

Sonoma Valley: Community Profile

Spring 2011

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Executive Summary

May 2011

The Sonoma County Economic Development Board (EDB), in partnership with the Sonoma County Community Foundation, is pleased to present the *Sonoma Valley: Community Profile*. The indicators chosen for this report focus on the connections between the economy and community.

Key findings of the *Sonoma Valley: Community Profile* include:

- The percent of households living below the 200% federal poverty level is significantly higher in the springs area (32%) than in the rest of Sonoma Valley (25%). Poverty is more prevalent with Hispanic residents than their white counterparts.
- There is a significant adult educational attainment gap between whites and Hispanics in Sonoma Valley. The majority of Hispanics above the age of 25 in Sonoma Valley do not have a high school diploma, while only 8.2% of whites in Sonoma Valley do not have a high school diploma.
- Unemployment rates have been historically higher in the springs area, particularly in Fetters Hot Springs-Agua Caliente.
- Hispanics are the largest demographic group in the Sonoma Valley school district making up 48.3% of total enrollment. There is evidence of an achievement gap because of the discrepancy in Grade 10 exit exams and difference in number of High School graduates with UC/CSU required courses.

Thank you for your interest in the Economic Development Board's research. For additional information, questions, comments, or suggestions please contact us at (707) 565-7170 or visit www.sonomaedb.org.

Sincerely,



Ben Stone
Executive Director

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Demographics of Sonoma Valley

Population by Area

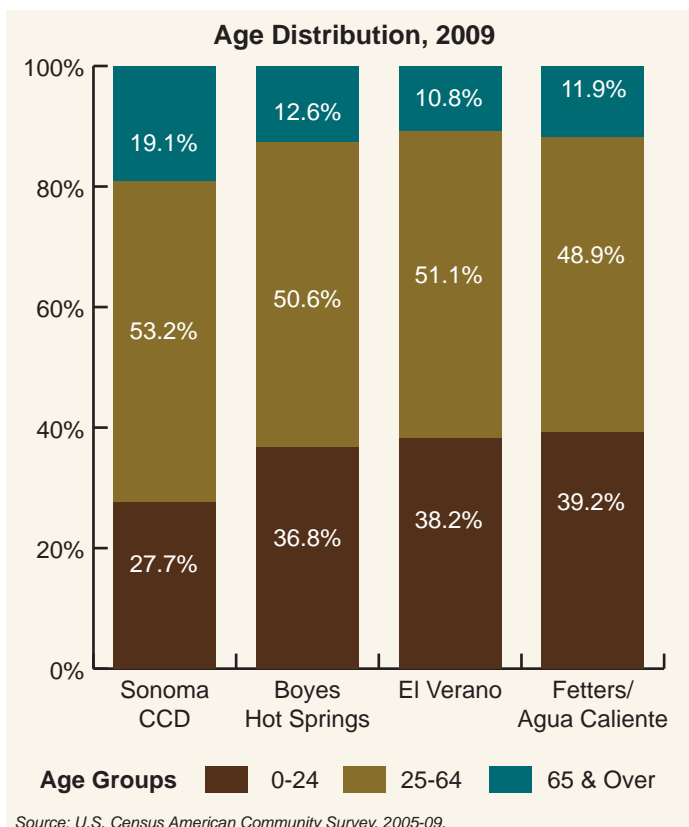
The areas of Boyes Hot Springs, El Verano, Fethers Hot Springs-Agua Caliente make up 28.9% of Sonoma Valley's population. Areas included in the rest of Sonoma Valley are Kenwood, Glen Ellen, Temelec, Eldridge, and the city of Sonoma. This data was collected by the Census from 2005-2009. According to the 2010 Census, the total population of the Sonoma Valley, designated as Sonoma Census County Division (CCD), is 40,608. However, 2010 data is not available for sub-county areas.

Population by Ethnicity

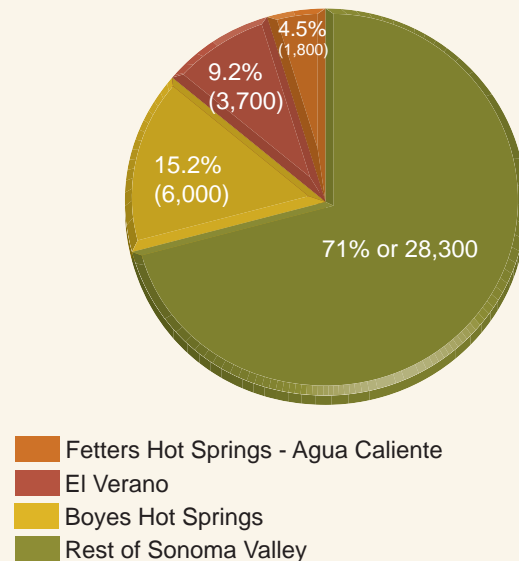
Sonoma Valley's population is made up of 69% white residents, 26% are Hispanic or Latino, 1.9% multirace, 2% Asian, and 1% other. Boyes Hot Springs, El Verano, and Fethers Hot Springs-Agua Caliente have significantly larger portions of the Hispanic/Latino population. These figures are from the 2005-09 American Community Survey, it is likely from the updated 2010 figure for the entire Sonoma CCD, that there is even a larger number of Hispanics in these communities.

Age Distribution by Area

There are significantly more young people (under age 25) in Boyes Hot Springs, El Verano, and Fethers Hot Springs-Agua Caliente and a smaller senior population (those over age 65). The discrepancy is largely because the Hispanic population, which is more concentrated in the springs area, is younger. The smaller amounts of seniors may have to do with smaller incomes and lower access to health care.

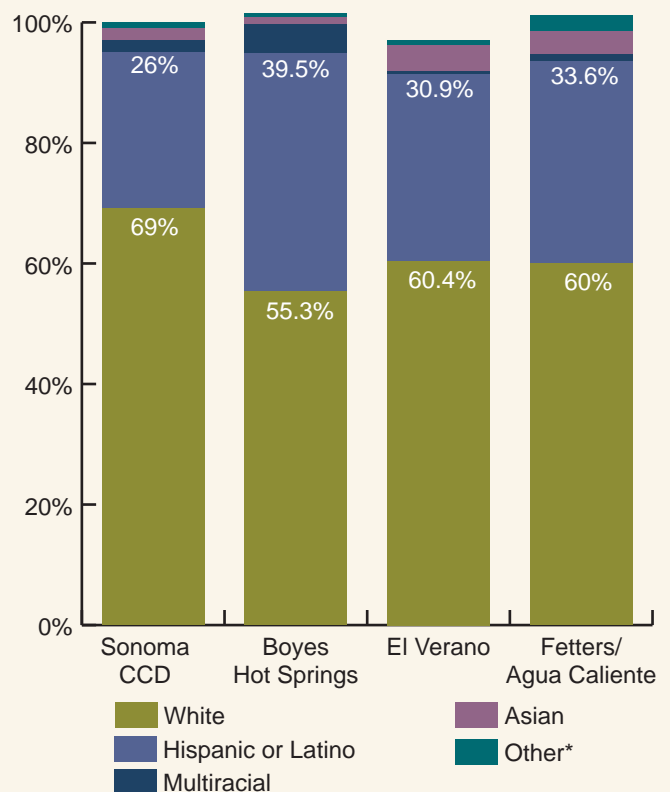


Population of Sonoma Valley by Area, 2009



Source: U.S. Census American Community Survey, 2005-09.

Population of Sonoma Valley by Ethnicity



*Note: Includes American Indian, Black, and Native Hawaiian

Sources: For Sonoma CCD, U.S. Census 2010.

All others areas, U.S. Census American Community Survey, 2005-09.

Economy

Households Living in Poverty

The poverty line is the minimum level of income deemed necessary to have an adequate standard of living for a given family size. For example, the federal poverty line for a family of four is \$22,050. Because of the high cost of living in Sonoma County, an adjusted poverty rate may be higher. The Living Wage Coalition of Sonoma County estimates \$62,000 is needed for an adequate standard of living for a family of two adults and two children. Insight Center for Community Economic Development estimates that \$50,000 is needed for one adult with two children. For this reason, the percentage of households living beneath 200% of the poverty level is also measured. There are 9,710 Sonoma Valley households or 25% of the population living under the 200% level of poverty. The highest concentration of poverty are in the springs area, which has significantly higher levels of poverty (ranging from 30.6% to 32.5% of all households) than the whole of Sonoma Valley.

Poverty Rate by Ethnicity and Area

There is a clear racial gap in poverty levels. The poverty rate for Hispanics is 7.4 percentage points higher than for whites. In Fetters more than half of residents who are Hispanic live in poverty.

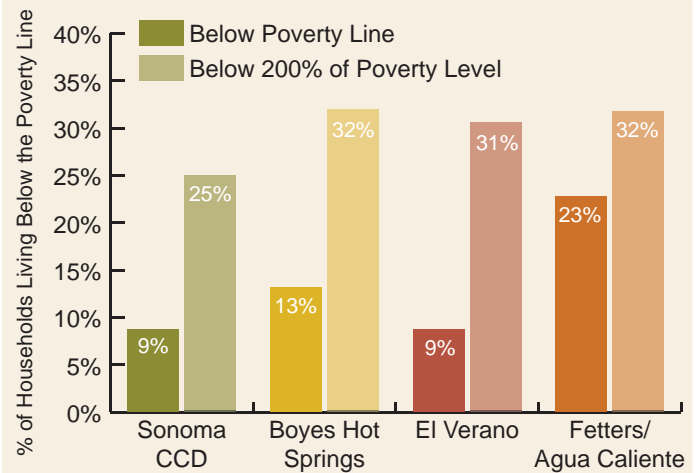
Median Household Income

Median household income is the income level at which half of the area's households earn more and the other half earn less. Median household income evaluates income levels among all economic classes, higher levels of median household income indicates expansion across a full range of incomes. The springs area has far lower median incomes than the rest of Sonoma Valley and California. The median household income in Fetters Hot Springs-Agua Caliente of \$45,244 is 27% lower than Sonoma CCD, Boyes Hot Springs follows with \$49,324 (20% lower), and El Verano with \$53,813 (13% lower).

