

SONOMA COUNTY INDICATORS 2008

ECONOMY
ENVIRONMENT
SOCIETY
TOURISM
WORKFORCE
HEALTH



2008

SONOMA COUNTY INDICATORS

January 2008

The Sonoma County Economic Development Board (EDB) is pleased to present the *2008 Sonoma County Indicators* report. This report attempts to provide some significant statistics on Sonoma County in an attractive and easily accessible format. The hope is that the collection of information on a wide 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 *2008 Sonoma County Indicators* report. Two new counties were added to the basket of comparison counties that now includes Marin, Monterey, Napa, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura. Sonoma County is also compared with the State of California as a whole to provide further context. Lastly, key indicators for Sonoma County are compared with Spokane County, Washington for additional perspective.

Several themes emerged in the preparation of the *2008 Sonoma County Indicators*. Overall, Sonoma County is a splendid place to live. We enjoy a diversified economy and a relatively healthy natural environment. 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 38 percent below the state average, and over 91 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 outside the county.

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 *2009 Sonoma County Indicators* report.



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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.

SCORECARD: HOW DOES SONOMA COUNTY COMPARE?

PERFORMANCE	Sonoma County's Performance Relative to Comparable* California Counties	Sonoma County's Performance Relative to California Average	Sonoma County's Performance Relative to Spokane County, WA
ECONOMY			
Unemployment Rate	↑	↑	↑
Establishment Growth	← →	↑	↑
Income Equality	↑	↑	↑
ENVIRONMENT			
Air Quality	← →	—	↑
Waste Per Capita	↑	—	—
SOCIETY			
Educational Attainment	← →	↑	← →
Crime Rate	↓	↑	↓
TOURISM			
Jobs Created by Tourism	← →	← →	↑
Tax Receipts Generated by Tourism	← →	← →	↑
WORKFORCE			
Unemployment Rate	↑	↑	↑
Percent of Residents Able to Afford Fair-Market Housing	↑	↓	↑
HEALTH			
Percent of Residents with Health Coverage	↑	↑	↑

Index Report Cards

Economy

Score		Payroll Growth	Rank	Establishment Growth	Rank	Job Growth	Rank	Unemployment Rate	Rank	Avg Score	Avg Rank
10	San Luis Obispo	6.9	2	8.1	2	10	1	8.6	3	8.4	2.0
7.7	Santa Cruz	10	1	6.1	4	5.7	6	4.0	8	6.5	4.8
7.1	Ventura	0.0	9	10	1	6.2	3	7.7	6	6.0	4.8
6.9	California	6.0	3	3.9	7	7.3	2	6.0	7	5.8	4.8
6.8	Sonoma	3.3	5	5.0	5	5.9	4	8.6	3	5.7	4.0
6.8	Napa	3.7	4	4.2	6	5.9	4	8.9	2	5.7	4.0
5.5	Santa Barbara	0.2	8	6.7	3	3.2	7	8.3	5	4.6	5.8
4.1	Marin	1.0	7	0.0	9	2.7	8	10	1	3.4	6.3
1.7	Monterey	1.7	6	3.9	7	0.0	9	0.0	9	1.4	7.8

Equity

Score		Income Distribution	Rank	Middle-Income Households	Rank	College Enrollment	Rank	Educational Attainment	Rank	Avg. Score	Avg. Rank
10	Napa	10	1	10	1	0.7	7	4.5	4	6.3	3.3
9.6	Santa Cruz	5.5	4	3.3	6	9.4	2	6.1	2	6.1	3.5
9.4	San Luis Obispo	4.5	5	4.3	4	10	1	5.0	3	6.0	3.3
9.3	Ventura	9.0	2	9.4	2	0.9	6	4.2	7	5.9	4.3
9.2	Santa Barbara	1.0	8	9.1	3	8.7	3	4.5	4	5.8	4.5
7.1	Sonoma	9.0	2	4.1	5	0.9	8	4.5	4	4.5	4.8
4.4	Marin	0.0	9	1.0	8	0.0	9	10	1	2.8	6.8
3.5	Monterey	3.5	7	2.2	7	1.0	5	2.1	8	2.2	6.8
2.3	California	4.0	6	0.0	9	1.9	4	0.0	9	1.5	7.0

Environment

Score		Air Quality	Rank	Waste Per Capita	Rank	Avg. Score	Avg. Rank
10	Marin	10	1	10	1	10	1
9.9	Santa Cruz	9.7	4	10	1	9.9	2.5
7.7	Sonoma	8.9	5	6.5	3	7.7	4
5.6	Napa	9.8	3	1.3	7	5.6	5
5.0	Santa Barbara	6.3	6	4.8	5	5.6	5.5
3.9	Monterey	9.9	2	0.0	8	5.0	5
3.8	San Luis Obispo	1.3	7	6.3	4	3.8	5.5
0.8	Ventura	0.0	8	1.5	6	0.8	7

For the Scorecard legend and an explanation of the Index Report Cards, please see page 36.

LOW UNEMPLOYMENT AND PAYROLL GROWTH OF 5.1%

What is it?

Payroll growth measures the percentage increase in aggregate compensation over a one-year period (2005-2006). 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.

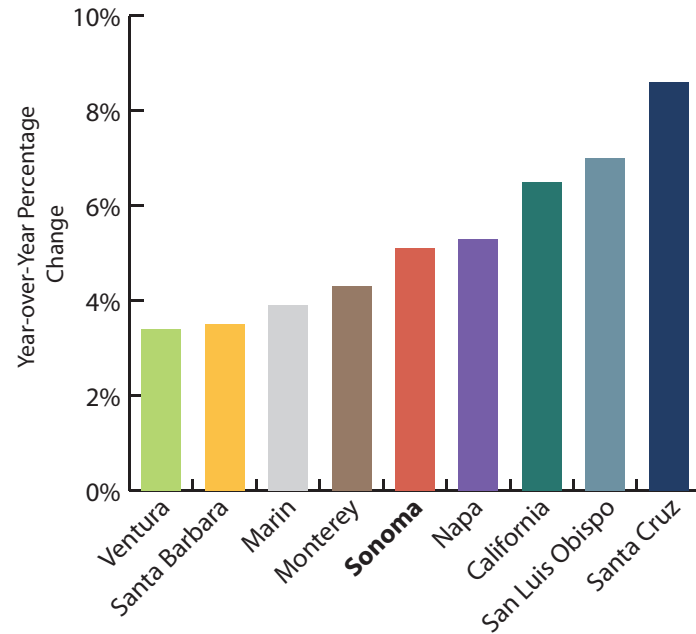
How is Sonoma County Doing?

Sonoma County's payroll growth of 5.1% and unemployment rate of 4.0% for 2006 were similar to most other comparison regions. For more than a decade, Sonoma County's unemployment rate has been consistently lower than both the state and national averages.

Why is it Important?

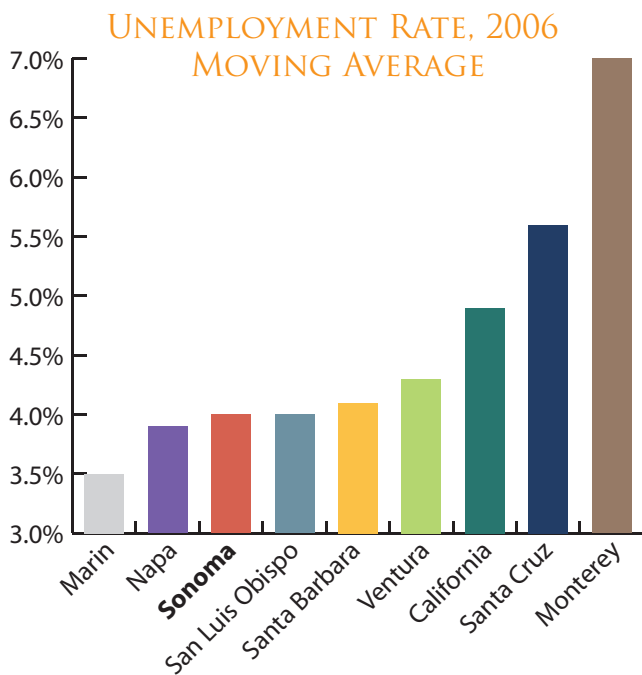
Payroll growth is a good indicator of general business performance and the level of available consumption and savings activity. Higher unemployment rates represent an increased mismatch between job seekers and the jobs available (frictional unemployment) and/or an endemic dearth of jobs (structural unemployment).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

PAYROLL GROWTH, 2005-2006

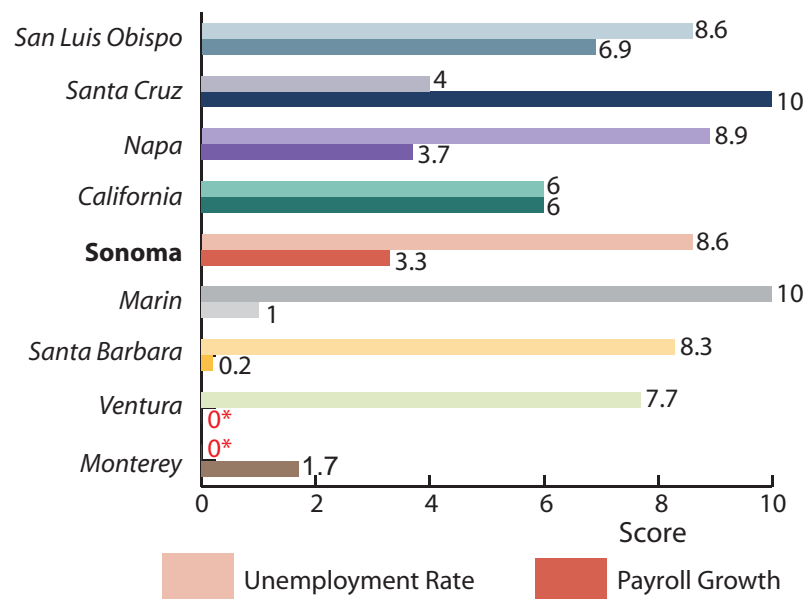


Source: Bureau of Labor Statistics (<http://www.bls.gov>)

PAYROLL GROWTH AND UNEMPLOYMENT RATE SCORES*



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



*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 STEADY AND NUMBER OF FIRMS INCREASES

What is it?

Job growth captures the percentage increase in the average annual employment from 2005 to 2006. Establishment growth tracks the year-over-year percentage increase in firms from 2005 to 2006.

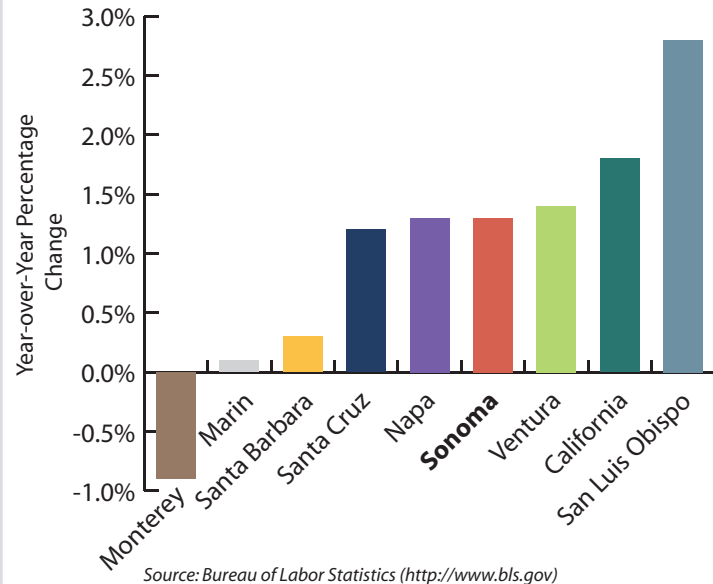
How is Sonoma County Doing?

One of the major challenges facing Sonoma County's economy, the data suggests, is job growth. Over the course of the year, Sonoma County experienced a 1.3% increase in total jobs, while San Luis Obispo posted a 2.8% increase. Despite low job growth, Sonoma County boosted its total number of firms by 3.9% year-over-year in 2006, placing it in the middle of the comparison counties.

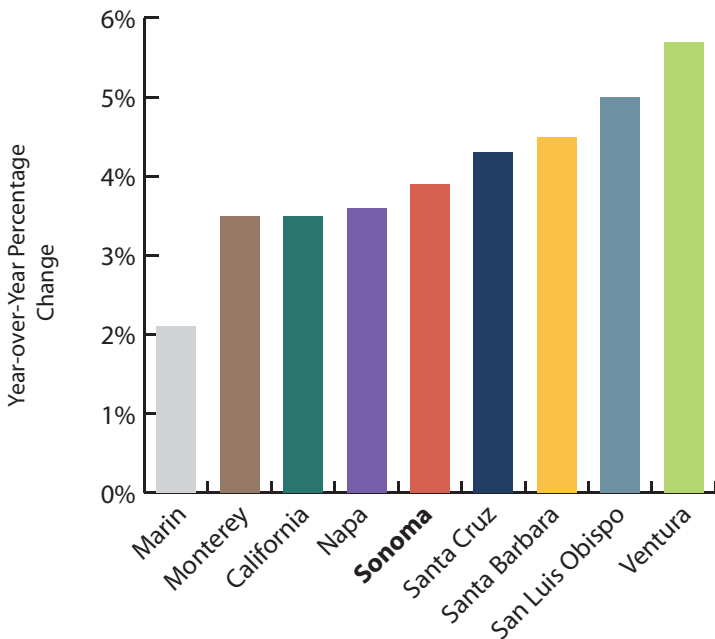
Why is it Important?

Job growth illustrates an economy's ability to generate more employment opportunities. Because 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, because it captures both the creation and shuttering of firms.

JOB GROWTH, 2005-2006

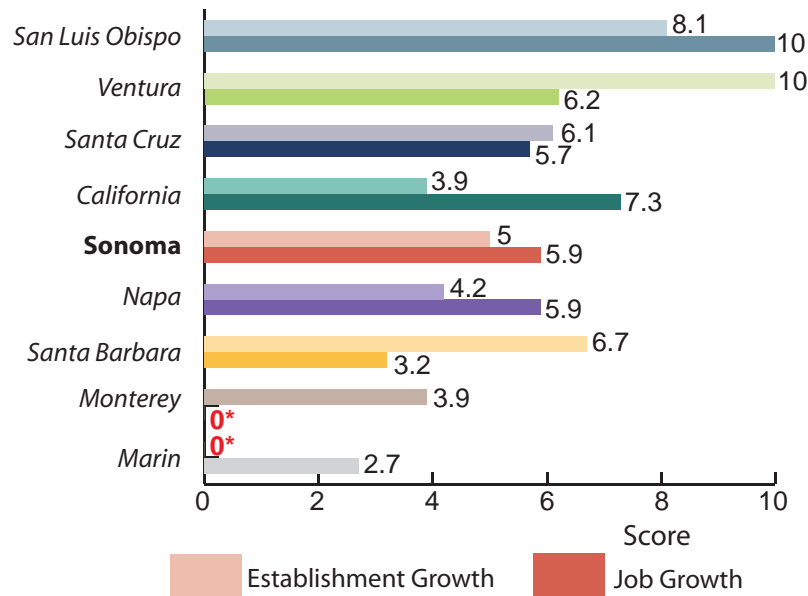


ESTABLISHMENT GROWTH, 2005-2006



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.

OVER 18% 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.

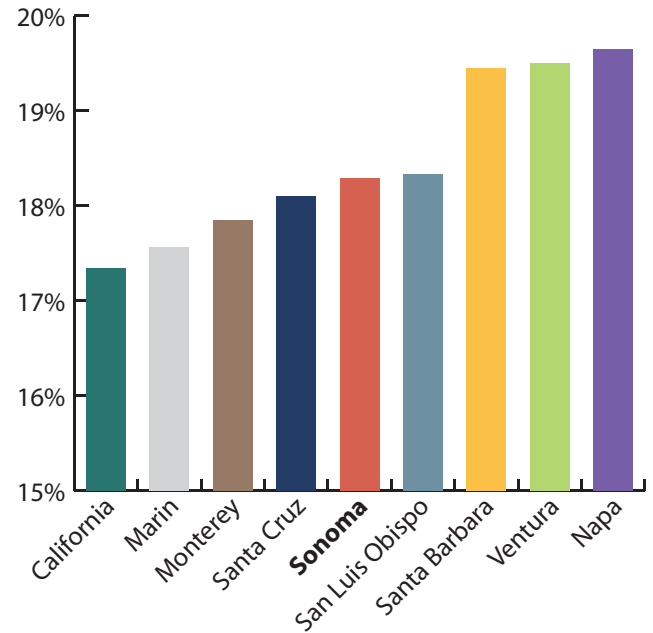
How is Sonoma County Doing?

Sonoma County ranked third in income distribution and fifth in 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?

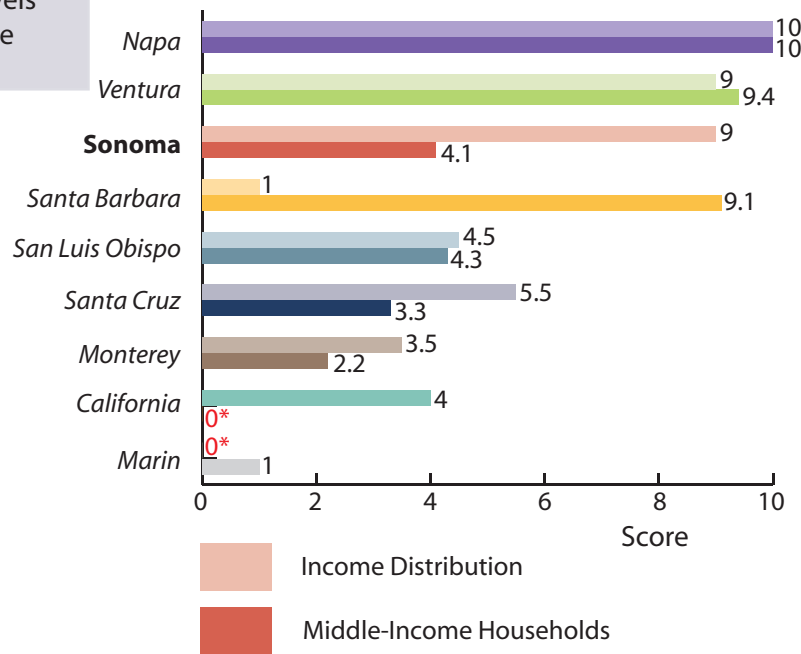
Income equality appeals to society's sense of fairness. High levels of income inequality can limit upward mobility and corrode the social and political climate of an area.

