2007 State of Our Region Report

Monterey County
San Benito County
Santa Cruz County

Prepared by RAPS, Regional Analysis & Planning Services
A Non-Profit Corporation of the Association of Monterey Bay Area Governments
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&

The 2007 State of Our Region Report
Introduction

Regional Analysis & Planning Services, Inc. (RAPS), a non-profit corporation chartered by the Association of Monterey Bay Area Governments in 1991, prepared this report. Serving all segments of the Monterey Bay community, from government agencies, non-profit organizations, to private concerns, RAPS acts as a data and planning resource, and provides educational workshops, conferences, and administrative services. The Association of Monterey Bay Area Governments (AMBAG) is a voluntary association of 18 cities and 3 counties in California’s Central Coast region. The association formed in 1968, through an agreement between the cities and counties, to serve as a forum for discussing and making recommendations on issues of regional significance. AMBAG’s Board of Directors is composed of elected officials, appointed by their respective City Councils or Boards of Supervisors. The AMBAG Board sets policy and oversees the functioning of a professional staff.

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County - San Benito Marcus, Don
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(Associate Member) Botelho, Anthony
The 2007 State of Our Region Report uses statistical indicators to place the AMBAG region into clear perspective with respect to its member counties and in many cases the state of California and the Nation. The data in most cases is also broken down to the county level or smaller for a clearer picture of the dynamics within the region. The indicators are important, measurable, and comparable. They have been collected from federal, state, local, public, and private agencies. This year we have also included some data from AMBAG’s Regional Forecast to show where population growth is expected in the future.

This report serves to complement other local, state, and federal data sources by collecting and collating Monterey, San Benito, and Santa Cruz county data into a useful, quick-lookup format. This report includes indicators important to the region. Due to the data collection constraints, some indicators may not have data on all three counties. This is particularly true for San Benito County, due to its population being lower than the current U.S. Census threshold for yearly data updates.

For those of you who have collected the State of Our Region reports for sometime, you have not missed a year. There has always been some confusion over the period of the data included in the report. Although it represents the most current available at its publishing date, some readers have perceived it as being a year old and outdated because its title reflects the previous year. Although the State of Our Region Report does serve as a chronicle of past years, it is also a springboard into the next year. In an attempt to clarify this issue, we have labeled it for the year in which it is to be used.
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Overview

The AMBAG Region
Three Counties: Monterey, San Benito, and Santa Cruz
Cities: 18
Total Area: 5,767 sq. mi.
Total Coastline: 128 mi.
Highest Point: Junipero Serra Peak 5,862 ft., Monterey County
Total Region Population: 744,820 (January 1, 2006)
Total Streets, Roads, and Highways: 4,392 mi. (as of year 2000)

The Counties
Total Population of Monterey County: 424,842 (January 1, 2006)
Total Population of San Benito County: 57,627 (January 1, 2006)
Total Population of Santa Cruz County: 262,351 (January 1, 2006)
Demographics

Population Change

The AMBAG region had just 0.5% population growth compared to 1.2% growth for entire state in 2006. This is consistent with the growth the region has been experiencing for several years. However, that single figure does not tell the full story of our region’s population change. San Benito and Santa Cruz Counties and their cities experienced slight population growth, with much of the growth taking place in the unincorporated areas of those counties.

Monterey County, while growing in population as a whole at 0.3%, actually lost population in most of its cities and in the county’s unincorporated areas. Just three cities showed positive population growth in the last year, as reported by the California Department of Finance. Those cities were Gonzales, Greenfield, and Soledad. All of these cities are located south of the City of Salinas, along the major transportation corridor of Highway 101, in the central Salinas Valley. The City of Greenfield experienced the highest growth by percentage of population, with numerical growth of 2,065 people, a 13.5% single year growth rate.
Population Totals

The table below gives the population totals for each AMBAG county and city, as well as the numeric and percentage change from 2005 to 2006. These numbers come from the California Department of Finance and represent the population totals as of January 1 for each of the two years. As stated earlier, many Monterey County cities lost population. San Benito and Santa Cruz Counties had very small gains in population.

