

Sonoma's Vital Signs



**Ben Stone, Executive Director
Economic Development Board
January 20, 2010**

Today's Agenda

- **Community Indicators**
- **Economic Forecast**
- **Innovation Council Report**
- **2010 State of the County**

EDB Underwriters


EDB
 SONOMA COUNTY
 ECONOMIC DEVELOPMENT BOARD

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Sonoma County Alliance



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

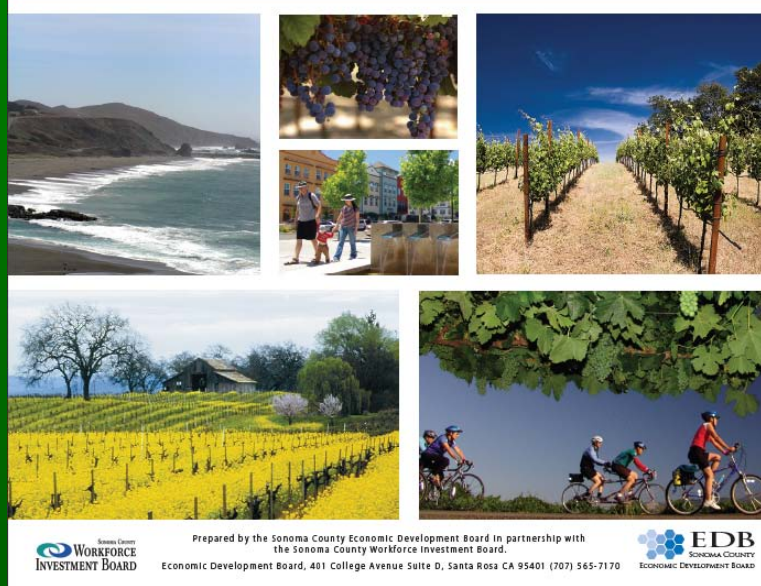
www.sonomaedb.org

2010 Sonoma County Indicators

SONOMA COUNTY INDICATORS

2010

ECONOMY
ENVIRONMENT
HEALTH
SOCIETY
TOURISM
WORKFORCE

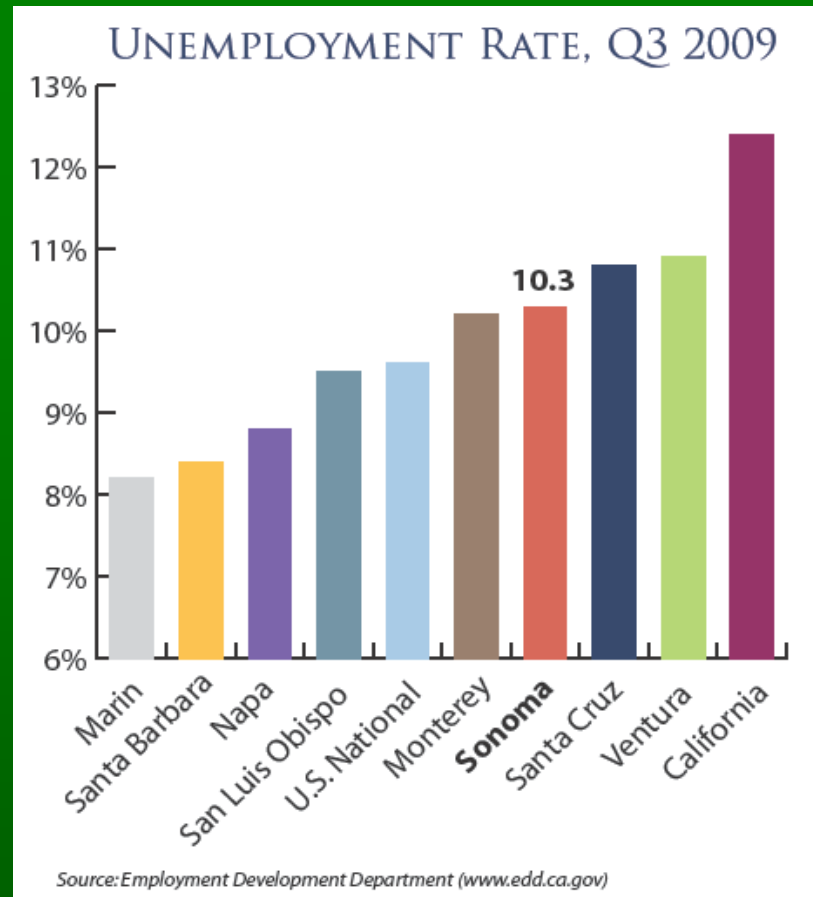


Sonoma County
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Prepared by the Sonoma County Economic Development Board in partnership with
the Sonoma County Workforce Investment Board.
Economic Development Board, 401 College Avenue Suite D, Santa Rosa CA 95401 (707) 565-7170

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What is an Indicator?