MIDDLE-INCOME HOUSEHOLDS*, 2006



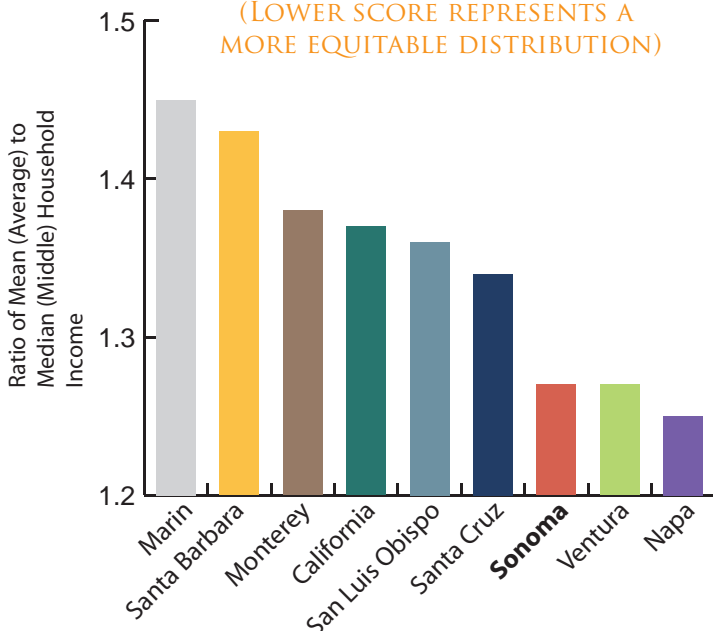
*Middle income households are those with incomes between 80% and 120% of the median for each county. Data based on linear interpolation. Source: U.S. Census Bureau, 2006 American Community Survey (<http://www.census.gov>)

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.

INCOME DISTRIBUTION, 2006 (LOWER SCORE REPRESENTS A MORE EQUITABLE DISTRIBUTION)



Source: U.S. Census Bureau, 2006 American Community Survey (<http://www.census.gov>)

BUSINESS CLIMATE

How is Sonoma County Doing?

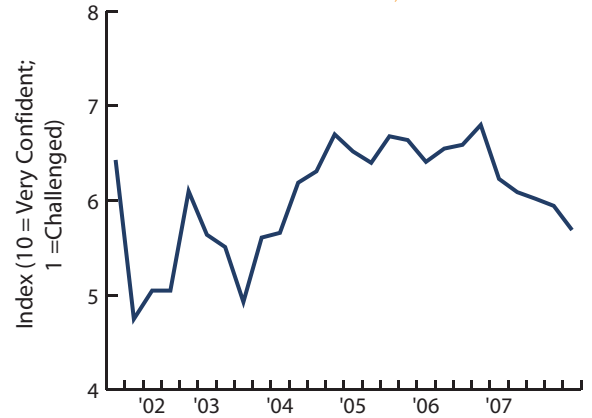
Sonoma County executives have held an overall optimistic outlook on local economic performance for nearly three years. In the survey for the quarterly Business Confidence Report produced by the Economic Development Board, local executives often rank local economic performance above national economic 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. Business confidence has declined each of the last four quarters in light of these continued conditions, as well as rising energy costs and challenges to the credit and mortgage markets.

Forbes magazine's "Best Places for Business" ranking evaluates selected regions across the country using a variety of characteristics the magazine believes are most important to business success. The Forbes ranking for Sonoma County has often been high, peaking at second in the nation in 2002. However, recently the ranking has fallen dramatically to 185 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.

BUSINESS EXECUTIVE CONFIDENCE, SONOMA COUNTY, 2001-2007



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	N/A	24
Income Equality Score	N/A	5

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

FORBES RANKING OF "BEST PLACES FOR BUSINESS," 2007 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	OVERALL
Sonoma County	177	176	199	41	46	57	79	172	174	185
San Luis Obispo	155	179	176	31	98	74	49	87	67	139
Santa Barbara	63	165	189	32	78	51	48	96	188	132
San Francisco	23	189	198	94	3	4	149	197	197	175

Source: Forbes Magazine (<http://www.forbes.com>)

FOR MORE INFORMATION ON THE BUSINESS CLIMATE

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

INCOME DISPARITY

How is Sonoma County Doing?

The official poverty rate in Sonoma County in 2006 was 9.9%, well below the California average of 13.1%, and lower than other California counties with similar or larger populations. The poverty rate in Sonoma County rose from 7.6% in 1989 to 9.9% in 2006.

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. The official rate assumes that a family earning a given income in Sonoma County is equally well off as a family earning the same 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.

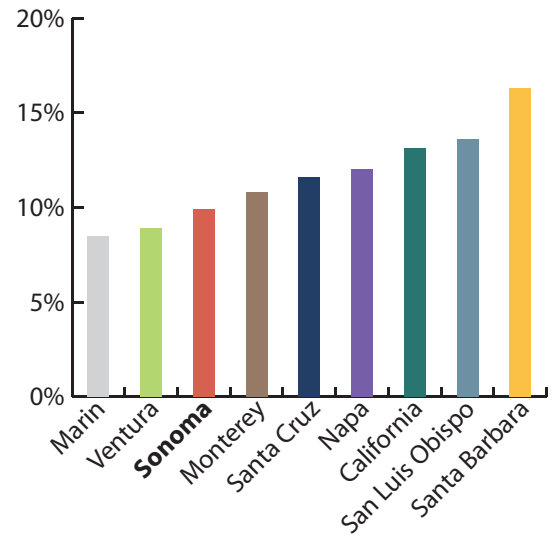
The income range with the most households in Sonoma County was \$50,000-\$74,999 in 2006. There were 8,746 households with an income of less than \$10,000, and 7,675 households with an income greater than \$200,000. The median household income in Sonoma County in 2006 was \$60,821.

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.

PERCENT OF PEOPLE BELOW POVERTY LINE, 2006



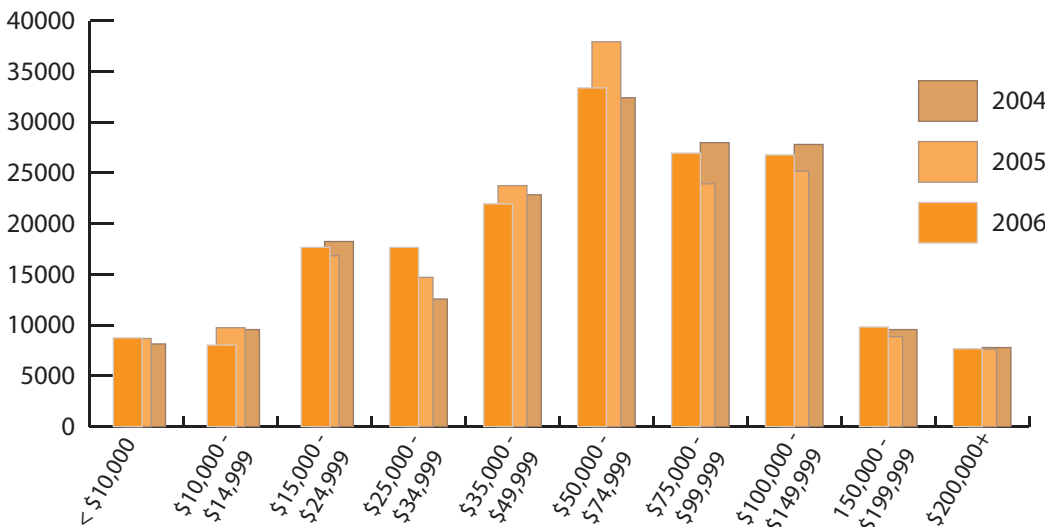
Source: U. S. Census Bureau, 2006 American Community Survey (<http://www.census.gov>)

POVERTY RATES, 1989-2000 BY CITY

	1989	2000
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%	8.5%
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>)

HOUSEHOLDS BY INCOME RANGE, SONOMA COUNTY, 2004-2006



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

FOR MORE INFORMATION ON POVERTY
 United States Department of Health and Human Services
<http://aspe.hhs.gov/poverty/07poverty.shtml/>

MAJOR INDUSTRIES

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.

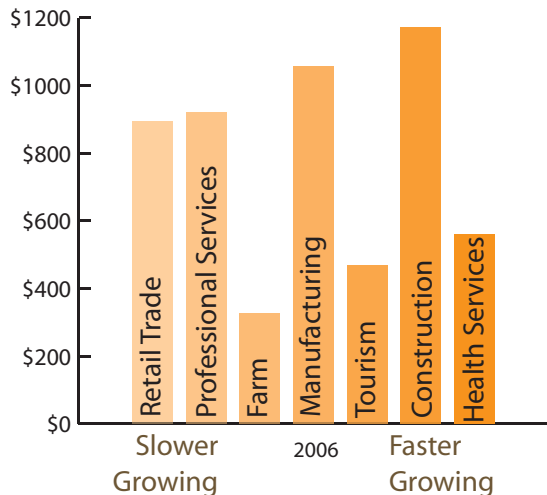
The two largest employment clusters in Sonoma County are the *trade, transportation and utilities* sector and the government sector. Each employs 18% and 15% of the county workforce, respectively. The *trade, transportation and utilities* sector employs the greatest number of Sonoma County workers in retail establishments.

From 1995 - 2005, the Construction sector added 6,700 jobs, increasing 77% in size. The recent downturn in the real estate market, however, has diminished some of these employment gains. In the same time span, the professional and business services sector grew 43%, and leisure and hospitality grew 26%. Some relatively high wage sectors, such as manufacturing and information, have been declining for nearly five years.

Why is it Important?

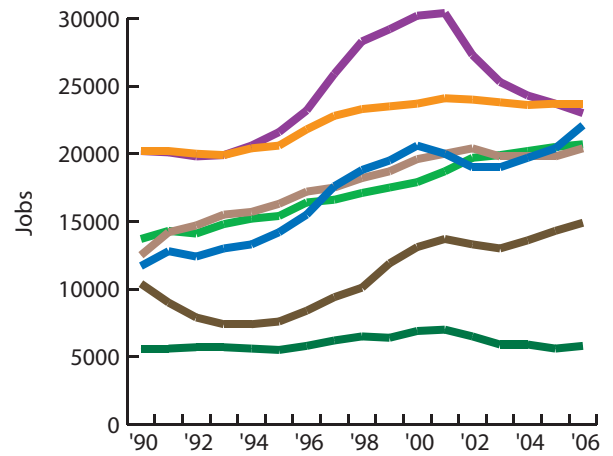
Changes in the size of the sectors that comprise Sonoma County's economy affect the needs for workforce and economic development, and strategic planning. A significant decline in an important sector can reduce a region's income and quality of life.

AVERAGE WEEKLY WAGE FOR SELECTED CLUSTERS, SONOMA COUNTY, 2006



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

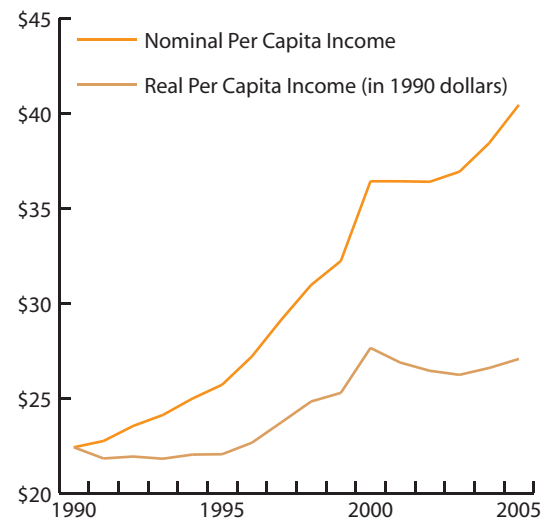
EMPLOYMENT IN SELECTED CLUSTERS, SONOMA COUNTY, 1990-2006



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



PER CAPITA INCOME, SONOMA COUNTY, 1990-2005 (\$THOUSANDS)



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>

MOBILITY

What is It?

This indicator measures the average commute time of Sonoma County residents, analyzes the level of traffic on the County freeway system, and analyzes the modes of transportation Sonoma County residents use to commute to work.

How is Sonoma County Doing?

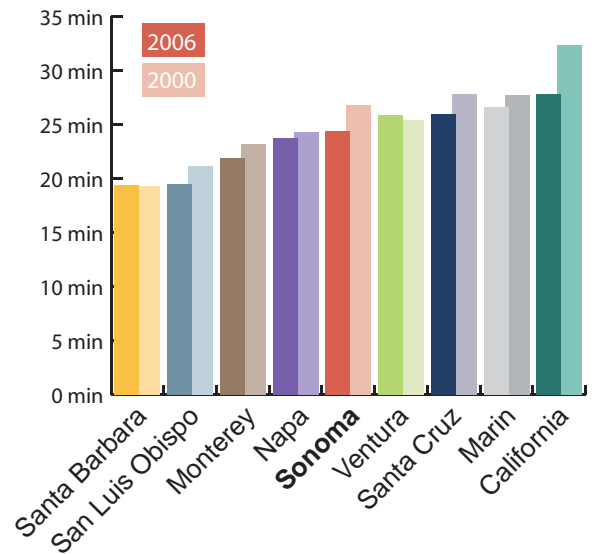
Continuing population growth has yet to be matched by an increase in the capacity of the transportation system. Consequently, Sonoma County freeways experience greater levels of utilization than comparable counties, and Sonoma County residents have longer commutes as well. In fact, the average Sonoma County commute is 35% longer than the average Santa Barbara County commute, and Sonoma County freeways carry nearly 50% more cars per lane-mile than San Luis Obispo County freeways. On average, each lane-mile of Sonoma County freeway carries 3.0 million cars per year. This means that a one-mile stretch of freeway with two lanes in each direction carries, on average, 12.0 million cars per year. This is an average figure, so those stretches of roadway with above-average congestion would carry more vehicles.

In 2006, nearly three-quarters of Sonoma County residents drove their vehicles alone to work. The large number of people driving alone to work may explain the relatively high road use and average commute time compared to other counties.

Why is it Important?

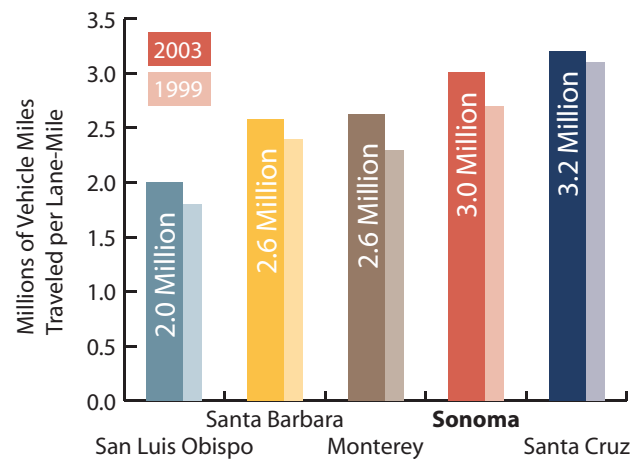
Economic vitality and a desirable quality of life both depend heavily on a region's transportation system. Longer commute times and increased traffic congestion can decrease the desirability of Sonoma County for business and can greatly detract from the County's quality of life.

AVERAGE COMMUTE TIME, 2000-2006



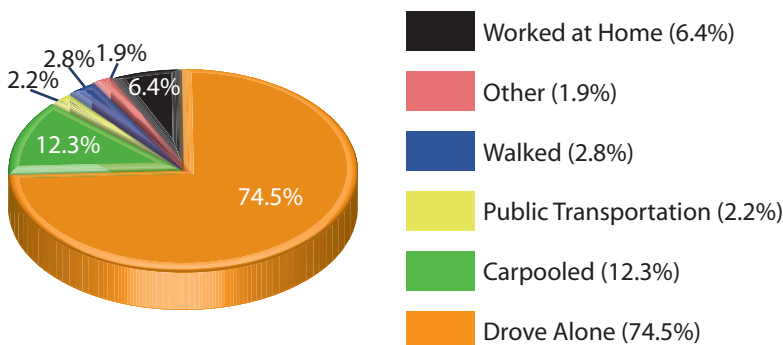
Source: U.S. Census Bureau, 2006 American Community Survey (<http://www.census.gov/acs/www/index.html>)

ROAD USE, 1999-2003



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

COMMUTING TO WORK, 2006



Source: U.S. Census Bureau, 2006 American Community Survey (<http://www.census.gov/acs/www/index.html>)

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/>

ENVIRONMENTAL QUALITY IS HIGH IN SONOMA COUNTY

What is it?

The number of days when air quality was “good” in 2006 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.

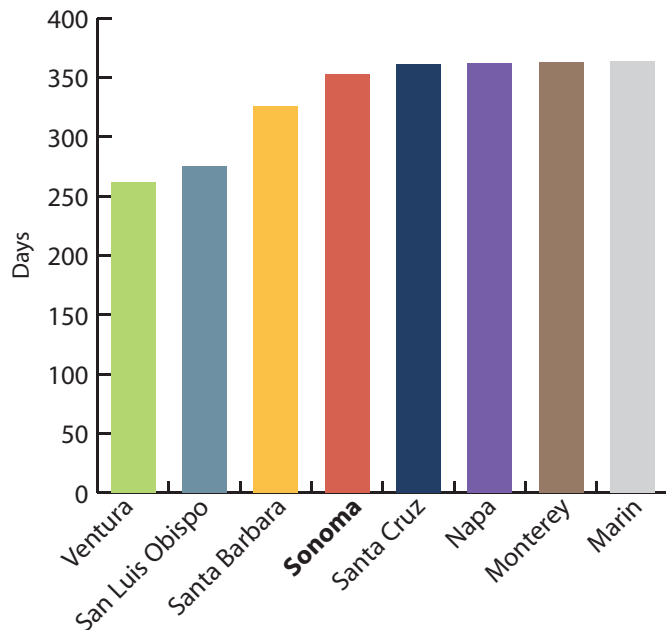
How is Sonoma County Doing?

Sonoma County recorded 353 good air quality days in 2006 and 11 “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 1.09 tons of waste per person in 2005. This figure is similar to San Luis Obispo, but a fair distance from Monterey’s 1.39 tons of waste generated per capita.

Why is it Important?