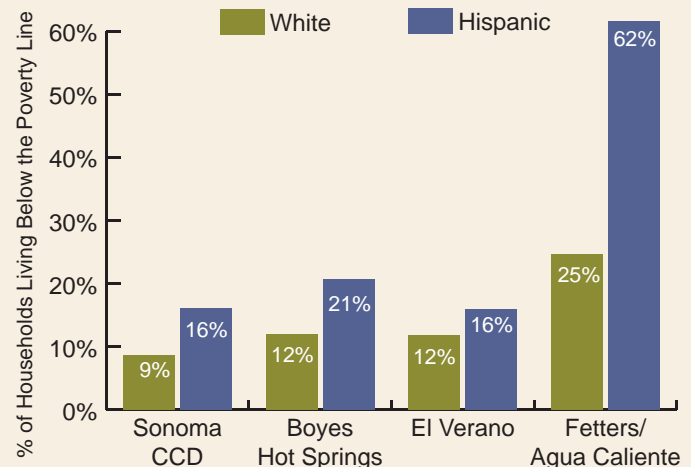
Households by Income

There is a larger middle-class and smaller upper-class in the springs area compared to Sonoma Valley. Nearly 30% of households in Sonoma CCD earn \$100,000 or more while only 15.2% of households in the springs area earn the same amount.

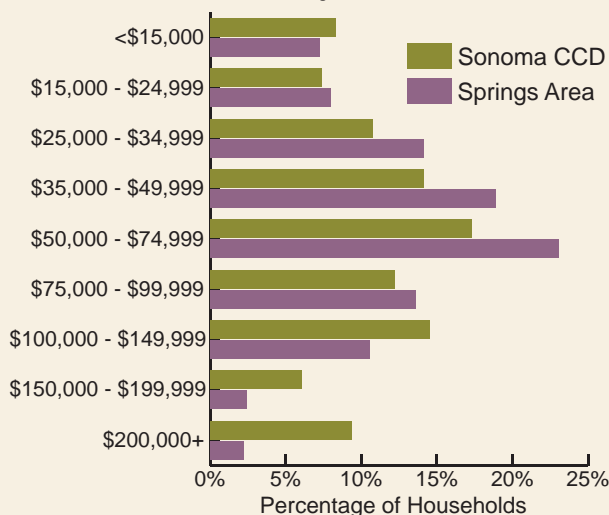
Households Living in Poverty, 2005-09



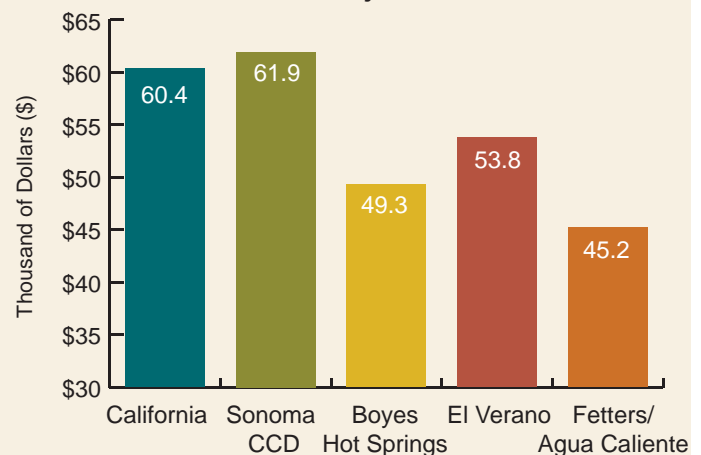
Poverty Rate by Ethnicity and Area, 2005-09



Households by Income, 2009 Inflation-Adjusted Dollars



Median Household Income, 2009 Inflation-Adjusted Dollars



Source All: U.S. Census American Community Survey, 2005-09

Society

Citizenship Status by Area

Boyes Hot Springs and Feters Hot Springs-Agua Caliente have the highest percentage of non-citizens with 15.9% and 17.6%, respectively. El Verano has the highest percentage of U.S. citizens by naturalization (10.2%), possibly indicating that the Hispanic population has been there longer than in other areas. Data about citizenship is self-reported and recorded by the U.S. Census, American Community Survey, so it may be understated as non-citizens may fear identifying themselves as so.

Non-U.S. Citizens by Area

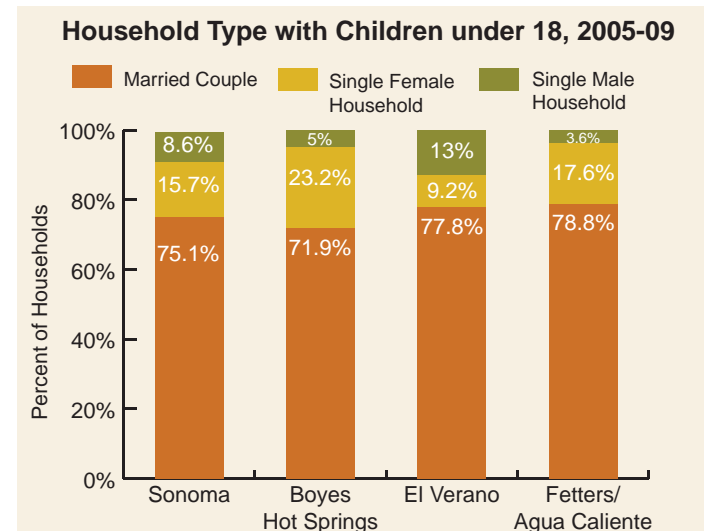
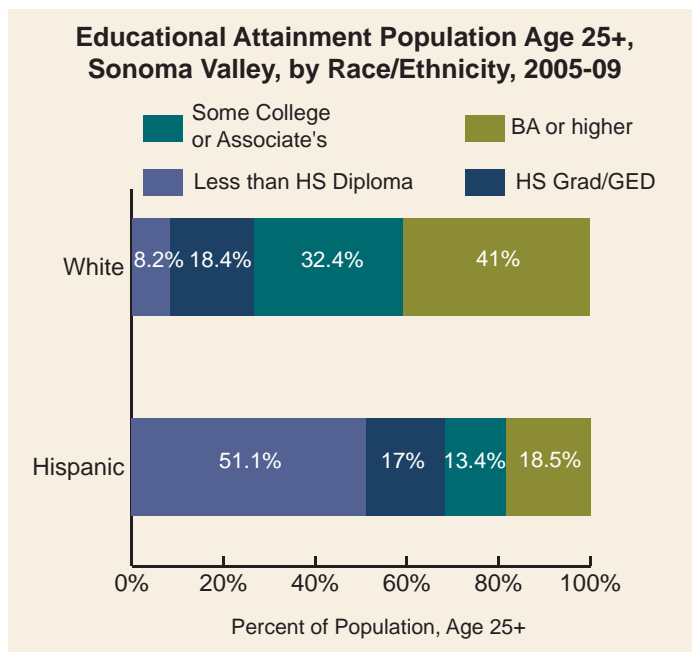
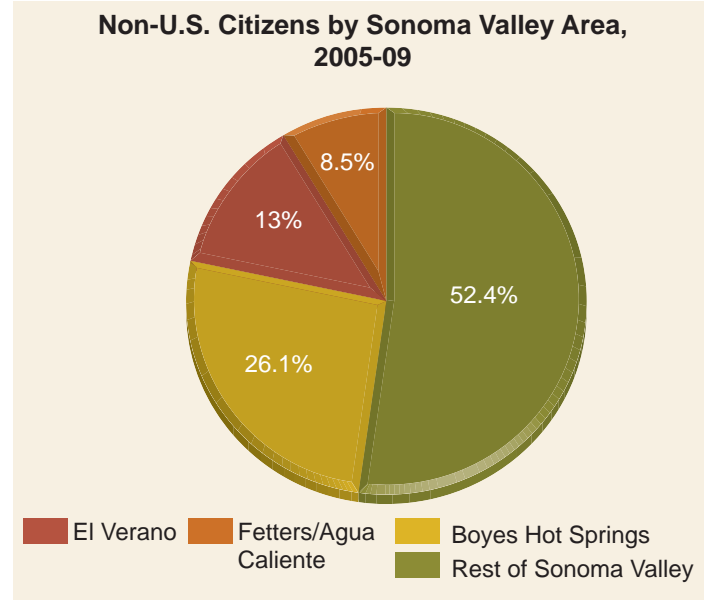
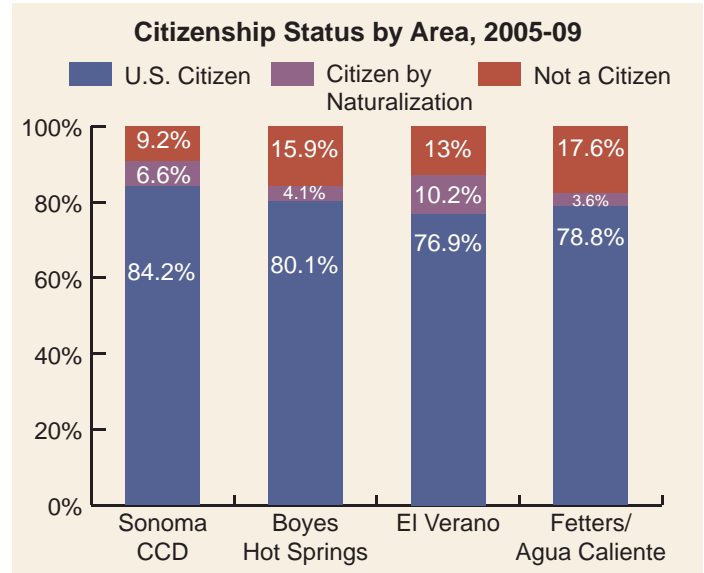
The Census estimates 3,677 non-citizens living in Sonoma Valley, the majority of which live in Boyes Hot Springs, El Verano, or Feters/Agua Caliente. Only 52.4% live in other areas compared to 71% of the total population.

