Report developed by the Sonoma County Economic Development Board in partnership with the City of Sebastopol and the Sebastopol Chamber of Commerce
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EXECUTIVE SUMMARY

December 2019

Highlights from this year’s report include:

• Between 2010 to 2018, Sebastopol’s population grew annually at 0.46% reaching 7,661 residents, with the median age at 48.8 years old.
• Sebastopol had the highest 2018 annual average unemployment rate for the county at 4.12%.
• Sebastopol’s 2018 median household income was $70,746 and is projected to grow by 18% by 2023.
• Between 2010 and 2017, housing vacancy rates in Sebastopol fluctuated between 4% and 6%, and declined between 2016 and 2017 to about 4.5%.

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 Sebastopol, and the Sebastopol Chamber of Commerce—is pleased to present the 2019 Sebastopol 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 7,661 residents, Sebastopol’s 2018 population ranked as Sonoma County’s second smallest city. The city grew by 3.7% between 2010 and 2018—averaging 0.5% annually, third slowest in the County. Consistent with countywide trends, estimates show the population declining to 7,584 by 2023.

race and ethnicity

In 2018, the White population comprised 88% of Sebastopol—of which 83% identify as non-Hispanic White. Meanwhile, Hispanics/Latinos (identifying as any race) comprised 10%, of Sebastopol residents. The third most prominent ethnic group at 4% identified as multicultural. Following countywide trends, 2023 forecasts project a declining white population and a growing Hispanic population.

Total Population

![Total Population Chart]

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

Average Annual Population Growth Rate 2010-2018

![Average Annual Population Growth Rate Chart]

Source: ESRI, U.S. Census Bureau

Population by Race and Ethnicity 2010, 2018, & 2023

![Population by Race and Ethnicity Chart]

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

MEDIAN AGE

Sebastopol’s 2018 median age increased to 48.8 years, up 0.3 years from 2017. Sebastopol’s median age ranks second-highest among Sonoma County cities, above Sonoma County (41), but above California (36) and the U.S. (38). Forecasts project Sebastopol’s median age to grow to 49.2 by 2023.

AGE STRUCTURE

Sebastopol’s age distribution contained a significantly greater proportion of Late-Career and Older Adults, and a lower proportion of adults aged 35 and below. Forecasts project declines in all age cohorts younger than 65. The 65+ age bracket grew by nearly 5% between 2010 and 2018, and is expected to grow by another 4% to a total proportion of nearly 25.2% by 2023.
EMPLEO

ESTADO DE LA EMPLEO

Encontrar la tasa de desempleo más alta en las ciudades del Condado de Sonoma, Sebastopol tiene un 4.1% anual promedio de desempleo, pero esta tasa es inferior a la de California (4.2%), pero superior a la del estado del país (3.7%), e inferior al Condado de Sonoma (2.7%). En general, con las tendencias de todo el condado, Sebastopol experimentó una disminución en el desempleo en los últimos dos años—contrayó por 0.8% desde 2017.

FUENTE DE FUERZA DE TRABAJO

Sebastopol tiene un 52% de participación en la fuerza de trabajo, que es más alta que el Condado, pero inferior a California. La tasa de participación en la fuerza de trabajo se calcula dividiendo el número de personas trabajando o buscando trabajo, por la población total. El personal que está de vacaciones, estudiantes que no están buscando trabajo, jubilados, y trabajadores disueltos, no se incluyen en la fuerza de trabajo. Una tasa de desempleo baja con una tasa de participación en la fuerza de trabajo baja sugiere una población envejecida.

NETOS DE TRASLADO

En 2018, el área de Sebastopol alojó 11,168 empleos y 13,975 trabajadores residentes, sugiriendo que 2,806 trabajadores trasladaron su residencia de Sebastopol para tratar de encontrar trabajo.

INDUSTRIA

Desagregando la ocupación por industria, el gobierno empleó el 13% de los residentes de Sebastopol. El comercio al por menor y la industria manufacturera emplearon otro 12% cada una. La industria de la salud y el bienestar social, y la construcción emplearon un adicional 10% cada una. La industria de la hospitalidad, la agricultura, el sector de profesionales, de servicios administrativos, y otras ocupaciones de servicio, emplearon el 43% restante. Este desagregado establece la diversidad industrial de Sebastopol.

Fuente: California Employment Development Department (www.edd.ca.gov)
BUSINESSES

Sebastopol’s total number of businesses ranked third lowest among Sonoma County cities at 777, however the amount of businesses per resident stood highest at 101 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 Sebastopol 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

Above the countywide average ($70,221), Sebastopol’s median household income ranked fourth-highest among Sonoma County cities at $70,746. Moreover, 2023 forecasts project a 3.7% annual, or 18% total, increase in median household income. Projections show Sebastopol’s per capita income growing by 3.9% annually, and 19.7% in total, from $41,599 to $49,810 in the next five years.

HOUSEHOLDS BY INCOME

Sebastopol residents’ most common income brackets, $100,000-$150,000, stood at 18%. While 65% of Sebastopol households earned less than $100,000, Sebastopol’s household income distribution nearly mirrored the rest of the county. However, there were slightly more low- and high-income households relative to the County with exception of earners above $200,000.
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 Sebastopol’s economy. Sebastopol businesses recorded $167 million in total taxable sales in 2017, a 6.5% increase from the previous year consistent with the post-recession economic recovery forecasts. Additionally, Sebastopol realized the fourth highest taxable sales per capita, at $22,000.

CONSUMER SPENDING
Housing comprised the greatest portion of Sebastopol 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.
HOUSING

HOME SALES PRICE
Second highest among Sonoma County’s nine cities, Sebastopol’s median home sales price grew to $849,750 in 2018—growing 9% annually over five years—slowest in the county.

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

**DAYS ON MARKET**

Homes in Sebastopol averaged 69 days on market in 2018, indicating the second-lowest housing demand in the county for the price. Meanwhile, only 5% of all homes in Sonoma County were sold in Sebastopol.

**HOUSING VACANCY RATES**

Sebastopol’s 2010-2017 housing vacancy rate fluctuated between 4% and 6% meeting the 4.7% mark in 2017. Census breakdowns show homeowner vacancy rates at 3.6%, and rental vacancy rates at 1.6%. 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. Sebastopol’s relatively high vacancy rates compared to the county, state, and the U.S., indicate lower housing demand.

**Average Days on Market**

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

**Homes Sold in Sonoma County**

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

**Home Vacancy Rates**

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

WORKFORCE EDUCATION
About 95% of Sebastopol adults (25+) possessed at least a high school diploma, higher than the County (88%), the State (83%) and Country (88%). Nearly half (48%) possessed at least a bachelor’s degree, well above the County (35%), the State (33.5%), and the Country (32%). The proportion of Sebastopol adults with some college experience stood similar to that of the County, 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 45% of Sebastopol 11th graders met or exceeded the standard for math, while 68% did for English.

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

ENGLISH LEARNERS
Lowest in the County, 3% of West County Unified students were English learners, well below the 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 a lack of 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 Sebastopol 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 Sebastopol 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 Sebastopol 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 Sebastopol and the Sebastopol 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