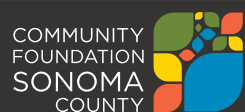




SONOMA VALLEY COMMUNITY PROFILE

DEMOGRAPHICS REPORT

2017



SONOMA VALLEY FUND

*Report developed by the Sonoma County Economic Development Board
for the Community Foundation Sonoma County - Sonoma Valley Fund*

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FOREWORD

Sonoma Valley Fund wishes to thank the Sonoma County Economic Development Board for the work it did over the last several months to update this *Sonoma Valley Community Profile*. Data addressing the topics covered here is generally collected with a wider regional and state focus. We asked that this Profile have a narrower focus so that we could better assess Sonoma Valley's unique situation. The original Profile was commissioned in 2011 by Community Foundation Sonoma County, parent to Sonoma Valley Fund, to assist in targeting grant-making needs in Sonoma Valley.

Sonoma Valley Fund sought this update to the original Profile as part of our work mapping the shape and direction of philanthropy as it serves a changing Valley. We wanted to look at how the "demand" side of needs in the Valley is being addressed by the "supply" side—philanthropic gifts and the work of our dedicated nonprofits.

Our "Hidden in Plain Sight" Report, which can be found at www.hiddeninplainsightsonoma.org, is the result. It is designed to be read together with this Profile. We hope the data and trends uncovered in the two documents serve to direct donors, grant-making organizations, nonprofits, and the greater community to a clearer understanding of the current state of our community's needs.

Peg Van Camp
President, Sonoma Valley Fund



SONOMA VALLEY FUND

The Sonoma Valley Fund, an affiliate fund of Community Foundation Sonoma County, serves both donors and nonprofits in the Valley, working to fulfill its mission of strengthening the Sonoma Valley community by increasing the level of philanthropy and legacy giving. The Fund fulfills its mission by exploring community issues through education, research and grant making, working with individuals and nonprofit partners to develop their legacy programs, and illuminating the benefits of philanthropy.

EXECUTIVE SUMMARY

April 2017

The *Sonoma Valley Community Profile* is a 5-year update from a previous report. The goal is to summarize various demographic, economic, and social aspects of the Sonoma Valley and the Springs area.

Sonoma Valley has progressed and regressed in different areas studied in this report. With the guidance of this report Sonoma Valley can put its resources to use in order to make the next five years even stronger than the last.

Highlights of this update include:

- The population of Sonoma Valley has grown by 4.8% since 2010 to 43,696, slightly faster than the whole of California, which grew at a rate of 4.6%.
- The population aged 65 and over has increased 4 percentage points in Sonoma Valley.
- Hispanics now comprise 28% of the Sonoma Valley population, a 13% growth rate since 2010.
- In 2014 over 13% of Sonoma Valley residents were non-citizens, a 4 percentage point increase from 2009. The proportion of non-citizens is high in each of the Springs areas, reaching 30% in Fetters/Agua Caliente, 24% in Boyes Hot Springs, and 24% in El Verano.
- Almost 20% of families with children throughout Sonoma Valley live in poverty, a 7.2 percentage point increase in the last five years. Poverty is more prevalent with the Hispanic residents than with their White counterparts.
- The employment rate has improved dramatically since 2009 with a current unemployment rate of around 5% but this has not helped reduce poverty in the Valley.
- Men earn more than women in virtually all occupational areas.
- Hispanics are the largest group in the Sonoma Valley Unified School District with 57% of the enrollment, an increase from 48% in 2009.
- Hispanic students continue to close the education gap with Whites as indicated in improved high school graduation rates. The percent of Hispanic students in the Sonoma Valley School district who graduated with University of California and California State University (UC/CSU) required courses increased by approximately 10 percentage points from 2014 to 2015.
- Over 95% of White adults in Sonoma Valley have a high school diploma while less than 50% of Hispanic adults in the Valley have a high school diploma. This gap has widened since 2009.
- There is a clear discrepancy between White and Hispanic coverage in health insurance with insurance coverage rates among Hispanics falling well below Whites.
- Housing vacancy rates continue to fall in an already tight market and many of the vacancies that exist are devoted to seasonal and recreational units, best understood as second or vacation homes.



DEMOGRAPHICS

POPULATION BY AREA

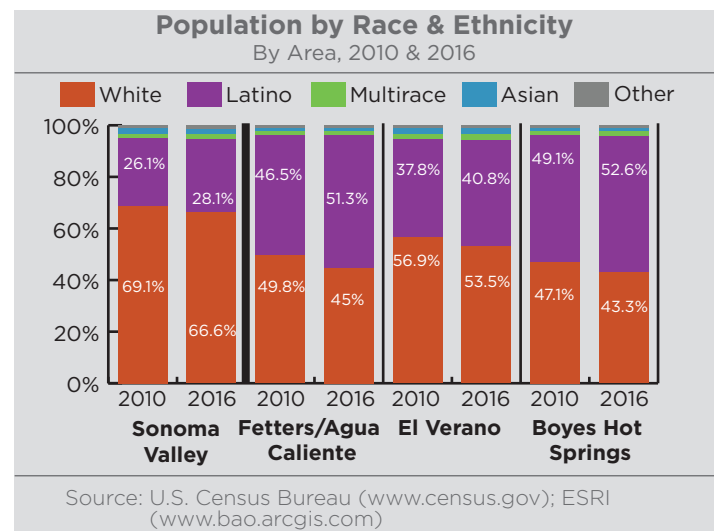
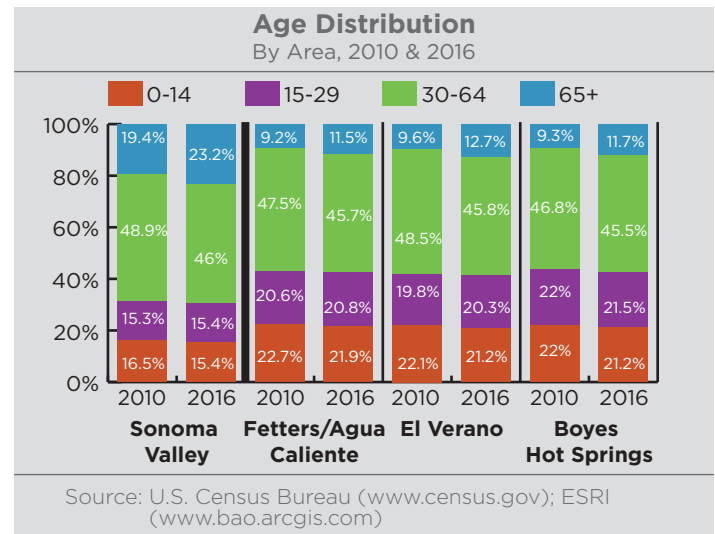
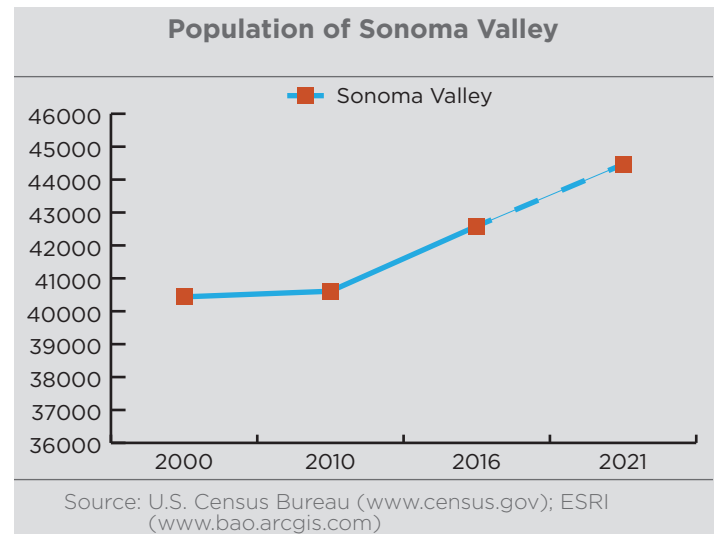
The areas of Boyes Hot Springs, El Verano, and Fethers Hot Springs-Agua Caliente make up 36% of Sonoma Valley's population. Areas included in the rest of Sonoma Valley are Kenwood, Glen Ellen, Temelec, Eldridge, and the City of Sonoma. According to estimates, the total population of the Sonoma Valley in 2016, designated as Sonoma Census County Division (CCD), was 42,587, a 4.8% increase since 2010. Sonoma Valley grew at a slightly faster pace than the whole of California, which grew at a rate of 4.6%. Furthermore, projections show the population growing to 44,463 by the year 2021, an increase of 4.4%.

AGE DISTRIBUTION BY AREA

Significantly more young people live in the Springs compared to Sonoma Valley. Furthermore, the proportion of those 65 and older is greater for the wider Sonoma Valley than for the Springs area. The proportion of those 65 and older is also increasing at a faster rate in Sonoma Valley compared to the Springs area. This shows a greater concentration of youth in the Springs. Since 2010, the proportion of young people decreased in every area, along with the population of those between 30 and 64. The population 65 and over also increased by 2 to 4 percentage points across all areas, indicating an aging population throughout Sonoma Valley.

POPULATION BY RACE/ETHNICITY

Sonoma Valley's population consists of around 67% White residents, 28% Hispanic or Latino, less than 2% multiracial, 2% Asian, and just over 1% other. Fethers Hot Springs-Agua Caliente, El Verano, and Boyes Hot Springs have significantly larger proportions of Hispanic residents than the broader Sonoma Valley: 51%, 41%, and 53% respectively compared to 28%. Since 2010, the Hispanic population in the Sonoma Valley grew by 2 percentage points, versus a 2.5 percentage decrease in the White population. The proportion of Hispanic persons in California and Sonoma grew by 1.8 and 2 percentage points respectively.



ECONOMY

PEOPLE LIVING IN POVERTY

The data shows that poverty rates among families with children increased since 2009 across the board. The highest concentration of poverty for families with children occurs in the Springs area. The U.S. Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. For example, the federal poverty line for a family of four is \$24,250. Because of the high cost of living in Sonoma County, an adjusted poverty rate is higher. The Insight Center for Community Economic Development estimates an annual income of \$52,432 for a family with children to live self-sufficiently in Sonoma County. Therefore, this analysis considers the percent of families with children below 1.85 of the poverty rate. Of note, the proportion of families with children is higher in the Springs, around 52% compared to 39% for the whole of Sonoma Valley. This means more families with children live in the Springs.

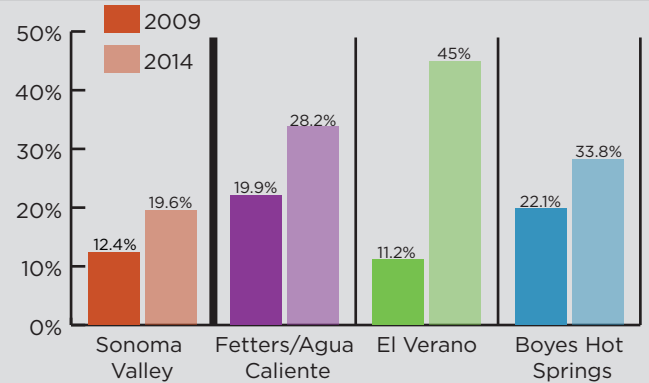
Despite rising incomes and lower unemployment, poverty rates are still increasing for certain segments of the population, specifically families with children and the Hispanic population. This shows that economic improvement is not being shared equally. For example, increases in median income are driven by increases in the proportion of the highest earners, particularly those making over \$200,000, even while the proportion making less than \$25,000 is also increasing.

POVERTY RATE BY ETHNICITY

A worrisome trend of note is the fact that poverty rates decreased for Whites from 2009 to 2014 yet increased for Hispanics in Sonoma Valley. There is a clear ethnic gap in poverty levels among households. The rate for Hispanics (19%), is 15 percentage points higher than for Whites (4%) in Sonoma Valley. Fetters has the largest disparity, with 35 percentage points separating the rates for Hispanics (42%) and Whites (7%). However, Fetters also experienced the largest decreases in poverty for both Whites and Hispanics falling by 18 and 20 percentage points respectively.

Families with Children under 1.85 of Poverty Line

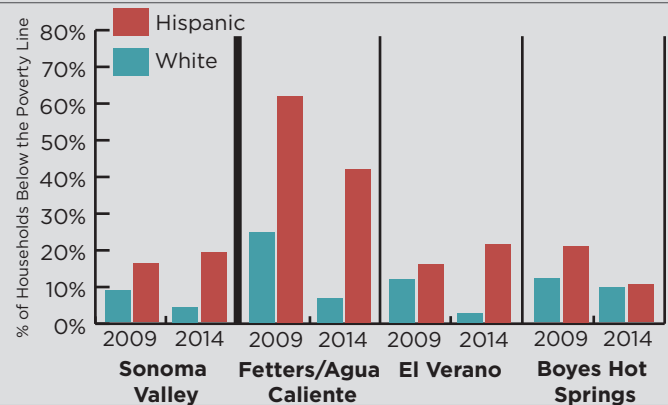
By Area, 2009 & 2014



Source: U.S. Census Bureau (www.census.gov)

Household Poverty Rate by Ethnicity

By Area, 2009 & 2014



Source: U.S. Census Bureau (www.census.gov)

