COTATI

CITY PROFILE AND PROJECTIONS REPORT

2019

CITY OF COTATI

COTATI Chamber of Commerce

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

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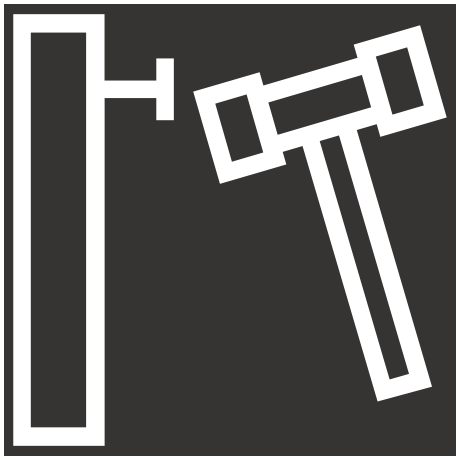
EXECUTIVE SUMMARY

December 2019

Highlights from this year's report include:

- Between 2010 and 2018, Cotati's population grew, on average, 0.6% annually to 7,612 residents, with the second-lowest median age of the county at 37.3 years old.
- Cotati's 2018 annual average unemployment rate was 2.5%.
- Cotati's 2018 median household income was $65,753 and is projected to grow by 17.2% by 2023.
- Between 2010 and 2017, housing vacancy rates increased to nearly 6%, opposite of the general countywide trend of decreasing vacancy rates.



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 Cotati, and the Cotati Chamber of Commerce—is pleased to present the 2019 Cotati *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

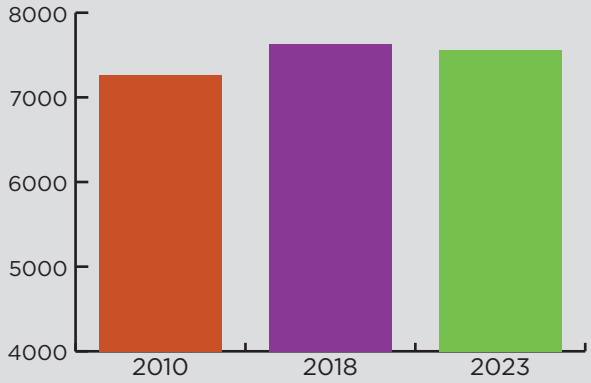
POPULATION

At 7,612 residents, Cotati's 2018 population ranked as Sonoma County's smallest city. The city grew by 4.6% between 2010 and 2018 – averaging 0.6% annually, outpacing the County's growth. Consistent with countywide population trends, estimates show the population declining to 7,563 by 2023.

RACE AND ETHNICITY

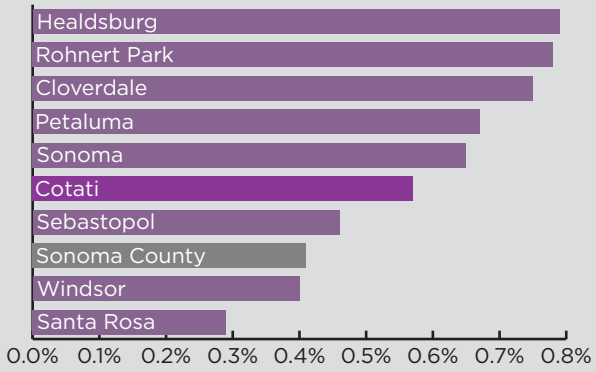
In 2018, the White population comprised 78.5% of Cotati—of which 70% identify as non-Hispanic White. Meanwhile, Hispanics/Latinos (identifying as any race) comprised 20% of Cotati residents. The third most prominent ethnic group at 8% identified as "Some Other Race" alone. Following countywide trends, 2023 forecasts project a declining white population and a growing Hispanic population.

