

COUNTY FOCUS

Sonoma County Today

Plan
BayArea
2040

POPULATION

490,000
Residents
232% Increase
since 1960

EMPLOYMENT

\$61,000
Median family income
6.7%
Unemployment
rate

TRANSPORTATION

76%
Drive alone
10% carpool
2% take transit
3% walk
1% bike
7% telecommute
1% other

COMMUTE TIMES

25
Minute commute
to work
[Compared to an average of
28 minutes for the entire Bay Area]

COMMUTE FROM?

84%
Of residents live AND work in
Sonoma County
Sonoma County exports and imports the
most workers to and from Marin County

TRAFFIC

4%
Of miles traveled on Sonoma
County highways are affected by
congestion
Southbound US-101 from Santa Rosa to
Petaluma during the evening commute is
one of the most congested segments in
Sonoma County

PUBLIC TRANSIT

25,000
Daily Golden Gate Transit boardings
(-17% since 1991)
8,000
Daily Santa Rosa CityBus boardings
(+101% since 1991)
4,000
Daily Sonoma County Transit boardings
(+44% since 1991)

HOUSING

\$1,172
Median monthly rent
\$433,250
Median home price
71%
Multifamily permits
in 2013

PAVEMENT
CONDITION

54
Overall score
for all jurisdictions
Best: Windsor at 70
Worst: Petaluma at 46
Index on a scale of 0 - 100

Data Sources: Population—California Department of Finance, 2014; Employment—U.S. Census Bureau: American Community Survey, 2013; California Employment Development Department, 2013; Transportation—U.S. Census Bureau: American Community Survey, 2013; Commute Times—U.S. Census Bureau: American Community Survey, 2013; Traffic—Caltrans Performance Monitoring System, 2013; Metropolitan Transportation Commission, 2013; Public Transit—Federal Transit Administration: National Transit Database, 2012; Housing— U.S. Census Bureau: American Community Survey, 2013; Multiple Listing Service Homes Sales Records, 2014; California Homebuilding Foundation/Construction Industry Research Board, 2013; Metropolitan Transportation Commission, 2013 Regional Pavement Condition Report.

What are the current trends in Sonoma County?

Cloverdale | Cotati | Healdsburg | Petaluma | Rohnert Park | Santa Rosa | Sebastopol | Sonoma | Windsor

Understanding what’s happening in Sonoma County now helps us recognize what issues may become most important as we plan for the future. Here’s a brief snapshot of Sonoma County and some key issues to consider for these communities as we update Plan Bay Area.



TRANSPORTATION: There are many transportation options in Sonoma County, but local pavement conditions remain a challenge in some areas.



DIVERSITY: 1.4% of Sonoma County residents are African-American, 3.9% are Asian, 25.2% are Latino, 65.8% are White, and 3.7% are multiple or other races.

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PDA

As in Sonoma

Plan BayArea 2040

Locally Nominated Priority Development Areas and Priority Conservation Areas

Sonoma County is the largest and northernmost county in the San Francisco Bay Area. The geographic makeup of the county is very diverse as it contains coastal areas, redwood forests and oak woodlands, rivers, wetlands and baylands, vineyards, grasslands, and small farms. Urban development in Sonoma County is concentrated primarily within cities along the U.S. 101 corridor, which has been supported by voter-approved urban growth boundaries and other policies that encourage separation between cities and scenic landscapes to maintain the county’s rural character and economy.

Sonoma County is home to 12 locally nominated PDAs and 14 PCAs.

Priority Development Areas (PDAs)

