhealthy air can aggravate heart and respiratory illnesses and over time increase the risk for many health conditions. Waste is a negative consequence of output and consumption; the generation of it leads to environmental degradation and resource depletion.

### Waste Per Capita (Tons), 2005



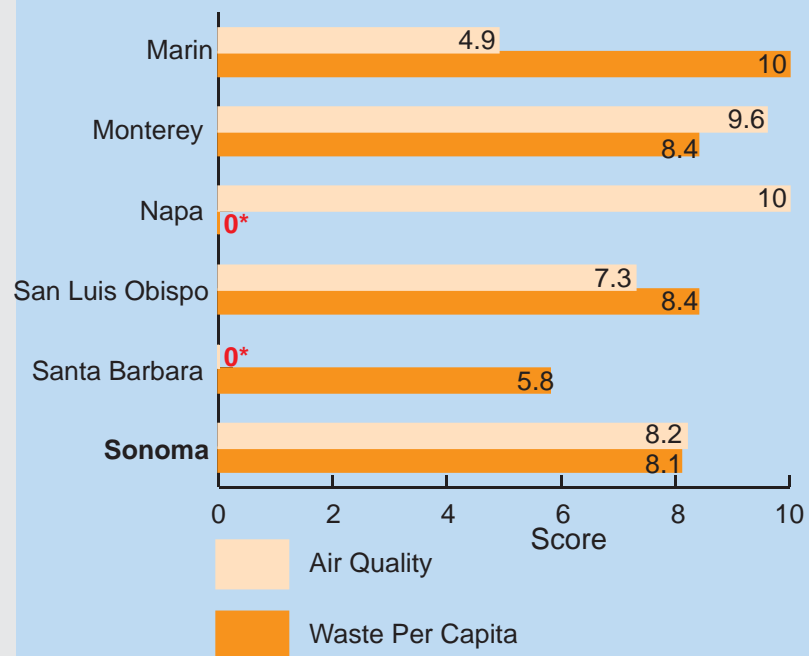
Source: California Integrated Waste Management Board (<http://www.ciwmb.ca.gov>)

### Number of Days when Air Quality was Good, 2005



Source: US Environmental Protection Agency, AIRData ([www.epa.gov/air/data/index.html](http://www.epa.gov/air/data/index.html))

### Air Quality and Waste Per Capita Scores\*



\*Note: Scores reflect a relative ranking between 0 and 10. A score of 0 simply signifies that a county performed the worst among its peers, while 10 means a county performed the best. The statistics on which the rankings are based are illustrated in the graphs on this page. For methodology and notes, see page 36.

### Business Confidence Remains High

#### How is Sonoma County Doing?

Sonoma County executives have held an optimistic outlook on local economic performance for nearly three years. In the survey for the quarterly Business Confidence Report produced by the Economic Development Board, local executives routinely rank local economic performance above national economic performance, a strong indicator that local business people believe the Sonoma County economy is especially strong. Executives routinely indicate during the survey, however, that increasing housing prices and traffic congestion have a detrimental effect on the economic success of Sonoma County.

Forbes magazine's "Best Places for Business" ranking evaluates selected regions with stronger business climates across the country with a variety of characteristics the magazine believes are most important to business success. The Forbes ranking for Sonoma County has usually been high, peaking at second in the nation in 2002. However, recently the ranking has fallen dramatically to 182 out of 200 in the nation. This descent is most likely due to a combination of the rapidly increasing cost of living, a slowing economy in comparison to the late 1990s, and changes in the methodology of the ranking. Another gauge to measure business climate is the Federal Reserve Bank of Cleveland's "Dashboard Indicators", which rates the economic performance of 118 comparable metropolitan statistical areas over the 1994-2004 period. The Santa Rosa Metropolitan Area, equivalent to Sonoma County, fared considerably better over this span.

#### Why is it Important?

A strong business climate is vital to the attraction and retention of businesses and entrepreneurs in Sonoma County. A region that is desirable for business should experience strong job growth and healthy economic conditions.

For More Information on Business Climate

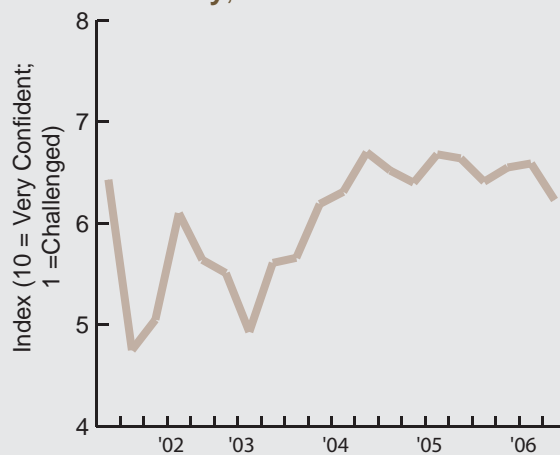
Sonoma County Economic Development Board  
<http://www.sonoma-county.org/edb>

#### Forbes Ranking of "Best Places for Business", 2006 by County (Out of 200; lower numbers are better)

	Cost of Colleges	Cost of Doing Business	Cost of Living	Crime Rate	Culture & Leisure	Educational Attainment	Income Growth	Job Growth	Net Migration	<b>OVERALL</b>
Sonoma County	176	188	194	49	54	55	153	127	149	<b>182</b>
San Luis Obispo	156	187	175	35	79	72	21	47	83	<b>97</b>
Santa Barbara	64	179	179	32	67	67	60	76	194	<b>112</b>
San Francisco	21	185	200	97	2	2	182	197	198	<b>167</b>

Source: Forbes Magazine ([http://www.forbes.com/2006/05/03/06bestplaces\\_best-places-for-business\\_land.html](http://www.forbes.com/2006/05/03/06bestplaces_best-places-for-business_land.html))

#### Business Executive Confidence, Sonoma County, 2001-2006



Source: Sonoma County Economic Development Board  
<http://www.sonoma-county.org/edb>

#### Federal Reserve Bank of Cleveland Ranking of 118 Comparable Metropolitan Areas (lower numbers are better)

	Santa Rosa % Change	Rank
Change in Employment 1994-2004	25.60%	25
Change in Real Output 1994-2004	66.20%	12
Change in Per Capita Income 1993-2003	50.80%	24
Change in Productivity (Output per Worker) 1994-2004	32.30%	11
Skilled Workforce Score	NA	24
Income Equality Score	NA	5

Source: Federal Reserve Bank of Cleveland  
<http://www.clevelandfed.org/Research/Workpaper/2006/wp06-05.pdf>

## Income Disparity

# County Poverty Rate Lower Than State Average

### How is Sonoma County Doing?

The official poverty rate in Sonoma County in 2005 was 9.1%, below the California average of 13.3%, and lower than other California counties with similar or larger populations. The poverty rate in Sonoma County has risen from 7.6% in 1989 to 9.1% in 2005.

The poverty rate in Sonoma County can be somewhat deceptive, however, as the official poverty calculation does not include an adjustment for varying costs of living between regions. Thus, a family earning a given income in Sonoma County is assumed to be as well off as a family earning that income anywhere else in the United States, despite the fact that the costs of living are well above average in Sonoma County. Therefore, the "real" poverty rate is likely significantly higher than official statistics indicate.

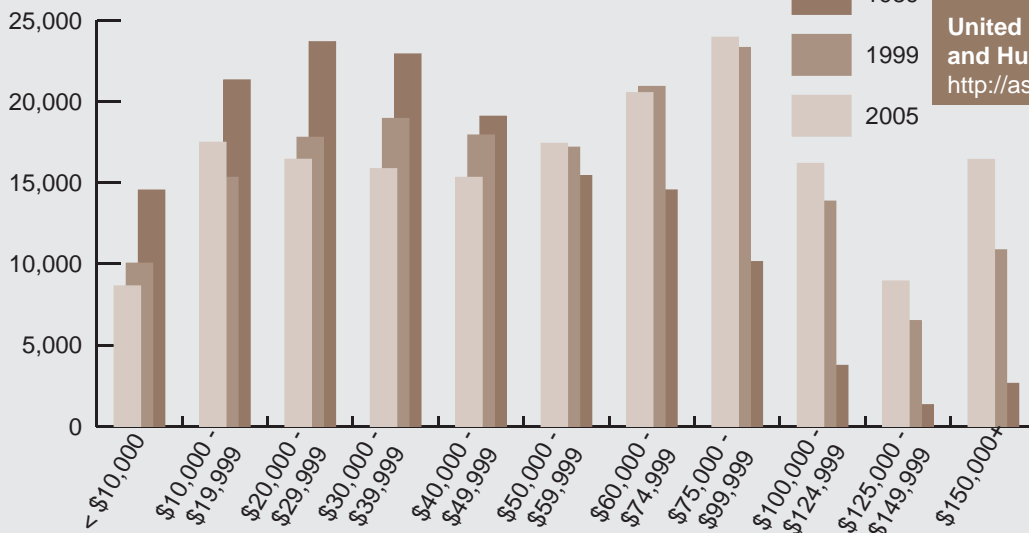
The income range with the most households in Sonoma County was \$50,000-\$74,999 in 2005. There were 8,639 households with an income of less than \$10,000, and 7,617 households with an income greater than \$200,000. The median household income in Sonoma County for 2005 was \$58,330.

### Why is it Important?

A high poverty rate in a given area indicates a weakening economy and underdeveloped businesses in the community. It may also indicate a scarcity of employment. High poverty rates can lead to significant challenges for a region.

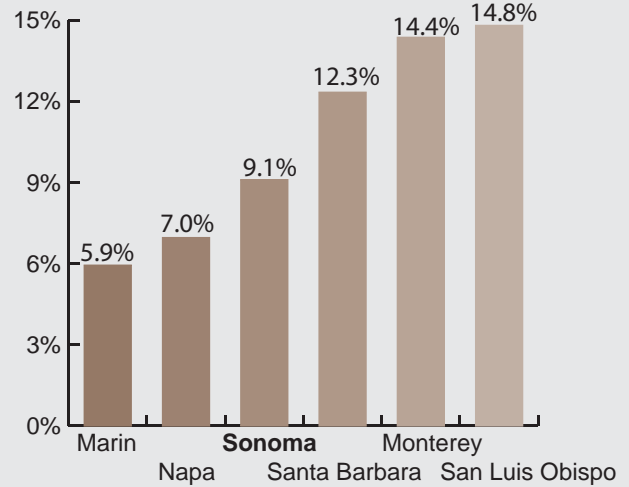
Sonoma County's poverty rate is indicative of a healthy economy and the presence of employment opportunities in the area. Also, these numbers reflect the high spending power of Sonoma County residents.

### Households by Income Range, Sonoma County, 1989-2005



Source: U. S. Census Bureau (<http://www.census.gov>). Data is not adjusted for inflation.

### Percent of People Below Poverty Line, 2005



Source: U. S. Census Bureau, 2005 American Community Survey (<http://www.census.gov>)

### Poverty Rates, 1989-1999 by City

	1989	1999
Cloverdale	11.4%	10.4%
Cotati	8.8%	8.3%
Healdsburg	7.7%	9.4%
Petaluma	4.2%	6.0%
Rohnert Park	8.5%	8.0%
Santa Rosa	8.3%	8.9%
Sebastopol	6.1%	6.9%
Sonoma (City)	5.9%	3.7%
Windsor	8.0%	5.1%
Sonoma (County)	7.6%	8.1%
California	12.5%	14.2%

Source: U. S. Census Bureau (<http://www.census.gov>)

### For More Information on Poverty

United States Department of Health and Human Services  
<http://aspe.hhs.gov/poverty/06poverty.shtml/>

### Industry Employment Remains Diverse

#### How is Sonoma County Doing?

Sonoma County has traditionally had a diverse economy, with no individual sector holding a disproportionate share of employment in the County. This diversity helps minimize the effects of recessions in key sectors on the economy as a whole.

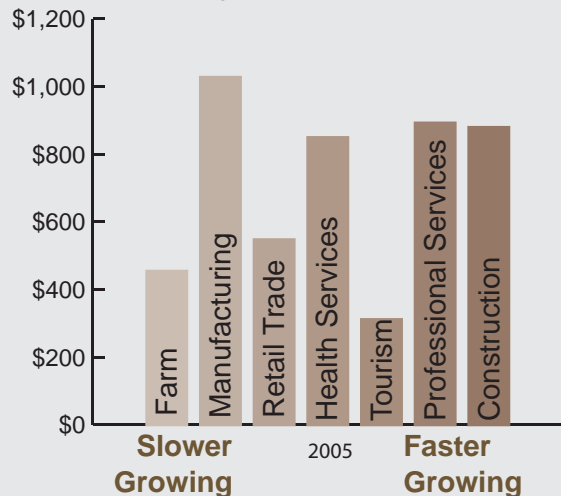
The two largest sectors in Sonoma County are manufacturing and retail trade, which each employing just under 13% of the County workforce. Manufacturing, which includes wine and food production, is the county's single largest sector.

From 1995 - 2005, the Construction sector added 6,700 jobs, increasing 88% in size. The recent downturn in the real estate market, however, has diminished some of these payroll gains. The professional and business services sector grew 44%, and leisure and hospitality grew 33%. Some relatively high wage sectors, such as manufacturing, have been declining for nearly five years.

#### Why is it Important?

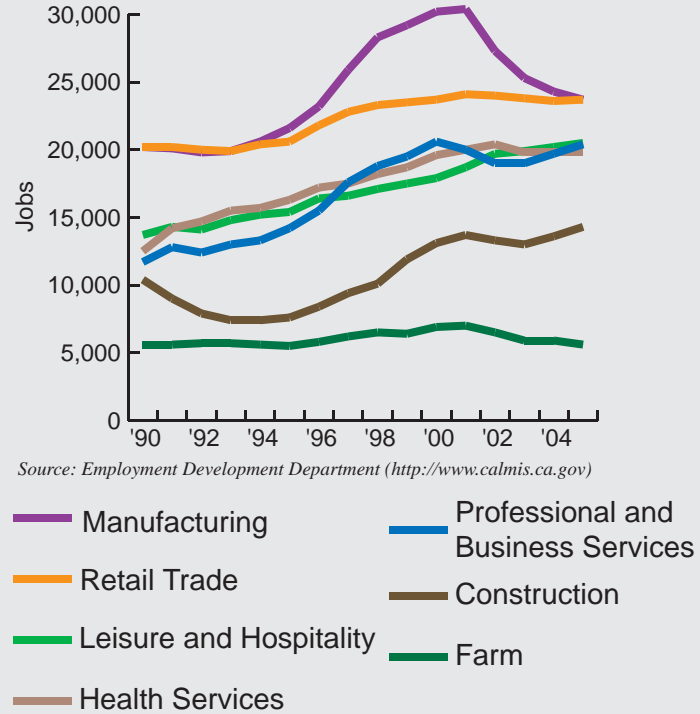
Changes in the size of the sectors which comprise Sonoma County's economy affect the needs for workforce and economic development and strategic planning. A significant decline in an important sector can reduce a region's income and quality of life.

#### Average Weekly Wage for Selected Clusters, Sonoma County, 2005



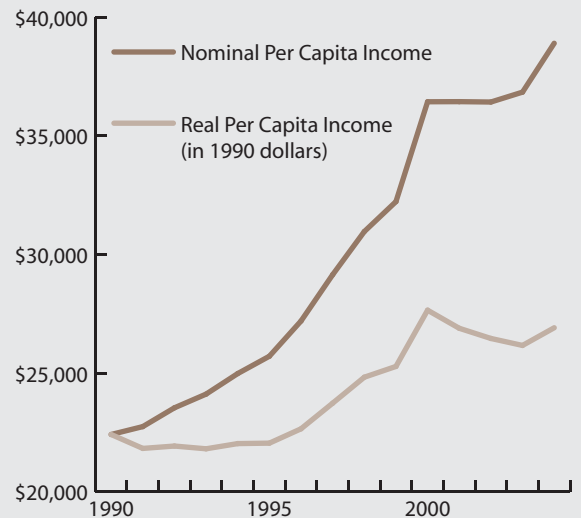
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages (<http://www.bls.gov/>)

#### Employment in Selected Clusters, Sonoma County, 1990-2005



Source: Employment Development Department (<http://www.calmis.ca.gov>)

#### Per Capita Income, Sonoma County, 1990-2004



Source: Employment Development Department (<http://www.calmis.ca.gov>)

For More Information on Employment, Industry Distribution, and Economic Development

Sonoma County Economic Development Board  
<http://www.sonoma-county.org/edb>

Employment Development Department  
<http://www.calmis.ca.gov>

## Congestion Increases

### Description of Indicator

This indicator measures the average commute time of Sonoma County residents, analyzes the level of traffic on the County freeway system, and compares the capacity growth of the freeway system to the growth of the population.

### How is Sonoma County Doing?

Continuing population growth has yet to be matched by an increase in the capacity of the transportation system, although an expansion project for Highway 101 has begun. Consequently, Sonoma County freeways experience greater levels of utilization and residents have longer commutes than comparable counties. In fact, the average Sonoma County commute is 25% longer than the average Santa Barbara commute, and Sonoma County freeways carry nearly 50% more cars per lane-mile than San Luis Obispo freeways. On average, each lane-mile of Sonoma County freeway carries 3 million cars per year. This means that a one-mile stretch of freeway with two lanes in each direction carries, on average, 12 million cars per year. This is an average figure, so those stretches of roadway with above-average congestion would carry more vehicles.

From 1998 to 2003, the population of Sonoma County increased 6%, adding 27,000 new residents. Yet the county freeways added fewer than four lane-miles of roadway, an increase of less than one percent.

### Why is it Important?

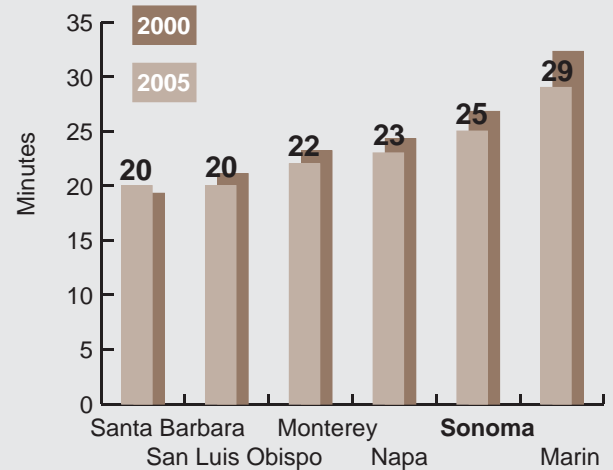
Economic vitality and a desirable quality of life both depend heavily on a region's transportation system. Longer commute times and increased traffic congestion can decrease the desirability of Sonoma County for business, and can greatly detract from residents' quality of life.