ECONOMY

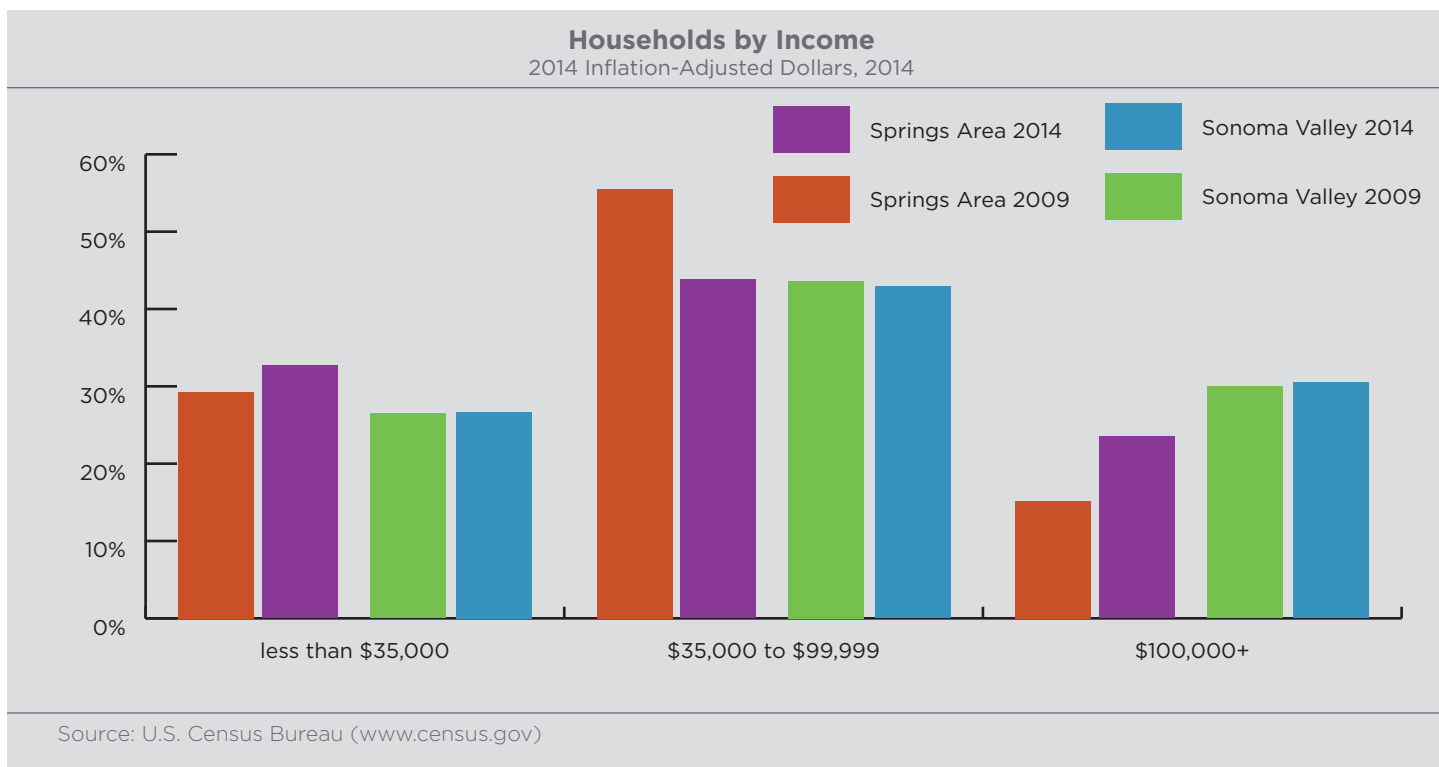
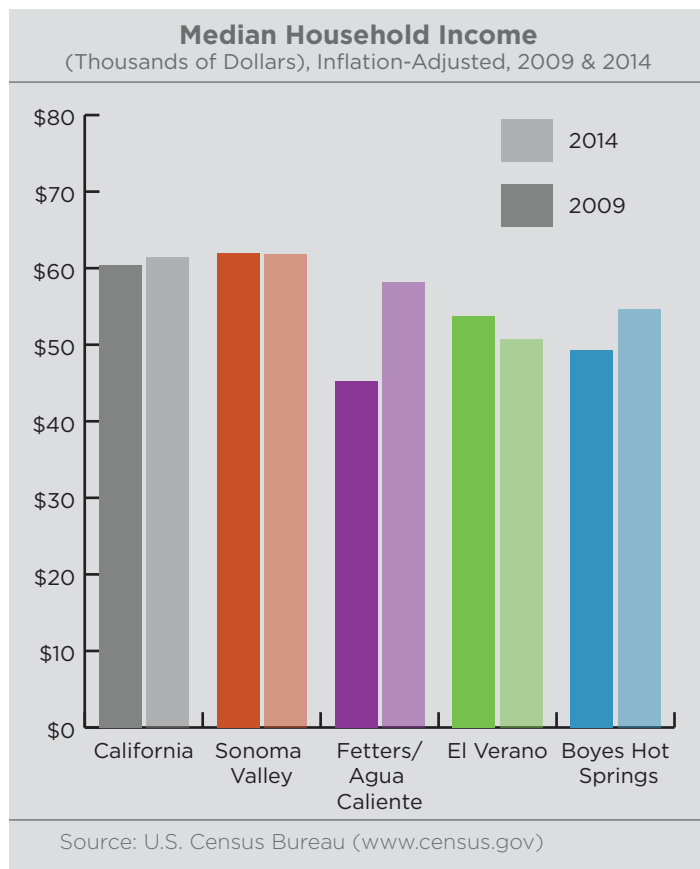
MEDIAN HOUSEHOLD INCOME

The Springs area has a far lower median income compared to the rest of Sonoma Valley and California. However, Fetters has shown a large increase in median income since 2009, from \$45,244 to \$58,200 in 2014, a 29% increase.

HOUSEHOLDS BY INCOME

There was a larger upper-class in the broader Sonoma Valley compared to the Springs area in 2014. Nearly 31% of all households in Sonoma Valley earned \$100,000 or more and additionally 11% of all households earned \$200,000 or more. On the other hand, only 24% of households in the Springs made more than \$100,000 and only 6% earned more than \$200,000.

In both areas the gap between the richest and the poorest is increasing; however, this income disparity grew by a greater extent in the Springs area. As the data shows, the proportion of households making over \$100,000 grew by 9 percentage points while the proportion making less than \$35,000 grew by 4 percentage points.



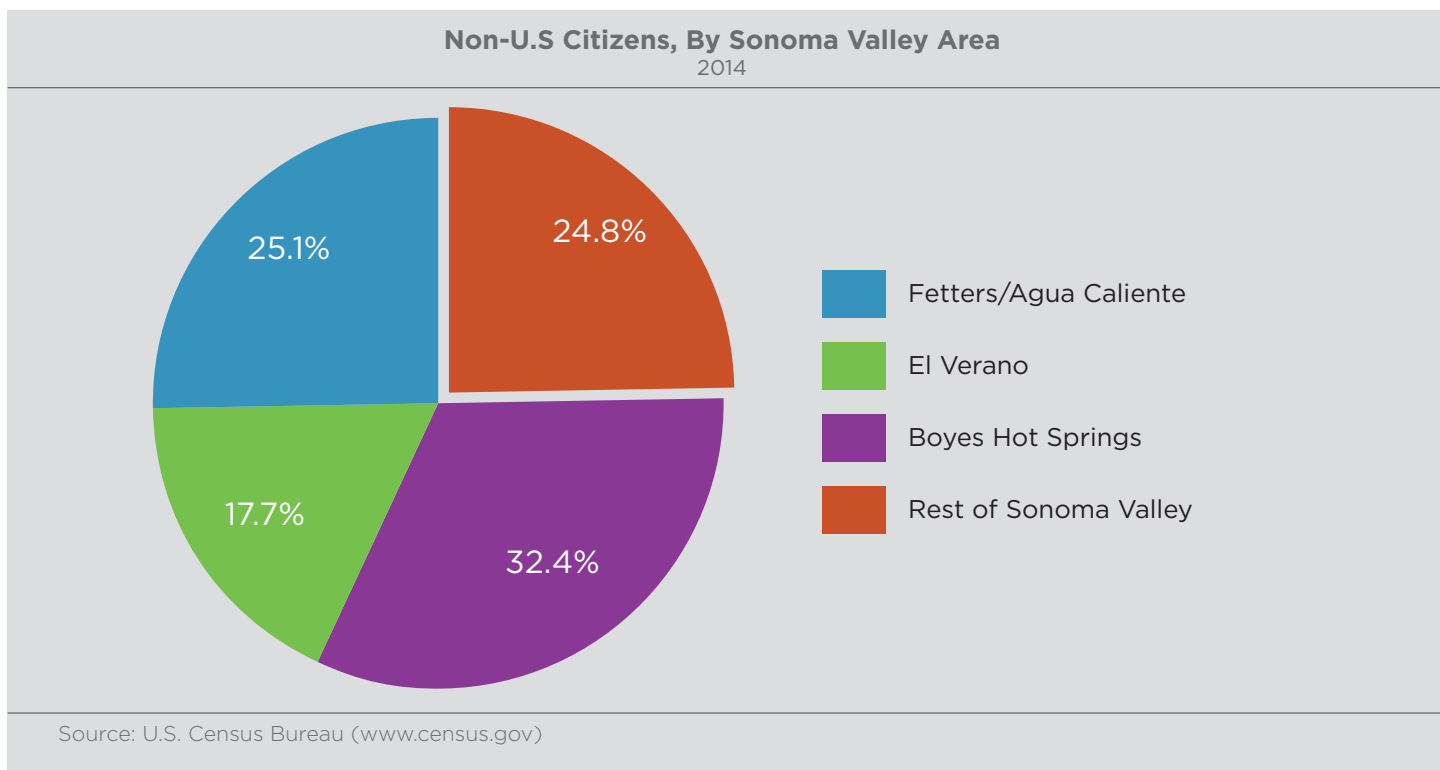
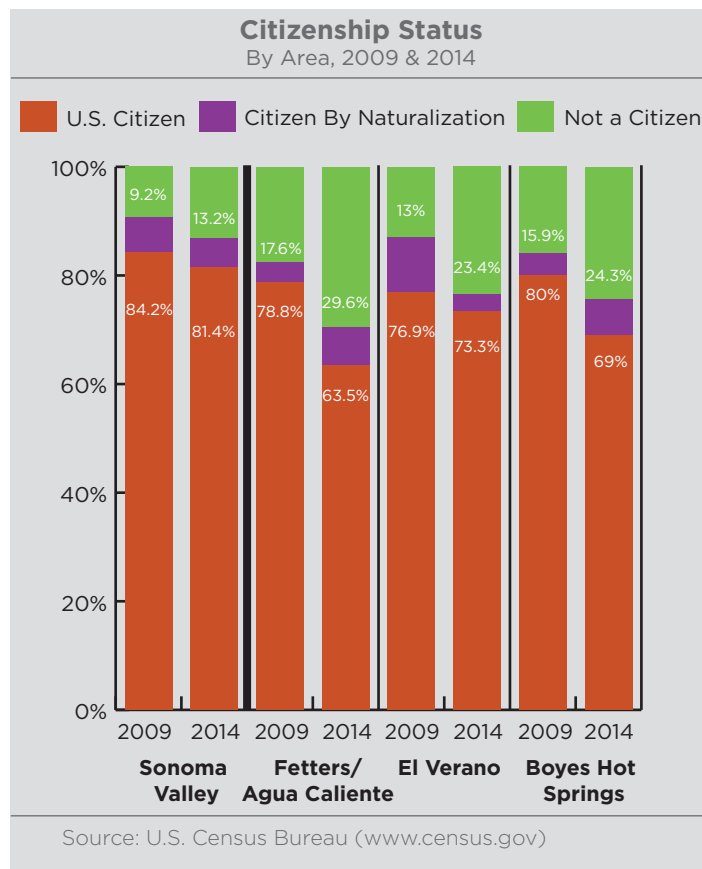
SOCIETY

CITIZENSHIP STATUS BY AREA

The percentage of non-citizens increased by 56% across Sonoma Valley; however, the greatest increases occurred in the Springs. The Census estimates 5,753 non-citizens living in Sonoma Valley, up from 3,677 in 2009. Boyes Hot Springs (1,866) experienced a 94% increase, El Verano (1,016) an 113% increase, and Fetters/Agua Caliente (1,442) a 360% increase. The data shows the growth in the percentage of non-citizens in Sonoma Valley is driven by increases in the Springs. Data about citizenship is self-reported and recorded by the U.S. Census Bureau, so it may be understated or inaccurate. Non-citizens include legal permanent residents, temporary migrants, refugees, and unauthorized migrants.

NON-U.S. CITIZENS BY AREA

This graph shows the largest proportion of non-citizens reside in Boyes Hot Springs (32.4%) followed by Fetters/Agua Caliente (25.1%). The rest of Sonoma Valley, not including any of the Springs areas, houses another 24.8% with the remaining 17.7% living in El Verano.



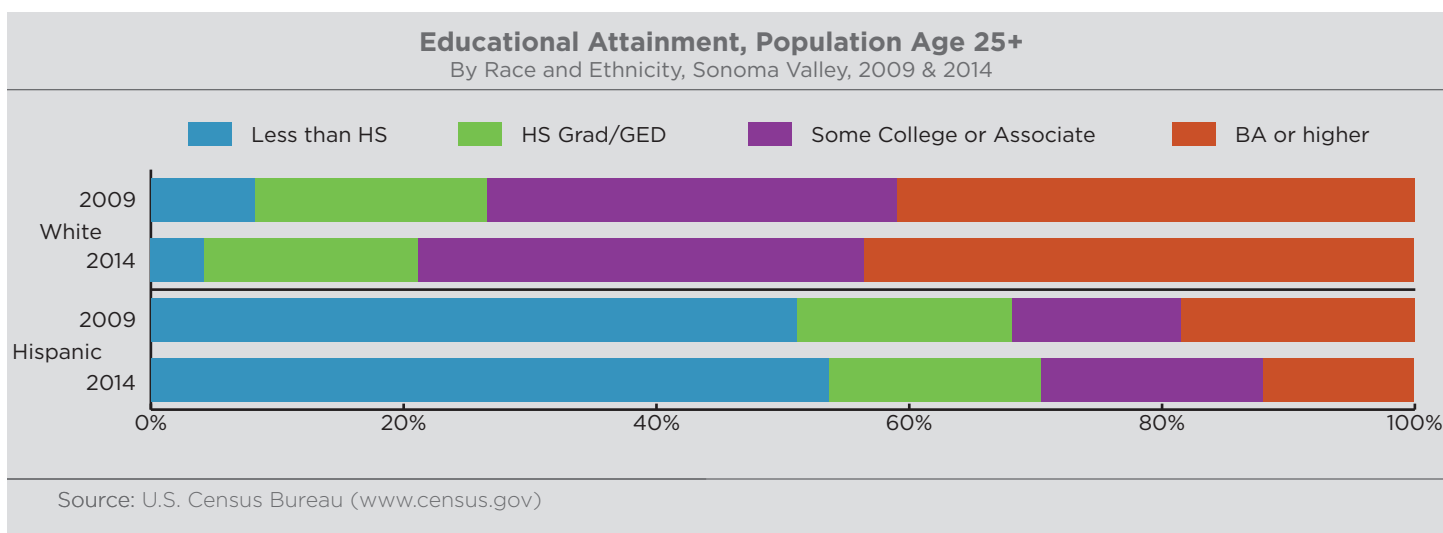
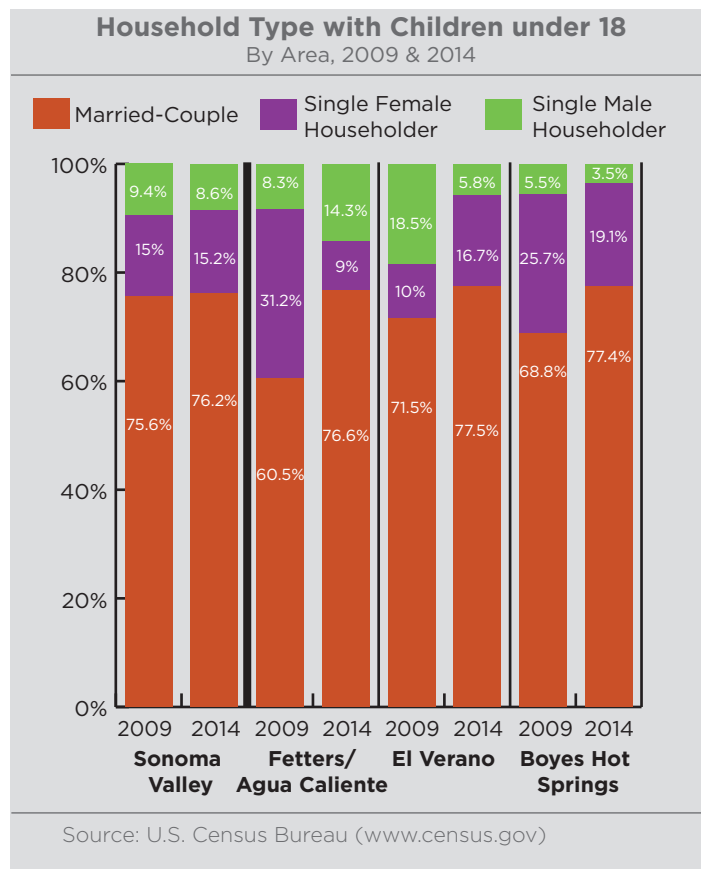
SOCIETY

