



2016 Rohnert Park: Local Economic Profile

2016
SONOMA
COUNTY

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Rohnert Park: Local Economic Profile

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 *2016 Rohnert Park Local Economic Profile*.

Highlights from this *Local Economic Profile* include:

- Rohnert Park's seasonally unadjusted unemployment rate was 4.5% in June 2015, on par with Sonoma County (4.3%), and lower than California (6.2%) and the nation (5.5%) for the same month.
- Between 2000 and 2015, the median household income in Rohnert Park grew by 12% to \$58,719. Looking into 2020, this growth is expected to continue, with median income rising to \$67,100, an increase of around 14% from 2015.
- The average sales price of a home in Cotati-Rohnert Park for 2014 was \$383,993. This is lower than the County average by \$187,935, and reflects Rohnert Park's relatively high percentage of condominiums and town homes.
- Commercial real estate vacancy rates in Rohnert Park have decreased in recent years for retail, office and industrial spaces, while total taxable sales have been increasing, both pointing towards economic expansion.

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 years previous to 2015.

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

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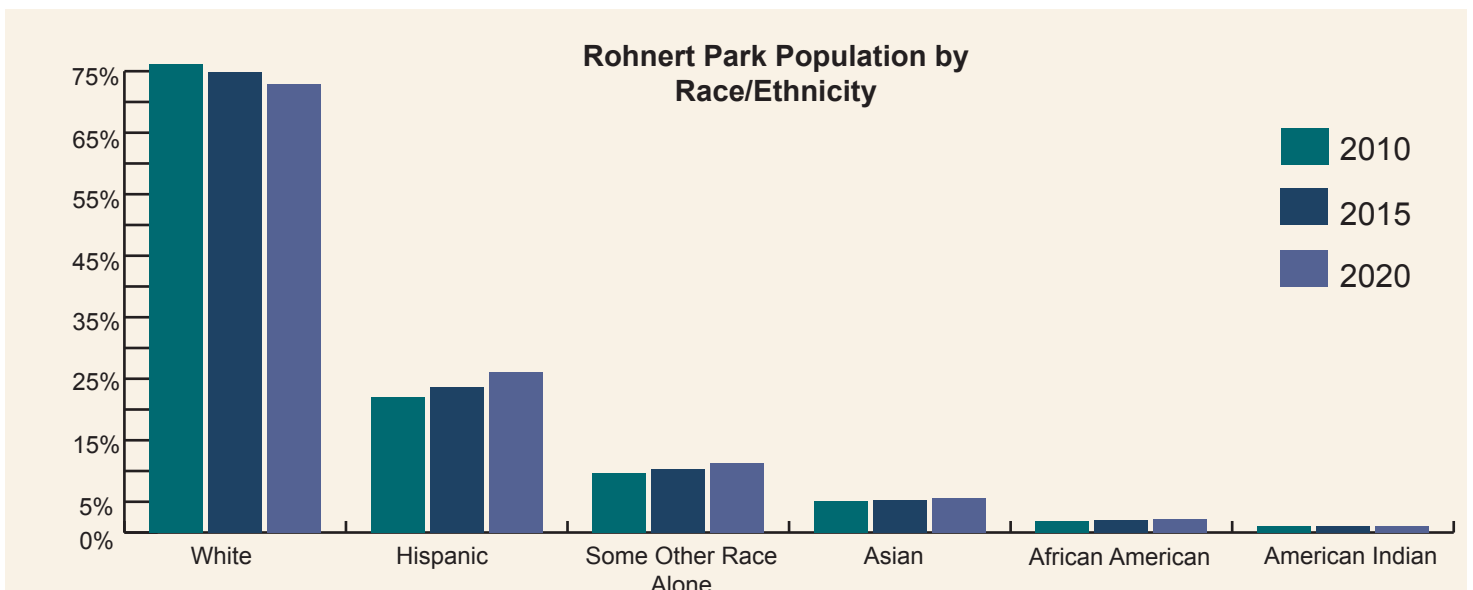
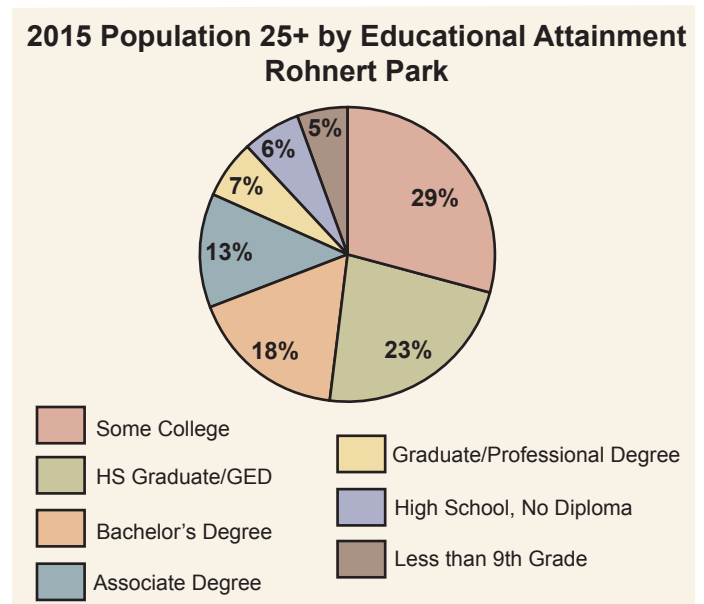
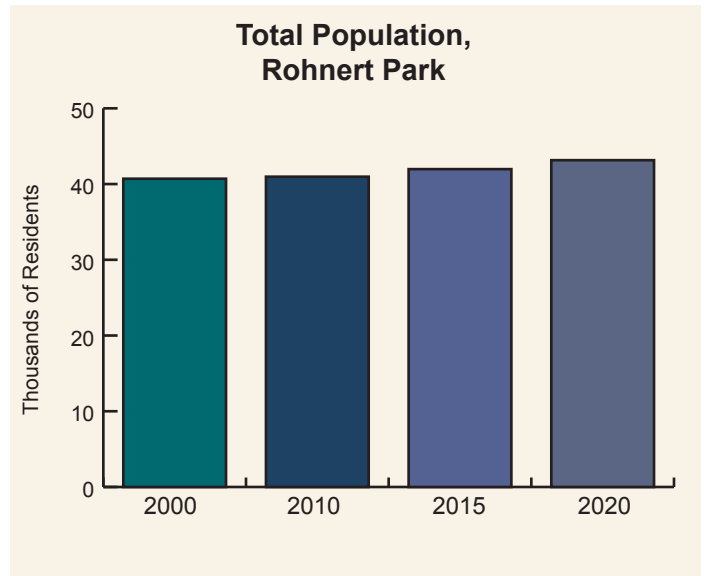
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Population & Demographics