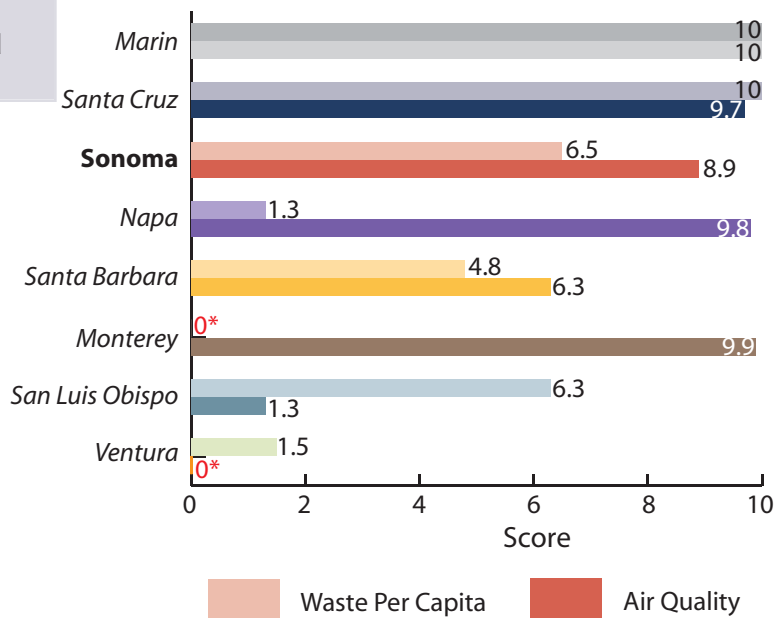
Exposure to unhealthy air can aggravate heart and respiratory illnesses and over time increase the risk for many health conditions. Waste is a negative consequence of output and consumption; the generation of it leads to environmental degradation and resource depletion.

NUMBER OF DAYS WHEN AIR QUALITY WAS GOOD, 2006



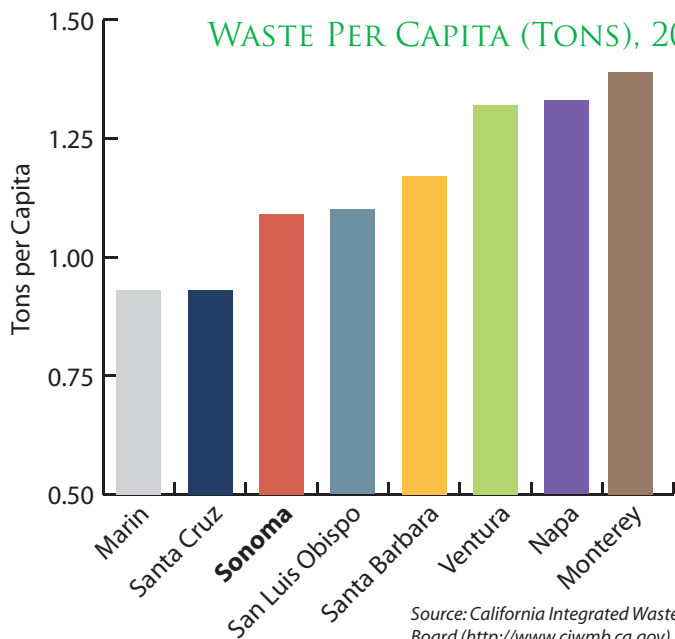
Source: US Environmental Protection Agency, AIRData (www.epa.gov/air/data/index.html)

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.

WASTE PER CAPITA (TONS), 2005



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

AIR QUALITY

How is Sonoma County Doing?

In Sonoma County in 2006, air quality was classified to be of “moderate” quality for 11 days, and one day was classified as being “unhealthy for sensitive groups.” The remaining 353 days were classified as “good,” the highest possible air quality achievable. Sonoma County’s air quality is, on average, better than air quality in Santa Barbara, San Luis Obispo, and Ventura Counties. Air quality has been improving over the last five years.

Why is it Important?

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 2006 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.

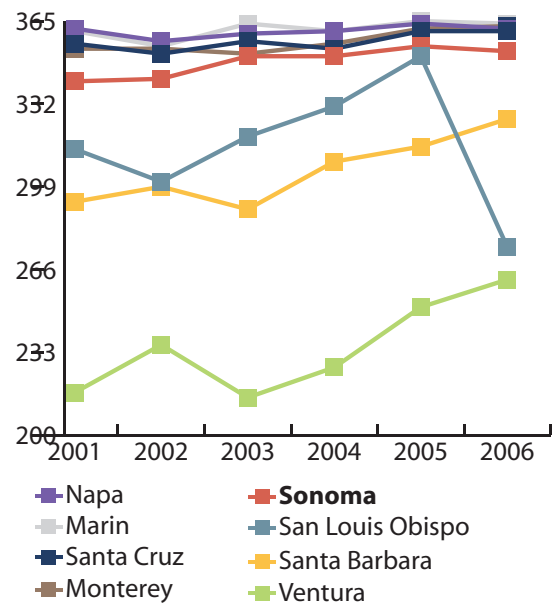
“Unhealthy for Sensitive Groups” When the AQI values are between 101 and 150, members of sensitive groups may experience health effects that do not occur with the general public. For example, people with lung disease are at greater risk from exposure to ozone, while people with either heart or lung disease 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.

AIR QUALITY LEVELS SONOMA COUNTY, 2006 (BY NUMBER OF DAYS)

Good	Moderate	Unhealthy for Sensitive Groups	Unhealthy
353	11	1	0

Source: Environmental Protection Agency, <http://www.epa.gov>

DAYS WHEN AIR QUALITY WAS “GOOD”



Source: Environmental Protection Agency, <http://www.epa.gov>

FOR MORE INFORMATION ON AIR QUALITY

Environmental Protection Agency
<http://www.epa.gov>

WATER CONSERVATION ON THE RISE

What is it?

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, which increase water use efficiency for residents, landscape irrigation and business customers.

How is Sonoma County Doing?

In 2006, Sonoma County consumed 90,449 acre-feet of water. Over the last 10 years, usage has increased by less than 0.5% although population has continued to rise. More than 34% of the county's water supply comes from sources other than the Russian River.

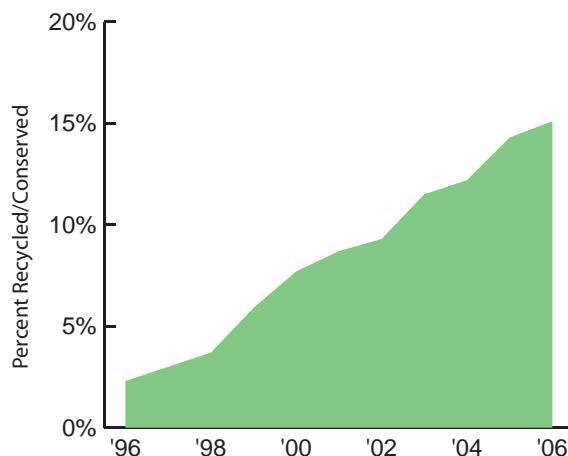
The Sonoma County Water Agency is the only wholesale water agency in the state to have 100% of its retail water agencies members in the California Urban Water Conservation Council and committed to implementing best management practices for water conservation.

In recent years, efforts to conserve and recycle water have been increasing. From 1996 to 2006, water conservation and recycling increased from 2% to 15% respectively. In 2006, 13,696 acre-feet were conserved or recycled. 1 acre-foot of water equals 325,851 gallons, enough water to supply 3 single family homes for a year. Moreover, in 2007, the State Water Resources Control Board issued an order mandating a 15% reduction of water diverted from the Russian River between July 1 and October 28 due to low water supply projections in Lake Mendocino. With the help of local water conservation programs and the Marin, Sonoma and Mendocino communities, Russian River diversions were reduced by 21.6% during the critical time period.

Why is it Important?

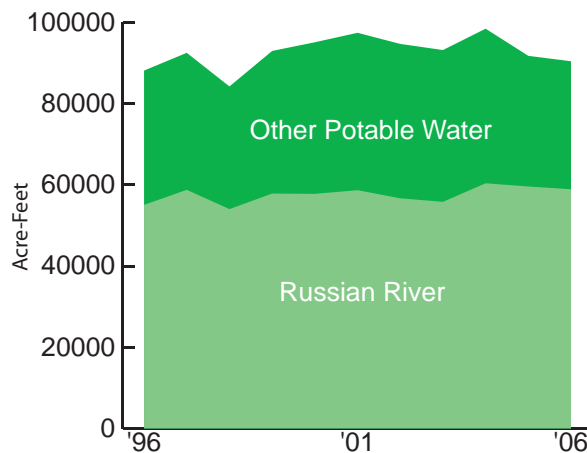
Most of the county's water comes from the Russian River. Other potable water comes from wells and surface streams throughout Sonoma County. There currently exists sufficient water to supply to retail water agencies. However, the Water Agency transmission mechanism is in need of upgrades to increase capacity. This need for capital improvements to infrastructure may lead to higher water prices and a still greater need for water conservation and water recycling.

WATER RECYCLING AND CONSERVATION, SONOMA COUNTY, 1996-2006



Source: Sonoma County Water Agency, <http://www.scwa.ca.gov>

WATER SUPPLY, SONOMA COUNTY, 1996-2006



Source: Sonoma County Water Agency, <http://www.scwa.ca.gov>

FOR MORE INFORMATION ON WATER USE AND SUPPLY

Sonoma County Water Agency
<http://www.scwa.ca.gov>

Business Environmental Alliance
<http://www.sonomabea.org>

CONSERVATION/RECYCLING (ACRE-FEET), SONOMA COUNTY, 1996-2006

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Urban Recycled	797	702	529	1,157	2,216	2,270	2,177	2,255	2,732	2,789	2,565
BMPs Conservation	1,287	2,053	2,547	4,353	5,092	6,232	6,640	8,500	9,286	10,331	11,131

Source: Sonoma County Water Agency, <http://www.scwa.ca.gov>

RESIDENTIAL NATURAL GAS USE DECLINES

How is Sonoma County Doing?

Electricity consumption rose 16.2% between 1997 and 2006. 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 British Thermal Units in 1999. Since then, it has dropped to 78 million BTUs in 2006. Non-residential natural gas consumption, however, hit a new peak in 2006 at 49 million BTUs.

Residential per-capita electricity consumption was 2,684 Kilowatts in the year 2006, 6.1% higher than the 1997 per capita consumption of 2,530 Kilowatts. Per-capita natural gas consumption has declined 2.6% from 1997 to 2006; current use is 162 therms a year.

Why is it Important?

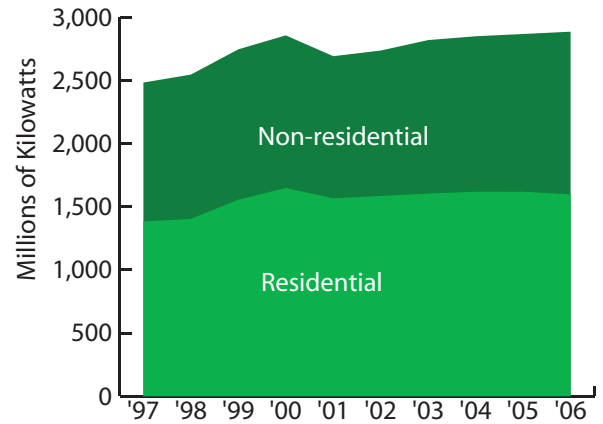
Burning fossil fuel creates more than half of the electricity consumed in California, yet decreases the quality of air. Increased efforts to use energy more efficiently can lead to better air quality, conservation of natural resources, an increase in economic competitiveness, and lower costs. In recent 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>

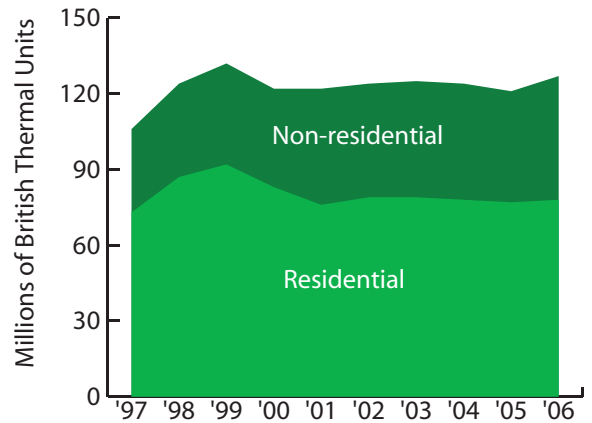
Pacific Gas & Electric
<http://www.pge.com>

ELECTRICITY CONSUMPTION, SONOMA COUNTY, 1997-2006



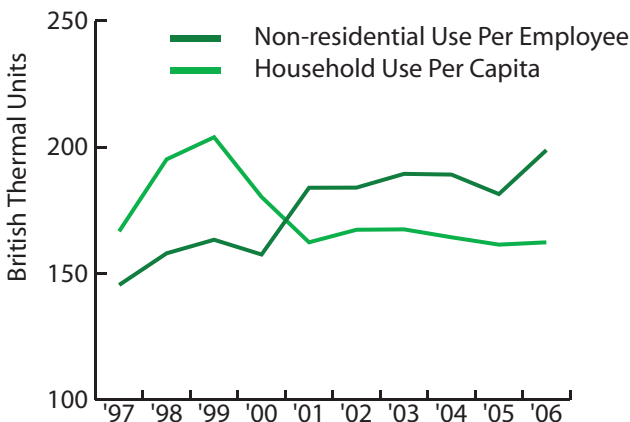
Source: California Energy Commission (<http://www.energy.ca.gov>)

NATURAL GAS CONSUMPTION, SONOMA COUNTY, 1997-2006



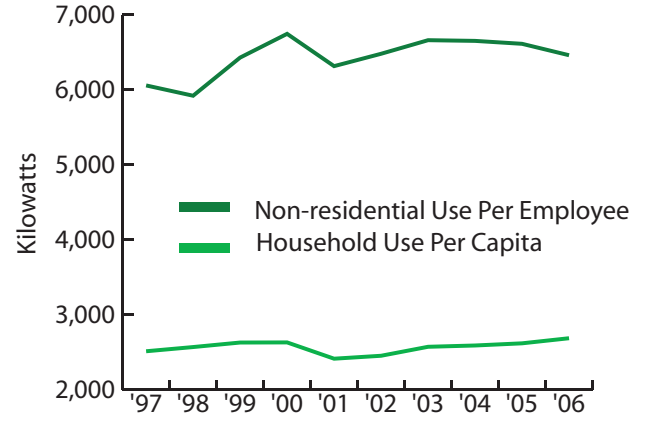
Source: California Energy Commission (<http://www.energy.ca.gov>)

NATURAL GAS USE, SONOMA COUNTY, 1997-2006



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

ELECTRICITY USE, SONOMA COUNTY, 1997-2006



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

COUNTY RECYCLE RATE AT 61%

How is Sonoma County Doing?

Sonoma County's waste production in 2006 decreased 7% over the previous year. Sonoma County disposed of 495,000 tons of waste in 2005.

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 2005 was 61%.

Immediately following the changeover to the blue "Single-Stream" recycling bin, residential recycling at curbside increased by about 11%. Commercial and residential single-stream recycling diverted 92,105 tons from the landfill in 2005.

In 2003, leaks were detected in Sonoma County's 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, through the release of methane gas, still generates more 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 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 days to the toxics program site increased from 11 days per year to more than 200 days per year in 2005. Within 6 months of opening the facility (Central Disposal Site in Petaluma), in addition to the existing Toxics Rover Program and the regularly scheduled toxics collections, there was a 250% increase in the number of Toxics Program participants.

Why is it Important?

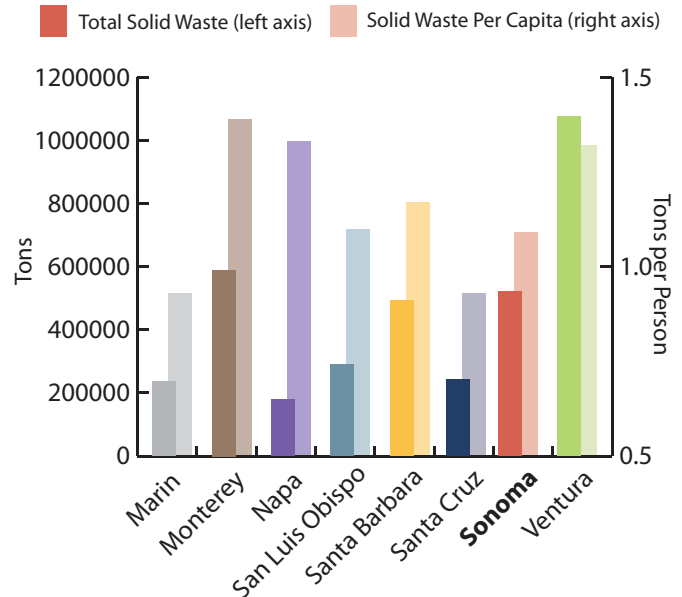
Reducing the amount of waste produced in Sonoma County will conserve valuable resources, reduce greenhouse gas emissions and help protect public health and the environment.

FOR MORE INFORMATION ON SOLID WASTE

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

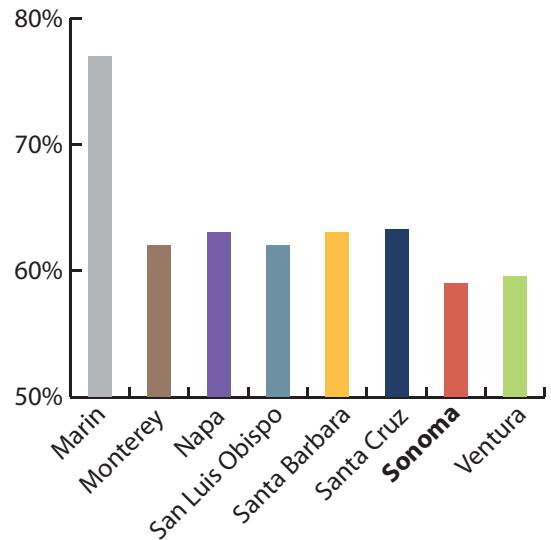
California Integrated Waste Management Board
<http://www.ciwmb.ca.gov>

SOLID WASTE GENERATED, 2005



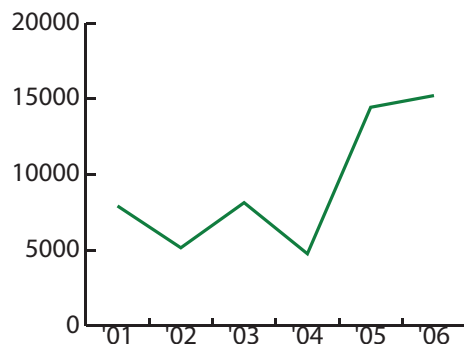
Source: California Integrated Waste Management Board, <http://www.ciwmb.ca.gov>

COMPARABLE WASTE DIVERSION RATES, 2004



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

NUMBER OF TOXICS PROGRAM PARTICIPANTS, SONOMA COUNTY, 2001-2006



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

AGRICULTURE AND OPEN SPACE

How is Sonoma County Doing?

Since it was created in 1990, the Sonoma County Agricultural Preservation and Open Space District has protected almost 70,000 acres. Voters approved a quarter-cent sales tax to fund the District, and a vote in 2006 extended this tax through 2031.