Total Population
Cotati



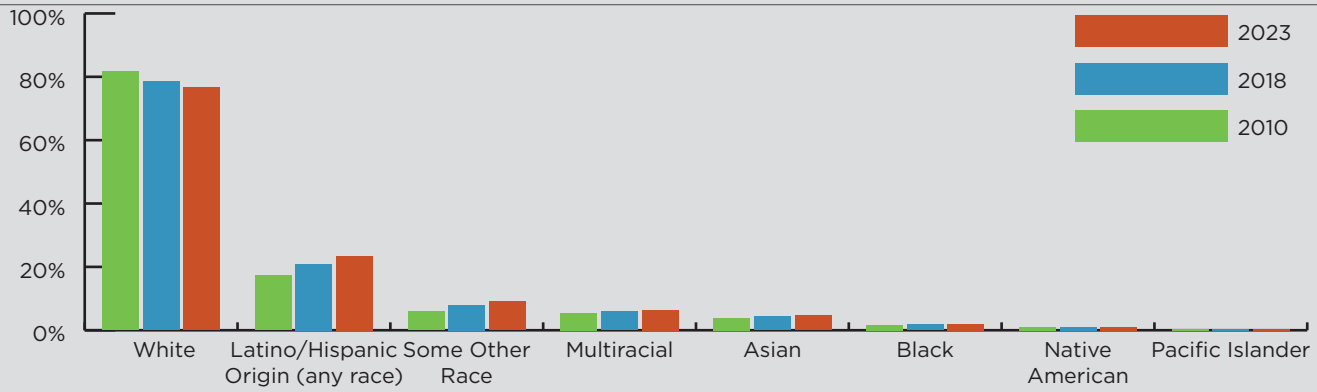
Source: ESRI (www.bao.arcgis.com)

Average Annual Population Growth Rate
2010-2018



Source: ESRI, U.S. Census Bureau

Population by Race and Ethnicity
2010, 2018, & 2023



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

DEMOGRAPHICS

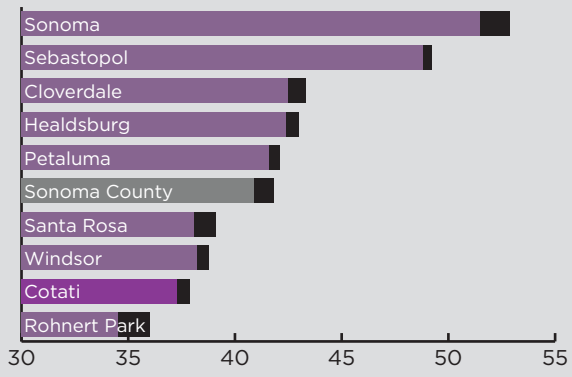
MEDIAN AGE

Cotati's 2018 median age increased to 37.3 years, up 1.1 years from 2017. Cotati's median age ranked second-youngest among Sonoma County cities, below Sonoma County (41), and the U.S. (38), but above California (36). Forecasts project Cotati's median age to grow to 37.9 by 2023.

AGE STRUCTURE

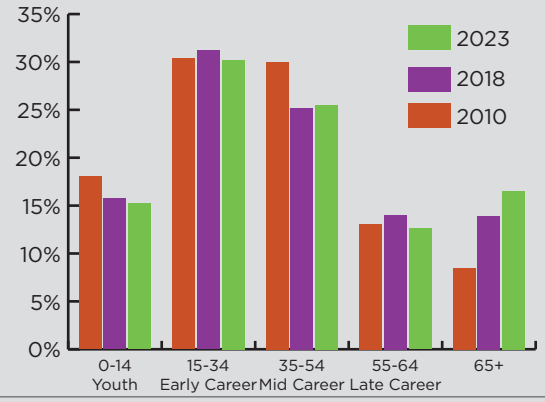
Due to the nearby Sonoma State University in the neighboring city of Rohnert Park, Cotati's age distribution contained a greater proportion of young adults aged between 20 and 34, and a significantly lower proportion of older adults than the rest of the County. The proportion of all other age cohorts not aforementioned stood similar to Sonoma County's. Forecasts project declines in all age cohorts younger than 65, and increases in those above 64 by 2023.