<table>
<thead>
<tr>
<th>City/County/Region/State</th>
<th>Total Population</th>
<th>Percent Change</th>
<th>Numeric Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMBAG REGION</td>
<td>741,443</td>
<td>0.5%</td>
<td>3,377</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>36,728,196</td>
<td>1.2%</td>
<td>443,819</td>
</tr>
<tr>
<td>MONTEREY</td>
<td>423,754</td>
<td>0.3%</td>
<td>1,088</td>
</tr>
<tr>
<td>CARMEL-BY-THE-SEA</td>
<td>4,064</td>
<td>-0.6%</td>
<td>-26</td>
</tr>
<tr>
<td>DEL REY OAKS</td>
<td>1,635</td>
<td>-0.8%</td>
<td>-13</td>
</tr>
<tr>
<td>GONZALES</td>
<td>8,344</td>
<td>1.3%</td>
<td>111</td>
</tr>
<tr>
<td>GREENFIELD</td>
<td>13,270</td>
<td>13.5%</td>
<td>2,065</td>
</tr>
<tr>
<td>KING CITY</td>
<td>11,359</td>
<td>-0.2%</td>
<td>-26</td>
</tr>
<tr>
<td>MARINA</td>
<td>18,929</td>
<td>-0.6%</td>
<td>-105</td>
</tr>
<tr>
<td>MONTEREY</td>
<td>30,399</td>
<td>-0.8%</td>
<td>-238</td>
</tr>
<tr>
<td>PACIFIC GROVE</td>
<td>15,429</td>
<td>-0.8%</td>
<td>-124</td>
</tr>
<tr>
<td>SALINAS</td>
<td>148,759</td>
<td>-0.3%</td>
<td>-409</td>
</tr>
<tr>
<td>SAND CITY</td>
<td>300</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>SEASIDE</td>
<td>34,809</td>
<td>-1.0%</td>
<td>-355</td>
</tr>
<tr>
<td>SOLEDAD</td>
<td>27,266</td>
<td>2.9%</td>
<td>809</td>
</tr>
<tr>
<td>BALANCE OF COUNTY</td>
<td>109,191</td>
<td>-0.6%</td>
<td>-601</td>
</tr>
<tr>
<td>SAN BENITO</td>
<td>57,350</td>
<td>0.5%</td>
<td>277</td>
</tr>
<tr>
<td>HOLLISTER</td>
<td>37,020</td>
<td>0.2%</td>
<td>63</td>
</tr>
<tr>
<td>SAN JUAN BAUTISTA</td>
<td>1,723</td>
<td>0.2%</td>
<td>3</td>
</tr>
<tr>
<td>BALANCE OF COUNTY</td>
<td>18,607</td>
<td>1.1%</td>
<td>211</td>
</tr>
<tr>
<td>SANTA CRUZ</td>
<td>260,339</td>
<td>0.8%</td>
<td>2,012</td>
</tr>
<tr>
<td>CAPITOLA</td>
<td>9,927</td>
<td>0.2%</td>
<td>18</td>
</tr>
<tr>
<td>SANTA CRUZ</td>
<td>56,470</td>
<td>0.8%</td>
<td>455</td>
</tr>
<tr>
<td>SCOTTS VALLEY</td>
<td>11,576</td>
<td>0.3%</td>
<td>30</td>
</tr>
<tr>
<td>WATSONVILLE</td>
<td>49,619</td>
<td>1.2%</td>
<td>592</td>
</tr>
<tr>
<td>BALANCE OF COUNTY</td>
<td>132,747</td>
<td>0.7%</td>
<td>917</td>
</tr>
</tbody>
</table>
Specific Age Groups

Many public services are focused on the young (below 18) and the older adult (over 65) age groups. These two segments of the population now account for nearly 40% of the total population of our region. Percentages of these age groups have remained stable over the last five years in each county. Our counties are not far from the California and national averages. This graph is displaying data from 2006.

In the age groups below 18 years of age, Monterey County has a higher percentage than either Santa Cruz County, California, or the national average. The difference in percentage is nearly 5% between Monterey County and the National average, but the difference is even greater between Monterey County and Santa Cruz County with a difference of almost 7%.
Population Factors

This table shows the AMBAG regional population change divided into separate components. The numeric change from year to year is a result of our region’s natural population increase (births minus deaths), and the regions net migration (in- versus out- migration). Foreign migration includes both legal and undocumented migrants.