The population of Rohnert Park in 2015 was 41,967, and according to Environmental Systems Research Institute (ESRI) projections, it is expected to rise 2.8% to 43,149 by 2020. This is on par with the projected population increase of 2.7% for Sonoma County over the same period. From 2000 to 2015, Rohnert Park's population grew 3.1%.

In 2015, in the population of those 25 and older, 23% of residents had obtained a High School Diploma. This is higher than Sonoma County in the same year with 20% of residents obtaining diplomas. The category of Some College, this consists of individuals who have taken college courses but who have never received their degree. **In 2015, about 18% of residents had obtained a Bachelor's Degree and around 7% had received a Graduate or Professional Degree.**

A new trend we see moving into 2020 is the increase in the Hispanic population in Rohnert Park. **Between 2010 and 2020 there is predicted to be a 4 percentage point increase.** This is on par with Sonoma County, which will see a 4 percentage point increase overall in Hispanic population.



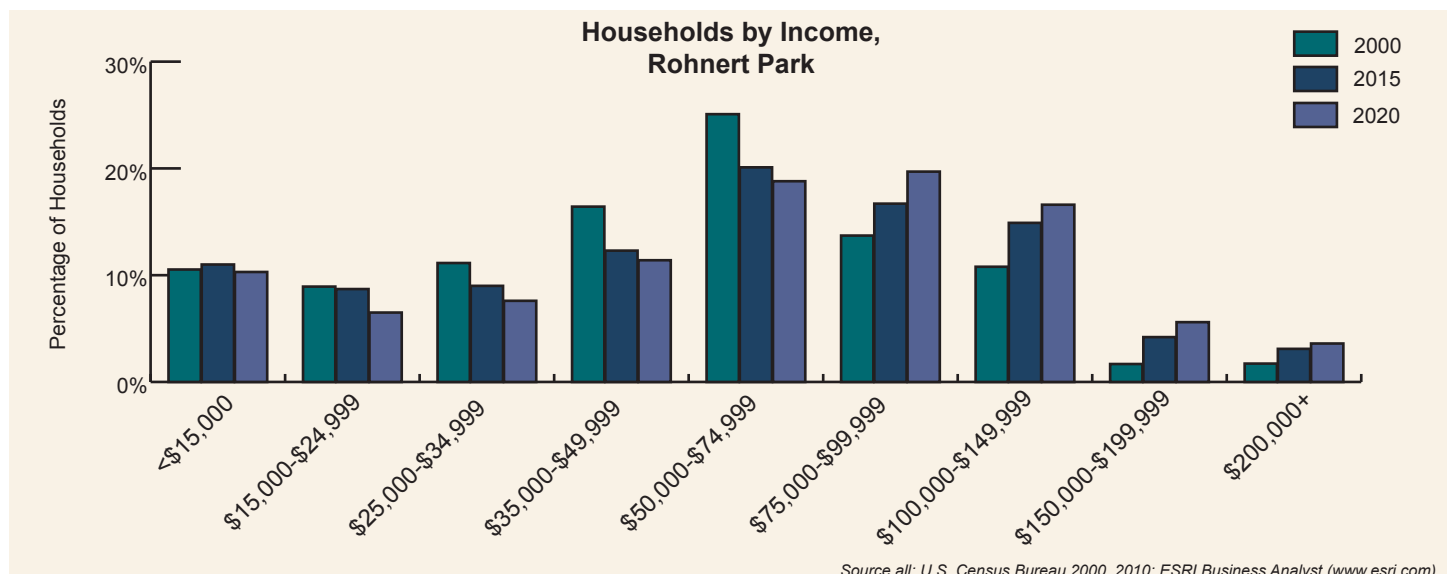
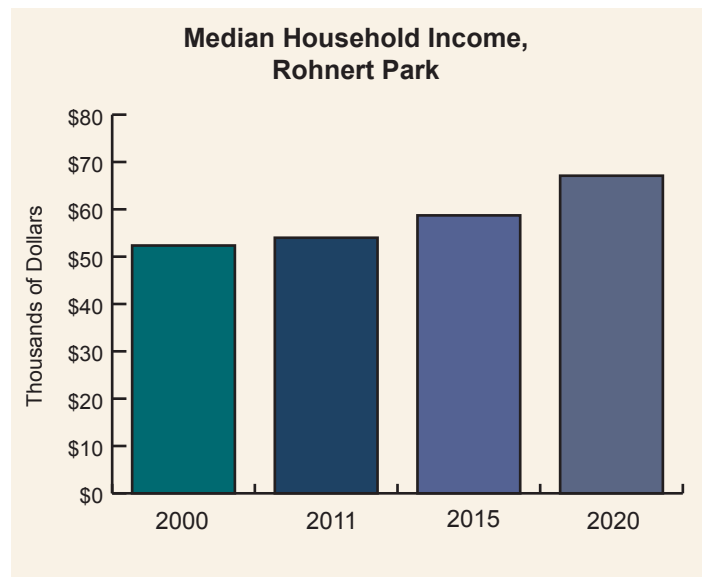
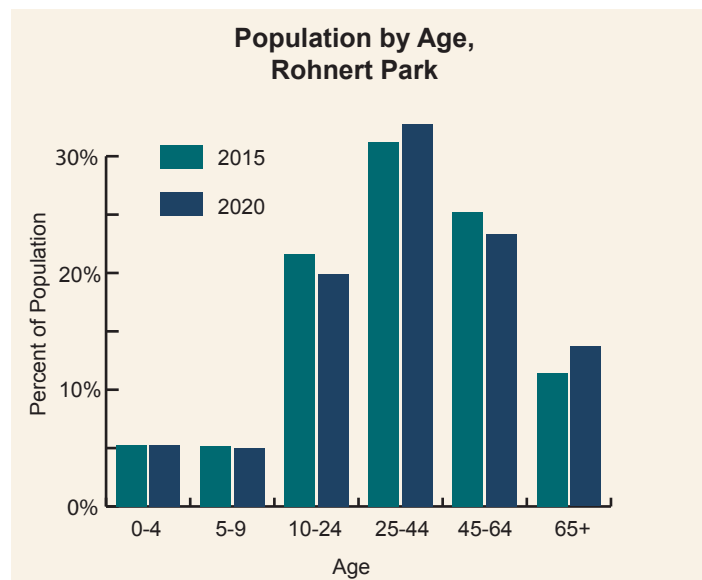
Population & Income Projection

