



2016 Sebastopol: Local Economic Profile

2016
SONOMA
COUNTY

Table of Contents

- 1.** Letter and Highlights
- 2.** Population and Demographics
- 3.** Population and Income Projection
- 4.** Employment
- 5.** Residential Real Estate
- 6.** Real Estate and Construction
- 7.** Consumer Spending and Taxable Sales
- 8.** Education
- 9.** City Data Snapshot

Sebastopol: Local Economic Profile

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 *2016 Sebastopol Local Economic Profile*.

Highlights from this *Local Economic Profile* include:

- Sebastopol's seasonally unadjusted unemployment rate was 3.7% in June 2015, lower than Sonoma County (4.3%), California (6.2%) and the nation (5.5%) for the same month.
- Between 2000 and 2015, the median household income in Sebastopol grew by 23% to \$57,607. Looking into 2020, this growth is expected to continue, with median income rising to \$69,252, an increase of 20% from 2015.
- Median home prices in Sebastopol rose 10% from 2013 to 2014, continuing the upward trend in home prices since 2012. The median home price was \$639,000 in 2014, still below the high of \$725,000 in 2005 but significantly increased from 2011 and 2012.
- The average SAT score for a student from the West Sonoma County Union High School in the 2013-14 school year was 1663. This places the West Sonoma County Union High School district above the county average of 1578, as well as the state average of 1487.

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.ci.sebastopol.ca.us and/or www.sebastopol.org.

Pamela Chanter

Pamela Chanter
Chair
Economic Development Board

Ben Stone

Ben Stone
Executive Director
Economic Development Board



Board of Directors

Pamela Chanter, <i>Chair</i>	Richard Carvolth	Nick Papadopoulos	
Michael Nicholls	Linda Kachiu	Jorge Alcazar	Tara Jasper
Michael Tomasini	Wayne Leach	Terry Garrett	



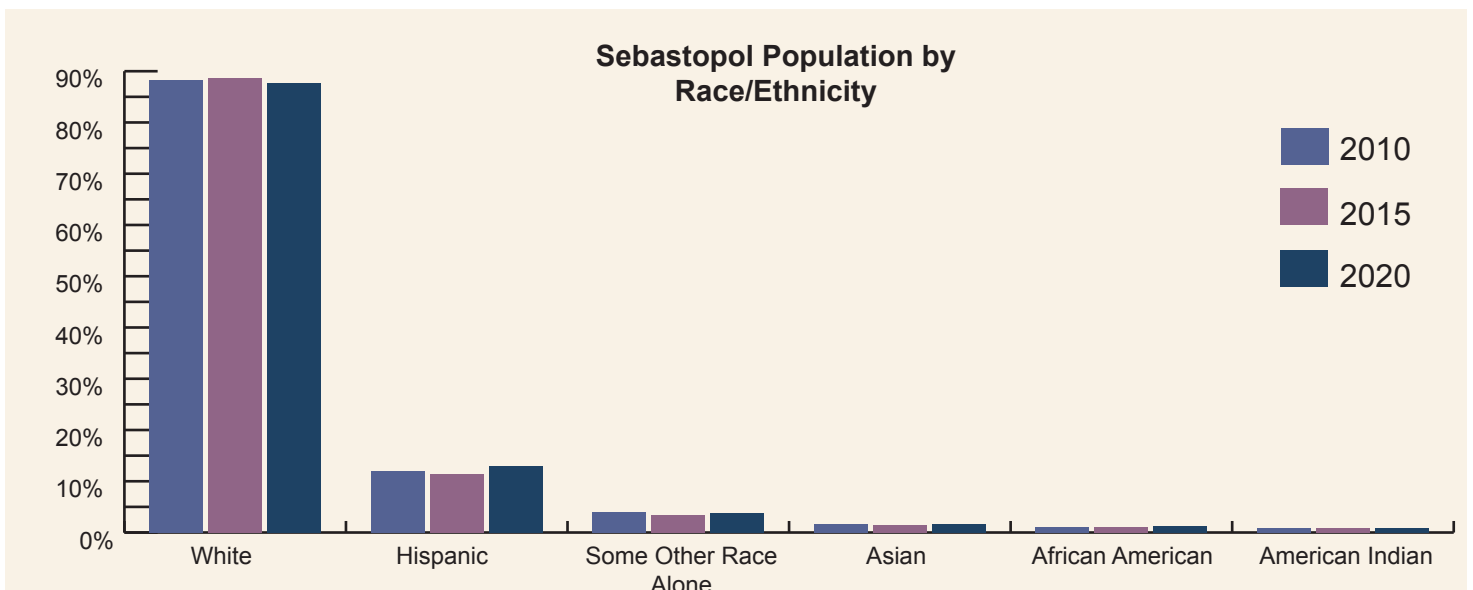
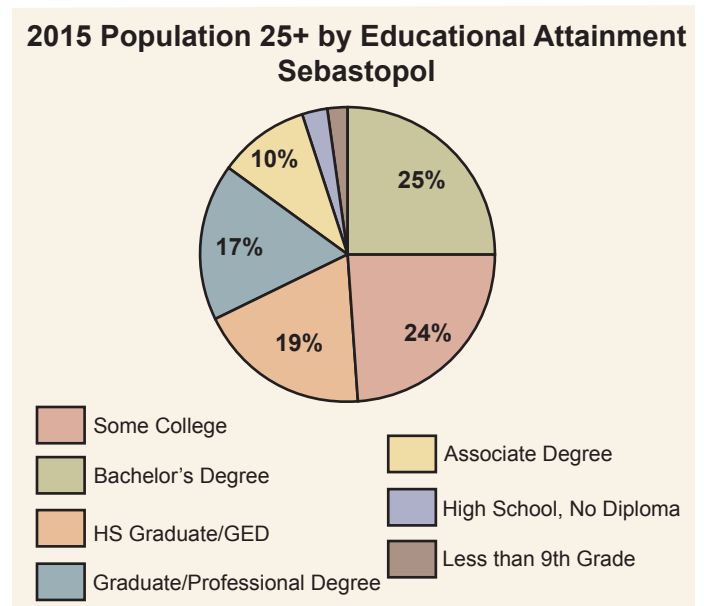
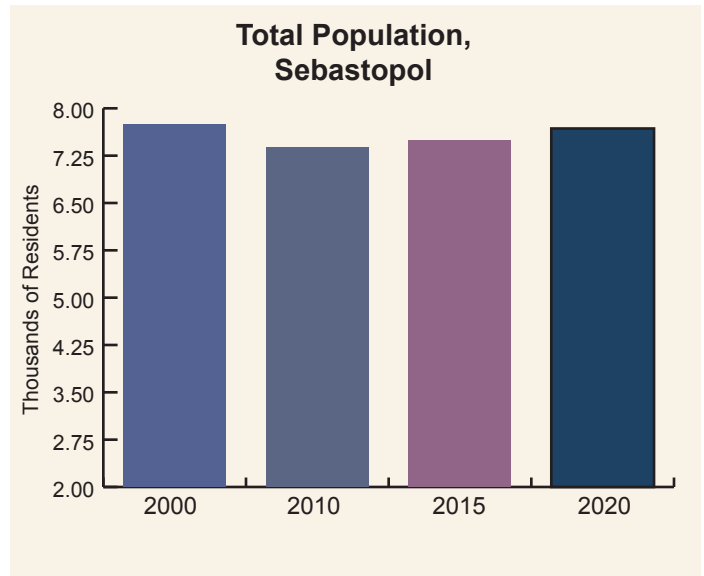
©2015 Sonoma County Economic Development Board. The Economic Development Board (EDB) believes all data contained within this report to be accurate and the most current available, but does not guarantee its accuracy or completeness. Use of data from an outside source does not represent an endorsement of any product or service by the EDB, its members or affiliates. This publication can be made available in alternative formats such as Braille, large print, audiotape, or computer disk. Please direct requests to (707) 565-7170 and allow 72 hours for your request to be processed. This report was prepared by Brian Marland.

