**EDB FOUNDATION SPONSORS**

### FOUNDATIONAL LEVEL

- Luther Burbank Savings

### PRESENTING LEVEL

- Sonoma Raceway
- Redwood Credit Union
- City of Santa Rosa
- Pacific Gas and Electric Company
- Kaiser Permanente
- Exchange Bank

### PREMIER LEVEL

- Bank of Marin
- Friedmann Goldberg & Hess LLP
- Sonoma Clean Power
- ETP Life Opens Up
- Sutter Health

### EXECUTIVE LEVEL

- American River Bank
- Comcast
- Keegan & Coppins Co.
- Midstate Construction
- Morgan Stanley
- North Bay Association of Realtors
- Sonoma County Alliance
- Summit State Bank
- Piseneti & Brinker LLP

### MEDIA LEVEL

- Business Journal

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**SONOMA COUNTY BOARD OF SUPERVISORS**
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EXECUTIVE SUMMARY

A Note from Our Executive Director

The Sonoma County Economic Development Board (EDB)—in partnership with the Sonoma County Workforce Investment Board (WIB), the City of Cloverdale, and the Cloverdale Chamber of Commerce—is pleased to present the 2019 Cloverdale City Profile and Projections Report. The EDB publishes a comprehensive annual report on each of the county’s nine incorporated cities—Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor. These reports provide projections and forecasts for the demographic, economic, income, and housing data for each city, and showcase some of their unique qualities and local cultures.

This report is meant to reflect conditions in the city with the most recent information available in 2019. While every effort was made to ensure this report contained up-to-date information, certain data was unavailable at the time this report was released; thus, some figures may reflect information from prior years.

Thank you for your interest in the Economic Development Board’s research. For access to each of the City Profile and Projections Reports, or for general questions, concerns, and comments, please reach out to us at (707) 565-7170 or visit www.sonomaedb.org.

Sheba Person-Whitley
Executive Director

Highlights from this year’s report include:

• Between 2010 and 2018, Cloverdale’s population grew, on average, 0.8% annually to 9,152 residents, with the median age for the city at 42.5 years old.
• Cloverdale’s annual average unemployment rate stands lowest among Sonoma County cities at 1.8%.
• Cloverdale’s 2017 median household income was $60,170 and is projected to grow by 16.8% by 2023.
• Housing vacancy rates in Cloverdale were at 3% in 2017, significantly lower than the state’s and nation’s vacancy rates.
DEMOGRAPHICS

POPULATION
At 9,152 residents, Cloverdale’s 2018 population ranked as Sonoma County’s seventh largest city. The city grew by 6% between 2010 and 2018 – averaging 0.8% annually, and outpacing all but two other cities in the County. Consistent with countywide population trends, estimates show the population declining to 9,102 by 2023.

RACE AND ETHNICITY
In 2018, the White population comprised 74% of Cloverdale—of which 59% identify as non-Hispanic White. Meanwhile, Hispanics/Latinos (identifying as any race) comprised 31% of Cloverdale residents. The third most prominent ethnic group at 18% identified as “Some Other Race” alone. Following countywide trends, 2023 forecasts project a declining white population and a growing Hispanic population.
DEMographics

Median Age
Cloverdale’s 2018 median age increased to 42.5 years, up 0.8 years from 2017. Cloverdale’s median age ranked third highest among Sonoma County cities, and above Sonoma County (41), California (36), and the U.S. (38). Forecasts project Cloverdale’s median age growing to 43.4 by 2023.

Age Structure
Despite having a greater proportion of older adults than other cities in Sonoma County and accommodating 2.5% more of those aged 65+, Cloverdale also contained a greater proportion of Youth than Sonoma County. However, since 2010, Cloverdale continues to experience a loss of population among those younger than 55 years. Forecasts project stabilization among those 54 and younger, and growth among Cloverdale’s 65+ age bracket—increasing almost 3%, by 2023.
EMPLEO

UNEMPLOYMENT

Lowest among Sonoma County cities, Cloverdale’s 1.8% annual average unemployment rate measured well below Sonoma County (2.7%), California (4.2%), the U.S. (3.7%).

LABOR FORCE

Cloverdale’s 48% labor force participation rate remained lower than the County, but higher than California. The labor force participation rate is calculated by dividing the number of people working or looking for work, by the total population. Stay-at-home parents, students not looking for work, retirees, and discouraged workers, are not included in the labor force. A low unemployment rate paired with a relatively lower labor force participation rate usually indicates an aging population.

NET COMMUTERS

In 2018, Cloverdale accommodated 4,374 jobs and 5,934 resident workers, suggesting that 1,559 workers commuted out of Cloverdale for their work.

INDUSTRY

Breaking down employment by industry, Agriculture employed 31% of Cloverdale residents. Manufacturing employed another 20%—split almost evenly between beverage, and computer and electronic product manufacturing. Government employed 13%, followed by construction, accommodation and food services, and retail trade. Healthcare, administrative work, and other service occupations employed the remaining 11%.