The population by age in Rohnert Park in 2015 and 2020 followed a wide distribution, and according to Environmental Systems Research Institute (ESRI) projections, the 65 and older population is expected to increase the greatest amount by 2020. This is creating a decrease in individuals 10-24 and 45-64 between 2015 and 2020.

Between 2000 and 2015, the median household income in Rohnert Park grew by 12% to \$58,719. Looking into 2020, this growth is expected to continue, with median income rising to \$67,100, an increase of around 14% from 2015.

As income in Rohnert Park rose between 2000 and 2015, the percentage of households earning less than \$35,000 was reduced by about 2 percentage points. The fastest growing income range was \$100,000-\$149,999, with the proportion increasing 4 percentage points. This was followed by gains in the \$150,000-\$199,999 range.

A trend that remains consistent into 2020 is the shrinking percentage of households earning less than \$35,000. The proportion of Rohnert Park in this range will decrease by 4.3 percentage points from 2015 to 2020. This trend, coupled with the increasing proportion of Rohnert Park earning over \$75,000, will result in further concentration of households in higher-income tiers.



Source all: U.S. Census Bureau 2000, 2010; ESRI Business Analyst (www.esri.com)

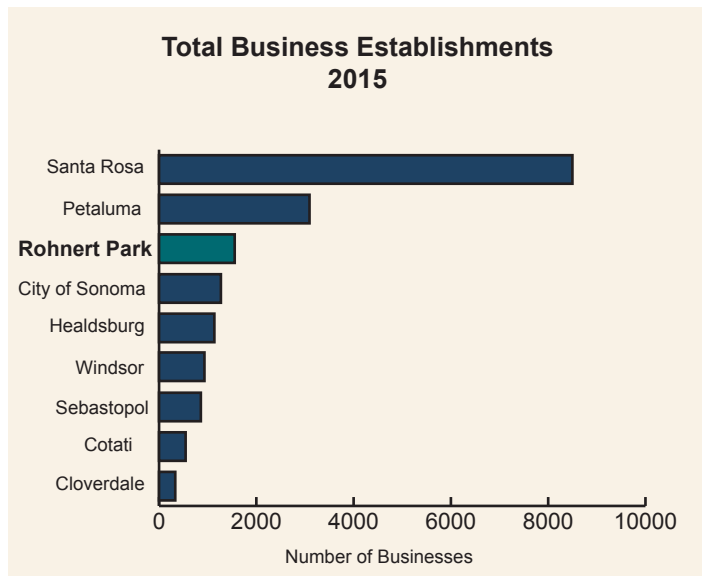
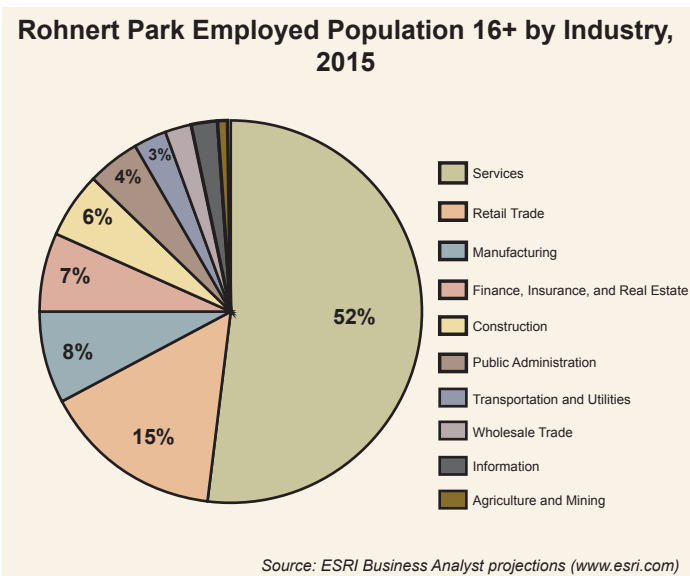
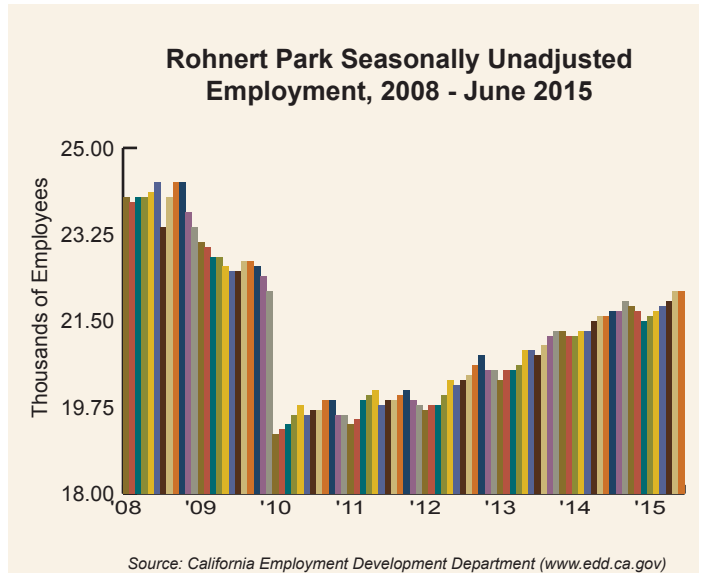
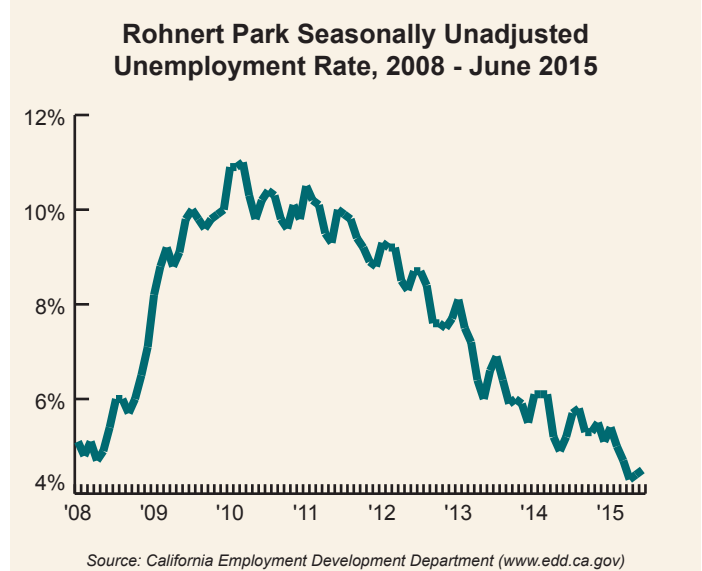
Employment