Median Age in Years
2018 & 2023



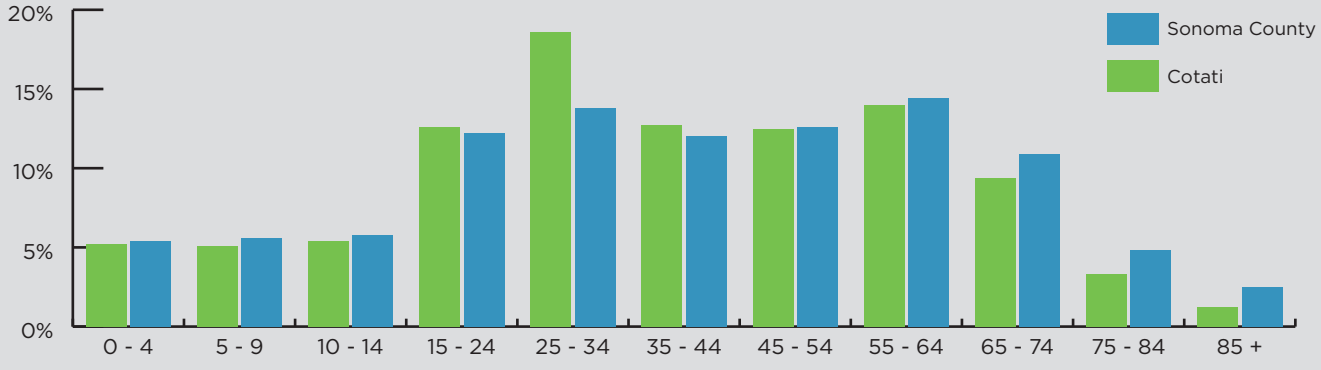
Source: ESRI (www.bao.arcgis.com)

Current and Projected Age Distribution
2010, 2018 & 2023



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

Age Distribution
2018



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

EMPLOYMENT

UNEMPLOYMENT

Fourth lowest among Sonoma County cities, Cotati's 2.5% annual average unemployment rate measured well below Sonoma County (2.7%), California's (4.2%), and the U.S. (3.7%). Consistent with countywide trends, Cotati experienced a general decline in unemployment over the last two years—contracting by 1.3% since 2017.

LABOR FORCE

Cotati's 55% 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 usually indicates a working-age population.

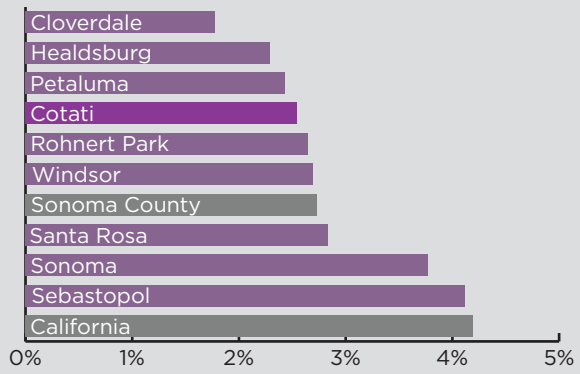
NET COMMUTERS

In 2018, Cotati accommodated 4,628 jobs and 5,559 resident workers, suggesting that 931 workers commuted out of Cotati for their work.

INDUSTRY

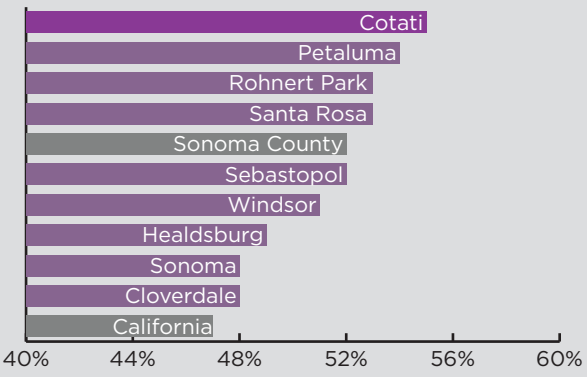
Breaking down employment by industry, Construction employed above 20% of Cotati residents. Healthcare employed another 18%. Retail employed 15%, and hotels & restaurants employed another 10%. Manufacturing, government, professional services, and wholesale trade employed the remaining 35%.

Unemployment Rate
2018



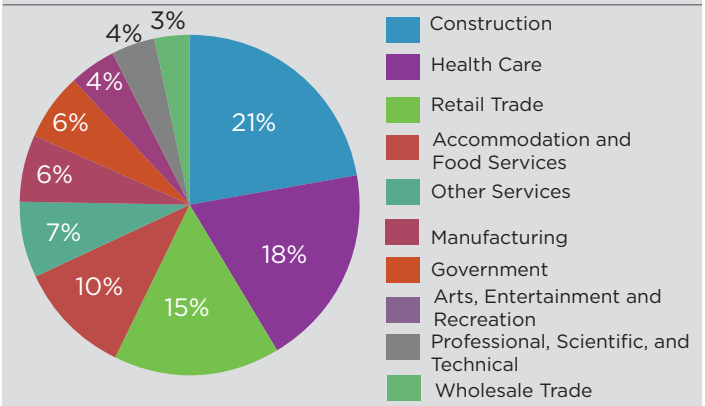
Source: California Employment Development Department (www.edd.ca.gov)