For More Information on Mobility

California Department of Transportation  
District 4  
<http://www.dot.ca.gov/dist4/>

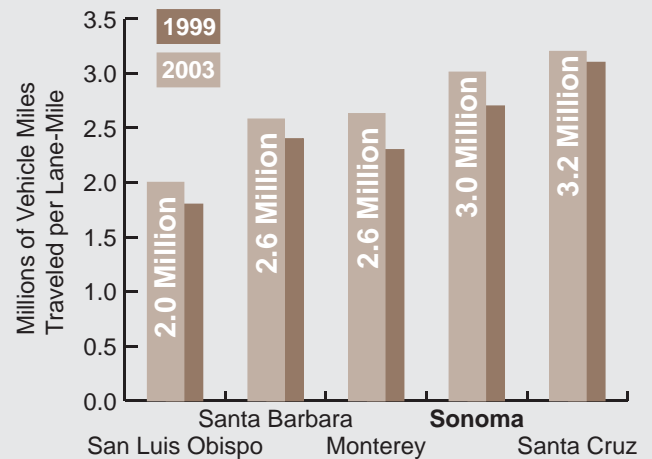
Sonoma County Transportation Authority  
<http://www.sctainfo.org/>

Average Commute Time, 2000-2005



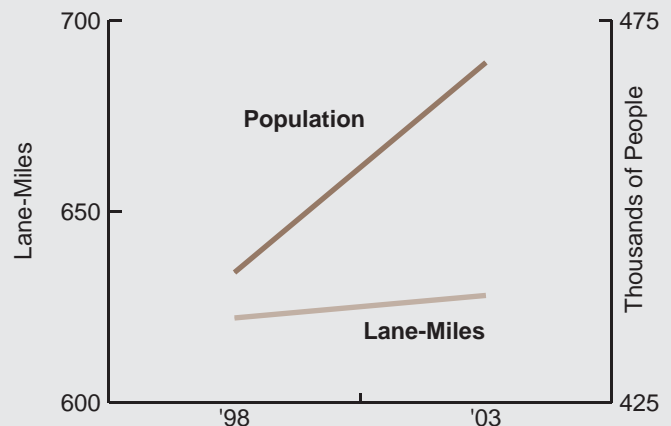
Source: U.S. Census Bureau, 2005 American Community Survey (<http://www.census.gov/>)

Road Use, 1999-2003



Source: California Department of Transportation (<http://www.dot.ca.gov/hq/tsip/faqs.htm>)

Lane-Miles and Population, Sonoma County, 1998-2003



Source: California Department of Transportation (<http://www.dot.ca.gov/hq/tsip/faqs.htm>)  
U.S. Census Bureau (<http://www.census.gov/>)

# 355 "Good" Air Quality Days per Year

## Description of Indicator

This indicator measures the trend in the number of days per year when air quality in Sonoma County was "good" according to the Air Quality Index (AQI). Also shown is the number of days in 2005 when air quality in Sonoma County was good, moderate, unhealthy for sensitive groups, or unhealthy for all people. In addition, other counties' air quality is shown to compare Sonoma County with other agriculture-driven coastal counties in California.

AQI is a yardstick that runs from 0 to 500; the higher the AQI value, the greater the level of air pollution and the greater the health concerns. The following is the U.S. Environmental Protection Agency's definition of the different levels in their Air Quality Index:

**"Good":** The AQI value for your area is between 0 and 50. Air quality is considered satisfactory, and air pollution poses little or no risk.

**"Moderate":** The AQI for your community is between 51 and 100. Air quality is acceptable, but with some pollutants there may be a moderate health concern for a very small number of people. For example, people who are unusually sensitive to ozone may experience respiratory symptoms.

**"Unhealthy for Sensitive Groups":** When the AQI values are between 101 and 150, members of sensitive groups may experience health effects that do not occur with the general public. For example, people with lung disease are at greater risk from exposure to ozone, while people with either heart or lung disease are at greater risk from exposure to particle pollution. The general public is not likely to be affected when the AQI is in this range.

**"Unhealthy":** The AQI is above 150 on days considered unhealthy. During these days, the general public experiences health risks and the complications for sensitive groups are more acute.

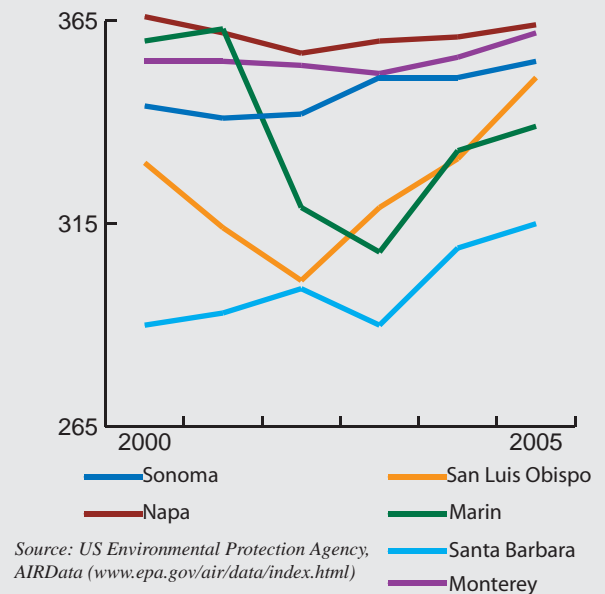
## How is Sonoma County Doing?

There were zero days air quality classified as either "unhealthy" or "unhealthy for sensitive groups" in Sonoma County in 2005. There were 10 days with "moderate" air quality; this is less than half of the days with moderate air quality in 2000, and down five days from 2004. Over the past five years, Sonoma County's air quality has been consistently improving, and has been, on average, better than Marin, San Luis Obispo, Santa Barbara, and Ventura counties.

## Why is it Important?

Poor air quality can aggravate the symptoms of heart and lung illnesses, especially in children and the elderly. Extended exposure increases risks for many health conditions including lung cancer and cardiovascular disease.

**Number of Days When Air Quality Was Good, 2000 - 2005**



## Air Quality, Sonoma County, 2005

Number of Days When Air Quality Was...			
Good	Moderate	Unhealthy for Sensitive Groups	Unhealthy
355	10	0	0

Source: US Environmental Protection Agency, AIRData ([www.epa.gov/air/data/index.html](http://www.epa.gov/air/data/index.html))

For More Information on Air Quality

U.S. Environmental Protection Agency  
<http://www.epa.org/air>

## Water Use and Supply

# Water Conservation on the Rise

### Description of Indicator

The indicators of water use and supply in Sonoma County focus on where the County's water is coming from and how much is being conserved or recycled. Conserved water is estimated by the Sonoma County Water Agency as part of their Best Management Practices (BMPs) programming, which advises local businesses on techniques for urban water conservation.

### How is Sonoma County Doing?

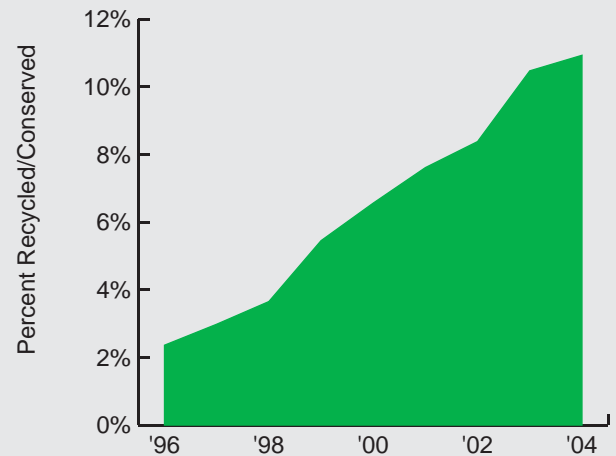
In 2004, Sonoma County consumed 98,474 acre-feet of water. This usage is a 5.6% increase over 2003, and more than an 11% increase over 1996 water use of 88,155 acre-feet. More than 38% of the County's water supply comes from sources other than the Russian River.

In recent years, efforts to conserve and recycle water have been increasing. From 1996 to 2004 water conservation and recycling increased from 2% to 11%. In 2004, 10,764 acre-feet were conserved or recycled. By requiring its retailers to commit to implementing the BMPs, the Sonoma County Water Agency was the first regional agency in the state to have 100% membership in the California Urban Water Conservation Council.

### Why is it Important?

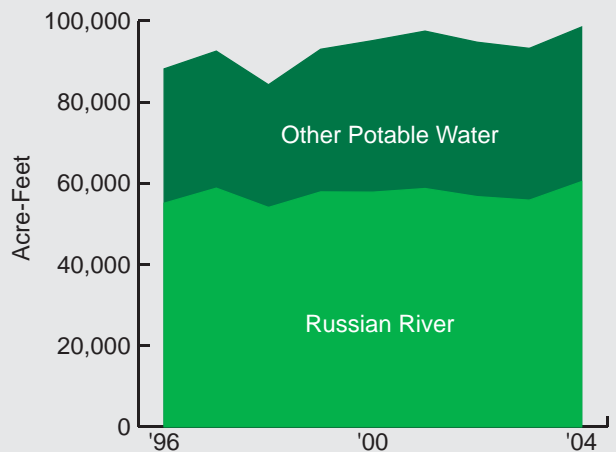
Most of the county's water comes from the Russian River. A substantial percentage comes from wells throughout Sonoma County. As the population increases in the area, the demand for water also increases. This trend may lead to higher water prices and a greater need for recycling and conservation.

### Water Recycling and Conservation, Sonoma County, 1996-2004



Source: Sonoma County Water Agency ([www.scwa.ca.gov/swrcbreport.html](http://www.scwa.ca.gov/swrcbreport.html))

### Water Supply, Sonoma County, 1996-2004



Source: Sonoma County Water Agency ([www.scwa.ca.gov/swrcbreport.html](http://www.scwa.ca.gov/swrcbreport.html))

### For More Information on Water Use and Supply

**Sonoma County Water Agency**

<http://www.scwa.ca.gov/conservationprograms.html>

**Business Environmental Alliance**

<http://www.sonomabea.org>

### Conservation/Recycling (Acre-Feet), Sonoma County, 1996-2004

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004
Urban Recycled	797	702	529	714	1,151	1,188	1,300	1,259	1,478
BMPs Conservation	1,287	2,053	2,547	4,353	5,092	6,232	6,640	8,500	9,286

Source: Sonoma County Water Agency ([www.scwa.ca.gov/swrcbreport.html](http://www.scwa.ca.gov/swrcbreport.html))

# Natural Gas Use Declines

## How is Sonoma County Doing?

Electricity consumption rose 19% between 1996 and 2005. Both residential and non-residential consumption dropped in 2001 during the energy crisis, but have since risen to meet pre-crisis levels. Residential natural gas consumption reached a high of 93 million therms in 1999. Since then, it has dropped to 76 million therms in 2005. Non-residential natural gas has followed a similar pattern, hitting a peak in 2000 and slowly decreasing to 42 million therms.

Residential per-capita electricity consumption was 2,660 Kilowatts in the year 2005, 5.1% higher than the 1997 per capita consumption of 2,530 Kilowatts. Per-capita natural gas consumption has declined 4.8% from 1997 to 2005; current use is 159 therms a year.

## Why is it Important?

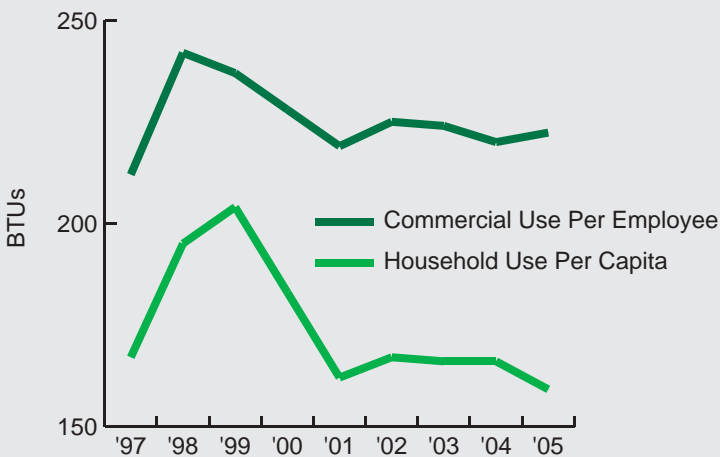
Burning fossil fuel creates over half of the electricity consumed in California, yet decreases the quality of air. Increased efforts to use energy more efficiently can lead to better air quality, conservation of natural resources, an increase in economic competitiveness, and lower costs. In recent years, energy prices have risen dramatically, causing more individuals and companies to look for ways to use energy more efficiently.

For More Information on Energy Use

**California Energy Commission**  
<http://www.energy.ca.gov>

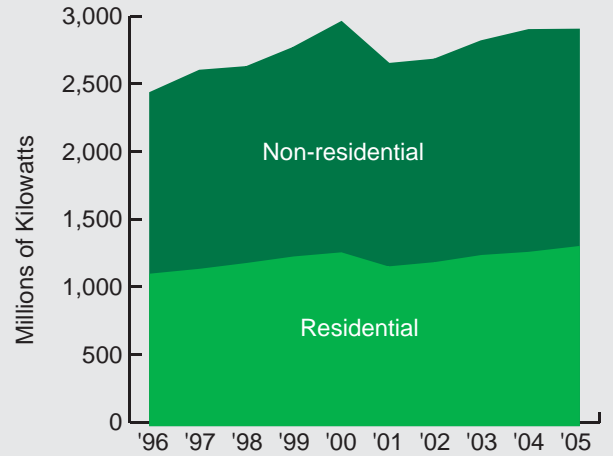
**Pacific Gas and Electric**  
<http://www.pge.com>

## Natural Gas Use, Sonoma County, 1997-2005



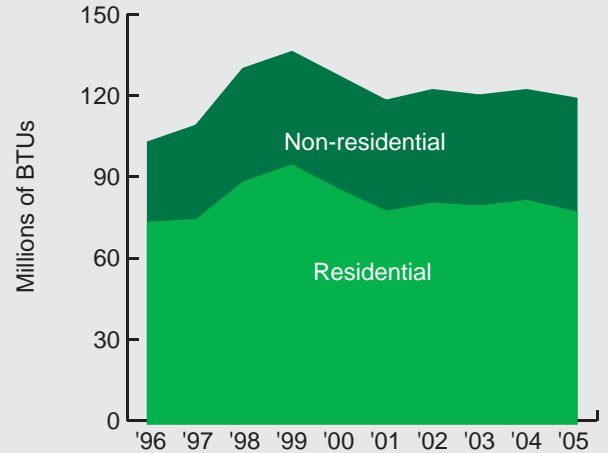
Source: California Energy Commission (<http://www.energy.ca.gov>)

## Electricity Consumption, Sonoma County, 1996-2005



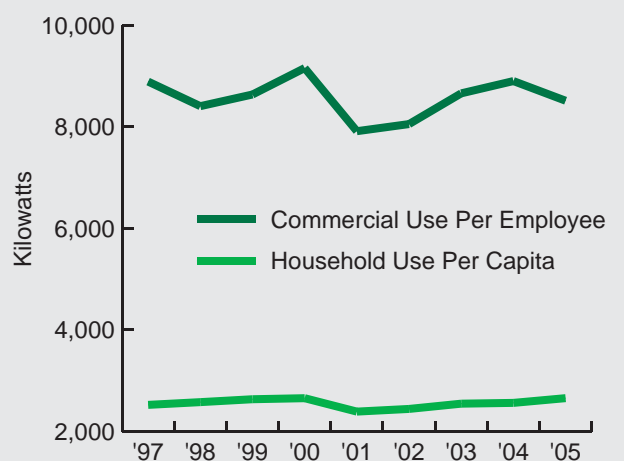
Source: California Energy Commission (<http://www.energy.ca.gov>)

## Natural Gas Consumption, Sonoma County, 1996-2005



Source: California Energy Commission (<http://www.energy.ca.gov>)

## Electricity Use, Sonoma County, 1997-2005



Source: California Energy Commission (<http://www.energy.ca.gov>)

## Solid Waste

# County Recycle Rate at 59%

### How is Sonoma County Doing?

Sonoma County's waste production in 2005 decreased 2.4% over the previous year; Sonoma County disposes of 532,282 tons of waste annually.

California state law requires that counties divert at least 50% of their waste from being buried in a landfill. Typically, waste is diverted by being reused, recycled or composted. Sonoma County's waste diversion rate for 2004 is 59%.

Following the changeover to the blue "Single-Stream" recycling bin, residential recycling at curbside increased by about 11%. Monthly residential curbside recycling increased from 47 lbs. in 2000 to 52 lbs. in 2003.

In 2003, leaks were detected in Sonoma County's single Central Landfill, and the contaminated water was collected and treated. The liner has since been repaired, and the facility now functions as a transfer station rather than a waste depository. The waste that is not diverted must now be hauled out of the county to four private landfills—costing the County about \$14 million per year. The Central Landfill still generates greater than 50,000 megawatt-hours of electricity per year.

The County, in partnership with the Sonoma County Waste Management Agency, started the Household Toxics Program in 1993. In January of 2006, the Sonoma County Waste Management Agency expanded its toxics collection program by opening the Household Toxics Facility at the Central Disposal Site in Petaluma. Public access to the toxics program has increased from 11 days per year to over 200 days per year in 2006. Within 6 months of opening the facility, in addition to the existing Toxics Rover Program and the regularly scheduled toxics collections, there has been a 250% increase in the number of Toxics Program participants.

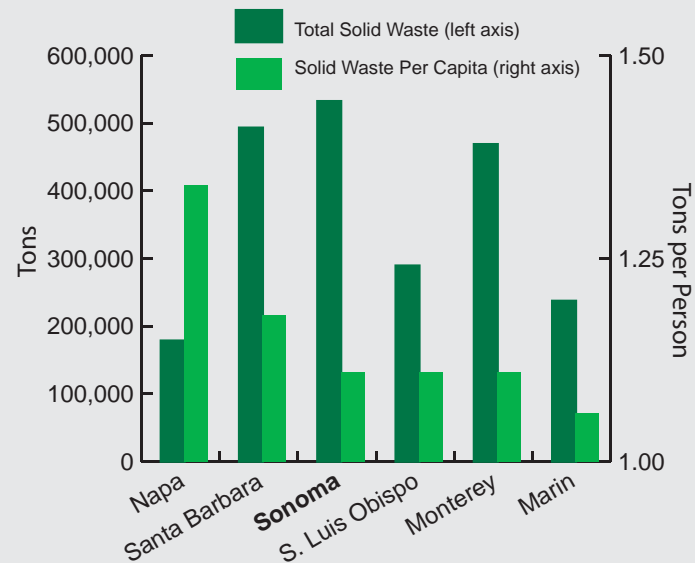
### Why is it Important?

Assessing the amount of waste produced in Sonoma County will allow us to develop waste reduction plans that focus on increasing diversion from landfills.

