



SONOMA COUNTY INDICATORS REPORT

INDUSTRY REPORT

2022



ECONOMIC DEVELOPMENT BOARD

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EXECUTIVE SUMMARY

The Sonoma County Economic Development Board is pleased to present this 2022 Local Economic Report. Our research partner, Moody's Analytics, provided the data for this report. For additional information, questions, comments, or suggestions, please contact us at (707) 565-7170 or visit www.sonomaedb.org.

Disclaimer to the Reader: The forthcoming details in this report reflect trends sourced from data gathered during the novel COVID-19 pandemic. Figures, such as employment rates, have been susceptible to great variability and are ever-changing.

HIGHLIGHTS

Economy: Sonoma County's economy proves to be vibrant relative to its Bay Area and regional counterparts. Unemployment rates are one percentage point below national averages and more than two percentage points below the state average. This is in part due to the additional 1,900 business locations and more than 62,000 jobs added to the region. Following the pandemic, Health care and Social Assistance has experience the largest growth than any other industry in Sonoma County.

Workforce: Sonoma County continues to exceed the national and state level for labor force participation rate. This is partially due to Sonoma County's workforce having a larger share of mature workers. As Sonoma County's median age continues to rise, demand for healthcare has spiked and healthcare occupations continue to be the fastest growing occupations in the region. Growth in government and retail trade occupations have also catapulted in Sonoma County.

Housing: Housing continues to be a much discussed topic for Sonoma County. Housing market demand remains strong as median home prices continue to rise. Despite a low rating on the housing affordability index, homeowner vacancy rates were trending downward before the pandemic, at an all time low of 0.3%. Following the pandemic there has been an upward trend hitting an all time high of 9.3% housing vacancy.

Society: The population of Sonoma County continues to age and shrink. All the while, the median age in Sonoma County is higher than regional counterparts. The predominant racial group in Sonoma County is white (61.9%) and the largest ethnic minority group is the Latinx population which is on the rise. Relative to the state and national averages, Sonoma County is well educated with over 70% of its 25 and older population having at least some college educational attainment.

Creative: The Creative Economy is robust and essential to Sonoma County at large. With supportive institutions, such as Creative Sonoma, who awarding almost \$700,000 in grants and contracts in the 2021 year, the Sonoma County creative economy continues to thrive. The creative economy is projected to grow by 2% in the next four years.

Tourism: Tourism is essential to Sonoma County. 2019 marked a record setting year for Sonoma County Airport foot traffic and total destination spending by tourists. However, in the face of COVID-19, Sonoma County's tourism industry has taken a large hit. With low hotel occupancy rates and a nearly 60% decline in airport foot traffic in, Sonoma County's tourism industry was able to rise above it's challenges and bring airport traffic back up by 55% from 2020, nearing 2019's totals.

Health: Health is a demonstrated priority for Sonoma County Residents when looking at health metrics relative to state and regional averages. Uninsured residents have been on a steep decline for the past decade and compared to similar regions, Sonoma County adults report low rates of fair/poor health.

Environment: Sonoma County remains the cleanest and best environment in the region, with the greatest amount of good air quality days and decreasing green house gas emissions (GHGs). The decrease in GHGs is in part due to over 99% of energy production in Sonoma County being renewable. The greatest contributor to this feat are the geo-thermal facilities nestled in the Mayacama Mountains.



CITIES & TOWNS

	Total Population	Unemployment Rate	Median Home Sales Price	Median Household Income	Number of Households	Labor Force Participation Rate
Cloverdale	8,881	3.4%	\$646,500	\$90,204	3,330	63.9%
Cotati	7,642	4.2%	\$635,000	\$87,284	3,074	67.6%
Healdsburg	11,266	4.0%	\$985,000	\$113,832	4,455	63.6%
Petaluma	59,102	3.7%	\$846,000	\$108,604	22,936	64.8%
Rohnert Park	45,017	3.3%	\$635,000	\$81,073	17,107	67.1%
Santa Rosa	178,465	4.4%	\$675,000	\$87,505	66,973	64.7%
Sebastopol	7,358	4.7%	\$1,095,000	\$101,911	3,356	65.4%
City of Sonoma	10,621	6.2%	\$962,500	\$99,644	4,907	61.2%
Windsor	25,452	3.9%	\$745,000	\$115,310	8,970	66.4%

Source: ESRI (www.bao.arcgis.com), EMSI (www.economicmodeling.com), U.S Census Bureau (www.census.gov)
 Bay Area Real Estate Information Services (<https://bareis.com/my-bareis/statistics.html>)

ECONOMY

Seasonally Unadjusted Unemployment Rate

In 2021, Sonoma County's annual unemployment rate was measured at 5.5%. Unemployment has had its challenges since the beginning of the pandemic, but the numbers are gradually becoming better over time. Among comparable counties, Sonoma's unemployment ranked third lowest. From 2017-2021, Sonoma County's unemployment rate has increased from 3.4% to 5.5%. California as a whole experienced a 2.5 percentage point rise in unemployment from 2017-2021 from 10.4% to 4.8%. Since 2000, the county's long-term trend saw a modest rise in unemployment following the dot com crash, followed by a period of stability until the onset of the Great Recession in 2008. Unemployment crested in January 2011 at 11.1%, before steadily declining throughout the 2010s.

Percent of Population Below Poverty Line

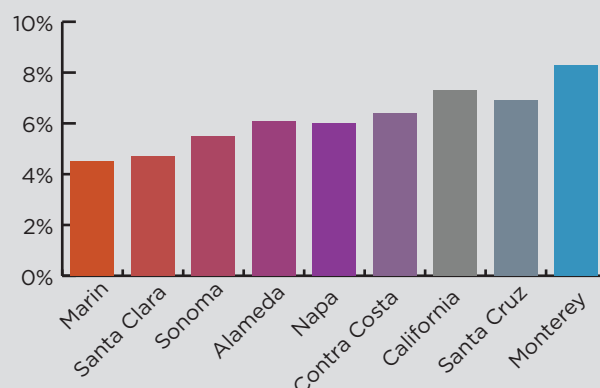
Similar to the state trend, all Bay Area counties have seen a reduction in the population of people living below the poverty line. Sonoma County has seen a drop from 13.1% in 2010 to 7.8% in 2020.

GRP by County

Sonoma County has been a leader in gross regional product compared to similar regions from 2016 to 2020. In 2020, Marin County's GRP (\$31.5B) surpassed that of Sonoma County (\$31.3B). Monterey's 2020 GRP was \$27.1B, followed by Santa Cruz (\$15.8B) and Napa (\$11.2B).

Unemployment Rate

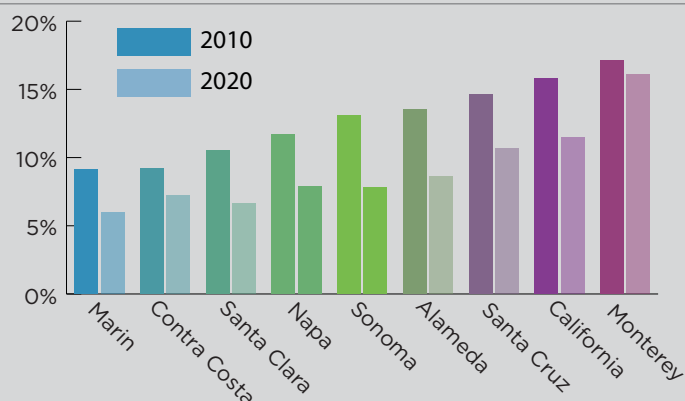
Seasonally Unadjusted, 2021



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

Percent of Population Below Poverty Line

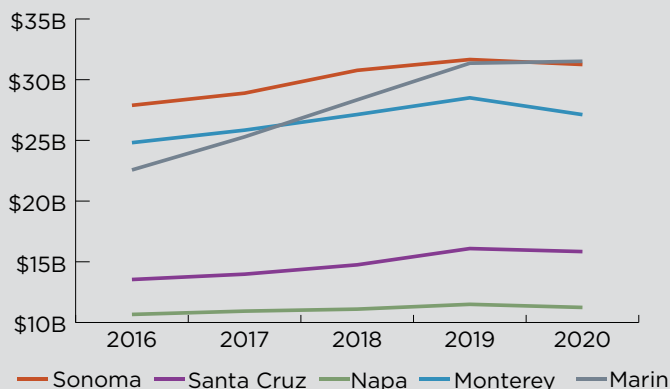
2010 & 2020



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

GRP

Billions of Dollars (2016-2020)



Source: Bureau of Economic Analysis (www.bea.gov)

ECONOMY

GRP by Industry

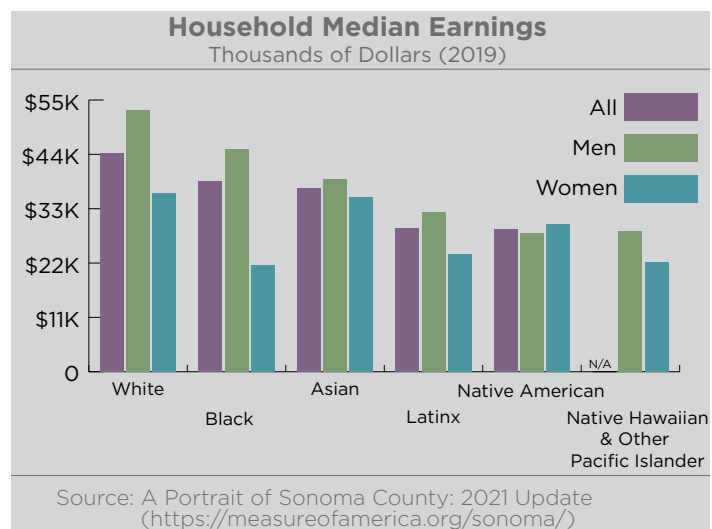
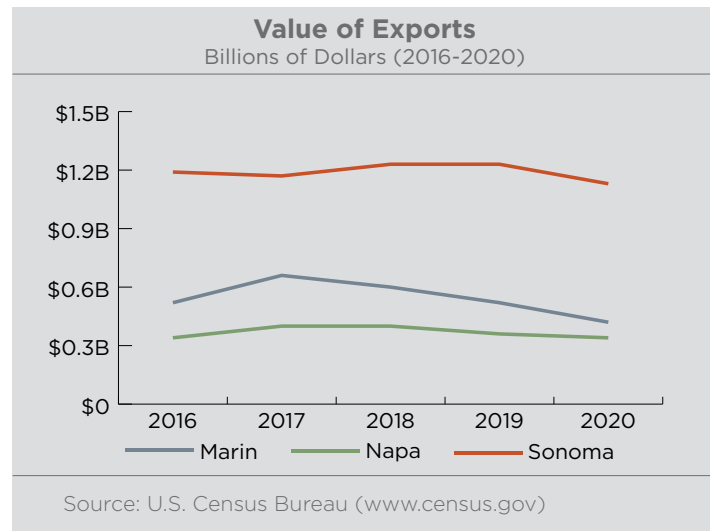
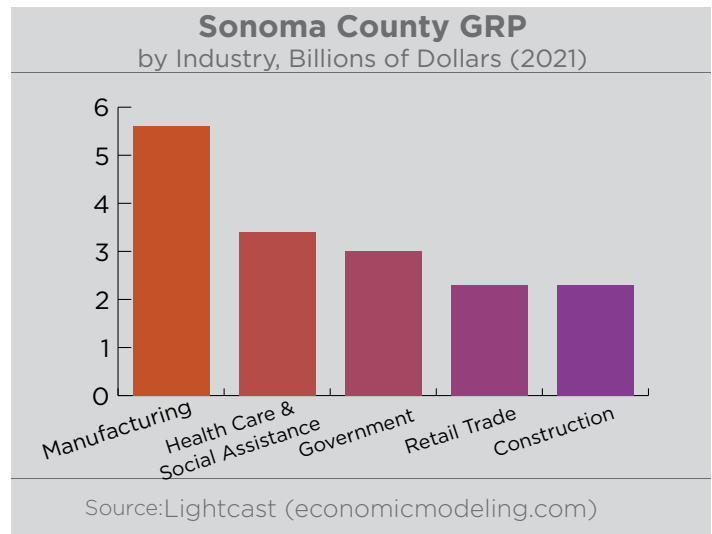
Sonoma County's diverse manufacturing cluster continues to bring value for the region's GRP. Manufacturing comprises 15.4% of the county's total GRP with \$5.6B, followed by Healthcare & Social Assistance (11.1%) with \$3.4B, Government (9.5%) with \$3.0B, Construction (7%) with \$2.3B, and Retail Trade (7%) with \$2.3B.

