

Community Indicators

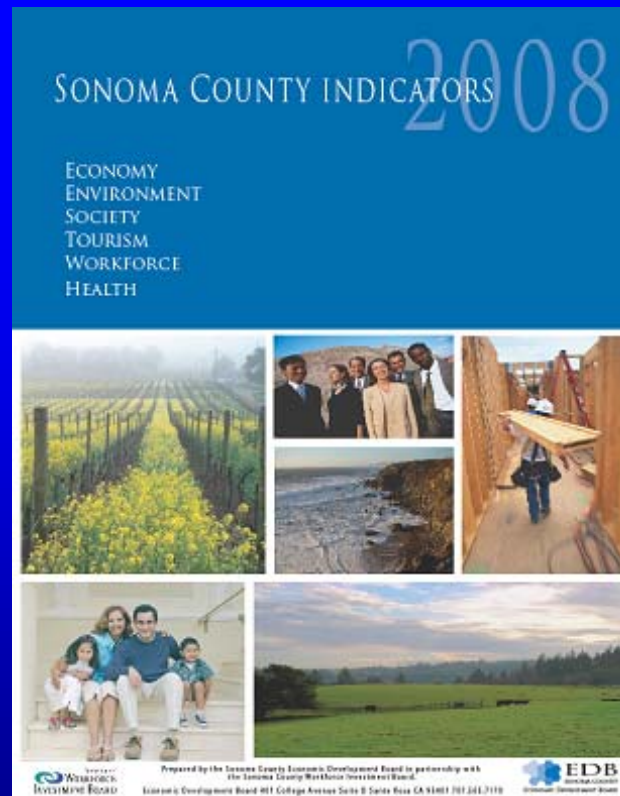


**Ben Stone, Executive Director
Economic Development Board
January 23, 2008**

Today's Agenda

- **Community Indicators**
- **Economic Forecast**
- **2008 State of the County**

2008 Sonoma County Indicators



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 WITH ACKNOWLEDGMENT AND APPRECIATION TO LOCAL KEY BUSINESSES
 SUPPORTING SONOMA COUNTY ECONOMIC DEVELOPMENT:

CHAIRMAN'S CIRCLE:






EXECUTIVE TIER:







ASSOCIATE TIER:





