Population and Demographics

The population of Sebastopol in 2015 was 7,490, and according to Environmental Systems Research Institute (ESRI) projections, it is expected to rise 2.5% to 7,680 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, Sebastopol's population declined 3%.

In 2015, in the population of those 25 and older, 19% of residents had obtained a High School Diploma. This is on track with 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 25% of residents had obtained a Bachelor's Degree and around 17% had received a Graduate or Professional Degree.**

The demographics of Sebastopol by race/ethnicity will barely change between 2010 and 2020, unlike the rest of Sonoma County which will see a 4 percentage point increase in the Hispanic population over this period.



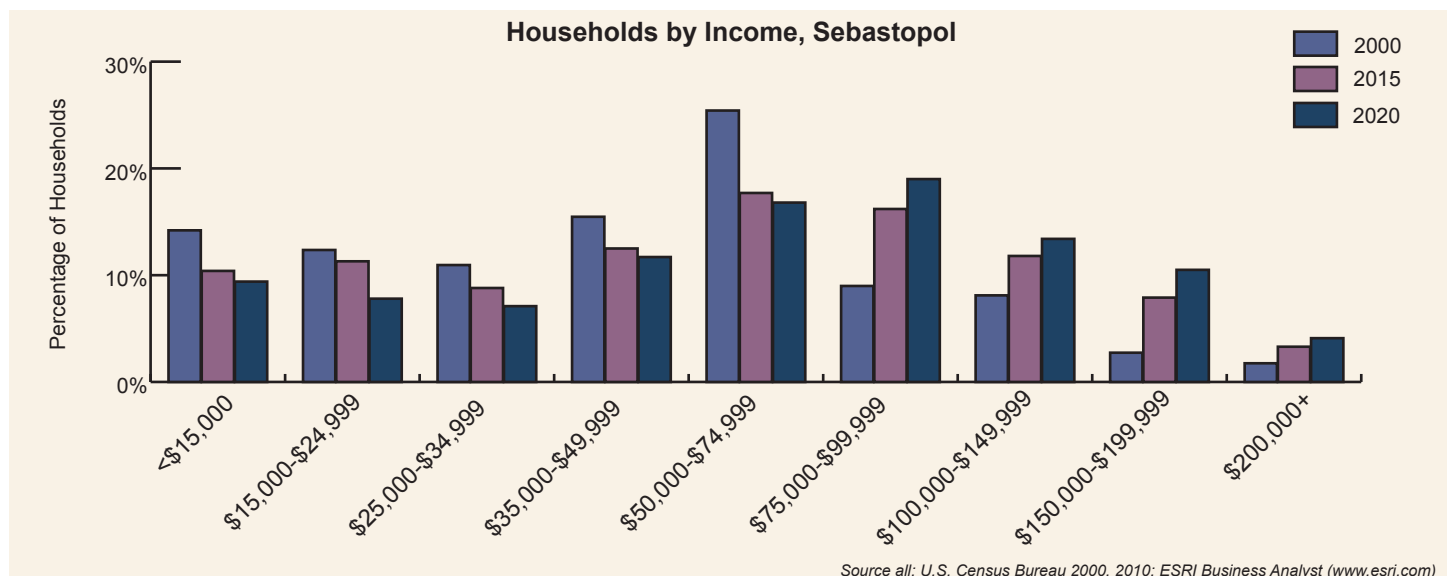
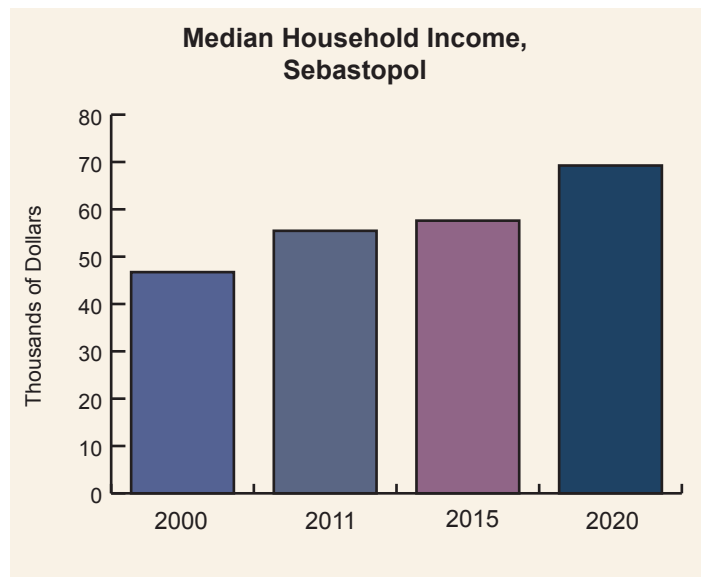
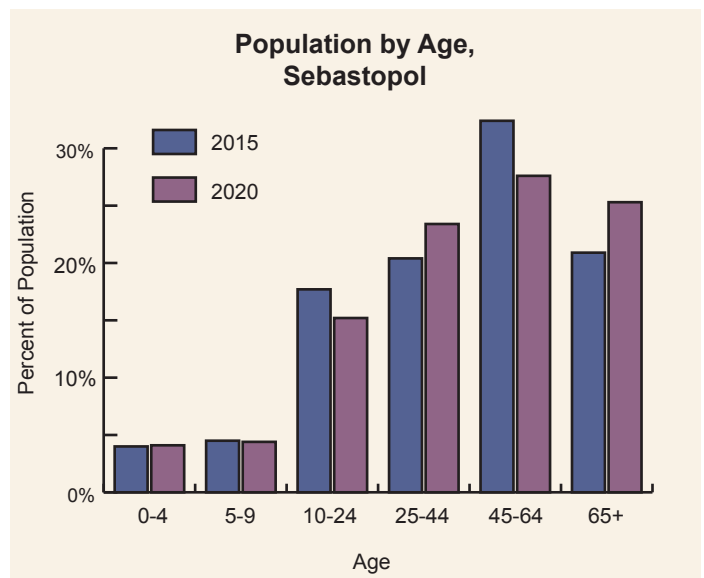
Population & Income Projection

The population by age in Sebastopol 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 Sebastopol grew by 23% to \$57,607. Looking into 2020, this growth is expected to continue, with median income rising to \$69,252, an increase of 20% from 2015.

As income in Sebastopol rose between 2000 and 2015, the percentage of households earning less than \$35,000 was reduced by 7 percentage points. The fastest growing income range was \$75,000-\$99,000, and 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 percentage of Sebastopol households in this range will decrease by 6 percentage points from 2015 to 2020. This trend, coupled with the increasing proportion of Sebastopol 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)