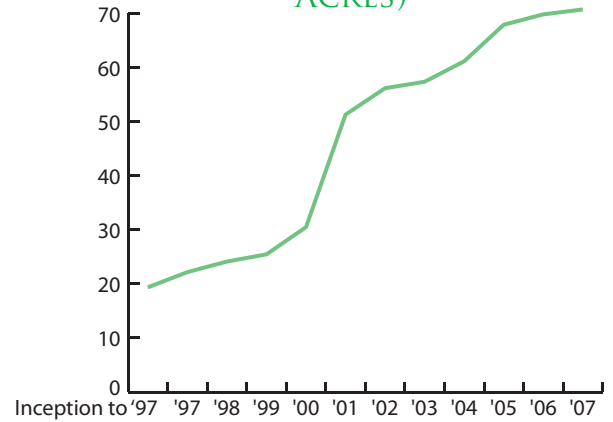
Sonoma County and San Luis Obispo County tie for the highest percentage of acres in agriculture among comparison counties. In both counties, agricultural land accounts for 62% of the counties' total land area.

Sonoma County is home to 11 California State Parks, totalling 31,874 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 State Parks. Listed below are the 11 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?

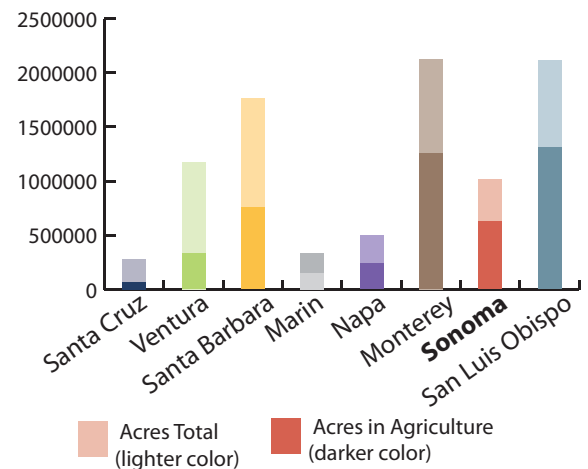
Sonoma County's vineyards and farmlands that generate fresh produce and wine are a central attraction of the tourism industry. In 2004, agriculture production generated more than half a billion dollars and tourism generated more than a billion dollars in destination spending - an important part of the county's economy.

OPEN SPACE ACREAGE (THOUSANDS OF ACRES)



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

AGRICULTURAL LAND AND TOTAL LAND (ACRES)



Source: US Department of Agriculture, <http://www.nass.usda.gov>

STATE PARKS (ACRES)

Area	Acres
Salt Point SP	5,685
Sonoma Coast SP	5,685
Austin Creek SRA	5,683
Annadel SP	5,000
Sugarloaf Ridge SP	3,783
Fort Ross SHP	3,200
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>)

FOR MORE INFORMATION ON AGRICULTURE AND LAND USE

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

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

US Department of Agriculture
<http://www.nass.usda.gov>

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 2006. Educational attainment calculates the percentage of the population (age 25 and above) with either an Associate, Bachelor's, Graduate, or Professional degree in 2006.

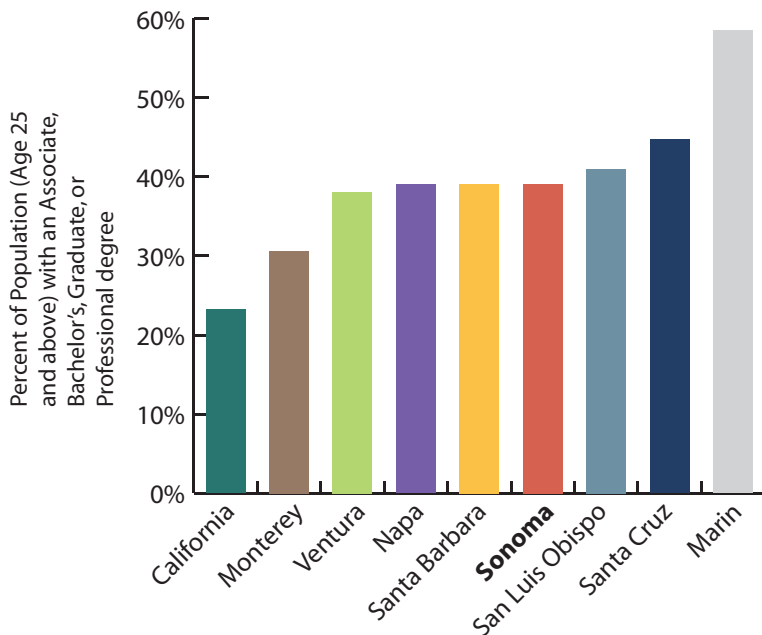
How is Sonoma County Doing?

Sonoma County's college enrollment closely mirrors four of the comparison counties. Santa Barbara, Santa Cruz and San Luis Obispo Counties, which house major public university campuses, have considerable college enrollment. 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?

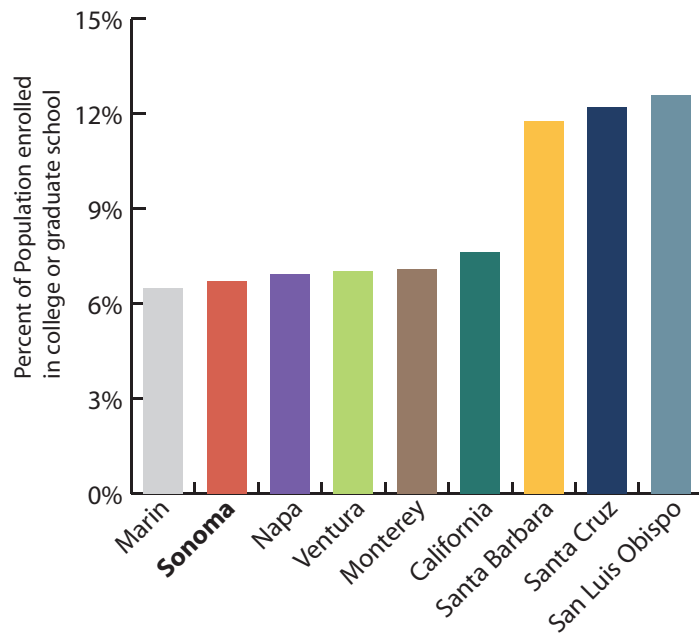
College enrollment reflects potential future changes in the educational attainment of a workforce and the quality of the higher education infrastructure in that region. Educational attainment illustrates the skill level of a workforce. A more educated workforce tends to command higher wages and is fundamental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

EDUCATIONAL ATTAINMENT, 2006



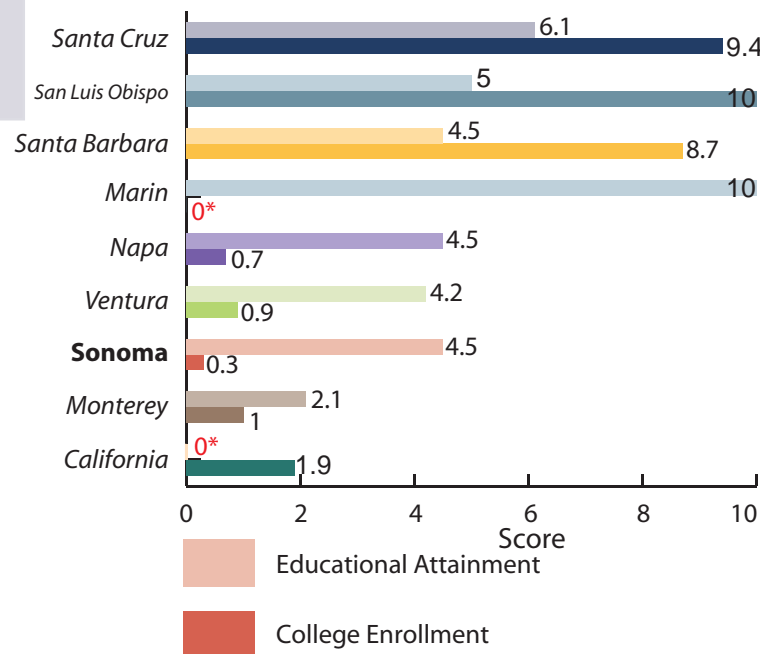
Source: U.S. Census Bureau, 2006 American Community Survey (www.census.gov)

COLLEGE ENROLLMENT, 2006



Source: U.S. Census Bureau, 2006 American Community Survey (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.

SONOMA SCHOOLS RANK FAVORABLY

How is Sonoma County Doing?

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

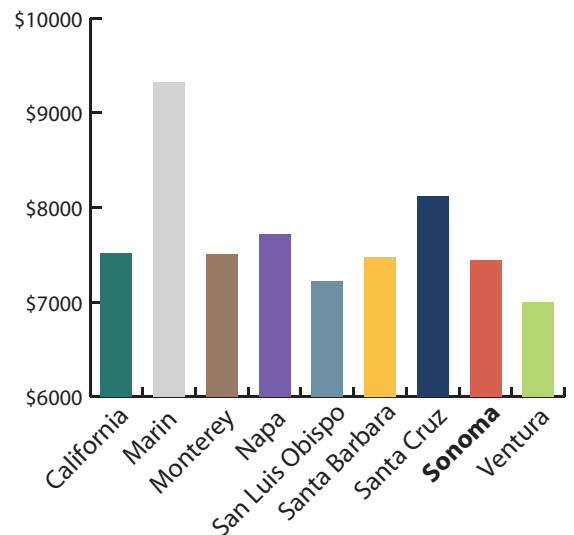
The API Base Report ranks the state's public schools and divides them into 10 levels (deciles), placing 10% in each level. Seventy-six percent of Sonoma County's schools are in the top five deciles. Therefore, just over three-fourths of Sonoma County K-12 schools are above state average.

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 2006-2007. 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.

Why is it Important?

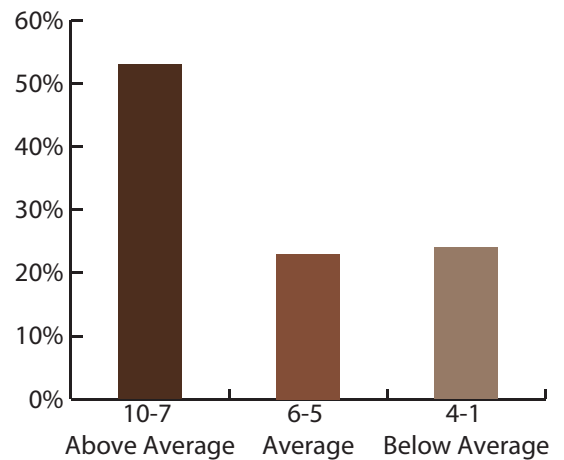
The information provided here is a crucial indicator of the quality of education Sonoma County students are receiving, and public education is a crucial factor driving future economic vitality. Excellence in education is essential to Sonoma County's current and future prosperity.

EXPENDITURE PER STUDENT, 2005-2006



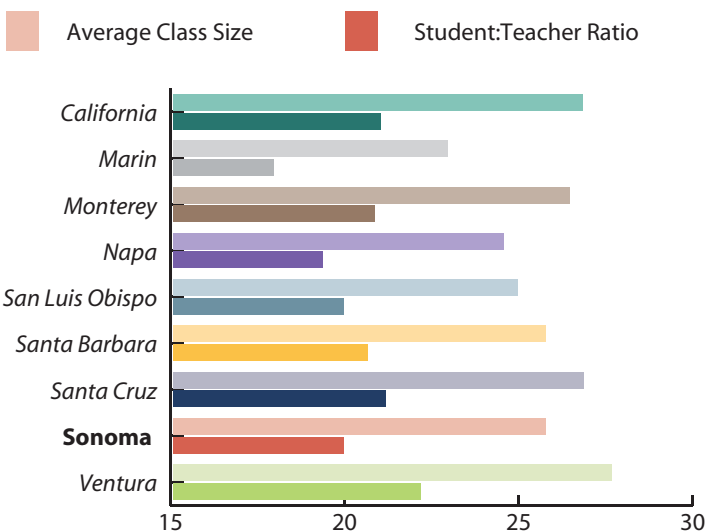
Source: California Department of Education (<http://www.cde.ca.gov>)

STATEWIDE RANKING OF SONOMA COUNTY K-12 SCHOOLS, 2006



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

CLASS SIZE AND STUDENT:TEACHER RATIO, 2006-2007



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>

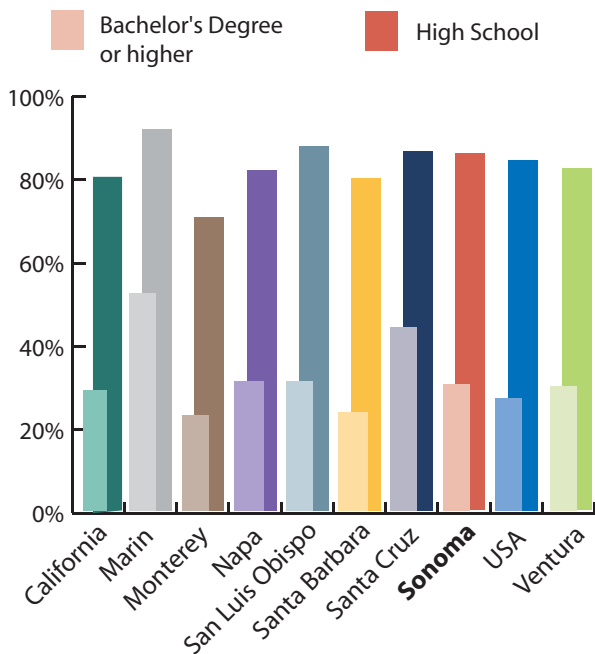
MORE THAN 85% OF RESIDENTS HAVE A HIGH SCHOOL DEGREE

How is Sonoma County Doing?

In 2006, 85.7% of Sonoma County residents over the age of 25 had a high school diploma, and 30.4% had at least a Bachelor's degree. Sonoma County has a more educated population than several comparable California counties and the national average.

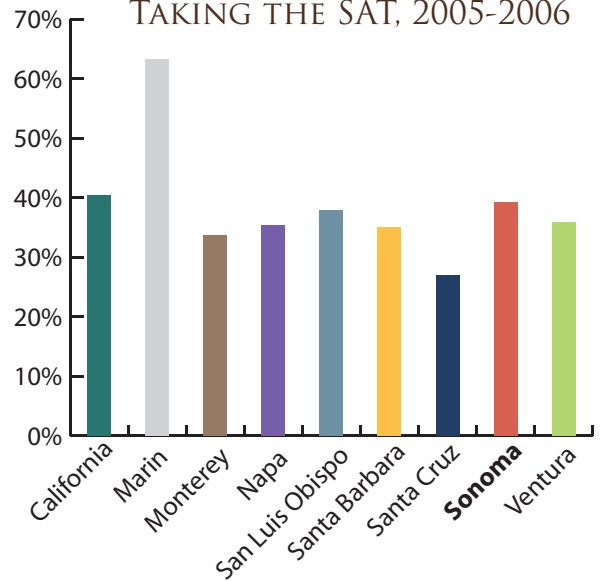
The Scholastic Aptitude Test (SAT) is a standardized test that measures knowledge among high school seniors seeking college admission. Over the past five years, SAT scores of high school seniors in Sonoma County have fluctuated. In the last two years, however, they have improved steadily, hitting a high in 2005-2006 of almost 66% of seniors taking the test earning a combined score over 1500 out of 2400. 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 2005-2006 (39.17%) was just below the California average (40.5%).

EDUCATIONAL ATTAINMENT, SONOMA COUNTY, AGE 25 AND ABOVE, 2006



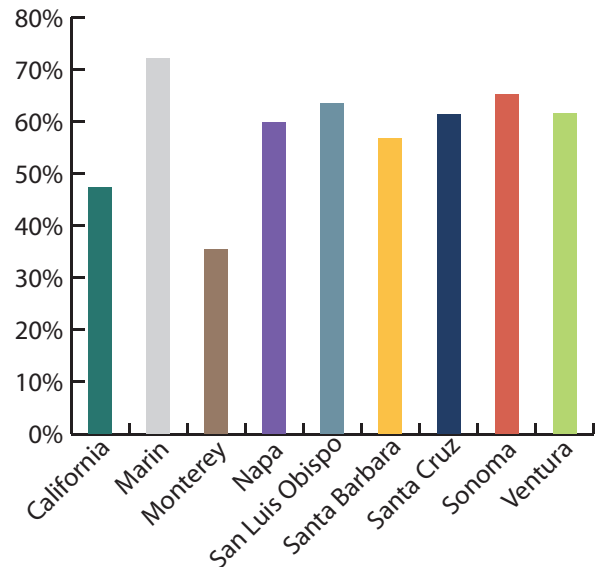
Source: U.S. Census Bureau (<http://www.census.gov>)

PERCENT OF HIGH SCHOOL SENIORS TAKING THE SAT, 2005-2006



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

PERCENT OF TEST-TAKING HIGH SCHOOL SENIORS WITH A COMBINED SCORE OF 1500 OR ABOVE ON THE SAT, 2005-2006



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

FOR MORE INFORMATION ON EDUCATION

Sonoma County Office of Education <http://www.scoe.org> Sonoma State University <http://www.ssu.edu>

Santa Rosa Junior College <http://www.santarosa.edu> Empire College <http://www.empcol.edu>

VOTING

How is Sonoma County Doing?

Sonoma County has a relatively low percentage of the population that is registered to vote, even though a relatively high percentage of the population is eligible to vote. A registered voter is an American citizen aged 18 and over with no felony convictions who has provided proper documentation to the relevant election authority. An eligible voter, on the other hand, is anyone who could potentially vote, if he or she chose to file the proper papers. Sonoma County has a relatively low percentage of eligible voters who are registered in comparison to peer counties.

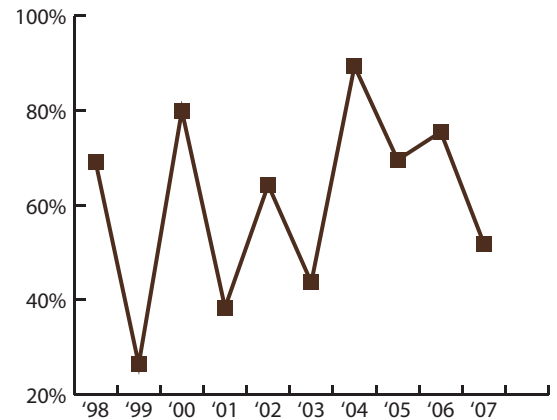
This indicator includes a comparison of Sonoma County's registered voter participation to that of neighboring counties and agricultural-coastal counties, as well as the percent of eligible voters to cast ballots in Sonoma County in presidential elections.

Not surprisingly, the highest peaks for voter turnout in Sonoma County occur in presidential election years ('00, '04), followed by congressional election years ('98, '02, '06). Turnout of registered voters in Sonoma County has increased over the last ten years.

Why is it Important?