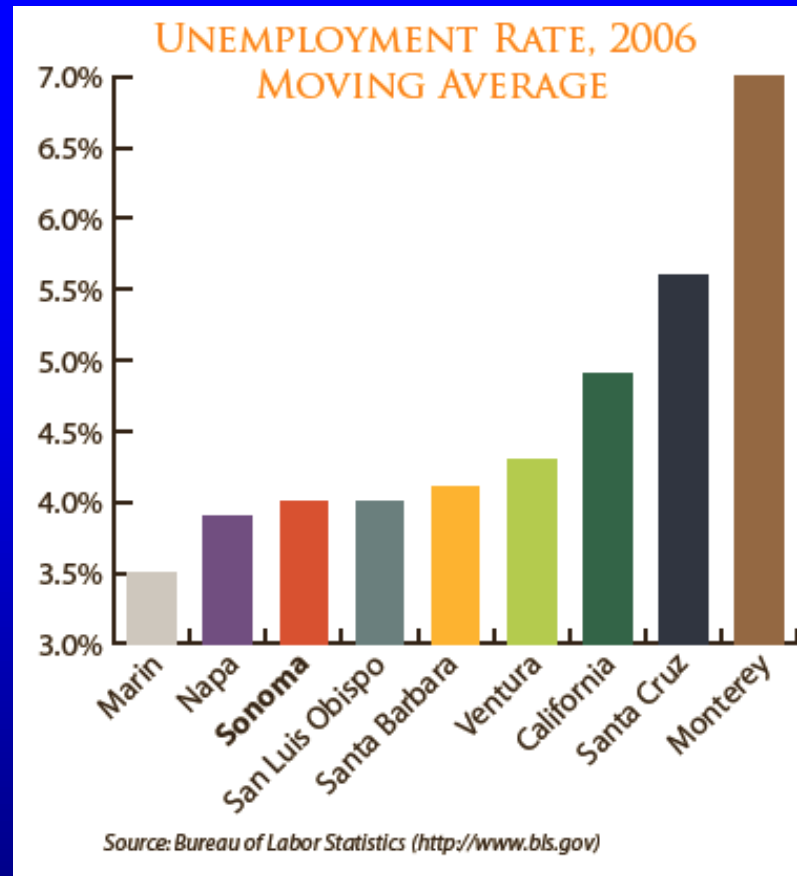








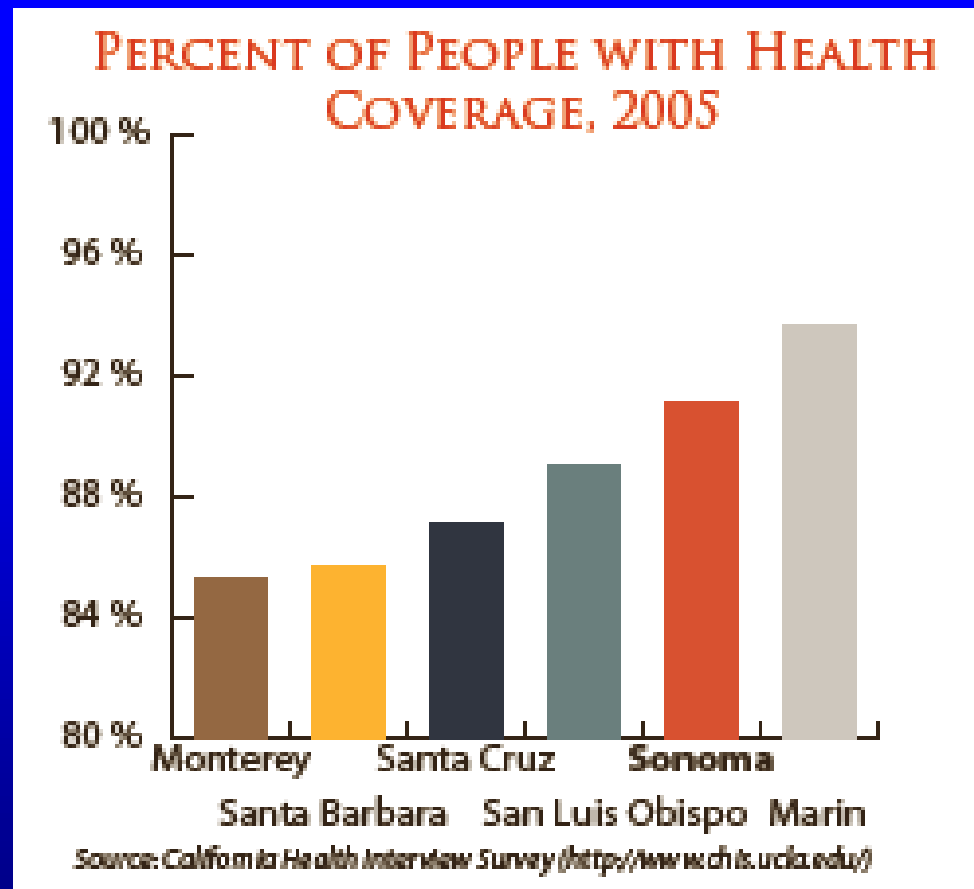
What is an Indicator?