Labor Force Participation Rate
2018



Source: California Employment Development Department, U.S. Census Bureau

Employed Population 16+ by Industry
2018



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

BUSINESS

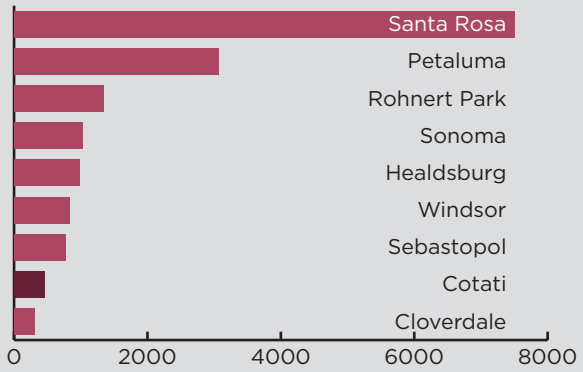
BUSINESSES

Cotati's total number of businesses ranks second lowest among Sonoma County cities at 456, however the amount of businesses per resident ranks fourth highest at 60 businesses per 1,000 residents.

COMMERCIAL VACANCY RATES

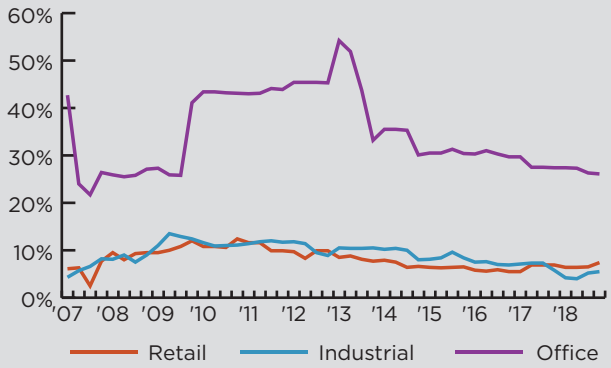
Retail, industrial, and office commercial vacancy rates indicate the amount of properties actively on the market and available for lease. While some levels of vacancy naturally develop as a consequence of friction, lower vacancy rates indicate the demand for incorporation in a particular city. While no data for Cotati alone exists, current information available describes the Rohnert Park area encompassing Cotati. 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.

Total Business Establishments
2018



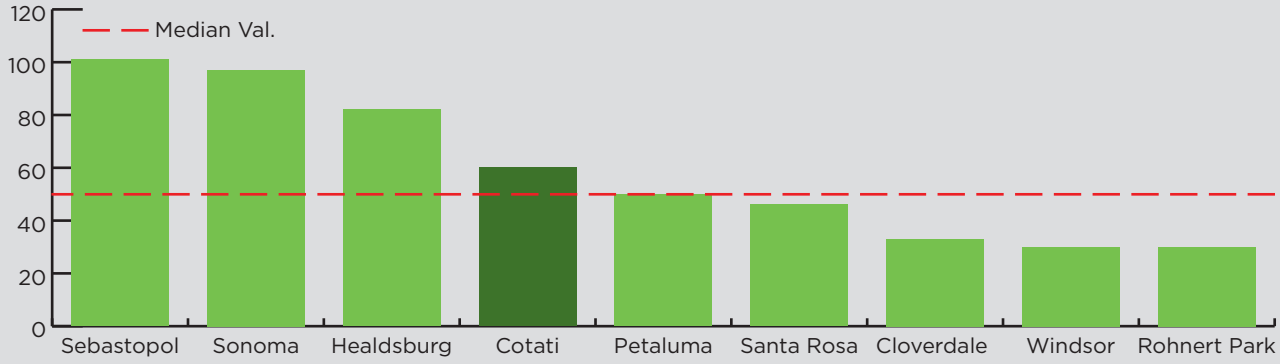
Source: ESRI (www.bao.arcgis.com)