HOUSEHOLD TYPE WITH CHILDREN UNDER AGE 18

For those households with children, families with a married couple are the most common type of household in Sonoma Valley, representing around 76%. The composition of households in Sonoma Valley remained largely unchanged from 2009 to 2014. A trend on display in the each of the Springs Areas is an increasing percentage of married couple families, increasing by as much as 16 percentage points in Fetters Agua Caliente to around 6 percentage points in both El Verano and Boyes Hot Springs.

ADULT EDUCATIONAL ATTAINMENT BY RACE AND ETHNICITY

There is a clear discrepancy in adult educational attainment between Hispanics and Whites in Sonoma Valley. Only 4.2% of Whites in Sonoma Valley have less than a high school diploma while the majority (53.6%) of Hispanics have less than a high school diploma. In addition, only 11.9% of Hispanics held a bachelor's degree in comparison to a rate of 43.5% for Whites. Discrepancies grew since 2009. The percentage of Hispanics without a high school diploma grew while those with a bachelor's degree decreased. The opposite trend occurred for Whites.



WORKFORCE

UNEMPLOYMENT RATE

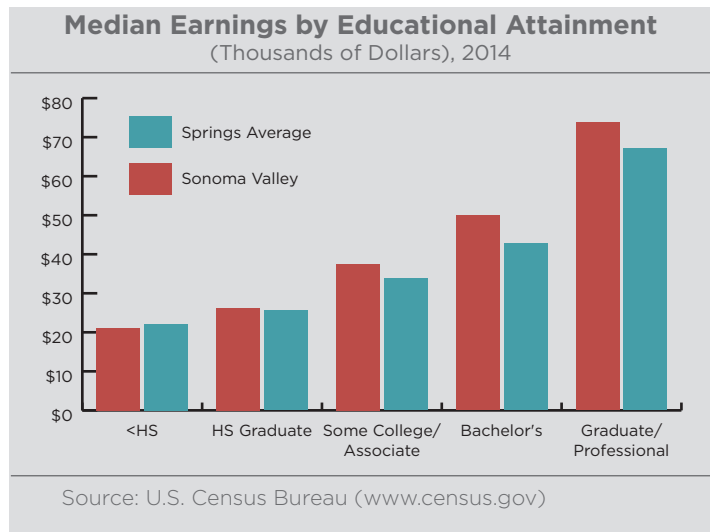
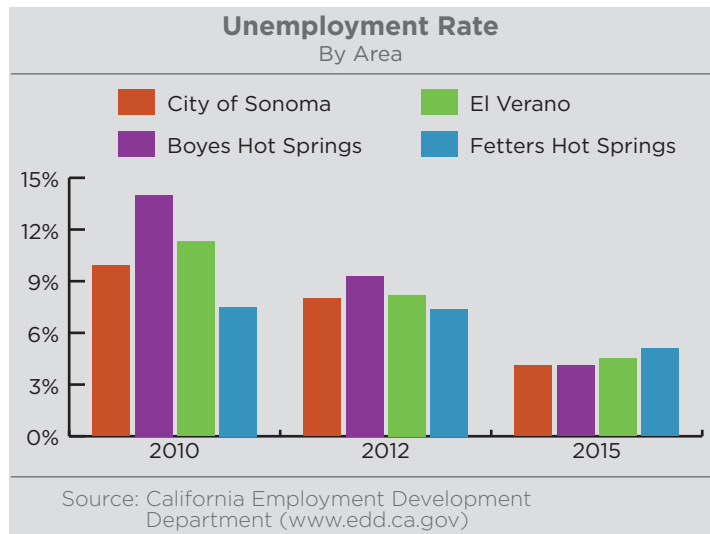
For the past five years, the unemployment rate has steadily decreased for both the Springs areas and the City of Sonoma. The most recent unemployment figures for 2015 are promising. With an unemployment rate fluctuating around 5%, the economy in the area is near full employment. This implies potential increases in wages as employers compete to attract the scarce labor in a tighter market. However, as of yet, this low unemployment rate has not translated into reductions in poverty, especially among families.

The large proportion of workers in the service sector provides one possible explanation for the disconnect between low unemployment rates and increasing rates of poverty, especially for families and the Hispanic population. As the data on the opposite page shows a large proportion of workers in Sonoma Valley and the Springs area are employed in services, 22.6% and 28.8% respectively. Furthermore, jobs in this category provide the lowest median annual income.

MEDIAN EARNINGS BY EDUCATIONAL ATTAINMENT

As education levels increase, yearly earnings also increase. This trend is clearly evident in both Sonoma Valley and the Springs area. The data unequivocally shows that educational attainment represents a key determinant of earning potential, as both are strongly correlated. Without education or training increases, income growth remains a difficult challenge.

The data further shows a discrepancy in median earnings by educational attainment between Sonoma Valley and the average for the Springs. At every level of educational attainment, besides those with less than a high school diploma, the median earning by educational attainment is greater in the broader Sonoma Valley compared to the Springs. The difference between the two reaches over \$7,000 per year for those with bachelor's degrees and \$6,500 per year for those with graduate/professional degrees.



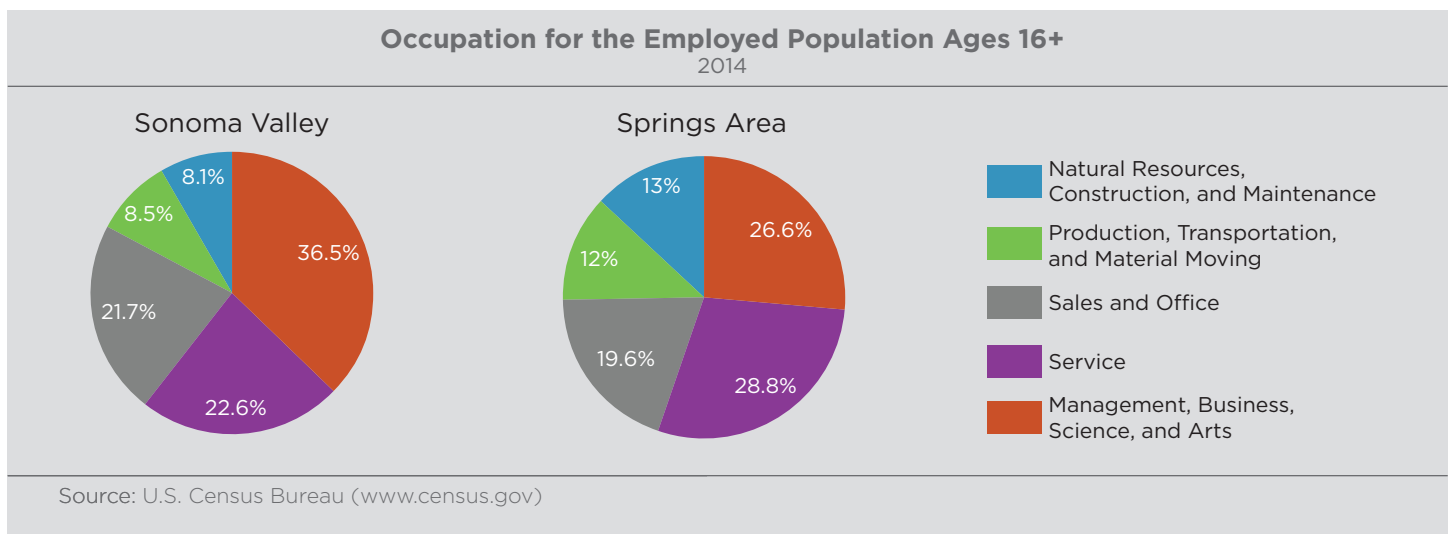
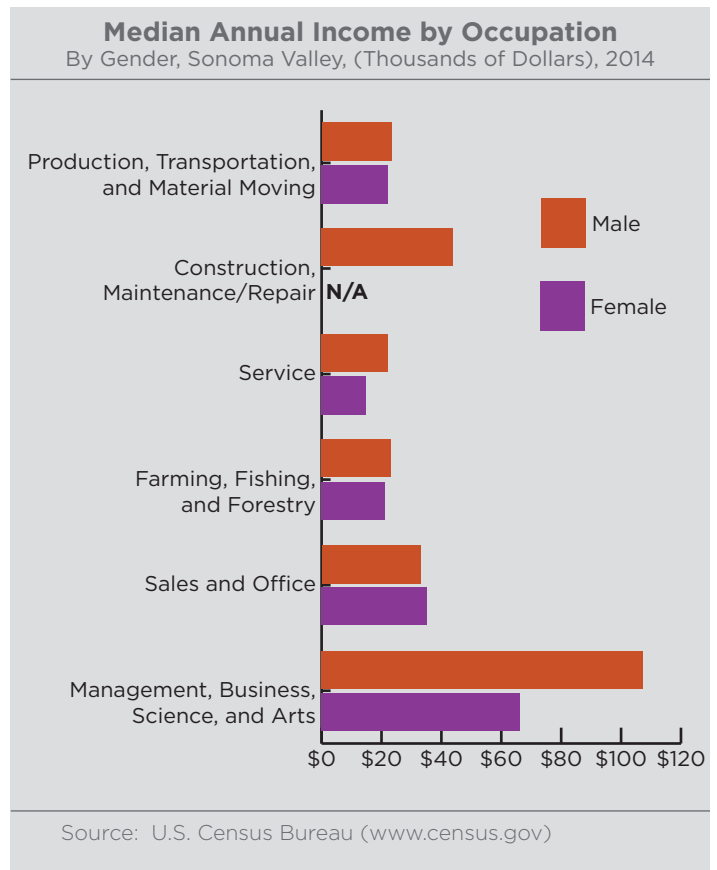
WORKFORCE

MEDIAN INCOME BY GENDER

The data shows clear discrepancies between men and women in terms of earnings. The graph on the right shows the median annual income for the primary occupation groups in the area for Sonoma Valley. The largest difference comes in Management, Business, Science, and Arts, where the median income for men is over \$40,000 more than women. Also of note, service occupations, which support a large percentage of jobs in the areas, provide the lowest median income and the median income for women is over \$7,000 lower.

OCCUPATIONS FOR THE EMPLOYED POPULATION

The pie graphs below show the occupation composition of the employed population (ages 16+). There is a higher concentration of those with “Management, Business, Science, and Arts” occupations in Sonoma Valley (36.5%) compared to the Springs area average. Occupations in this category provide high median incomes. On the other hand, a larger concentration of the employed population in the Springs area work in the service sector (28.8%). These occupations tend to be lower paid, require less formal education, and provide slower wage growth.