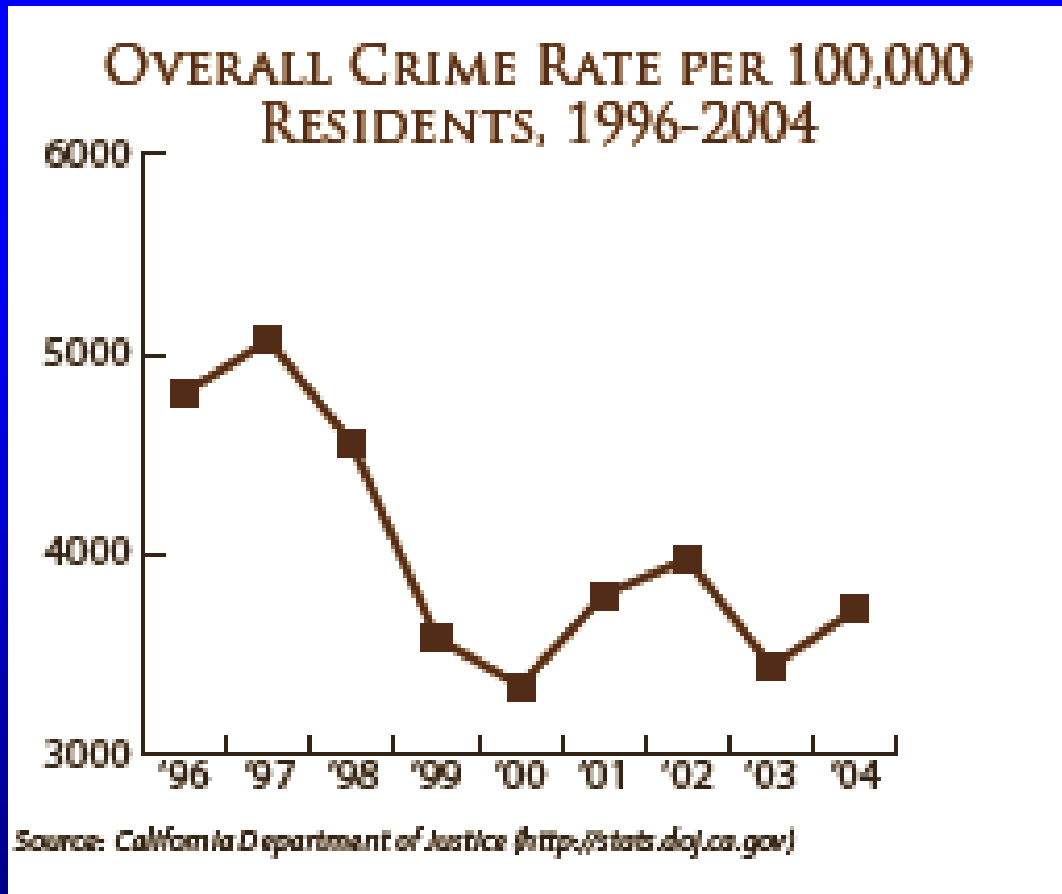
County Comparisons



92% Insured

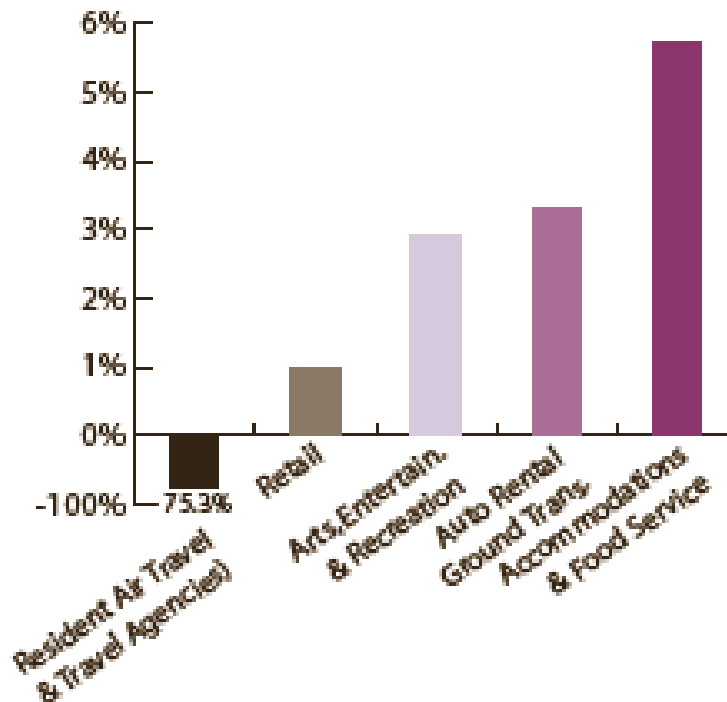


Overall Crime Down

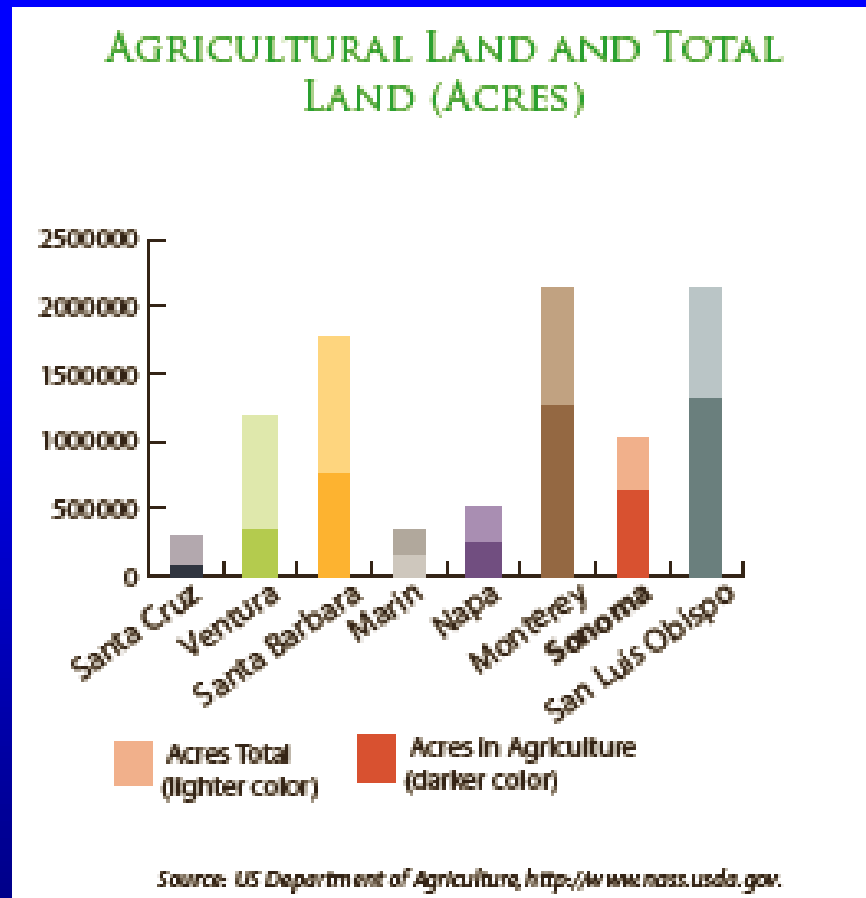