Commercial Property Vacancy Rates
2007-2018



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

Businesses Per 1000 Residents
2018



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

INCOME & SPENDING

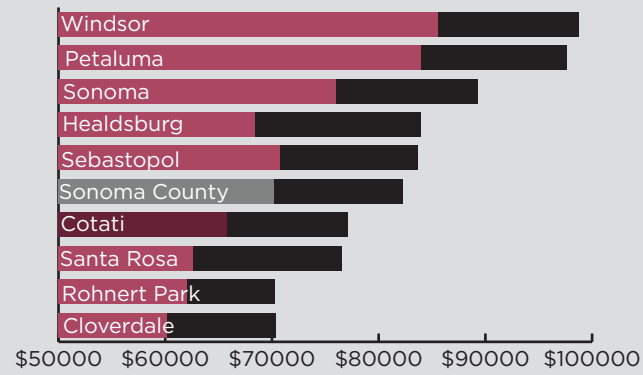
MEDIAN HOUSEHOLD INCOME

At $65,753—below the countywide average ($70,221), Cotati's median household income ranked fourth lowest among Sonoma County cities. However, 2023 forecasts project a 3.3% annual, or 17.2% total, increase in median household income. Projections show Cotati's per capita income growing by 22%, from $36,779 to $44,825 between 2018 and 2023.

HOUSEHOLDS BY INCOME

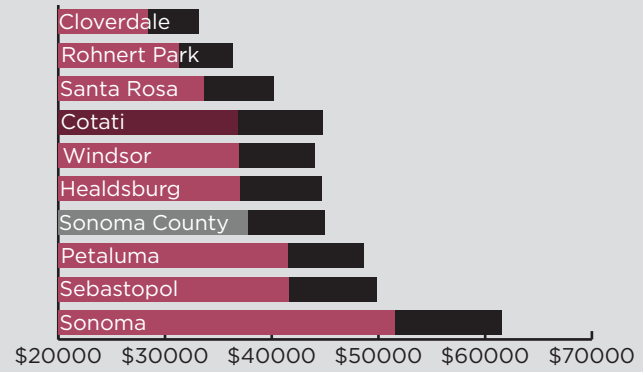
Cotati residents' most common income bracket, $50,000-$75,000, stood at 20%. Although Cotati housed a greater share of low and middle-income households relative to the county, and 70% of Cotati households earned less than $100,000, the city boasted a more affordable cost of living that is quickly approaching the county average.

Median Household Income
2018 & 2023



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

Per Capita Income
2018 & 2023



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

Households by Income
2018

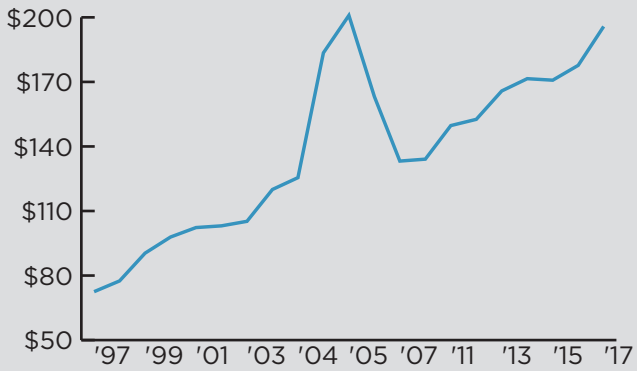
Source: ESRI (www.bao.arcgis.com)

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 Cotati's economy. Cotati businesses recorded $196 million in total taxable sales in 2017, a 10% increase from the previous year consistent with the post-recession economic recovery forecasts, and approaching the pre-recessionary peak of $200 million. Additionally, Cotati realized $25,000 in taxable sales per capita.

Total Taxable Sales
Cotati, Millions of Dollars, 1997-2017

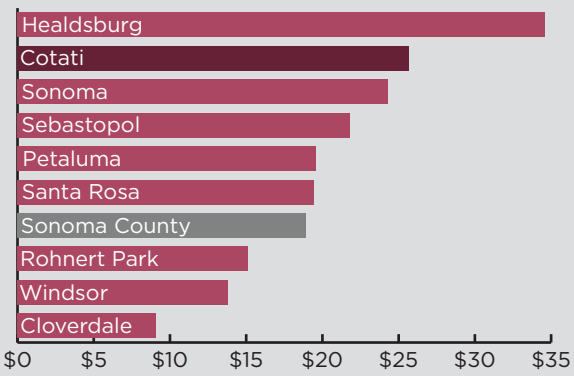


Source: California Department of Tax and Fee Administration (www.cdtfa.ca.gov)