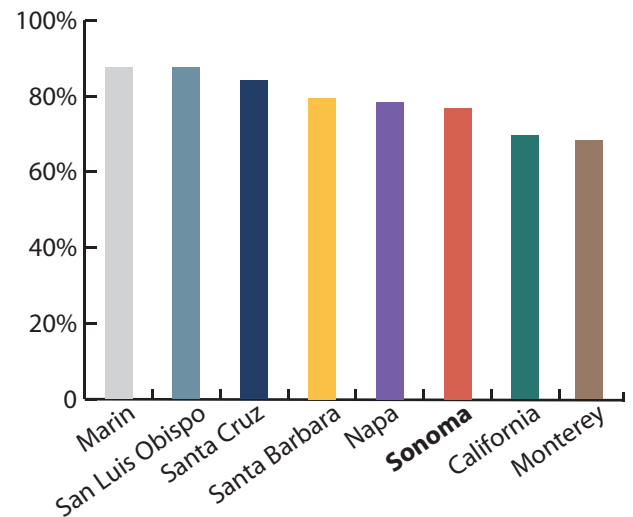
Voter participation is one way to gauge a community's interest in the political system. Higher participation leads to more accountability of the government and higher support for community programs.

HISTORICAL TURNOUT OF REGISTERED VOTERS, SONOMA COUNTY, 1998-2007



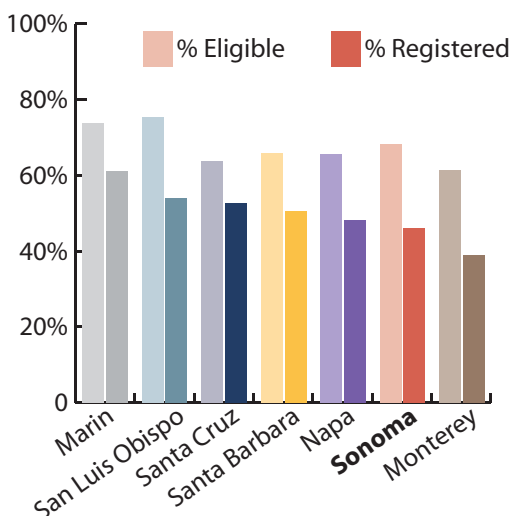
Source: Sonoma County Registrar of Voters, (<http://www.sonoma-county.org/RegVoter/Elections>)

PERCENT OF ELIGIBLE VOTERS REGISTERED BY COUNTY, 2004



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

% POPULATION OF ELIGIBLE VOTERS, REGISTERED VOTERS



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

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>

California Secretary of State
<http://www.sos.ca.gov>

CRIME

How is Sonoma County Doing?

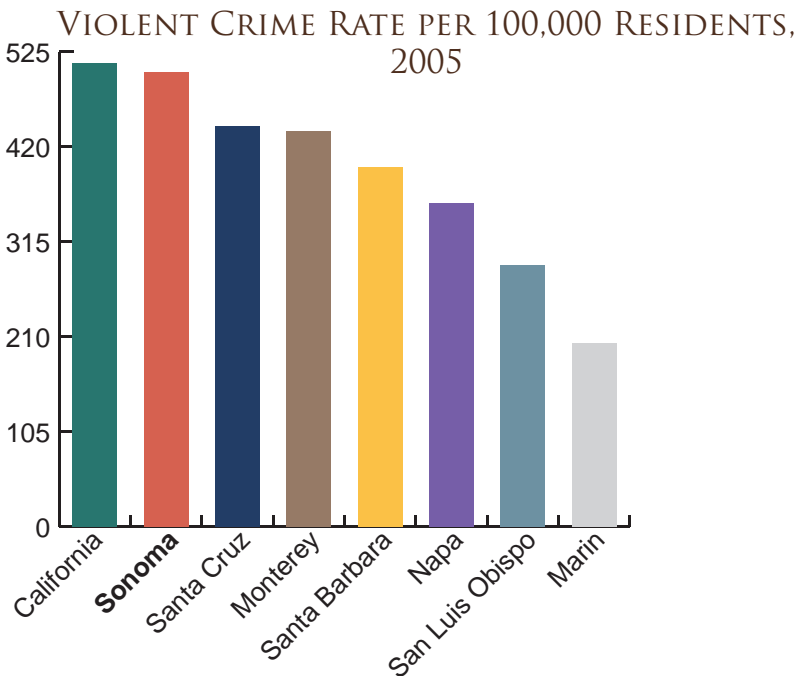
Sonoma County's crime rate has generally decreased since 1996. While overall crimes (both violent and property) increased in 2004 from the year before, the rates are still down from the peak in the late 1990s.

Juvenile arrests generally follow a downward trend for both violent and property crimes, with about half as many arrests in 2004 as in 1997.

Why is it Important?

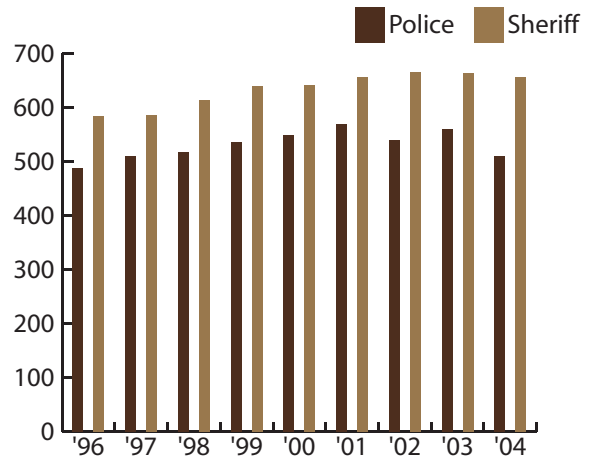
Crime rate directly affects the quality of life in a region. Concerns about safety factor in to real estate decisions and new residents may examine crime rates as one indicator of this. Areas with high crime rates are less likely to be attractive places to live. The number of law enforcement personnel can also influence the safety of an area.

Juvenile crime in particular is an important consideration for families deciding whether or not to move in to an area, and involvement in juvenile crime could have a detrimental effect on a child's development.



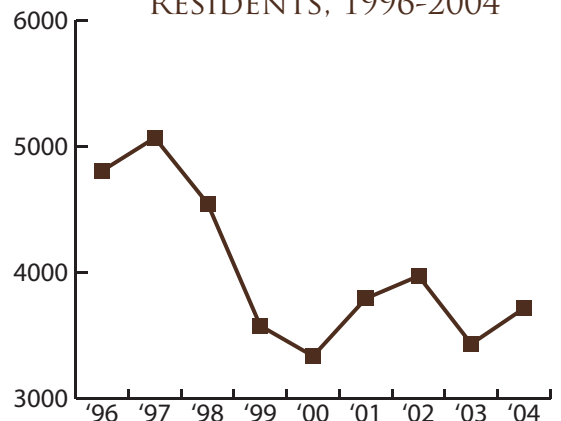
Source: California Department of Justice (<http://stats.doj.ca.gov>)

LAW ENFORCEMENT PERSONNEL, SONOMA COUNTY, 1996-2004



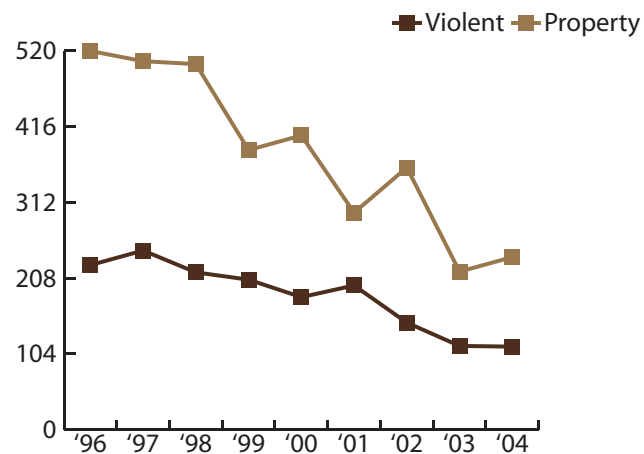
Source: California Department of Justice (<http://stats.doj.ca.gov>) and Sonoma County Sheriff's Dept.

OVERALL CRIME RATE PER 100,000 RESIDENTS, 1996-2004



Source: California Department of Justice (<http://stats.doj.ca.gov>)

JUVENILE FELONY ARRESTS



Source: California Department of Justice (<http://stats.doj.ca.gov>)

HOUSING

How is Sonoma County Doing?

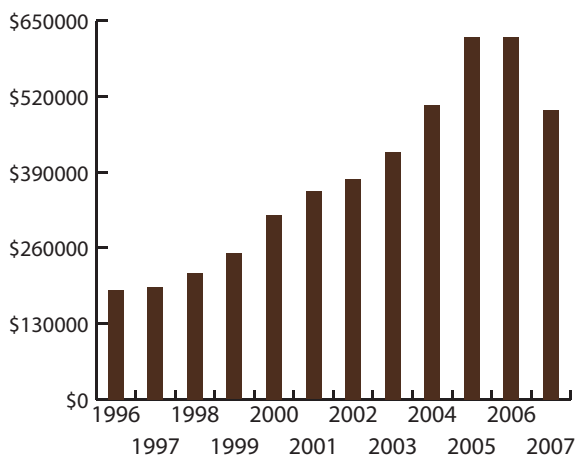
Sonoma County's median home price has risen significantly over the last ten years, rising steeply until 2005. When compared to the United States as a whole, the State of California, and even Northern California itself, a relatively small percentage of Northern Wine Country residents can afford a median-priced home. Income needed to afford a median-priced home is higher than income generated by most professions, even high-paying professions such as physicians and registered nurses.

Housing in Sonoma County, however, is more affordable than housing in Marin, San Luis Obispo, or the Monterey Region.

Why is it Important?

Affordable housing is an important aspect of a strong, reliable economy. High relative housing prices may influence businesses to locate elsewhere, and may discourage young families from moving to Sonoma County. Sonoma County workers settling outside the county can result in longer commutes, increased traffic congestion and pollution, decreased productivity, and diminished quality of life.

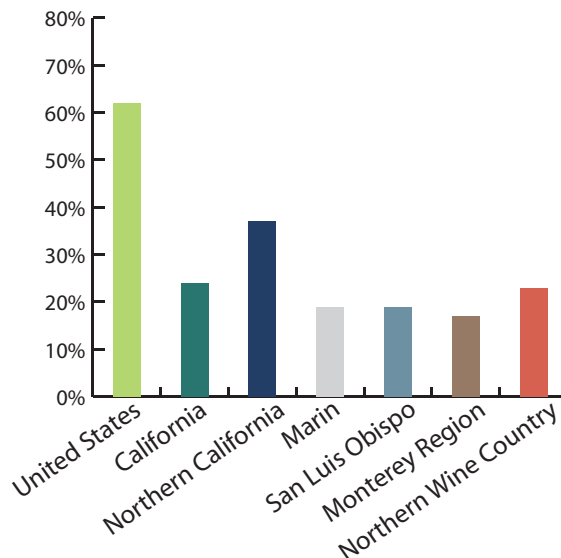
AVERAGE MEDIAN HOME PRICE, SONOMA COUNTY



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

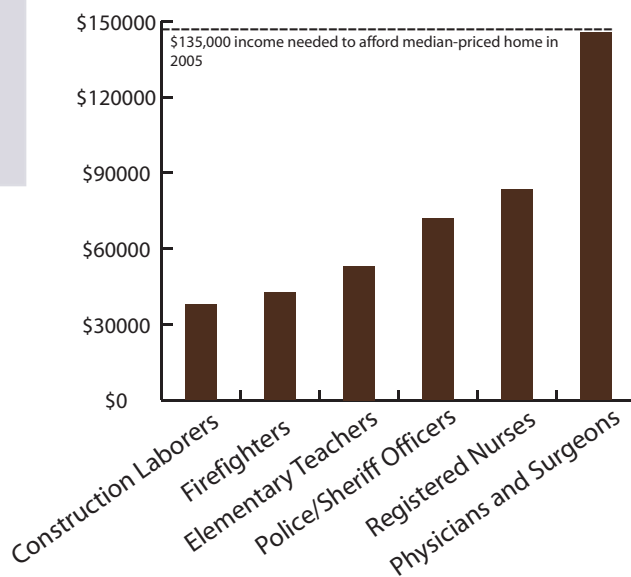
AFFORDABILITY INDEX (Q2 2007)

% able to afford median priced home



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

YEARLY SALARIES BY PROFESSION COMPARED TO INCOME NEEDED



Source: Labor Market Information Division (<http://www.labormarketinfo.edd.ca.gov>)

FOR MORE INFORMATION ON HOUSING

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

OCCUPANCY AND ROOM RATES ON THE RISE

How is Sonoma County Doing?

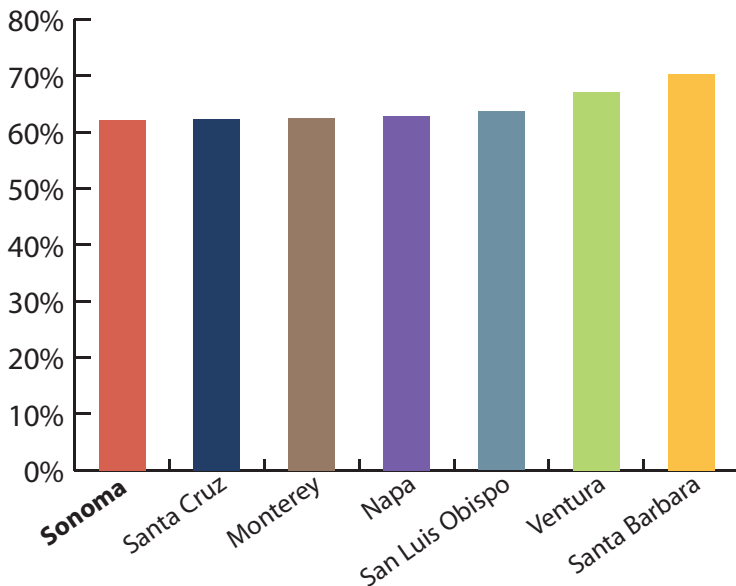
Occupancy rates are on the rise for the third consecutive year in Sonoma County, climbing 4.2 percentage points to 64.8% in 2006. However, this increase was characteristic of Sonoma County. Northern California, in total, showed a decrease of 0.7 percentage points to 59.8%.

Sonoma County revenue per available room (RevPAR) and room rates also show rapid growth, with total room revenue in Sonoma County growing by 5.6% in 2006 after adjusting for inflation. Contributing to this overall revenue growth are increases in average hotel room rates. While rates vary greatly over the course of a year, rates have grown from \$112.90 per night in 2005 to \$114.50 per night on an annual basis in 2006. This growth follows a decrease of 2.1% during 2003-2004.

Why is it Important?

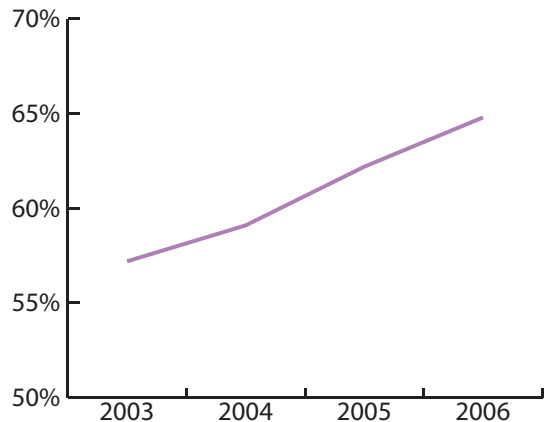
Visitors staying overnight in an accommodation property are a large source of revenue in Sonoma County, providing tax and destination spending benefits to county and city governments as well as a variety of businesses. The increased occupancy and room rates show Sonoma County's growing attractiveness as an overnight destination.

OCCUPANCY RATES (PERCENTAGE), 2005



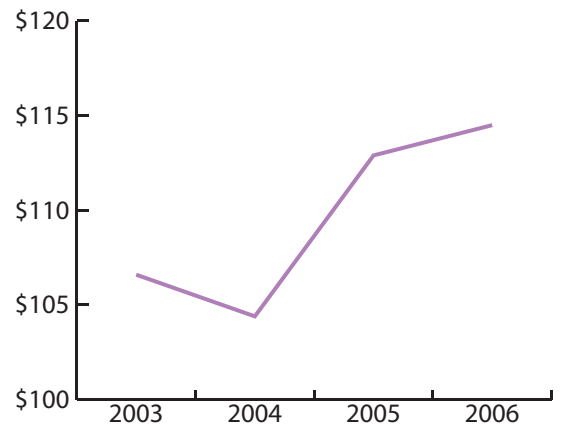
Source: California Travel Impacts by County, 2006. Prepared for the Division of Tourism, California Trade and Commerce Agency by Dean Runyan and Associates, 2006 (<http://www.visitcalifornia.com>)

HOTEL OCCUPANCY RATES, SONOMA COUNTY, 2003-2006



Source: Smith Travel Research, California Travel & Tourism Commission

AVERAGE HOTEL ROOM RATES, SONOMA COUNTY, 2003-2006



Source: Smith Travel Research, California Travel & Tourism Commission

FOR MORE INFORMATION ON OCCUPANCY AND ROOM RATES

California Travel and Tourism 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 SONOMA COUNTY'S WORKFORCE

How is Sonoma County Doing?

Sonoma County is back on track following the industry shocks originating from the collapse of air travel after the September 11 terrorist attacks and the overall weak national and local economies. In 2005 (year with most recent data available), tourism industry employment remained strong following the continued recovery that began in 2003. This employment growth in the various tourism sectors was one of the early recovery signs to Sonoma County's economy.

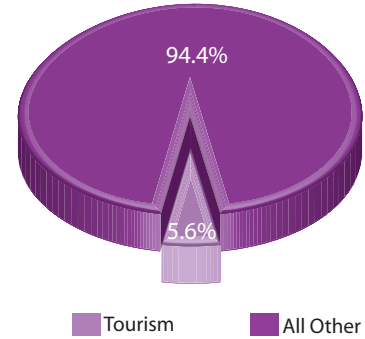
Destination spending generated approximately 15,500 jobs in 2005, ranking it higher than Marin, Santa Cruz, Napa, and Ventura, by providing more jobs for employees in tourism-related fields. In 2005 employees in tourism-related fields comprised nearly 6% of the total Sonoma County workforce, averaging one job for every \$74,000 in sales. Currently, a 1% increase in destination spending would result in approximately 155 additional jobs within Sonoma County.

Why is it Important?