We have been experiencing a decrease in net migration for the last five years. Probably due to the economic downturn, California has been experiencing. Conversely, our natural increase factor has accounted for our overall population increases during those years.

Please be careful not to compare these numbers with the Population Totals and Change table at the beginning of this section. Although both tables are from the California Department of Finance, the former table’s numbers are based on a January 1 total for each year, while the numbers in this table are based on a July 1 total.

Components to Population Change for the AMBAG Region, 2000-2006

<table>
<thead>
<tr>
<th>AMBAG</th>
<th>Population (July 1)</th>
<th>Percent Change</th>
<th>Numeric Change</th>
<th>Births</th>
<th>Deaths</th>
<th>Natural Increase</th>
<th>Net Foreign Immigration</th>
<th>Net Domestic Migration</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>714,280</td>
<td>1.90</td>
<td>14,201</td>
<td>11,277</td>
<td>4,258</td>
<td>7,019</td>
<td>7,182</td>
<td>6,990</td>
</tr>
<tr>
<td>2001</td>
<td>723,469</td>
<td>1.29</td>
<td>9,189</td>
<td>11,376</td>
<td>4,423</td>
<td>6,953</td>
<td>2,236</td>
<td>6,712</td>
</tr>
<tr>
<td>2002</td>
<td>730,047</td>
<td>0.91</td>
<td>6,578</td>
<td>11,653</td>
<td>4,251</td>
<td>7,402</td>
<td>-824</td>
<td>5,164</td>
</tr>
<tr>
<td>2003</td>
<td>736,586</td>
<td>0.90</td>
<td>6,539</td>
<td>11,467</td>
<td>4,342</td>
<td>7,125</td>
<td>-586</td>
<td>4,180</td>
</tr>
<tr>
<td>2004</td>
<td>739,970</td>
<td>0.46</td>
<td>3,384</td>
<td>11,736</td>
<td>4,399</td>
<td>7,337</td>
<td>-3,953</td>
<td>4,924</td>
</tr>
<tr>
<td>2005</td>
<td>741,710</td>
<td>0.24</td>
<td>1,740</td>
<td>11,797</td>
<td>4,273</td>
<td>7,524</td>
<td>-5,784</td>
<td>4,017</td>
</tr>
<tr>
<td>2006</td>
<td>744,397</td>
<td>0.36</td>
<td>2,687</td>
<td>11,660</td>
<td>4,320</td>
<td>7,340</td>
<td>-4,653</td>
<td>4,298</td>
</tr>
</tbody>
</table>
Legal Immigration

While the data in this graph is not as current as the Components to Population Change table presented on the previous page, this graph is still informative. The graph shows the known legal foreign immigration numbers to our region. As you can see, the amount of legal immigration has actually slowed since the economic turndown of our region in 2001-02 with the exception of Monterey County, which showed an increase in 2004.
**AMBAG Population Forecast**

In 2004, the AMBAG Board of Directors adopted a population forecast for the three counties. Below is a graph showing the regional population figures at years 2020 and 2030, as well as the actual population figures for years 2000 and 2006 from the California Department of Finance. The forecast shows slow but constant population growth for the region as a whole throughout its time range. More data from this forecast can be viewed at the AMBAG website: http://www.ambag.org
Mapping Forecasted Population Change

Data derived from the AMBAG population forecast are superimposed on the following four area maps to provide a clearer picture of where change is forecasted.

This first map is of Monterey County and its northern cities. Little growth is expected in the Monterey Peninsula cities, as most of them are considered “built out.” The cities of Marina and Salinas, that do have room to grow, are forecasted to experience the majority of this area’s growth throughout the forecast’s 30 year time span.

Northern Monterey County Cities Population Change, 2000 - 2030
Mapping Forecasted Population Change Continued…

This map of the southern Monterey County cities reveals moderate growth forecasts out to 2030. This map also gives the growth numbers for the unincorporated areas of the county, which will also experience moderate growth throughout the span of the forecast.

Growth in the unincorporated areas will be diffuse but occur in the northern half of the county near transportation corridors and in the hills surrounding population centers such as Salinas and Marina.
Mapping Forecasted Population Change Continued…

Forecasted population change for San Benito County takes place in and around the city of Hollister. Hollister, already the more populous of San Benito County’s two cities, is expected to continue growing as well, adding 25,000 people, and so nearly doubling its year 2000 population by the year 2030.