Trendlines

POSITIVE TRENDS



CONCERNING TRENDS



NO CLEAR TREND

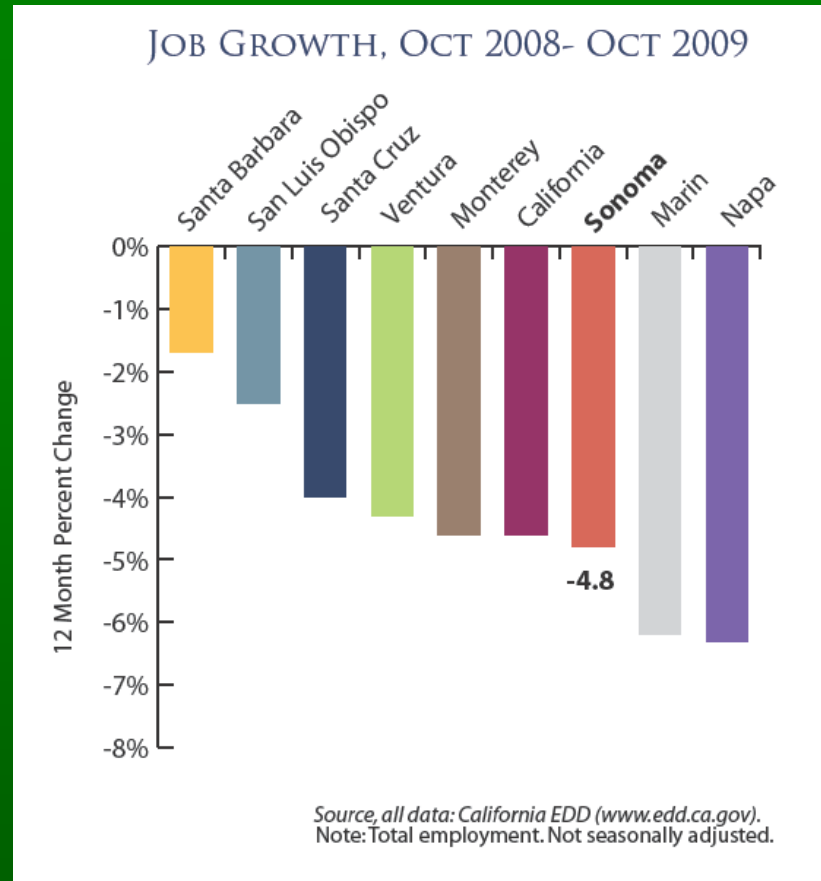


Concerning Trends

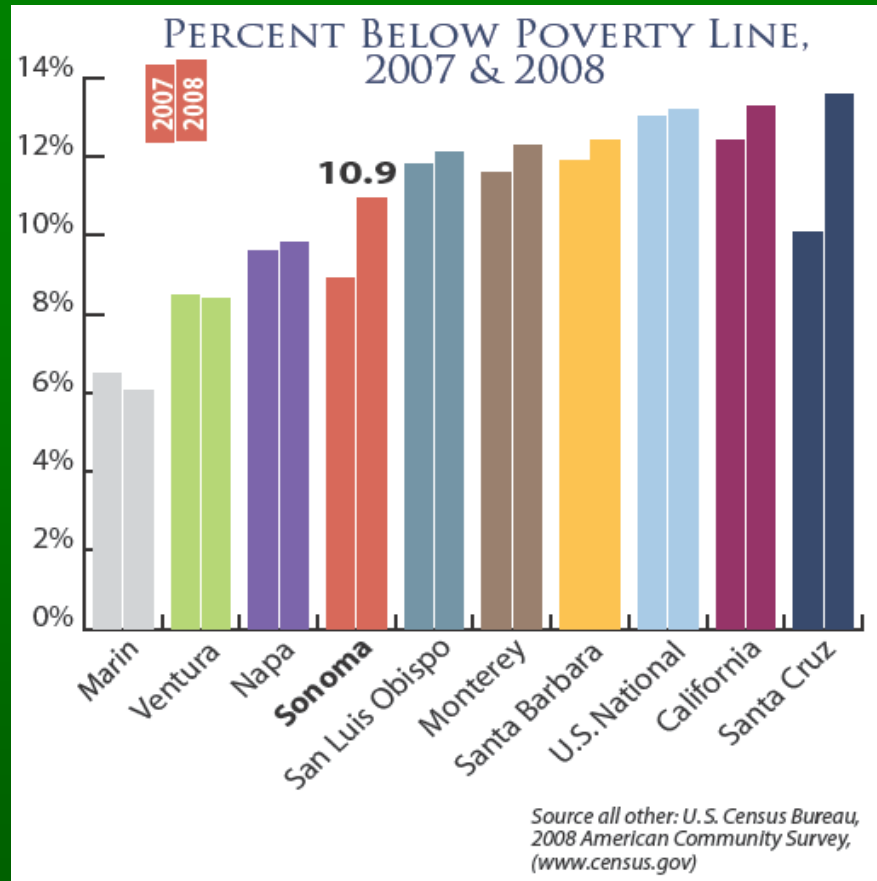
- **Job Growth**
- **Poverty**
- **Educational Achievement Gap**