Value of Exports

Sonoma, Napa, and Marin counties' gross regional products are all due in part to their robust respective manufacturing industries. Sonoma and Napa rely on beverage manufacturing, while Marin relies on chemical/medical manufacturing. Sonoma County has consistently ranked higher by value of exports, finishing 2020 with \$1.13B in exports. Marin brought in \$0.4B, and Napa \$0.3B.

Household Median Earnings by Gender, Race, and Ethnicity

Household median earnings in Sonoma County are highest for White men, with \$52,989, followed by Black men (\$44,958), and Asian men (\$38,927). Black women earn \$31,380 less than White men, or 40% of a White man's dollar.



ECONOMY

Household Median Income by County

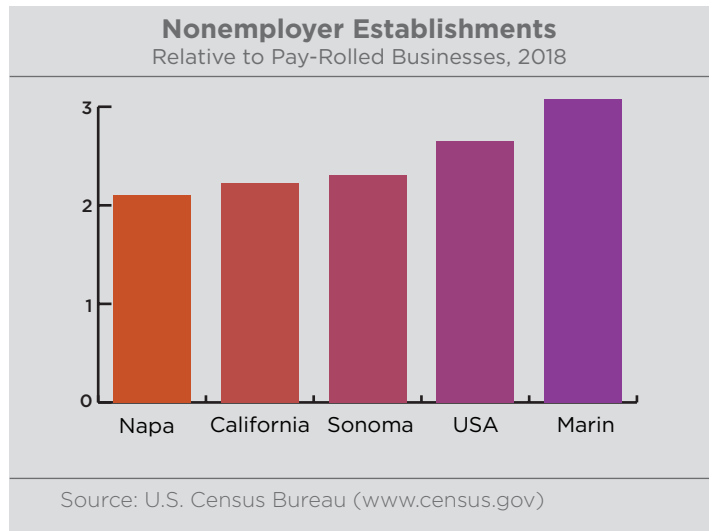
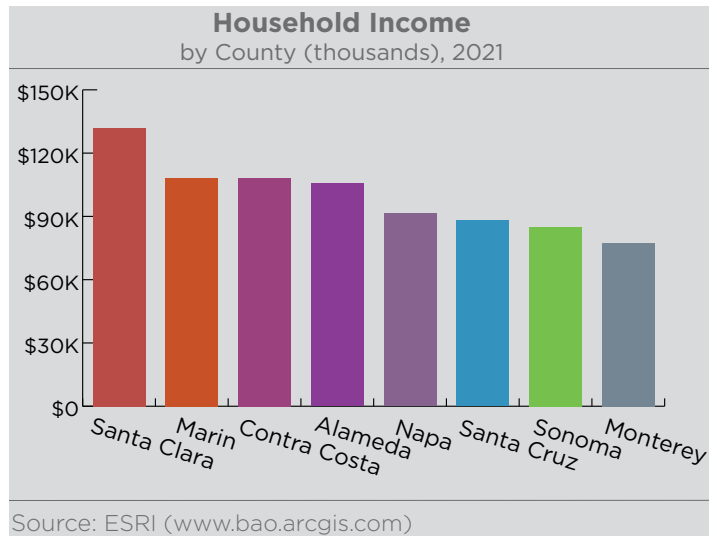
Note: Due to the delayed 2020 Census data release, 2021 data is estimated by Esri Business Analyst Online.

As of 2021, Sonoma County's median household income was \$84,978. The only Bay Area county that had a lower median household income was Monterey (\$77,453). The other Bay Area counties are ranked as follows; Napa (\$91,451), Santa Cruz (\$88,030), Contra Costa (\$108,209), Alameda (\$105,545), Marin (\$108,240), and Santa Clara (\$131,856).

Non-Employer Establishments

Note: Due to the delayed 2020 Census data release, 2018 data is the most recent data available.

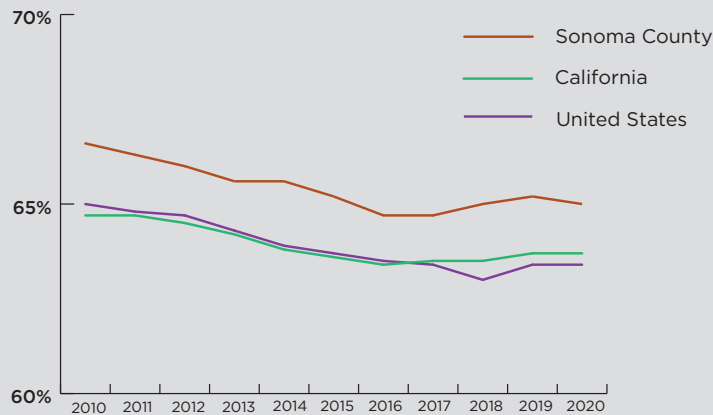
A non-employer establishment (NES) is defined by the US Census Bureau as an establishment that has no paid employees and is subject to federal income tax. NES data allow us to have a better understanding of the role entrepreneurship has in Sonoma County. The figure to the left shows how many non-employer establishments there are to every one pay-rolled business location. Sonoma County (2.3:1) ranks higher than the state (2.2:1) for non-employer establishments to pay-rolled business locations, but lower than the nation (2.65:1). Marin (3.07:1), ranking higher than all of the listed geographies, has a fewer number of non-employer establishments than Sonoma county, 38,207 and 46,153 respectively. However, because Marin County has a lower amount of pay-rolled business locations (12,437), they rank higher in this particular ratio.



WORKFORCE

Labor Force Participation Rate

Sonoma County (2010-2020)



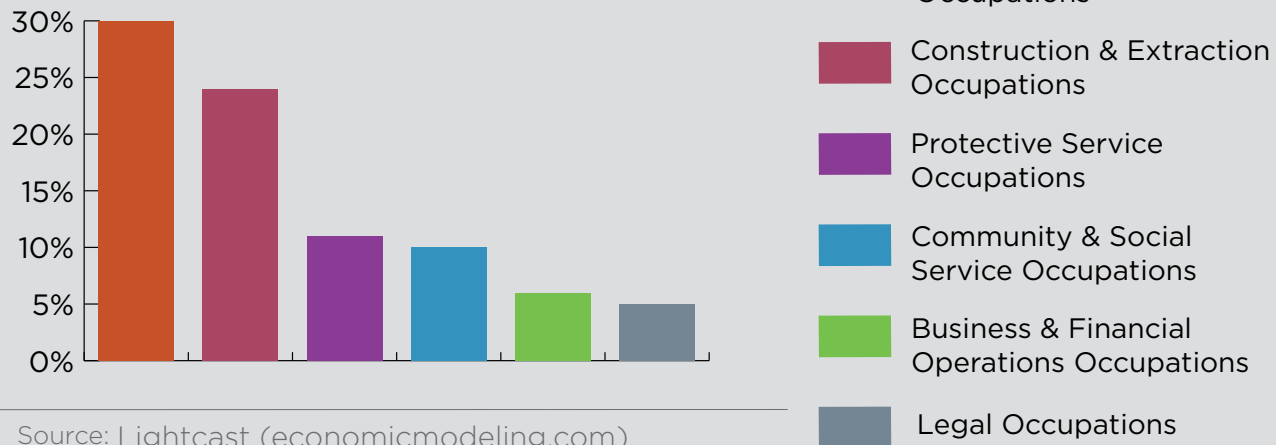
Source: U.S. Census Bureau (www.census.gov)

Labor Force Participation Rate

The labor force participation rate has seen a limited steady decline over the last decade. During this corresponding time, Sonoma County has stayed consistently higher than the state and country rate by an average of 1.6%. With an older than average workforce, the 2020 Sonoma County labor force participation rate was at 65%, while the state placed 63.7% followed by the United States rate of 63.4%.

Fastest Growing Occupations

Sonoma County (2016-2021)

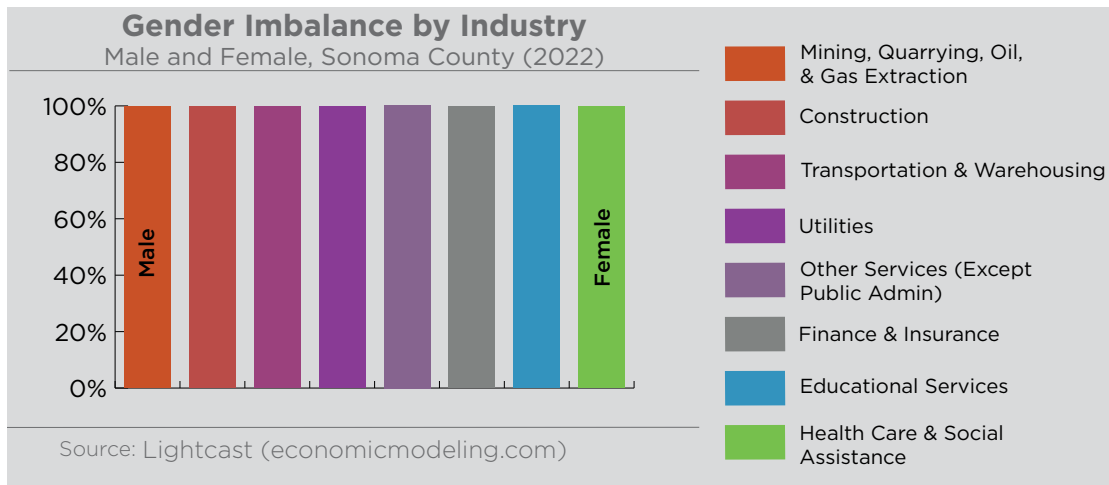


Source: Lightcast (economicmodeling.com)

Fastest Growing Occupations

The largest percent change in jobs from 2016 to 2021, according to 2-digit SOC codes, comes from Healthcare Support Occupations (30%), followed by Construction & Extraction Occupations (24%), Protective Service Occupations (11%), Community & Social Service Occupations (10%), Business & Financial Operations Occupations (6%), and Legal Occupations (5%). In the next five years, Healthcare, Protective Service, and Construction Occupations are predicted to experience the highest amount of growth. Life, Physical, and Social Science Occupations and Healthcare Practitioners and Technical Occupations are also predicted to be in the top 5 for job growth.