San Juan Bautista is forecast add nearly 3,000 more residence to this small community, nearly tripling its population by 2030. As in Monterey County, much of the growth outside of the cities will probably be in the adjoining hills now used as pastures rather than in the rich agriculturally significant soils of the valleys.

San Benito County has the added pressure of being physically close enough to commute to Santa Clara County and the Silicon Valley. Highway 101
Mapping Forecasted Population Change Continued…

The population forecast for Santa Cruz County shows the majority of growth occurring in the cities of Santa Cruz, Scotts Valley, and Watsonville. Additional moderate growth is expected to take place in the unincorporated areas of the county as well. Watsonville is forecasted to become the most populous Santa Cruz County city before the year 2030 overtaking the City of Santa Cruz.
**Housing Units**

The first table below gives the estimated number of housing units divided into categories for each of the counties in our region. This table illustrates that we are a region where the majority of the population lives in single detached units.

The next table highlights the percent change in the various types of housing units. This table shows that there was very little growth in any of the housing categories. Single detached unit growth continued in all counties. Actual drops in housing having five, or more units occurred in two of the counties. In two of the three counties, mobile homes showed the fastest growth.

### Housing Estimates by County 1/1/2006

<table>
<thead>
<tr>
<th>COUNTY/CITY</th>
<th>SINGLE UNIT DETACHED</th>
<th>SINGLE UNIT ATTACHED</th>
<th>MULTI-UNIT 2 TO 4</th>
<th>MULTI-UNIT 5 PLUS</th>
<th>MOBILE HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONTEREY COUNTY</td>
<td>85,162</td>
<td>12,454</td>
<td>12,117</td>
<td>22,972</td>
<td>5,912</td>
</tr>
<tr>
<td>SAN BENITO COUNTY</td>
<td>13,770</td>
<td>1,028</td>
<td>1,135</td>
<td>885</td>
<td>881</td>
</tr>
<tr>
<td>SANTA CRUZ COUNTY</td>
<td>65,254</td>
<td>8,877</td>
<td>8,521</td>
<td>13,384</td>
<td>7,254</td>
</tr>
<tr>
<td>REGIONAL TOTALS</td>
<td>164,186</td>
<td>22,359</td>
<td>21,773</td>
<td>37,241</td>
<td>14,047</td>
</tr>
</tbody>
</table>

### Regional Housing Estimates by County, Change 1/1/2005 to 1/1/2006

<table>
<thead>
<tr>
<th>COUNTY/CITY</th>
<th>SINGLE UNIT DETACHED</th>
<th>SINGLE UNIT ATTACHED</th>
<th>MULTI-UNIT 2 TO 4</th>
<th>MULTI-UNIT 5 PLUS</th>
<th>MOBILE HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONTEREY COUNTY</td>
<td>0.81%</td>
<td>0.11%</td>
<td>1.14%</td>
<td>-2.58%</td>
<td>1.27%</td>
</tr>
<tr>
<td>SAN BENITO COUNTY</td>
<td>0.37%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>1.15%</td>
</tr>
<tr>
<td>SANTA CRUZ COUNTY</td>
<td>0.70%</td>
<td>0.34%</td>
<td>0.65%</td>
<td>-0.89%</td>
<td>0.01%</td>
</tr>
</tbody>
</table>
Economic Indicators

Labor Force

The labor force as defined by the California Employment Development Department’s, Labor Market Information Division,
“...is the sum of civilian employment and civilian unemployment. Civilians, as defined, are age 16 years or older, not members of the Armed Services, and are not in institutions such as prisons, mental hospitals, or nursing homes.”
This is important as a measure because it is the total pool of local workers in a region.

Labor force numbers from last year (2005) have been reevaluated and recalculated downward by the California Employment Development Department’s Labor Market Information Division. Those changes to the data show our region’s labor force to be in an extremely shallow decline. We have been in this nearly stationary level for the last five years. This is true for the region as a whole as well as individually for each of the counties.