Household Type with Children under Age 18

For those households with children, families with a married couple is the most common type of household in Sonoma Valley. The largest discrepancy is with Feters, in which only 62% of households are married couples as opposed to El Verano, which is made up of 77.8%. There are a surprising number of households solely headed by a male in El Verano (13%) compared with the Sonoma Valley average (8.6%). Boyes Hot Springs and Feters have a larger portion of single female heads of household.

Adult Educational Attainment by Race/Ethnicity

There is a clear discrepancy in adult educational attainment between Hispanics and whites in Sonoma Valley. Only 8.2% of whites in Sonoma CCD have less than a high school diploma while the majority (51.1%) of Hispanics have less than a high school diploma. Also, just 18.5% of Hispanics have a Bachelor's degree or higher while 41% of whites do. It is important to understand the education level of adults because many of them are parents to children in the Sonoma Valley school district.



Source All: U.S. Census American Community Survey, 2005-09.

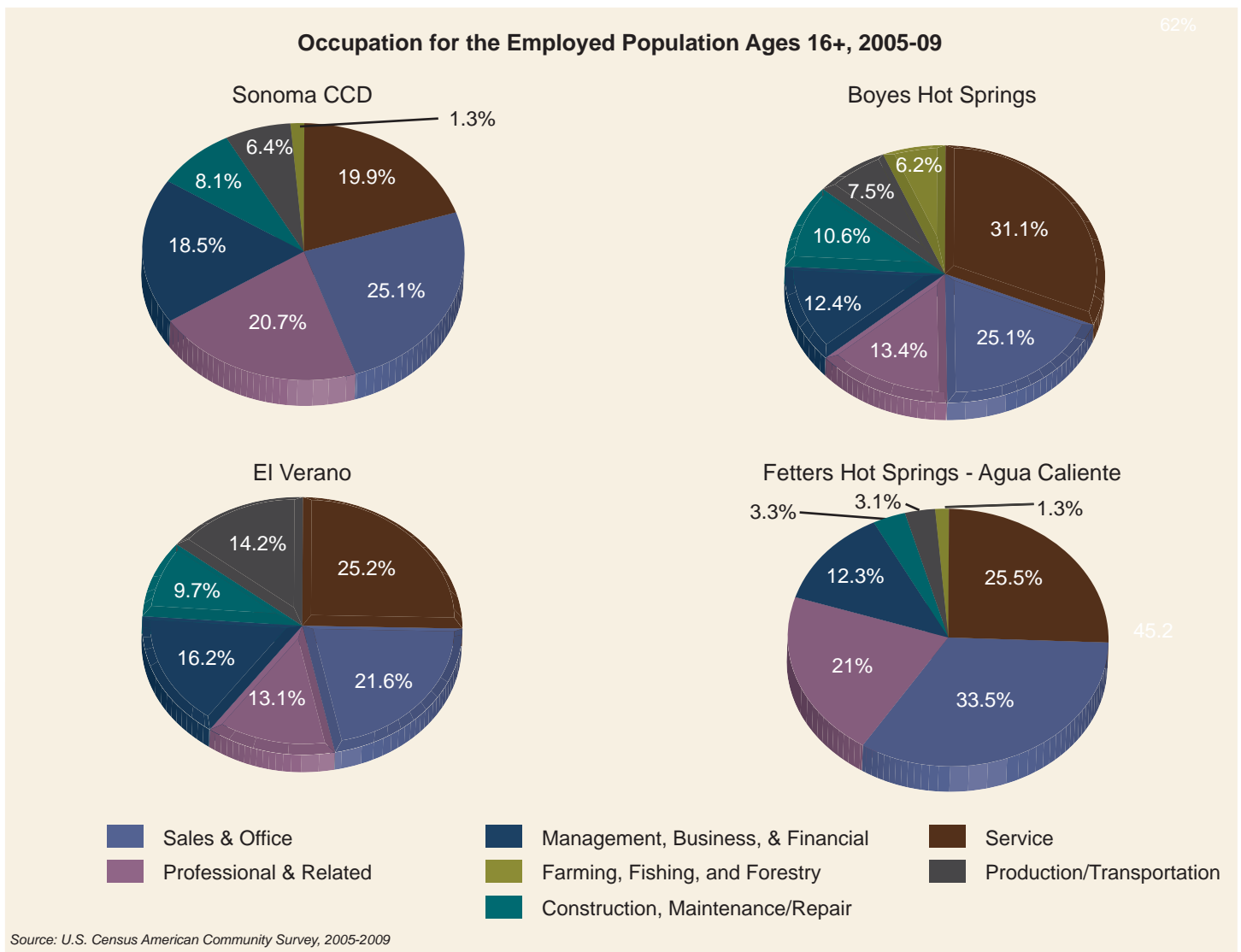
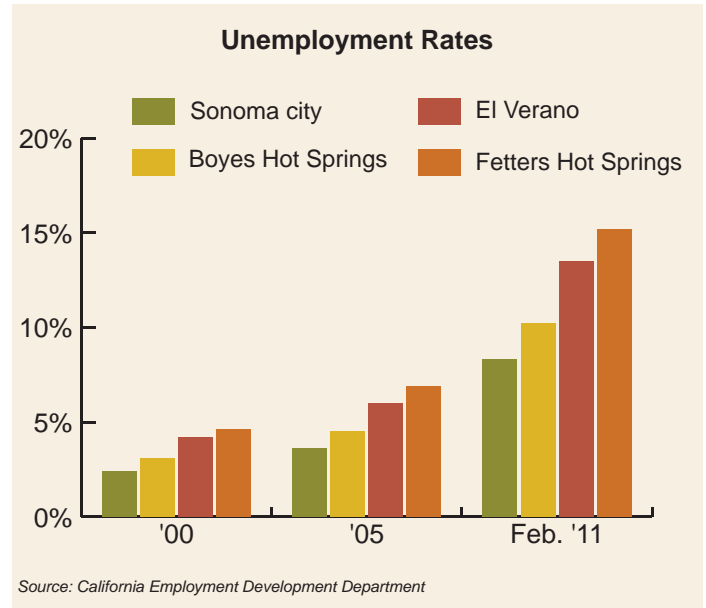
Workforce

Unemployment Rate

For the past ten years, the unemployment rate in Boyes Hot Springs, El Verano, and Fetters Hot Springs-Agua Caliente has been significantly higher than the unemployment rate in the city of Sonoma. The most recent unemployment figures from February 2011 are highest in Fetters Hot Springs (15.2%), followed by El Verano (13.5%), Boyes Hot Springs (10.2%), then the city of Sonoma (8.3%).

Occupations for the Employed Population

The set of pie graphs below show the occupation make up of the employed population (ages 16+) in each area. There is a higher concentration of those with "Service" occupations in Boyes Hot Springs (11.2 percentage points higher than Sonoma CCD), El Verano (5.3 percentage points higher), and Fetters (5.6%). Service occupations tend to be lower paid and require less education; examples include healthcare support, protective service, cleaning services, and food preparation and serving. Sonoma Valley has, on average, five percentage points more employed in Management, Business & Financial; and Professional & Related occupations.



Workforce

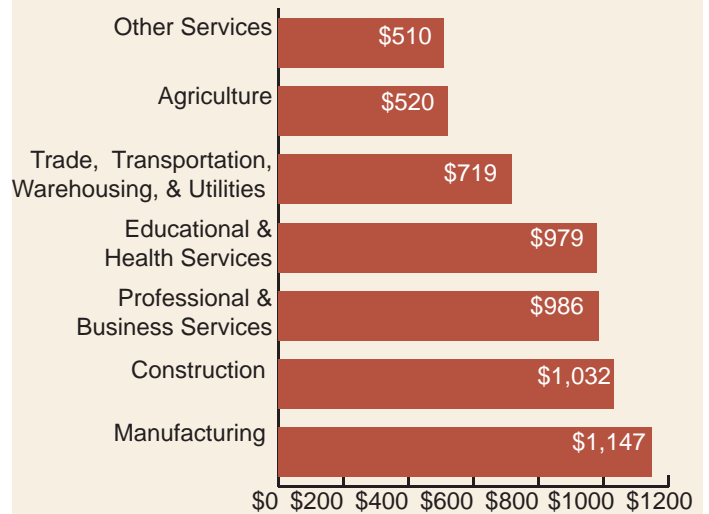
Average Weekly Wage for Selected Clusters

The highest average weekly wages for prominent clusters in the Sonoma Valley are in Manufacturing and Construction. The largest industries in the Sonoma Valley are Educational & Health Services, Other Services, Retail Trade, Construction, and Manufacturing. are some of the highest paid industries in the county, with average weekly wages of \$1,147 and \$1,032 respectively. The county average weekly wage is \$822. There is no specific wage data available for Sonoma Valley, but wages would be similar to the county.

Industry for the Employed Population

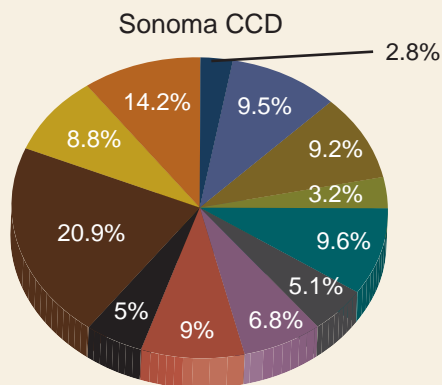
The set of pie graphs shows the industry make up of the employed population (ages 16+) in each area. There is a higher percentage of those working in "Accommodation & Food Services" in Boyes Hot Springs (5.2% higher than Sonoma CCD) and El Verano (6.9% higher). There are also fewer people employed in "Professional & Business Services" in the three sub regions, Boyes Hot Springs (4% less), El Verano (5.2% less), and Fetters (.9% less). Employment in construction is much higher in El Verano and much lower in Fetters compared to the Valley average.