Rohnert Park's seasonally unadjusted unemployment rate was 4.5% in June 2015, higher than Sonoma County (4.3%) for the same month. Compared to June of the previous year, Rohnert Park's unemployment rate is down 1.2 points from 5.7%. Unemployment remains significantly lower in Rohnert Park compared to its peak of 11% in March of 2010. Rohnert Park's unemployment rate is below the state (6.2%), as well as the nation (5.5%).

Total employment in Rohnert Park was 22,100 in June 2015, which is up 2.3% from a year earlier. Although it is following an increasing trend, we are noticing a pattern of seasonal employment spikes in the numbers, and employment in Rohnert Park has not regained it's maximum from 2008.

The total number of business establishments in 2015 in Rohnert Park is 1555. Sonoma County has about 25,800 business establishments.

About 52% of Rohnert Park's employed population is in the category of Services, which includes education, health care, tourism and legal services. The second largest sector is Retail Trade. This is very similar to the county average, though there is a higher prevalence of Services and Retail Trade in Rohnert Park, while the county has higher percentages of agriculture and manufacturing.

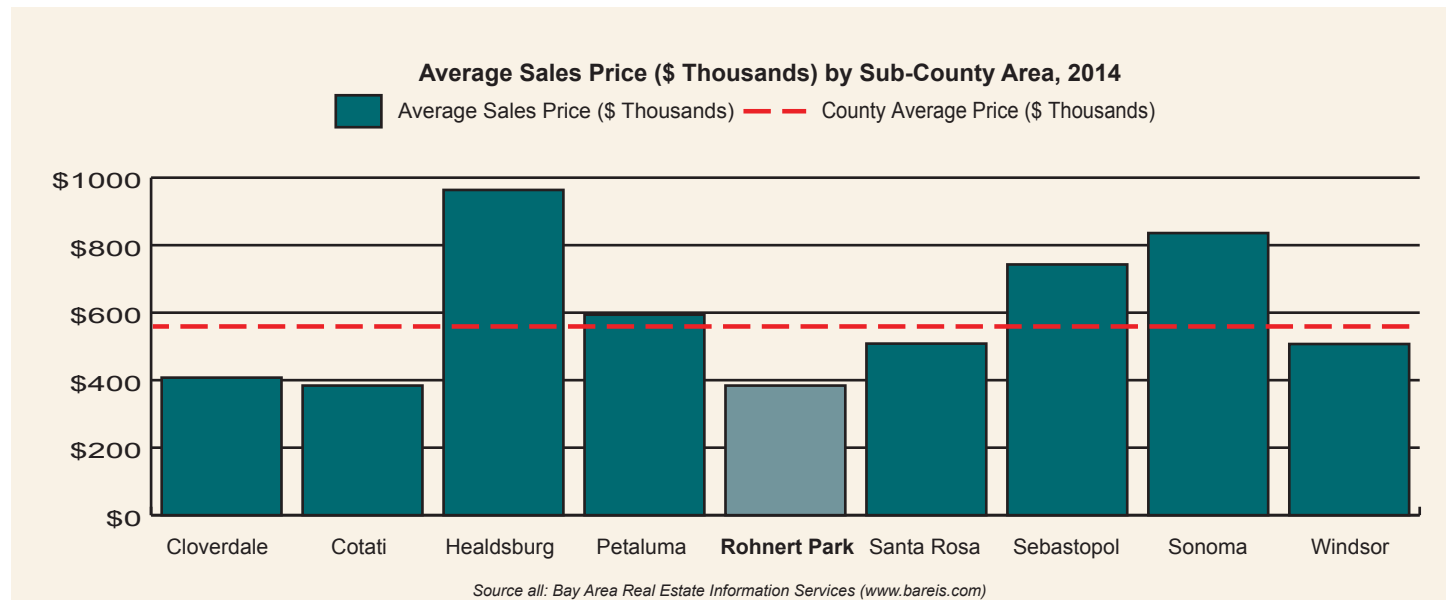
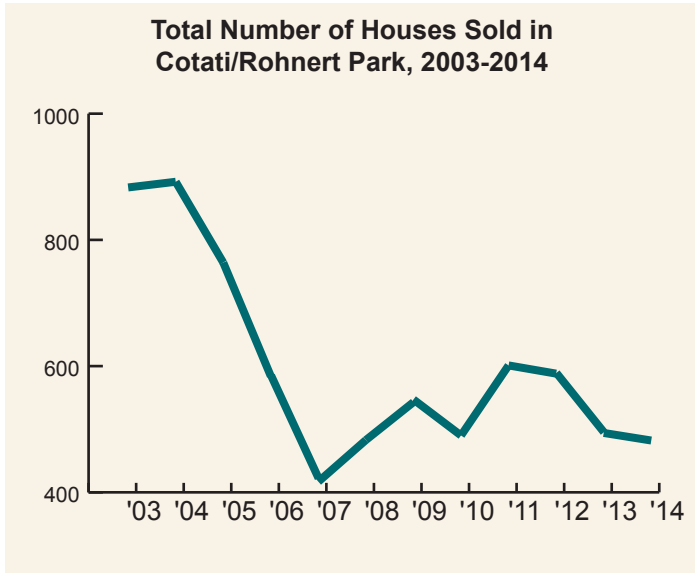
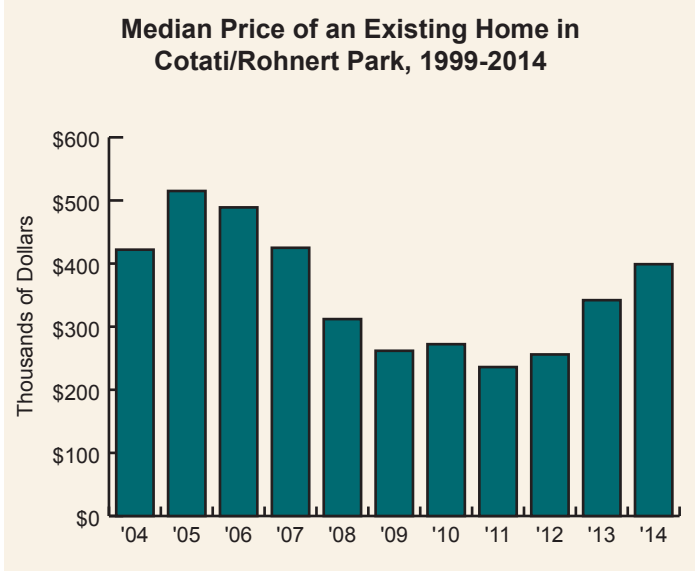


Residential Real Estate

In 2014, median home prices in Cotati/Rohnert Park rose 16.7% from 2013. After the housing bubble burst in the late 2000's, the median home price in Rohnert Park has been trending upward since 2011. The median home price was \$399,000 in Rohnert Park for 2014

The number of houses sold in Rohnert Park/Cotati has leveled off with sales down by only 12 units from 2013 for a total of 479 houses sold in 2014, a 2.5% loss over the past year.

The average sales price of a home in Rohnert Park for 2014 was \$383,993. This puts Rohnert Park at the lower end of the price spectrum for homes in the county. The average sales price for a home in Rohnert Park is lower than the County average by \$187,935.