AMBAG Region Labor Force 1996 - 2006

[Graph showing labor force trends from 1996 to 2006 for Monterey, San Benito, Santa Cruz, and AMBAG Region]
**Average Annual Employment**

The population has grown through natural increase (more births and longer lifespans) not immigration. Neither of these population groups (the young and the elderly) increases the labor force. Removing them from the population mix gives our region a drop in population. Therefore, our actual labor force is down while employment is up. This means that a greater percentage of those of us that stayed in the region through the economic downturn (several years ago) are now working.
Unemployment

The averaged unemployment rate for the AMBAG region, at 6.5%, is nearly 2.5% higher than the state average. Our area has been exhibiting this trend for over a decade. The good news is that the state rate of unemployment is down, and so is ours. Nevertheless, we are not closing the gap.

Both Monterey and San Benito Counties are exhibiting unemployment rates near 7% while Santa Cruz County is 5.7%.
Median Household Income

Our region’s median household incomes are still above the state average. However, the statewide average has steadily increased while our regional incomes have not kept pace with the state as a whole. Monterey County’s median household income did jump up 13.9% in 2005, but the cause is not readily evident and may be an artifact from the U.S. Census, American Community survey data.

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monterey</td>
<td>$33,520</td>
<td>$48,305</td>
<td>$49,589</td>
<td>$51,633</td>
<td>$50,127</td>
<td>$57,081</td>
</tr>
<tr>
<td>San Benito</td>
<td>$36,473</td>
<td>$57,469</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>$37,112</td>
<td>$53,998</td>
<td>$55,088</td>
<td>$62,053</td>
<td>$60,705</td>
<td>$58,640</td>
</tr>
<tr>
<td>California</td>
<td>$35,798</td>
<td>$47,493</td>
<td>$49,738</td>
<td>$50,220</td>
<td>$51,185</td>
<td>$53,629</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Monterey</td>
<td>4.4%</td>
<td>1.3%</td>
<td>4.1%</td>
<td>-2.9%</td>
<td>13.9%</td>
</tr>
<tr>
<td>San Benito</td>
<td>5.8%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>4.6%</td>
<td>1.0%</td>
<td>12.6%</td>
<td>-2.2%</td>
<td>-3.4%</td>
</tr>
<tr>
<td>California</td>
<td>3.3%</td>
<td>2.4%</td>
<td>1.0%</td>
<td>1.9%</td>
<td>4.8%</td>
</tr>
</tbody>
</table>
**New Housing Construction and Housing Costs**

Housing starts decreased again in 2006, as they have for the past 4 years. San Benito County construction was low due in part to a mandated building moratorium on building in the City of Hollister. Even with that possible reduction from Hollister, building in the rest of San Benito County and throughout the rest of the region was down.

Further, according to the U.S Census’ 2005 *American Community*, those able to buy or rent in our region spend higher percentages of their income on rent and mortgages than the California or national averages.

<table>
<thead>
<tr>
<th>Percentage of Households with Housing Costs</th>
<th>Greater than 35% of Income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2005</td>
</tr>
<tr>
<td>Monterey County</td>
<td>37%</td>
</tr>
<tr>
<td>Santa Cruz County</td>
<td>33.7%</td>
</tr>
<tr>
<td>California</td>
<td>19.3%</td>
</tr>
<tr>
<td>United States</td>
<td>14.9%</td>
</tr>
</tbody>
</table>
**Housing Affordability**

The ability of median income families to buy average priced homes in our region continued to decline in 2006. The region is less affordable than the state average and far less than the national average. This trend has been going on for 10 years, and despite the so-called “bubble bursting,” prices are just now starting downward (as of January 2007). This could mean that there is still pent-up demand for homes no matter the price, or reluctance on the part of sellers to accept the falling market prices. Considering either interpretation, the weakening housing market has yet to lead to more affordable housing.
**Overcrowded Housing**

Perhaps because of the slowing population growth and increased employment, the U.S. Census, American Community Survey registered a decrease in the percentage of housing units deemed overcrowded. Also because of the population limits set by the survey there is data from San Benito County.

The generally accepted definition of overcrowding is a housing unit with more than one person per room. Overcrowding may indicate families are doubling up, or that extended families are cohabitating rather than moving out on their own. Additionally, it could mean that there is not adequate affordable housing stock.