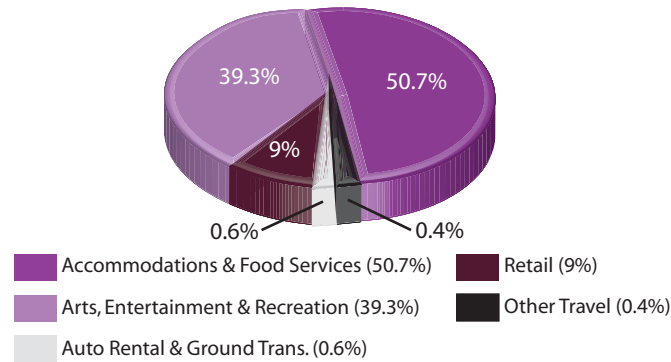
The over \$1 billion tourism industry is a vital part of Sonoma County's economy. The tourism industry, comprised of accommodation establishments, food and beverage services, transportation providers, arts and entertainment, recreation, and retailers, is a key component for many local companies in numerous industries. Visitor destination spending represents a considerable percentage of revenue for local companies, sustaining and providing local jobs.

TOURISM EMPLOYMENT BY INDUSTRY, SONOMA COUNTY, 2004-2005

TOTAL WORKFORCE



TOURISM WORKFORCE BY SECTOR



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>)

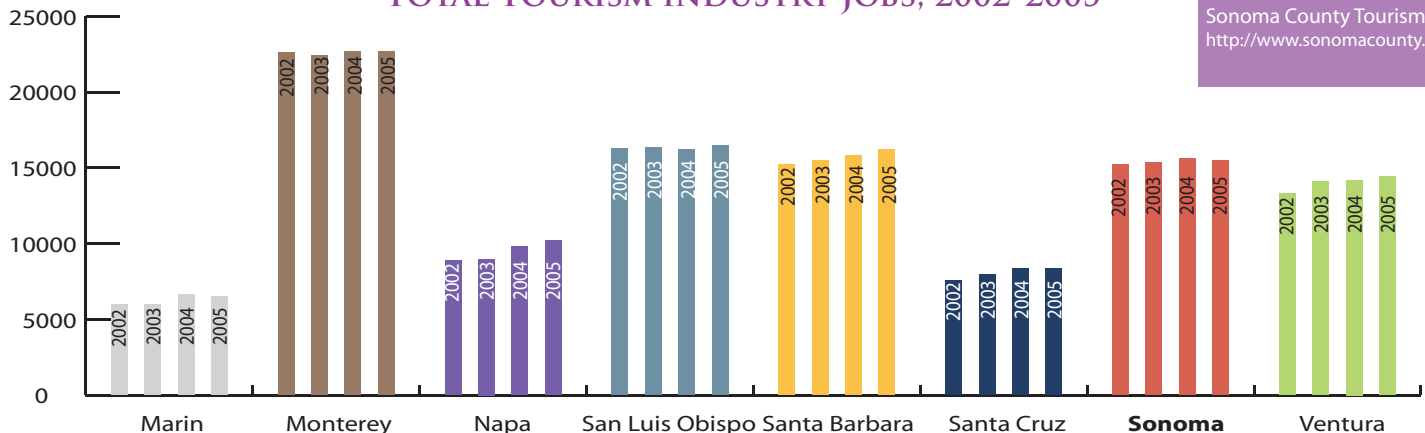
FOR MORE INFORMATION ON WORKFORCE AND TOURISM

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

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

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

TOTAL TOURISM INDUSTRY JOBS, 2002-2005



Source: California Travel Impacts by County, 2006 by Dean Runyan & Associates, 2006. (<http://www.visitcalifornia.com>)

DESTINATION SPENDING ON THE RISE FOR FOURTH CONSECUTIVE YEAR

How is Sonoma County Doing?

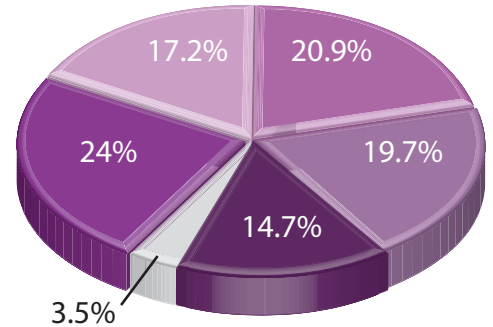
Sonoma County has the fourth-largest destination spending total among comparable counties, trailing only Ventura, Santa Barbara, and Monterey Counties. The Sonoma County tourism industry has steadily increased over the past decade, increasing destination spending from \$703 million in 1994 to \$1.15 billion in 2005. Total destination spending in Sonoma County increased at an annual rate of 6% from 2000 through 2005, faster than the growth rates of Ventura, San Luis Obispo, Santa Cruz, and Monterey Counties.

Since 2002, tourism revenue and employment have been rising, with visitor spending surpassing \$1 billion in 2003 and increasing steadily through 2005.

Why is it Important?

Destination spending benefits a variety of companies throughout the county. Local lodging properties, restaurants, wineries, retail and service firms, and other types of businesses sell their products and services to travelers and rely on tourism for a significant percentage of their business. These leisure and business travelers greatly contribute to employment in numerous industries, helping build Sonoma County's financial capital by supporting local jobs and generating more than \$1 billion in revenue for the private and public sectors.

DISTRIBUTION OF VISITOR SPENDING, SONOMA COUNTY, 2005



- Accommodations (17.2%)
- Food & Beverage Services (24%)
- Food Stores (3.5%)
- Ground Trans. & Motor Fuel (14.7%)
- Arts, Entertainment & Recreation (19.7%)
- Retail Sales (20.9%)

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>)

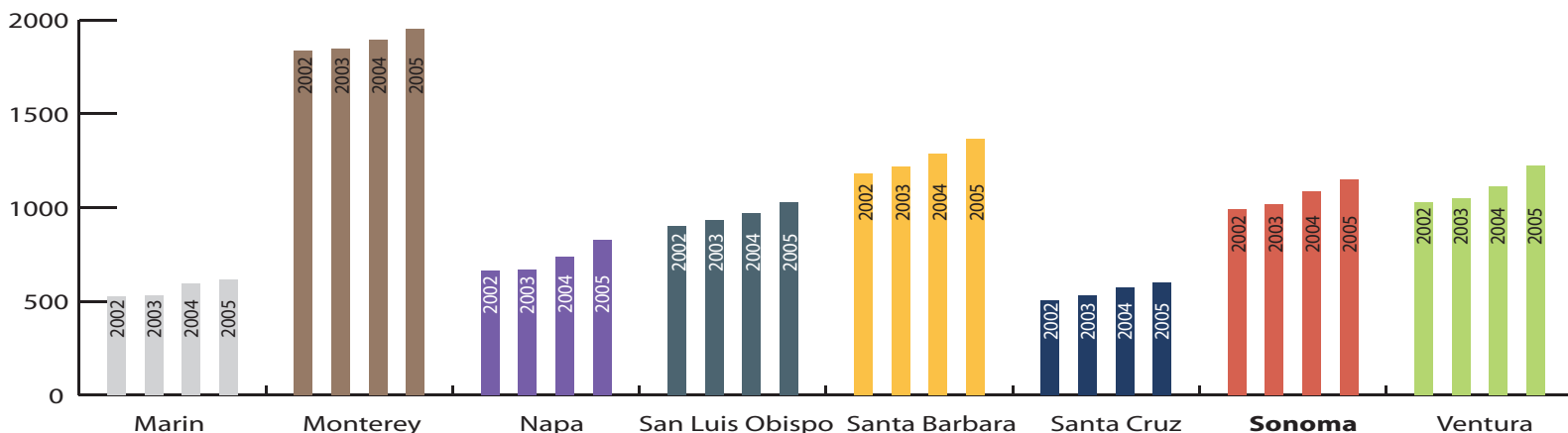
FOR MORE INFORMATION ON SPENDING AND TOURISM

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

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

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

DESTINATION SPENDING (\$MILLIONS), 2002-2005



TOURISM-RELATED TAXES CONTRIBUTE MILLIONS TO LOCAL GOVERNMENT

How is Sonoma County Doing?

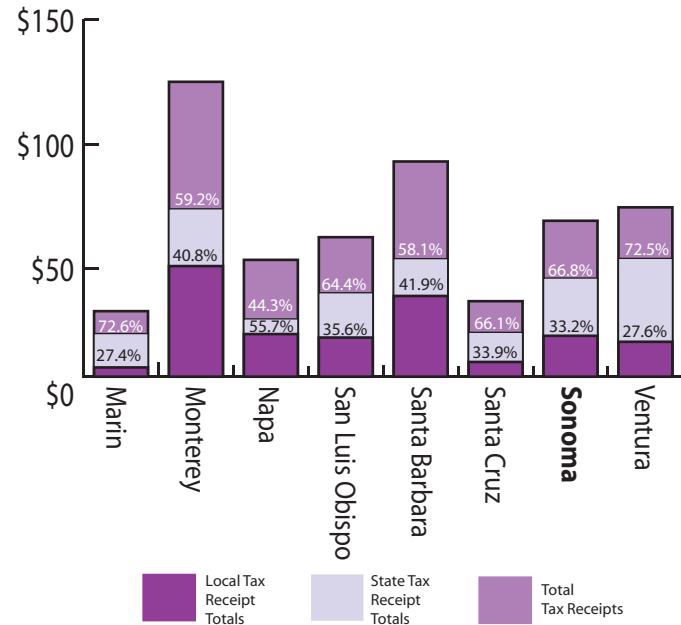
Between fiscal year 2001 and fiscal year 2006, the total transient occupancy tax (TOT), a tax collected from overnight lodging, grew by 26.5% from \$15.3 million to \$17.04 million.

The destination spending by day travelers and overnight visitors to Sonoma County generates a significant portion of taxes paid to the state and local governments. Total local taxes collected, including TOT, from visitors to Sonoma County in 2005 were estimated at \$23 million, a 6% increase from 2004 (\$20.1 million). These tax receipts are a source of revenue for the state government, contributing approximately \$46.2 million in 2005, a 2% increase from 2004. In 2005, visitor tax receipts made up 33.2% of local tax receipts and 66.8% of state tax receipts.

Why is it Important?

Tourism is a significant source of tax revenue for local government, with local tourism-related tax revenue currently at 23 million dollars per year. TOT receipts are an indicator of the level and distribution of travel-related economic activity in Sonoma County and are unrestricted funds. These funds are available for any legitimate County expense, as is directed by the Board of Supervisors and City Councils. The tax code does not require any specific use of the TOT funds, however, the County government allocates a portion of the funds to finance advertising and promotional activities in Sonoma County. The TOT is only one of the ways travelers to Sonoma County help pay for the public services they use when visiting the region.

TOURISM - GENERATED TAX RECEIPTS (\$MILLIONS), 2006



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>)

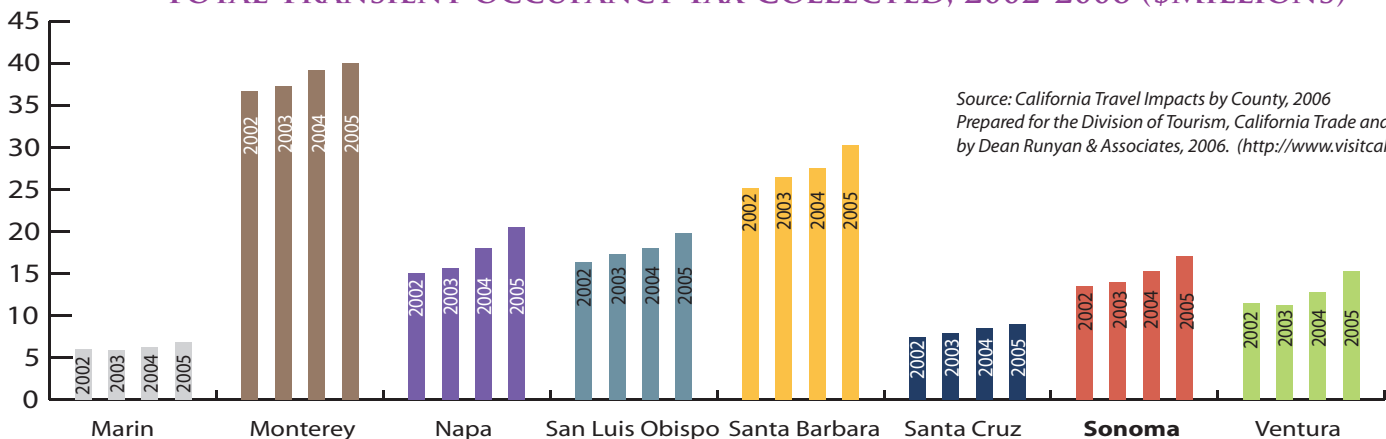
**FOR MORE INFORMATION ON
OCCUPANCY TAX AND TOURISM**

California Travel and Tourism 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, 2002-2006 (\$MILLIONS)



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 2005, Sonoma County increased total industry earnings generated by travel spending to \$356 million, a rise of 13% from 2000 (\$315.2 million). After a slight drop in visitor-generated earnings in 2001, all industries have seen continual annual growth with the exception of the "other travel" sector ("other travel" includes resident air travel and travel agencies).

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 economy, as greater numbers of visitors fill up lodging properties, restaurants and partake in the county's diverse offerings. Visitor destination spending also creates a source of revenue for the local and state government.

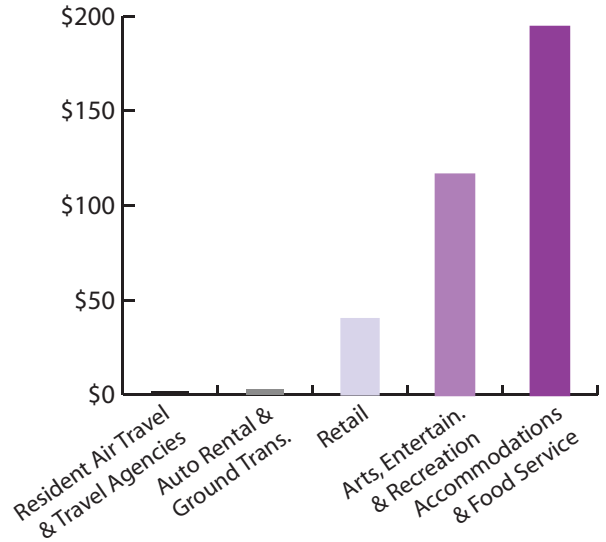
FOR MORE INFORMATION ON LOCAL INDUSTRIES AND TOURISM

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

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

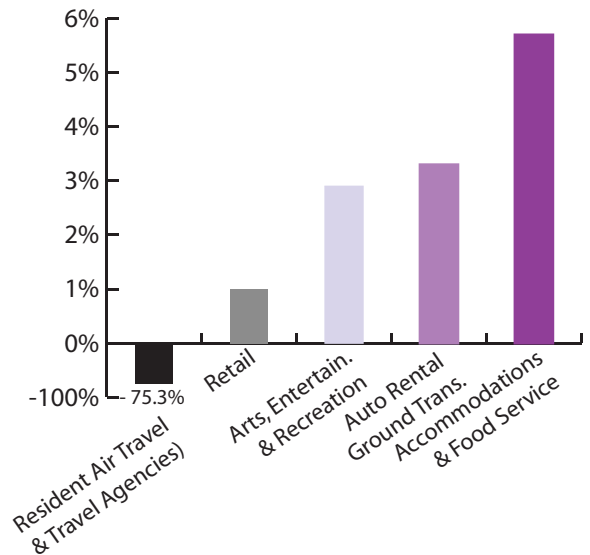
Sonoma County Tourism Bureau
<http://www.sonomacounty.com>

INDUSTRY EARNINGS (\$MILLIONS) GENERATED BY TRAVEL SPENDING, SONOMA COUNTY, 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>)

PERCENTAGE CHANGE IN INDUSTRY EARNINGS GENERATED BY TRAVEL SPENDING, SONOMA COUNTY, 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>)

DEMOGRAPHICS

How is Sonoma County Doing?

Sonoma County is home to approximately 481,800 residents and the population is projected by the County's Permit and Resource Management Department to reach 546,000 people by 2020. Sonoma County'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.

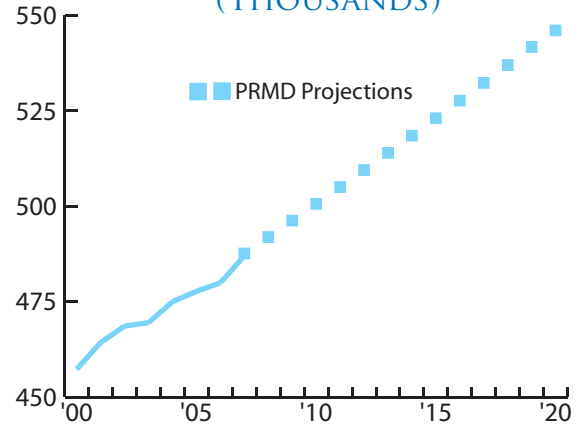
As of 2006, 22.0% of Sonoma County residents identified themselves as Hispanic or Latino (of any race), compared to 35.9% in California. In Sonoma County, 78.7% of residents identified themselves as white in 2006. Sonoma County's population is expected to grow increasingly diverse in the future; 38% 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 a greater number of older residents in the near future. By 2020, it is expected that 12.3% of residents will be between 60 and 69 years of age, compared to the 8% share of that range today.

Why is it Important?

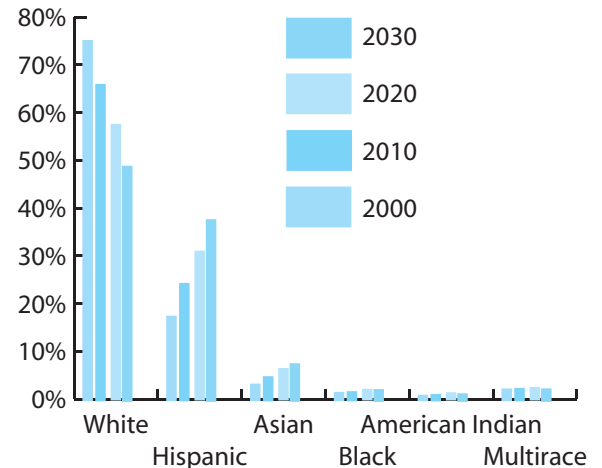
The demand for services and healthcare is expected to increase as the population of Sonoma County ages. Furthermore, the study of demographic change will lead to more informed policy decisions regarding the labor force and business planning.