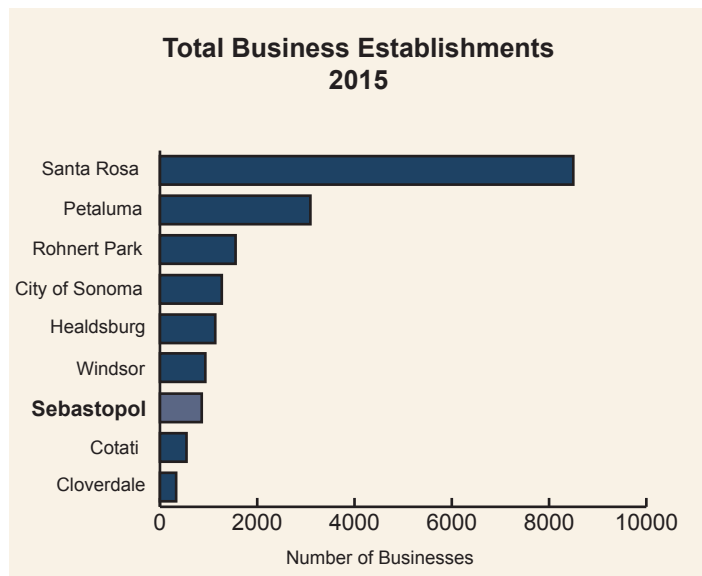
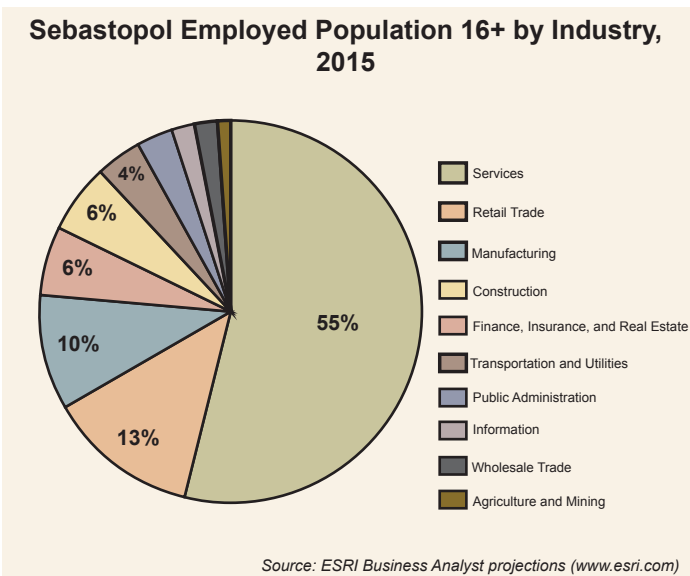
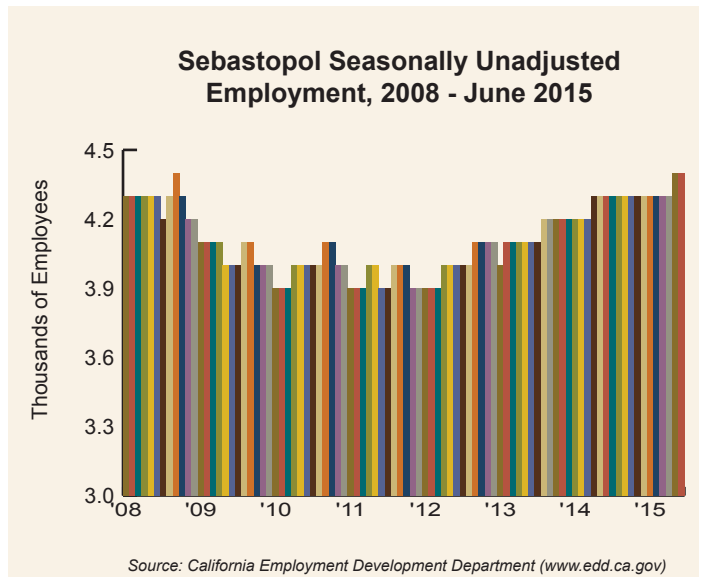
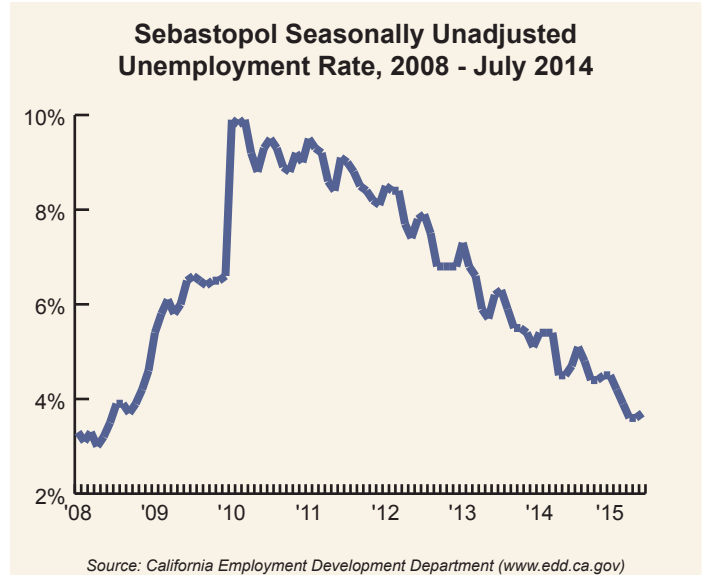
Employment

Sebastopol's seasonally unadjusted unemployment rate was 3.7% in June 2015, lower than Sonoma County (4.3%) for the same month. Compared to June of the previous year, Sebastopol's unemployment rate is down 1 percentage point from 4.7%. Unemployment remains significantly lower in Sebastopol compared to its five year high of 9.9% in March of 2010. Sebastopol's unemployment rate is below the state (6.2%), and the nation (5.5%).

Total employment in Sebastopol was 4,400 in June 2015, which is up 2.3% from a year earlier. Sebastopol's total employment is following an increasing trend and reached its high from September 2008.

The total number of business establishments in 2015 in Sebastopol is 859. Sonoma County has about 25,800 business establishments.

About 55% of Sebastopol'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, followed by Manufacturing.