WORKFORCE



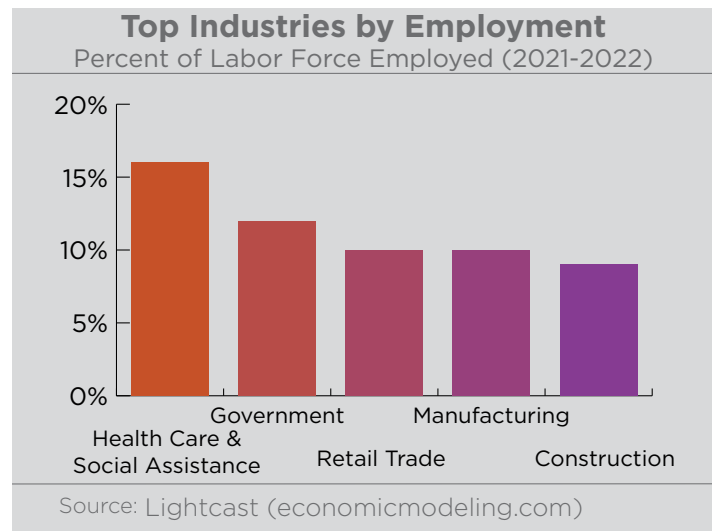
Gender Imbalance by Industry

In Sonoma County, the most male-dominated industry is the Mining, Quarrying, Oil, and Gas Extraction industry, with 82% of the workforce identifying as male. The most female dominated industry is Health Care & Social Assistance, with 74%

identifying as female. Nationally, the construction industry in the US is 86% male and the healthcare industry is 76% female. The most balanced industries in Sonoma County are real estate as well as the arts, entertainment and recreation industries; both industries have a workforce that is composed of 51% male and 49% female. Nationally, the most gender balanced industry is retail trade which is split evenly at 50%.

Top Industries by Employment

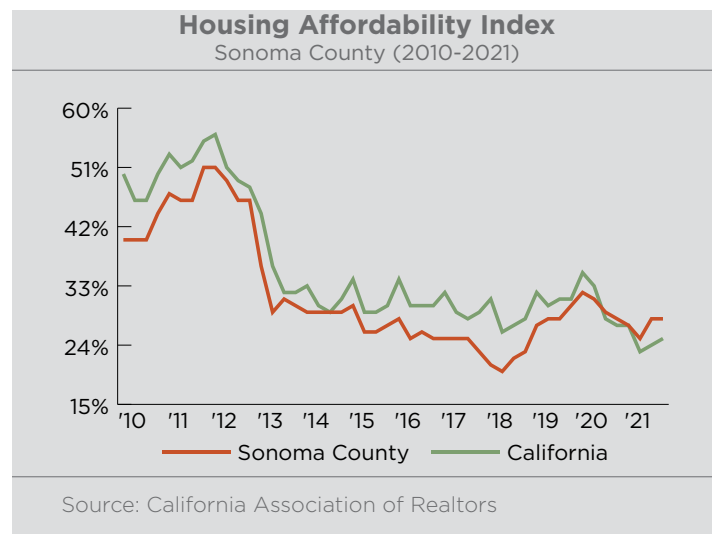
The Health Care & Social Assistance industry employs 16% of the Sonoma County labor force with 34,245 jobs in 2022. Government jobs represent 12% of the labor force with 25,890 jobs, followed by Retail Trade (10%) with 24,220 jobs, Manufacturing (10%) with 23,081 jobs, and Construction (9%) with 20,552 jobs.



HOUSING

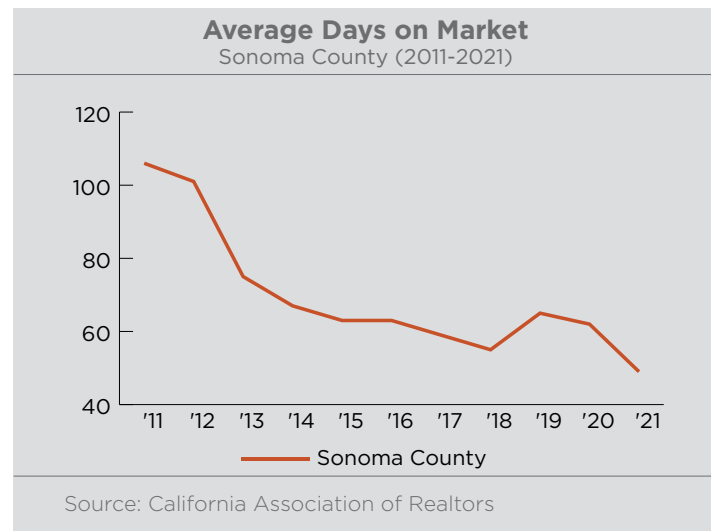
Housing Affordability Index

The Housing Affordability Index (HAI) measures the percentage of households that can afford to purchase the median priced home in a region. Up until Q3 2020, Sonoma County consistently fell below the California HAI, indicating that Sonoma County's median home price was more expensive than the state median. Since 2012, California and Sonoma County's HAI's have fallen drastically, with Sonoma County recording an HAI of 28% and California 25% by Q4 2021. Compared to other neighboring counties, Sonoma County remains more affordable: Alameda (20%), Marin (23%), Monterey (19%), Napa (24%), Santa Clara (22%), Santa Cruz (17%).



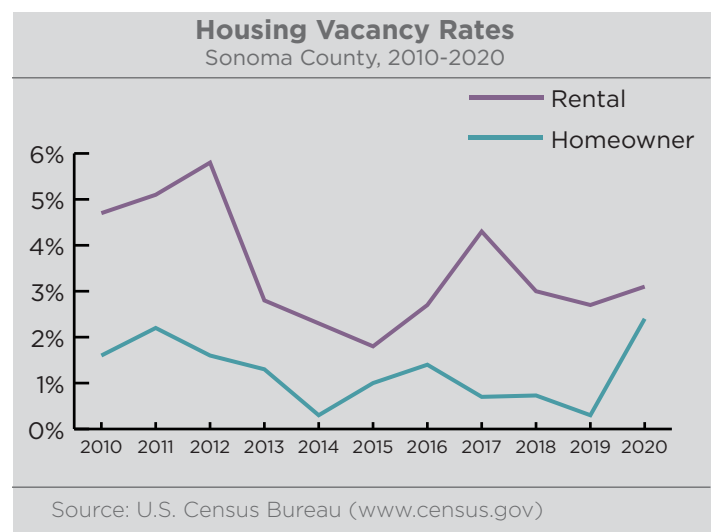
Days on Market

Over the past decade, the average number of days a house remains on the market has plummeted from 106 in 2011 to 49 in 2021, a 54% decrease. This significant decrease in days on market could be due in part to Sonoma County's proximity to the greater Bay Area. Sonoma County has a relatively higher HAI compared to other Bay Area counties, while the other Bay Area counties have a higher median household income. The quick selling inventory could be the result of a trade off that commuters are making, sacrificing a longer commute to work for more affordable housing.



Housing Vacancy Rates

Average vacancy rates have been on the decline in Sonoma County's housing market. This could be in part due to Sonoma County being an attractive tourist destination. According to the US Census Bureau, vacation homes made up almost 4.5% of all housing units in 2019, which is significantly higher than the California (2.57%) and national (3.86%) averages. Even with the decreasing vacancy rate, housing stock grew by 3,046 dwellings, approximately 1.5% between 2018 and 2019, according to the US Census Bureau.



HOUSING

Median Rent

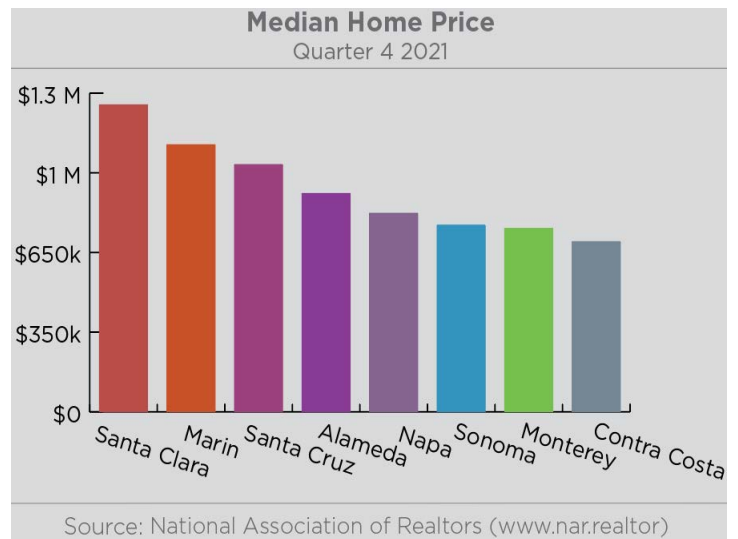
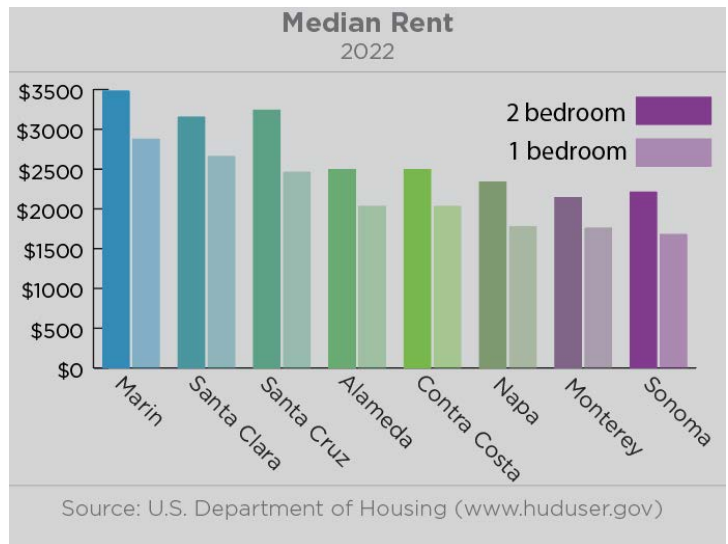
As median rent continues to rise, Sonoma County fares well relative to its Bay Area neighbors. With a median 1-bedroom rent of \$2,215 Sonoma County has the lowest median rent of the Bay Area counties. Considering its proximity to the Bay Area, it is likely that rent will continue to increase in Sonoma County in the years to come.