![Unemployment Rate](image1.png)

![Labor Force Participation Rate](image2.png)

![Employed Population 16+ by Industry](image3.png)
BUSINESS

BUSINESSES

Cloverdale’s total number of businesses ranked lowest among Sonoma County cities at 303, and the amount of businesses per resident ranked third lowest at 33 businesses per 1,000 residents.

COMMERCIAL VACANCY RATES

Retail, industrial, and office commercial vacancy rates indicate the amount of properties actively on the market and available for lease. While some levels of vacancy naturally develop as a consequence of friction, lower vacancy rates indicate the demand for incorporation in a particular city. While no data for Cloverdale alone exists, current information describes Sonoma County. Sonoma County’s industrial vacancy rate rose after 2017 to 6%. Meanwhile the office vacancy rate averaged 14%, and the retail vacancy rate averaged 5%. More flexible working conditions and requirements (telecommuting, hoteling, co-working spaces, etc.) explain relatively higher office vacancy rates, while industrial and retail spaces, due in part to their inflexible space requirements, remain in higher demand.
INCOME & SPENDING

MEDIAN HOUSEHOLD INCOME

Cloverdale’s median household income ranked the lowest among Sonoma County cities at $60,170, below the countywide average ($70,221). However, 2023 forecasts project a 3.3% annual, or 16.8% total, increase in median household income. Projections show Cloverdale’s per capita income growing by 17%, from $28,370 to $33,170 in the next five years.

HOUSEHOLDS BY INCOME

Cloverdale residents’ most common income bracket stood at $50,000-$75,000. Although Cloverdale housed the County’s greatest share of low- and middle-income households, and 76% of Cloverdale households earned less than $100,000, the City boasted a more affordable cost of living that is below the county average.
INCOME & SPENDING

TOTAL TAXABLE SALES
Representative of local business success and residents' purchasing power, total taxable sales indicate aggregate economic health. However, because total taxable sales correlate positively with population size, examining taxable sales per capita gives deeper insight into Cloverdale's economy. Cloverdale businesses recorded $83.7 million in total taxable sales in 2017. This 20% increase from the previous year, boasting the highest single-year growth in total taxable sales in the County—is consistent with the post-recession economic recovery forecasts. Additionally, Cloverdale realized $9,082 in taxable sales per capita.

CONSUMER SPENDING
Followed by health care and food spending, housing comprised the greatest portion of Cloverdale residents' spending at 36%. Consumption in other categories like apparel, recreation, and education, each defined less than 10% of average consumer spending. However, these percentages are averaged out across the total population and spending varies across households.
HOME SALES PRICE

Cloverdale’s median home sales price grew to $651,000 in 2018—growing 14% annually over five years—second fastest in the county.

Median Home Sales Price
1999-2018

Median Home Sales Price Growth
2013-2018

Median Home Sales Price
2018

Source: Bay Area Real Estate Information Services (www.bareis.com)
HOUSING

DAYS ON MARKET
Homes in Cloverdale averaged 63 days on market in 2018, indicating fifth highest housing demand for the price. Additionally, 3% of all homes in Sonoma County were sold in Cloverdale.

HOUSING VACANCY RATES
Since 2015, Cloverdale’s 2010-2017 housing vacancy rate decreased to 3% in 2017. Census breakdowns show homeowner and rental vacancy rates at nearly 0%. Homeowner and rental vacancy rate measures the number of homes for sale or rent on the market, and indicates market activity displaying housing demand or lack thereof. Cloverdale’s relatively low vacancy rates compared to the County, State, and the U.S., indicate higher housing demand.

Average Days on Market 2018

<table>
<thead>
<tr>
<th>Location</th>
<th>Average Days on Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotati/Rohnert Park</td>
<td>40%</td>
</tr>
<tr>
<td>Petaluma</td>
<td>25%</td>
</tr>
<tr>
<td>Windsor</td>
<td>15%</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>3%</td>
</tr>
<tr>
<td>Sonoma County</td>
<td>10%</td>
</tr>
<tr>
<td>Cloverdale</td>
<td>4%</td>
</tr>
<tr>
<td>Sonoma</td>
<td>5%</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>9%</td>
</tr>
<tr>
<td>Healdsburg</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Bay Area Real Estate Information Services (www.bareis.com)

Homes Sold in Sonoma County 2018

- Cloverdale: 38%
- Healdsburg: 5%
- Sebastopol: 9%
- Windsor: 10%
- Sonoma: 12%
- Cotati/Rohnert Park: 14%
- Unincorporated: 6%
- Petaluma: 5%
- Santa Rosa: 4%

Source: Bay Area Real Estate Information Services (www.bareis.com)

Housing Vacancy Rates 2010-2017

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

Home Vacancy Rates 2018

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

WORKFORCE EDUCATION

About 83% of Cloverdale adults (25+) possessed at least a high school diploma, lower than the County (88%), State (83%), and U.S. (88%). About 24% possessed at least a bachelor’s degree, a 1% increase from the previous year. The proportion of Cloverdale adults with some college experience stood higher than the County, State, and U.S., and the proportion of non-high school graduates stood lower than the state.