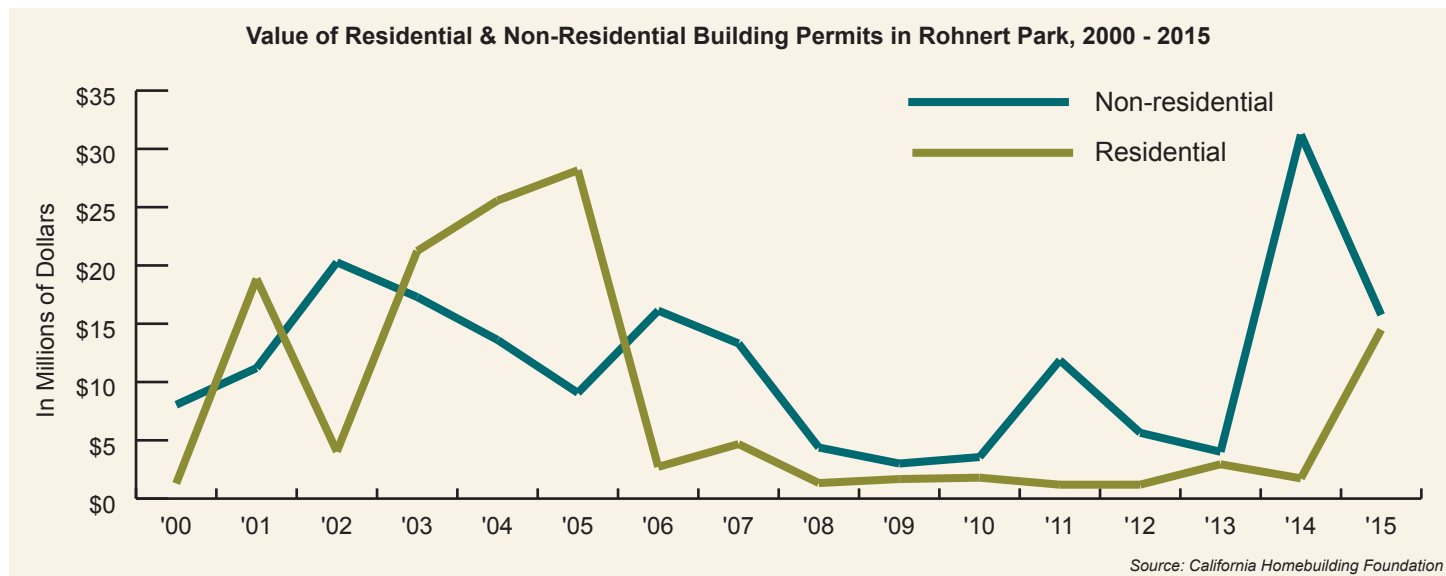
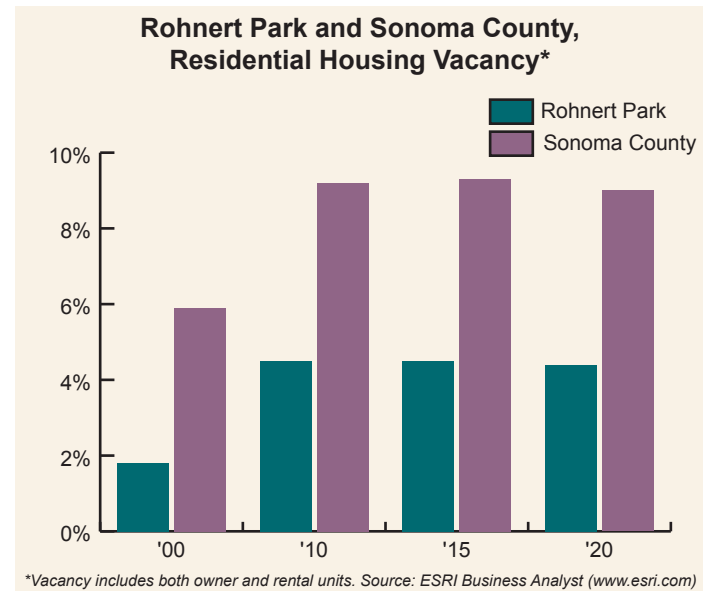
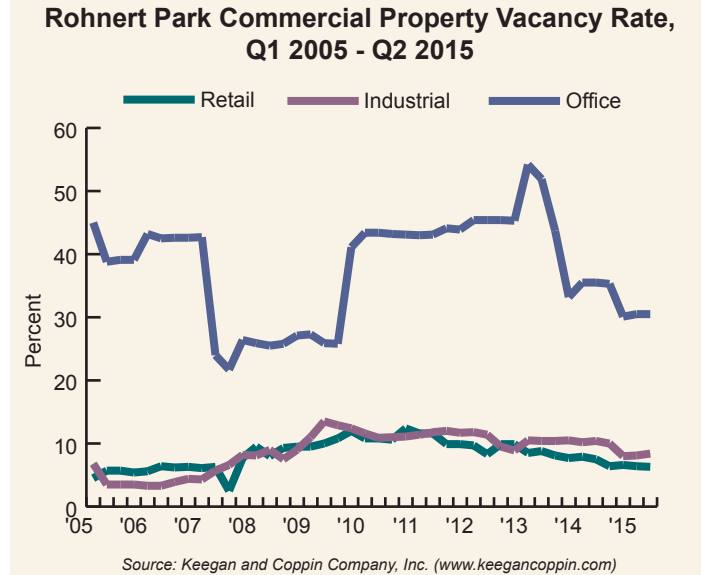


Real Estate & Construction

At the end of second quarter of 2015, the retail property vacancy rate in Rohnert Park was 6.3%, 2.5% above Sonoma County's average retail property vacancy rate. Rohnert Park's office vacancy rates significantly declined from mid-2013, from 54.20%, to 30.5% in the second quarter of 2015. The industrial vacancy rates have fallen to 8.4% since their peak of 13.5% in the second quarter of 2009.

Rohnert Park's residential housing vacancy has been historically lower than Sonoma County's and this is projected to continue into 2020. From 2000 to 2015, Rohnert Park's residential housing vacancy rate increased 2.7 percentage points, compared to a 3.4 percentage point gain across the county. Both Rohnert Park and Sonoma County's residential housing vacancy rates are expected to stay around 4.4% and 9% respectively in 2020.

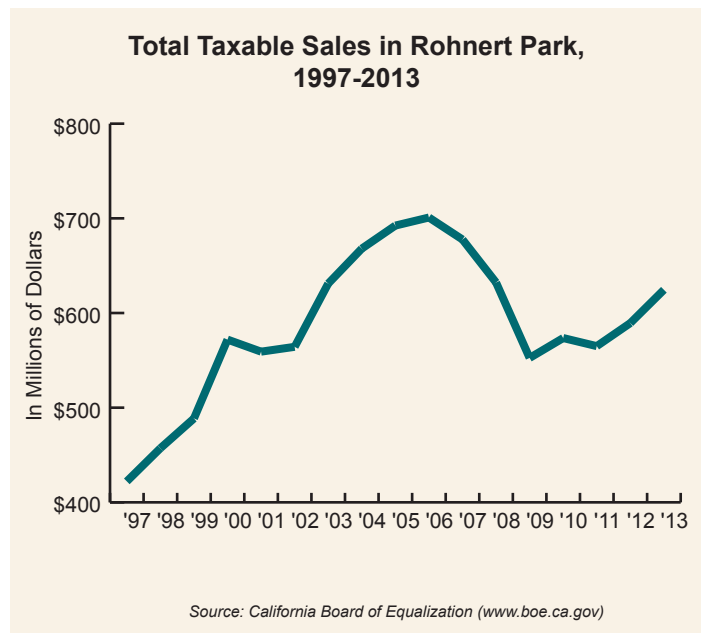
The values of residential and non-residential building permits in Rohnert Park in July 2015 were \$14,487,131 and \$15,761,285, respectively. Building permit values reflect trends in construction activity, and have rebounded in 2015 from previous post-recession years.