For More Information on Solid Waste

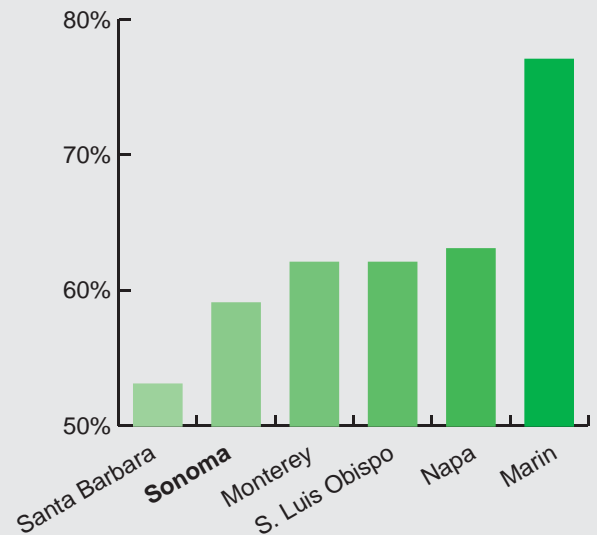
Sonoma County Waste Management Agency  
<http://www.recyclenow.org>

### Solid Waste Generated, 2005



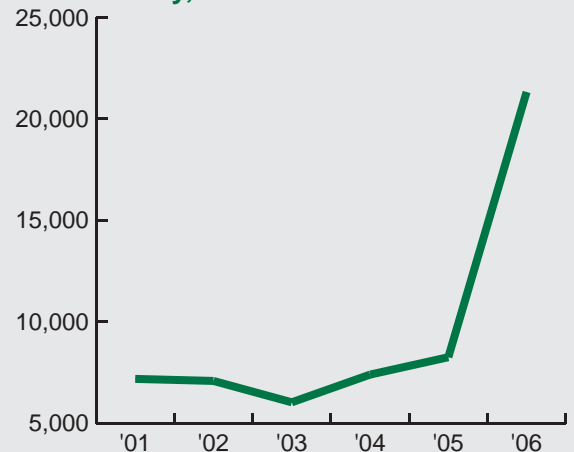
Source: California Integrated Waste Management Board (<http://www.ciwmb.ca.gov>)

### Comparable Waste Diversion Rates, 2004



Source: Sonoma County Waste Management (<http://www.recyclenow.org>)

### Number of Toxics Program Participants, Sonoma County, 2001-2006



Source: Sonoma County Waste Management (<http://www.recyclenow.org>)

# Preserved Open Space Continues to Grow

## How is Sonoma County Doing?

### Open Space

Since its creation in 1990, the Sonoma County Agricultural Preservation and Open Space District has protected nearly 75,000 acres. Funded by a voter-approved quarter-cent sales tax, the District has protected family farms and ranches, natural areas for wildlife and animal habitat, open space between cities, scenic vistas that create community character, and land for recreation. On November 7, 2006, voters approved a 20-year extension to the quarter-cent sales tax through 2031.

### Agriculture

A total of 627,227 acres of land in Sonoma County was either harvested for agriculture or used as rangeland in 2005, accounting for 62% of the county's land area and almost 2.3% of the total agriculture land in California. The acreage of land used for agriculture increased more than 37% from 2004. The District has also protected over 33,000 acres of agricultural land through conservation easements.

### Parks

Sonoma County is home to 42 regional parks with a combined area of 7,300 acres. In addition to the District and the Sonoma County Regional Parks Department, many of Sonoma County's recreational opportunities lie within the County's 13 California State Parks, which encompass a total of 39,744 acres. Listed here are the 13 state parks in Sonoma County ranked by total acreage. The District has acquired 13,725 acres throughout the county to create and expand parks and preserves, areas for community recreation, and to provide public trails.

### Why is it Important?

Examining land use and land protection in Sonoma County is important due to the importance of agriculture and tourism to the County's economy. In 2004, agriculture production generated more than half a billion dollars and tourism generated more than a billion dollars in destination spending. The vineyards and farmlands that generate fresh produce and wine are a central attraction of the tourism industry.

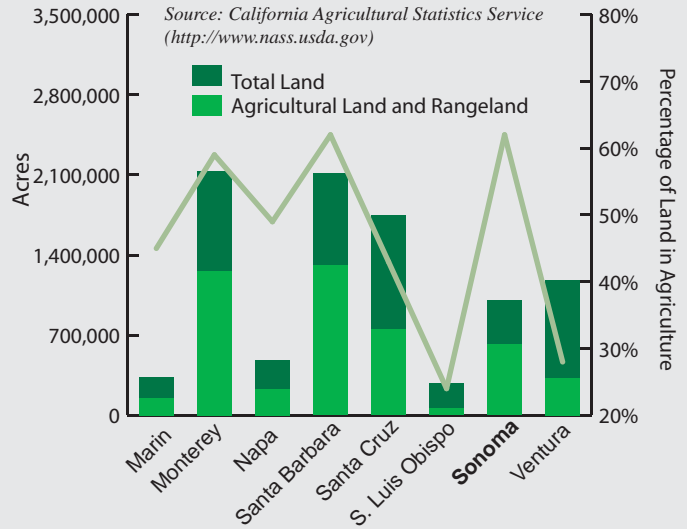
For More Information on Open Space and Parks

Sonoma County Agricultural Preserve and Open Space District  
<http://www.sonomaopenspace.org>

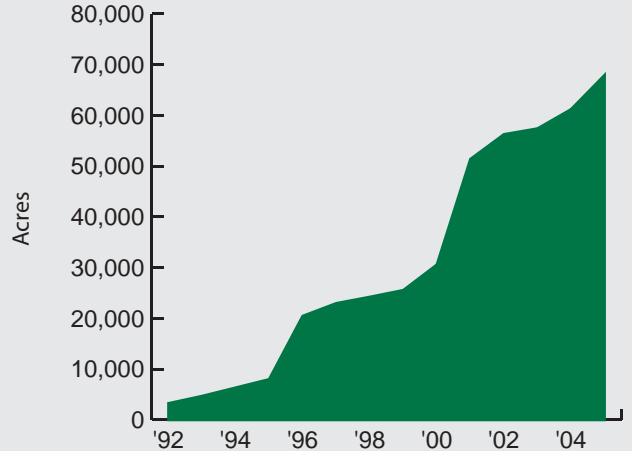
Sonoma County Regional Parks  
<http://www.sonoma-county.org/parks>

California State Parks  
<http://www.parks.ca.gov>

## Agricultural Land and Rangeland, 2005



## Open Space Acreage, Sonoma County, 1992-2005



Source: Sonoma County Agricultural Preserve and Open Space District (<http://www.sonomaopenspace.org>)

## California State Parks in Sonoma County

Area	Acres
Robert Louis Stevenson SP	5,879
Salt Point SP	5,685
Sonoma Coast SB	5,685
Austin Creek SRA	5,683
Annadel SP	5,000
Sugarloaf Ridge SP	3,783
Fort Ross SHP	3,200
Bothe-Napa Valley SP	1,991
Jack London SHP	1,611
Armstrong Redwoods SR	805
Kruse Rhododendron SR	317
Sonoma SHP	64
Petaluma Adobe SHP	41

Source: California State Parks (<http://www.parks.ca.gov>)

# Education

## Sonoma Schools Rank Favorably

### Why is it Important?

The information provided here is a crucial indication of the quality of education Sonoma County students are receiving, and public education is a crucial factor driving future economic growth. Excellence in education is essential to Sonoma County's current and future prosperity.

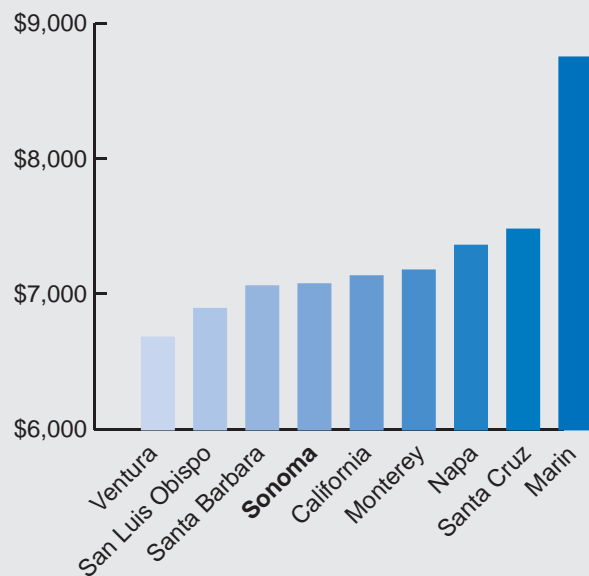
### How is Sonoma County Doing?

Sonoma County expenditure per-student is lower than most other comparable counties and the state average. Despite this fact, Sonoma County students perform well relative to their peers on assessment tests, shown on the next page.

The API Base Report ranks the state's public schools and divides them into 10 levels (deciles), placing 10% in each level. Sixty-six percent of Sonoma County's schools are in the top five deciles. Therefore, two-thirds of Sonoma County K-12 schools are above state average.

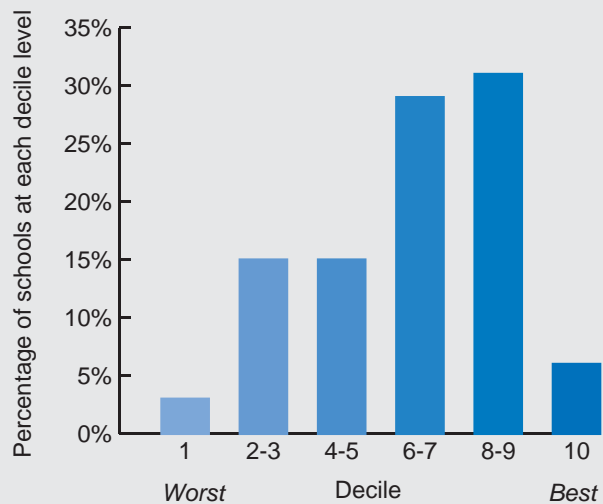
Both the ratio of K-12 students per teacher and the average class size were lower in Sonoma County than the state average, as well as several comparable counties in 2005. Studies conducted over the past several decades have found that class sizes of less than 20 students result in higher achievement, particularly in kindergarten through third grade. Improved achievement may be due to more individualized attention, more resources per student, and better classmate relationships.

**Expenditure Per Student, 2004-2005**



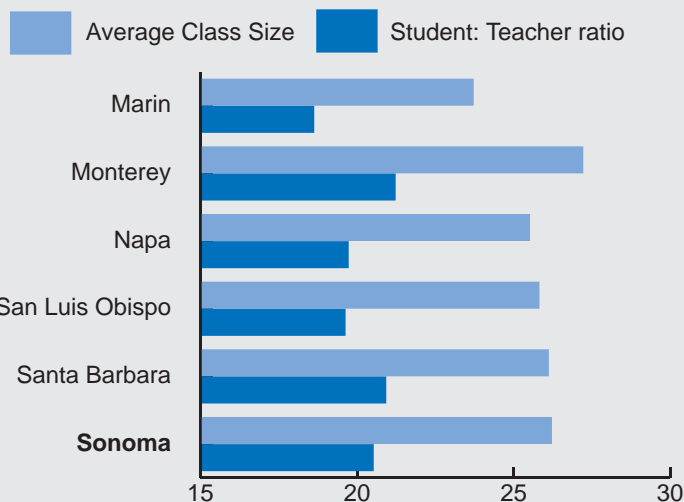
Source: California Department of Education (<http://www.cde.ca.gov>)

**Statewide Ranking of Sonoma County K-12 Schools, 2005**



Source: Sonoma County Office of Education (<http://www.scoe.org>)

**Class Size and Student:Teacher Ratio, 2005**



Source: California Department of Education (<http://www.cde.ca.gov>)

### For More Information on Education

**Sonoma County Office of Education**  
<http://www.scoe.org>  
**Santa Rosa Junior College**  
<http://www.santarosa.edu>  
**Sonoma State University**  
<http://www.ssu.edu>  
**Empire College**  
<http://www.empcol.com>



## Education

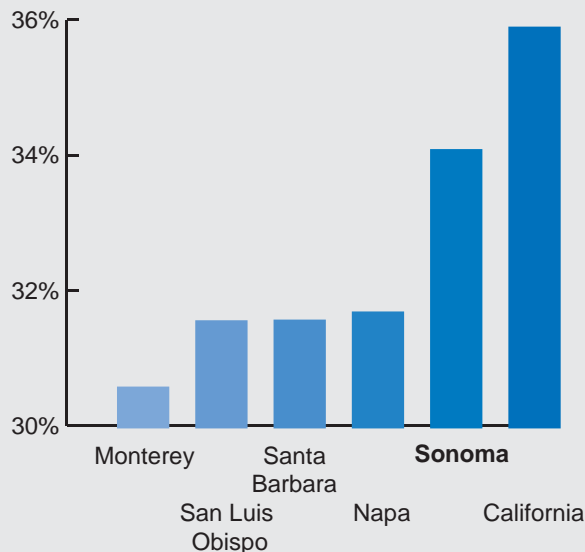
# More Than 86% of Residents Have High School Degree

### How is Sonoma County Doing?

In 2005, 86% of Sonoma County residents over the age of 25 had a high school diploma, and 30% had at least a Bachelors degree. Sonoma County has a more educated population than several comparable California counties; this percentage is significantly higher than that of the United States as a whole.

The Scholastic Aptitude Test (SAT) is a standardized test that measures knowledge among high school seniors seeking college admission. Over the past five years, SAT scores of high school seniors in Sonoma County have fluctuated; in the last two years, however, they have improved steadily, hitting a high in 2005 of almost 24% of seniors taking the test earning a combined score of over 1000. This was below the averages of several counties, but significantly above the California average. Conversely, the percent of students taking the test in Sonoma County in 2005 (34%) was below the California average (36%).

### Percent of High School Seniors taking the SAT\*, 2005

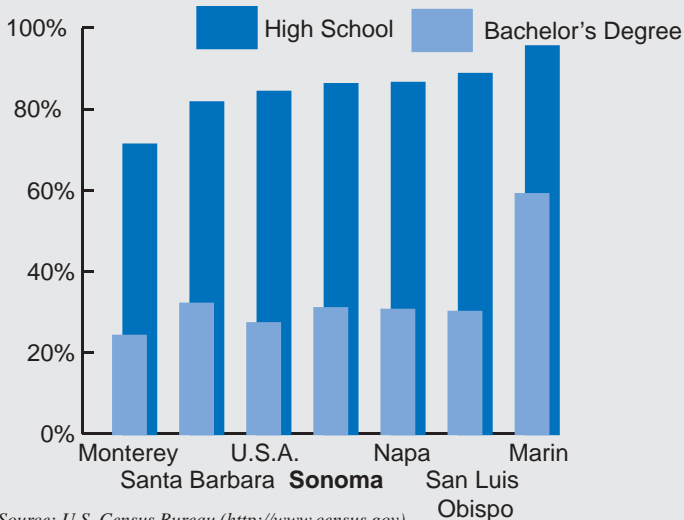


Source: California Department of Education (<http://www.cde.ca.gov/>)  
 \*Note: Marin County not included in graph, due to distortionary effects. From 2000-2005, between 55% and 60% of seniors from Marin County took the SATs.

### For More Information on Education

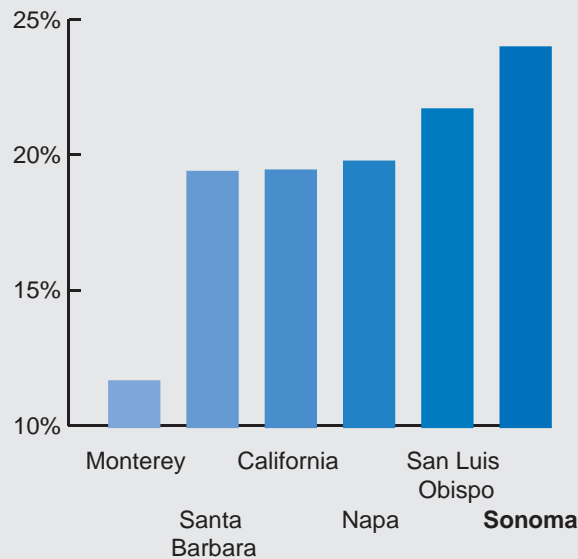
**Sonoma County Office of Education**  
<http://www.scoe.org>  
**Santa Rosa Junior College**  
<http://www.santarosa.edu>  
**Sonoma State University**  
<http://www.ssu.edu>  
**Empire College**  
<http://www.empcol.com>

### Educational Attainment, Sonoma County, Age 25 and Above, 2005



Source: U.S. Census Bureau (<http://www.census.gov>)

### Percent of Test-taking High School Seniors with a Combined Score above 1000 on the SAT\*, 2005



Source: California Department of Education (<http://www.cde.ca.gov/>)  
 \*Note: Marin County not included in graph, due to distortionary effects. From 2000-2005, between 41% and 47% of seniors from Marin County scored over 1000 on the SATs.

## Voting

# 75.5% Voter Turnout for 2006 Mid-Term Election

### Description of Indicator

This indicator measures general election participation among Sonoma County registered and eligible voters. A registered voter is an American citizen aged 18 and over without a felony conviction who has provided proper documentation to the relevant election authority and, thus, is able to vote in an election. An eligible voter, on the other hand, is anyone who could potentially vote, if he or she chooses to file the proper papers. This indicator includes a comparison of Sonoma County's registered voter participation to that of neighboring counties and agricultural-coastal counties, as well as the percent of eligible voters to cast ballots in Sonoma County to the state and the nation in presidential elections. The most recent election included is the 2006 mid-term election.

### How is Sonoma County Doing?

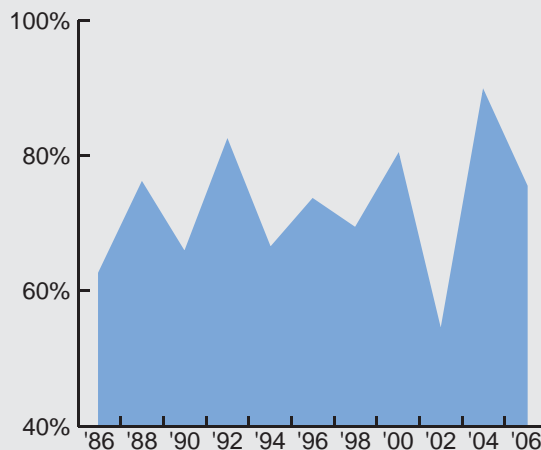
Sonoma County has a consistently high turnout of registered voters. For the 2006 general elections, Sonoma County's participation rate of 75.5% trailed only Trinity County's 76.9%. Compared to counties similar in size and characteristics, Sonoma County led the pack by a fair margin, as the second highest voter participation rate—Mendocino's—was nearly 10% lower.

The percentage of eligible voters to cast a ballot in Sonoma County is consistently higher than the state and national average. In the 2004 presidential election, 69% of eligible voters in Sonoma County cast a ballot compared to 57% of state and 61% of the nation's eligible voters. In the last three presidential elections, Sonoma County's eligible voters cast ballots an average of nine percentage points more than the state and seven percentage points more than the nation.

### Why is it Important?

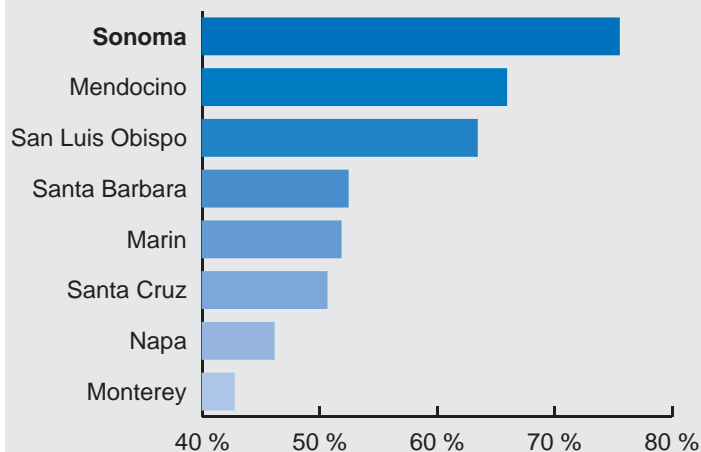
It is important to examine voter participation to gauge a community's interest in the political system. A high level of participation shows people believe that their involvement makes a difference. Higher voter participation also leads to more accountability of the government and higher support for community programs.