SMARTER BALANCED RESULTS

Smarter Balanced, an individual needs focused Math and English assessment system aligned to California’s Common Core Standards, presents a metric for student performance across California schools for several different grades. About 20% of Cloverdale 11th graders met or exceeded the standard for math, while 48% did for English.

For a list of schools located in each district, visit http://www.scoe.org/pub/htdocs/finddistrict.html.

ENGLISH LEARNERS

About 32% of Cloverdale students were English learners, well above County (20%) and State (19%) averages. The California Department of Education defines an “English Learner” as a student for whom English is not the spoken language at home and who has been assessed to lack a sufficient level English comprehension. Sonoma County schools allocate resources to support English Learners in becoming proficient.
### CITY DATA SNAPSHOT

<table>
<thead>
<tr>
<th>City</th>
<th>Total Population</th>
<th>Unemployment Rate</th>
<th>Median Household Income</th>
<th>Median Home Sales Price</th>
<th>Total Taxable Sales</th>
<th>Cohort Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale</td>
<td>9,215</td>
<td>2%</td>
<td>$60,170</td>
<td>$561,000</td>
<td>$83.7 million</td>
<td>86.7%</td>
</tr>
<tr>
<td>Cotati</td>
<td>7,633</td>
<td>2.9%</td>
<td>$65,753</td>
<td>$545,000</td>
<td>$195.8 million</td>
<td>76.5%</td>
</tr>
<tr>
<td>Healdsburg</td>
<td>12,007</td>
<td>2.6%</td>
<td>$68,432</td>
<td>$895,000</td>
<td>$415.7 million</td>
<td>92.1%</td>
</tr>
<tr>
<td>Petaluma</td>
<td>61,479</td>
<td>2.7%</td>
<td>$84,033</td>
<td>$723,500</td>
<td>$1.2 billion</td>
<td>88.7%</td>
</tr>
<tr>
<td>Rohnert Park</td>
<td>44,106</td>
<td>3.1%</td>
<td>$62,079</td>
<td>$545,000</td>
<td>$666.1 million</td>
<td>76.5%</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>169,629</td>
<td>3.2%</td>
<td>$62,620</td>
<td>$585,000</td>
<td>$3.3 billion</td>
<td>83.3%</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>7,698</td>
<td>4.6%</td>
<td>$70,746</td>
<td>$849,750</td>
<td>$168 million</td>
<td>90.1%</td>
</tr>
<tr>
<td>City of Sonoma</td>
<td>11,286</td>
<td>4.2%</td>
<td>$76,015</td>
<td>$794,615</td>
<td>$274.2 million</td>
<td>88.2% (Sonoma Valley Unified)</td>
</tr>
<tr>
<td>Windsor</td>
<td>27,722</td>
<td>2.9%</td>
<td>$85,518</td>
<td>$655,000</td>
<td>$383 million</td>
<td>87.7%</td>
</tr>
<tr>
<td>Sonoma County</td>
<td>509,142</td>
<td>3.1%</td>
<td>$66,783</td>
<td>$635,000</td>
<td>$9.4 billion</td>
<td>83.7%</td>
</tr>
</tbody>
</table>
NOTE ON DATA SOURCES

The 2019 Cloverdale City Profile and Projections Report is a brief summary on various demographic, economic, and social aspects of the city. This report is meant to act as a spot-in-time profile to reflect conditions in the city in a given year. The Sonoma County Economic Development Board’s (EDB) research is developed from information available from outside sources and public information as well as previously published material. The 2019 Cloverdale City Profile and Projections Report offers partial or composite representations of raw data and cites’ respective source datasets. For more information, please see the listed sources or contact the EDB.

All efforts have been made to ensure the accuracy of all data contained within this report, but does not guarantee its 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.

The 2019 Cloverdale City Profile and Projections Report was developed from national and local data sources. Interested readers are encouraged to contact data source agencies or organizations for further research. Readers are also invited to suggest topics for future reports by contacting the EDB.

This report was prepared by Anthony Hakim. Please direct any questions, comments, or suggestions to (707) 565-7170 or edb@sonoma-county.org.

ACKNOWLEDGMENTS

This report would not be possible without the input and collaboration of the City of Cloverdale and the Cloverdale Chamber of Commerce.

DATA SOURCES

Bay Area Real Estate Information Services
California Board of Tax and Fee Administration
California Department of Education
California Assessment of Student Performance and Progress
California Employment Development Department
EMSI
ESRI
Keegan & Coppin, Inc.
U.S. Census
U.S. Census 2017 American Community Survey