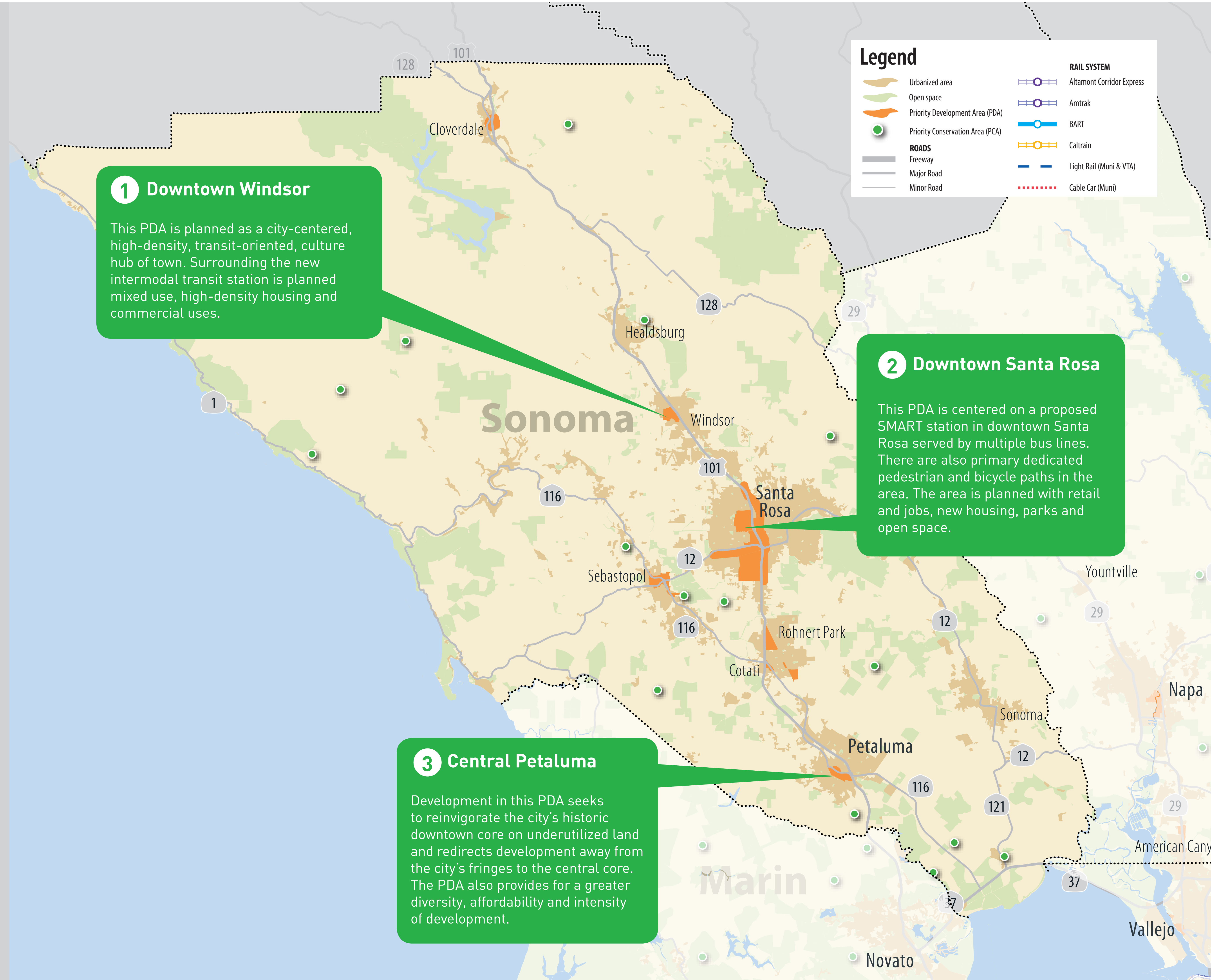
Priority Development Areas (PDAs) are locally designated areas within existing communities that provide infill development opportunities, and are easily accessible to transit, jobs, shopping and services.

Priority Conservation Areas (PCAs)

Priority Conservation Areas (PCAs) are regionally significant open spaces for which there exists a broad consensus for long-term protection and for which public and private funds may be invested to promote their protection. The purpose for identifying Priority Conservation Areas is to highlight near-term opportunities for land conservation in the San Francisco Bay Area that are supported by local consensus.



A Map of Sonoma County PDAs



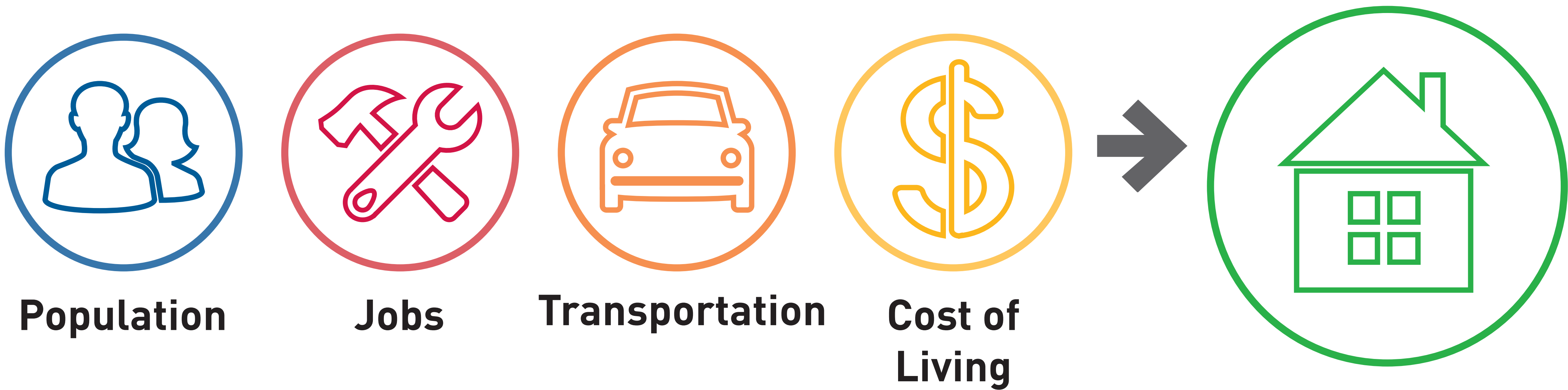
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Sonoma Housing

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What Housing is Being Built?

Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include General Plans, zoning, population growth, household size, job availability, access to transportation, income and the cost of living.



Multifamily Homes Grow as Primary Housing Choice in Sonoma County

During the period of expansive growth across the Bay Area over the last half-century, most new housing units were single-family homes. Some parts of the region, by contrast, are shifting more toward multifamily homes, including apartments and duplexes in Priority Development Areas. This is the trend in Sonoma County, with 71 percent of new housing permitted as multifamily homes.

1,027

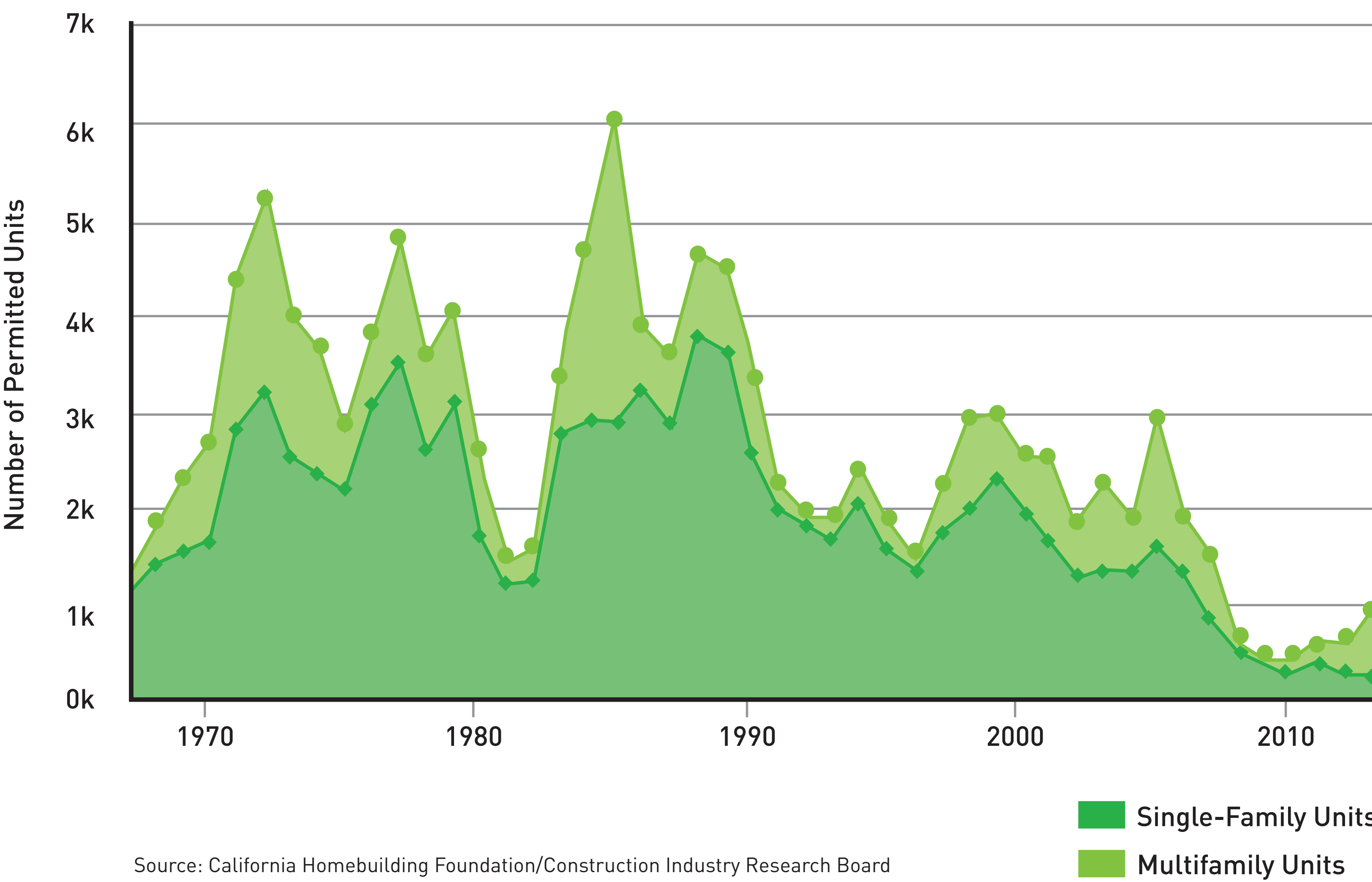
housing units permitted in Sonoma County in 2013. Of these...

732

[71%] were multifamily

Source: California Homebuilding Foundation/Construction Industry Research Board

Historical Trends for Housing Growth in Sonoma County



70%

of permits are now for multifamily homes across the Bay Area, compared to

40%

25 years ago

Source: California Homebuilding Foundation/Construction Industry Research Board