Consumer Spending & Taxable Sales

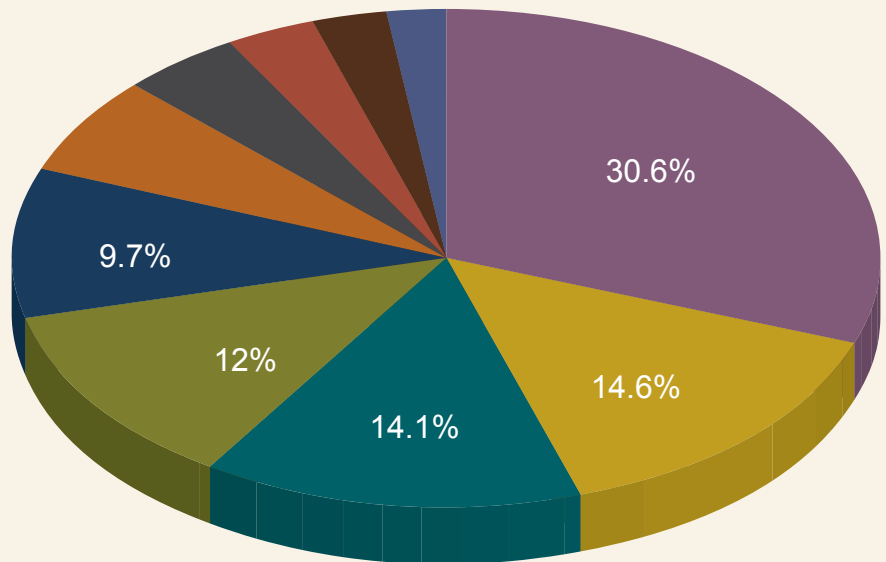
Rohnert Park's taxable sales showed signs of rising with an increase of 6% in 2013. This continues the upward trend starting after taxable sales bottomed out in 2009. The gain seen in 2013 is consistent with the positive economic activity across Sonoma County. The county saw an increase of 8.6% in taxable sales in 2013, while the state only rose by 5%.

Compared to the national average, residents of Rohnert Park spend a higher percentage on housing. Overall, Rohnert Park households spend less than the average national household. Over 70% of expenditures are in the categories of Housing, Transportation, Other*, and Food.



Consumer Spending by Commodity in Rohnert Park, 2015

- Housing
\$345,915,372
- Transportation
\$164,691,812
- Other*
\$159,051,865
- Food
\$135,167,516
- Pensions and Social Security
\$109,715,217
- Healthcare
\$70,693,181
- Entertainment and Recreation
\$51,099,428
- Cash Contributions/Gifts
\$37,621,676
- Travel
\$30,078,997
- Education
\$24,581,700



*The Other category includes Apparel and Services, Alcoholic Beverages, Household Operations, Housekeeping Supplies, Household furnishings and equipment, Life/Other Insurance, Miscellaneous, Personal Care Product and Services, and Smoking Products.