Median House Price

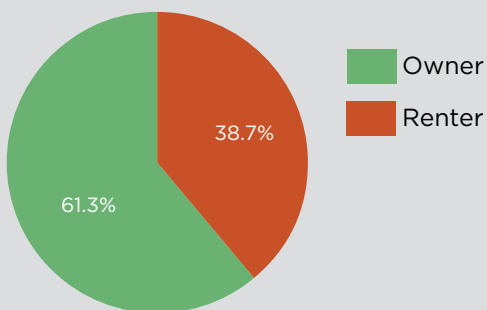
The median sale price of existing single-family homes recorded in Q4 2020 across Bay Area counties shows Sonoma County to have a relatively low median sale price of \$678,000. This is exceptionally low compared to Santa Clara County, with a median home price of \$1.1 million and Marin County, with a median home sale price of \$980,000. Contra Costa (\$626,000) and Monterey (\$633,000) counties were the only two with lower median home prices.

Occupied Housing Units

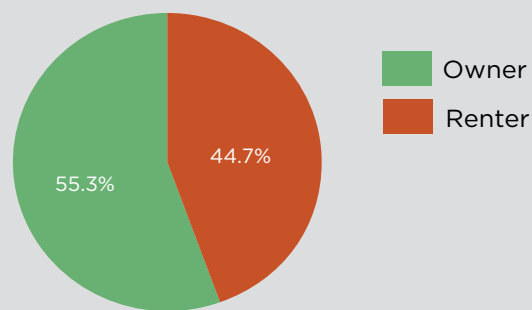
The majority of housing units in Sonoma County are occupied by homeowners. In 2020, it is estimated that 118,640 housing units were occupied by homeowners (61.3%) and 67,984 housing units were occupied by renters (38.7%) comparative to California where (55.3%) of housing units are occupied by homeowners and (44.7%) are occupied by renters.



Occupied Housing Units
Sonoma County (2020)



Occupied Housing Units
California (2020)



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

HOUSING

Renters Facing a Housing Burden

There appears to be a racial and ethnic discrepancy when it comes to the high rental burden faced by renters in Sonoma County. A high rental burden means they spend more than 30% of their incomes on rent. 68% of Black renters face a high rental burden, followed by Latino renters (59%), white renters (53%), and Asian renters (52%).

Disparities in Homeownership

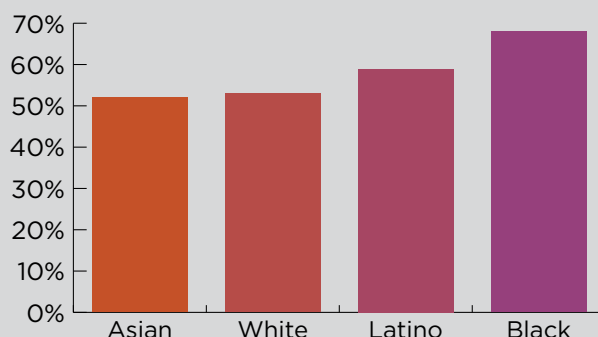
There are also racial and ethnic discrepancies for owning a home in Sonoma County. 66% of Asian and white populations are homeowners, while just 39% of Latinos are homeowners, and only 34% of Blacks are homeowners. Furthermore, white homeowners own homes with the greatest median home value (\$600K), followed by Asian homeowners (\$550K), Black homeowners (\$500K), and Latino homeowners (\$450K).

Racial Ethnic Demography Renter & Owner Occupied Housing Units

There appears to be a racial discrepancy when it comes to owning a home in Sonoma County. The majority of Sonoma County home owners are white. 88% of single family homes owners are white, while only 62.5% of Sonoma County's total population is white. This is the greatest racial/ethnic over-representation among Sonoma County home owners.

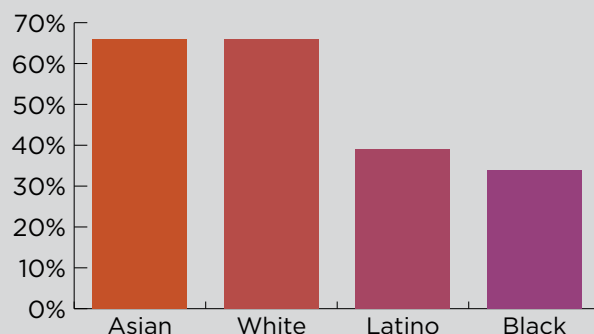
Among Sonoma County renters, the majority are also white, but it is more representative of Sonoma County's demographics as a whole. Among the renting population in Sonoma County, the second largest demographic is the Latinx population. 30.4% of renters identify as Latinx, while only 27.6% of the population does.

Renters Facing a Housing Burden
Sonoma County (2021)



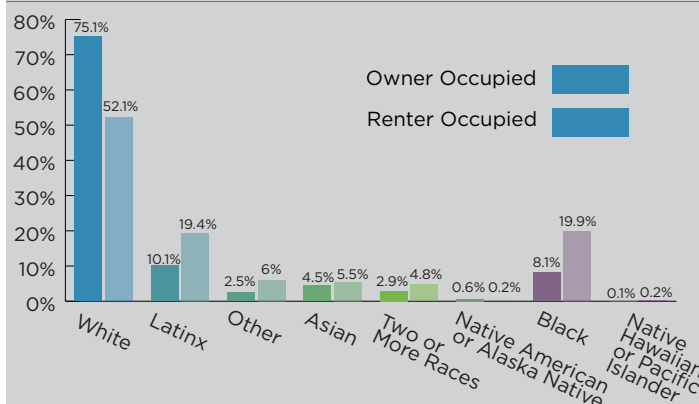
Source: A Portrait of Sonoma County: 2021 Update
(www.measureofamerica.org/sonoma)

Homeownership
Sonoma County (2021)



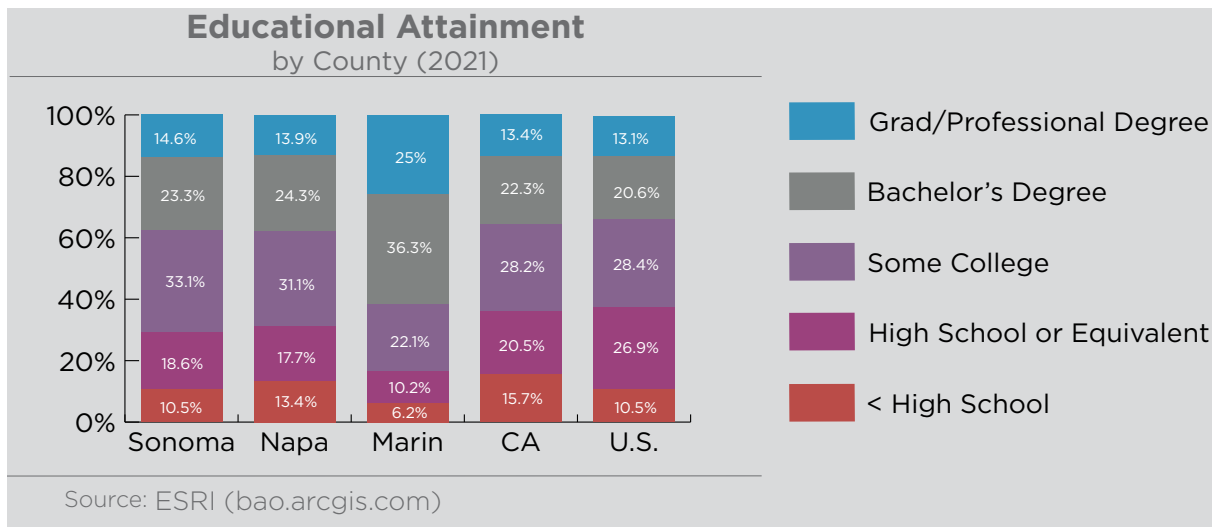
Source: A Portrait of Sonoma County: 2021 Update
(www.measureofamerica.org/sonoma)

Racial/Ethnic Demography Owner & Renter Occupied Housing Units (2020)



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

SOCIETY



Educational Attainment by County

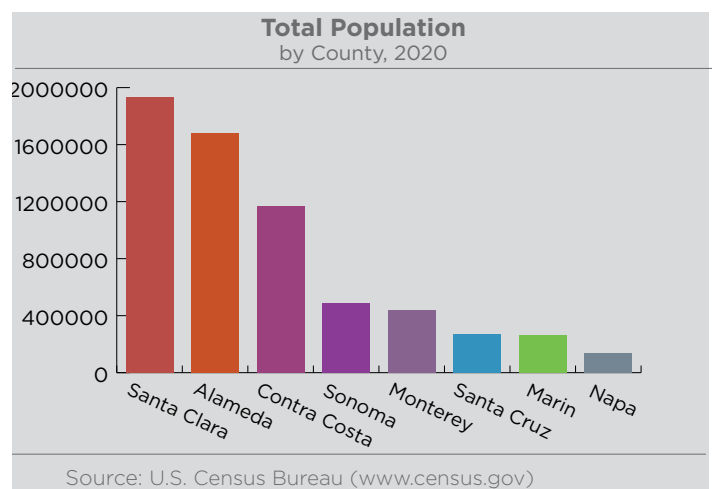
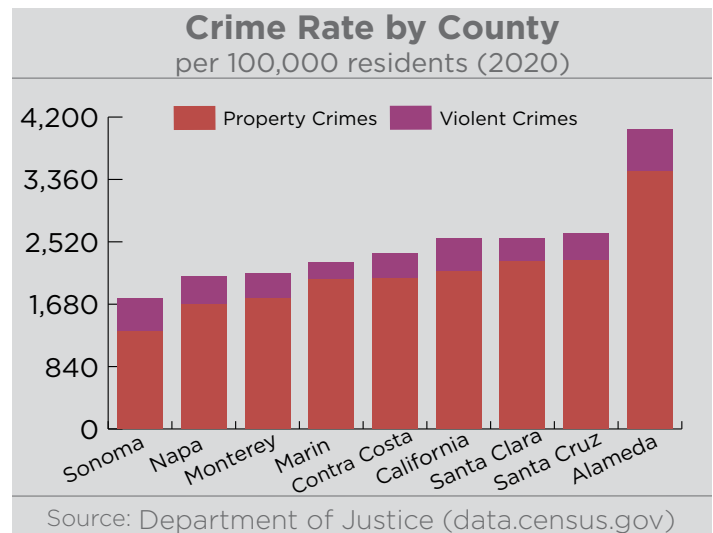
Sonoma County out performs the California average in rates of attending Some College, attaining a Bachelor's Degree, and attaining a Graduate/Professional degree. It still trails Marin County in Bachelor's and Grad/Professional Degree attainment. In terms of attaining at least a high school diploma, Sonoma County aligns with the U.S. average (89.5%).