Residential Real Estate

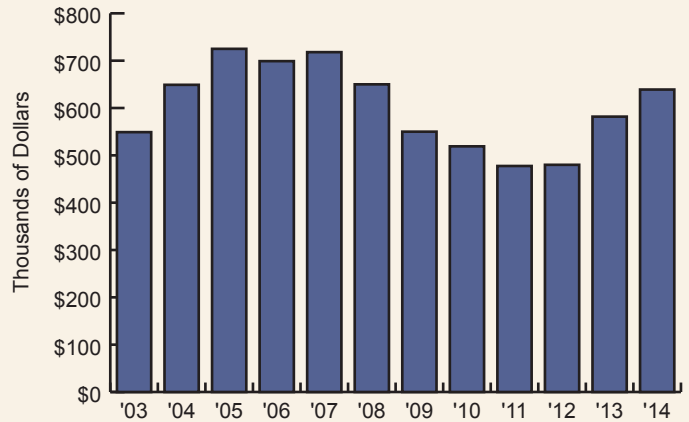
Median home prices in Sebastopol rose 10% from 2013 to 2014, continuing the upward trend in home prices since 2012. The median home price was \$639,000 in 2014, still below the high of \$725,000 in 2005 but significantly increased from 2011 and 2012.

The total number of houses sold in Sebastopol dropped in 2014, reversing a steady increase from 2007. Home sales are down by 51 for a total of 291, a loss of 17.5% over the past year. This decrease in number of houses sold can be attributed to the rising home prices and lack of inventory.

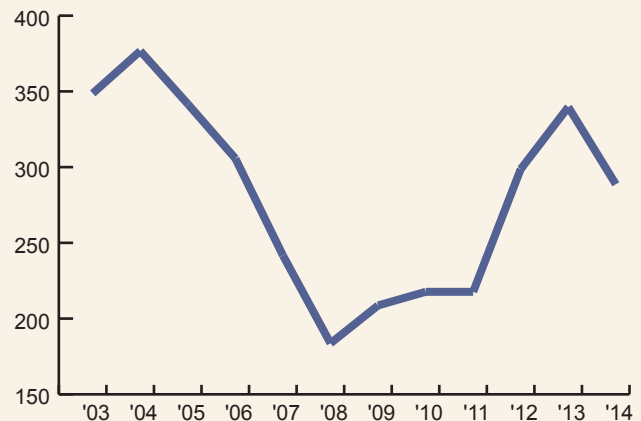
The average sales price of a home in Sebastopol for 2014 was \$742,854. This puts Sebastopol at the higher end of the price spectrum for homes in the area. A home in Sebastopol costs \$170,926 more than the County average.

*All residential real estate data includes the incorporated city limits of Sebastopol as well as the surrounding areas.

Median Price of an Existing Home in Sebastopol, 2003-2014

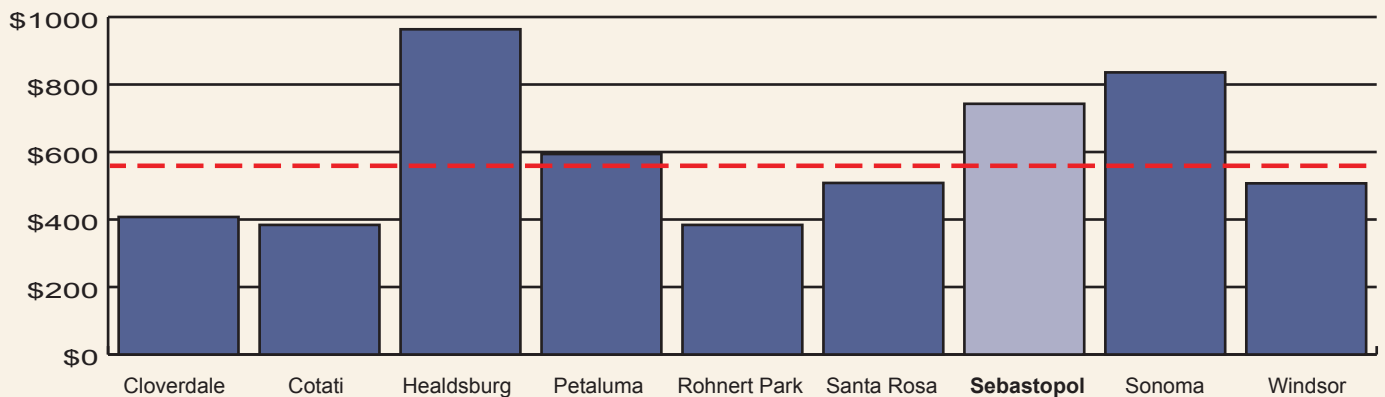


Total Number of Houses Sold in Sebastopol, 2003-2014



Average Sales Price (\$ Thousands) by Sub-County Area, 2014

■ Average Sales Price (\$ Thousands) — County Average Price (\$ Thousands)