### Historical Turnout of Registered Voters, Sonoma County, 1986 - 2006



Source: Sonoma County Voter Registrar (<http://www.sonoma-county.org/regvoter>)

### Turnout of Registered Voters by County, 2006



Source: Secretary of State (<http://www.ss.ca.gov>)

### Turnout of Eligible Voters in Presidential Elections

	U.S	California	Sonoma County
1996	52%	53%	59%
2000	54%	52%	61%
2004	61%	57%	69%

Source: County Registrar / Secretary of State / George Mason University United States Election Project ([http://elections.gmu.edu/voter\\_turnout.htm](http://elections.gmu.edu/voter_turnout.htm))

### For More Information on Voting

**Sonoma County Registrar of Voters**  
<http://www.sonoma-county.org/regvoter/>

**League of Women Voters of Sonoma County**  
<http://www.lwvsonoma.org>

## Crime Rate 30% Lower Than State Average

### How is Sonoma County Doing?

The crime rate across the state has generally decreased from 1993 to 1999, when the state hit a low of 1763.3 crimes per 100,000 residents. Since then the crime rate has gradually risen to 1896.9 crimes per 100,000 residents in 2004. This rate is still well below the peak crime levels of the early 90's when the crime rate hit 3367.8 crimes per 100,000 residents.

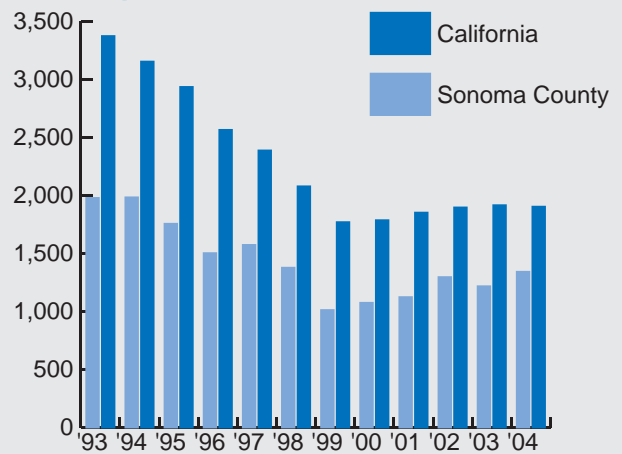
Sonoma County has continuously maintained a lower crime rate than the rest of the state. The ten-year high was in 1994, when it rose to 1977.1 crimes per 100,000 residents. Since then, crime has dropped as low as 1005.4 per 100,000 in 1999. In 2004, however, the crime rate reached 1335.6 crimes per 100,000 residents. It is still far below the levels seen in 1994.

Juvenile arrests are on a downward trend in Sonoma County. There were 499 property crime arrests in 2003, down from a high of 871 in 1997. Violent juvenile crimes have also decreased, with only 310 arrests for violent juvenile crime in 2003, compared to 431 in 1997.

### Why is it Important?

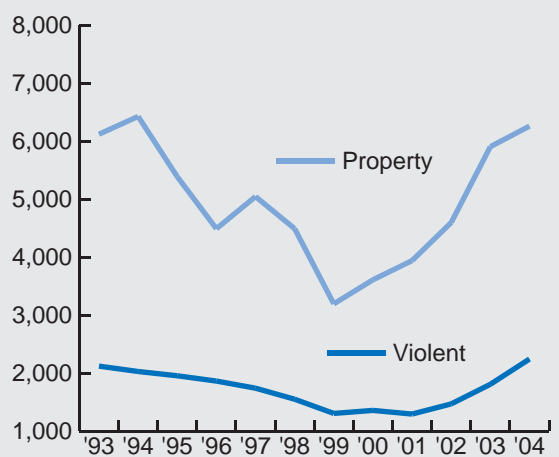
The level of crime in an area directly affects the quality of life of the region. Crime rate information is important to determine if the amount of crime in an area is increasing or decreasing. Crime statistics also show how crime rates vary from one region to another. It is critical for a region to study its crime statistics, because safety is an important factor in decisions about where to live. Areas with high crime rates are less likely to be attractive places to live. The number of law enforcement personnel is important because this could affect how safe an area can be. Juvenile crime rate is included due to the detrimental effect involvement in crime could have on a child's development.

Crime Rate per 100,000 Residents, 1993-2004



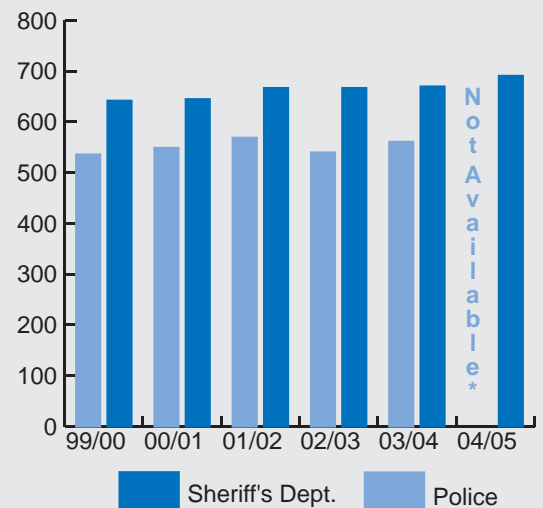
Source: California Department of Justice (<http://caag.state.ca.us>)

Number of Crimes Reported, Sonoma County, 1993-2004



Source: California Department of Justice (<http://caag.state.ca.us>)

Law Enforcement Personnel, Sonoma County, 1999-2005

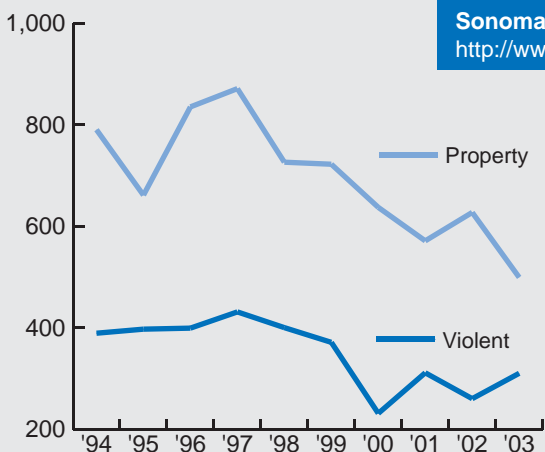


Source: Sonoma County Final Budget Documents, FY 99/00-04/05

California Department of Justice (<http://caag.state.ca.us>)

\*Note: 2004 statistics for police personnel not available from the Department of Justice at time of printing.

Juvenile Arrests, Sonoma County, 1994-2003



For More Information on Crime

Sonoma County Sheriff's Department  
<http://www.sonomasheriff.org/>

Source: California Department of Justice (<http://caag.state.ca.us>)

## Housing Market Cooling

### Description of Indicator

This indicator measures the price of the median single-family home, calculates the income needed to afford the median-priced home, and examines the Housing Affordability Index, which estimates the percentage of Sonoma County households that can afford the median-priced home.

### How is Sonoma County Doing?

According to the California Association of Realtors, the median sale price of a single-family home in Sonoma County was \$545,000 in August 2006 (a decrease of 3% from August 2005) and \$576,000 in California (an increase of 2%). Interest rate hikes, net migration, high inventory, and affordability issues have recently suppressed prices.

### Housing Affordability Index

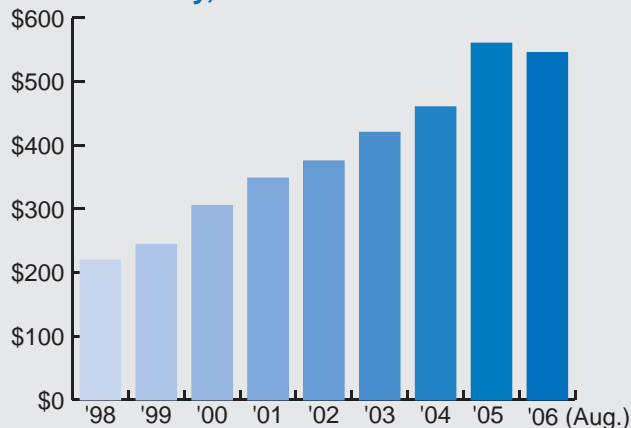
In December 2005, only seven percent of households in Sonoma County could afford the median-priced home. Moody's Economy.com also estimates that the median income-earning household could only afford to buy a house priced at 46% of the median sales price in the second quarter of 2006. According to the Housing Affordability Index, which compares county-specific data on income to home prices, Sonoma County is the second least affordable county in the state, trailing only Santa Barbara.

The minimum family income needed to purchase a median-priced home in Sonoma County is \$133,311, based on an average effective mortgage interest rate of 6.33 percent and assuming a 20 percent downpayment. The approximate median family income in Sonoma County in 2005 was \$58,330.

### Why is it Important?

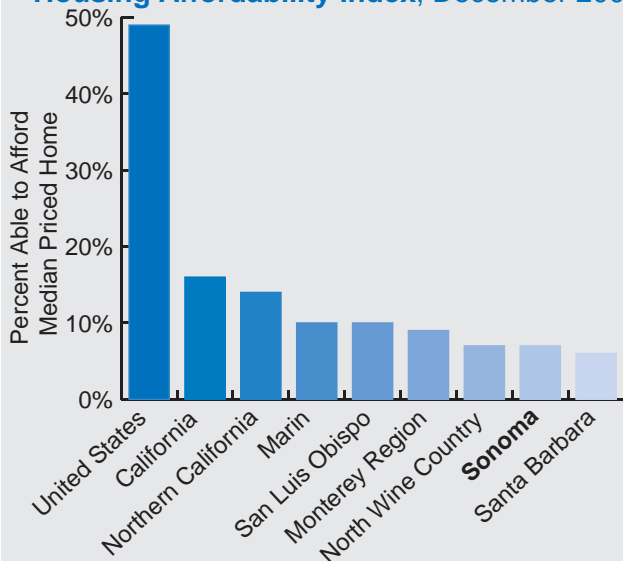
A lack of affordable housing can be a barrier to a strong, reliable economy. High relative housing prices may influence location decisions of businesses. A shortage of affordable housing (particularly for first-time buyers) may discourage young families from moving to Sonoma County or staying here after graduating from local colleges and universities. Sonoma County workers settling outside the county can result in longer commutes, increased traffic congestion and pollution, decreased productivity, and diminished quality of life. Finally, home ownership can be a significant means of personal wealth creation.

**Median Home Price (\$Thousands), Sonoma County, 1998 - 2006**



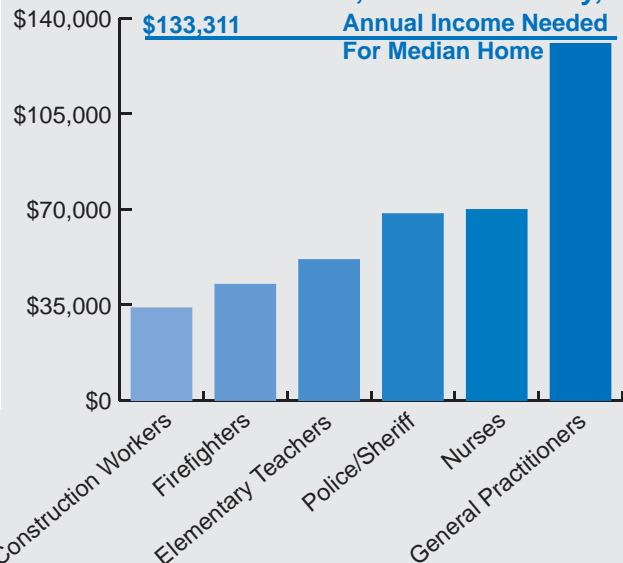
Source: California Association of Realtors (<http://www.car.org>)  
National Association of Realtors (<http://www.realtor.org>)

**Housing Affordability Index, December 2005**



Source: California Association of Realtors (<http://www.car.org>)

**Median Salaries Compared to Income Needed to Afford Median Home, Sonoma County, 2005**



Source: California Association of Realtors (<http://www.car.org>)  
Employment Development Department (<http://www.calmis.ca.gov>)

For More Information on Housing

Sonoma County Community Development Commission  
<http://www.sonoma-county.org/CDC/>

## Average Annual Visitor Increase of 1.3% between 2002-2005

### How is Sonoma County Doing?

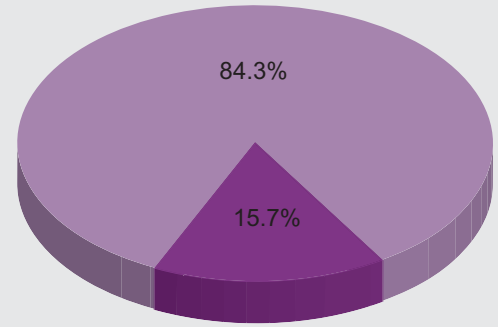
There were an estimated 7 million total visitors to Sonoma County during 2005, a decrease of 5.3% from 2004's total of 7.4 million. Although visitor volume decreased slightly in 2005, destination spending—the total amount spent by visitors in Sonoma County on accommodations, wine tasting, retail spending, and more—has increased. Between fiscal year 1992 and fiscal year 2004, destination spending on average grew annually by 4.1% (for more information on destination spending, please see page 24). Sonoma County had more visitors than Napa, Ventura, and Santa Cruz. San Luis Obispo, Monterey, and Santa Barbara, however, all hosted more travelers than Sonoma County.

According to the California Travel and Tourism Commission and D.K. Shifflet & Associates, 84.3% of Sonoma County's 7 million visitors in 2005 were leisure visitors whereas 15.7% were business travelers. On average, visitors spent 1.86 days in Sonoma County and spent \$75 dollars per person, per day. The average length of stay in Sonoma County is longer than the average length of stay in Ventura and Santa Barbara. Average expenditure in Sonoma County is greater than the amount in Santa Cruz, but less than the amount in all other peer counties.

### Why is it Important?

Tourism and travel spending in Sonoma County have a significant impact on the local economy. Visitors are attracted to destinations with outstanding natural and social capital. Sonoma County's award-winning wineries, traditional and non-traditional spa experiences, and miles of scenic Pacific Ocean coastline draw both domestic and international visitors. These visitors provide revenue for local industries, create and support an array of jobs, and contribute taxes to local and state government.

### Leisure/Business Visitor Distribution, Sonoma County, 2005



Leisure Travelers (84.3%)      Business Travelers (15.7%)

Source: California Travel Impacts by County, 2006  
Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

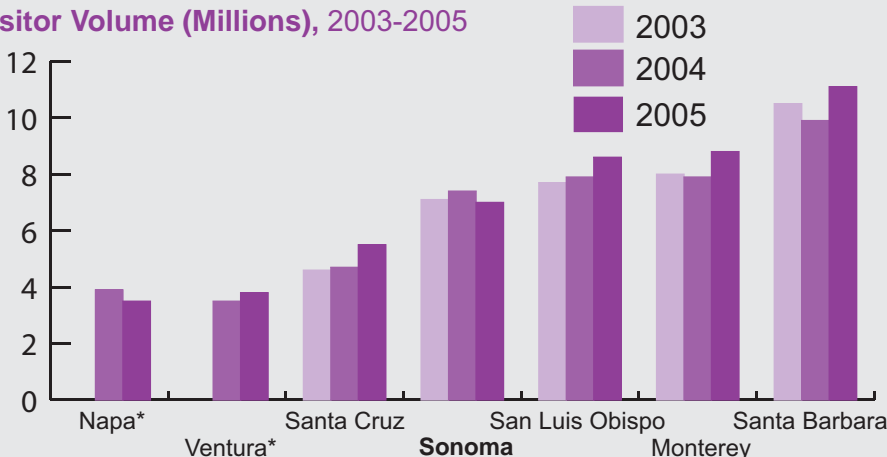
### Expenditure Per Person and Length of Stay

Destination	Avg. Expenditure Per Day/Per Person(\$)*	Average Length of Stay**
Monterey	98.50	1.91 Days
Napa	112.91	1.86 Days
San Luis Obispo	86.70	2.29 Days
Santa Barbara	89.90	1.85 Days
Santa Cruz	70.10	N/A
Sonoma	74.70	1.86 Days
Ventura	81.36	1.83 Days

\*Average 2003-2004  
\*\*Average 1991-2001

Source: California Travel Impacts by County, 2006  
Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

### Visitor Volume (Millions), 2003-2005



Source: California Travel Impacts by County, 2006  
Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)  
\*Data not available for 2003.

For More Information on Visitor Volume and Tourism

**California Tourism and Travel Commission**  
<http://www.visitcalifornia.com/>

**Dean Runyan & Associates**  
<http://www.deanrunyan.com/>

**Sonoma County Tourism Bureau**  
<http://www.sonomacounty.com>

## Tourism Accounts for Nearly Six Percent of Workforce

### How is Sonoma County Doing?

In 2001 and 2002 Sonoma County had considerable tourism-related job losses due to the collapse of air travel after the September 11 terrorist attacks and the overall weak national and local economies. In 2004, however, employment in the tourism industry continued the recovery that started in 2003. This employment growth in the various tourism sectors was one of the early signs of recovery in Sonoma County's economy.

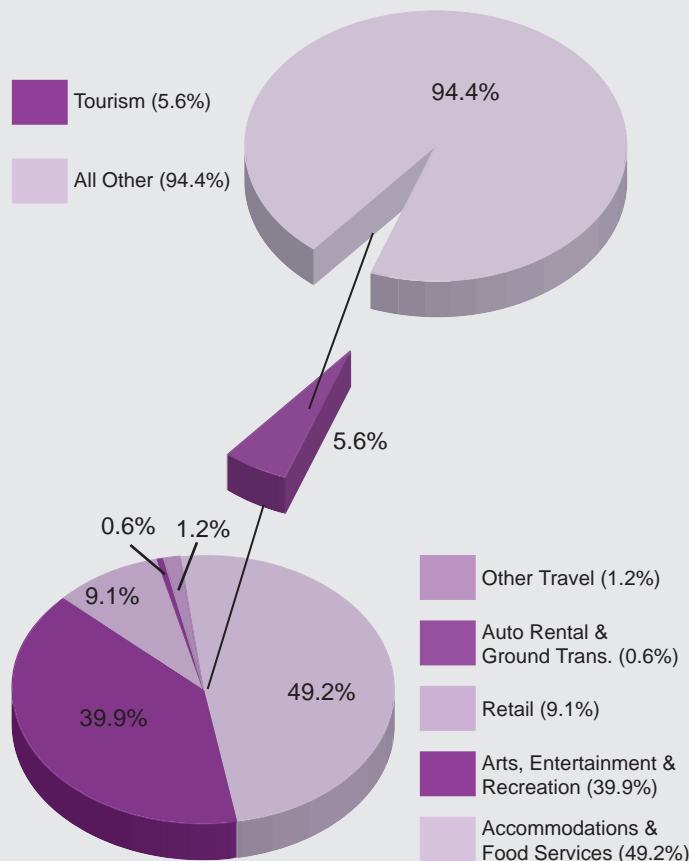
Destination spending generated more than 15,500 jobs in 2004, comprising nearly 6% of the total employment in the Sonoma County. The tourism industry generated an average of one job for every \$70,000 in sales. A 1% increase in destination spending would result in approximately 155 additional jobs within Sonoma County.