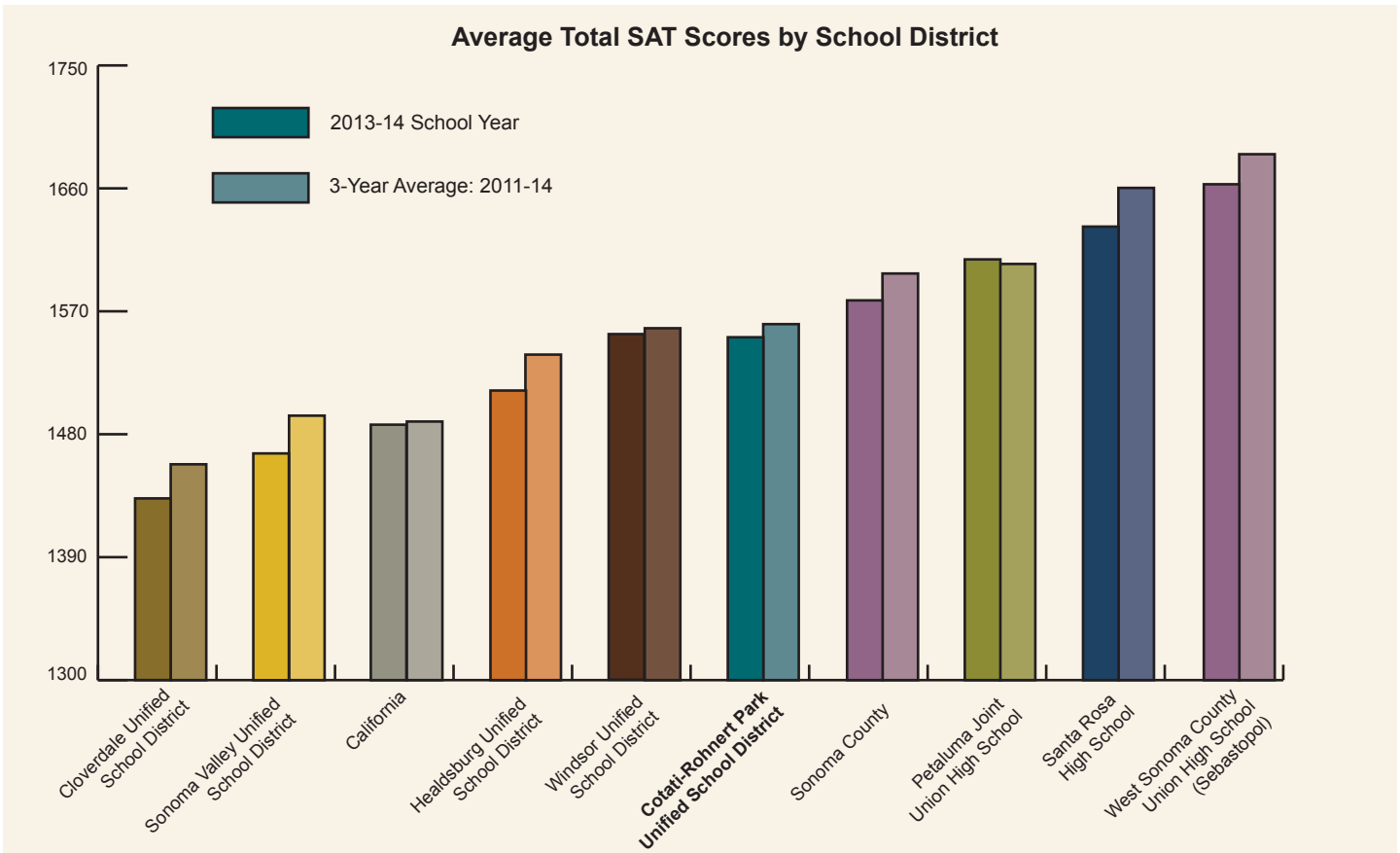
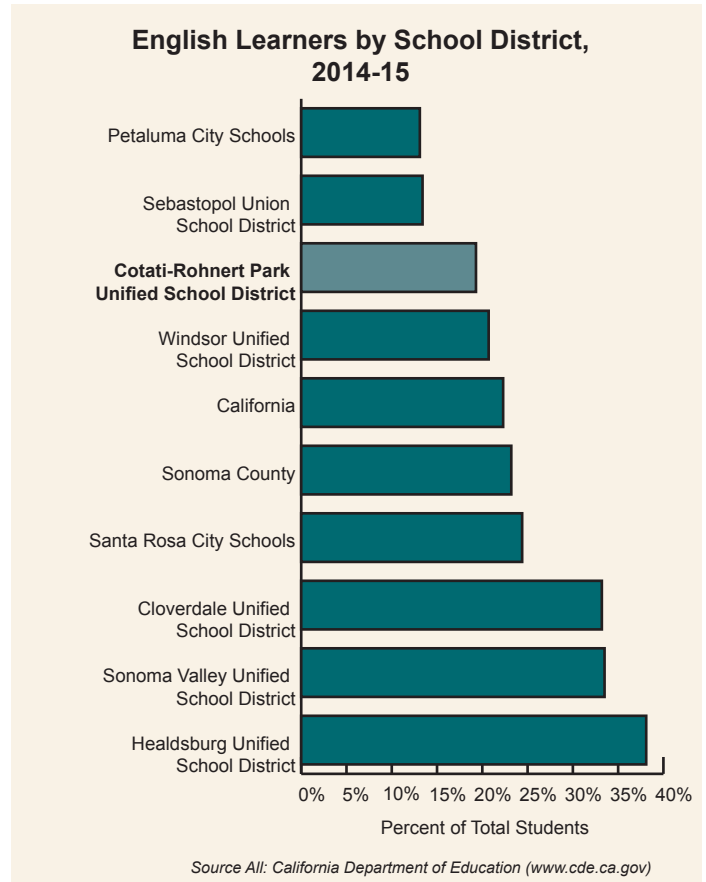
Source: ESRI Business Analyst Online (www.bao.esri.com)

Education

The percentage of English learners in the Cotati-Rohnert Park Unified School District is 19.3%. This includes elementary, middle, and high school students. The ratio of English learners in the Cotati-Rohnert Park Unified School District is below the county average of 23.2%, as well as the state average of 22.3%.

The average SAT score for a student from the Cotati-Rohnert Park School District in the 2013-14 school year was 1551. This places the Cotati-Rohnert Park School District below the county average of 1578 and above the state average of 1487.

For a complete listing of the particular schools located in each district, please visit the Sonoma County Office of Education's website at: <http://www.scoe.org/pub/htdocs/finddistrict.html>



City Data Snapshot

	Total Population 2015	Unemployment Rate June 2015	Median Household Income 2015	Average Sales Price of a Home 2014	Percentage of English Learners 2014-15	Average Total SAT Scores 2013-14
Cloverdale	8,858	3.7%	\$57,643	\$407,515	33.2%	1433
Cotati	7,399	5.7%	\$62,498	\$383,993	19.3%	1551
Healdsburg	11,681	3.7%	\$61,950	\$963,632	38.1%	1512
Petaluma	59,322	3.3%	\$75,655	\$594,029	13.1%	1608
Rohnert Park	41,967	4.5%	\$58,719	\$383,993	19.3%	1551
Santa Rosa	171,827	4.8%	\$57,602	\$508,331	24.4%	1632
Sebastopol	7,490	3.7%	\$57,607	\$742,854	13.4%	1663
City of Sonoma	11,202	3.9%	\$59,596	\$835,899	33.5%	1466
Windsor	27,221	3.7%	\$77,205	\$507,146	20.7%	1553
Sonoma County*	494,431	4.3%	\$61,807	\$571,928	23.2%	1578

Note on Data Sources

The *2016 Rohnert Park Local Economic Profile* is a brief summary on various demographic, economic and social aspects of Rohnert Park. Economic Development Board (EDB) research originates from information available from outside resources and previously published material. The *2016 Rohnert Park Local Economic Profile* offers partial or composite representations of raw data and cites respective source data sets. For more information, please see the listed sources.

The *Local Economic Profile* does not provide complete in-depth analyses of all facets of the incorporated cities or the county. 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.

The *2016 Rohnert Park Local Economic Profile* 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 for future reports by calling (707) 565-7170 or e-mailing edb@sonoma-county.org.

Sources

Bay Area Real Estate Information Services

California Board of Equalization

California Department of Education

California Employment Development Department

California Homebuilding Foundation

ESRI Business Analyst

Keegan and Coppin Company

U.S. Census Bureau

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