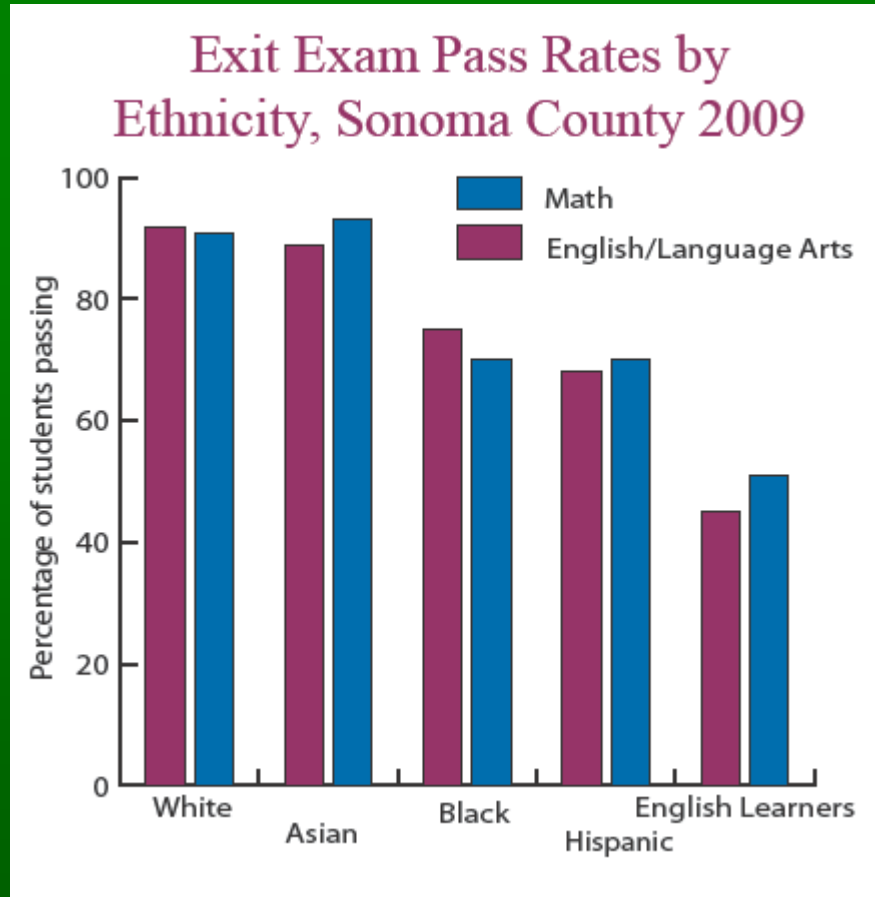
Negative Job Growth



Poverty Rate



Educational Achievement

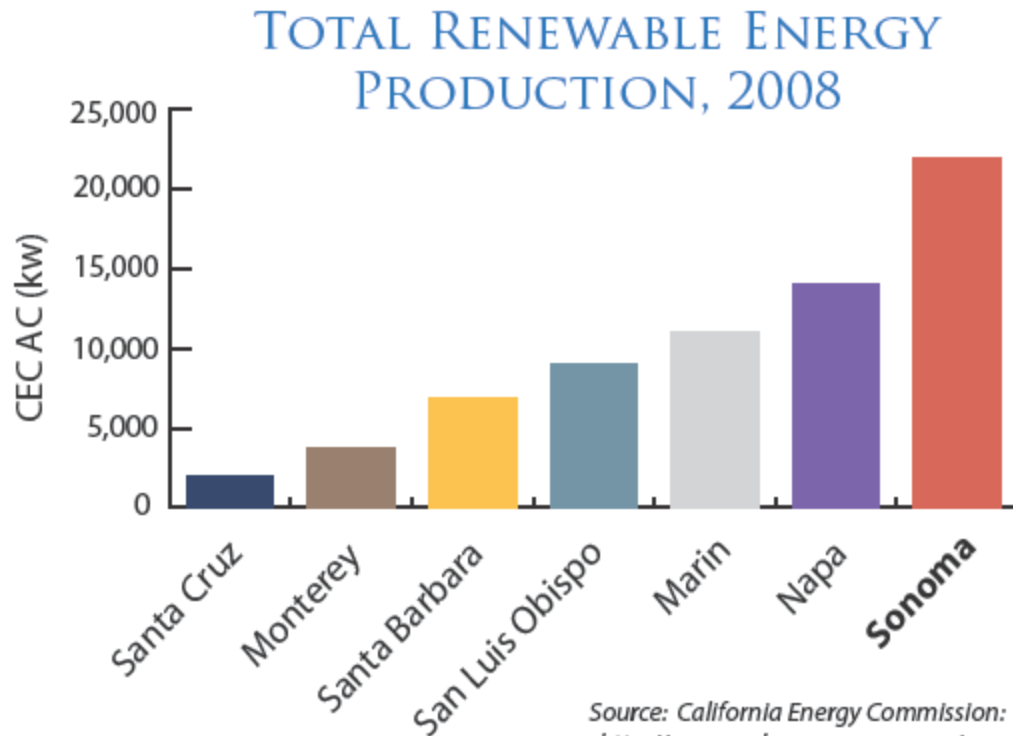