Crime Rate by County

The 2020 crime rate data reveals Sonoma County has among the lowest crime rates in the Bay Area. This is particularly true regarding property crime rates, where Sonoma County has the lowest rate (1,312 per 100,000 residents). When factoring in both property and violent crimes, Sonoma County ranks lowest among other Bay Area counties. Crime rates are related to public safety, an important indicator for societal health.

Total Population by County

Sonoma County's population continues to shrink. In 2020, Sonoma County was estimated to have 488,863 residents. This is 14,386 less residents than in 2016. Prior to 2016, Sonoma County sustained continuous population growth. However, devastating wildfires and rising housing costs have likely been responsible for the recent population decline.



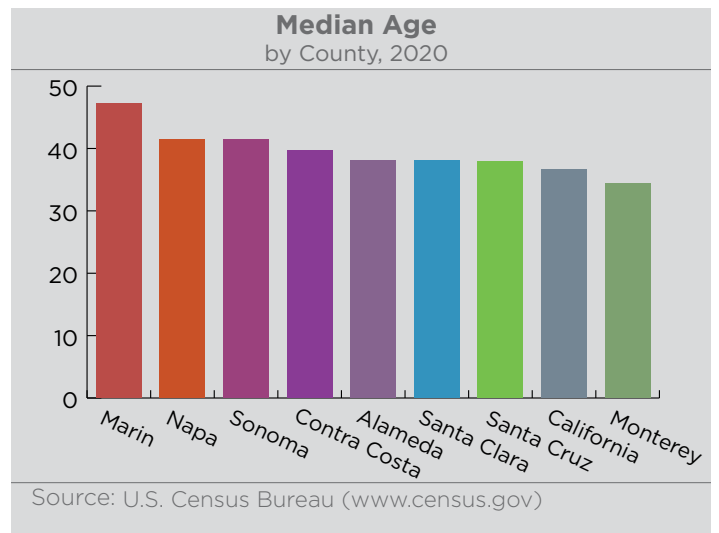
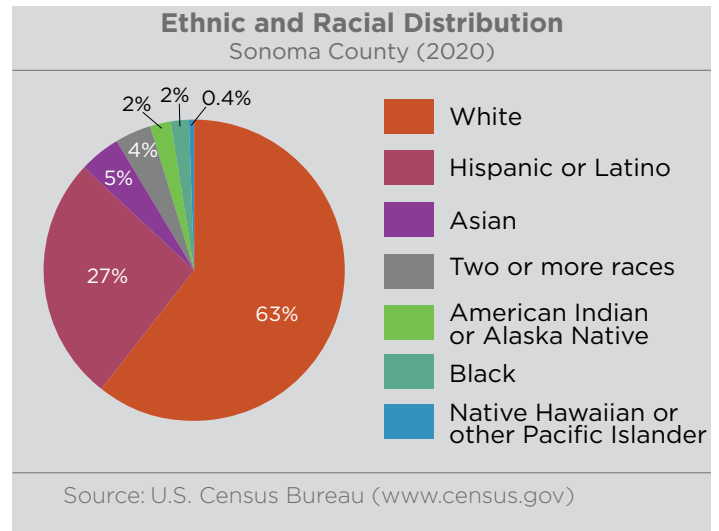
SOCIETY

Ethnic/Racial Distribution

The 2021 population of Sonoma County is predominantly white (61.9%). Individuals of Latino or Hispanic origin represent the largest minority group, accounting for over a quarter of the population (27.3%). Other ethnic and racial groups represent a smaller portion of the population: Asian (4.6%), Two or More Races (4%), American Indian or Alaska Native (2.2%), Black (2.1%), and Native Hawaiian or other Pacific Islander (0.4%). Over time, the White population appears to be decreasing, while the Hispanic and/or Latino population is growing.

Median Age

Sonoma County has the second highest median age compared to neighboring counties at 41.4 years. It falls behind only Marin County (47.2 years) and is equivalent to Napa's median age. This aging population in the county could be partially responsible for the robust growth that the healthcare industry has experienced in Sonoma County. The largest age cohort in the county is persons 40-59 years old (26.2%), followed by persons 30-49 years old (25.1%).



CREATIVE

Creative Economy Percent of Total Employment

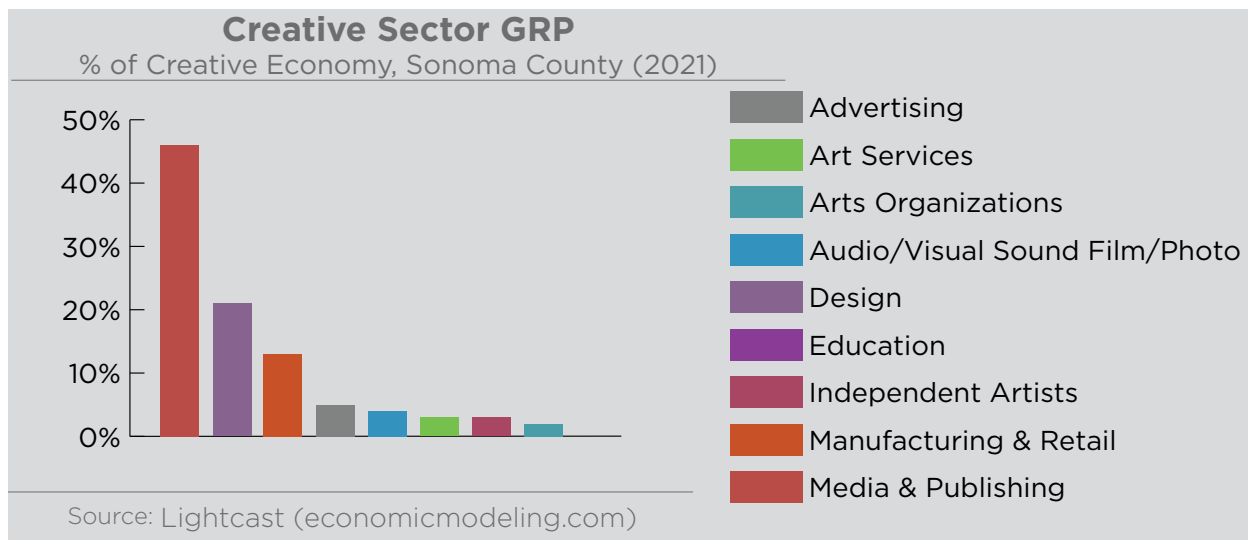
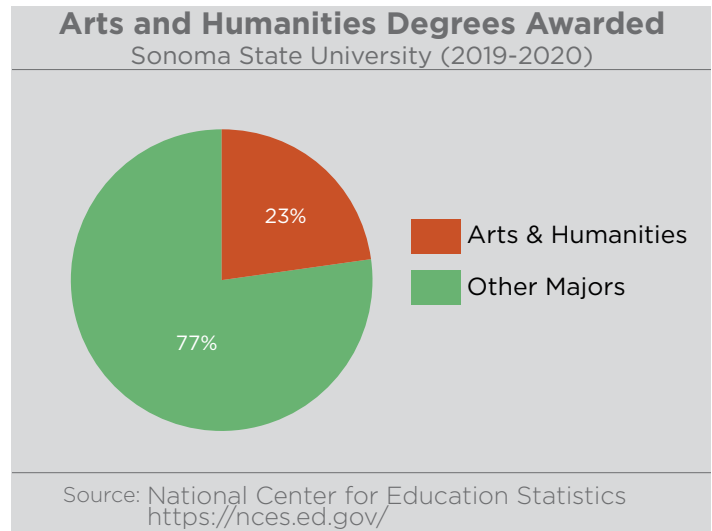
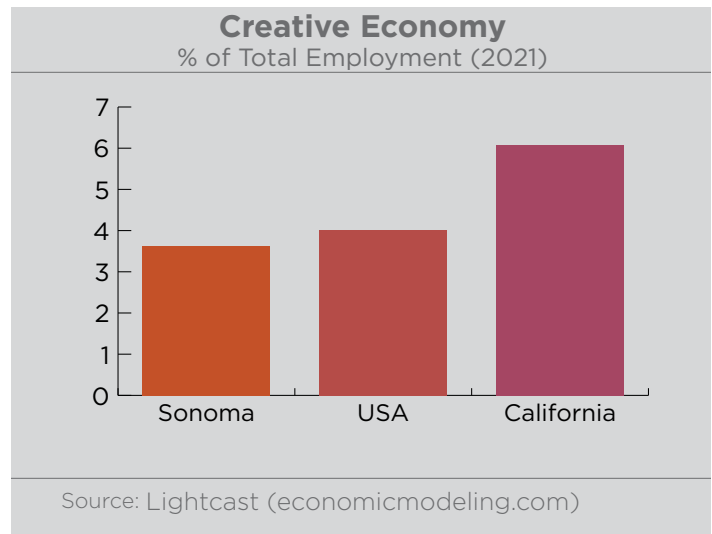
Sonoma County's creative economy accounts for 3.6% of total employment. This is just under the United States average of 4%, and the California average of 6%. Top creative industries by number of jobs in Sonoma County include Wired Telecommunications Carriers, Custom Computer Programming Services, Independent Artists, Writers, Performers, Architectural Services, and Newspaper Publishers.

Arts & Humanities Degrees Awarded

Sonoma State University awarded almost 2,000 degrees during the 2020-21 school year. The programs within the university that awarded the most degrees include Business, Management, Marketing & Related Support Services (400), Social Sciences (284), Psychology (197), Liberal Arts & Sciences, General Studies & Humanities (117), and Education (91).

Creative Sector GRP

From Bureau of Labor Statistics' Arts and Cultural Production Satellite Account definition of the creative economy, the largest producing sector in Sonoma County was the Media & Publishing Industry, which accounted for 46% of the creative economy's GRP. This sector includes industries such as Wired Telecommunication Carriers, Book Publishers, and News Publishers.