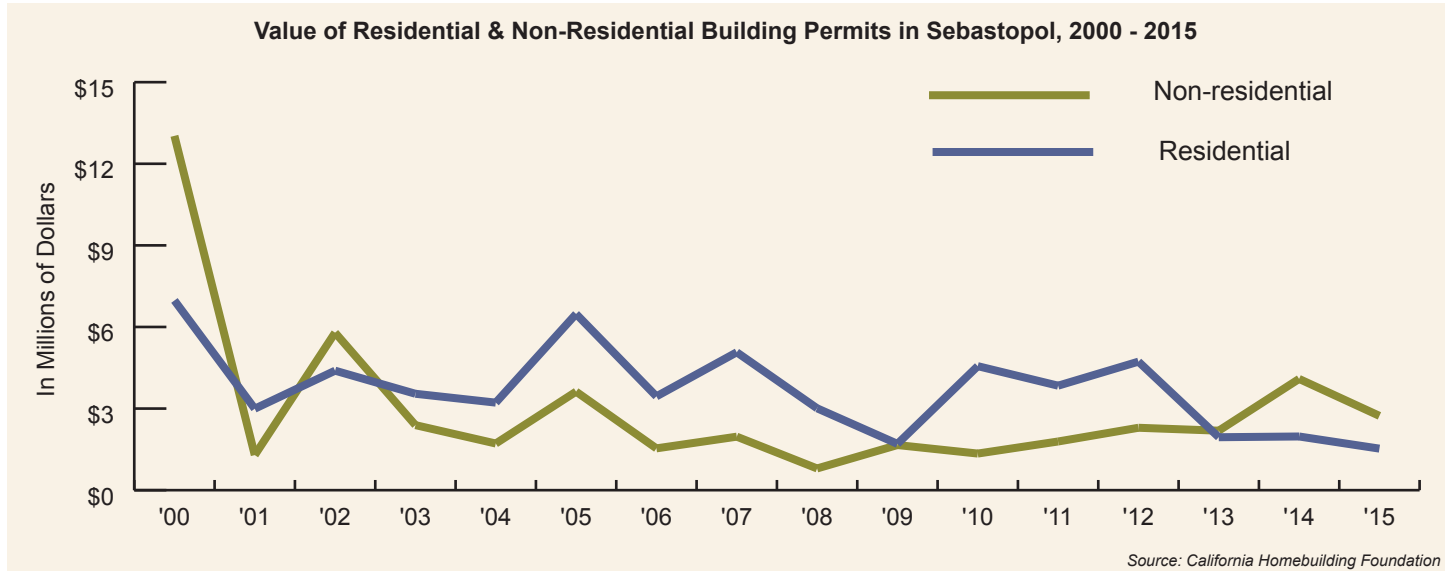
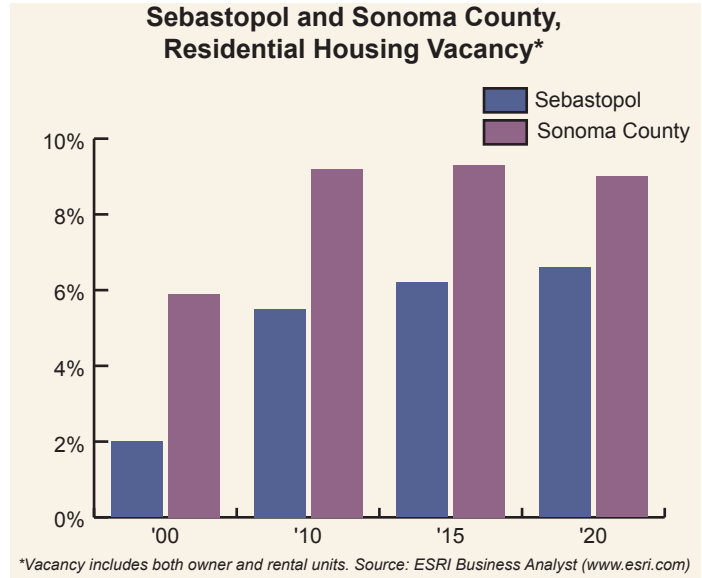


Source all: Bay Area Real Estate Information Services (www.bareis.com)

Real Estate & Construction

From 2000 to 2015, Sebastopol's residential housing vacancy rate increased 4.2 percentage points, compared to 3.4 percentage points gain across the county. Sebastopol's residential housing vacancy rate is expected to increase from 6.2% in 2015 to 6.6% in 2020.

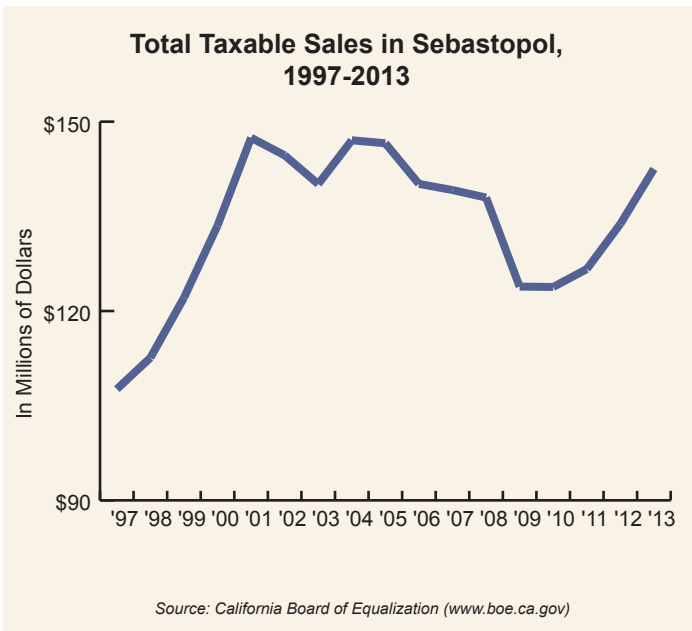
The values of residential and non-residential building permits in Sebastopol in July 2015 were \$1,527,500 and \$2,731,970, respectively. Building permit values reflect trends in construction activity and, while residential permit values are low in 2014 and 2015, non-residential permit values have increased.