Positive Trends

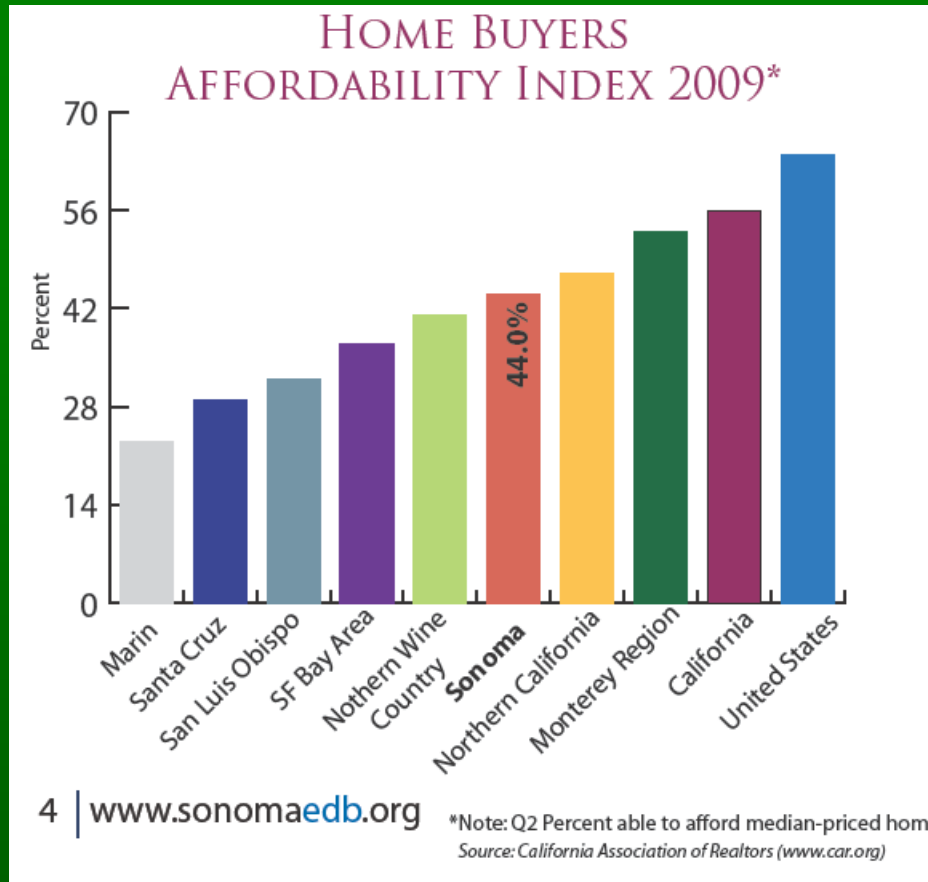
- **Resource Conservation**
- **Housing Affordability**
- **Firm Establishment**