CONSUMER SPENDING

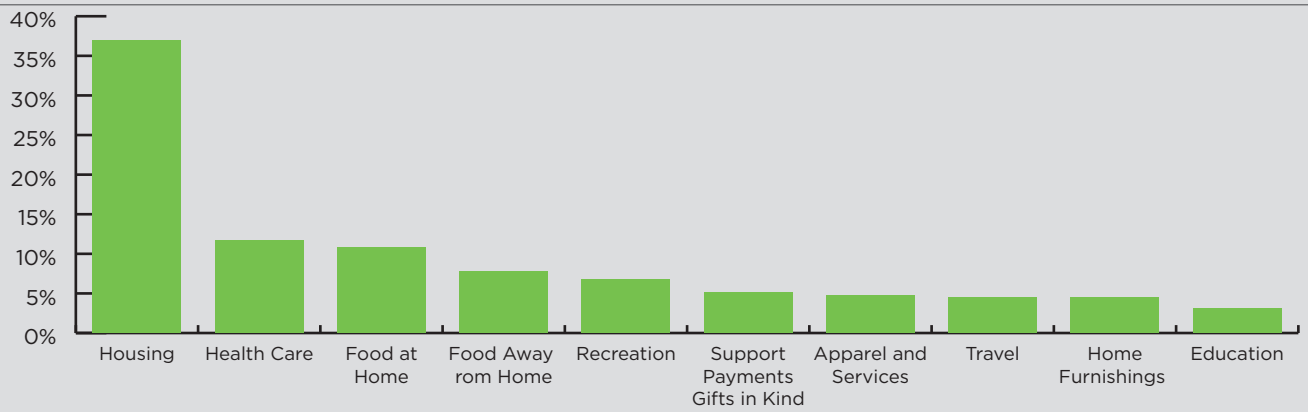
Housing comprised the greatest portion of Cotati residents' spending at 36%, followed by health care and food spending. Consumption in other categories like apparel, recreation, and education, each defined less than 10% of average consumer spending. However these percentages are averaged out across the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

Total Taxable Sales Per Capita
Thousands of Dollars, 2018



Source: California Department of Tax and Fee Administration (www.cdtfa.ca.gov)

Top 10 Consumer Spending Categories
2018



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

HOUSING

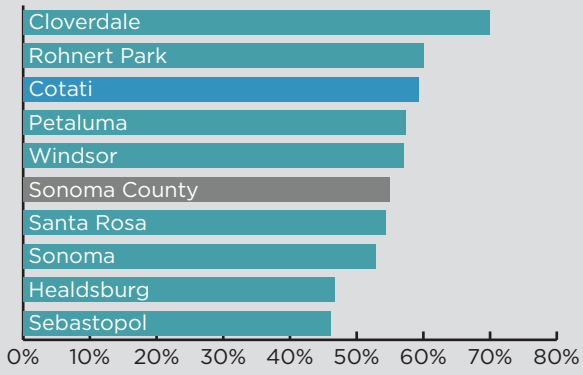
HOME SALES PRICE

Corresponding with the county's housing priority, Cotati's median home sales price remained one of the most affordable at $545,000 in 2018– growing 12% annually over five years— third fastest in the county, and standing highest on record for Cotati.

Median Home Sales Price
1999-2018

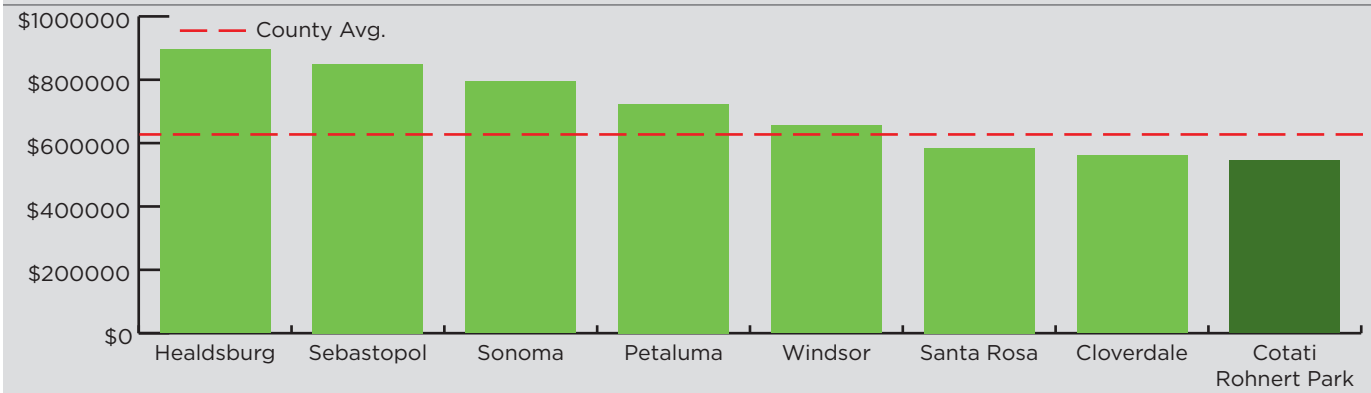
Source: Bay Area Real Estate Information Services (www.bareis.com)