Tourism Spending Up

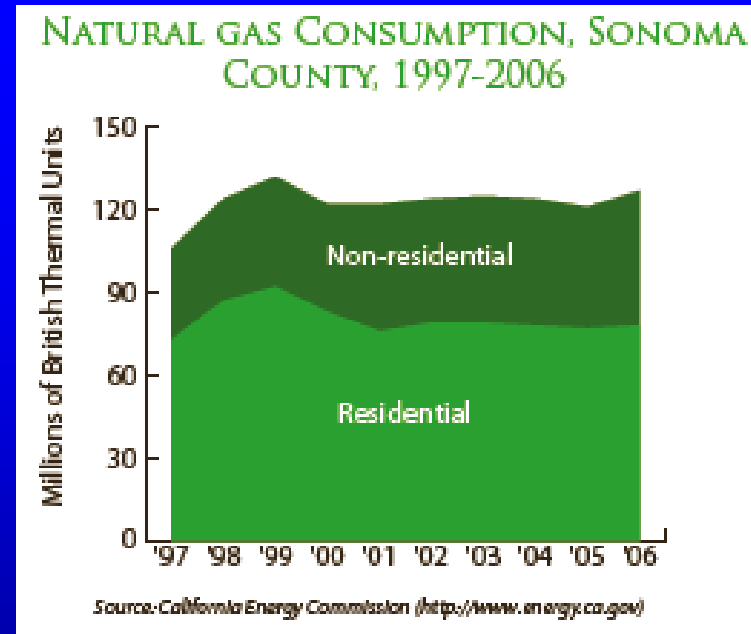
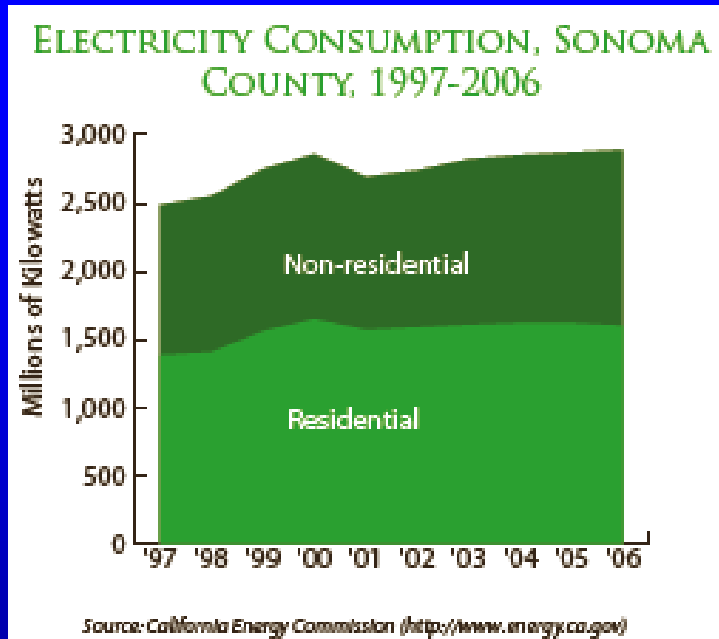
PERCENTAGE CHANGE IN INDUSTRY EARNINGS GENERATED BY TRAVEL SPENDING, SONOMA COUNTY, 2003-2005