Consumer Spending & Taxable Sales

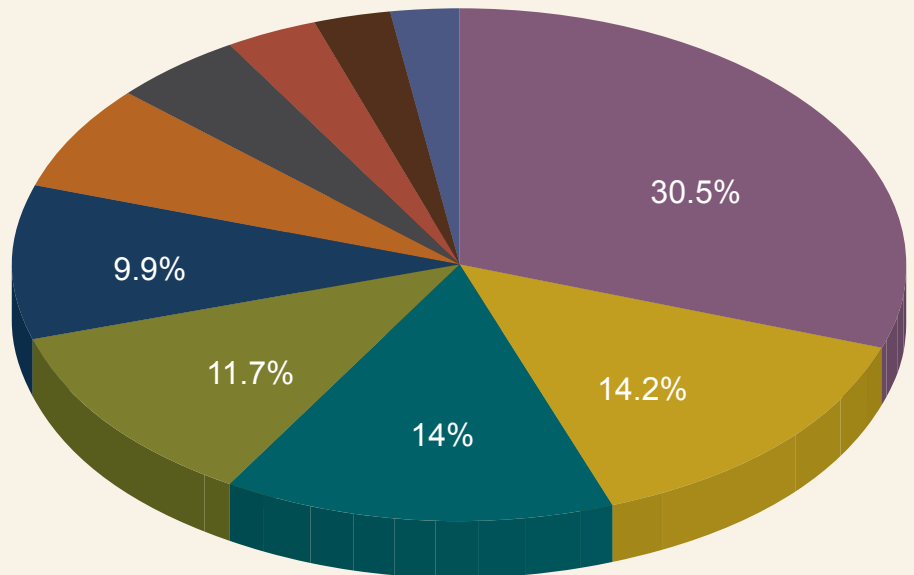
Sebastopol's taxable sales showed signs of rebounding with a gain of 6.5% in 2013. Taxable sales reached \$142 million dollars in 2013, nearing the peaks of 2001 and 2004, and continuing the growth since they bottomed out in 2009.

Compared to the national average, residents of Sebastopol spend more on education, travel and housing. More than 70% of Sebastopol residents' spending falls under the categories of housing, transportation, other, and food.



Consumer Spending by Commodity in Sebastopol, 2015

- Housing
\$72,962,597
- Transportation
\$34,029,172
- Other*
\$33,599,129
- Food
\$27,917,197
- Pensions and Social Security
\$23,797,167
- Healthcare
\$15,705,514
- Entertainment and Recreation
\$11,002,230
- Cash Contributions/Gifts
\$8,368,472
- Travel
\$6,765,399
- Education
\$5,391,560



*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.