CREATIVE

Creative Economy by Age

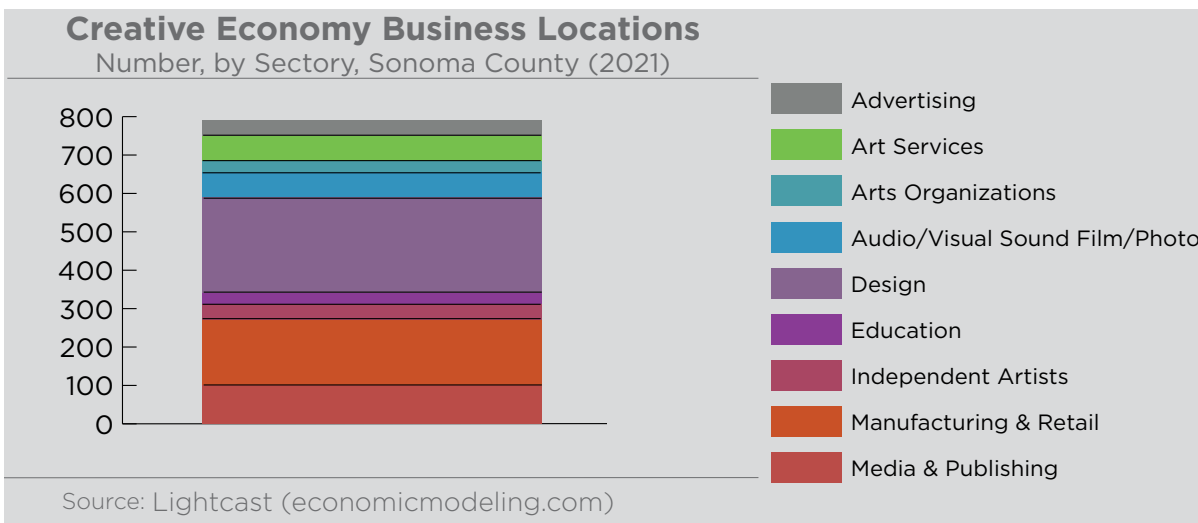
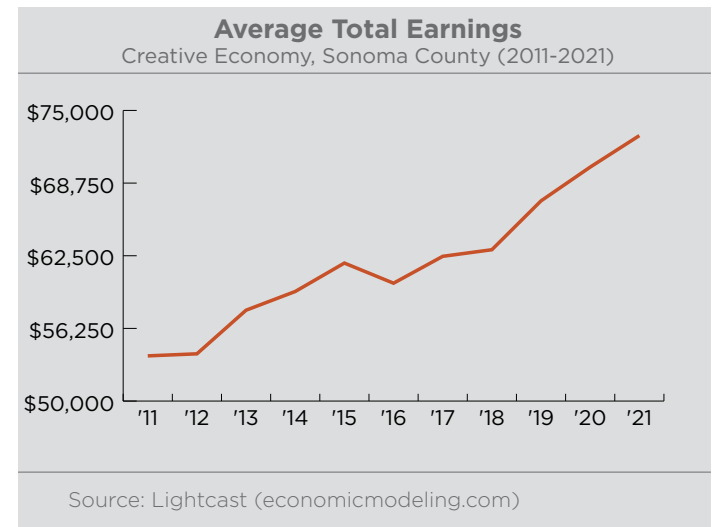
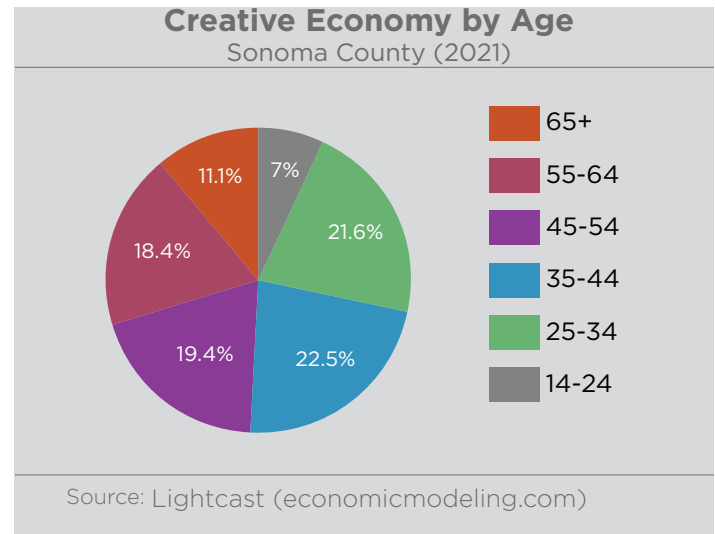
Sonoma County's creative economy skews younger than the county's overall demography. The largest age cohort in the creative economy are those between the ages of 35 and 44, accounting for 22.5% of the creative economy. The second and third largest age cohort are people between the ages of 25 and 34, accounting for 21.6% and the ages of 45-54 accounting for 19.4% of the creative economy.

Average Total Earnings

Average annual earnings have increased in the creative economy over the past decade. Since 2011, earnings have risen 35% from \$53,887 in 2011 to \$72,834 in 2021. The top earning industries include Custom Computer Programming Services (\$143K), Software Publishers (\$128K), Periodical Publishers (\$107K), Book Publishers (\$105K), and Architectural Services (\$100K). Lowest earning industries include Fine Arts Schools (\$23K), Book Stores (\$26K), and Motion Picture Theaters (\$28K).

Creative Economy Business Locations

Design (249), Manufacturing & Retail (170), and Media & Publishing (99) represent the bulk of business locations for creative economy sectors in Sonoma County.



TOURISM

Destination Spending

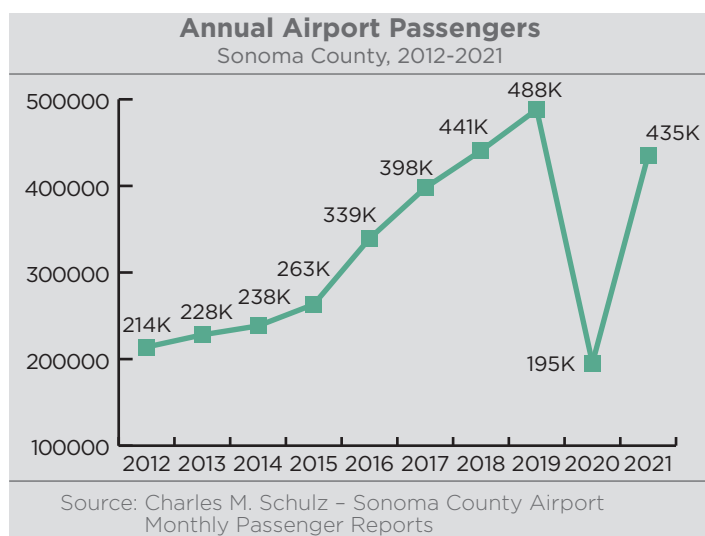
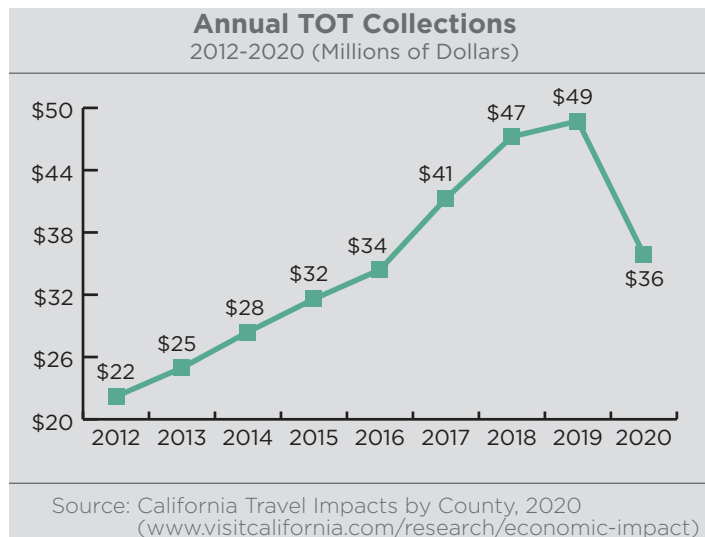
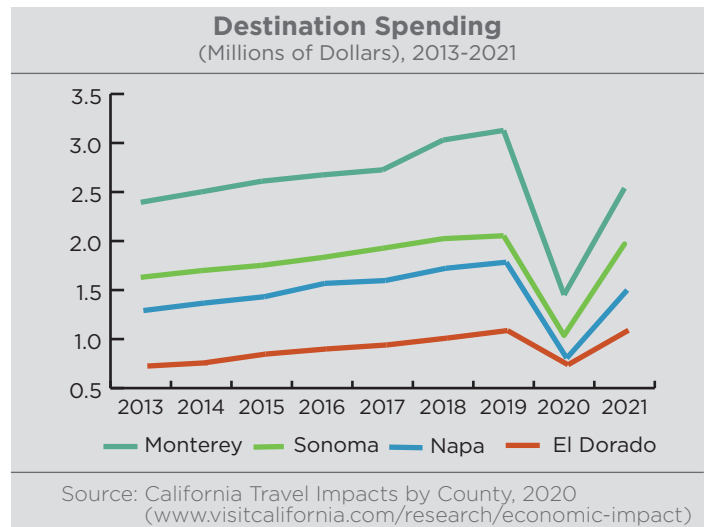
Destination spending is the total amount spent by visitors in Sonoma County. This indicator includes all spending on accommodations, wine activities, retail, and other tourism-related purchases. The most recent figures show that Sonoma County's destination spending decreased by 49.5% from \$2.1 billion in 2019 to \$1.97 billion in 2021.

Annual TOT Collections

TOT revenues in Sonoma County decreased 26.3% from \$48.7 million in 2019--the highest ever collected in Sonoma County--to \$35.9 million in 2020.

Airport Passengers

Arrivals at Charles M. Schulz-Sonoma County Airport plummeted 60% after bringing in 488,000 passengers in 2019. Since 2012, passenger traffic at the Airport has increased each year, with the exception in 2020 due to COVID-19. During this slower period, Charles M. Schulz-Sonoma County Airport initiated construction of its Terminal Improvement and Modernization Project, which is expected to be completed by fall of 2022. Airport traffic increased by 55%, but has not yet hit pre-pandemic levels.