Average Weekly Wage for Selected Industries, Sonoma County Q3 2010*

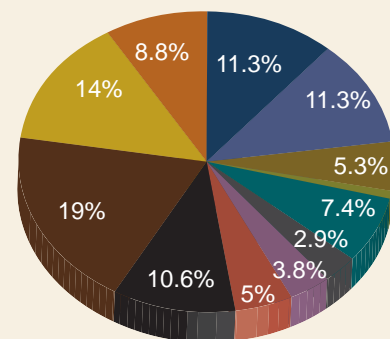


*Note: Wage for Agriculture is the 2009 annual figure, all others are preliminary from Q3 2010.
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

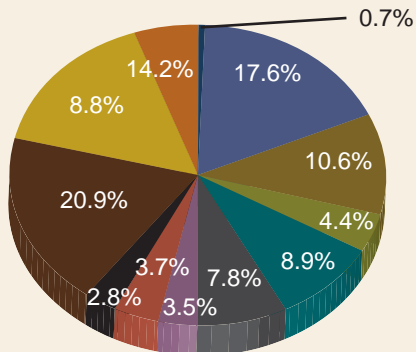
Industry for the Employed Population Ages 16+, 2005-09



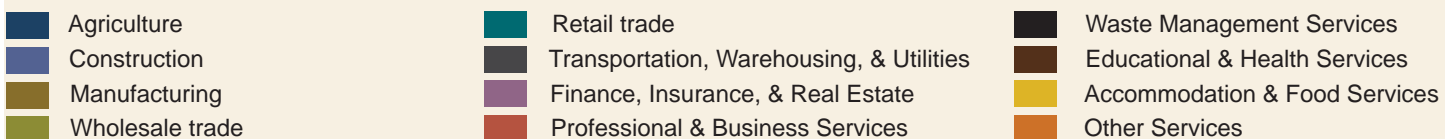
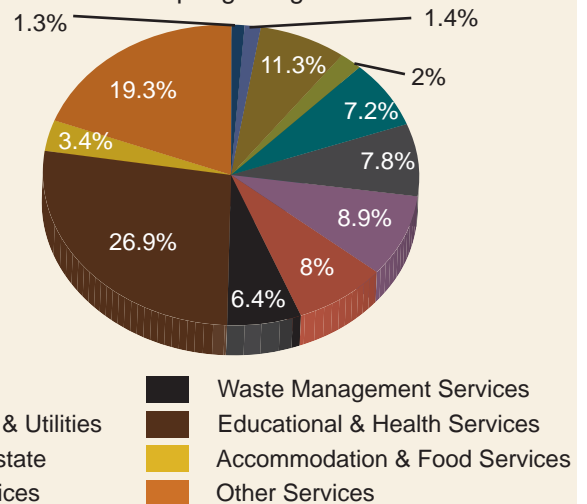
Boyes Hot Springs



El Verano



Fetters Hot Springs - Agua Caliente



Source: U.S. Census American Community Survey, 2005-2009

Education

School Enrollment by Race/Ethnicity

The Sonoma Valley Unified school district is composed of 14 schools with total enrollment of 4,671. Hispanics are the largest group in the school district with 48.3% of total enrollment, 11 percentage points higher than the county average (38.1%) and right around the state average (50.4%). Even though Hispanics are not the largest overall population group in Sonoma Valley, it is expected that they have a high number of students because of their substantially younger population.

High School Dropouts

Sonoma Valley's high school dropout rate has been decreasing over the past six years. Twenty-six high school students dropped out in the '08-'09 school year and the dropout rate was 7.1%, half the dropout rate of '03-'04 (16.6%).

Graduation Rate

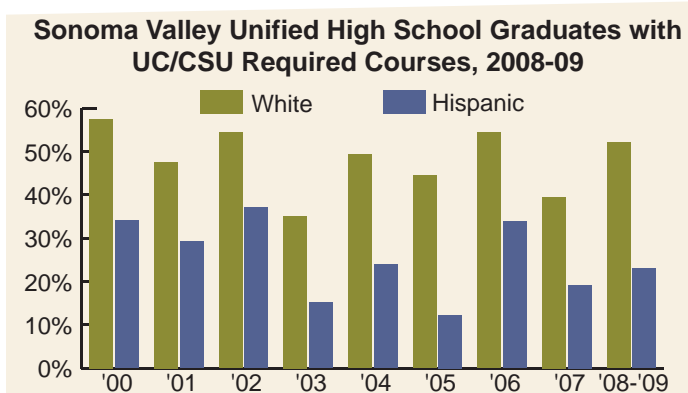
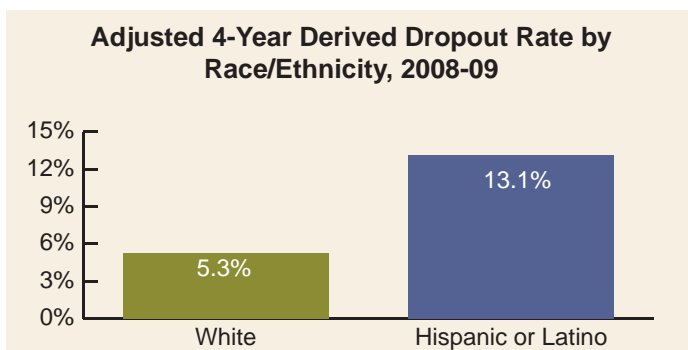
Graduation rates have been increasing over the past three years, reaching a decade high of 91.3% in 2008-09. This rate is much better than the state average of 78.6%.

High School Graduates with UC/CSU Required Courses

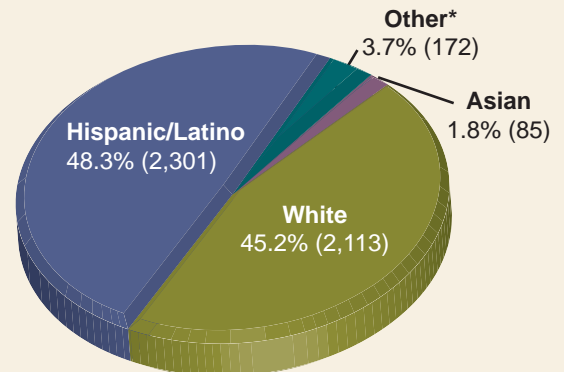
There are far fewer Hispanics from Sonoma Valley school district completing the required courses necessary to continue with a four-year university program.

Adjusted 4-Year Derived Dropout Rate by Ethnicity

There is a clear racial gap in dropout levels. The adjusted dropout rate for Hispanics (13.1%) is nearly eight percentage points higher than for whites (5.3%). However both dropout rates are well below the state and county average (21.5%).

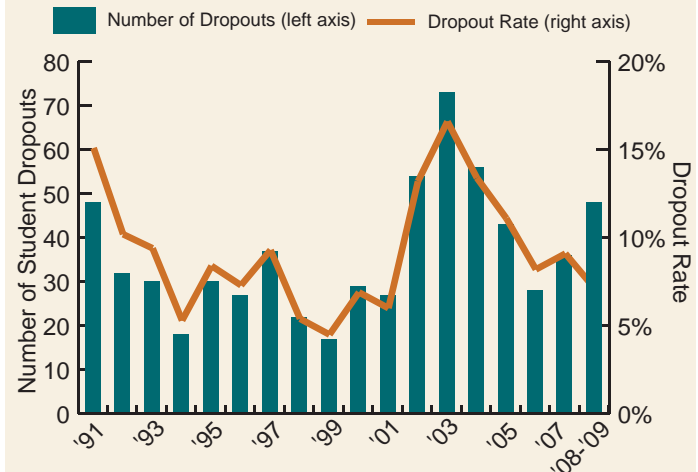


Total School Enrollment by Ethnicity, Sonoma Valley Unified, 2008-09

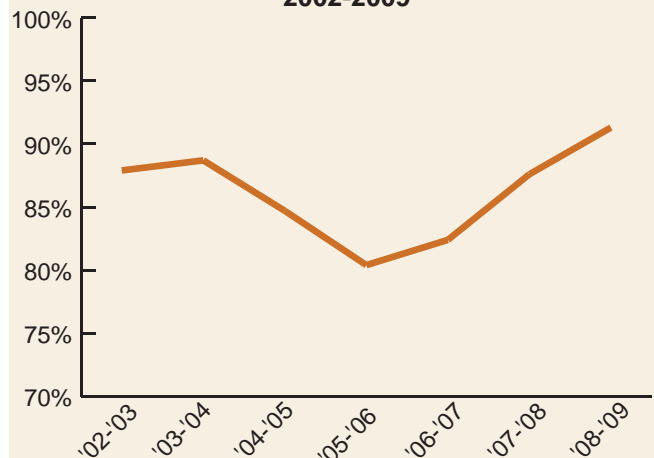


*Other includes no race reported or African American, Filipino, American Indian, Pacific Islander, and Multiracial (all which are under 1% of total enrollment)

Total High School Dropouts and Dropout Rate Trend, Sonoma Valley Unified, 1991-2009



Graduation Rate, Sonoma Valley Unified, 2002-2009



Source All: California Department of Education, Demographics Unit

Education

English Learners

The percent of English learners in the Sonoma Valley school district has increased 12 percentage points in the past ten years, making up 32.6% of total enrollment in 2009-10. English learners who have been designated English proficient through testing or other language measurements are categorized as "redesignated English proficient (REP)". This indicator has stayed between 8-10% for the past seven years. A higher percentage of REP is ideal because language acquisition is a large determinate of education and income levels.