**Percentage of Overcrowded Housing Units 1990-2005**

![Bar chart showing percentage of overcrowded housing units from 1990 to 2005 for Monterey County, San Benito County, and Santa Cruz County.](chart.png)
**Families in Poverty**

Higher employment, negative migration, and the slowed growth of the labor force may have helped to reduce overcrowding in our region’s homes, and may be reducing the poverty rate that we have had in recent years. These last few years have served as an economic rest period. A time when those workers that were unemployed or underemployed felt the pressures, realized the trends were not improving and so moved out of the area in search of better opportunities. This at least is a positive possible interoperation of the data.

Nevertheless, housing starts are going down rather than up, and the cost of buying a house remains unaffordable to most. So, while we have had an economic respite the underlying pressures are unchanged.

![Percentage of Families in Poverty 1990-2005](chart.png)
Agriculture

Our region was founded on agriculture and remains strongly tied to those roots. We are the nation’s Salad Bowl, and even though 2006 dealt a blow to the region’s spinach growing industry when an outbreak of *E. coli* in the Central and Eastern United States was traced back to farms in our region, our farming industry responded with new produce handling guidelines to rebuild trust. As a whole, the industry remains strong.

The Farm Land Use graph has an interesting story to tell. While it does show that we are losing some acreage, it also shows that prime farmland may be being upgraded to farmland of statewide importance and to unique farmlands. So while the quantity of acreage is staying just about same for our region, the quality of our farmland seems to be improving.
**Organic Farming**

Data is just becoming readily available on the subject of organic farming. In 2005, for the first time, each of the 50 states in the U.S. had some certified organic farmland. Over 4.0 million acres of farmland, 2.3 million acres of cropland, and 1.7 million acres of rangeland and pasture were certified organic in 2005.

California remains the leading state in certified organic cropland, with over 220,000 acres in production. At 23,000 acres, our region alone has roughly 10% of the state’s organic acreage.

### Organic Farming Statistics for the AMBAG Region 2004-2005

<table>
<thead>
<tr>
<th>County</th>
<th>2004</th>
<th>2005</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Number of Farms</td>
<td>Estimated Acres</td>
</tr>
<tr>
<td>Monterey County</td>
<td>100</td>
<td>14,073</td>
</tr>
<tr>
<td>San Benito County</td>
<td>30</td>
<td>4,000</td>
</tr>
<tr>
<td>Santa Cruz County</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>
Education

*English Learners*

The number of students learning English as a second language in the AMBAG region continued to decline for the fifth year. This drop was not consistent throughout the region, however. Only Monterey County had a substantial drop (800 students) in English Learners. Santa Cruz County experienced a small drop (44 students), and San Benito County had a small rise (23 students) in English learners.
Dropout Rates and Graduates

Dropout rates remained low. San Benito County reversed a two-year trend by lowering its dropout rate by a full percentage point. All of our counties, and the region as a whole, have much lower dropout rates than the state average.

Dropout Rates for Grades 9-12 in Public Schools
1995-2005

12th Grade Public School Graduates 1995-2005
**Students Prepared for College**

While, as a region, our students are preparing for college at nearly the rate of the rest of the state, there is quite a disparity between students of Monterey San Benito and Santa Cruz Counties. There has been a steady downward trend in students completing college preparatory courses in Monterey County, while San Benito County has oscillated around the state average of about 35%. During this same timeframe, Santa Cruz County students have dramatically increased their completion of required courses.

**Students Completing College Prep Courses 1996-2006**

![Graph showing the percentage of students completing college prep courses from 1996 to 2006.]

**College Entrance Exams**

On the next page is a strong case for taking college preparatory classes. The Scholastic Aptitude Test (SAT) scores are used by colleges to help determine whether a student will be a good fit for their school. Colleges also consider essays, interviews, recommendations, community involvement, and high school grade point averages (GPA). However, SAT scores are very important, and high scores greatly improve chances of acceptance in a college. The county average SAT Math and Verbal scores mirror the county ranking shown in the previous graph, Students Completing College Prep Courses.
**College Bound Seniors**

This graph shows the levels of each of our region’s high school seniors planning to go to public institutions of higher learning. The table does not show students planning to go to private colleges, but historically the percentage of students going to such institutions have been very small. As is the case with many graphs, this one begs many more questions than it answers.