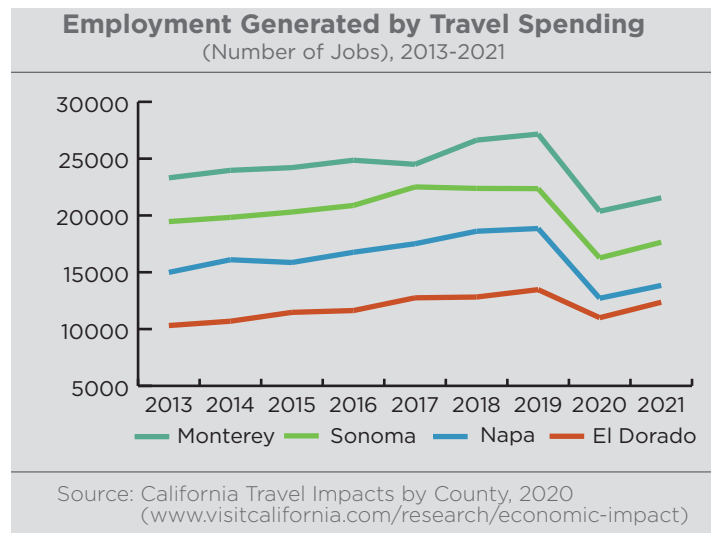
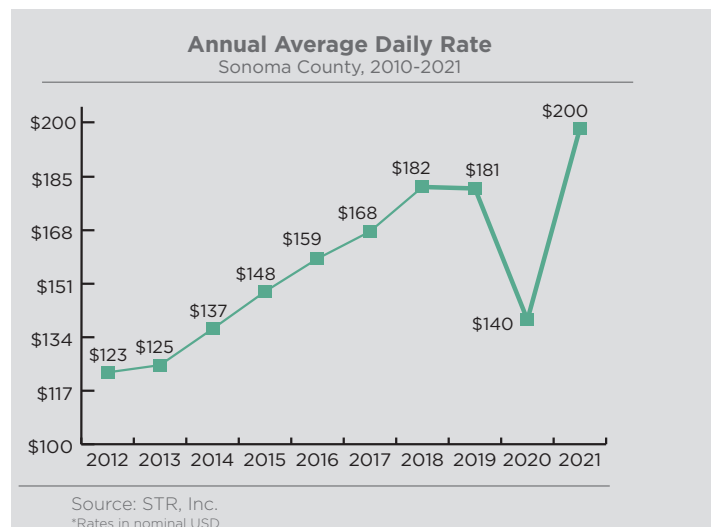
TOURISM

Annual Average Daily Rate

Average daily rate (ADR) represents the average amount spent on accommodations by a visitor per room night in Sonoma County. 2020 is the first year that this number has decreased since 2010. For 2020, the average daily rate fell by 22.7% over the previous year to \$140. The ADR for Sonoma County in 2021 saw a steep increase and the highest number in the last decade, sitting at an average of \$200 a night, and a 42.9% increase from the previous year.

Employment Generated by Travel Spending

With 17,640 jobs generated by tourist destination spending, Sonoma County ranks second against comparable counties - Monterey generated 21,550 tourism jobs, Napa generated 13,840 tourism jobs, and El Dorado generated 12,360 tourism jobs in 2021.



HEALTH

Adult Obesity

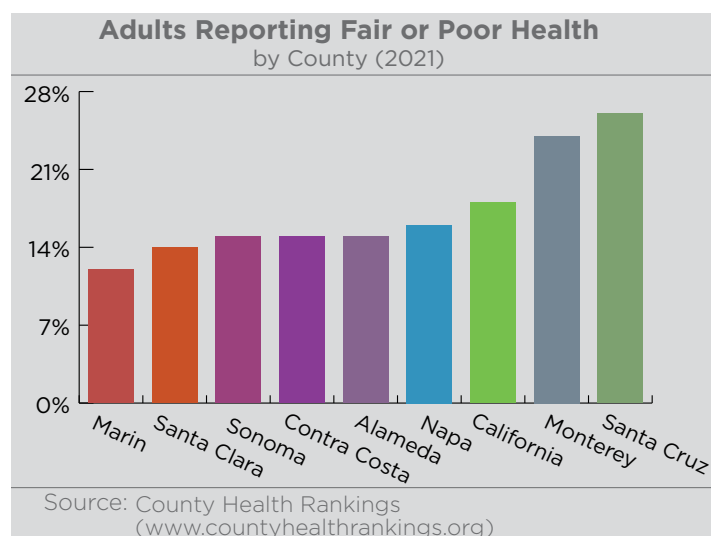
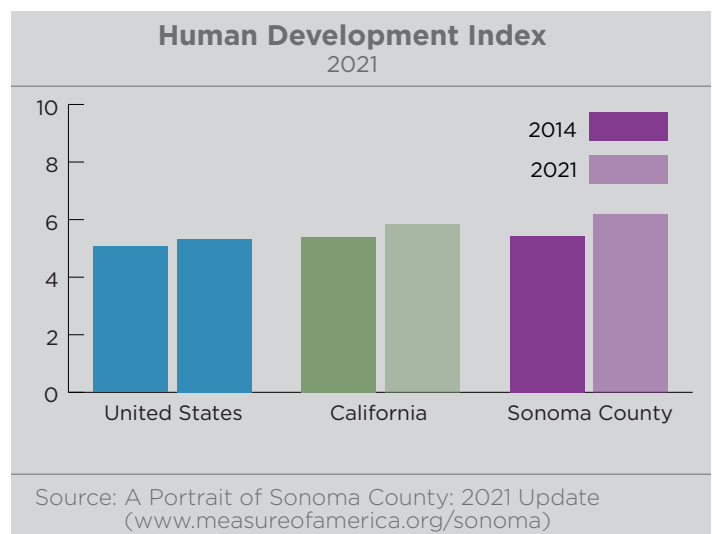
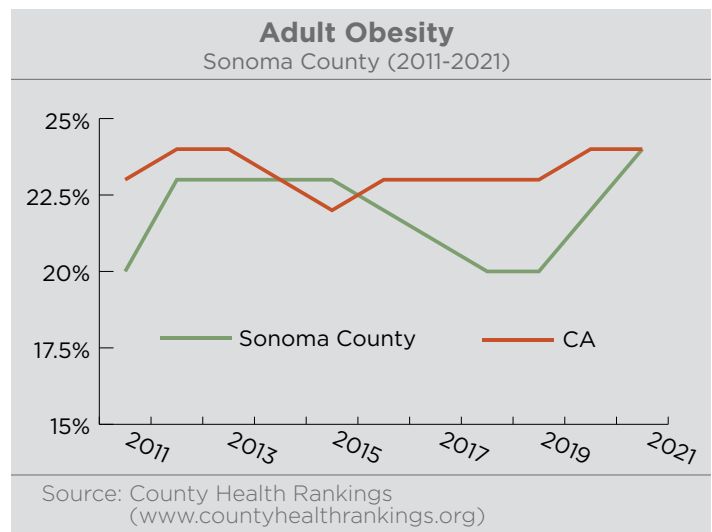
In 2021, 24% of Sonoma County residents had a body mass index of 30 or higher, classifying them as obese. Since 2011, adult obesity in Sonoma County and across the state has generally fluctuated between 20% and 24%. California also had an obesity rate of 24% in 2021.

Human Development Index

The American Human Development Index (HDI) is a composite measure of well-being and access to opportunity made up of health, education, and earnings indicators. The index is expressed on a scale of 0 to 10. A Portrait of Sonoma County recently reported Sonoma County to have an HDI of 6.19, up from 5.42 in 2014. These scores are favorable to the United States and California averages of 5.33 and 5.85, respectively, in 2021.

Adults Reporting Fair or Poor Health

In 2021, 15% of the population of Sonoma County reported their health status as fair or poor. That number is favorable to the state average of 18%, and similar to other Bay Area counties' averages. Marin and Santa Clara counties had the lowest rate of adults reporting fair or poor health, with 12% and 14%, respectively.



HEALTH

Births to Teen Mothers

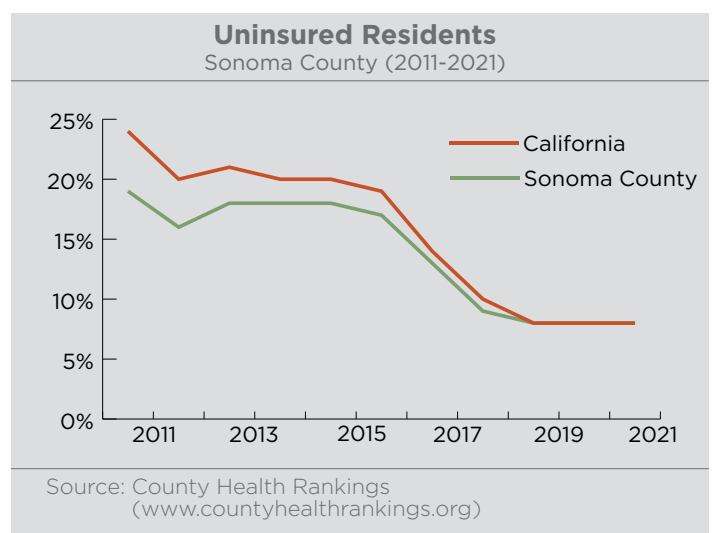
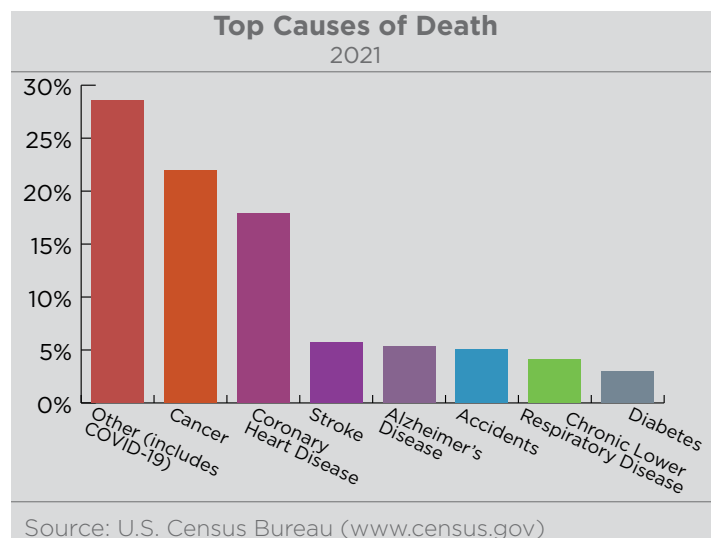
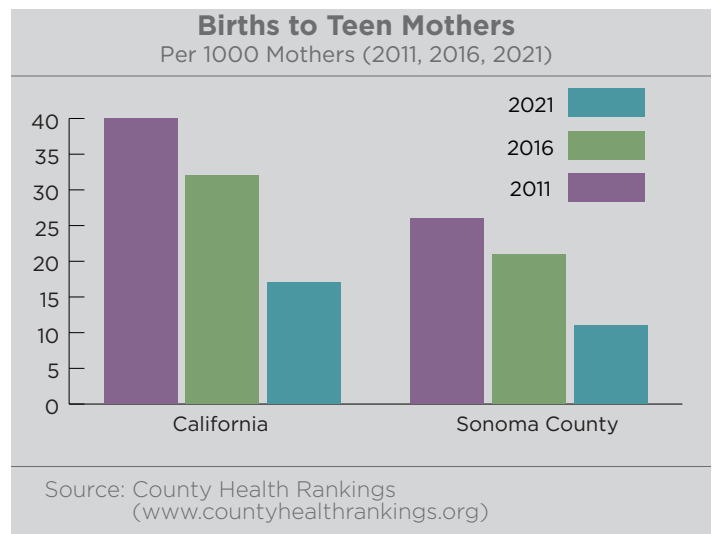
Since 2016, Sonoma County's number of births to teen mothers has declined almost 48%. Similarly, California's number of births to teen mothers decreased almost 47%. In 2021, there were 11 births to teen mothers, per 1000 mothers, in Sonoma County. There were 17 births to teen mothers per 1000 mothers, in California.

Top Causes of Death

The leading cause of death was in the "Other" category (29%), which included deaths caused by COVID-19. In 2021, Sonoma County recorded 222 deaths caused by COVID-19. Cancer was the second highest cause of death (22%), followed by Coronary Heart Disease (18%). Apart from COVID-19, California also records Cancer and Coronary Heart Disease as its top two leading causes of death.