English Learners by Grade

The graph shows the number of Spanish-speaking English learners in each grade group for the '00-'01, '05-'06, and '09-'10 school years. The highest number of English learners are in Kindergarten through grade 3 because as students grow older, most are redesignated English proficient. Because of the high number of English learners in earlier grades, it is important for support services to be available for younger students.

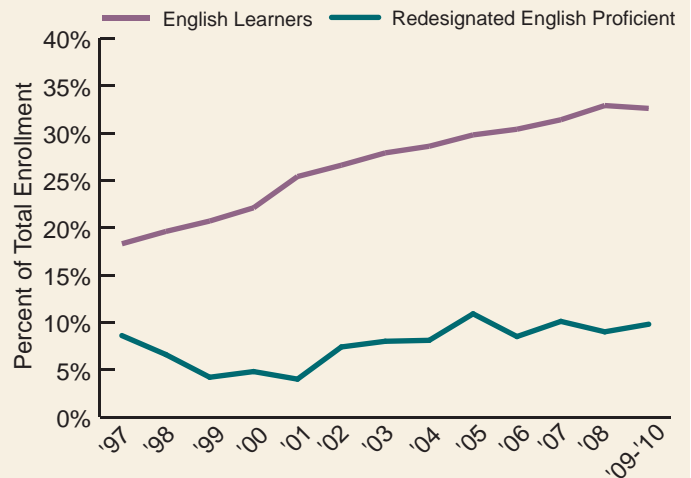
California High School Exit Exam (CAHSEE) Pass Rates by Ethnicity

Each year, sophomores at California public high schools are required to take the CAHSEE, which measures English and math ability. Students must pass this test to graduate from a public institution. The data suggests an achievement gap exists among Hispanics.

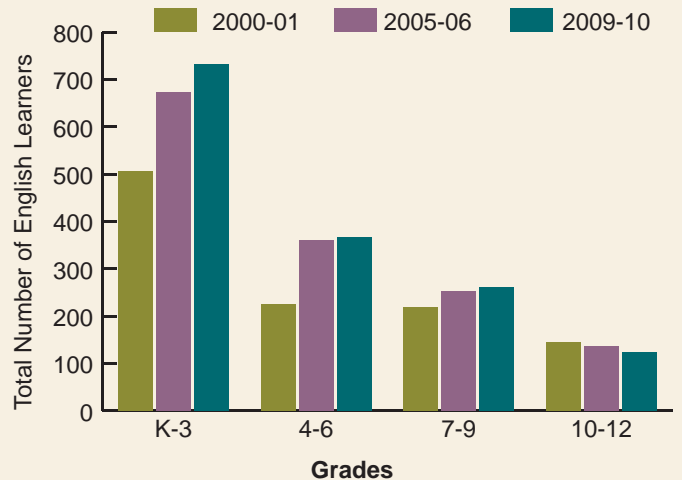
Students with Free or Reduced Meals

There are 2,382 students eligible for free or reduced-price meals, a key indicator of household poverty. Meals are provided as part of the National School Lunch Program and/or the School Breakfast Program. It is concerning that nearly 52% of Sonoma Valley students are eligible for free or reduced meals, and the percentage of students receiving these meals is increasing.

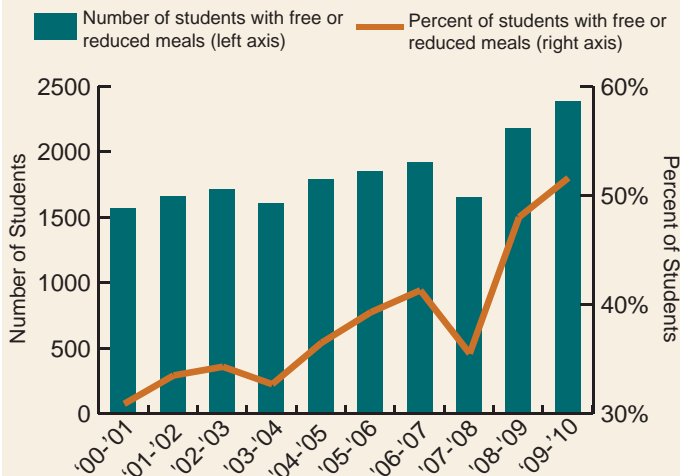
English Learners, Sonoma Valley Unified, 1997-2010



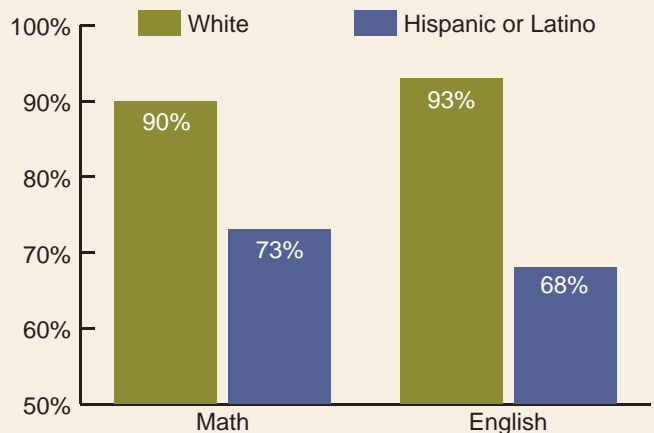
English Learners by Grade, Sonoma Valley Unified



Students with Free or Reduced Priced Meals, Sonoma Valley Unified, 2000-2010



CAHSEE Pass Rates by Ethnicity, Sonoma Valley Unified, 2010



Source All: California Department of Education, Demographics Unit

Education

These indicators are results from the Department of Education's Safe & Healthy Kids program survey for elementary schools in the Sonoma Valley Unified school district. The survey is intended to guide improvement of academic, health, and prevention programs. The survey was completed by 212 students in grade 5 (70% participation rate). This page is a summary of their report, and all survey responses are from students in grade 5 in the Sonoma Valley school district.

Alcohol, Tobacco and Drug Use

Alcohol is by far the most widely used substance. Inhalants (glue, paint fumes, ect.) are often the most widely used of illicit drugs because of their availability. Although many students may have only experimented with substance use one time or with a small amount, those that do at such a young age are especially at risk of later involvement.

School Safety

Bullying is an abusive behavior common among elementary youth. It instills vulnerability, isolation, and fear in its victim. If not confronted, it can lead to isolation from friends, family and school, depression, and risky behavior. Feeling safe is a basic need that must be met in order for students to succeed in school and in life. Forty-two percent of students reported being physically bullied and sixty-one percent reported feeling safe at school all of the time.

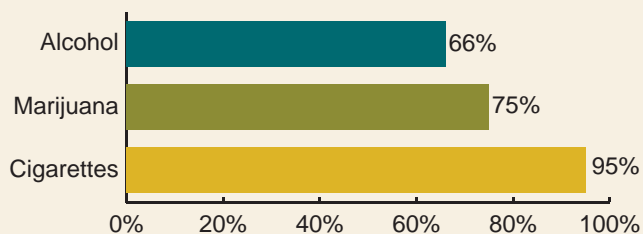
Physical Health

To measure nutritional habits, the survey asks students if they had breakfast on the day of the survey. Students who attend school hungry or malnourished may experience compromised health, well-being, and school performance. The survey asks about body image because a poor body type image can negatively influence self-esteem and school performance. Regular physical activity is associated with the prevention of disease, lower risk behavior rates, better school performance, and fewer mental health problems. The fitness of children can be significantly affected by the physical education programs in public schools.

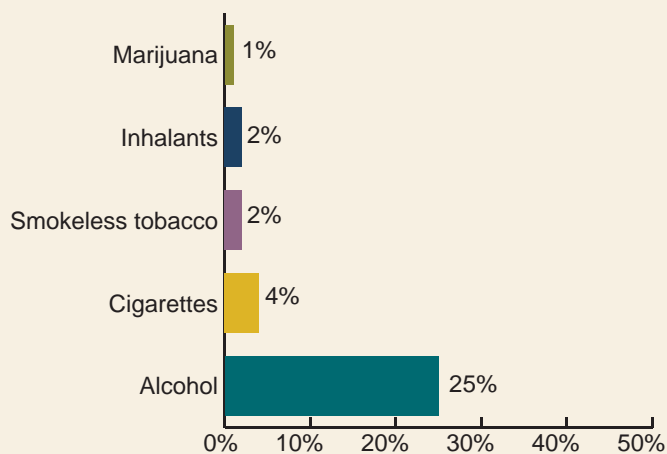
Perception of Alcohol, Tobacco and Drug Use

Attitudes toward drug use among elementary-age youth are generally very negative. Most students found cigarettes harmful (95%), while fewer found marijuana and alcohol harmful.