Median Home Sales Price Growth
2013-2018



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

Median Home Sales Price
2018



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

HOUSING

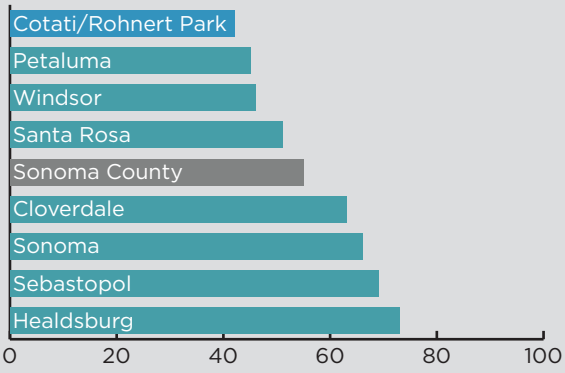
DAYS ON MARKET

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

HOUSING VACANCY RATES

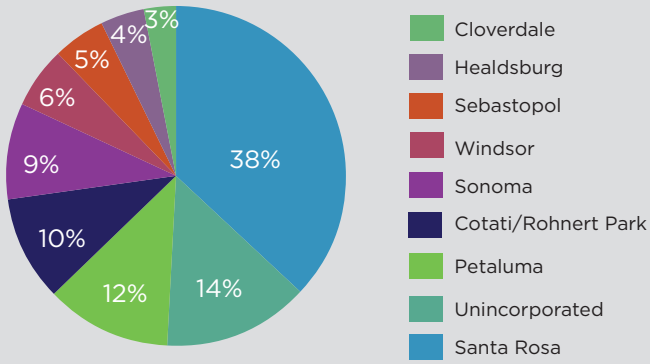
Since 2015, Cotati's 2010-2017 housing vacancy rate increased to 6% in 2017. Census breakdowns show homeowner and rental vacancy rates at 2%. Homeowner and rental vacancy rate measures the number of homes for sale or rent on the market, and indicates market activity displaying housing demand or lack thereof. Cotati's relatively low vacancy rates compared to the county, state, and the U.S., indicate higher housing demand.

Average Days on Market
2018



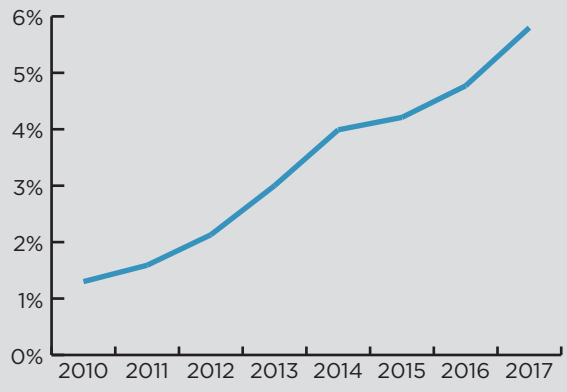
Source: Bay Area Real Estate Information Services (www.bareis.com)

Homes Sold in Sonoma County
2018



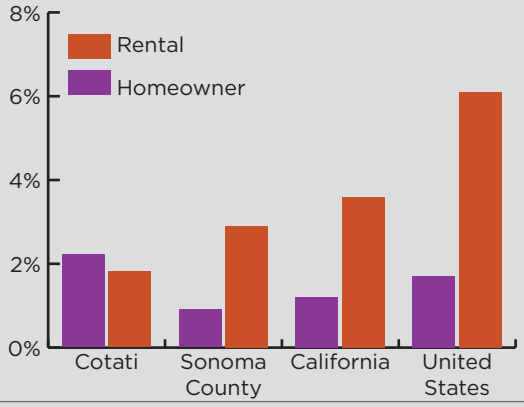
Source: Bay Area Real Estate Information Services (www.bareis.com)

Housing Vacancy Rates
2010-2017



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

Homeowner and Rental Vacancy Rates
2017



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

EDUCATION

WORKFORCE EDUCATION

Almost 89% of Cotati adults (age 25+) possessed at least a high school diploma, matching similar rates with the county (88%), the state (83%) and country (88%). Nearly 34% possessed at least a bachelor's degree, slightly lower than the county (35%), but higher than both the state (33.5%), and the U.S. (32%). The proportion of Cotati adults with some college stood higher than the rest of the county, the state, and the nation; and Cotati possessed a lower proportion of non-high school graduates than all three.