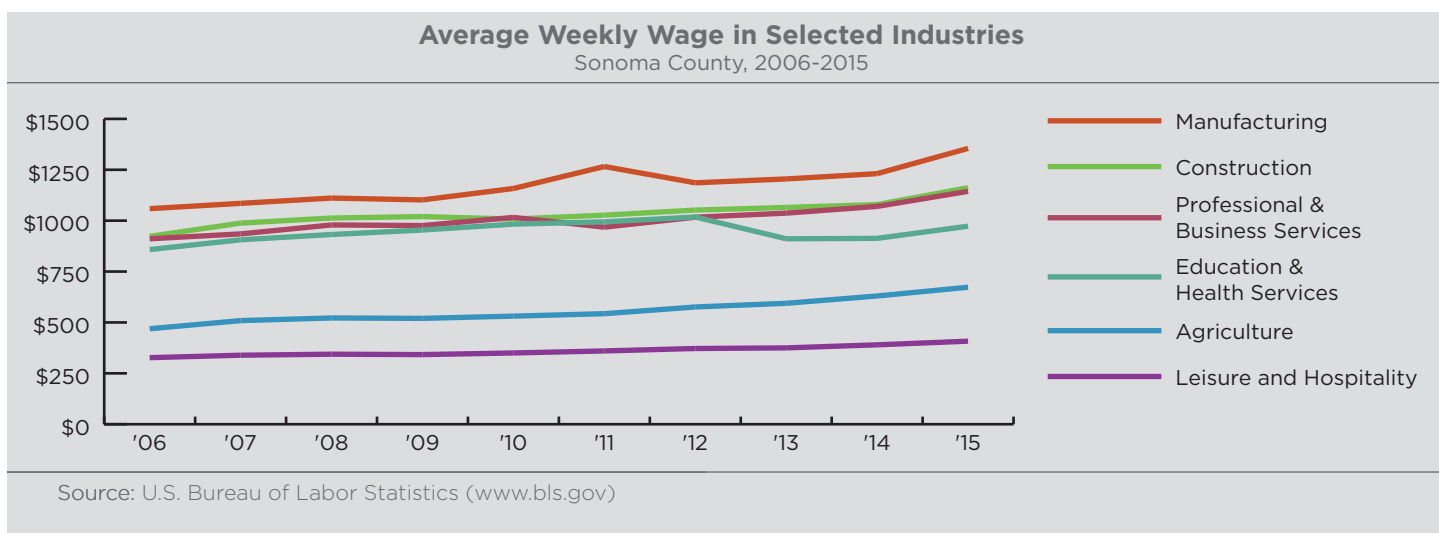
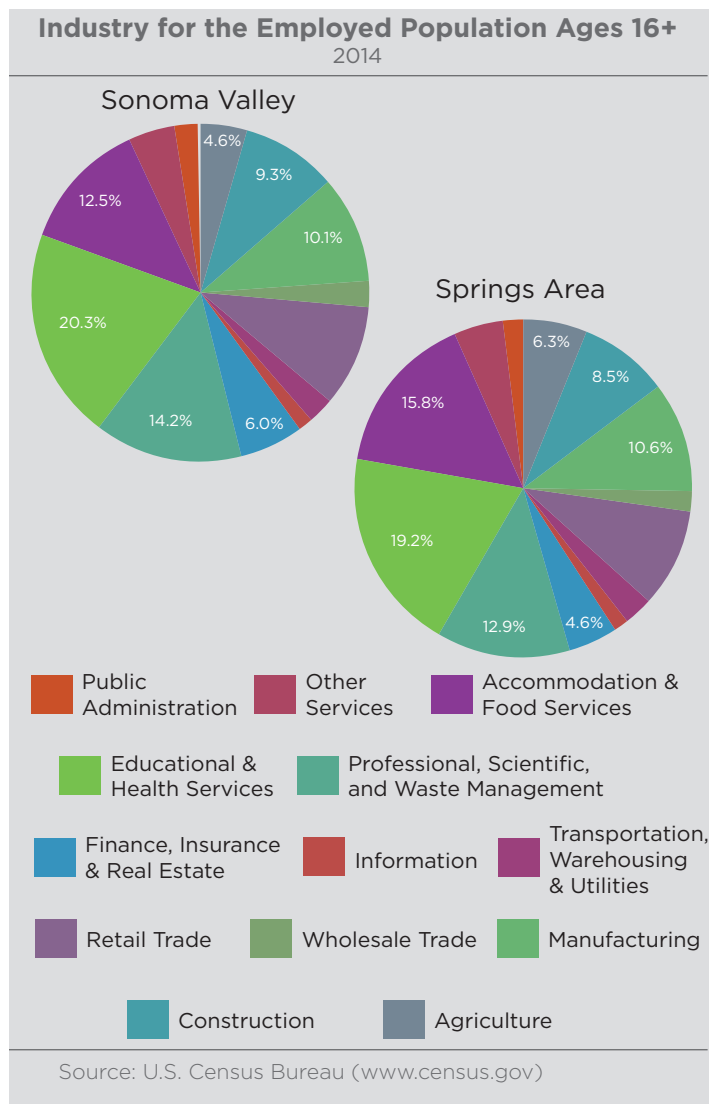
WORKFORCE

INDUSTRY FOR THE EMPLOYED POPULATION

The set of pie graphs shows the make up of the employed population (ages 16+) by industry in Sonoma Valley and the combined Springs area. The graph shows a higher percentage of workers employed in the Professional, Scientific, and Waste Management (14.2%), Educational and Health Services (20.3%), and Finance, Insurance, & Real Estate (6.0%) industries in the broader Sonoma Valley. In the Springs, a higher percentage of the employed population work in Accommodation & Food Services (15.8%), Manufacturing (10.6%), and Agriculture (6.3%), compared to Sonoma Valley.

AVERAGE WEEKLY WAGE IN SELECTED INDUSTRIES

Throughout Sonoma County, the level from which this data is available, wages have been increasing in these key areas over time. In the county Manufacturing, Construction, and Professional & Business Services earn the highest weekly wage at over \$1,200 for each industry. On the other hand, the Leisure and Hospitality industry pays out the lowest average weekly wage, at around only \$400 in 2015. This industry is more concentrated in the Springs area compared to the broader Sonoma Valley.



EDUCATION

SCHOOL ENROLLMENT BY RACE/ETHNICITY

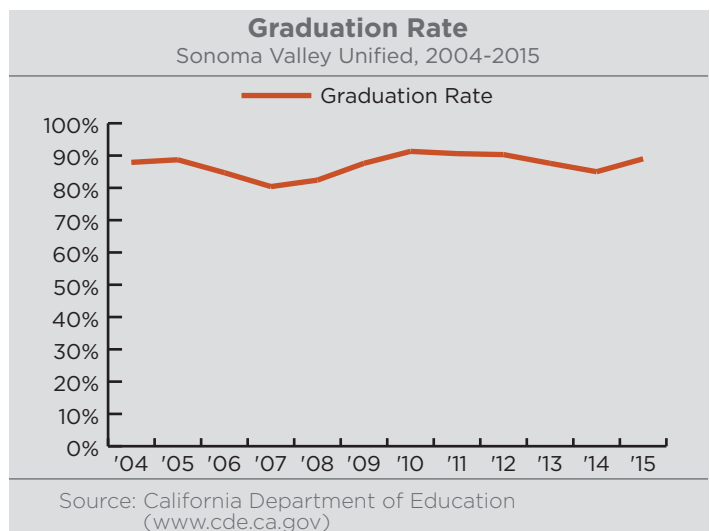
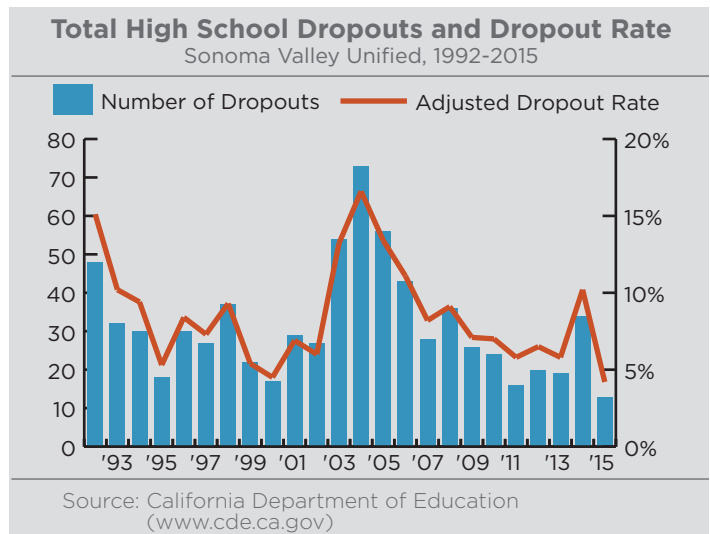
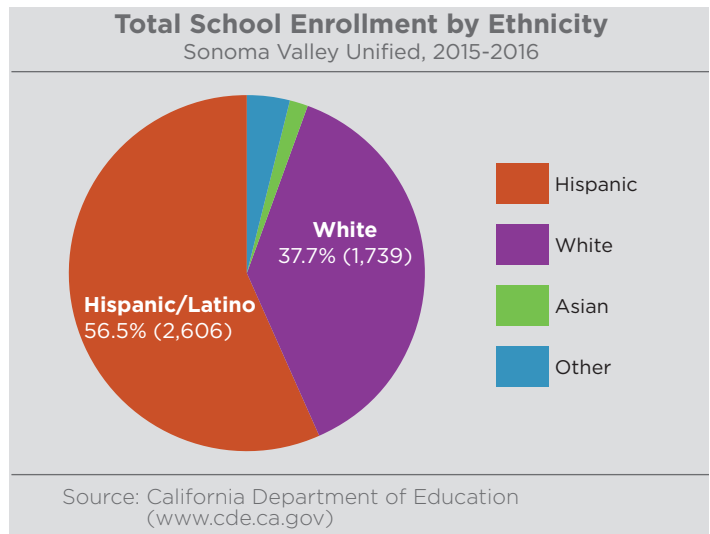
The Sonoma Valley Unified school district is composed of 14 schools with total enrollment of 4,610. Hispanics are the largest group in the school district with 57% of total enrollment, up from 48.3% in 2009. Furthermore, the proportion of Hispanic enrollment is 13 percentage points higher than the county average (44%) and just above the state average (54%).

HIGH SCHOOL DROPOUTS

Sonoma Valley's high school dropout rate has fluctuated over the past seven years between 4% and 10%. In the 2013-2014 school year there was a sharp spike in the percentage of dropouts, at a level over 10%. However, this dropped to around 4.2% in 2015. Data in recent years is encouraging compared to historical data. In 2004, the percent of dropouts peaked at over 15%. Since then the dropout rate steadily decreased, reaching the lowest level to date in 2015.

GRADUATION RATE

Graduation rates exhibit a slight downward trend since 2010. However, in the last year graduation rates increased by 4 percentage points, reaching 89% in 2014-15. This rate is above the state average of 83%. The graph shows that graduation rates normally fluctuate between 80% and 90%. The graduation rate hit a low of 80.4% in 2007 and a high of 91.3% in 2010. Graduation rates are one of the most important indicators of a school's success, and Sonoma Valley Unified outperformed the state average in 2015.



EDUCATION

HIGH SCHOOL GRADUATES WITH UC/CSU REQUIRED COURSES

There are far fewer Hispanics, compared to Whites, from the Sonoma Valley Unified School District completing the required courses to continue at a four-year university. However, in recent years Hispanics have been closing this gap. The rate of Hispanic graduates with UC/CSU required courses increased from 19.2% in 2007 to 38.5% in 2015. From 2014 to 2015 alone the rate for Hispanics increased over 10 percentage points.

This graph displays the 12th-grade graduates who completed all the courses required for University of California (UC) and/or California State University (CSU) entrance with a grade of "C" or better. This represents only a portion of the entrance requirements for UC or CSU.

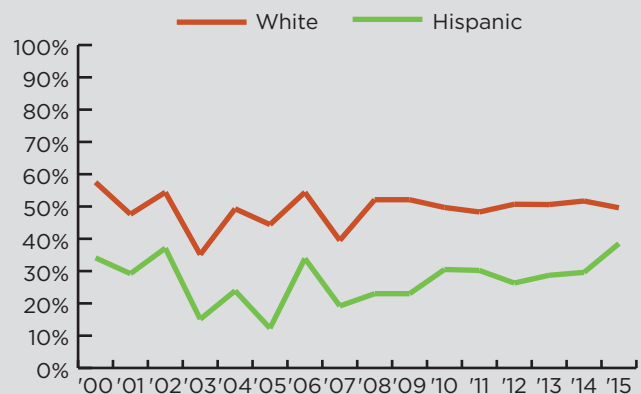
ANNUAL ADJUSTED GRADE 9-12 DROPOUT RATE, BY ETHNICITY

In the 2014-2015 school year the annual adjusted grade 9-12 dropout rate was equal for Hispanics and Whites. The dropout rate for Hispanics fell by an impressive 12.1 percentage points since the 2008-2009 school year, from 13.1% to 1.0% in the 2014-2015 school year. This corresponds to the number of dropouts among Hispanic students falling from 19 dropouts to only 7 dropouts. The dropout rate for Whites decreased by 4.2 percentage points in the same time frame.

PRESCHOOL ENROLLMENT

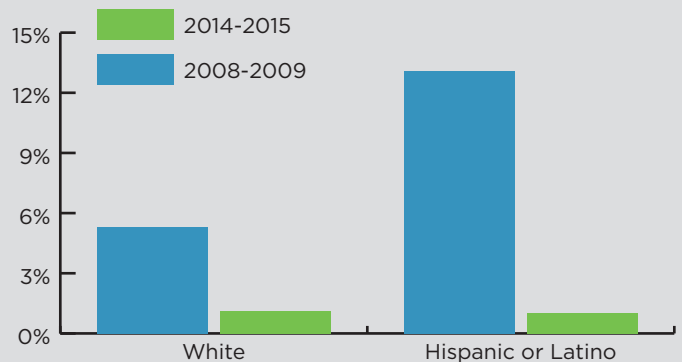
Of the population of 3-4 year olds, 66.6% were enrolled in school in 2014. This is substantially higher than the 45.4% of 3-4 year olds enrolled in school in 2009. According to research by the Education Policy Research unit, preschool education positively relates to future academic success. According to the U.S. Census, in 2014, 748 children were enrolled in preschool in Sonoma Valley, with 67.8% enrolled in private and 32.2% in public. Of the 508 children enrolled in 2009, 70.9% were enrolled in private and 29.1% were enrolled in public school.

