ROHNERT PARK

CITY PROFILE AND PROJECTIONS REPORT

2019

Report developed by the Sonoma County Economic Development Board in partnership with the City of Rohnert Park and the Rohnert Park Chamber of Commerce
## ECONOMIC DEVELOPMENT BOARD

### Board of Directors

<table>
<thead>
<tr>
<th>PAM CHANTER, CHAIR</th>
<th>JORGE ALCAZAR</th>
<th>SKIP BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>TERRI DENTE</td>
<td>TERRY GARRETT</td>
<td>KATHRYN HECHT</td>
</tr>
<tr>
<td>WAYNE LEACH</td>
<td>MICHAEL NICHOLLS</td>
<td>MICHAEL TOMASINI</td>
</tr>
<tr>
<td>SHEBA PERSON-WHITLEY, Executive Director</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### EDB Foundation Sponsors

#### Foundational Level

- Luther Burbank

#### Presenting Level

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

#### Premier Level

- Bank of Marin
- Fiedler 
- Sonoma County Clean Power
- Sutter Health

#### Executive Level

- American River Bank
- Comcast
- Keegan & Coppins Co.
- Midstate Construction
- Morgan Stanley

#### Media Level

- North Bay Association of Realtors
- Sonoma County Alliance
- Summit State Bank
- Piseniti & Brinker LLP

### Sonoma County Board of Supervisors
CONTENTS

4. EXECUTIVE SUMMARY
6. DEMOGRAPHICS
8. EMPLOYMENT
9. BUSINESS
10. INCOME & SPENDING
12. HOUSING
14. EDUCATION
15. CITY DATA SNAPSHOT
16. SOURCES & ACKNOWLEDGMENTS
EXECUTIVE SUMMARY

Highlights from this year’s report include:

• Between 2010 and 2018, Rohnert Park’s population grew, on average, 0.78% annually to 43,586 residents, with the lowest median age in the county at 34.5 years old.
• Rohnert Park’s 2018 annual average unemployment rate was 2.65%.
• Rohnert Park’s 2018 median household income was $65,753 and is projected to grow by 13.2% by 2023.
• Rohnert Park’s 2017 Housing vacancy rates reached 3%, likely reflecting new construction in the county and its transient student population.

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 Rohnert Park, and the Rohnert Park Chamber of Commerce—is pleased to present the 2019 Rohnert Park 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
DEMOGRAPHICS

POPULATION
At 43,586 residents, Rohnert Park’s 2018 population ranked as Sonoma County’s third largest city. The city grew by 6.3% between 2010 and 2018—averaging 0.8% annually, and outpacing all other cities besides Healdsburg. Growth projection estimates range between a loss of 0.1% over five years, and 0.4% gain annually. The City of Rohnert Park anticipate an 2% annual gain due to the construction of new housing and the introduction of new transit lines in the city.

RACE AND ETHNICITY
In 2018, the White population comprised 74% of Rohnert Park—of which 62% identify as non-Hispanic White. Meanwhile, Hispanics/Latinos (identifying as any race) comprised 26% of Rohnert Park residents. The third most prominent ethnic group at 10% identified as “Some Other Race” alone. Following countywide trends, 2023 forecasts project a declining white population and a growing Hispanic population.
DEMOGRAPHICS

MEDIAN AGE

Remaining the youngest city in the county, Rohnert Park’s 2018 median age increased to 34.5 years, slightly up from 2017, still below Sonoma County (41), California (36), and the U.S. (38). Forecasts project Rohnert Park’s median age to grow to 36 by 2023.

AGE STRUCTURE

Attributed to Sonoma State University’s location in the city, Rohnert Park’s age distribution contained a greater proportion of youth and young adults aged between 15 and 34, and a significantly lower proportion of older adults than the rest of the county. The proportion of all other age cohorts not aforementioned stood similar to Sonoma County. Forecasts project declines in nearly all age cohorts younger than 65, and increases in those above 64 by 2023.
EMPLOYMENT

UNEMPLOYMENT

Fifth among Sonoma County cities, Rohnert Park’s 2.7% annual average unemployment rate measured well below California (4.2%), the U.S. (3.7%), and Sonoma County (2.7%). Consistent with countywide trends, Rohnert Park experienced a general decline in unemployment over the last two years—contracting by 0.5% since 2017.

LABOR FORCE

Rohnert Park’s 53% labor force participation rate remained higher than the County and 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 high labor force participation rate indicates a working-age population.

NET COMMUTERS

In 2018, Rohnert Park accommodated 17,332 jobs and 23,524 resident workers, suggesting that 6,192 workers commuted out of Rohnert Park for their work.

INDUSTRY

Breaking down employment by industry, Government employed nearly 25% of Rohnert Park residents. Retail trade employed another 15%. Hospitality employed 13%, and manufacturing, mostly in analytical laboratory industry manufacturing, employed another 9%. Health care, construction, professional services, and information employed the remaining fifth.
BUSINESS

BUSINESSES
Rohnert Park’s total number of businesses ranked third highest among Sonoma County cities at 1,341, and the amount of businesses per resident stood at 30 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. Rohnert Park’s retail and industrial vacancy rate declined after 2013 to 6 and 7% respectively in 2018. Meanwhile the office vacancy rate averaged above 20% following a steep decline in 2014. 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.