Sonoma County provides more jobs for employees in tourism-related fields than Marin, Santa Cruz, Napa, and Ventura. With more than 15,500 jobs, Sonoma County had a 1.7% increase in the total number of tourism employment from 2003 (15,290). Sonoma County's 1.7% annual increase exceeds San Luis Obispo, Ventura, and Monterey's 2003 to 2004 percentage change.

### Why is it Important?

The tourism industry with over \$1 billion in annual revenues is a vital part of Sonoma County's economy. Accommodation establishments, food and beverage services, food stores, transportation providers, arts, entertainment, recreation, retailers, and many others represent the tourism industry. All of these industries and their employees benefit from tourism, as visitor expenditures are a considerable percentage of their business. Visitor expenditures sustain local jobs and contribute revenue for local companies amidst numerous industries.

**Tourism Employment by Industry, Sonoma County, 2004-2005**



Source: California Travel Impacts by County, 2006  
 Prepared for the Division of Tourism, California Trade and Commerce Agency  
 by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

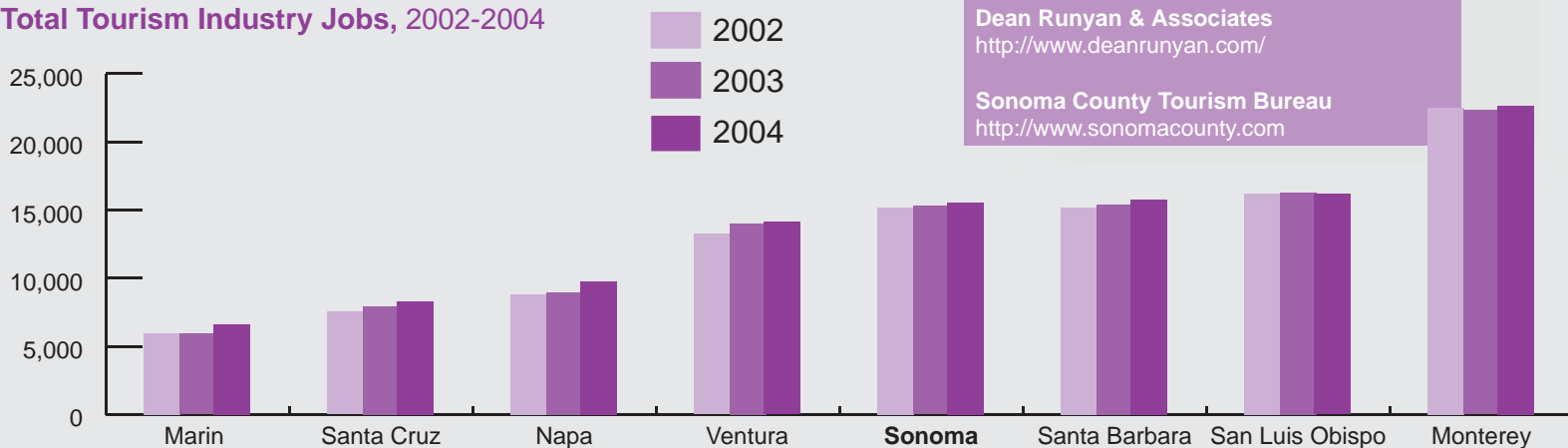
For More Information on Travel-Generated Employment and Tourism

California Tourism and Travel Commission  
<http://www.visitcalifornia.com/>

Dean Runyan & Associates  
<http://www.deanrunyan.com/>

Sonoma County Tourism Bureau  
<http://www.sonomacounty.com>

**Total Tourism Industry Jobs, 2002-2004**



Source: California Travel Impacts by County, 2006  
 Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

# Destination Spending Increases for Third Consecutive Year

## How is Sonoma County Doing?

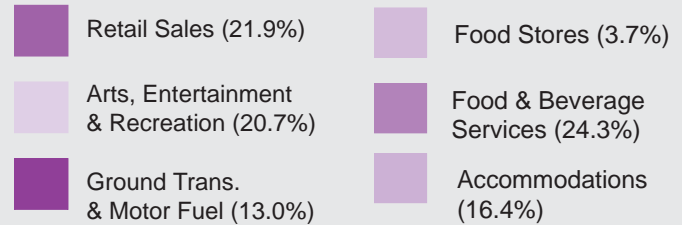
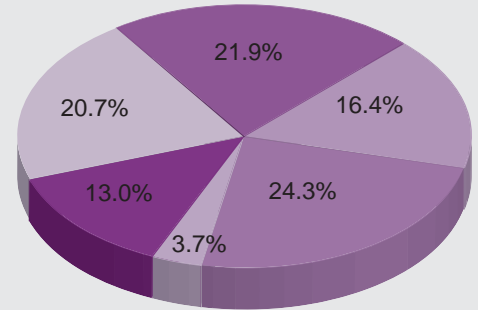
Sonoma County has the fourth-largest destination spending total among comparable counties, trailing only Ventura, Santa Barbara, and Monterey. The Sonoma County tourism industry has steadily increased over the past decade, increasing destination spending from \$703 million in 1994 to \$1.08 billion in 2004. Total destination spending in Sonoma County increased at an annual rate of 4.1% from 1992 through 2004, faster than the growth of Ventura, San Luis Obispo, Santa Cruz, and Monterey, but slower than the growth rate of all other counties compared.

The industry experienced a recession after 2000 with industry revenues declining for the first time after several consecutive years of solid growth, and with tourism-related firms cutting approximately 1,500 jobs between 1999 and 2002. Since 2002, however, revenue and employment have been rising, with visitor spending surpassing \$1 billion in 2003 and again in 2004.

## Why is it Important?

A variety of companies throughout the county benefit from destination spending. Local lodging properties, restaurants, wineries, retail and service firms, and other types of businesses that sell their products and services to travelers rely on tourism for a significant percentage of their business. Destination spending contributes to employment in several areas of the leisure and hospitality, transportation, and trade sectors. Leisure and business travelers help build Sonoma County's financial capital by supporting local jobs and generating over a billion dollars in revenue for the private and public sectors.

## Distribution of Visitor Spending, Sonoma County, 2004



Source: California Travel Impacts by County, 2006  
Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

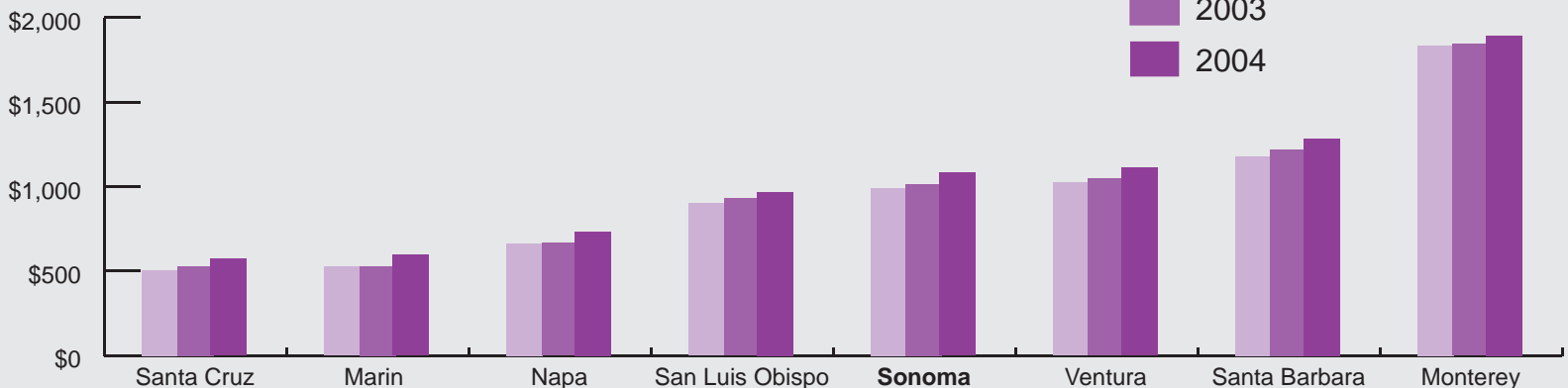
## For More Information on Destination Spending and Tourism

California Tourism and Travel Commission  
<http://www.visitcalifornia.com/>

Dean Runyan & Associates  
<http://www.deanrunyan.com/>

Sonoma County Tourism Bureau  
<http://www.sonomacounty.com>

## Destination Spending (\$Millions), 2002-2004



Source: California Travel Impacts by County, 2006  
Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

## Tourism-Related Tax

# Tourism-Related Taxes Contribute Millions to Local Government

### How is Sonoma County Doing?

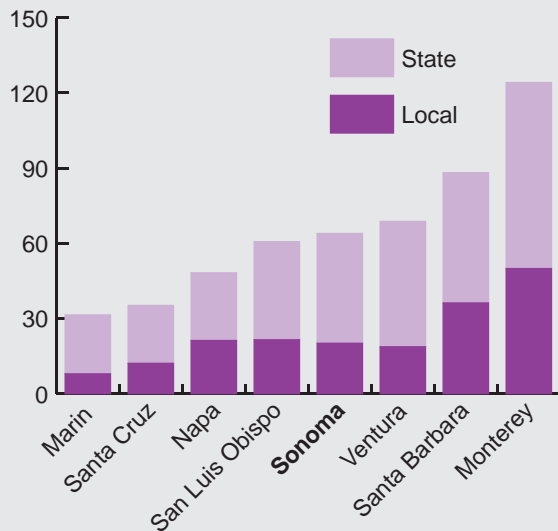
Between 2000 and 2005, the total transient occupancy tax (TOT), the taxes collected by cities and counties for overnight lodging, grew by nearly 14%, from \$13.5 million to \$15.3 million. The TOT collected in Sonoma County and each of the peer counties grew at different rates; in Santa Barbara receipts grew by 20.1% over the five-year period, and in both Napa and San Luis Obispo by 14.3%. Marin, Monterey, and Santa Cruz all had a decrease in TOT receipts from 2000 to 2005. Over the five-year period, TOT receipts provided an average of \$13.8 million to local governments in Sonoma County.

The spending by day travelers and overnight visitors in Sonoma County generates a significant amount of taxes paid to the state and local governments including sales tax and transient occupancy tax. Total local taxes collected, including TOT, from visitors to Sonoma County in 2004 were estimated at \$20.1 million, a 1.5% increase from 2003 (19.8 million). These tax receipts also create a source of revenue for the state government, contributing approximately \$43.8 million in 2004.

### Why is it Important?

Tax receipts, including receipts from the Transient Occupancy Tax, create a source of revenue for local and state government, with local tax revenue from tourism estimated to be in excess of \$20 million dollars per year. TOT receipts are an indicator of the level and distribution of travel-related economic activity in Sonoma County. Tourism is an important contributor to the Sonoma County economy and will continue to play a critical role in the region's future. The TOT is one way that travelers to Sonoma County help pay for the public services they require when visiting the region.

**Tourism-Generated Tax Receipts (\$Millions), 2005**



Source: California Travel Impacts by County, 2006  
 Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

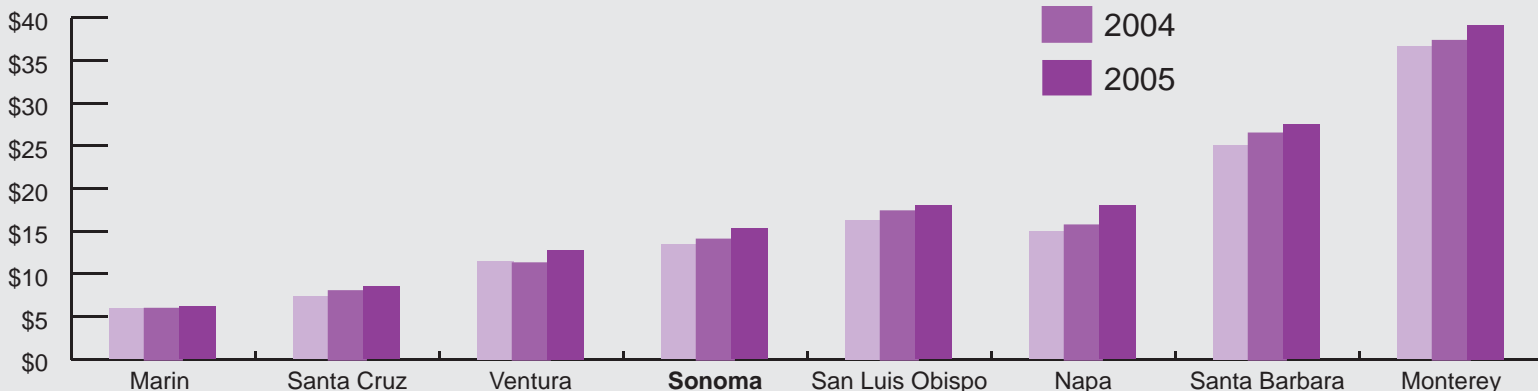
**For More Information on Visitor Volume and Tourism**

**California Tourism and Travel Commission**  
<http://www.visitcalifornia.com/>

**Dean Runyan & Associates**  
<http://www.deanrunyan.com/>

**Sonoma County Tourism Bureau**  
<http://www.sonomacounty.com>

**Total Transient Occupancy Tax Collected, 2003-2005**



Source: California Travel Impacts by County, 2006  
 Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

# Local Industries Benefit from Increase in Earnings Generated by Destination Spending

## How is Sonoma County Doing?

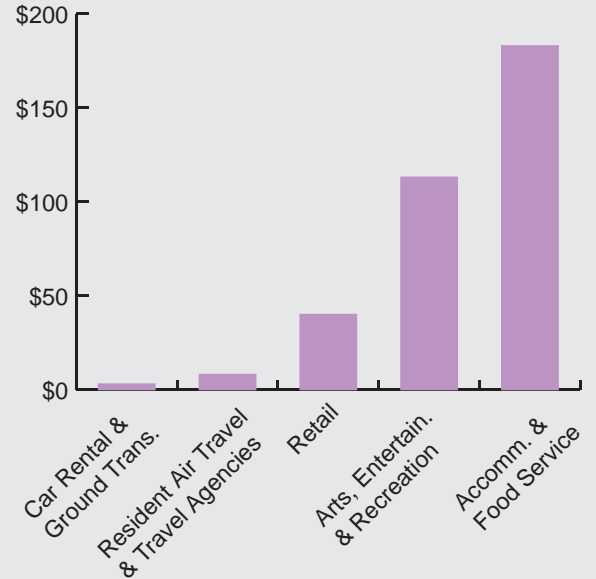
In 2004, the most recent year for which data is available, Sonoma County increased total industry earnings generated by travel spending to \$347 million, an increase of 10% from 2000 (\$314.5 million). After a slight drop in visitor-generated earnings in 2001, all industries have had continual annual growth with the exception of the other travel sector (other travel includes resident air travel and travel agencies).

With an increase of 300,000 visitors in 2004, the impact of tourism on local earnings varied considerably across the industry sectors in Sonoma County. These figures range from a high of 7.1% increase in earnings from 2003 to 2004 in auto, retail, and ground transportation, to approximately 6.6% by the accommodations and food services, 4.4% in the arts, entertainment, and recreation industries, and 3.4% in retail.

## Why is it Important?

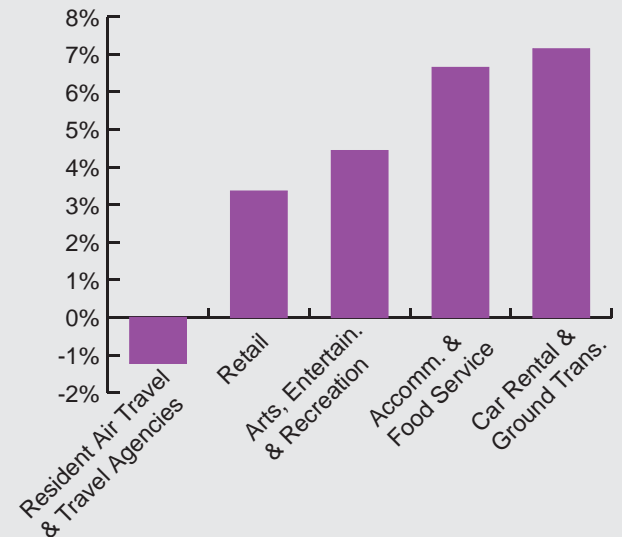
Visitors traveling to Sonoma County for leisure and business generate revenue and jobs for local industries and the overall economy. Destination spending assists in improving the County's economy, as greater numbers of visitors fill up lodging properties and restaurants and partake in the County's diverse offerings. Visitor spending also creates a source of revenue for the local and state government.

**Industry Earnings (\$Millions) Generated by Travel Spending, Sonoma County, 2004**



Source: California Travel Impacts by County, 2006  
 Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

**Percentage Change in Industry Earnings Generated by Travel Spending, Sonoma County, 2003-2004**



Source: California Travel Impacts by County, 2006  
 Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

For More Information on Visitor Volume and Tourism

California Tourism and Travel Commission  
<http://www.visitcalifornia.com/>

Dean Runyan & Associates  
<http://www.deanrunyan.com/>

Sonoma County Tourism Bureau  
<http://www.sonomacounty.com>

# Demography

## Workforce Composition Changing

### Sonoma County Demography

Sonoma County is home to approximately 480,000 residents and the population is projected by the County's Permit and Resource Management Department to reach 546,000 people by 2020. Sonoma's population growth is expected to slow to around 0.88% per year in the near future, after growth rates of 2.6% in the 1980s and 1.7% in the 1990s.

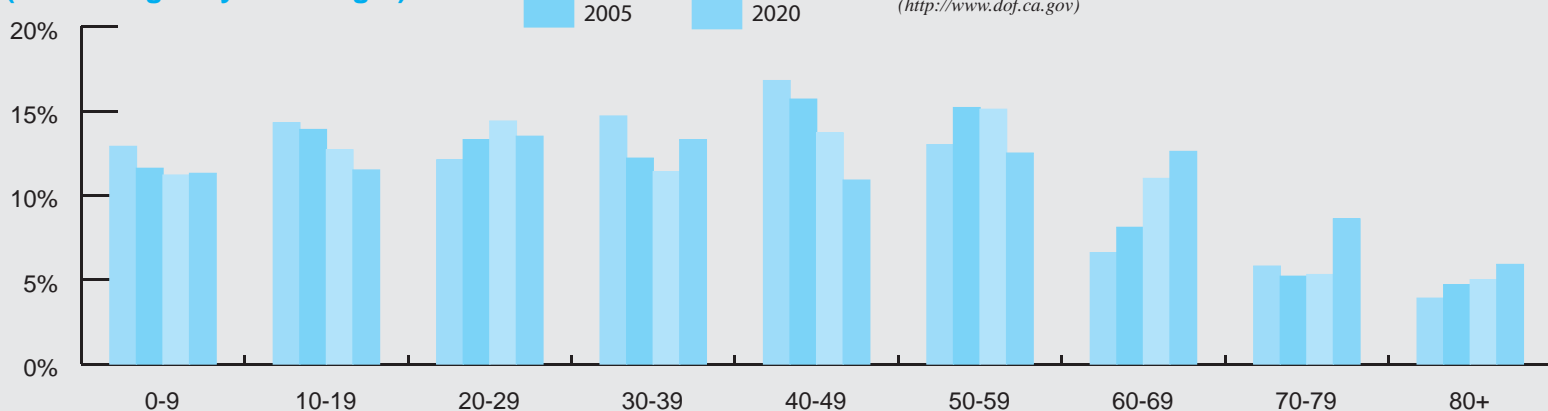
As of 2005, 19.1% of Sonoma County residents identified themselves as Hispanic, compared to 35% in California. In Sonoma County, 72.1% of residents identified themselves as white in 2005. Sonoma County's population is expected to grow increasingly diverse in the future; 23% of county residents are expected to identify themselves as Hispanic in 2020 and the Asian, Black, and American Indian demographics are also anticipated to increase as a percentage of population.