Graduates with UC/CSU Required Courses
Sonoma Valley Unified, 2000-2015



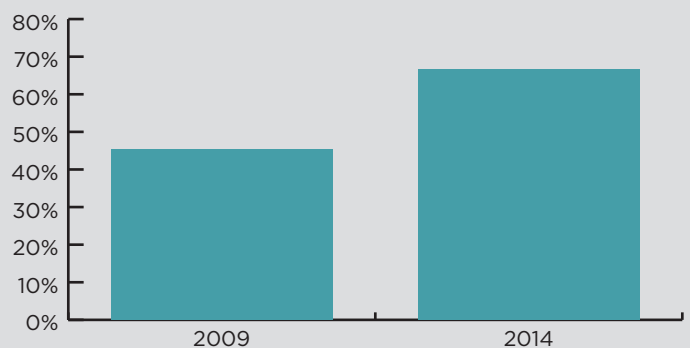
Source: California Department of Education
(www.cde.ca.gov)

Annual Adjusted Grade 9-12 Dropout Rate
Sonoma Valley Unified, 2008-2009 & 2014-2015



Source: California Department of Education
(www.cde.ca.gov)

Percent of 3 and 4 year-olds Enrolled in School
Sonoma Valley, 2009 & 2014



Source: U.S. Census Bureau (www.census.gov)

EDUCATION

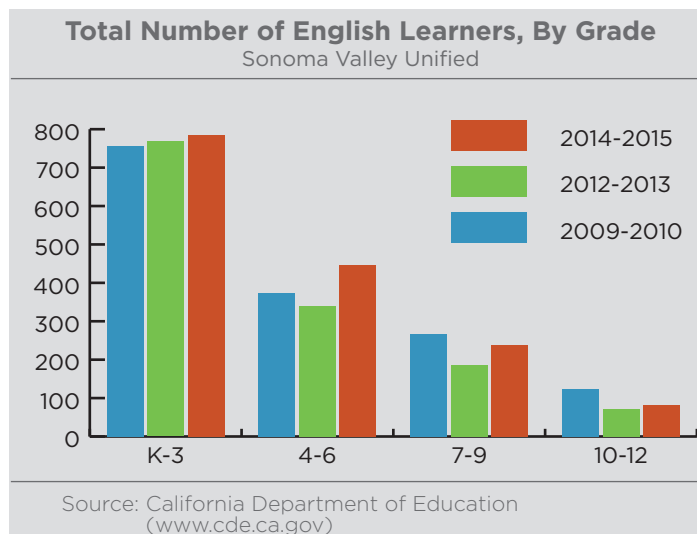
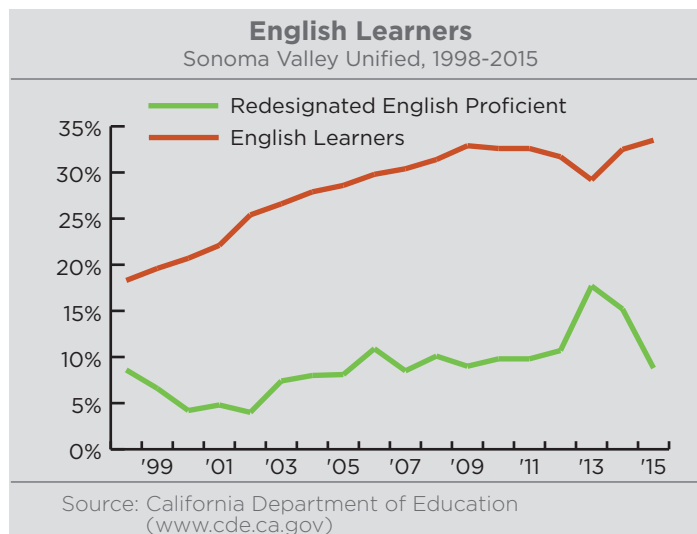
ENGLISH LEARNERS

The percent of English learners in the Sonoma Valley Unified School District has been steadily increasing since 1997, making up 33.5% of total enrollment in 2014-15. English learners who have been designated “English proficient” through testing or other language measurements are categorized as “redesignated English proficient (REP)”. This indicator hit 8.8% in the 2014-2015 school year. A higher percentage of REP is beneficial because language acquisition positively correlates to education and income.

An English learner is defined as a student in kindergarten through grade twelve who, based on objective assessment, has not developed listening, speaking, reading, and writing proficiencies in English sufficient for participation in the regular school program.

ENGLISH LEARNERS BY GRADE

The percent of students who are English Language Learners continues to climb each year. The highest number of English learners are in Kindergarten through grade 3 because as students grow older most are “redesignated English proficient”. The majority of the increase in the total number of English learners observed over time most likely stems from births. According to the U.S. Census and the American Community Survey, in 2014 of the 6,405 people between the ages of 5 to 17 only 5.7% were foreign born. However, there is a clear discrepancy in language ability between native-born and foreign-born residents of Sonoma Valley. The Census shows that of the population 5 years and over 14.6% of the native-born population speak a language other than English, and 2.8% speak English less than ‘very well.’ Among the foreign-born population these numbers are much higher, with 85.2% speaking a language other than English, with 60.9% speaking English less than ‘very well.’ These numbers show that although the proportion of foreign-born people between the ages of 5 to 17 is small, those who are foreign born are much more likely to be classified as English learners.



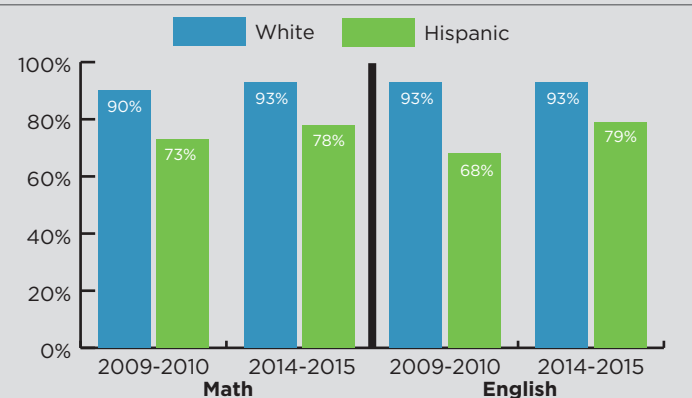
EDUCATION

CALIFORNIA HIGH SCHOOL EXIT EXAM (CAHSEE) PASS RATES BY RACE/ETHNICITY

The data suggests an achievement gap exists among Hispanics, with 15 percentage points separating Whites and Hispanics in Math and 14 percentage points in English. However, Hispanics narrowed this gap, logging large improvements in both Math and English pass rates.

A 2015 law suspended the requirement that students take the California High School Exit Exam (CAHSEE), so 2014-15 is the last year with CAHSEE results. This graph displays 10th-grade students who passed the English Language Arts and Mathematics portions of the CAHSEE when they took the exam.

California High School Exit Exam (CAHSEE) Pass Rates
Sonoma Valley Unified, 2009-2010 & 2014-2015



Source: California Department of Education
(www.cde.ca.gov)

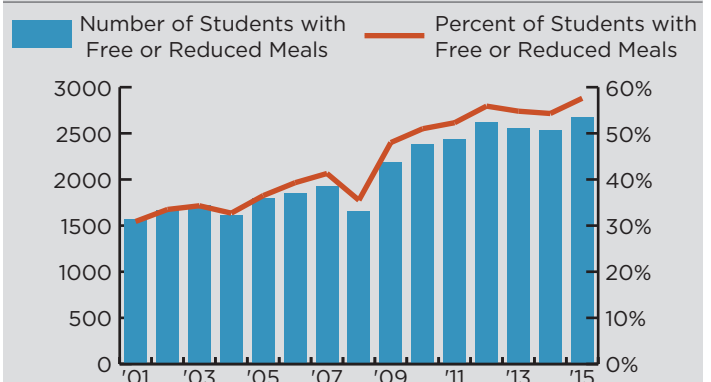
STUDENTS WITH FREE OR REDUCED MEALS

The percent of students eligible for free or reduced meals, a key indicator of household poverty, has been following an increasing trend since 2000. There are 2,668 students eligible for free or reduced-price meals. To qualify a student must come from a family with incomes at, or below, 130% of the poverty level. It is concerning that nearly 58% of Sonoma Valley students are eligible for free or reduced meals, and the percentage of students receiving these meals is increasing, up from 52% when this study was last conducted, covering up until the 2009-2010 school year.

Eligibility for free or reduced price meals in federally-funded school nutrition programs that provide nutritionally balanced low-cost or free meals to children. The school nutrition programs consist of the following program types: National School Lunch, School Breakfast, Special Milk, Meal Supplements, and Seamless Summer Feeding Option. Eligibility for free or reduced price meals is often used as a proxy for low income.

Students with Free or Reduced Meals

Sonoma Valley Unified, 1992-2015



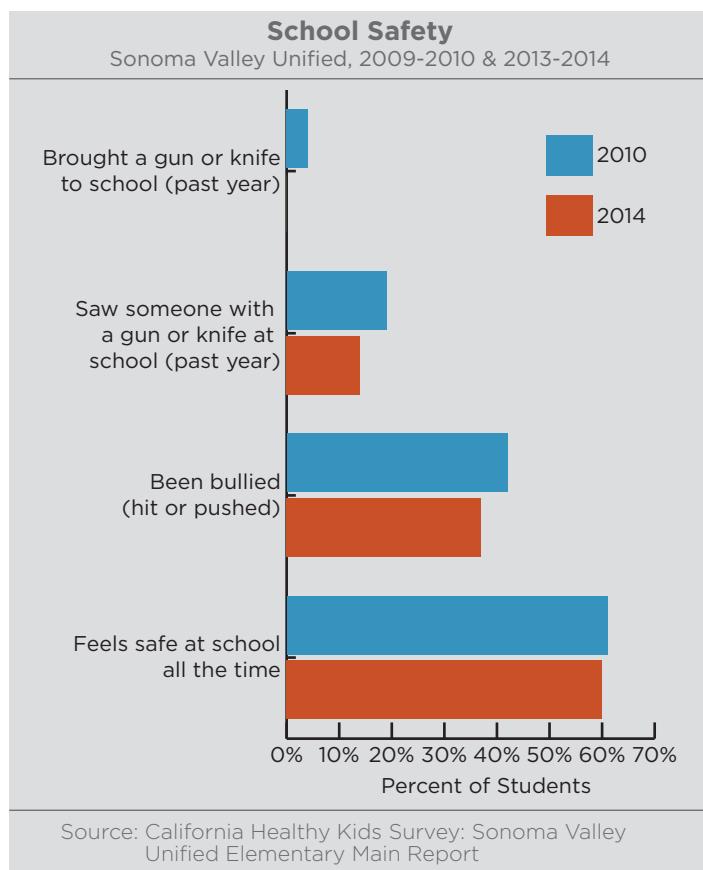
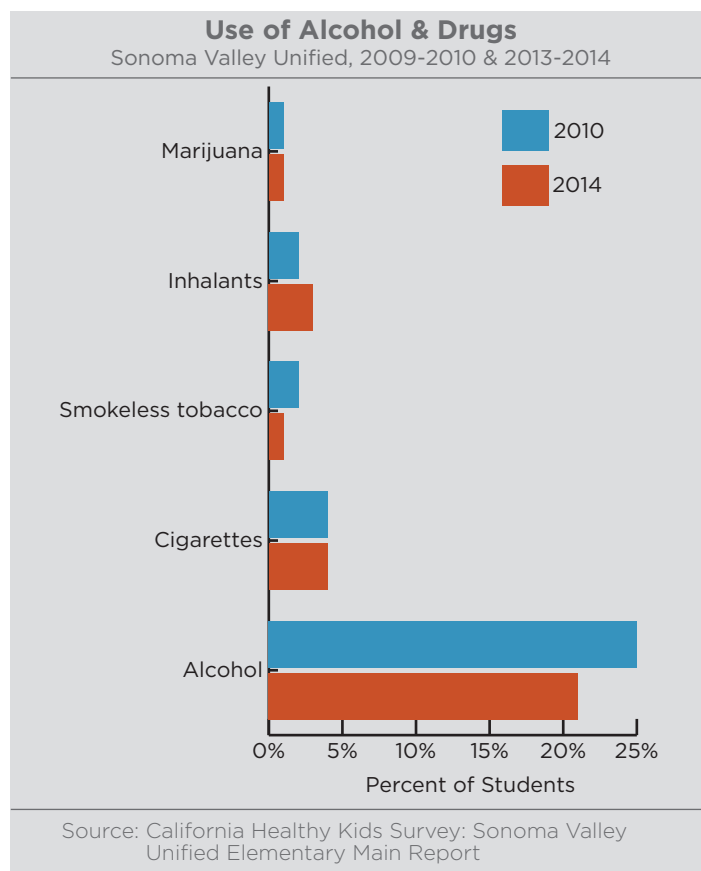
Source: California Department of Education
(www.cde.ca.gov)

EDUCATION: GRADE 5

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 measures outcomes of academic, health, and prevention programs. The survey was completed by 168 students in grade 5 (45% participation rate). The following two pages are a summary of their report.

ALCOHOL, TOBACCO AND DRUG USE

Alcohol is by far the most widely used substance; however, reported use decreased from around 25% to 21% in 2015. Inhalants (glue, paint fumes, etc.) are often the most widely used 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 for later involvement. Use of alcohol captures students who tried one or two sips.



SCHOOL SAFETY

In the most recent survey 37% of students reported being physically bullied; only 60% reported feeling safe at school all of the time. The percentage of students who reported being bullied decreased from 42% in 2010, a 5 percentage point drop. Bullying is an abusive behavior common among elementary youth. It instills vulnerability, isolation, and fear. If not confronted, it can lead to isolation from friends, family and school, in addition to depression, and risky behavior. Feeling safe is important in order for students to succeed in school.

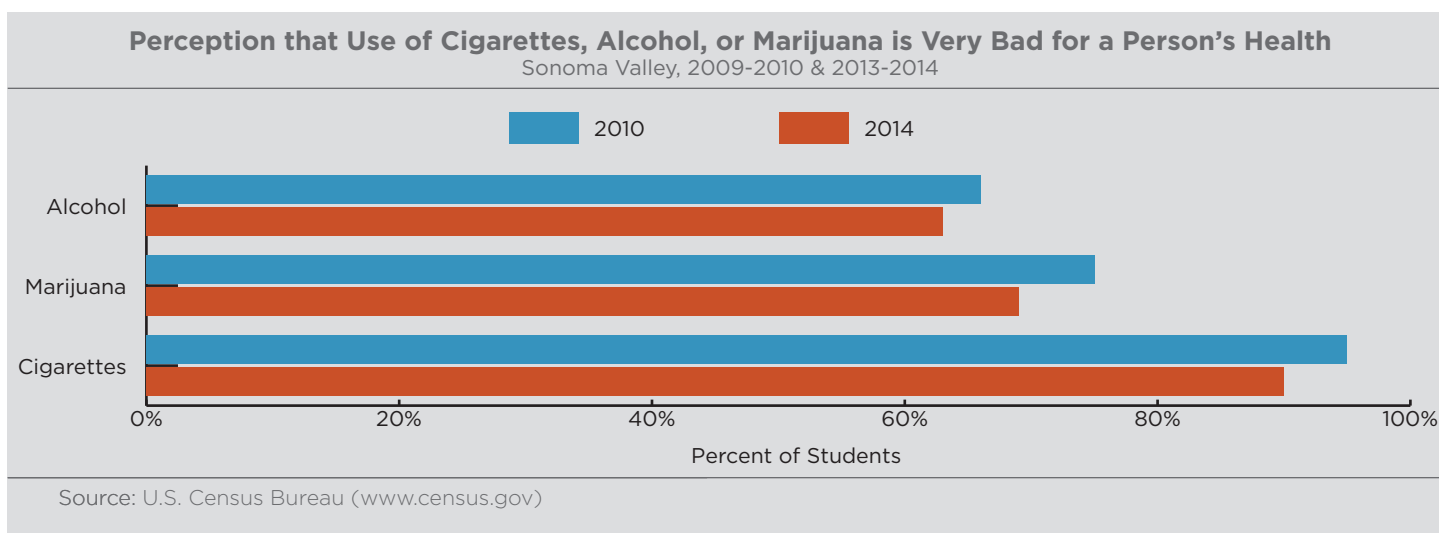
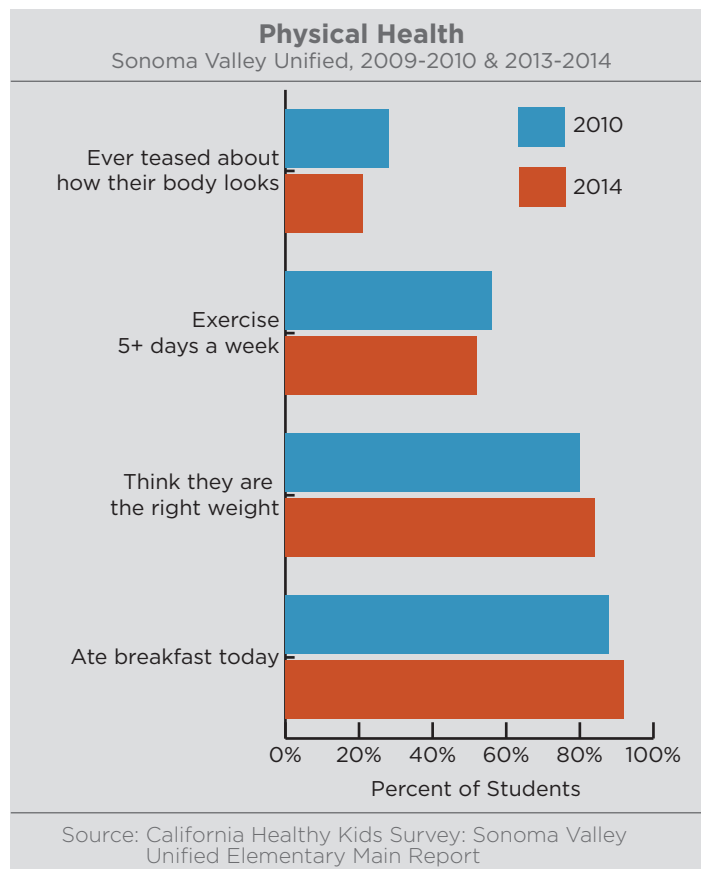
EDUCATION: GRADE 5