POPULATION, SONOMA COUNTY, 2000-2020 (THOUSANDS)



Source: Sonoma County Permit and Resource Management Department (<http://www.sonomacounty.org>)

POPULATION BY RACE/ETHNICITY, SONOMA COUNTY 2000-2030



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

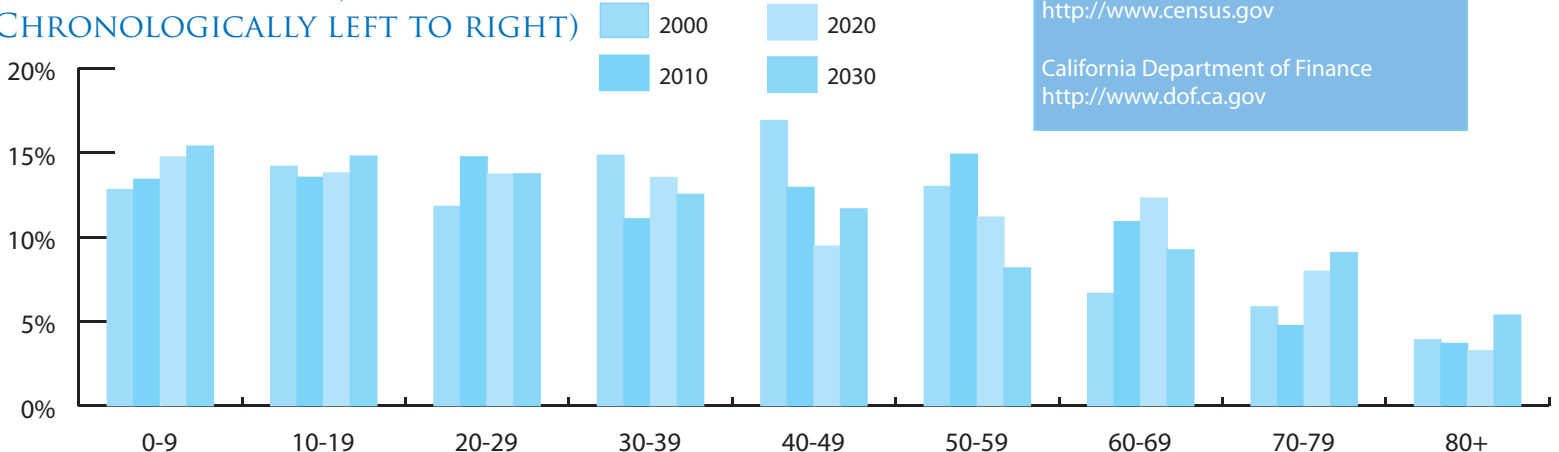
FOR MORE INFORMATION ON DEMOGRAPHY

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

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

POPULATION BY AGE, SONOMA COUNTY, 2000-2030

(CHRONOLOGICALLY LEFT TO RIGHT)



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

INDUSTRIES AND OCCUPATIONS

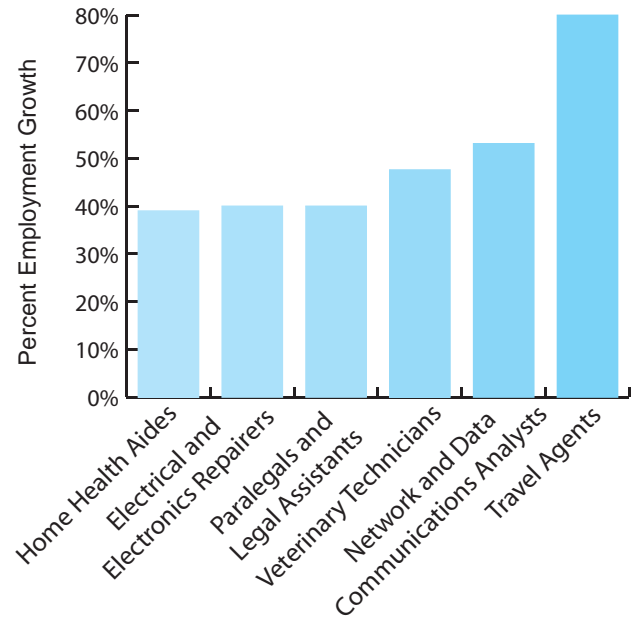
How is Sonoma County Doing?

The Professional, Scientific and Technical industry experienced the largest year-over-year growth in employment (11.1%) from 2005-2006. Employment within the Administrative and Support Services industry also increased noticeably, growing 6.0%. General Merchandise Stores followed, with a 5.7% increase in jobs. Certain industries which grew quickly from 2004-2005, however, are experiencing tougher times now. For example, specialty trade contractors declined as a result of a cooling housing market, and local government in part because of lower public school enrollments. Home Health Aides are projected to be one of the top growth occupations in the near future, reflecting Sonoma County's increasing mature population.

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 vitality.

PROJECTED TOP GROWTH OCCUPATIONS SONOMA COUNTY, 2004-2014



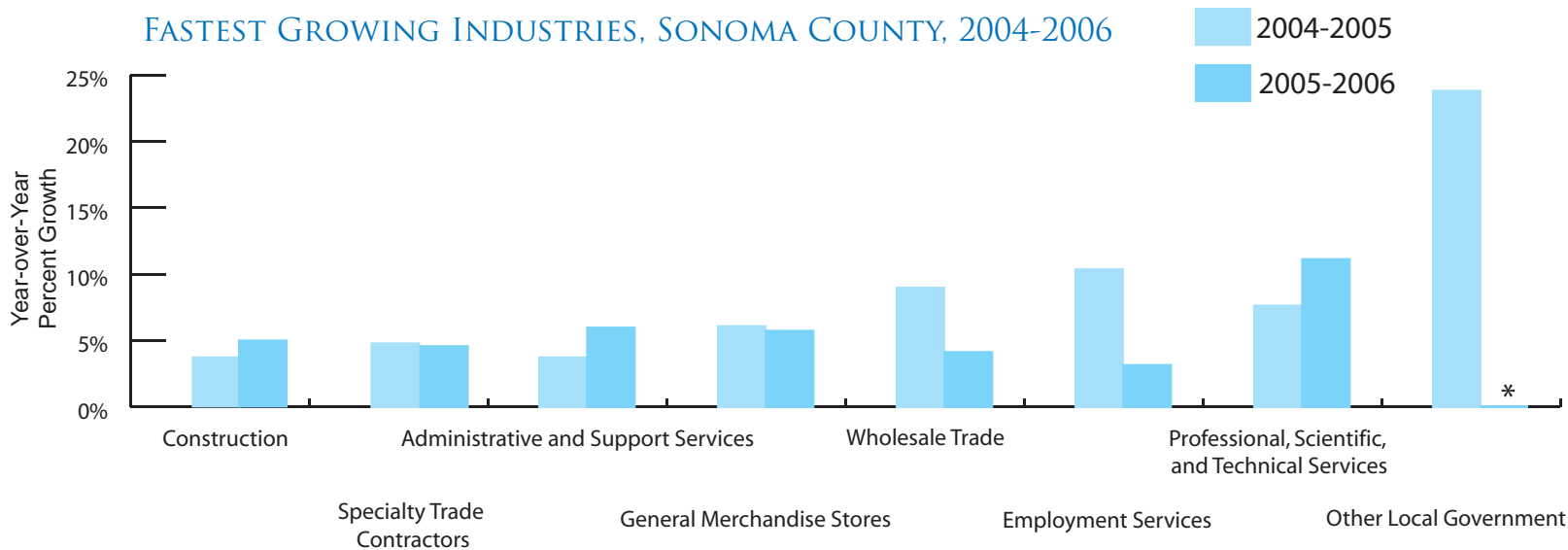
Source: Employment Development Department (<http://www.calmis.ca.gov>)

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, 2004-2006



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

*Other Local Government posted 0% growth in 2005-2006

OCCUPATIONAL REQUIREMENTS

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.

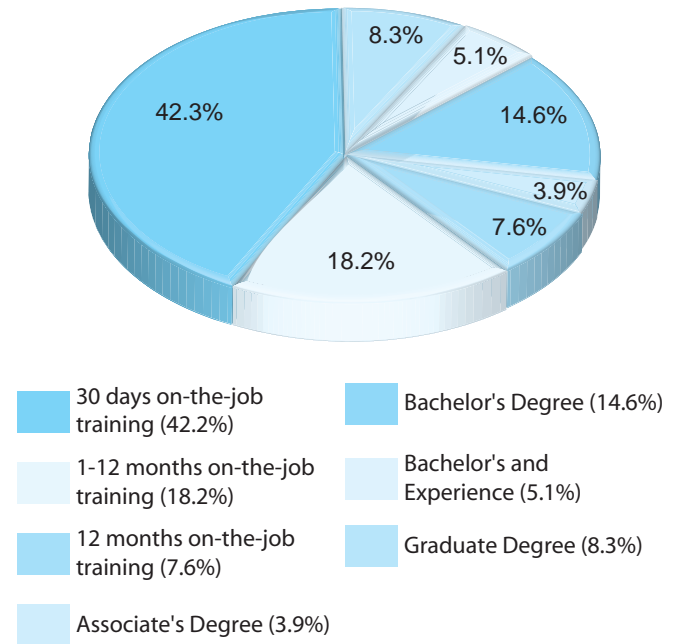
While on-the-job training is a requisite for a large percentage of jobs, 32% required post-secondary degrees. The graph below details the median hourly wages for the top five occupations in terms of employment that do and do not require post-secondary education, and illustrates the wage premium often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



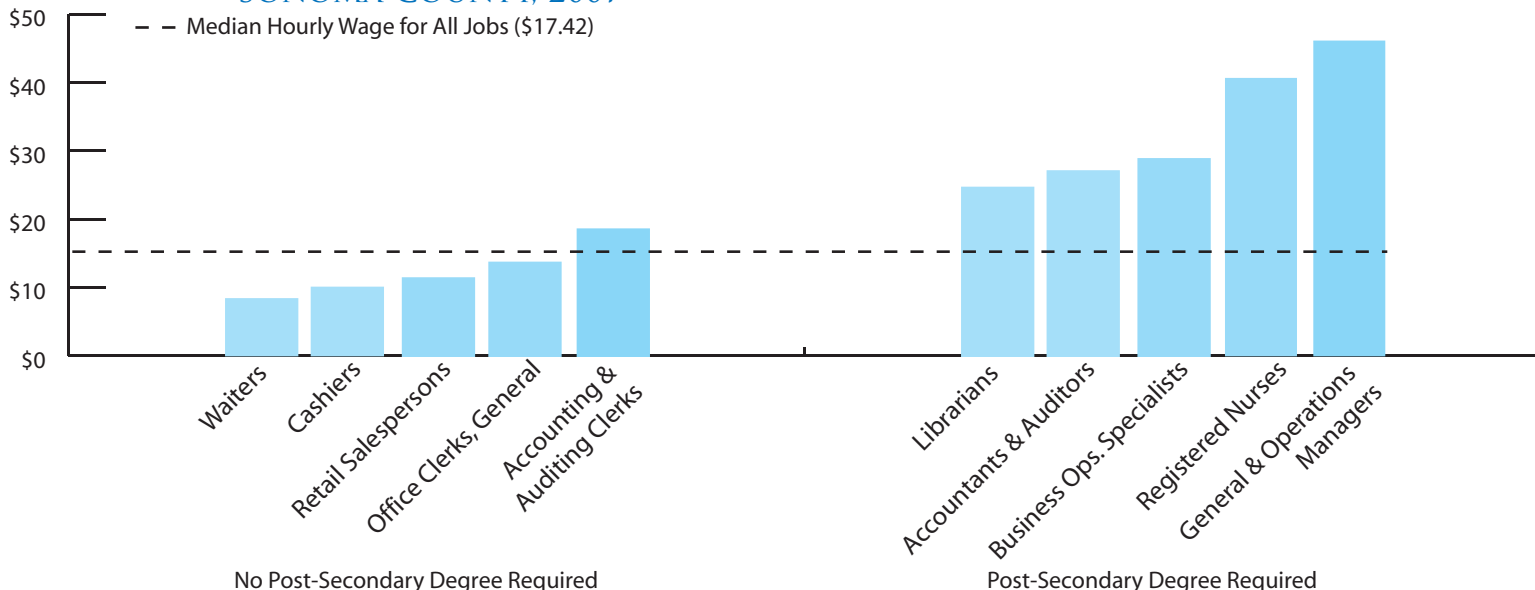
Source: Employment Development Department (<http://www.calmis.ca.gov>)

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, 2007



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

FAIR MARKET RENT

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. Applying HUD's affordability guidelines, an individual would be required to earn between \$17.33 to \$36.27 per hour, depending upon the number of bedrooms, to afford FMR in Sonoma County. A one-bedroom apartment requires an individual to earn an hourly wage of \$17.33, a two-bedroom \$21.87, a three-bedroom \$31.02, and a four-bedroom \$36.27. Sonoma ranks favorably in contrast to most counties it is compared with below. Residents of Santa Cruz, using the same HUD guidelines, are estimated to need to earn \$22.02 an hour to afford a one-bedroom apartment at FMR, while renters in Ventura County would be required to earn \$20.33 an hour. Tenants in the counties of San Luis Obispo and Monterey experience lower housing expenditures with hourly wages of \$16.98 and \$18.62 respectively estimated to be needed to afford a one-bedroom apartment at FMR.

Why is it Important?

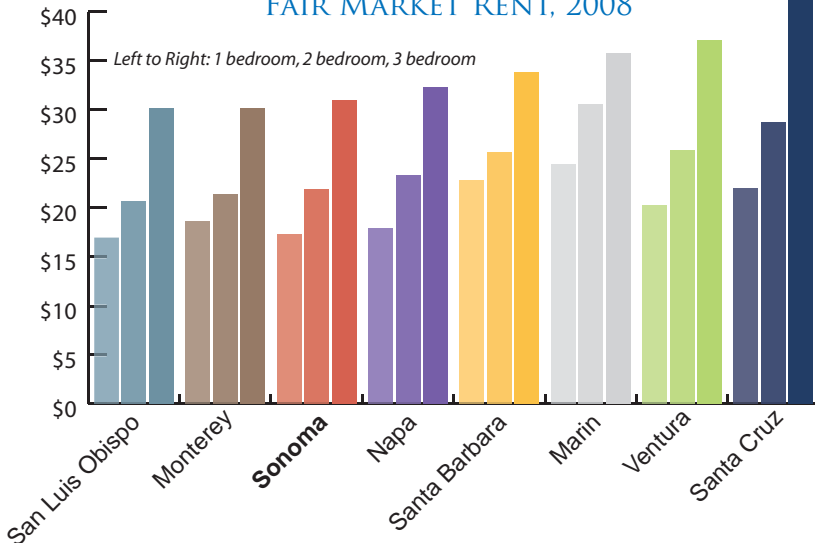
Lack of affordable rental housing can lead to crowding and household stress. A shortage of affordable housing restricts the ability of moderate-income renters to save for a down payment, thereby negatively impacting the housing market.

FAIR MARKET RENT, SONOMA COUNTY, 2008

	1-BR	2-BR	3-BR	4-BR
Price	\$901	\$1,137	\$1,613	\$1,886

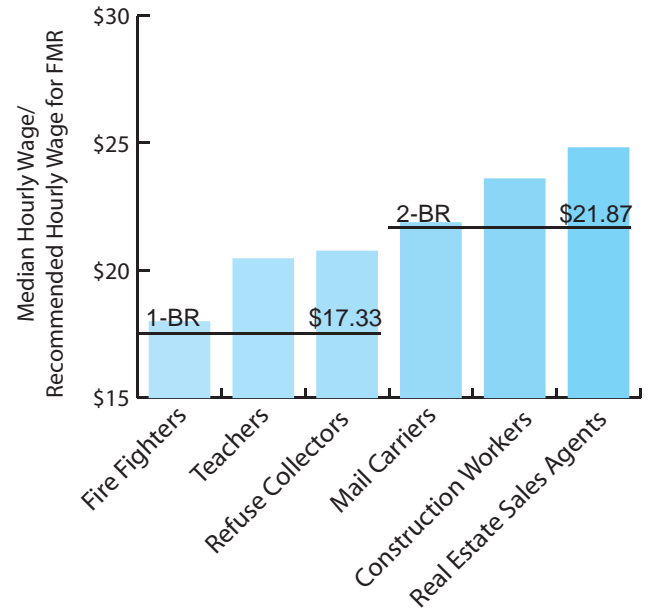
Source: U.S. Department of Housing and Urban Development (<http://www.hud.gov/>)

HOURLY WAGE ESTIMATED TO AFFORD FAIR MARKET RENT, 2008



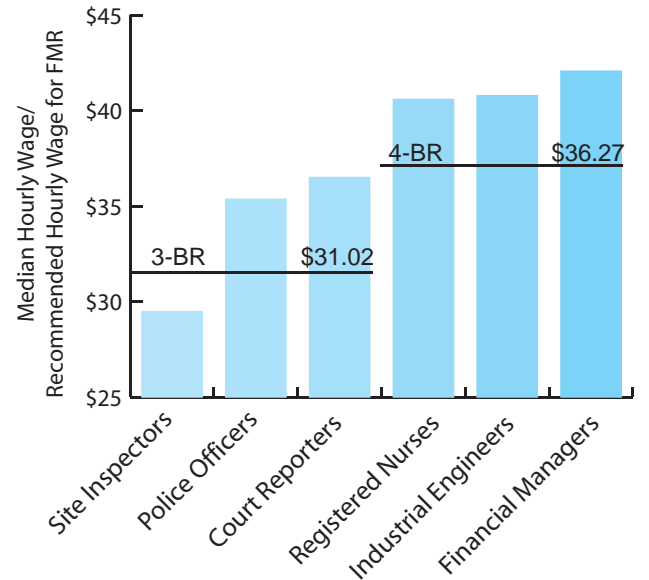
Source: U.S. Department of Housing and Urban Development (<http://www.hud.gov/>)

AFFORDABILITY OF FAIR MARKET RENT, SONOMA COUNTY, 2008 (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, 2008 (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>

CANCER NUMBER ONE KILLER IN SONOMA COUNTY

How is Sonoma County Doing?

From 2002 to 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 to 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.

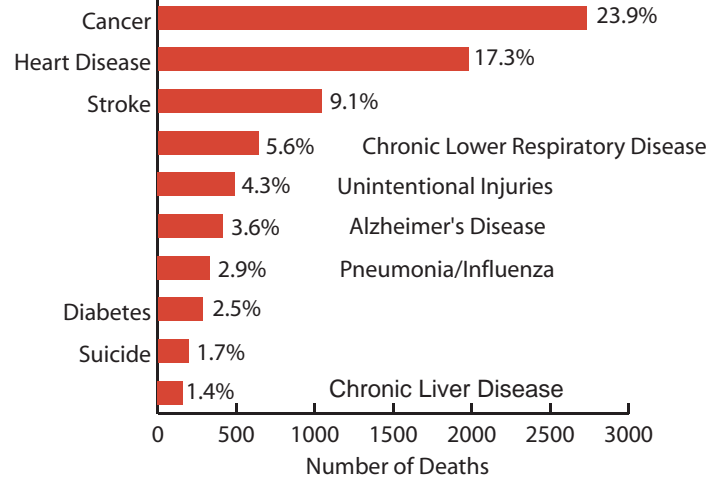
For every death due to unintentional injury, there were approximately 20 non-fatal hospitalizations during the same time period. Since 1999, rates of non-fatal hospitalizations for unintentional injuries have increased in Sonoma County. Falls account for more than half of all non-fatal, unintentional, 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.