The population of Sonoma County is expected to include more older residents in the near future. By 2020, it is expected that 13% of residents will be between 60 and 69 years of age, compared to the 8% share of that range today.

### Why is it Important?

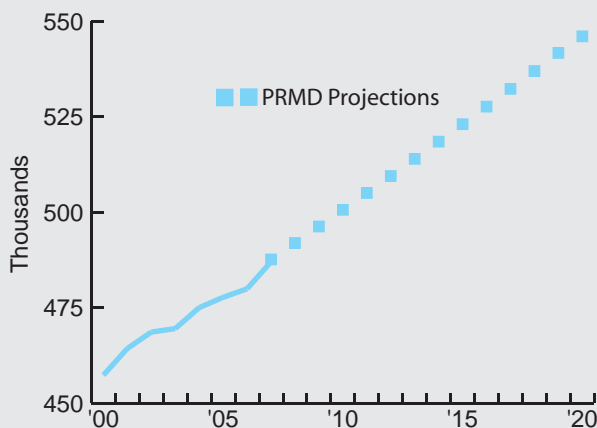
The demand for services and healthcare is expected to increase as the population of Sonoma County ages. Furthermore, the study of demographic change will lead to more informed policy decisions regarding the labor force and business planning.

### Population by Age, Sonoma County, 2000-2020 (Chronologically left to right)



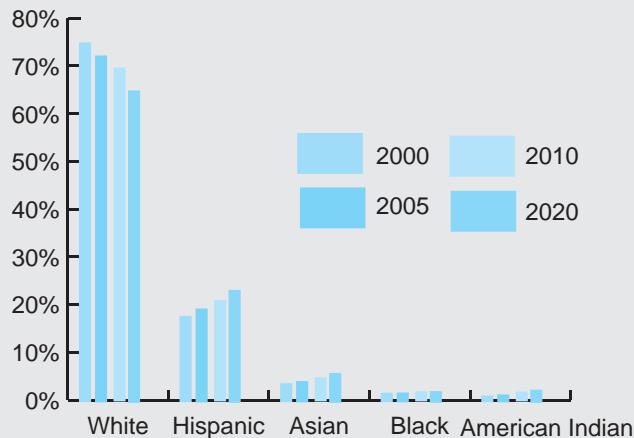
Source: California Department of Finance, Demographic Research Unit (<http://www.dof.ca.gov>)

### Population, Sonoma County, 2000-2020



Source: California Department of Finance, Demographic Research Unit (<http://www.dof.ca.gov>)  
Permit and Resource Management Department (<http://www.sonoma-county.org/prmd>)

### Population by Race/Ethnicity, Sonoma County 2000-2020



Source: California Department of Finance, Demographic Research Unit (<http://www.dof.ca.gov>)

### For More Information on Demography

Permit and Resource Management Department  
<http://www.sonoma-county.org/prmd>

California Department of Finance  
<http://www.dof.ca.gov>

## Wholesale Trade Industry Leading Job Growth

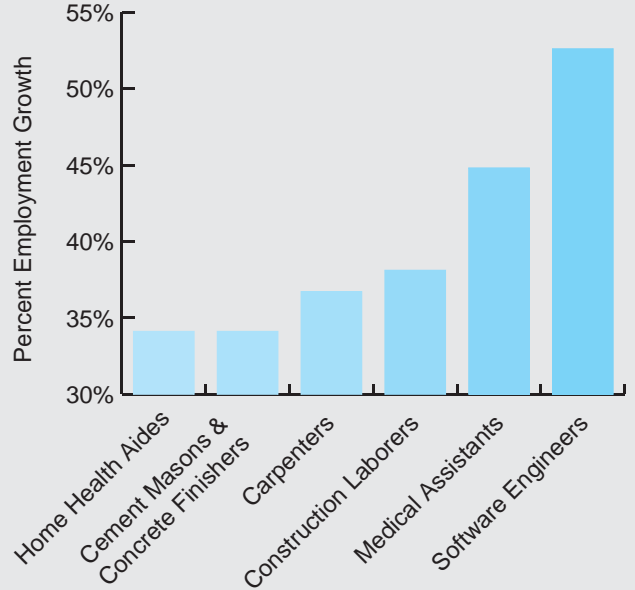
### How is Sonoma County Doing?

The wholesale trade industry experienced the largest year-over-year growth in employment (9.0%) from 2004-2005. Employment within the Professional, Scientific and Technical Services also increased substantially, growing 7.6%. The employment services industry followed, with a 6.9% increase in jobs. Certain industries which grew quickly from 2003-2005, however, are experiencing tougher times now, such as the construction industry as a result of a cooling housing market, and the professional and business service industry due partially to rising interest rates and an inverted yield curve.

### Why is it important?

Measuring the transformation of Sonoma County's economy as it becomes more diversified enables policy makers to better assess the strengths and vulnerabilities of the local economy. Analyzing shifts in industry development allows educators, employers, and job seekers to capitalize on existing assets while avoiding potential detriments to the economy. The measurement of occupational growth is necessary for the development of training programs that prepare workers to enter occupations that are expected to have the greatest demand in the future. A well-trained workforce is instrumental in sustaining economic growth and development.

### Projected Top Growth Occupations, Sonoma County, 2002-2012



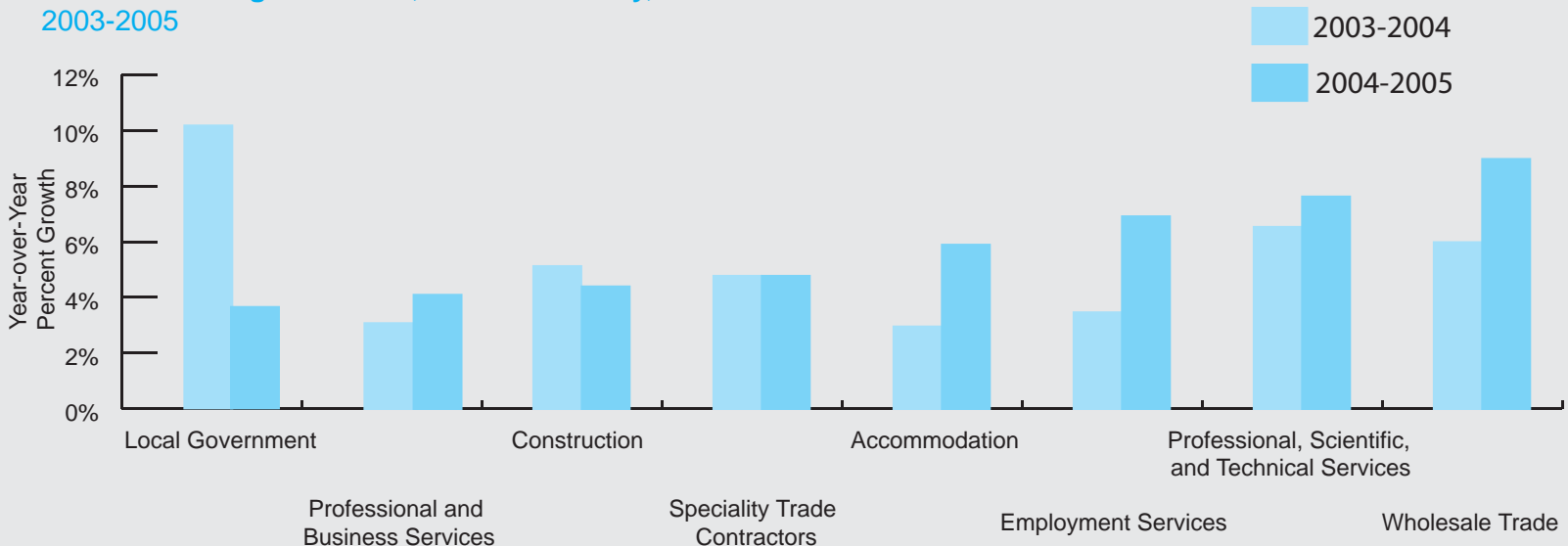
Source: Employment Development Department (<http://www.calmis.ca.gov>)

For More Information on Industries and Occupations

Employment Development Department  
<http://www.calmis.ca.gov>

Bureau of Labor Statistics  
<http://www.bls.gov>

### Fastest Growing Industries, Sonoma County, 2003-2005



Source: Employment Development Department (<http://www.calmis.ca.gov>)

## Occupational Requirements

# 68.1% of Jobs Require On-the-Job Training

### How is Sonoma County doing?

According to the California Employment Development Department, more jobs in 2002 required on-the-job training than formal degrees. Of the 186,600 jobs in Sonoma County, 68.1% required some amount of on-the-job training, ranging from 30 days to 12 months.

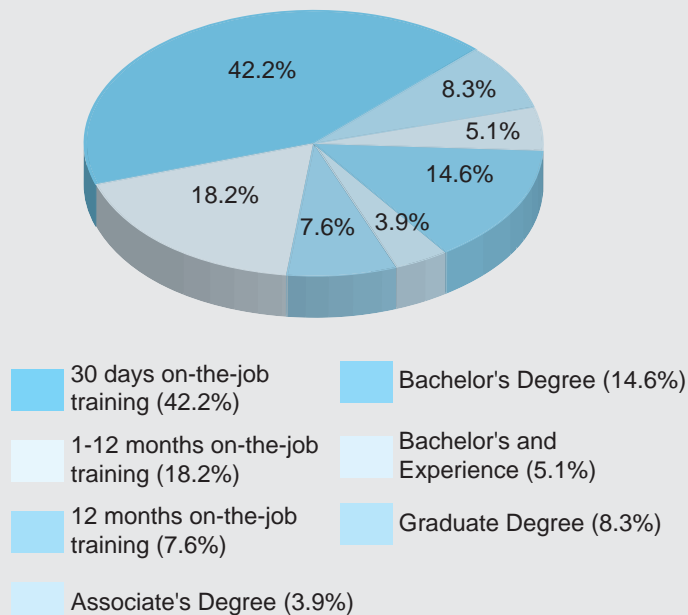
While on-the-job training is a requisite for a large percentage of jobs, 32% required post-secondary degrees. The graph below details the median hourly wages for the top five occupations in terms of employment that do and do not require post-secondary education, and illustrates the wage premium often accorded to those occupations that require advanced degrees.

### Why is it important?

Education and training requirements tend to correlate to occupational wages; generally, jobs that require higher levels of education or on-the-job training provide greater hourly wages than those jobs with lower educational or training requirements.

Understanding these requirements allows workforce professionals to assess the ways in which to prioritize preparation for both high-education professions, and jobs that require on-the-job training.

**Education and Training Requirements for Occupations, Sonoma County, 2002**



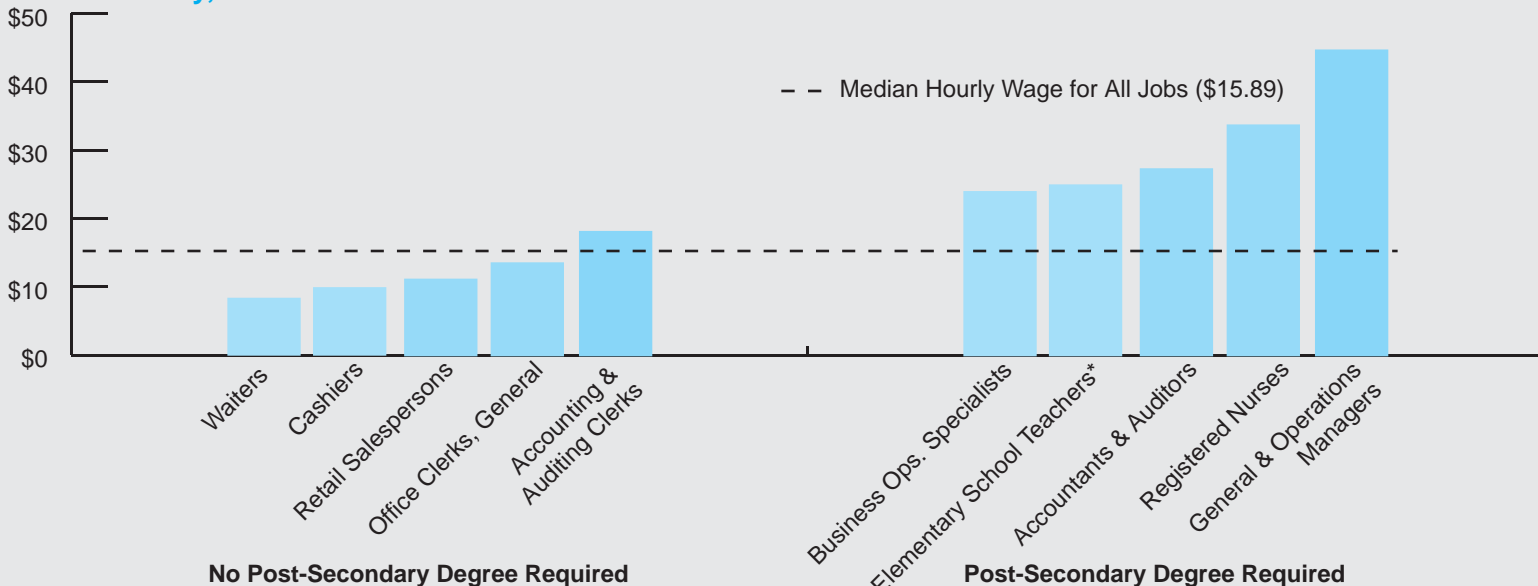
Source: Employment Development Department (<http://www.calmis.ca.gov>)

### For More Information on Occupational Requirements

**Bureau of Labor Statistics**  
<http://www.bls.gov>

**Employment Development Department**  
<http://www.calmis.ca.gov>

**Selection of Median Hourly Wages for Occupations, Sonoma County, 2006**



Source: Employment Development Department (<http://www.calmis.ca.gov>)  
\*Mean wage substituted for median wage

## Hourly Wage of \$17.54 Needed for One-Bedroom Apt.

### How is Sonoma County doing?

Fair Market Rent (FMR) is a Housing and Urban Development (HUD) classification. It includes shelter rent and the cost of utilities, except telephone, for the median apartment. HUD's affordability guidelines recommend that an individual spend no more than 30% of his or her income on housing and related costs. To afford FMR in Sonoma County, applying HUD's affordability guidelines, an individual would be required to earn between \$17.54 to \$36.73 per hour, depending upon the number of bedrooms. A one-bedroom apartment requires an individual to earn an hourly wage of \$17.54, a two-bedroom \$22.13, a three-bedroom \$31.40, and a four-bedroom \$36.73. Sonoma ranks favorably in contrast to Santa Cruz, Ventura, and Marin. Residents of Marin, using the same HUD guidelines, are estimated to need to earn \$23.60 an hour to afford a one-bedroom apartment at FMR, while renters in Ventura County would be required to earn \$20.85 an hour. Tenants in the counties of San Luis Obispo and Napa experience lower housing expenditures with hourly wages of \$14.58 and \$16.25 respectively estimated to be needed to afford a one-bedroom apartment at FMR.

### Why is it important?

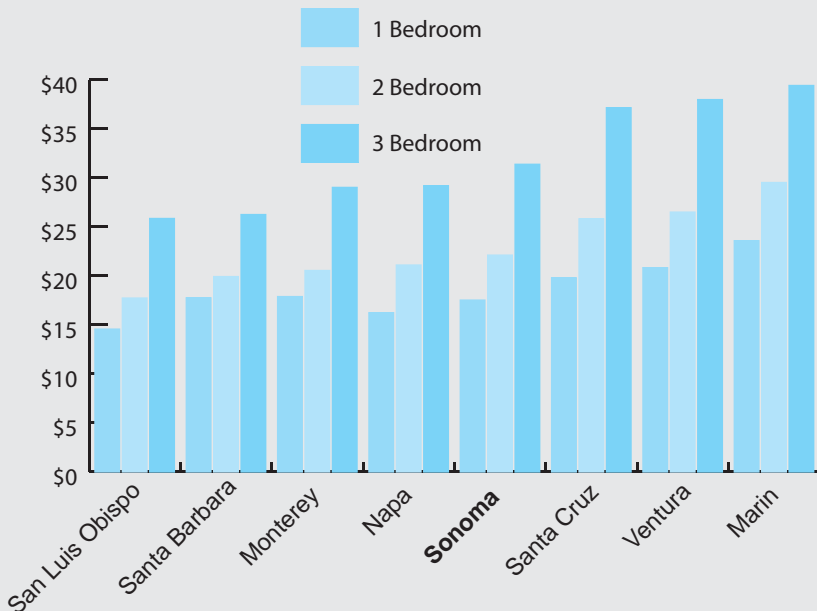
Lack of affordable rental housing can lead to crowding and household stress. A shortage of affordable housing restricts the ability of moderate-income renters to save for a down payment, thereby negatively impacting the housing market.