PHYSICAL HEALTH

The percent who reported being teased about their body (21%) fell from 28% since 2010. Additionally, the percentages of students who reported eating breakfast (92%) and thinking that are they right weight (84%) both increased. To measure nutritional habits, the survey asks students if they had breakfast on the day of the survey. Students who attend school hungry may experience compromised health, well-being, and school performance. The survey asks about body image because a poor body image can negatively influence self-esteem and school performance. Regular physical activity is associated with the prevention of disease, lower risk behavior rates, better performance, and fewer mental health problems.

PERCEPTION OF ALCOHOL, TOBACCO AND DRUG USE

Attitudes toward drug use among 5th graders are generally very negative. Most students found cigarettes harmful (90%), while fewer found marijuana and alcohol harmful. Compared to 2010, negative perceptions have decreased in each case, indicating that fewer students view the use of such substances as harmful.

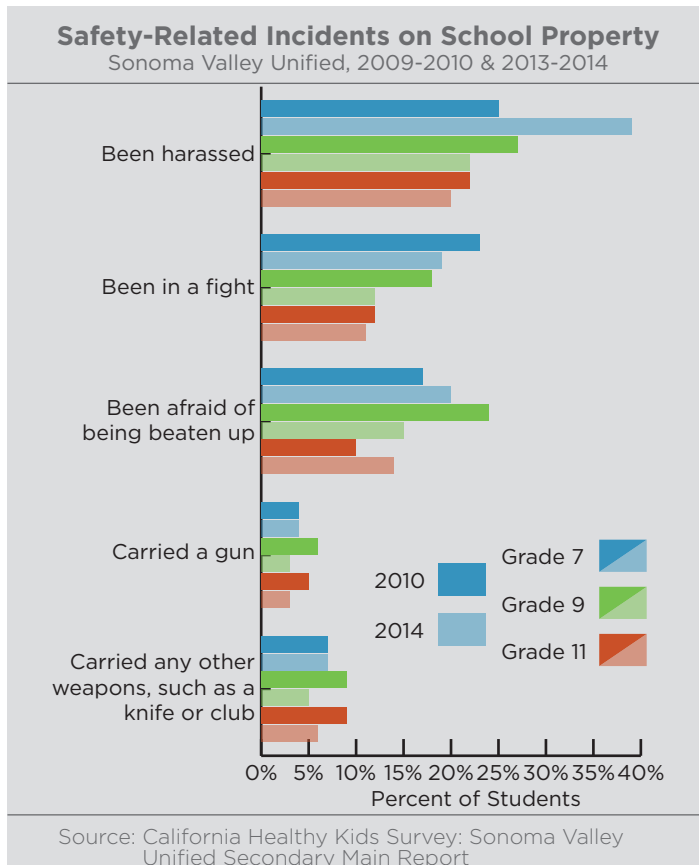
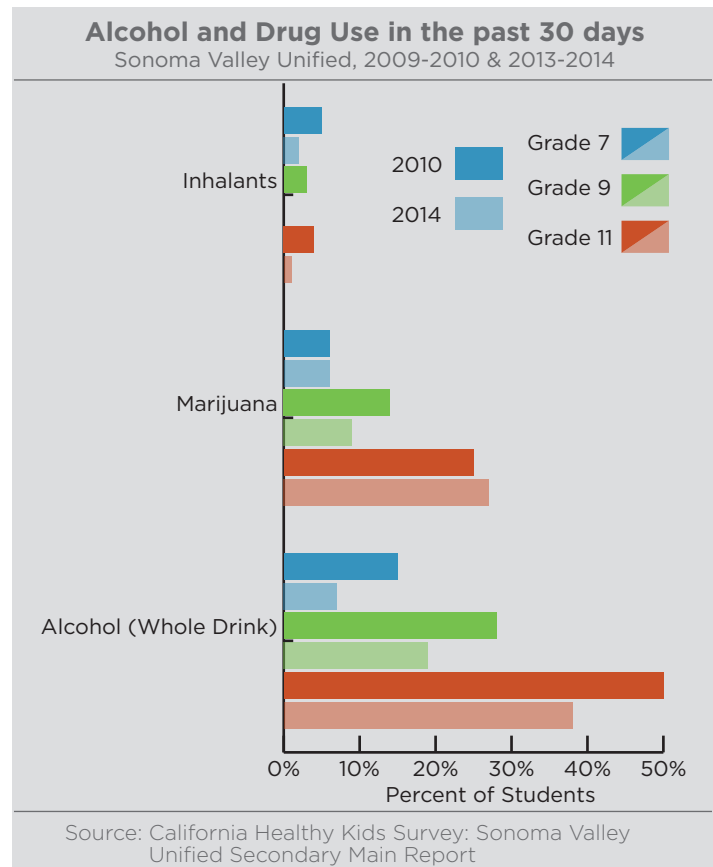


EDUCATION: GRADES 7, 9 & 11

The indicators on the following two pages are results from the Department of Education's "California Healthy Kids" survey. The survey for secondary students was completed by 291 students in grade 7 (77% participation rate), 274 students in grade 9 (73%), and 241 students in grade 11 (72%). For more information, see their complete report: <http://chks.wested.org/reports/results/>

CURRENT USE OF ALCOHOL AND DRUGS

Alcohol is widely used, with 38% of students in grade 11 reporting use in the past month, in addition to 19% of 9th graders and 7% of 7th graders. Furthermore, 27% of 11th grade and 9% of 9th grades have used marijuana. Encouragingly, the use of alcohol decreased in each grade from 2010 to 2014, with the largest decrease, 12 percentage points, occurring among students in grade 11.



SAFETY INCIDENTS ON SCHOOL PROPERTY

There is a high level (27%) of harassment across all grade levels. Physical harassment in grade 7 was 18 percentage points higher than grades 9 and 11. Another troubling indicator is that 20% of students in Grade 7 feared being beaten up. The percent of 7th graders who reported being harassed increased since 2010 while it fell for both 11th and 9th graders. The data shows that students in the higher grades report a lower proportion of safety-related incidents.

EDUCATION: GRADES 7, 9 & 11

HIGH RISK BEHAVIORS

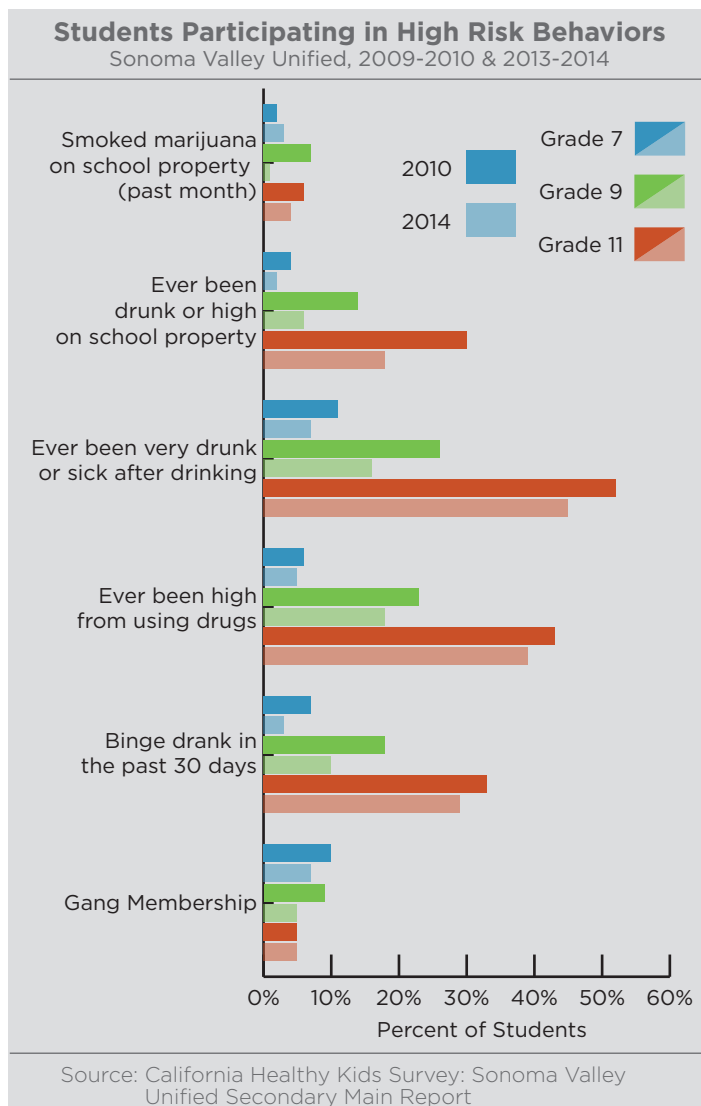
Encouragingly the percentage of students in 7th and 9th grade who reported being in a gang decreased since the 2010 report and remained unchanged for 11th grade students. Respondents in 11th grade continue to show high rates of drinking, with 30% binge drinking in the last 30 days. This is down 3 percentage points from 2010. Furthermore, reported rates of binge drinking went down in each grade. Across the board, the data shows a lower proportion of students engaging in high risk behaviors based on the 2014 report compared to 2010.

SCHOOL SAFETY

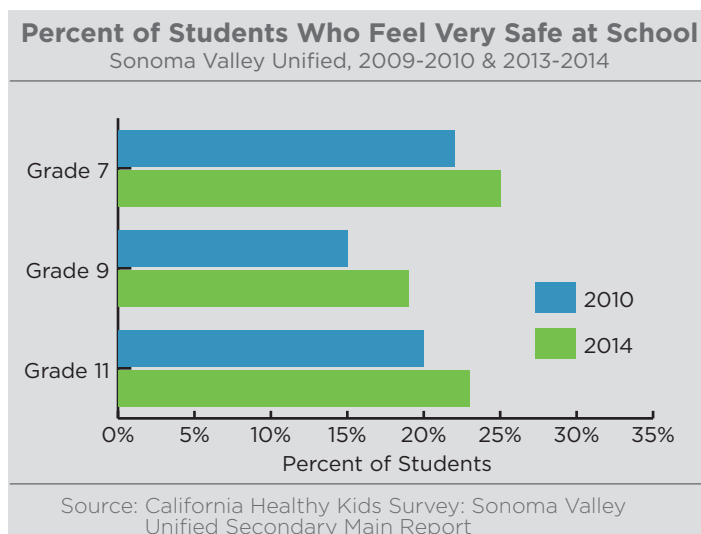
Around 24% of students in 11th and 7th grade, and 19% in 9th grade, reported feeling very safe in school. However, this means that 75% of students in 11th and 7th grade and 81% in 9th grade reported feeling less than very safe.

SCHOOL MISCONDUCT

The data shows a decrease in the number of truants, with a 46% reduction since the 2009-2010 school year. Furthermore, the truancy rate has been cut nearly in half. Attendance strongly affects school achievement, standardized test scores, graduation rates, and dropout rates, according to a report by Johns Hopkins University.