The region’s children are staying in school, preparing for college, and graduating high school, and yet fewer of them are college bound? Can it be the price of education at the college level? Is there a lack of space in institutions of higher learning? Are they being drawn into jobs right out of high school?

![Percentage of College Bound Seniors 1995-2005](chart.png)
Social Indicators

Registered Voters

Involvement in social and political institutions illustrates the vitality of a region’s population. This may be most evident in the percentage of the eligible population that takes part in the election of representatives and votes on propositions.

In the graph below, you can see our region straddles the state average for voter registration with higher percentages of eligible voters registering in San Benito and Santa Cruz Counties than in Monterey County.

This table shows that roughly 60% of the region’s 70% registered eligible voters actually voted in last November’s election. This was a better turnout than the state average.

Voter Turnout 2006 Elections (of those Registered to Vote)

<table>
<thead>
<tr>
<th></th>
<th>Ballots Cast</th>
<th>Turnout</th>
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<tr>
<td>Monterey</td>
<td>89,436</td>
<td>61.50%</td>
</tr>
<tr>
<td>San Benito</td>
<td>14,646</td>
<td>59.60%</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>92,236</td>
<td>64.80%</td>
</tr>
<tr>
<td>Statewide</td>
<td>8,897,376</td>
<td>56.20%</td>
</tr>
</tbody>
</table>
Volunteerism

Our region has strong ties to the sea for employment, recreation, and tourism. Therefore, an important measure is how well we try to care for the sea. We do this in many ways. We watch what we put down the drains of our homes and our street gutters. However, this is household activism is hard to measure. Luckily, each year there is a Coastal Cleanup Day.

One of the continuing gauges for our local region is volunteerism, such as that seen during the Annual Coastal Cleanup Day. Coastal Cleanup Day has been an annual event since 1985, occurring on the third Saturday of September, from 9 a.m. to noon. On that day volunteers scour beaches and harbors for trash and recyclables. The turnout has been recorded for many years, the graph below shows the past eleven years. The amount of trash and recyclables recovered during these days can be found in the Environmental section of this report.
Grant Funding

In 2006, the Community Foundation for Monterey County gave away more than $6.5 million in grants and is currently managing $120 million in assets. The Community Foundation of San Benito County has currently funded 46 organizations.

Also in 2006, the Community Foundation of Santa Cruz County awarded grants to 341 agencies and scholarships to 17 students. For complete grant information, please see visit the Foundations websites, that can be obtained by just entering their names into any of the web search engines such as Google or Yahoo.

### Percent Allocation of Grant Funding – Community Foundation of Santa Cruz County 1996 - 2005

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
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</thead>
<tbody>
<tr>
<td>Arts and Humanities</td>
<td>14.0%</td>
<td>13.0%</td>
<td>13.0%</td>
<td>7.0%</td>
<td>14.0%</td>
<td>16.8%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Community Development</td>
<td>13.0%</td>
<td>11.0%</td>
<td>11.0%</td>
<td>6.0%</td>
<td>5.0%</td>
<td>13.50%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Education</td>
<td>16.0%</td>
<td>11.0%</td>
<td>28.0%</td>
<td>16.0%</td>
<td>12.0%</td>
<td>7.8%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Environment</td>
<td>3.0%</td>
<td>4.0%</td>
<td>4.0%</td>
<td>20.0%</td>
<td>31.0%</td>
<td>7.20%</td>
<td>20.5%</td>
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<tr>
<td>Health</td>
<td>18.0%</td>
<td>26.0%</td>
<td>13.0%</td>
<td>28.0%</td>
<td>16.0%</td>
<td>47.4%</td>
<td>27.6%</td>
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<tr>
<td>Historic Preservation</td>
<td></td>
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<tr>
<td>Humanities to become</td>
<td>0.5%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>2.0%</td>
<td>0.0%</td>
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<td>History and Culture in</td>
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<tr>
<td>Human Services</td>
<td>35.5%</td>
<td>34.0%</td>
<td>25.0%</td>
<td>10.0%</td>
<td>18.0%</td>
<td>7.3%</td>
<td>14.5%</td>
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<tr>
<td>Other</td>
<td>-</td>
<td>-</td>
<td>5.0%</td>
<td>11.0%</td>
<td>5.0%</td>
<td>0.0%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>
Food Stamps and Welfare to Work

After four years of increase, the number of food stamp recipients decreased. Historically, between 2003 and 2004, alone, food stamp recipients in the region increased 22%. This increase was region-wide, with greater numbers of recipients in all three counties. This trend appears to be reversing, although data is missing from Santa Cruz County. At the county level, both Monterey and San Benito Counties showed small reductions during the most recent year recorded.