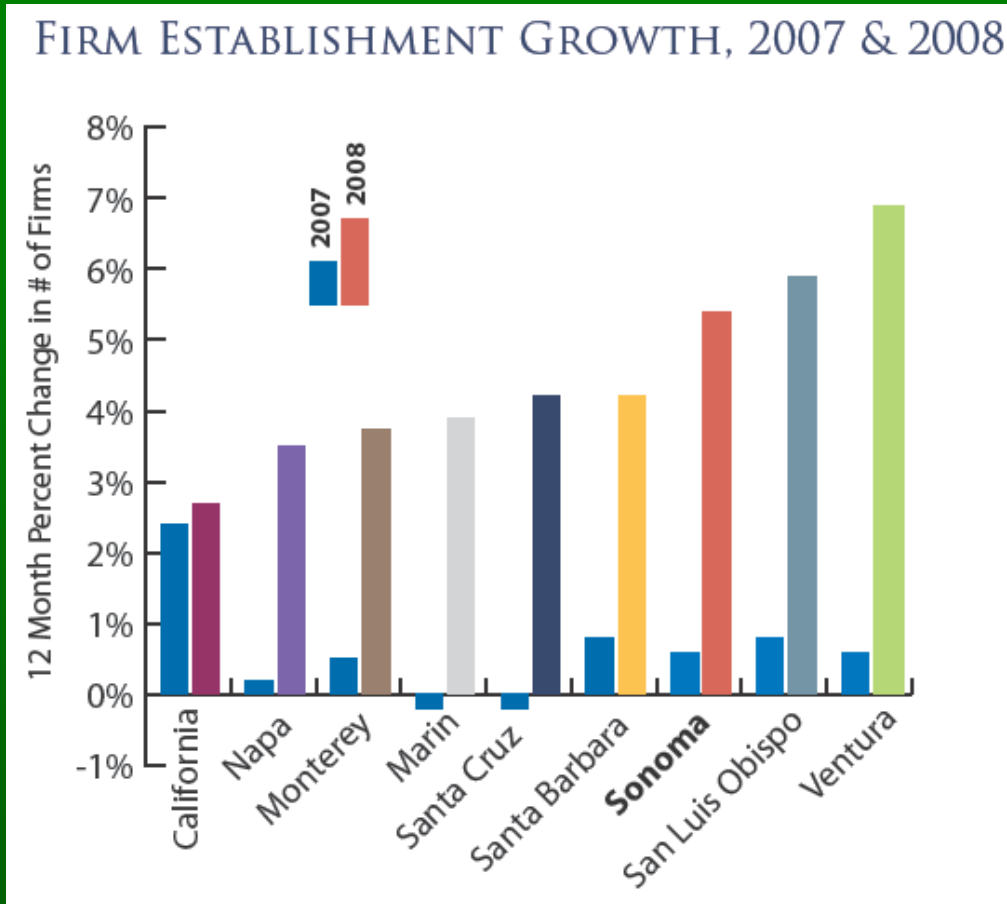
Leading in Renewable Energy Production



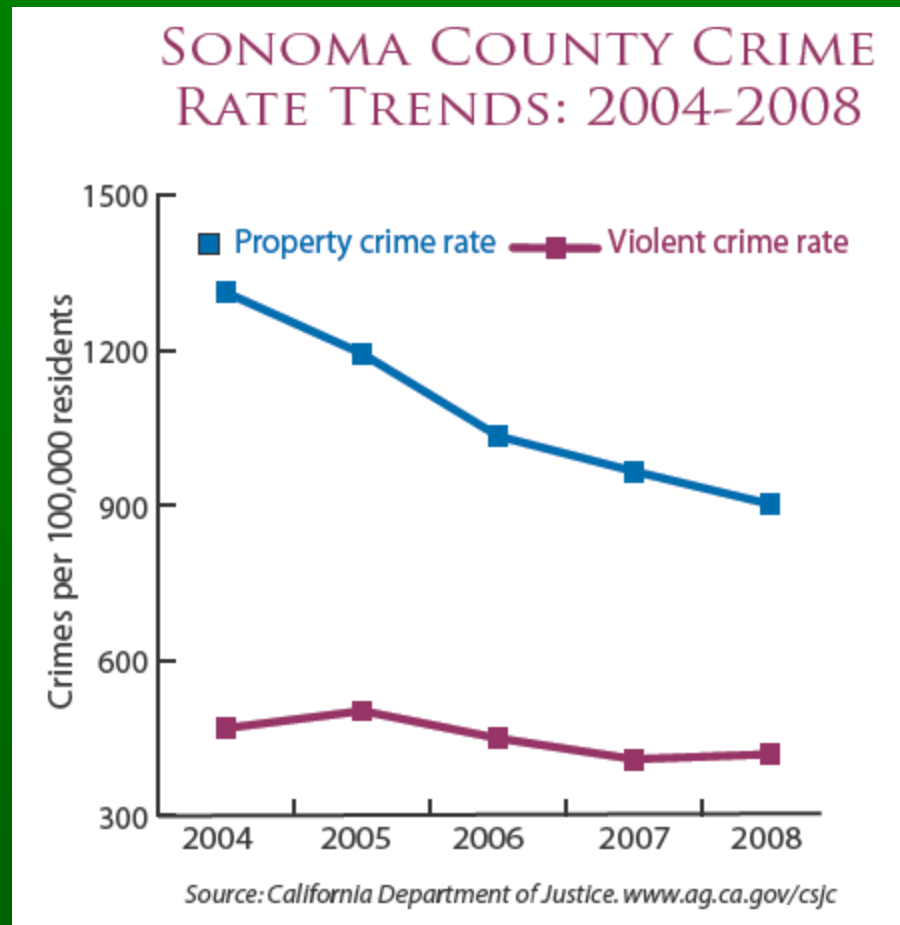
Housing Affordability Up



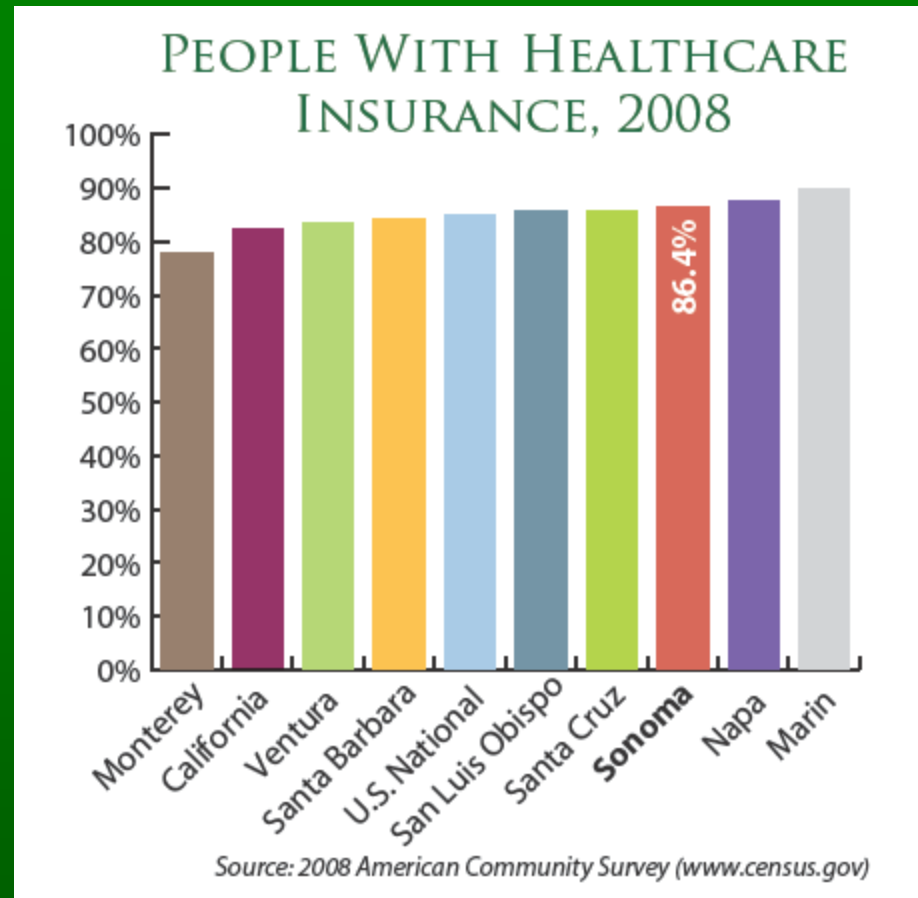