Uninsured Residents

Sonoma County's adult population has become increasingly more insured since 2011. With better access to insurance, the healthcare and support industry has benefitted from more local demand. This decrease in percent of residents who are uninsured in Sonoma County is likely due to the wider access to health care offered by the Affordable Care Act.



ENVIRONMENT

Air Quality Index

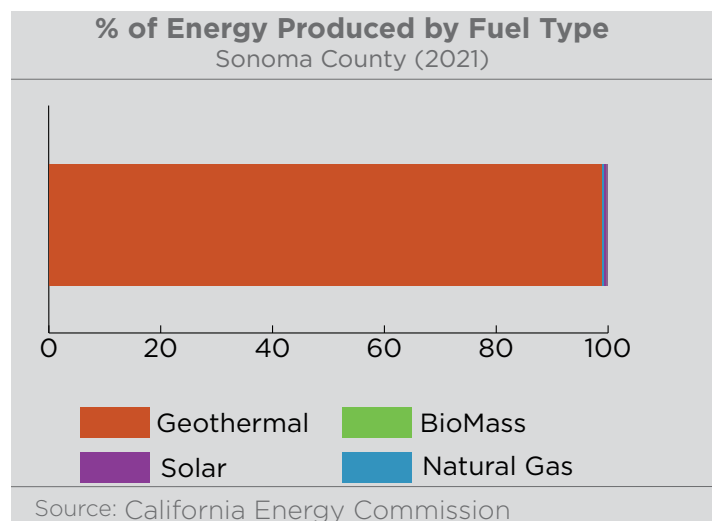
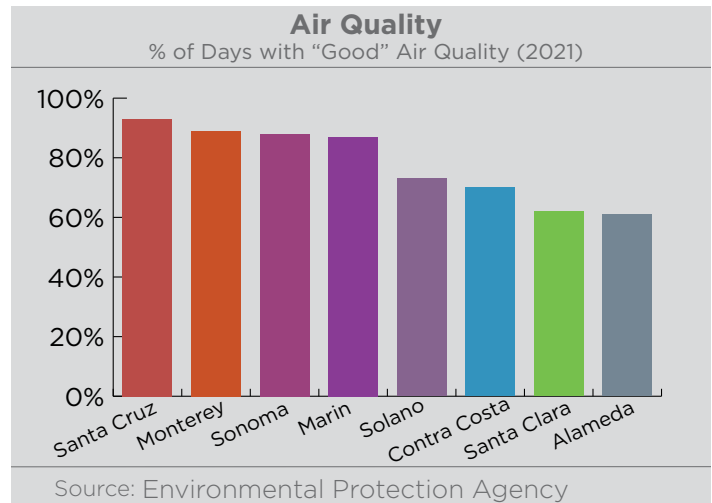
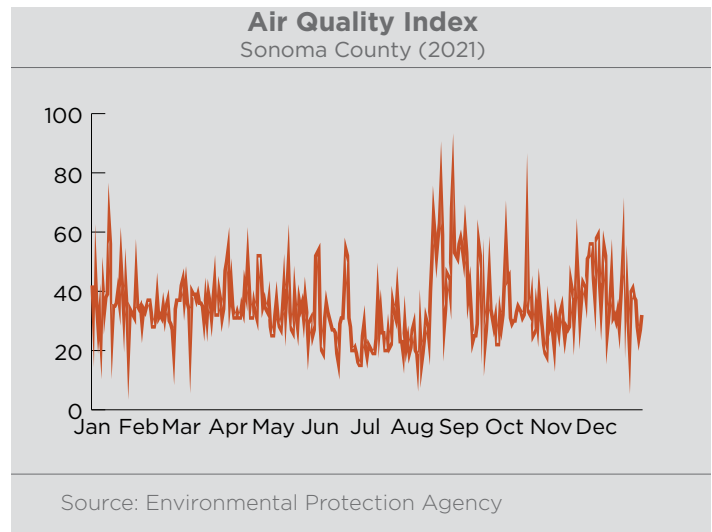
Sonoma County experienced excellent air quality in 2021. The AQI never went above 100, meaning the air quality was in the Good to Moderate range and never reached Unhealthy for Sensitive Groups. The highest AQI of the year was 88 and came on August 28th. The lowest AQI of 5 was recorded on August 5th.

Air Quality

A healthy AQI is essential for high quality of life and preventing risk to human health brought on by pollution. Sonoma County ranked third highest for air quality in 2021 among comparable Bay Area counties. Santa Cruz County had 340 days of good air quality (AQI ≤ 50), Monterey County had 324 days of Good air quality, and Sonoma County had 322 days of Good air quality.

% Energy Produced by Fuel Type

The main source for energy production in Sonoma County is geothermal energy. In 2021, Sonoma County produced 4,847,491 MWh of energy. On the other hand, Sonoma County only consumed 12%, or 589,388 MWh, of the energy it produced. This surplus of energy is used to supply neighboring regions with energy to support businesses and households across the North Bay.



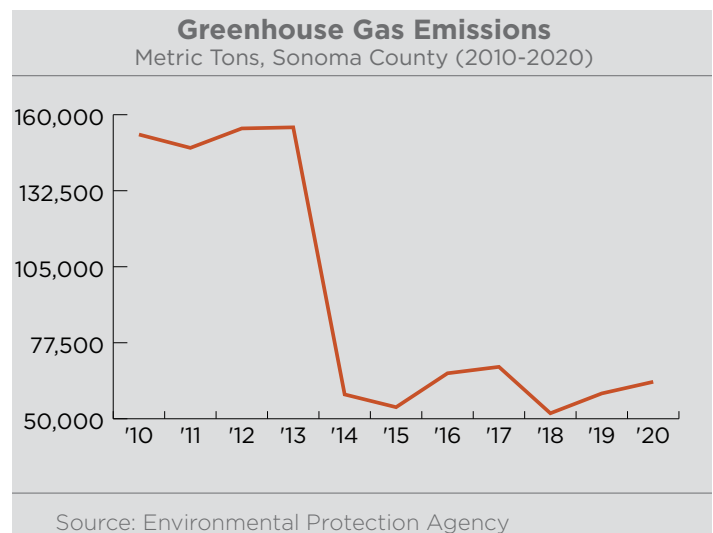
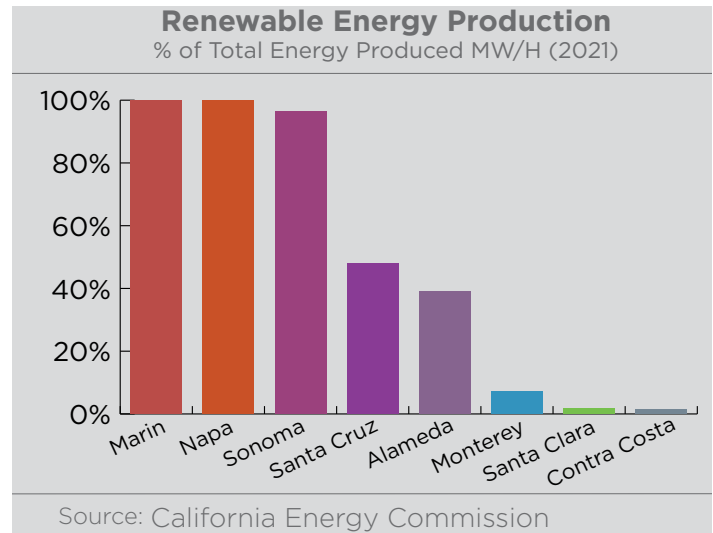
ENVIRONMENT

Renewable Energy Production

Sonoma County's energy production is 99.3% renewable. The majority of the energy produced in Sonoma County comes from geysers in the Mayacama Mountains, which is the largest geothermal development in the world. Sonoma County's percent of renewable energy produced compared to nonrenewable energy only falls behind Napa and Marin counties. It is important to note that Sonoma County produces over 5 million MWh of electricity per year, whereas Napa and Marin counties produce just over 30,000 MWh combined. Napa and Marin counties consume more energy than they produce.

Greenhouse Gas Emissions

2020 greenhouse gas emissions at the Sonoma County Central Disposal Site totaled 63,362 metric tons of carbon dioxide. From 2010 to 2020, the county's disposal site has reduced its emissions by 59%. Between 2013 and 2014, Sonoma County's Central Disposal Site reported greenhouse gas emissions plummeted.



SOURCES

NOTE

The 2022 *Sonoma County Indicators* provide a comparative study on various economic, demographic, environmental, and social aspects of Sonoma County. Sonoma County Economic Development Board (EDB) research originates from information available from outside resources and previously published material. The 2022 *Sonoma County Indicators* offer partial or composite representations of raw data and cite respective source data sets. For more information, please see the listed sources.

The Indicators do not provide complete in-depth analyses of all facets of Sonoma 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.

Interested readers are encouraged to contact data source agencies or organizations for further research or visit our website www.sonomaedb.org. Readers are also invited to suggest indicators for future reports by calling (707) 565-7170 or emailing edb@sonoma-county.org.

DATA SOURCES

Environmental Systems Research Institute (ESRI)
 Bureau of Labor Statistics
 California Employment Development Department
 US Census Bureau
 Bureau of Economic Analysis
 Lightcast
 International Trade Administration
 American Community Survey
 US Census Bureau
 California Association of Realtors
 Bay Area Real Estate Information Services
 National Association of Realtors
 California Department of Justice
 Sonoma State University
 Visit California
 Charles M. Schulz- Sonoma County Airport STR, INC.
 Countyhealthrankings.org
 California Department of Education
 California Department of Public Health
 Environmental Protection Agency
 California Energy Commission
 North Bay Business Journal
 Dean Runyan & Associates

The [Economic Development Board](#) offers business tools that include assistance in talent attraction, navigating the permit process; market research tools to identify growth potential; site selection assistance to help locate a site to meet business needs; customized demographic and psychographic information to help identify customers; and connections to additional resources to help local businesses grow and expand. [Sonoma County Job Link](#), the one-stop career center administered by the WIB, offers job counseling, training, financial assistance for employers, scholarships, hiring events and job fairs, and business referral services. Employers and job seekers are encouraged to take advantage of these resources.

ACKNOWLEDGMENTS

Quinne Woolley, Max Brownlee and Nina Cheek, the EDB's Economic Research Coordinator and Workforce & Public Policy Project Coordinators, respectively, were responsible for the management of this report including the preparation, development, data collection, data cleaning, statistical analysis, and finalization. They updated and consolidated the data sources and statistics from previous years to create this comprehensive analysis, and deserve special thanks

Ethan Brown is the Interim Executive Director at the EDB and was critical in consulting during the creation of this report.

Lauren Cartwright is the Interim Director of Business Development and was also a critical consultant during the creation of this report.

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141 STONY CIRCLE, STE. 110, SANTA ROSA, CA 95401