### Fair Market Rent, Sonoma County, 2006

	1-BR	2-BR	3-BR	4-BR
Price	\$912	\$1,151	\$1,633	\$1,910

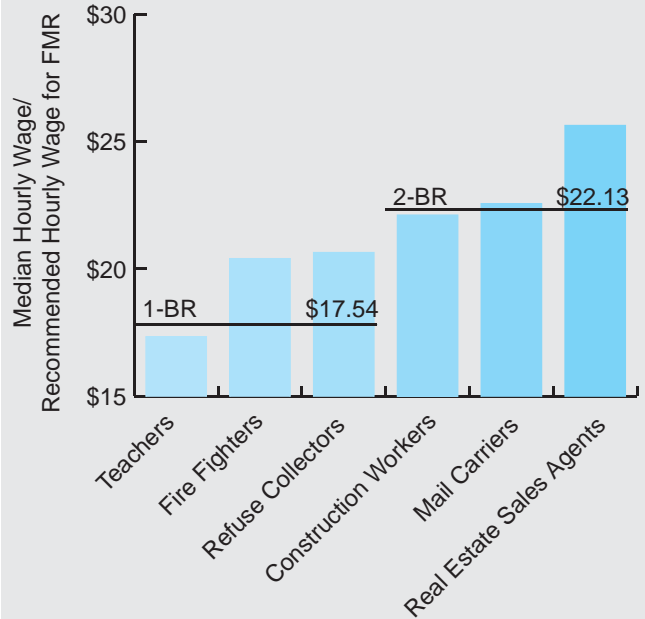
Source: U.S. Department of Housing and Urban Development (<http://www.hud.gov/>)

### Hourly Wage Estimated to Afford Fair Market Rent, 2006



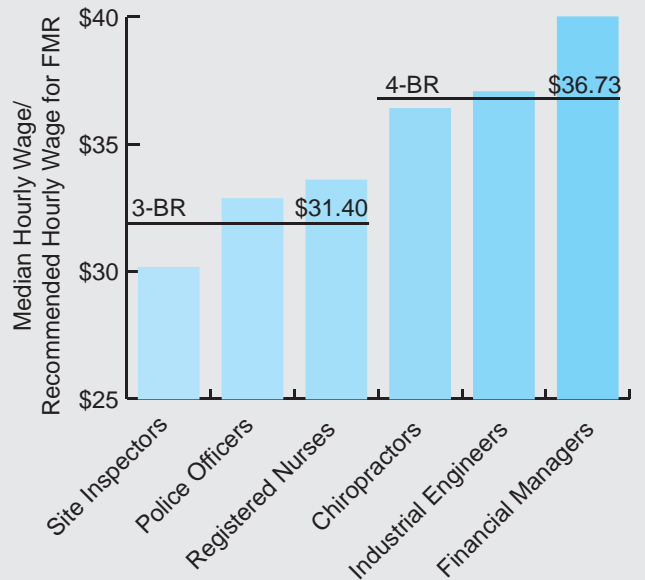
Source: U.S. Department of Housing and Urban Development (<http://www.hud.gov/>)

### Affordability of Fair Market Rent, Sonoma County, 2006 (Based on HUD Affordability Guidelines)



Source: U.S. Department of Housing and Urban Development (<http://www.hud.gov/>)  
Employment Development Department (<http://www.calmis.ca.gov>)

### Affordability of Fair Market Rent, Sonoma County, 2006 (Based on HUD Affordability Guidelines)



Source: U.S. Department of Housing and Urban Development (<http://www.hud.gov/>)  
Employment Development Department (<http://www.calmis.ca.gov>)

For More Information on Fair Market Rent

US Department of Housing and Urban Development  
<http://www.hud.gov>

General Health

# Cancer Number One Killer in Sonoma County

## How is Sonoma County Doing?

From 2002-2004, the 10 leading causes of death accounted for almost three-quarters of all deaths occurring in Sonoma County. Five chronic diseases—cancer, heart disease, stroke, chronic lower respiratory disease, and diabetes—accounted for almost 60% of all deaths in Sonoma County.

Compared to California, Sonoma County had significantly lower death rates due to heart disease and homicide and a significantly higher death rate due to stroke. Sonoma County met the Healthy People 2010 goals for heart disease, breast cancer, and homicide deaths.

More Sonoma County residents ages 1-44 years died as a result of unintentional injury in 2002-2004 than any other cause of death. More than 80% of all unintentional injury deaths in Sonoma County were due to one of three causes— motor vehicle collisions, poisoning, and falls.

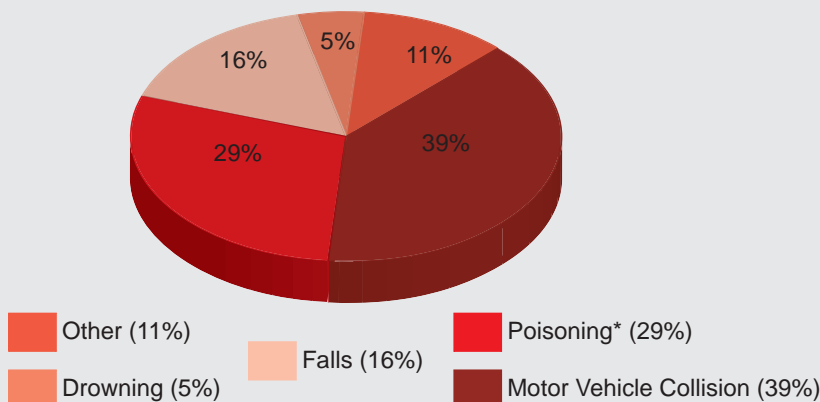
For every death due to unintentional injury, there were approximately 20 non-fatal hospitalizations during the same time period. Since 1999 rates of non-fatal hospitalizations for unintentional injuries have increased in Sonoma County. Falls account for more than half of all non-fatal, unintentional, injury hospitalizations in Sonoma County. Almost 70% of hospitalizations for falls involved adults aged 65 and over.

## Why is it important?

Leading causes of death are the most common causes of death ranked on their frequency of occurrence. Cause of death ranked according to the number of deaths is a useful way to examine the relative burden of mortality from specific causes.

A death rate is a ratio of deaths per unit of population, in most cases 100,000. Age-adjusted rates control for age effects, allowing for better comparison of rates across areas. Rates are commonly compared to Healthy People 2010, a set of national health objectives established to serve as a basis for the development of community plans.

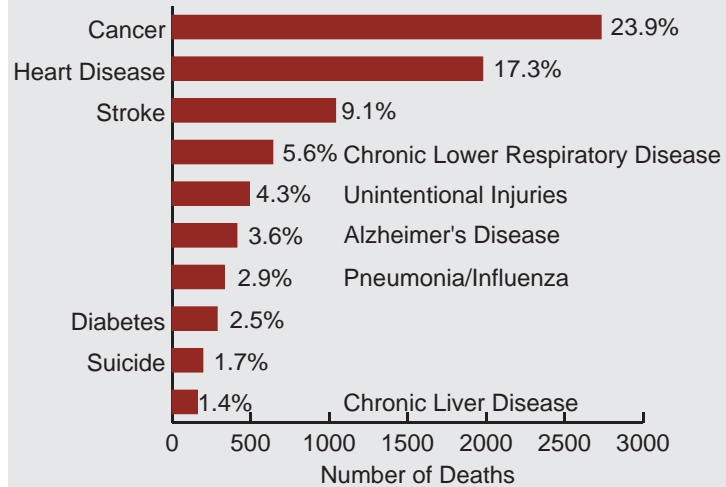
## Unintentional Injury Deaths by Cause, Sonoma County, 2002-2004



Source: California Department of Statewide Health Planning and Development Patient Discharge Data, 2002-2004

\*Note: Unintentional poisoning deaths are largely caused by inadvertent overdose of medication and/or narcotics.

## Leading Causes of Death (N= 11,433), Sonoma County, 2002-2004



Source: California Department of Health Services, Death Records 2002-2004

## Age-adjusted Death Rates\* with Healthy People 2010 Comparison, 2002-2004

	Sonoma	California	HP 2010
All Cancers	176	164.1	158.6
Heart Disease	135.5	151.9	162
Stroke	61.4	52.4	50
Lung Cancer	47.1	41.8	43.3
Unintentional Injuries	33.3	29.3	17.1
Breast Cancer	20.6	22.8	21.3
Diabetes	18	21.3	NA
Motor Vehicle Collisions	13.2	12.1	8
Suicide	12.8	9.4	4.8
Drug-induced	12	10	1.2
Firearm Injury	8.5	9.4	3.6
Homicide	3.8	6.7	2.8

Source: California Department of Health Services, County Health Status Profiles (<http://www.dhs.ca.gov/hisp/chs/ohir/>)

\*Rates per 100,000 population

## Leading Cause of Death by Age Group, Sonoma County, 2002-2004

Age	Cause 1	Cause 2	Cause 3
<1	Perinatal Conditions	Congenital Malformations	Sudden Infant Death Syndrome
1-14	Unintentional Injuries	Cancer	Disease of the nervous system
15-29	Unintentional Injuries	Suicide	Homicide
30-44	Unintentional Injuries	Cancer	Drug-Related Deaths
45-64	Cancer	Heart Disease	Unintentional Injuries
65-84	Cancer	Heart Disease	Stroke
85+	Heart Disease	Stroke	Cancer

Source: California Department of Health Services, Death Records 2002-2004

# Birth Rates Fall Significantly

## How is Sonoma County Doing?

From 2000-2005 Sonoma County birth rates fell significantly overall. The Hispanic birth rate, however, increased markedly during this time.

In 2001-2003 the teen birth rate in Sonoma County was considerably lower than the California rate. Birth rates for Hispanics and American Indian/Alaska Native during this time were significantly higher than those of the state.

Sonoma County infant mortality rates are similar to California rates and did not change notably from 1998-2000 to 2001-2003. Sonoma County has met the Healthy People 2010 goal for lowering infant death rates.

## Why is it important?

Tracking trends in fertility and birth rates helps support effective social planning and adequate age-appropriate resources to accommodate changes in population composition. Sustained high birth rates create large populations of young dependents, creating demand for supports for young children, for an adequate number of schools, and for affordable child care.<sup>1</sup>

Teen mothers typically have more difficulty completing their education, have fewer educational opportunities, and are more likely to require public assistance and to live in poverty than their peers. They are also at high risk for poor birth outcomes and for having another pregnancy while still in their teens.

Infant mortality is an important indicator of the health status of the community.

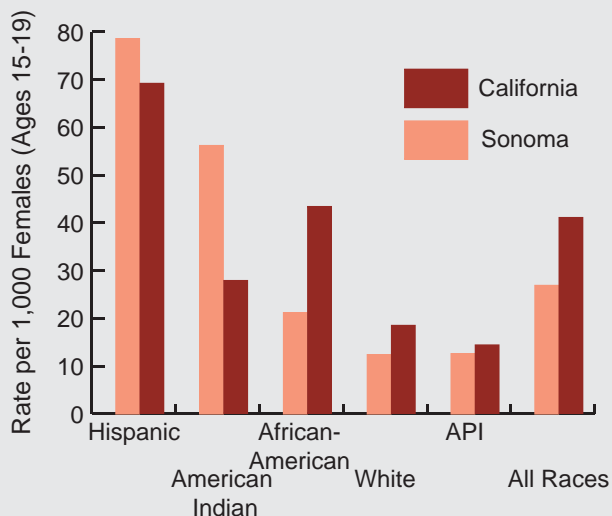
<sup>1</sup>Ref: Coale, Ansley J. 1987. "How a Population Ages or Grows Younger." Pp. 365-369 in S.W. Menard and E.W. Moen (eds.), *Perspectives on Population: An Introduction to Concepts and Issues*. Oxford: Oxford University Press; Weeks, John R. 2002. *Population: An Introduction to Concepts and Issues* (8th edition). Belmont, CA: Wadsworth Publishing Company.

## Leading Causes of Non-fatal Unintentional Injury Hospitalization, Sonoma County, 2002-2004

	Number	Percent
Falls	5,181	52.9%
Motor Vehicle Collisions	1,456	14.9%
Poisoning	534	5.5%
Overexertion	318	3.2%
Struck by Object	278	2.8%
Other Transportation	265	2.7%
Natural/Environmental	259	2.6%
Cut/Pierce	214	2.2%
Bicyclist, Other	175	1.8%
Burn	113	1.2%

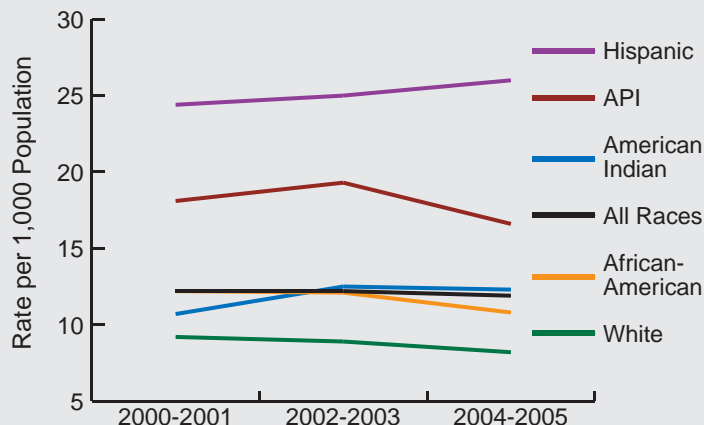
Source: California Department of Statewide Health Planning and Development. Patient Discharge Data, 2002-2004

## Teen Birth Rates\* by Race/Ethnicity, 2001-2003



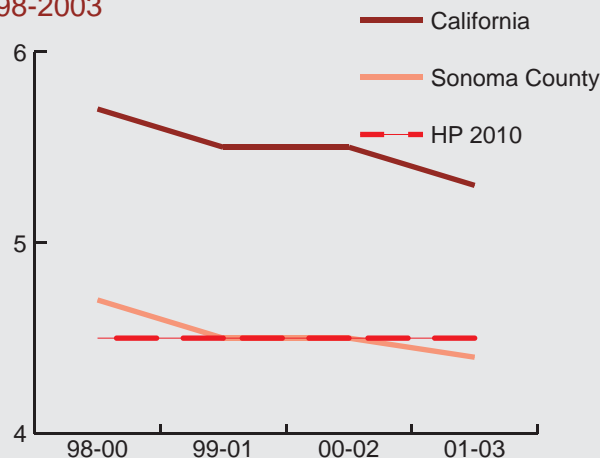
Source: California Department of Health Services, Birth Records, 2001-2003  
\*Rate per 1,000 females ages 15-19

## Birth Rates\* by Race/Ethnicity, 2-year Average, Sonoma County, 2000-2005



Source: California Department of Health Services, Birth Records  
\*Rate per 1,000 population

## Infant Mortality Rates\*, 3-year Moving Average, 1998-2003



Source: California Department of Health Services, Death Records 2002-2004  
\*Rates are infant deaths per 1,000 live births

Access to Health Care

# Nearly 92% Covered by Health Insurance

## How is Sonoma County Doing?

While Sonoma County has a significantly lower rate of uninsured than California, more than one-third of residents 18-24 years reported no insurance coverage. In addition, almost one-quarter of Sonoma County Hispanics (22.5%) reported no insurance coverage.

The supply of physicians in Sonoma County increased by approximately 37% from 1990 to 2004, which is higher than the increase in California overall (22%). However, a recent survey of local physicians, published by the Sonoma County Medical Association, found that 48% of respondents are considering either moving away from the county or retiring from medical practice within five years.<sup>2</sup>

## Why is it Important?

The uninsured are those who do not have health insurance coverage through private or public health insurance plans. Health insurance coverage is an important measure of access to health care. Uninsured individuals are less likely to receive appropriate services such as preventive care.

The supply of primary and specialty physicians directly affects patient access to care, satisfaction, and scheduling, as well as physician compensation and the overall cost and quality of medical care.

<sup>2</sup>Ref: C. Melody, *Sonoma Physician*, Vol. 57, No. 2, Spring, 2006.

For More Information on Health Access

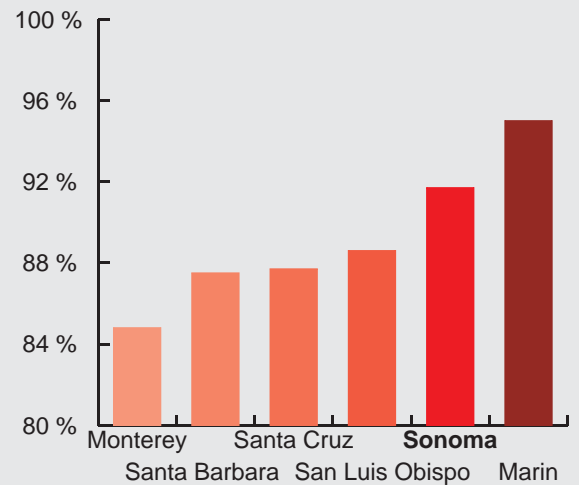
Sonoma County Department of Health Services  
<http://www.sonoma-county.org/health/>

## Number of Physicians by Fiscal Year, 1991-2004

Fiscal Year	Physicians in Sonoma	Physicians in CA	People-Physician Ratio SC	People-Physician Ratio CA
1991	1,021	76,043	386.0	396.4
1992	1,061	76,367	379.7	402.3
1993	1,078	76,411	381.1	407.7
1994	1,102	77,311	378.2	406.4
1995	1,103	78,159	382.3	404.5
1996	1,136	79,048	375.9	402.8
1997	1,145	80,341	379.2	400.9
1998	1,164	81,762	379.7	399.4
1999	1,206	82,872	372.7	399.9
2000	1,264	84,675	361.8	398.6
2001	1,286	86,934	361.0	395.5
2002	1,322	89,025	354.5	393.1
2003	1,336	91,049	351.4	391.1
2004	1,362	92,852	348.7	390.6

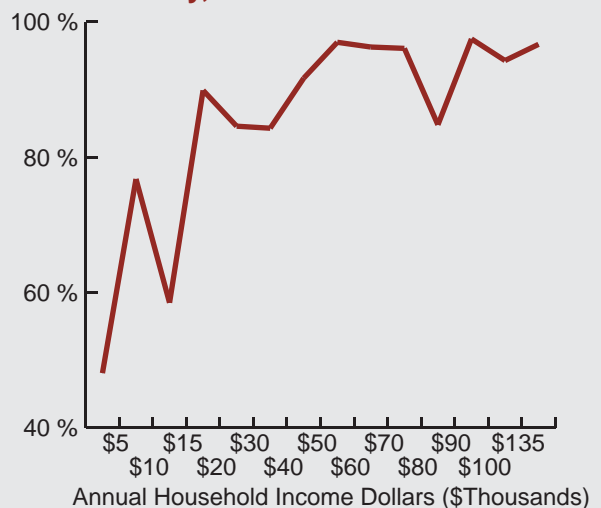
Source: Medical Board of California, 2004

## Percent of People with Health Coverage, 2003



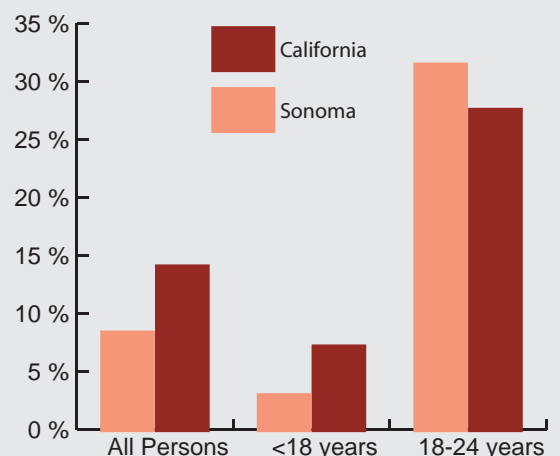
Source: California Health Interview Survey (<http://www.chis.ucla.edu/>)

## Health Insurance Coverage by Income, Sonoma County, 2003



Source: California Health Interview Survey (<http://www.chis.ucla.edu/>)

## Percentage of Individuals Without Health Insurance, 2003



Source: California Health Interview Survey (<http://www.chis.ucla.edu/>)

# Sonoma's Obesity Rate 18.1% Lower Than California's

## How is Sonoma County Doing?

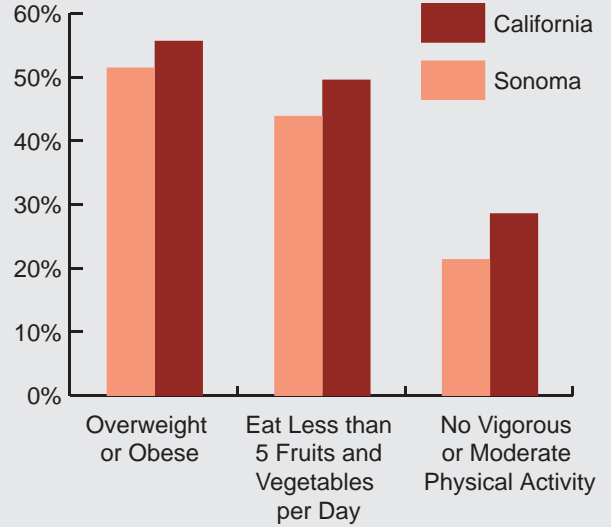
In 2003 more than half of Sonoma County residents reported being overweight or obese. A diet rich in fruits and vegetables and regular exercise are two important contributors to healthy weight. More than 43% of Sonoma County residents reported eating less than the recommended five fruits and vegetables per day and almost one-quarter of adults participated in no vigorous or moderate physical activity at all.