Firm Establishment Growth



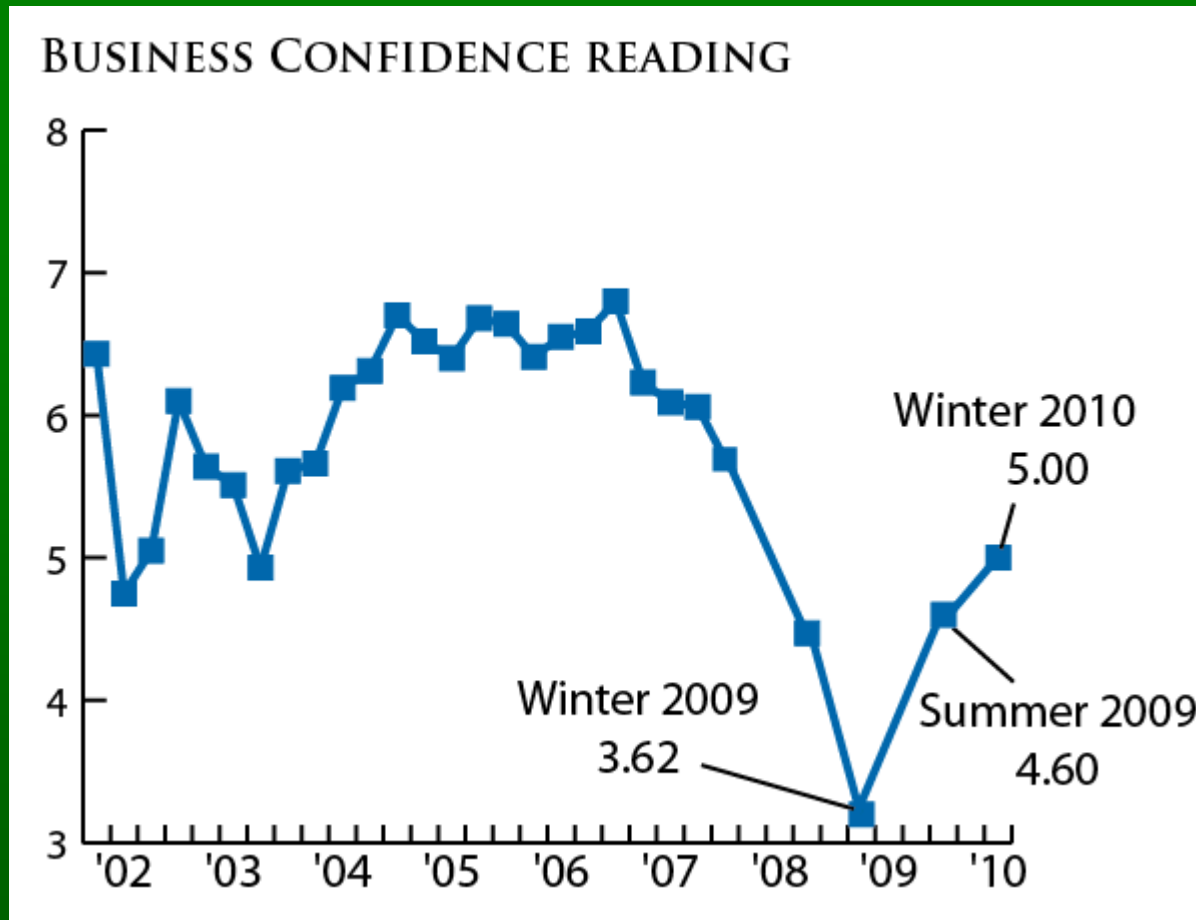
Positive Crime Rate Trends



High Rates of Health Insurance



Business Confidence



**Overall, Sonoma remains
Competitive**

Strength: Quality of Life

Challenge: Sustainable Economy

Next up...

- **Dr. Jerry Nickelsburg**

**UCLA
Anderson
Forecast**