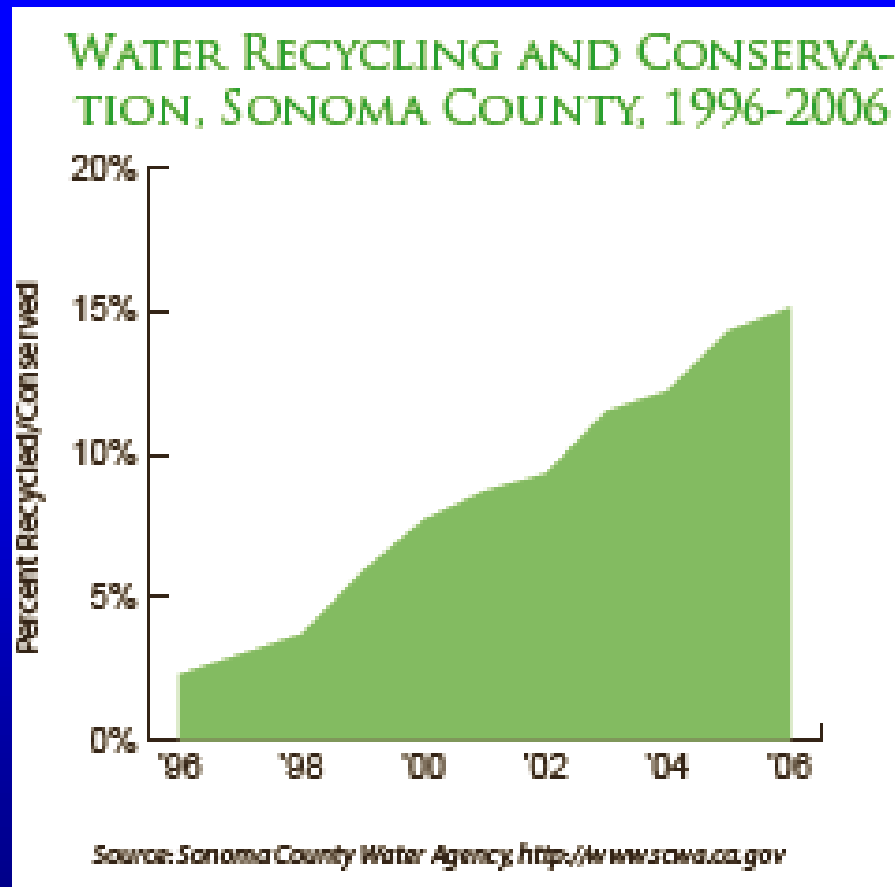
Highest % of Agriculture



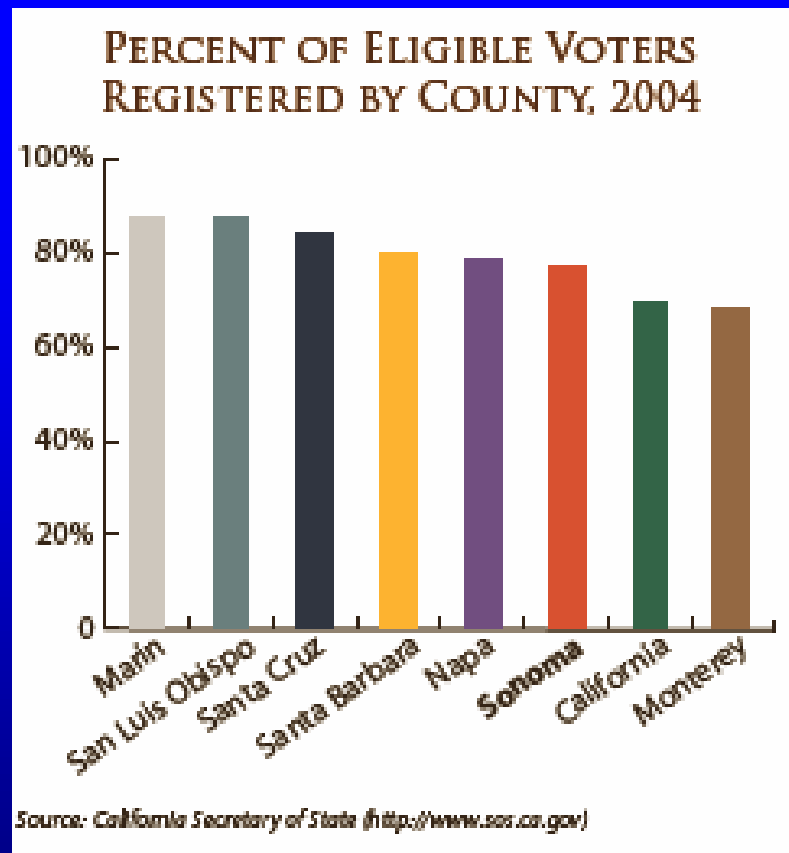
Electricity, Natural Gas Use



Water Conservation Up



Voter Registration Low



Economic Climate

- *Forbes* ranking down
- Solid business formation

Scorecard

SCORECARD: HOW DOES SONOMA COUNTY COMPARE?

PERFORMANCE	sonoma county's performance relative to comparable california counties	sonoma county's performance relative to california average	sonoma county's performance relative to spokane county, wa.
ECONOMY			
unemployment rate	↑	↑	↑
establishment growth	↔	↑	↑
income equality	↑	↑	↑
ENVIRONMENT			
air quality	↔	—	↑
waste per capita	↑	—	—
SOCIETY			
educational attainment	↔	↑	↔
crime rate	↓	↑	↓
TOURISM			
jobs created by tourism	↔	↔	↑
tax receipts generated by tourism	↔	↔	↑
WORKFORCE			
unemployment rate	↑	↑	↑
percent of residents able to afford fair-market housing	↑	↓	↑
HEALTH			
percent of residents with health coverage	↑	↑	↑

Index Report Cards

Economy

Rank	County	Popul. Growth	Rank	Establishment Growth	Rank	Job Growth	Rank	Unemployment Rate	Rank	Avg. Earn.	Avg. Rank
10	San Luis Obispo	8.9	2	8.1	2	10	2	2.6	9	1.6	2.9
12	San Diego	8.1	3	7.1	3	11	3	2.7	8	1.5	3.1