While only 15% of Sonoma County residents reported being current smokers in 2003, more than a third of the population reported being a former smoker. A significantly higher percentage of residents in Sonoma County are former smokers compared to California as a whole.

## Why is it important?

Chronic diseases are a leading cause of death and disability in the population. To a large degree, the major chronic diseases result from lifestyle choices and habits of daily living. Health damaging behaviors include poor eating habits, lack of physical activity, and tobacco use.

**Percent of Adults (>18 yr) Reporting Overweight or Obesity and Associated Risk Behaviors, 2001 & 2003**



Source: California Health Interview Survey (<http://www.chis.ucla.edu>)

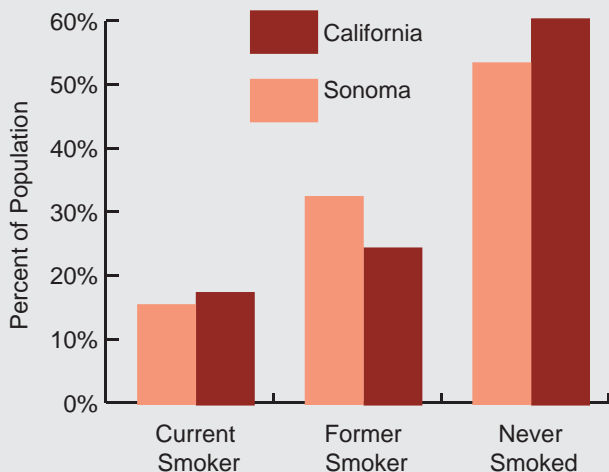
For More Information on Risk Behaviors

**Sonoma County Health Department**  
<http://www.sonoma-county.org/health>

**American Diabetes Association**  
<http://www.diabetes.org/home.jsp>

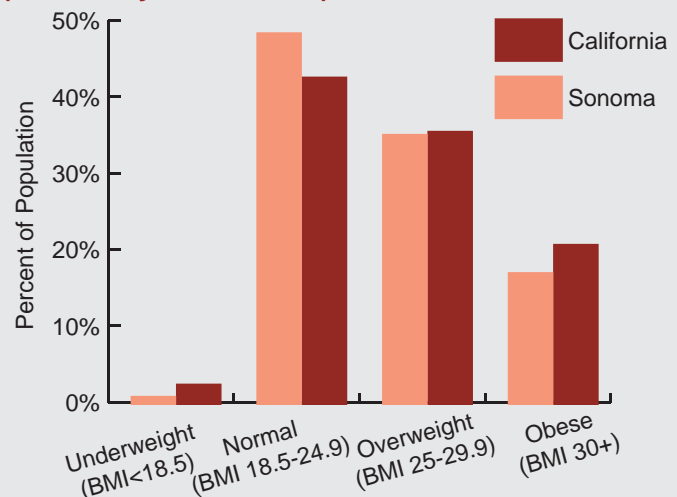
**Healthy People 2010**  
<http://www.diabetes.org/home.jsp>

## Smoking Status, 2003



Source: California Health Interview Survey (<http://www.chis.ucla.edu>)

## Adults by Weight Classification, 2003 (BMI=Body Mass Index)



Source: California Health Interview Survey (<http://www.chis.ucla.edu>)

Substance Use

# Drinking Among Youth Higher Than State Average

## How is Sonoma County Doing?

Among students, reported alcohol usage increased with educational grade level. Students in 11th grade report significantly higher alcohol use than students in 7th and 9th grades.

In 2004, 25% of Sonoma County 7th graders reported having used alcohol or other drugs and prevalence of drug or alcohol use climbs to 76% for 11th graders.

For three alcohol questions asked, Sonoma County 9th and 11th grade students reported significantly higher alcohol use rates than California 9th and 11th grade students.

In 2002-2004 Sonoma County had significantly more alcohol-related motor vehicle collisions per 100,000 licensed drivers than California (114.8/100,000 compared to 97.1/100,000). Death rates due to alcohol-related motor vehicle collisions were similar for Sonoma County and California but Sonoma County had a significantly higher injury rate.

## Why is it important?

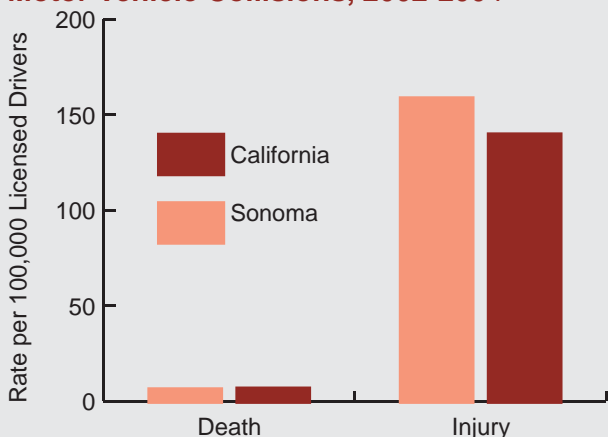
Alcohol or other drug abuse is associated with developing chronic diseases, such as chronic liver disease; with transmission of communicable diseases, such as hepatitis B and C and HIV; violence; unsafe health behaviors, such as high risk sexual practices; injury, such as traffic injuries and fatalities; perinatal health problems, such as fetal alcohol syndrome and low birth weight; mental illness, such as substance-induced mood disorder; and poor oral health.

For More Information on Substance Use

Sonoma County Health Department  
<http://www.sonoma-county.org/health>

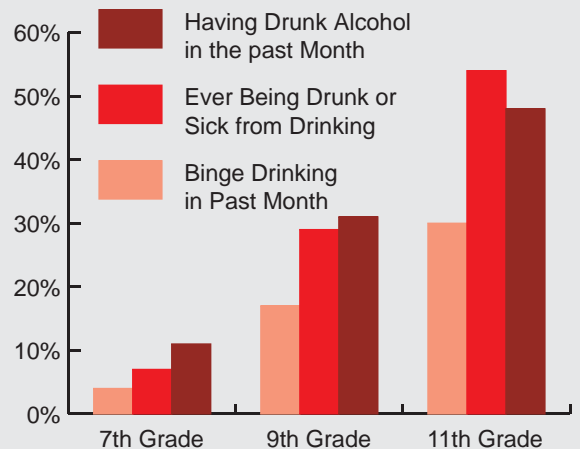
California Department of Health Services  
<http://www.dhs.ca.gov>

## Alcohol-Related Death and Injury Rates\* From Motor Vehicle Collisions, 2002-2004



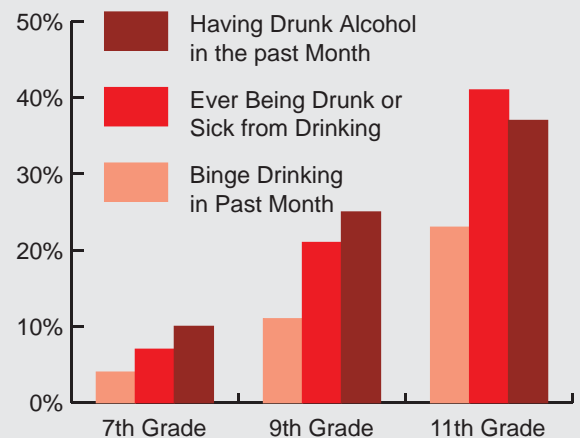
Source: California Highway Patrol, Statewide Integrated Traffic Records, 2002-2004  
 \*Rate per 100,000 licensed drivers

## Youth Alcohol Reported Use, Sonoma County, 2004



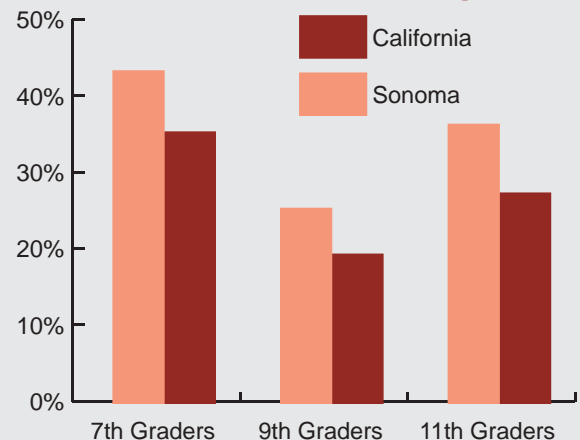
Source: California Health Kids Survey, 2004

## Youth Alcohol Reported Use, California, 2004



Source: California Health Kids Survey, 2004

## Percent of Students who Report Drinking and Driving, or Being a Passenger in a Car Driven by Someone who has been Drinking, 2004



Source: California Health Kids Survey, 2004

## What is an Index?

An index is an economic tool that enables a general comparison across a range of metrics. The first step in creating an index is to transform raw variables (e.g. establishment growth) into unit-free indices between 0 and 1; for simplicity, these numbers were multiplied by ten. This score reveals how one rates relative to the two extremes for a given variable. The following formula, with x representing an arbitrary variable, is used to attain this number:

$$\frac{x - \min(x)}{\max(x) - \min(x)}$$

For example, Napa experienced the greatest establishment growth over the last year relative to the competing regions and, thus, scored a 10. Marin, on the other hand, had the worst establishment growth and scored a 0. Sonoma's score of 7.6, therefore, means that Sonoma's employment growth fell 76% of the way between Marin's and Napa's. After the index scores for each variable were calculated, the relevant scores were averaged to create composite indices. The only difference here, however, is that instead of applying the typical index formula, we scaled the average score as a percentage of the best-performing region.

## Methodology and Notes

The index section was designed in order to evaluate our competitiveness, identify opportunities for improvement, and, ultimately, affect change in Sonoma County. To be sure, indices are imperfect at comparing regions; choosing which metrics to incorporate into the analysis is a subjective exercise and can readily affect the outcome. Furthermore, the valuation of each variable may be different for each person; one individual may weight one variable more heavily than the next individual. Finally, many indices, this one included, have a short temporal span and, thus, may miss larger trends. In designing this index section, all of these issues were taken into consideration and an attempt was made to rectify them. In selecting the metrics, various other indices from around the country, namely Sacramento Regional Research Institutes' *Prosperity Index* and San Diego Regional Economic Development Corporations' and SANDAG's *Index of Sustainable Competitiveness*, were evaluated and content decisions were based on those models. The sources were chosen, also, based on their ability to provide consistency across the counties. Once the metrics were chosen, they were divided into three categories: economy, equity, and environment. Each was assigned an even weight within its respective composite index. The remainder of the Indicators should provide a more complete picture of trends in Sonoma County.

## Index Report Cards

<i>Economy</i>											
Score		<i>Payroll Growth</i>	Rank	<i>Establishment Growth</i>	Rank	<i>Job Growth</i>	Rank	<i>Unemployment Rate</i>	Rank	Avg Score	Avg Rank
10	Santa Barbara	8.6	2	7.5	4	10.0	2	8.8	4	8.7	3.0
8.8	San Luis Obispo	7.5	4	7.9	2	5.9	3	9.4	2	7.7	2.8
8.3	Napa	0.0	6	10.0	1	10.0	1	9.1	3	7.3	2.8
7.2	Sonoma	7.5	3	7.6	3	1.5	4	8.5	5	6.3	3.8
5.7	Marin	10.0	1	0.0	6	0.0	6	10.0	1	5.0	3.5
3.9	Monterey	7.2	5	5.5	5	0.9	5	0.0	6	3.4	5.3

<i>Equity</i>											
Score		<i>Income Distribution</i>	Rank	<i>Middle-Income Households</i>	Rank	<i>College Enrollment</i>	Rank	<i>Educational Attainment</i>	Rank	Avg. Score	Avg. Rank
10.0	San Luis Obispo	8.4	2	0.1	5	10.0	1	2.6	2	5.3	2.5
9.5	Sonoma	8.4	3	6.5	2	2.8	3	2.3	5	5.0	3.3
9.4	Napa	6.8	4	10.0	1	0.8	5	2.4	3	5.0	3.3
8.0	Monterey	10.0	1	4.5	3	2.5	4	0.0	6	4.2	3.5
7.5	Santa Barbara	3.9	5	0.0	6	9.5	2	2.4	4	3.9	4.3
5.9	Marin	0.0	6	2.4	4	0.0	6	10.0	1	3.1	4.3

<i>Environment</i>						
Score		<i>Air Quality</i>	Rank	<i>Waste Per Capita</i>	Rank	Avg. Score
10.0	Monterey	9.6	2	8.4	2	9.0
9.0	Sonoma	8.2	3	8.1	4	8.1
8.7	San Luis Obispo	7.3	4	8.4	3	7.9
8.3	Marin	4.9	5	10.0	1	7.4
5.6	Napa	10.0	1	0.0	6	5.0
3.2	Santa Barbara	0.0	6	5.8	5	2.9

# 2007

## Sonoma County Indicators

## Sources & Methodology

California Agricultural Statistics Service	<a href="http://www.nass.usda.gov">http://www.nass.usda.gov</a>
California Association of Realtors	<a href="http://www.car.org">http://www.car.org</a>
California Department of Education	<a href="http://www.cde.ca.gov">http://www.cde.ca.gov</a>
California Department of Finance, Demographic Research Unit	<a href="http://www.dof.ca.gov">http://www.dof.ca.gov</a>
California Department of Health Services	<a href="http://www.dhs.ca.gov">http://www.dhs.ca.gov</a>
California Department of Justice	<a href="http://www.ag.ca.gov">http://www.ag.ca.gov</a>
California Department of Transportation	<a href="http://www.dot.ca.gov">http://www.dot.ca.gov</a>
California Division of Travel and Tourism	<a href="http://www.visitcalifornia.com">http://www.visitcalifornia.com</a>
California Energy Commission	<a href="http://www.energy.ca.gov">http://www.energy.ca.gov</a>
California Integrated Waste Management Board	<a href="http://www.ciwmb.ca.gov">http://www.ciwmb.ca.gov</a>
California Secretary of State	<a href="http://www.ss.ca.gov">http://www.ss.ca.gov</a>
California State Parks	<a href="http://www.parks.ca.gov">http://www.parks.ca.gov</a>
Dean Runyan & Associates	<a href="http://www.deanrunyan.com">http://www.deanrunyan.com</a>
Division of Tourism, California Trade and Commerce Agency	<a href="http://www.visitcalifornia.com">http://www.visitcalifornia.com</a>
Employment Development Department	<a href="http://www.calmis.ca.gov">http://www.calmis.ca.gov</a>
Forbes	<a href="http://www.forbes.com">http://www.forbes.com</a>
Federal Reserve Bank of Cleveland	<a href="http://www.clevelandfed.org">http://www.clevelandfed.org</a>
George Mason University United States Election Project	<a href="http://elections.gmu.edu">http://elections.gmu.edu</a>
Medical Board of California	<a href="http://www.medbd.ca.gov">http://www.medbd.ca.gov</a>
National Association of Realtors	<a href="http://www.realtor.org">http://www.realtor.org</a>
North Bay Business Journal	<a href="http://www.northbaybusinessjournal.com">http://www.northbaybusinessjournal.com</a>
Sonoma County Agricultural Preservation and Open Space District	<a href="http://www.sonomaopenspace.org">http://www.sonomaopenspace.org</a>
Sonoma County Economic Development Board	<a href="http://www.sonoma-county.org/edb">http://www.sonoma-county.org/edb</a>
Sonoma County Office of Education	<a href="http://www.scoe.org">http://www.scoe.org</a>
Sonoma County Planning and Resource Management Department	<a href="http://www.sonoma-county.org/prmd">http://www.sonoma-county.org/prmd</a>
Sonoma County Voter Registrar	<a href="http://www.sonoma-county.org/regvoter">http://www.sonoma-county.org/regvoter</a>
Sonoma County Water Agency	<a href="http://www.scwa.ca.gov">http://www.scwa.ca.gov</a>
Sonoma County Waste Management	<a href="http://www.recyclenow.org">http://www.recyclenow.org</a>
UCLA California Health Interview Survey	<a href="http://www.chis.ucla.edu">http://www.chis.ucla.edu</a>
United States Bureau of the Census	<a href="http://www.census.gov">http://www.census.gov</a>
United States Bureau of Labor Statistics	<a href="http://www.bls.gov">http://www.bls.gov</a>
United States Department of Housing and Urban Development	<a href="http://www.hud.gov">http://www.hud.gov</a>
United States Environmental Protection Agency	<a href="http://www.epa.gov">http://www.epa.gov</a>

### Methodology

*Sonoma County Indicators* is a partial and/or composite representation of raw data. Although the Indicators do not provide a complete in-depth analysis of each facet of Sonoma County and, thus, should not be used as decision-making tool, the information in this report can serve as a starting point for more detailed research. Residents, businesses, and organizations in Sonoma County are invited to offer suggestions of other indicators for future inclusion and are encouraged to contact the agency or organization listed "for more information" on each indicator. Please submit suggestions/comments to the EDB at [edb@sonoma-county.org](mailto:edb@sonoma-county.org), or fax to (707) 565-7231.

*Sonoma County Indicators* was developed from established national and local data sources based on models of similar reports produced in other regions around the country and with the input of various agencies and organizations within Sonoma County. The Sonoma County Economic Development Board (EDB) thanks the organizations that have pioneered the approaches used in *2007 Sonoma County Indicators* report, and thanks those that provided feedback.

The Sonoma County Economic Development Board's main purpose in creating this report was to provide a comparative study on various economic, demographic, environmental, and social facets of Sonoma County. The EDB confined its research to information available on websites and previously published material, citing the appropriate source with each data set.

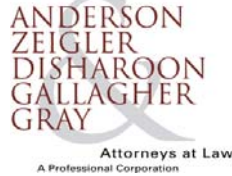
*Sonoma County Indicators* was prepared by EDB staff members Benjamin Herbert, Nicholas Arevalo, Chalin' Aswell, Patrizia Buser, Kinley Campbell, Kristina Copplin, and Caitlin Corey.

The pictures on the front cover of the *2007 Sonoma County Indicators* were selected from the Sonoma County Government website (<http://www.sonoma-county.org/>) and Microsoft's clip art database (<http://dgl.microsoft.com>).



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