<table>
<thead>
<tr>
<th>Total Business Establishments 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Rosa</td>
</tr>
<tr>
<td>Petaluma</td>
</tr>
<tr>
<td>Rohnert Park</td>
</tr>
<tr>
<td>Sonoma</td>
</tr>
<tr>
<td>Healdsburg</td>
</tr>
<tr>
<td>Windsor</td>
</tr>
<tr>
<td>Sebastopol</td>
</tr>
<tr>
<td>Cotati</td>
</tr>
<tr>
<td>Cloverdale</td>
</tr>
</tbody>
</table>

Source: ESRI (www.bao.arcgis.com)

<table>
<thead>
<tr>
<th>Commercial Property Vacancy Rates 2007-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
</tr>
<tr>
<td>Retail</td>
</tr>
</tbody>
</table>

Source: Keegan & Coppin Company, Inc. (www.keeegancoppin.com)

<table>
<thead>
<tr>
<th>Businesses Per 1000 Residents 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sebastopol</td>
</tr>
<tr>
<td>0</td>
</tr>
<tr>
<td>Median Val.</td>
</tr>
</tbody>
</table>

Source: ESRI (www.bao.arcgis.com)
**INCOME & SPENDING**

**MEDIAN HOUSEHOLD INCOME**

At $62,079—below the countywide average ($70,221), Rohnert Park’s median household income ranked second lowest among Sonoma County cities. However, 2023 forecasts project a 2.6% annual, or 13.2% total, increase in median household income. Projections show Rohnert Park’s per capita income growing by 16%, from $31,309 to $36,288 between 2018 and 2023.

**HOUSEHOLDS BY INCOME**

Rohnert Park residents’ most common income bracket, $50,000-$75,000, stood at 20%. While 73% of Rohnert Park households earned less than $100,000, the city boasted a more affordable cost of living that is quickly approaching 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 correlates positively with population size, examining taxable sales per capita gives deeper insight into Rohnert Park’s economy. Rohnert Park businesses recorded $666 million in total taxable sales in 2017, a 6.4% increase from the previous year consistent with the post-recession economic recovery forecasts. Additionally, Rohnert Park realized $15,103, in taxable sales per capita, third lowest, due to its comparatively low number of businesses per resident.

CONSUMER SPENDING

Housing comprised the greatest portion of Rohnert Park residents’ spending at 36%, followed by health care and food spending. 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

Most affordable among Sonoma County’s nine cities, Rohnert Park’s median home sales price grew 60% since 2013 to $546,388 in 2018—growing 12% annually over five years—fastest in the county.
**HOUSING**

**DAYS ON MARKET**

Homes in Rohnert Park averaged 42 days on market in 2018, indicating the highest housing demand for the price in Sonoma County. Additionally, 10% of all homes in Sonoma County were sold in Rohnert Park.

**HOUSING VACANCY RATES**

Rohnert Park’s 2010-2017 Housing vacancy rate decreased to 3.5% in 2017. Census breakdowns show homeowner vacancy rates at 1%, and rental vacancy rates at 3%. 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. Rohnert Park’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>Housing Market</th>
<th>Days on Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotati/Rohnert Park</td>
<td>60%</td>
</tr>
<tr>
<td>Petaluma</td>
<td>30%</td>
</tr>
<tr>
<td>Windsor</td>
<td>4%</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>6%</td>
</tr>
<tr>
<td>Sonoma County</td>
<td>14%</td>
</tr>
<tr>
<td>Cloverdale</td>
<td>12%</td>
</tr>
<tr>
<td>Sonoma</td>
<td>10%</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: 10%
- Sebastopol: 9%
- Windsor: 6%
- Sonoma: 12%
- Cotati/Rohnert Park: 14%
- Unincorporated: 5%
- Petaluma: 4%
- Santa Rosa: 3%

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

**Housing Vacancy Rates 2010-2017**

- 2017: 6%
- 2016: 5%
- 2015: 4%
- 2014: 3%
- 2013: 2%
- 2012: 1%
- 2011: 1%
- 2010: 0%

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

**Homeowner and Rental Vacancy Rates 2017**

- Rohnert Park: 8%
- Sonoma County: 6%
- California: 4%
- United States: 2%

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

WORKFORCE EDUCATION
Nearly 91% of Rohnert Park adults (25+) possessed at least a high school diploma, higher than the county (88%), state (83%), and country (88%). Almost 28% possessed at least a bachelor’s degree, lower than the County (35%), the State (33.5%), and the Country (32%). The proportion of Rohnert Park adults with some college experience stood higher than that of the County, State, and Country, and the proportion of non-high school graduates stood lower than all three.

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 33% of Rohnert Park 11th graders met or exceeded the standard for math, while 55% did for English.

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

ENGLISH LEARNERS
Nearly 19% of Cotati/Rohnert Park students were English learners, below the County (20%) and matching 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 Rohnert Park 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 Rohnert Park 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 Rohnert Park 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 Rohnert Park and the Rohnert Park 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