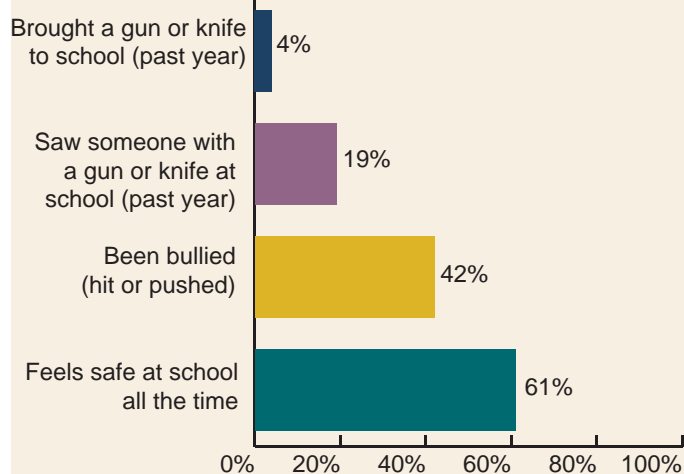
Perception that Use of Cigarettes, Alcohol, or Marijuana is Very Bad for a Person's Health, Students in Grade 5, Sonoma Valley 2009-10



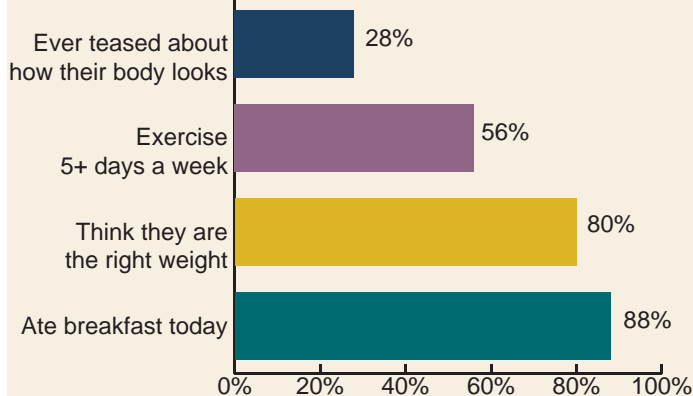
Use of Alcohol & Drugs of Students in Grade 5, Sonoma Valley 2009-10



School Safety, Students in Grade 5, Sonoma Valley 2009-10



Physical Health, Students in Grade 5, Sonoma Valley 2009-10



Source All: California Healthy Kids Survey, 2009-10: Sonoma Valley Unified Elementary Main Report

Education

These indicators are results from the Department of Education's "California Healthy Kids" survey. The survey for secondary students was completed by 253 students in grade 7 (80% participation rate), 253 students in grade 9 (70%), and 237 students in grade 11 (84%), and accurately reflect the school's enrollment. For more information, see their complete report.

Current and Past Use of Alcohol and Drugs

This indicator shows students who have tried a full drink of alcohol, inhalants, or marijuana; and students who have used these substances in the past 30 days (current use). Alcohol is most widely used with 50% of students in Grade 11 reporting use in the past month, in addition to 28% of 9th graders and 15% of 7th graders. Inhalants are more widespread in Grade 7 and 9 than in Grade 11, likely because inhalants are more accessible than marijuana to younger students.

Safety Incidents on School Property

There is a high level (around 25%) of harassment across all grade levels. Another troubling indicator is that 24% of students in Grade 9 feared being beaten up and nearly 5% of students in all grades reported carrying a gun to school (at least once).

High Risk Behaviors

The number reported being in a gang likely decreases with age because of the increased dropout rates for gang members.

School Safety

Around 20% of students in Grade 11 and Grade 7 and 15% in Grade 9 reported feeling very safe in school. This figure strongly departs from the 61% of 5th graders who reported feeling safe all the time at school.

School Misconduct

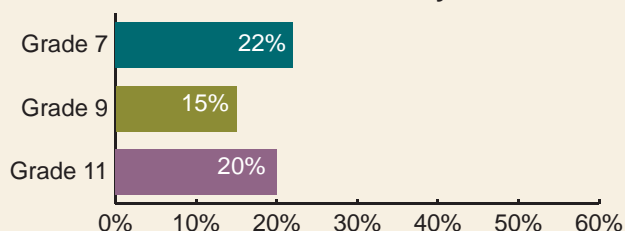
Note: these figures are reported by the school district.

School Misconduct, Sonoma Valley 2009-10

Number of Truants*	527
Truancy Rate	11.6%
Violence/Drug: Expulsions	21
Violence/Drug: Suspensions	173
Overall Expulsions	21
Overall Suspensions	330

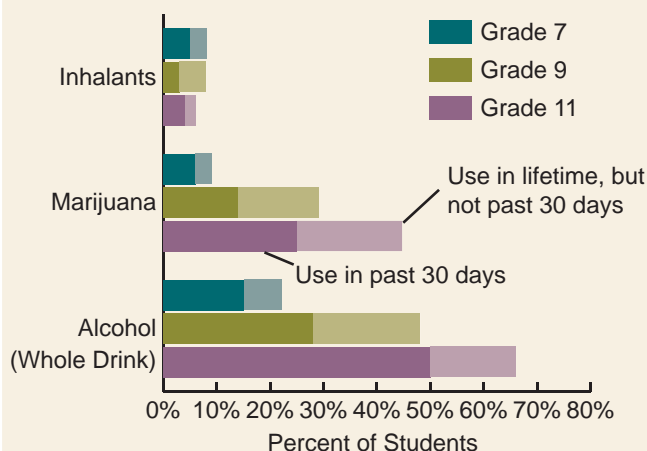
*Note: Truants are defined by students with more than 3 unexcused absences or tardies
Source: California Department of Education, Demographics Unit

Percent of Students Who Feel Very Safe at School

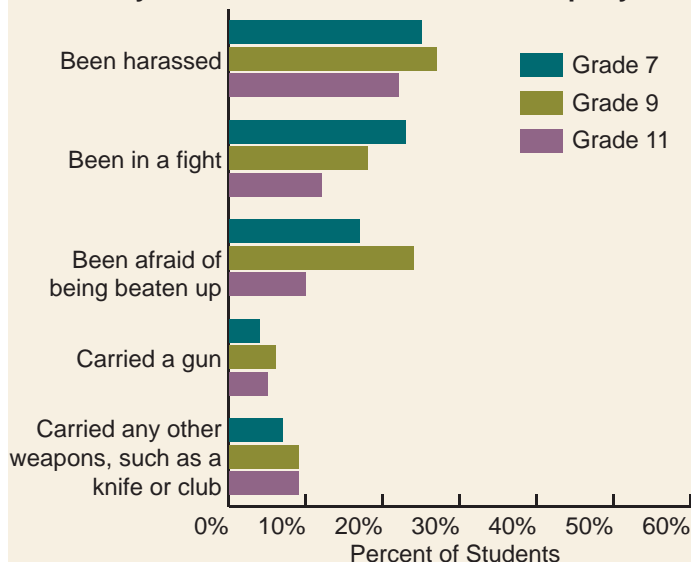


Source: California Healthy Kids Survey, 2009-10: Sonoma Valley Unified Secondary Complete Report.

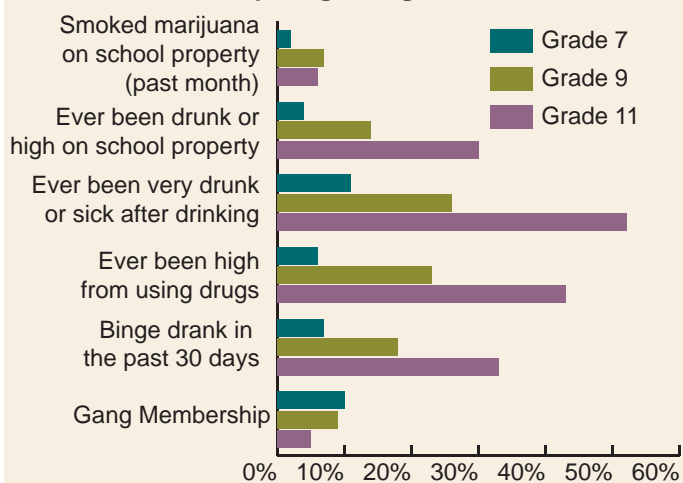
Alcohol and Drugs Current Use or at Least Once in Their Life, Sonoma Valley 2009-10



Safety-Related Incidents on School Property



Students Participating in High Risk Behaviors



Source All Right Column: California Healthy Kids Survey, 2009-10: Sonoma Valley Unified Secondary Complete Report.

Housing

Rent & Owned Housing

This indicator shows the percentage of households that are owner-occupied or renter-occupied. The largest percentage of renter-occupied housing is in Boyes Hot Springs (43.5%) and El Verano (42.4%). The highest amount of owner-occupied homes are in Fetters Hot Springs - Agua Caliente (80.7%) and the overall Sonoma Valley (66.2%).