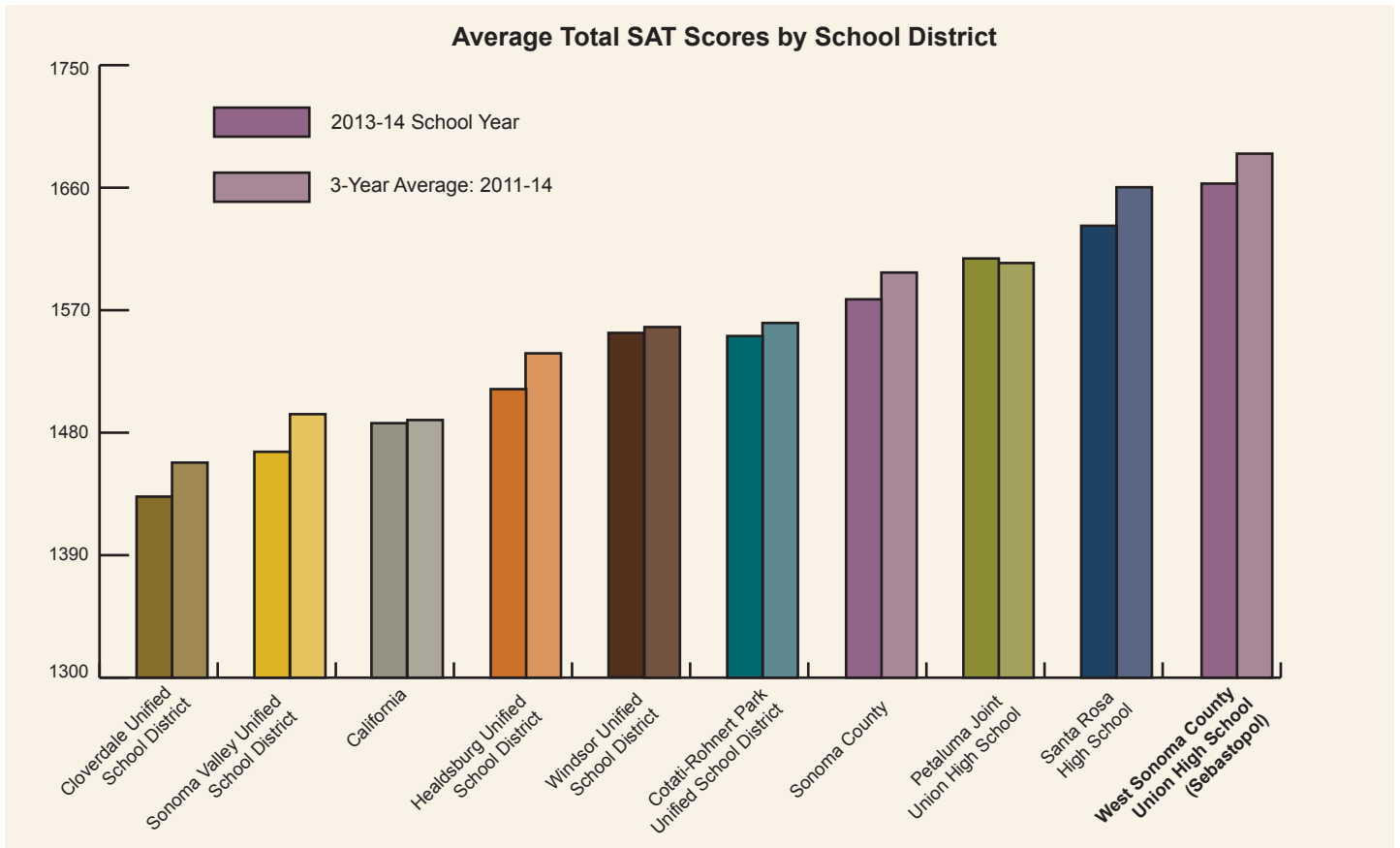
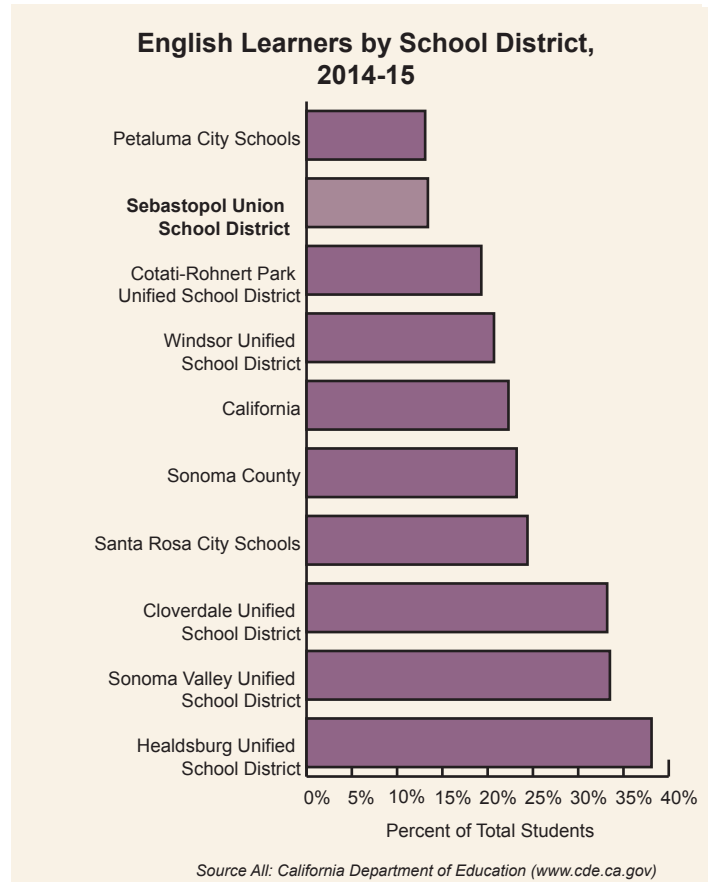
Source: ESRI Business Analyst Online (bao.esri.com)

Education

The percentage of English learners in the Sebastopol Union School District is 13.4%. This includes both the Sebastopol Union Elementary and the West Sonoma County High districts. The ratio of English learners in the Sebastopol Union School District is far 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 West Sonoma County Union High School in the 2013-14 school year was 1663. This places the West Sonoma County Union High School district above the county average of 1578, as well as 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 Sebastopol Local Economic Profile* is a brief summary on various demographic, economic and social aspects of Sebastopol. Economic Development Board (EDB) research originates from information available from outside resources and previously published material. The *2016 Sebastopol 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 Sebastopol 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

The EDB is pleased to thank the following Signature Sponsors for their support of our important programs.

PRESENTING LEVEL



FOUNDATION LEVEL



PREMIER LEVEL



EXECUTIVE LEVEL

American AgCredit
 American River Bank
 City of Santa Rosa
 Comcast
 George Petersen Insurance
 Keegan & Coppin Co.

Midstate Construction
 NorBAR
 Sonoma County Alliance
 Summit State Bank
 Vantreo Insurance
 Zainer Rinehart Clarke

MEDIA LEVEL



Sonoma County Board of Supervisors