21	Ventura	6.0	9	10	9	12	4	1.7	9	1.0	4.9
14	Contra Costa	5.3	4	9.2	4	13	5	1.9	7	1.2	4.3
63	Sonoma	3.3	9	1.0	9	14	6	1.6	3	0.7	6.9
17	Marin	3.1	5	7.9	5	15	7	1.5	6	1.1	5.5
13	Santa Barbara	0.2	8	6.7	7	17	8	1.3	5	1.0	5.9
23	San Jose	1.0	7	5.7	8	18	9	1.2	4	0.8	6.1
11	Merced	1.7	6	3.3	7	19	10	1.1	3	1.1	7.9

Quality

Rank	County	Income (Per Capita)	Rank	Health Insurance (Percentage)	Rank	College Enrollment	Rank	Workforce Attachment	Rank	Avg. Earn.	Avg. Rank
10	San Jose	16	1	10	1	10	1	11	9	1.3	3.9
12	San Diego	15	2	9.3	2	11	2	11	8	1.1	3.5
14	San Luis Obispo	14	3	10	3	12	3	10	7	1.0	3.7
23	Marin	13	4	10	4	13	4	10	6	1.0	3.7
27	San Francisco	12	5	11	5	14	5	10	5	1.0	3.8
16	San Mateo	11	6	10	6	15	6	10	4	1.0	4.1
22	San Bernardino	10	7	10	7	16	7	11	3	1.0	4.8
25	Orange	10	8	10	8	17	8	10	2	1.0	5.9

Environment

Rank	County	AQ (Number)	Rank	Waste Per Capita	Rank	Avg. Earn.	Avg. Rank
10	San Diego	12	1	10	1	1.0	1
27	Sonoma	13	2	10	2	0.7	2
14	Marin	11	3	11	3	1.0	3
13	Santa Barbara	11	4	11	4	1.0	3
23	San Luis Obispo	13	5	12	5	1.0	3
14	Ventura	10	6	12	6	0.8	7

For the Scorecard legend and an explanation of the Index Report Cards, please see page 36.

Next up...

- **Dr. Steve Cochrane,
Moody's Economy.com**
- **Ph.D, Wharton School**