Percentage of Income Spent on Rent

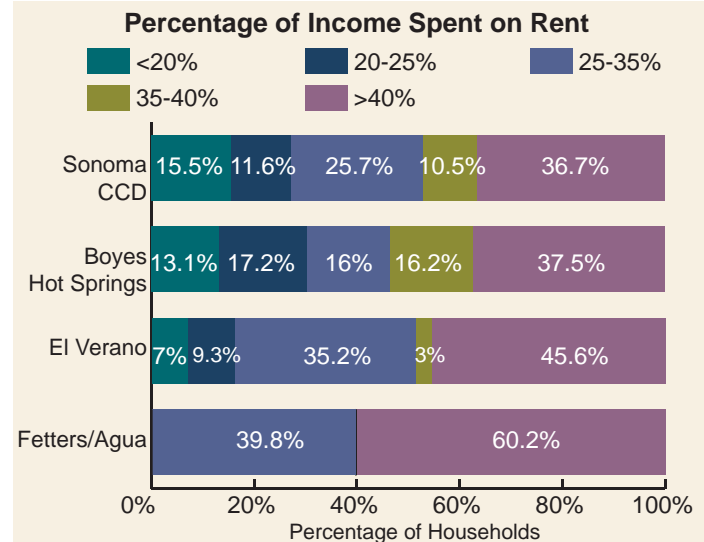
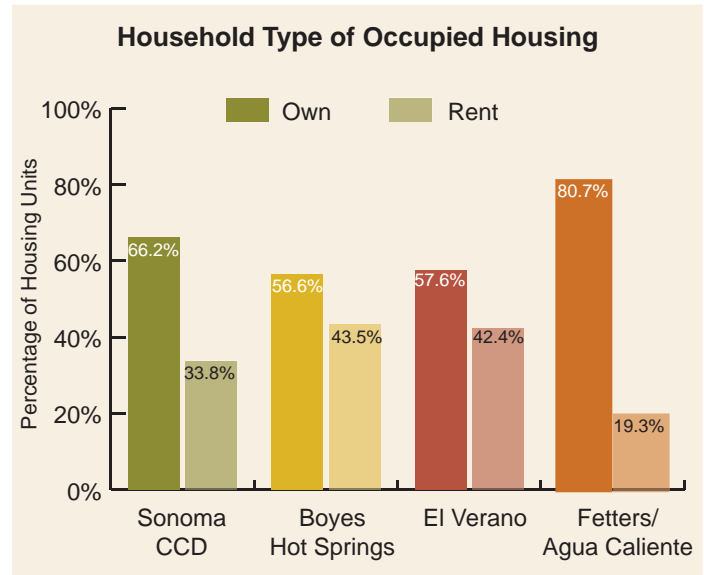
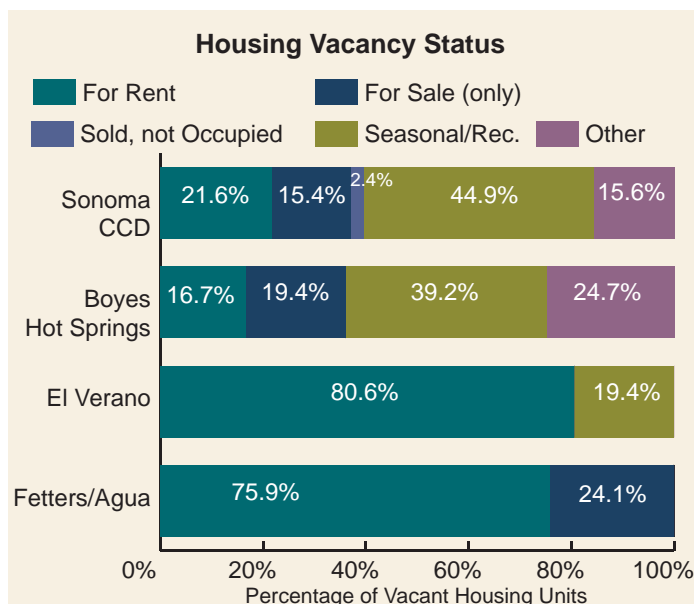
Only 13.1% of households in Boyes Hot Springs and 7% in El Verano spend less than 20% of their income on rent, while the average for the entire Sonoma Valley is 15.5%. The amount of households spending above 40% of their income on rent is slightly higher in Boyes Hot Springs (37.5%), El Verano (45.6%), and Fetters Hot Springs-Agua Caliente (60.2%) than the entire Sonoma Valley (36.7%). Households on the lower end of the economic scale tend to pay a larger portion of their incomes on housing. Without the addition of affordable units, rents will increase faster and consume more of renters' income. The data for Fetters/Agua is from a very small sample size which has a large margin of error, so should not be considered statistically significant.

Vacancy Rates

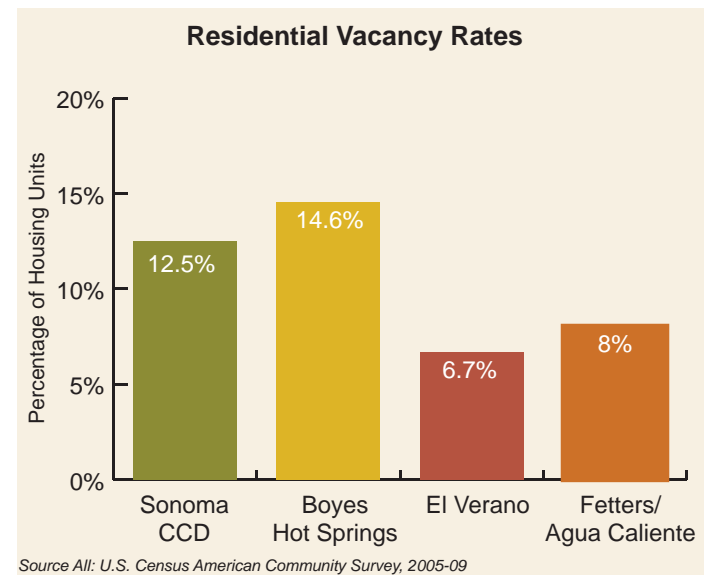
This indicator measures the proportions of housing units that are vacant. Typically higher vacancy rates suggest excess capacity and will likely result in a slowdown in new construction, while lower rates signal demand for new housing units.

Housing Vacancy Status

It is not surprising that there are many recreational and seasonal homes in the Sonoma Valley, and most are located outside of the springs area. This graph shows the status of vacant housing units by area. The majority of vacant housing units are for rent in El Verano (80.6%) and Fetters-Agua Caliente (75.9%), which is much higher than Boyes Hot Springs (16.7%) and the entire Sonoma Valley (21.6%).



*Because of the small sample size for Fetters/Agua, there were large margins of error associated with this data, and it should be considered statistically unstable.



Source All: U.S. Census American Community Survey, 2005-09

Health Care

Births by Race/Ethnicity

The number of Hispanic women having children exceeds the number of white women. The percentage of white mothers has decreased from 48.2% in 2005 to 42.7% in 2009. It is logical that the Hispanic birth rate would be comparably higher because of the younger Hispanic population.

Births by Age

Thirty teens (8.2% of all births) gave birth in Sonoma Valley in 2009. Most births (consistently between 75% and 79%) are of mothers between the ages of 20 and 35.

Infant Birth Weight

Low birth weight indicates the general health of newborns, and a key determinant of infant survival, health, and development. Infants with low birth weight are at a greater risk of dying during the first year of life and of developing chronic health problems.

Prenatal Care

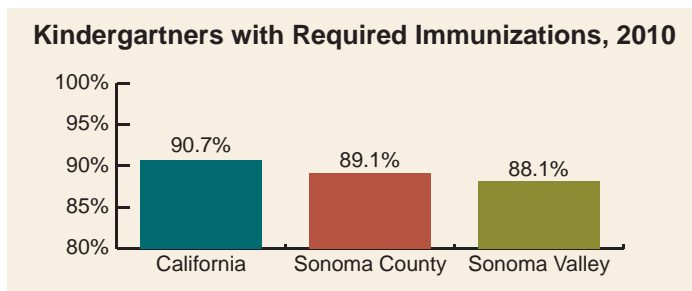
Most women (around 85%) had prenatal care in the first trimester. Few new mothers did not receive any prenatal care, making up fewer than 0.5% of all who gave birth. In 2009, 98.5% of mothers had prenatal care in either the first or second trimester. Prenatal care is important in order to keep mothers and their baby healthy; without prenatal care it is more likely to have an infant with a low birth weight or have a still birth.

Kindergartners with Required Immunizations

The assessment measures immunization coverage among students entering kindergarten in the Sonoma Valley Unified school district, Sonoma County, and California.

Leading Causes of Death

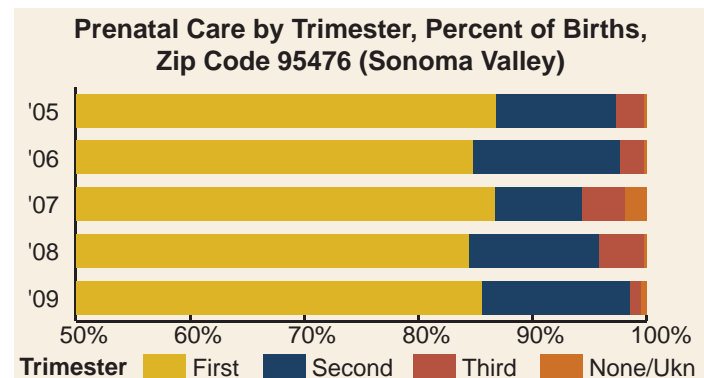
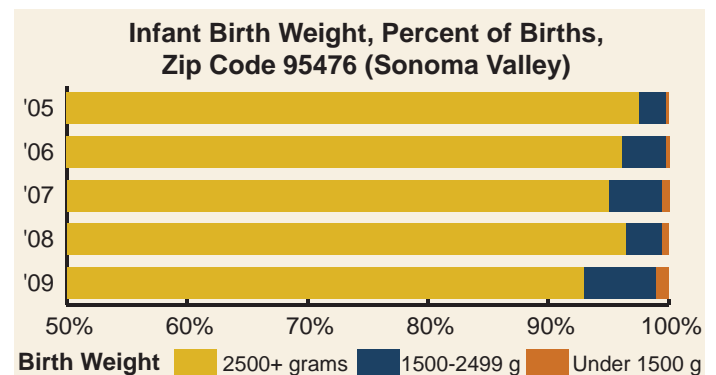
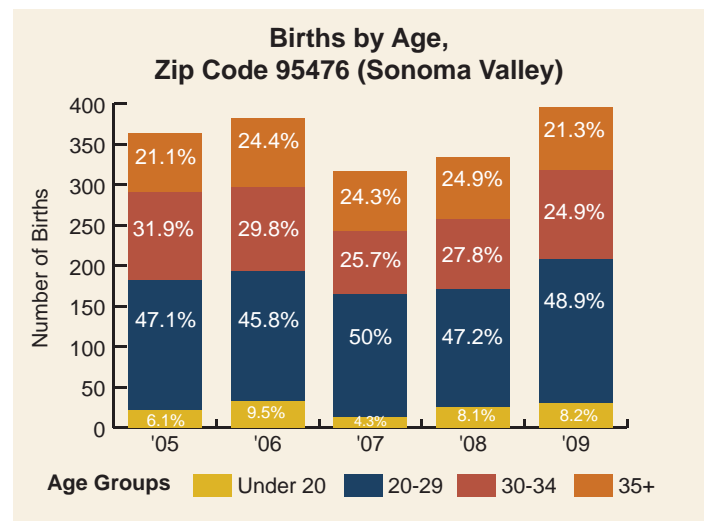
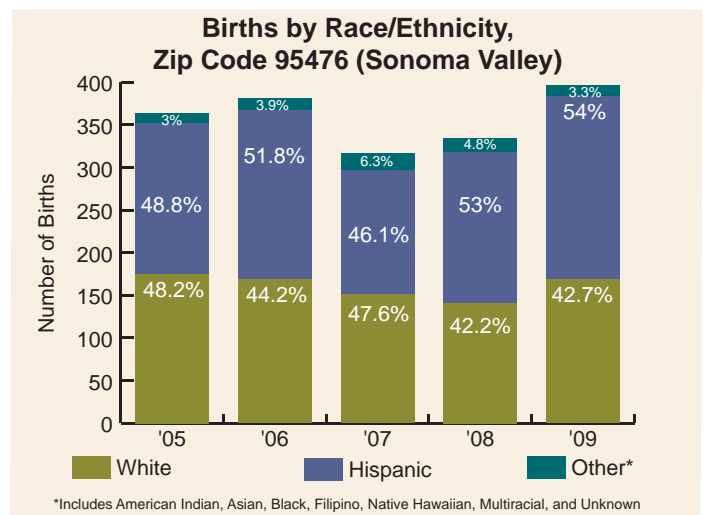
Leading causes of death data is useful to determine the overall health of a population and helps to examine the burden of mortality from specific causes.