School Misconduct Sonoma Valley Unified, 2009-2010 & 2013-2014		
	2009-2010	2013-2014
Number of Truants*	527	282
Truancy Rate	11.6%	5.85%
Violence/Drug: Expulsions	21	15
Violence/Drug: Suspensions	173	142
Overall Expulsions	21	22
Overall Suspensions	330	325
*Note: Truants are defined as students with more than 3 unexcused absences or tardies		
Source: California Department of Education (www.cde.ca.gov)		



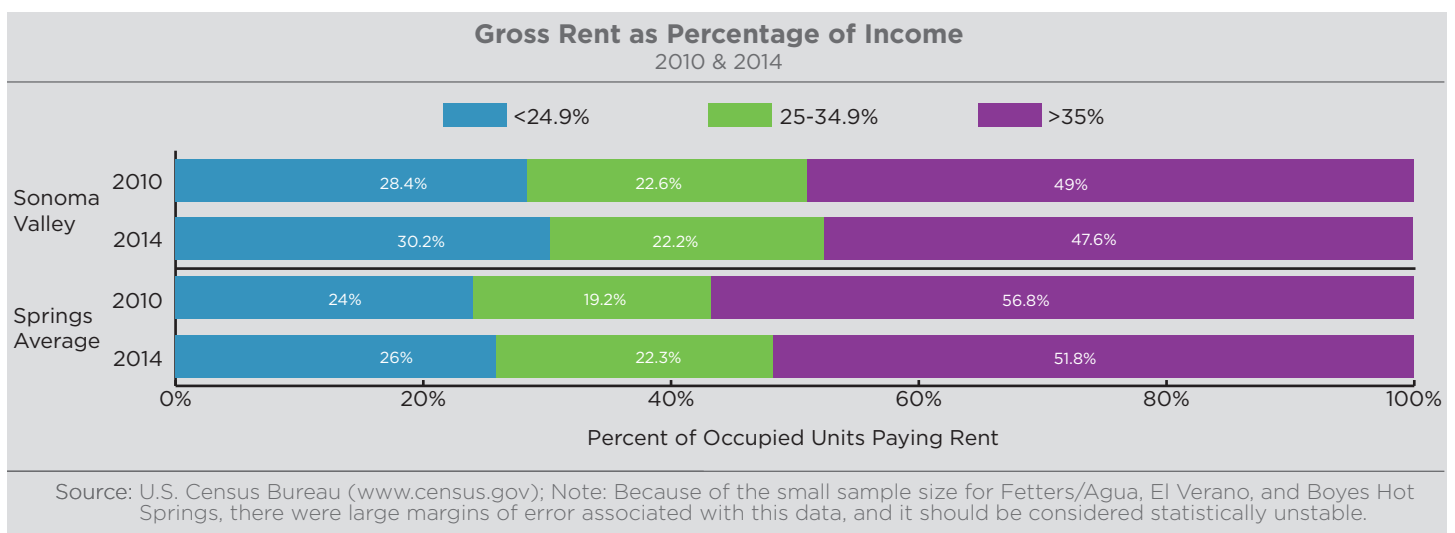
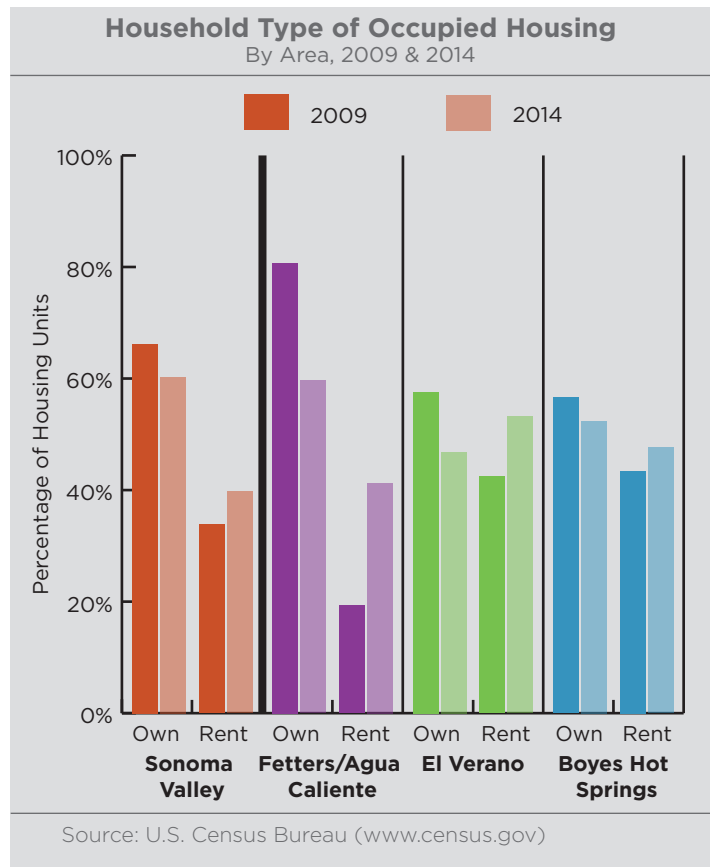
HOUSING

RENT & OWNED HOUSING

Home ownership is down across Sonoma Valley and more households are renting. This change has been most extreme in Fetters/Agua Caliente, with a 22 percentage point drop in ownership. The largest percentage of renter-occupied housing is in El Verano (53%) and Boyes Hot Springs (48%). Home ownership rates are highest in the broader Sonoma Valley (60%) and in Fetters Hot Springs-Agua Caliente (59%).

GROSS RENT AS PERCENTAGE OF INCOME

The data shows a slight decrease in the proportion of people spending more than 35% of income on rent in both Sonoma Valley and the narrower Springs area. At the same time, a larger proportion is spending less than 25% of income on rent. In the Springs area a larger proportion, 51.8% spent more than 35% of their income on rent compared to 47.6% in the broader Sonoma Valley. 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 the Springs area is from a very small sample size that has a large margin of error, so should not be considered statistically significant.



HOUSING

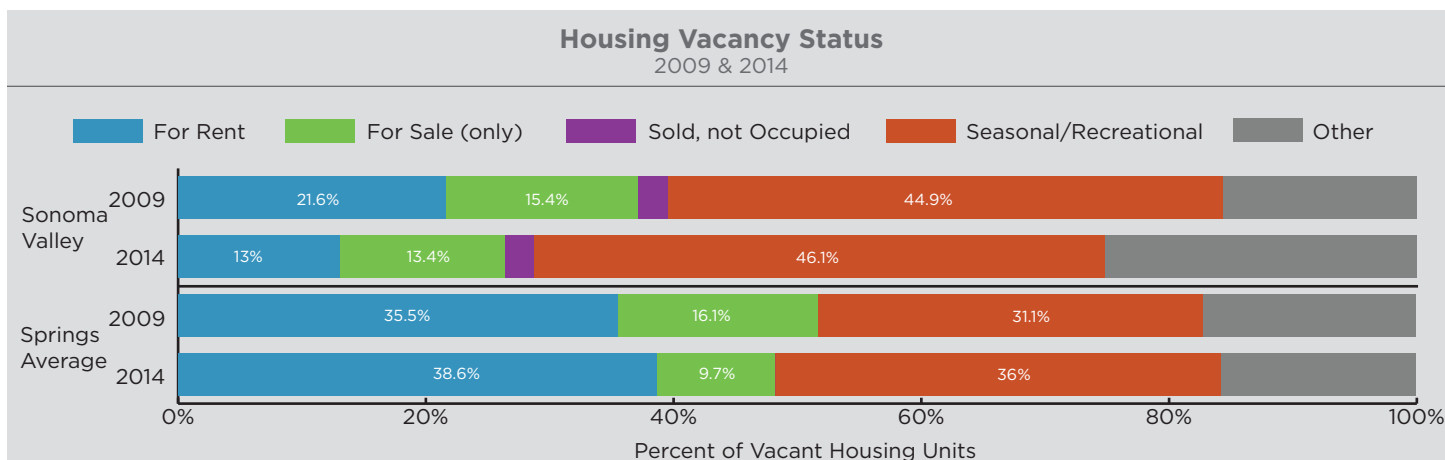
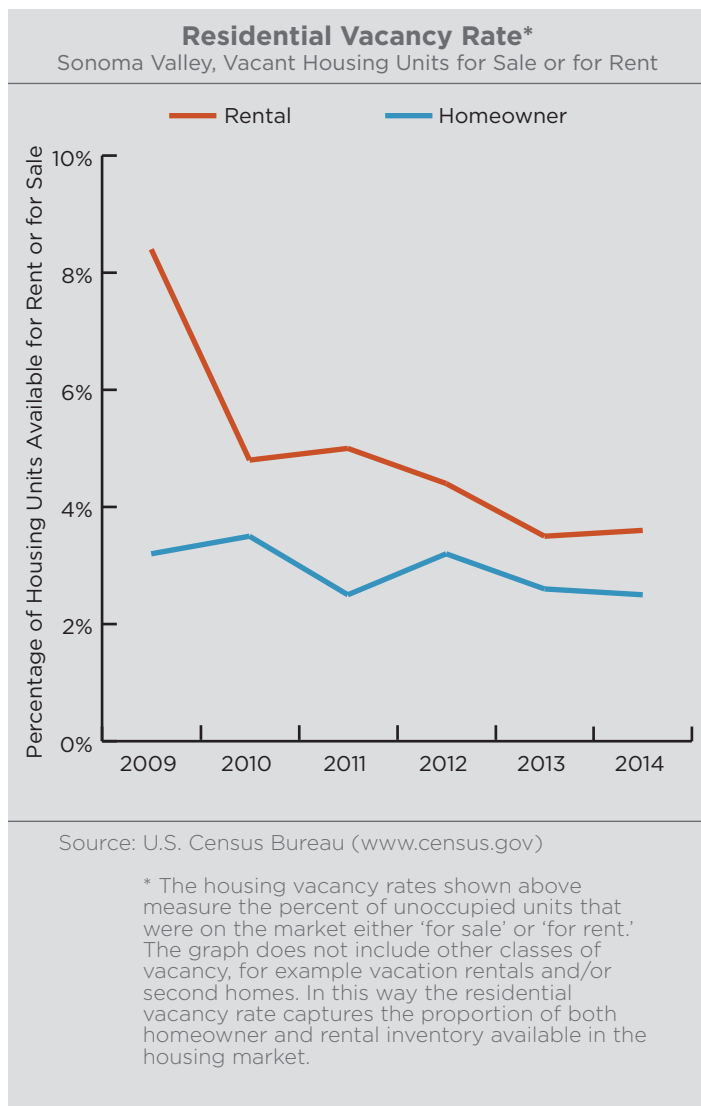
RESIDENTIAL VACANCY RATES

Vacancy rates for both rental and homeowner inventories, which measures available units for rent and for sale only, are incredibly tight in Sonoma Valley, at 3.6% and 2.5% respectively. Many real estate experts consider vacancy rates of 3% as full occupancy.

HOUSING VACANCY STATUS

Since 2009 the proportion of vacant properties devoted to seasonal and recreational uses, which are found primarily in resort areas, has increased in the Springs area and the whole of Sonoma Valley. However, the increase was more dramatic in the Springs. This graph shows the status of vacant housing units by area. A larger proportion of vacant properties in the Springs area are for rent compared to Sonoma Valley.

Seasonal and recreational vacant housing units are those intended for occupancy only during certain seasons of the year or for weekends or other occasional use. The graph shows that almost half (46%) of the vacant housing in the Valley is intended to be used as second homes, seasonal housing, or time-shared units. These units are not available for rent or for sale. While the proportion of vacancies intended for these purposes are lower in the Springs Area, they still account for a significant percentage (36%) which is up from 31% in 2009.



Source: U.S. Census Bureau (www.census.gov)

HEALTHCARE

BIRTHS BY RACE/ETHNICITY

The number of Hispanic women having children exceeds the number of White women. The percentage of births among White women decreased from 43% in 2009 to 40% in 2012. Zip codes for data on births refers to the mother's place of residence, not necessarily where the baby was born.

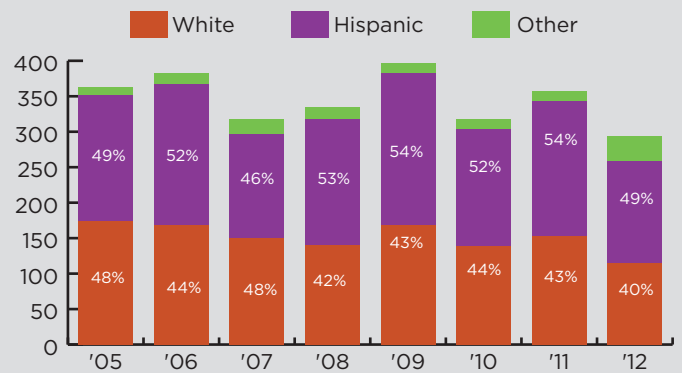
BIRTHS BY AGE

Fourteen teens (5% of all births) gave birth in Sonoma Valley in 2012. Most births (between 70% and 75%) are of mothers between the ages of 20 and 34. There was a total of 294 births in 2012, the lowest among all the years under consideration here.

PERCENT OF LOW BIRTH WEIGHT BIRTHS

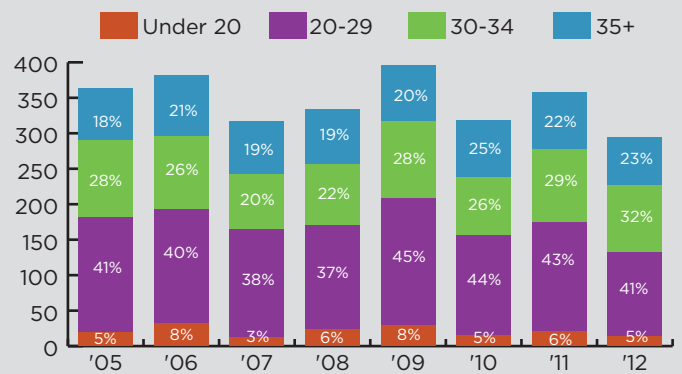
From the most recent year in which data exists, only 5% of infants were born at low birth weights. Low birth weight is classified as under 2,500 grams, or 5.5 pounds, and indicates the general health of newborns, and is a key determinant of infant survival, health, and development. There is a slight trend upwards in the proportion of children born at a low birth weight.

Number of Births by Mother's Race & Ethnicity
Sonoma Valley (Zip Code 95476)



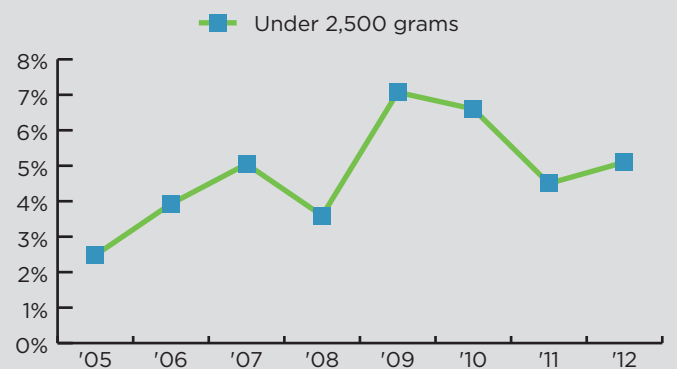
Source: California Department of Public Health
(www.cdph.ca.gov)

Number of Births by Mother's Age
Sonoma Valley (Zip Code 95476)



Source: California Department of Public Health
(www.cdph.ca.gov)

Percent of Low Birth Weight Births
Sonoma Valley (Zip Code 95476)



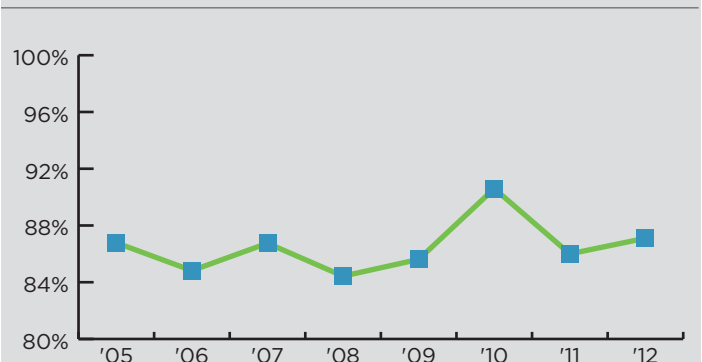
Source: California Department of Public Health
(www.cdph.ca.gov)

HEALTHCARE

PRENATAL CARE

From 2005 to 2012 the proportion of women receiving prenatal care in the first trimester fluctuated between 85% and 90%. Again, data on births refers to the mother's zip code of residence, not necessarily where the baby was born. In 2012, 87.1% of mothers who gave birth received prenatal care in the first trimester, another 11.2% by the second trimester, and the last 1.7% by the third trimester. There was not one mother who gave birth in 2012 who failed to get any prenatal care.