LEADING CAUSES OF DEATH, 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/>)

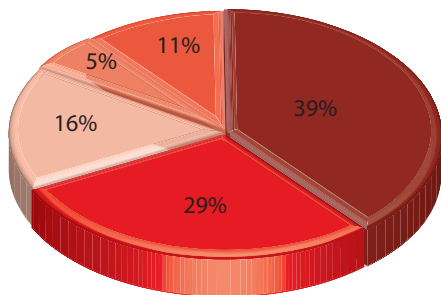
*Rates per 100,000 population

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

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.

GENERAL HEALTH

How is Sonoma County Doing?

From 2003 to 2006, Sonoma County birth rates fell in every race/ethnic group except for instances of two or more races, which increased slightly from 8.3/1,000 to 8.7/1,000.

In 2005, the teen birth rate in Sonoma County was considerably lower than the California rate. However, birth rates for Hispanics and American Indian/Alaska Native during this time were markedly higher than those of the state.

Sonoma County infant mortality rates improved much more quickly than the California rates between 2001-2004. 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, increasing demand for affordable child care, for an adequate number of schools, and other supports for young children.¹

Teen mothers typically have greater 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 as it reflects the health status and availability of perinatal care of mothers.

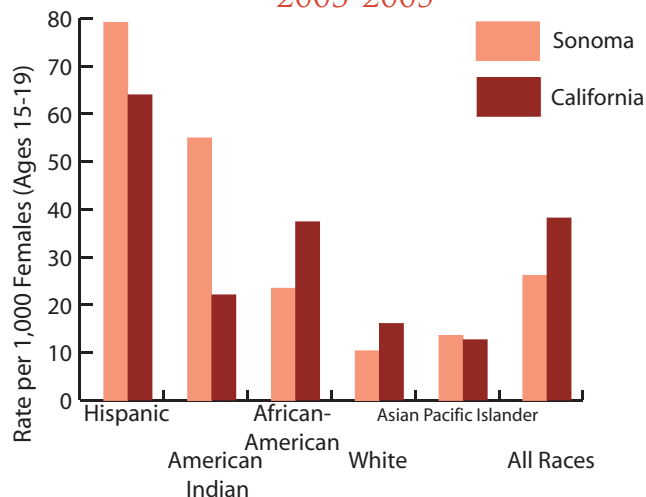
¹Ref: Coale, Ansley J. 1987. "How a Population Ages or Grows Younger." Pp. 365-369 in S.W. Menard and E.W. Moen (eds.), Perspectives on Population: An Introduction to Concepts and Issues. Oxford: Oxford University Press; Weeks, John R. 2002. Population: An Introduction to Concepts and Issues (8th edition).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

LEADING CAUSES OF NON-FATAL UNINTENTIONAL INJURY HOSPITALIZATION, SONOMA COUNTY, 2003-2005

	Number	Percent
Falls	5,123	52.4%
Motor Vehicle Collisions	1,436	14.7%
Poisoning	572	5.9%
Overexertion	300	3.1%
Struck by Object	261	2.7%
Other Transportation	257	2.6%
Natural/Environmental	248	2.5%
Cut/Pierce	231	2.4%
Bicyclist, Other	174	1.8%
Burn	124	1.3%

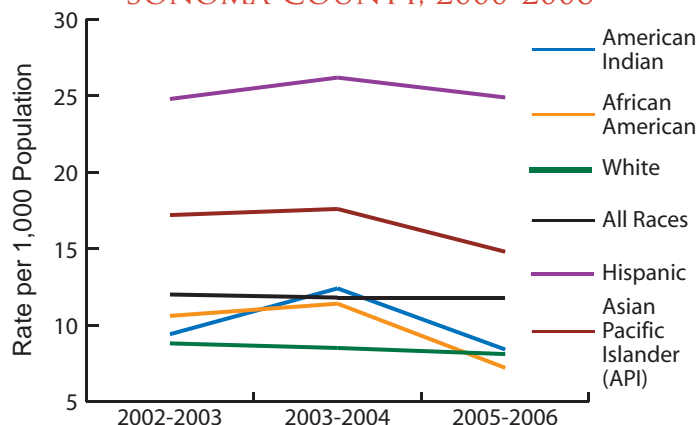
Source: California Department of Statewide Health Planning and Development. Patient Discharge Data, 2003-2005

TEEN BIRTH RATES* BY RACE/ETHNICITY, 2003-2005



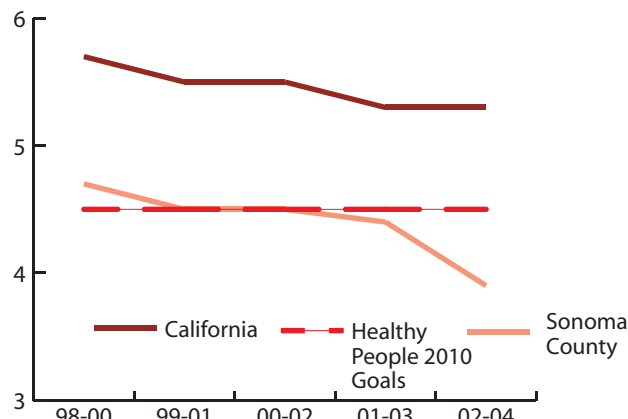
Source: California Department of Health Services, Birth Records, 2003-2005
*Rate per 1,000 females ages 15-19

BIRTH RATES* BY RACE/ETHNICITY, 2-YEAR AVERAGE, SONOMA COUNTY, 2000-2006



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

INFANT MORTALITY RATES*, 2-YEAR MOVING AVERAGE 1998-2004



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

ACCESS TO HEALTH CARE

How is Sonoma County Doing?

While Sonoma County has a significantly lower rate of uninsured than California, more than one-third of households with an income between \$15,000 to \$20,000 per year 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.²

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.

²Ref: 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

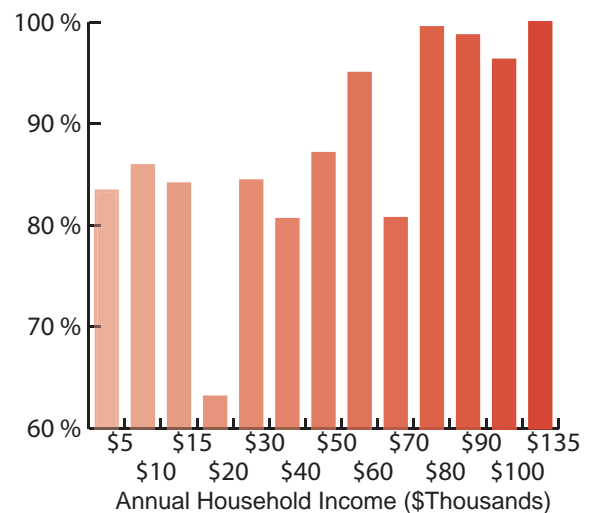
Source: Medical Board of California, 2004

PERCENT OF PEOPLE WITH HEALTH COVERAGE, 2005



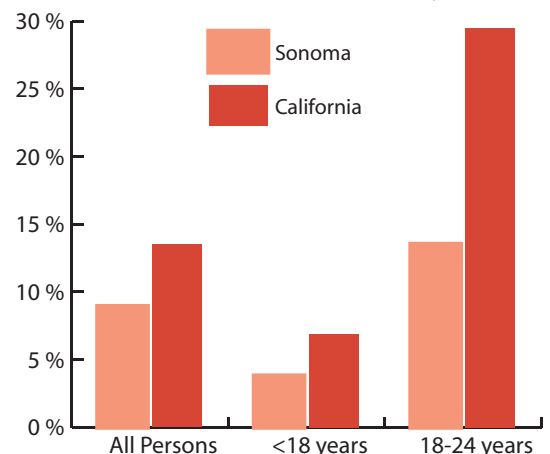
Source: California Health Interview Survey (<http://www.chis.ucla.edu/>)

HEALTH INSURANCE COVERAGE BY INCOME, SONOMA COUNTY, 2005



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

PERCENTAGE OF INDIVIDUALS WITHOUT HEALTH INSURANCE, 2005



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

RISK BEHAVIORS

How is Sonoma County Doing?

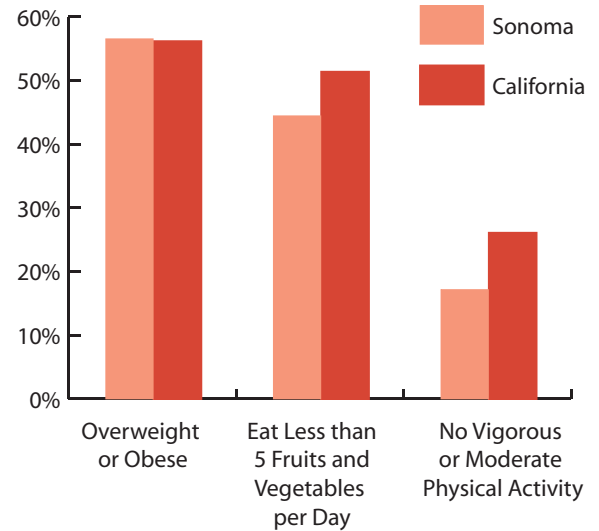
In 2005, more than half of Sonoma County residents reported being overweight or obese. A diet rich in fruits and vegetables and regular exercise are two important contributors to healthy weight. More than 44% of Sonoma County residents reported eating less than the recommended five fruits and vegetables per day, and about 17% of adults did not participate in any vigorous or moderate physical activity at all. However, participation in physical activity has increased since 2003, and fewer people are inactive in Sonoma County than the California average.

While only 14.4% of Sonoma County residents reported being current smokers in 2005, more than a quarter of the population reported being a former smoker. A slightly 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, which can be modified for improved health. 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, 2005



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

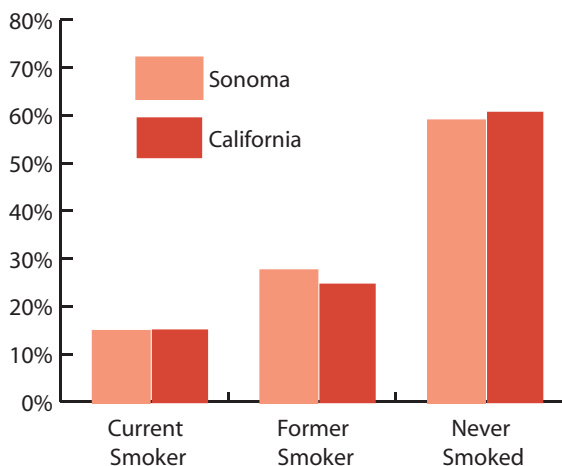
FOR MORE INFORMATION ON RISK BEHAVIORS

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

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

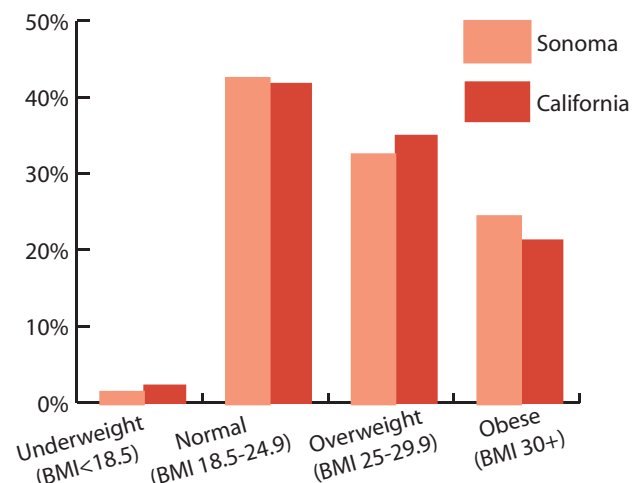
Healthy People 2010
<http://www.healthypeople.gov>

SMOKING STATUS, 2005



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

ADULTS BY WEIGHT CLASSIFICATION, 2005 (BMI=BODY MASS INDEX)



Source: 2005 California Health Interview Survey (<http://www.chis.ucla.edu>)

SUBSTANCE ABUSE

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 2005, 49.5% of Sonoma County teens between the ages of 12 and 17 years reported having used alcohol at least once. 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 2003-2005, 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. In 2002-2004, almost 36% of deaths to Sonoma County residents ages 15-24 were due to motor vehicle collisions.

Why is it Important?

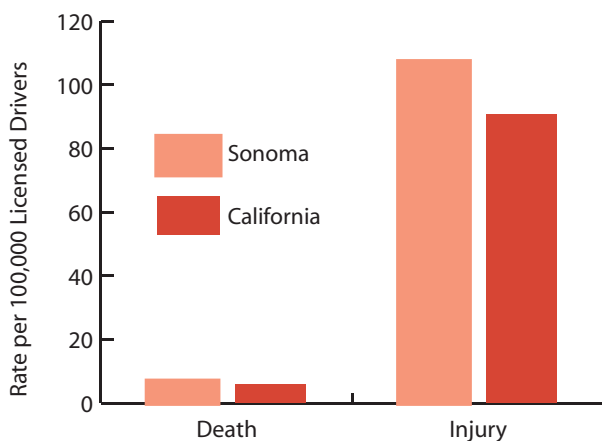
Alcohol or other drug abuse is associated with developing chronic diseases, such as chronic liver disease; with transmission of communicable diseases, such as hepatitis B and C and HIV; violence; unsafe health behaviors, such as high-risk sexual practices; injury, such as traffic injuries and fatalities; 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>

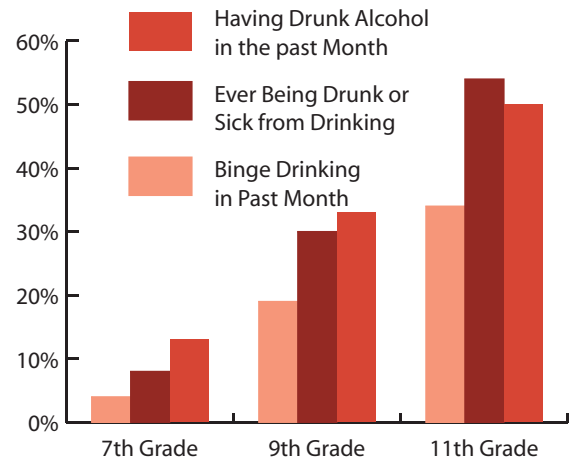
California Department of Health Services
<http://www.dhs.ca.gov>

ALCOHOL-RELATED DEATH AND INJURY RATES* FROM MOTOR VEHICLE COLLISIONS, 2003-2005



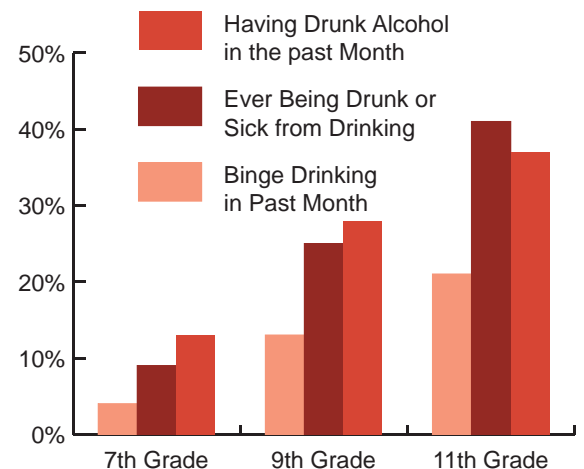
Source: California Highway Patrol, Statewide Integrated Traffic Records, 2003-2005
 *Rate per 100,000 licensed drivers

YOUTH ALCOHOL REPORTED USE, SONOMA COUNTY, 2004-2006



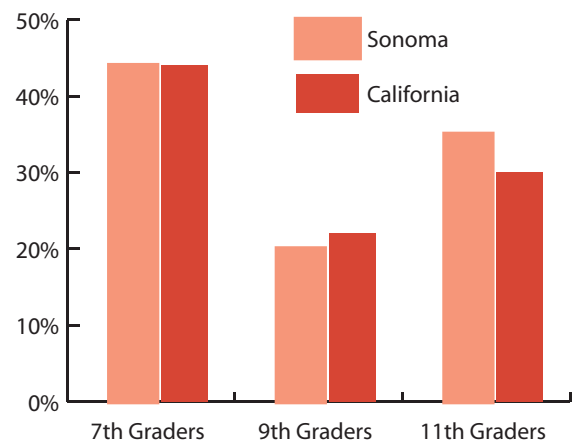
Source: California Health Kids Survey, 2004-2006

YOUTH ALCOHOL REPORTED USE, CALIFORNIA, 2004-2006



Source: California Health Kids Survey, 2004-2006

PERCENT OF STUDENTS WHO REPORT DRINKING AND DRIVING, OR BEING A PASSENGER IN A CAR DRIVEN BY SOMEONE WHO HAS BEEN DRINKING, 2004-2006



Source: California Health Kids Survey, 2004-2006

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. payroll 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 the variable to be measured, is used to attain this number:

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

For example, Santa Cruz experienced the greatest payroll growth over the last year relative to the competing regions and, accordingly, scored a 10. Ventura, on the other hand, had the slowest payroll growth and scored a 0. Sonoma's score of 3.3, therefore, means that Sonoma's payroll growth fell 33% of the way between Ventura and Santa Cruz. After the index scores for each variable were calculated, the relevant scores were averaged to create composite indices. The only difference is that instead of applying the typical index formula, the average score is scaled 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 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. In addition, the sources were chosen 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.

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, San Luis Obispo, Santa Barbara, Santa Cruz and Ventura, 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. In addition, we have included Spokane County, Washington, to provide additional context for comparisons between Sonoma County, the basket of comparison counties and the State of California.

Key to Scorecard

-  Indicates that the value or trend was more positive than the compared area.
-  Indicates that the value or trend was not as positive than the compared area.
-  Indicates that the value or trend was not directly comparable to other areas.
-  Indicates that the value or trend was equal to the compared area.

2008

Sonoma County Indicators

Sources & Methodology

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

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 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, or fax to (707) 565-7231.

Sonoma County Indicators was developed from 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 *2008 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.

The *2008 Sonoma County Indicators* was prepared by EDB staff members led by Robert Nachtsheim with assistance from Jennifer Henry, Laura Kim, Camille Padilla, Julia Roberts, and Alex Scherbatskoy.

The pictures on the front cover of the *2008 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>).

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

CHAIRMAN'S CIRCLE:



EXECUTIVE TIER:



ASSOCIATE TIER:



- County of Sonoma Board of Supervisors ■
- Sonoma County Permit & Resources Management ■ Community Development Commission ■
- Sonoma County Health Services ■ Sonoma County Transportation & Public Works ■