SMARTER BALANCED RESULTS

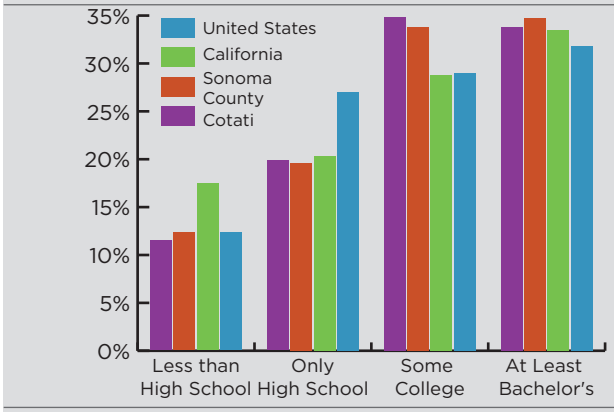
Smarter Balanced, an individual needs focused Math and English assessment system aligned to California's Common Core Standards, presents a metric for student performance across California schools for several different grades. Almost 33% of Cotati 11th graders met or exceeded the standard for math, while 55% did for English.

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

ENGLISH LEARNERS

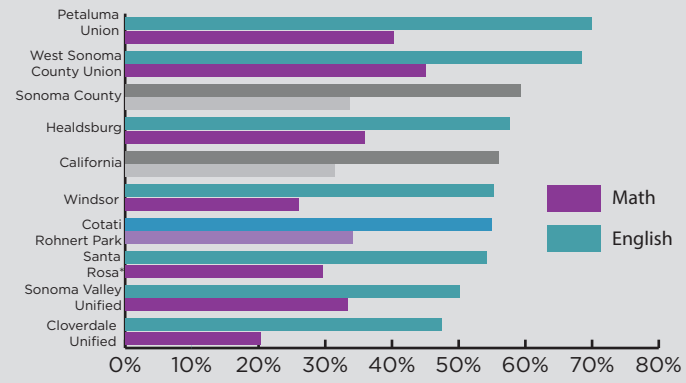
Nearly 19% of Cotati/Rohnert Park students were English learners, below the county (20%) and matching state (19%) averages. The California Department of Education defines an "English Learner" as a student for whom English is not the spoken language at home and who has been assessed to lack a sufficient level English comprehension. Sonoma County schools allocate resources to support English Learners in becoming proficient.

Education of Workforce
2018



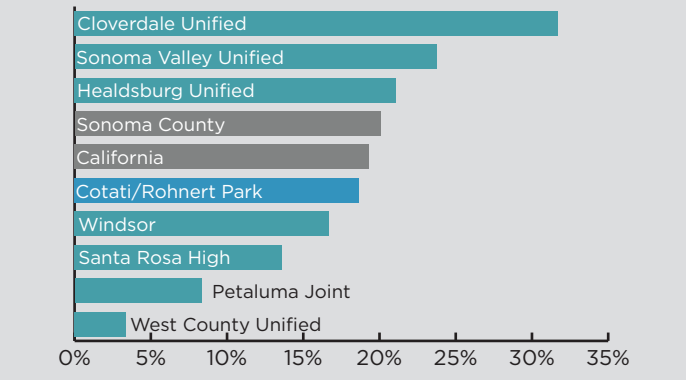
Source: ESRI (www.bao.arcgis.com)

11th Grade Smarter Balanced Results Met/Exceeded
2018



Source: California Assessment of Student Performance and Progress (caaspp.cde.gov) *Santa Rosa data from 2017

English Learners
2017-2018



Source: California Department of Education (www.cde.ca.gov)

CITY DATA SNAPSHOT

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

SOURCES & ACKNOWLEDGMENTS

NOTE ON DATA SOURCES

The 2019 Cotati *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 Cotati *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 Cotati *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.

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

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