Percent Receiving Prenatal Care in First Trimester
Sonoma Valley (Zip Code 95476)

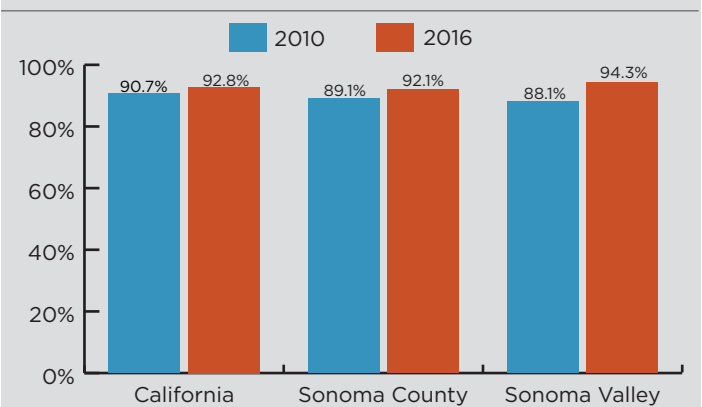


Source: California Department of Public Health
(www.cdph.ca.gov)

KINDERGARTENERS WITH REQUIRED IMMUNIZATIONS

Since 2010, the percent of kindergarteners with required immunizations increased dramatically in Sonoma Valley, increasing by 6.2 percentage points. By 2016, immunization rates exceed both the California and Sonoma County rates. Immunizations protect children from preventable, serious illnesses.

Kindergarteners with Required Immunizations
2010 & 2016

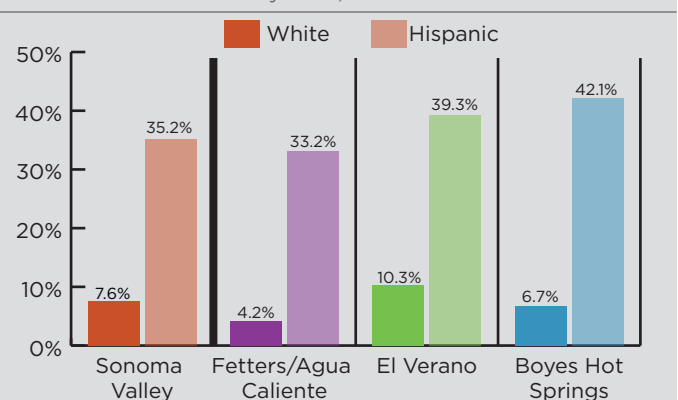


Source: California Department of Public Health
(www.cdph.ca.gov)

PERCENT UNINSURED BY RACE

The data shows a clear racial discrepancy in all areas, with less than 8% of Whites uninsured compared to over 35% of Hispanics in Sonoma Valley. Rates of people without insurance are at a minimum 4 times larger among Hispanics than Whites, and rates are 8 times larger in Fetters/Agua Caliente. Those who lack health insurance receive less medical care, less timely care, and often experience worse health outcomes.

Percent Uninsured by Race & Ethnicity
By Area, 2014



Source: U.S. Census Bureau (www.census.gov)

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SOURCES

The *Sonoma Valley Community Profile* provides a comparative study on various economic, demographic, and social aspects of Sonoma Valley, with special emphasis on the Springs area, comprised of El Verano, Boyes Hot Springs, and Fetters-Agua Caliente. Sonoma County Economic Development Board (EDB) research originates from information available from outside resources and previously published material. The current version of the *Sonoma Valley Community Profile* offers partial or composite representations of raw data and cites respective source data sets. For more information, please see the listed sources.

The data included herein does not provide complete in-depth analyses of all facets of the Sonoma Valley. The EDB believes all data contained within this report to be accurate and the most current available, but does not guarantee its accuracy or completeness. Use of data from an outside source does not represent an endorsement of any product or service by the EDB, its members or affiliates.

Interested readers are encouraged to contact data source agencies or organizations for further research or visit our website www.sonomaedb.org. Readers are also invited to provide questions or comments by calling (707) 565-7170 or emailing edb@sonoma-county.org.

DATA SOURCES

California Department of Education
 California Department of Public Health
 California Employment Development Department
 California Healthy Kids Survey
 ESRI Business Analyst
 United States Bureau of Labor Statistics
 United States Census Bureau

METHODOLOGY

This report relies heavily on the U.S. Census Bureau's American Community Survey (ACS). For an area the size of Sonoma Valley, classified as Sonoma CCD, the most recent data available was from 2014, at the time of this writing. The ACS is considered a robust and reliable source; however, as areas such as the Springs have smaller populations the margin of error for some variables is high. Furthermore, the ACS relies on 5-year estimates. As the ACS relies on small monthly samples, areas with populations under 20,000 require 60 months, 5 years, in order to achieve accurate numbers. Therefore, ACS estimates are all period estimates representing a period of time, not a single date.

Environmental Systems Research Institute (ESRI) provides the projections into the future. Utilizing U.S. Census data and its own proprietary methodologies, ESRI provides current estimates and projections 5 years into the future. This service is used in many EDB reports and is considered accurate and reliable.

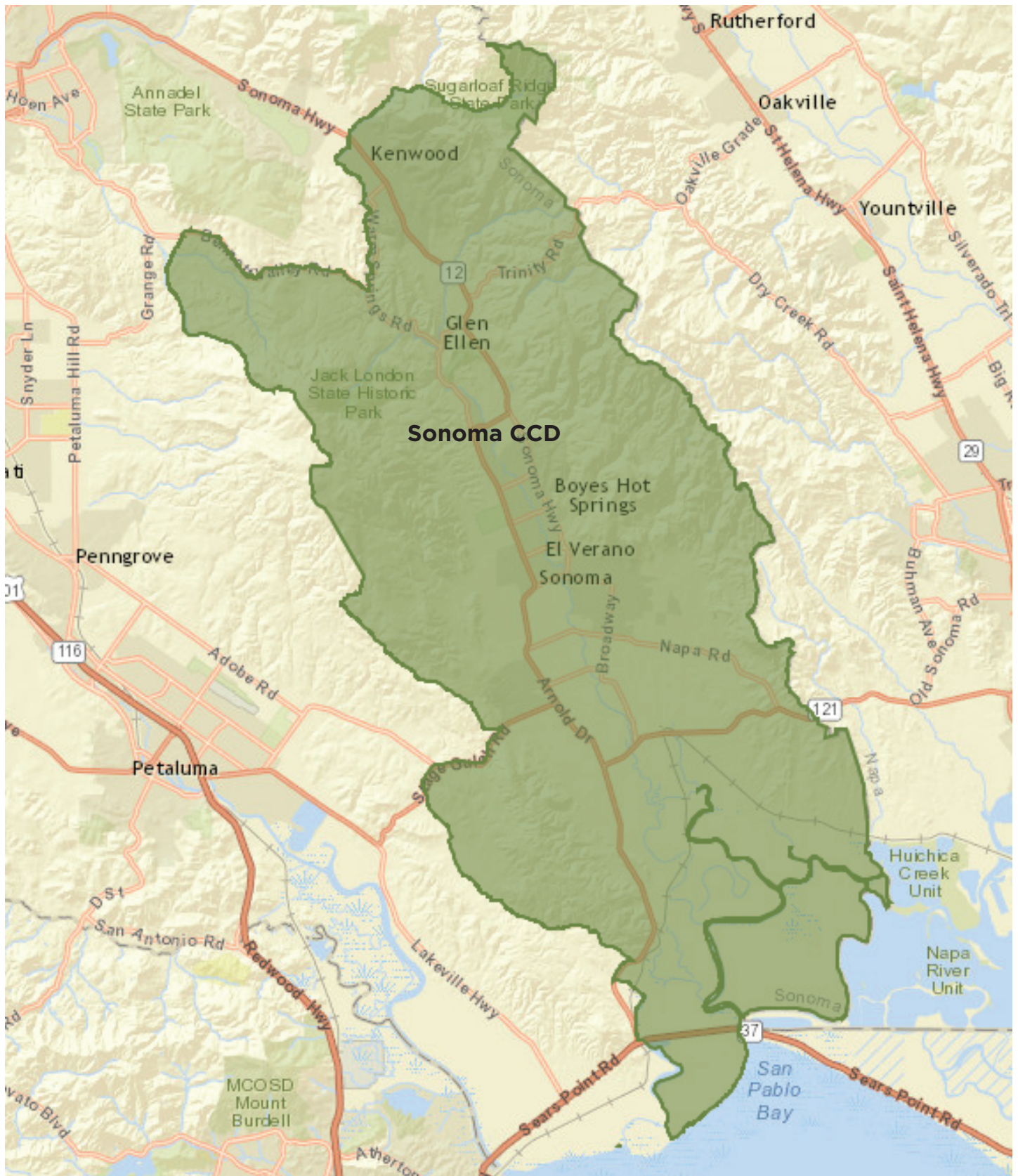
This report identifies four primary areas for data extraction: Sonoma Valley, El Verano, Fetters/Agua Caliente, and Boyes Hot Springs. The aggregate of the latter three represent the Springs area. Data for the broader Sonoma Valley corresponds to Sonoma CCD (Census County Division), which is a subdivision of Sonoma County. Data for each of the Springs areas was extracted from El Verano CDP, Fetters/Agua Caliente CDP, and Boyes Hot Springs CDP, which are Census Designated Places. These delineations originate from the Census data collection methodology and remain consistent with other data sources used throughout the report, such as ESRI. Refer to the Appendix for a visual representation of the areas under consideration.

As an update for a report completed 5 years ago much of the same format and sources are used, when available, for continuity with the original Sonoma Valley Community Profiles completed in 2011 by the Economic Development Board for the Sonoma Valley Fund. Additional data has been included in this most recent version of the report as requested by the Sonoma Valley Fund.

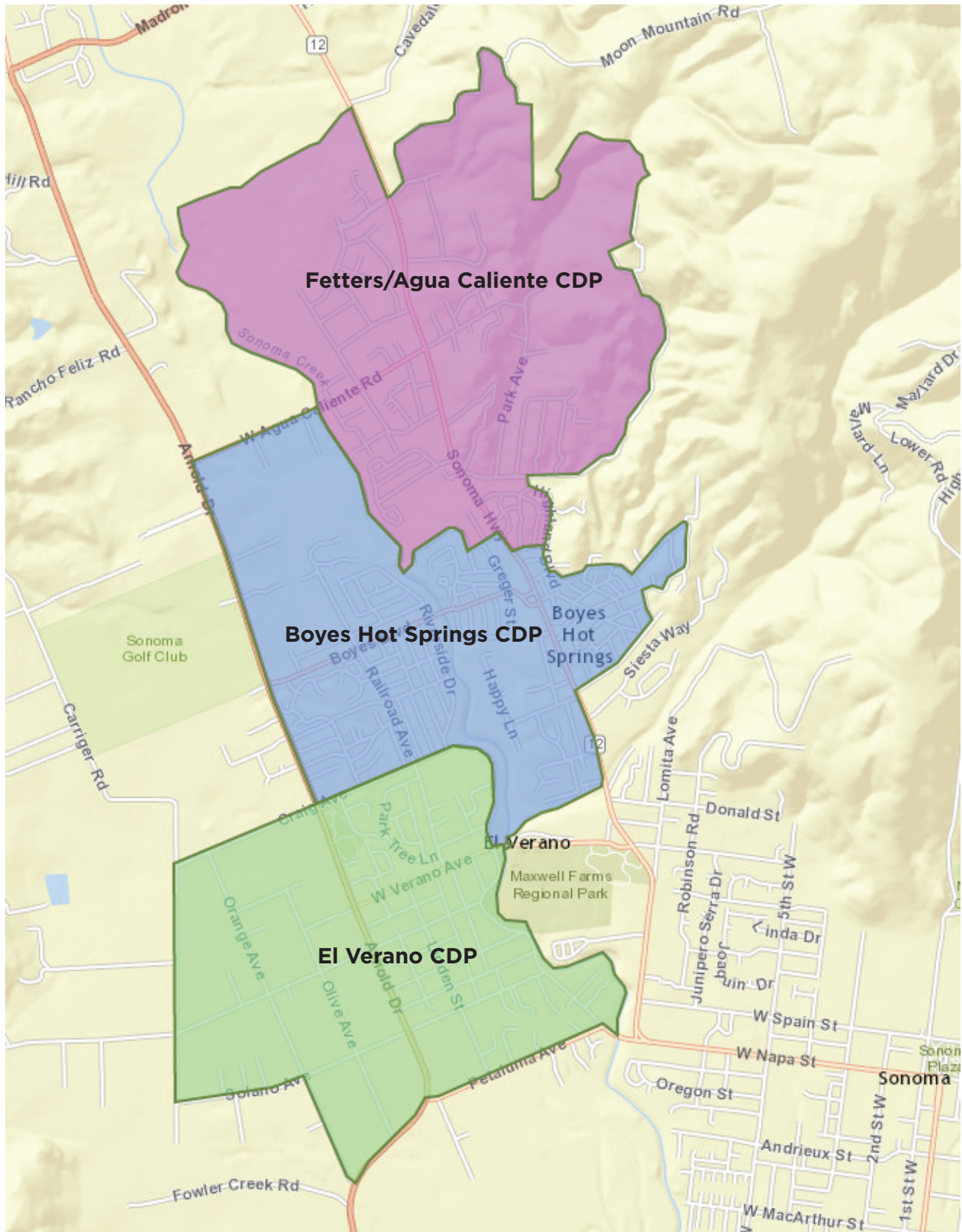
ACKNOWLEDGMENTS

This report was prepared by Sean Werkema. Preliminary work completed by Taylor Johnson.

APPENDIX: SONOMA VALLEY



APPENDIX: SPRINGS AREAS





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707 - 565 - 7170

141 STONY CIRCLE, STE. 110, SANTA ROSA, CA 95401