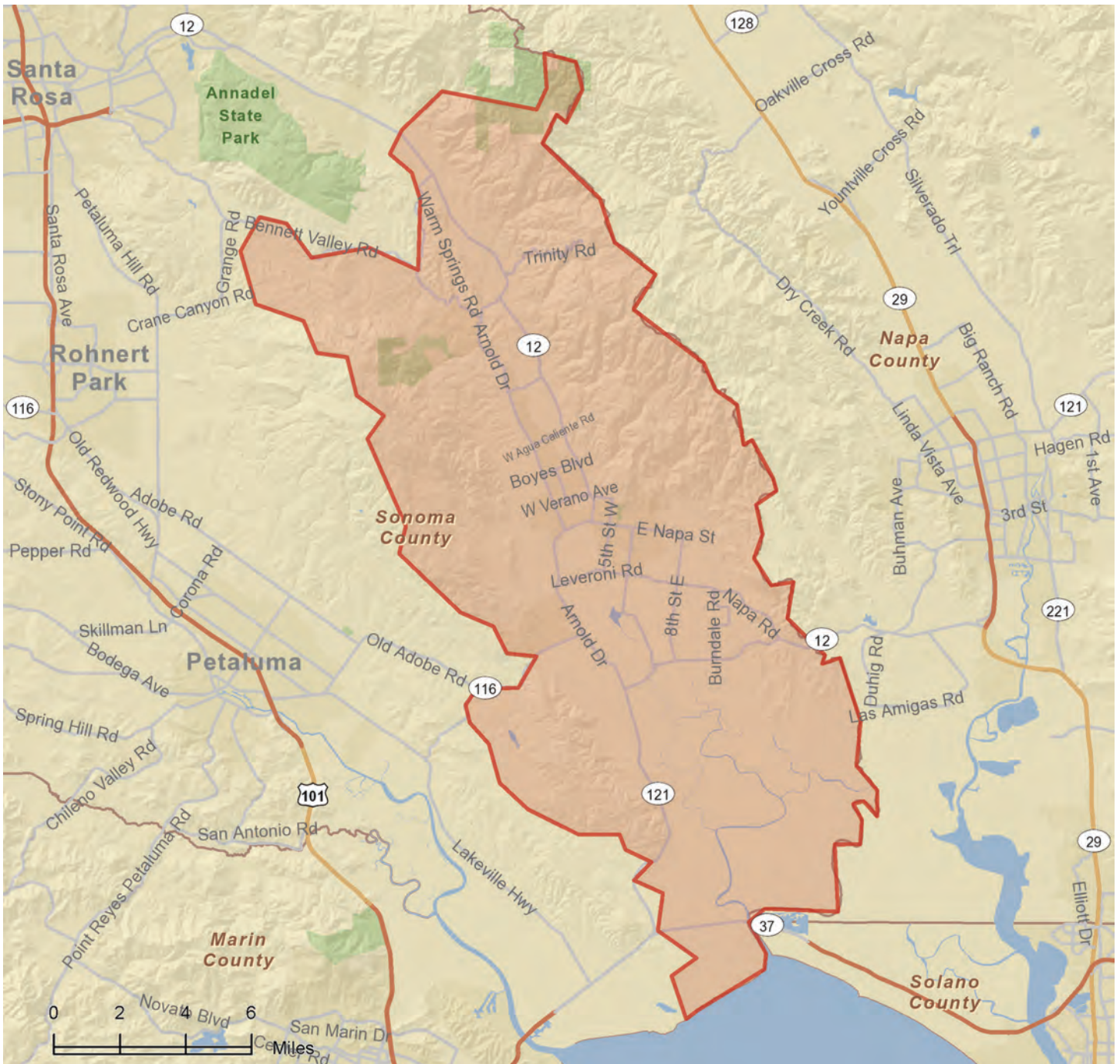
Leading Causes of Death, 2008

Cause	Sonoma Valley %	California %
Cancer	25.5%	23.3%
Heart Disease	25.0%	25.9%
Stroke	8.0%	5.9%
Accidents	4.8%	4.6%
Alzheimer's	4.5%	4.3%
Chronic Lower Respiratory Disease	3.5%	5.7%
Diabetes	3.2%	3.1%
Pneumonia and Flu	3.2%	2.8%
Suicide	1.6%	1.6%

Source All: California Department of Public Health

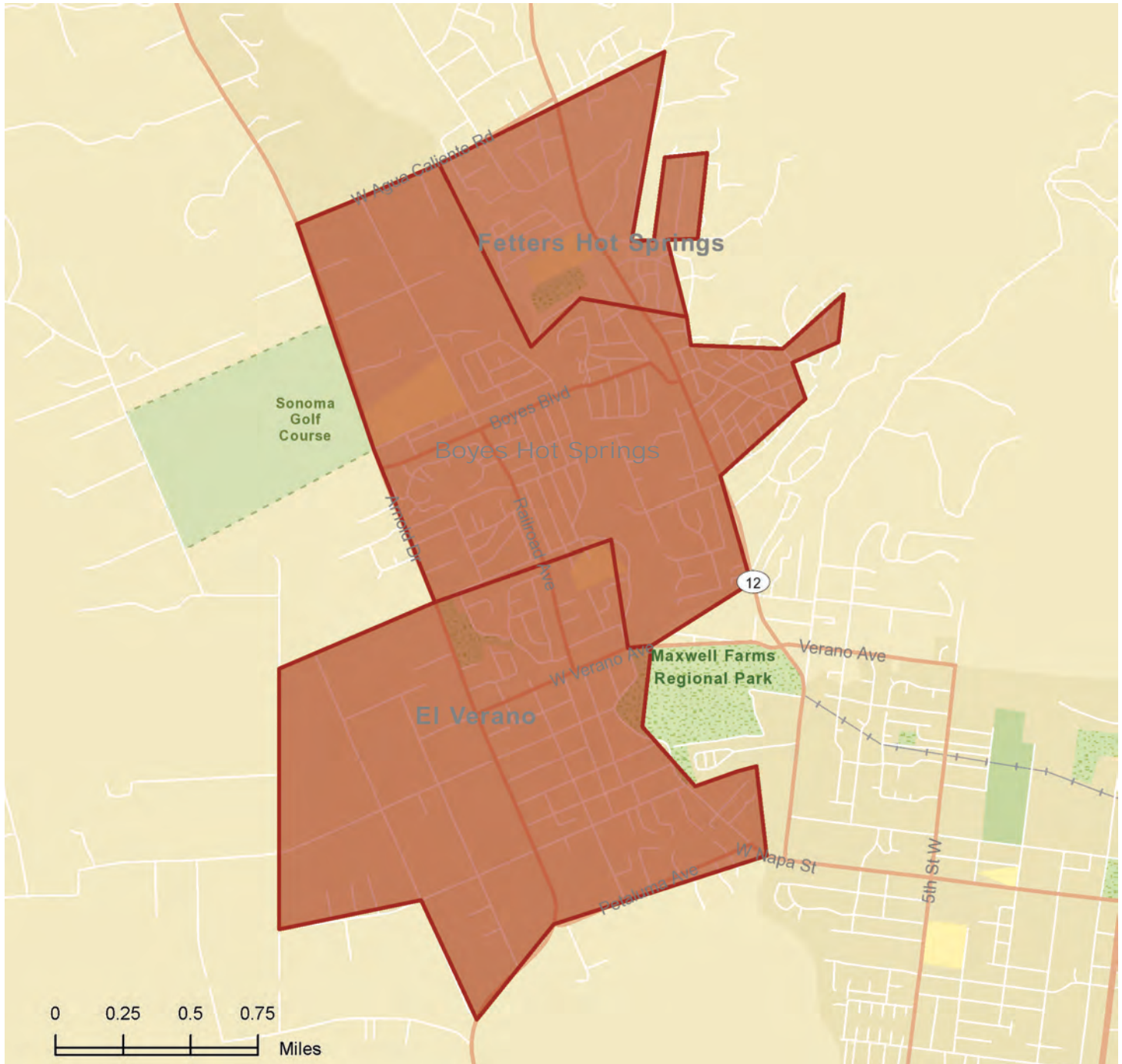


Sonoma CCD (Sonoma Valley)



Source: ESRI Business Analyst

Springs Area
(Boyes Hot Springs CDP, El Verano CDP, and Fethers Hot Springs-
Agua Caliente CDP)



Source: ESRI Business Analyst