Food Stamps Recipients 1998 - 2005

Welfare to Work Participants 1999 - 2005
*CalWorks*

California Work Opportunity and Responsibility to Kids (CalWORKs) is a welfare program that provides cash aid and services to eligible needy California families with dependent children. The idea behind the program is that to support the family is to support the child. The time spent in the program may be up to 5 years per family. The trend shown in the graph from the last 7 years shows a bottoming-out in the number of recipients.

This may signal we have reached a lower limit of necessity for our population. On the contrary, it may indicate that more information and education needs to be transmitted to the families in need.
Infrastructure

Daily Vehicle Miles Traveled Per Person

The AMBAG region commuters continued their trend of traveling more miles. Our regional average of 27.06 miles is almost four miles more than the state average of 23.7 daily vehicle miles travel per person. This trend of increasing commuting miles has been constant and persistent since 1997. County by county, the more compact Santa Cruz County shows the shortest mileage, while Monterey and San Benito Counties show much higher averages.

Remember that we are speaking in averages. We must also take into account those commuters that chose to live in our region but need to travel out of their resident counties to work figure into these averages. In 2006, Monterey County had 18,073 commuters (~12% of total) working in other counties. Santa Cruz County has a larger number commuting out of their county each workday 33,022 (~35%). San Benito County had fewer in number than either of the other counties, 11,196 but much higher percentage (~50%). These commuters add substantially to the averages we see in the table below.
Daily Total Vehicle Miles Traveled

The data shown on the previous page may seem small; however, placed into the context of daily mileage totals for our counties or region, they become very significant.

Daily total vehicle miles traveled by Monterey County residents during 2006 were 12,661,000. For San Benito County 1,761,000 total vehicle miles per day and for Santa Cruz County total vehicle miles were 6,075,000. The AMBAG regional total is a staggering 20,497,000 vehicle miles traveled per day. This is the equivalent to 43 round trips to the moon, daily.
Mode of Travel to Work

As the tables below attest, we continue to drive alone to work. We are now very close to the state average. Over the years we have vibrated above and below the California average this year we seem to be crossing the average axis once more.

Carpooling for our region is also very close to the state average. Monterey County has historically had higher percentages of carpoolers than the Santa Cruz County or the state average and this remains true in 2005. San Benito County that showed relatively high percentages in the 1990 and 2000 census unfortunately does not have current available data in this indicator due to the county’s population being below the threshold for inclusion.

Data is also not yet available on whether we have changed our commuting habits since the fuel increases experienced in 2006. When those results become available next year it may be very informative. The nearly doubling of fuel costs will give statisticians and public transit advocates interesting data on which to base future transit demand modeling.

<table>
<thead>
<tr>
<th>Mode of Travel to Work: Auto 1990 - 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DROVE ALONE</strong></td>
</tr>
<tr>
<td>1990</td>
</tr>
<tr>
<td>Monterey</td>
</tr>
<tr>
<td>San Benito</td>
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<tr>
<td>Santa Cruz</td>
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<tr>
<td>AMBAG Region</td>
</tr>
<tr>
<td>California</td>
</tr>
</tbody>
</table>

| **CARPOOLED**                        |
| 1990 | 2000 | 2002 | 2003 | 2004 | 2005 |
| Monterey | 17.2 | 19.5 | 16.3 | 13.9 | 12 | 15.7 |
| San Benito | 23.8 | 18.4 | - | - | - | - |
| Santa Cruz | 14.5 | 14.2 | 13.8 | 6.3 | 10.8 | 9.9 |
| AMBAG Region | 16.2 | 17.3 | 15.2 | 10.8 | 11.4 | 12.8 |
| California | 14.6 | 14.5 | 12.7 | 12.6 | 11.3 | 12.5 |
Environmental Indicators

Ozone Readings
Our region’s air remained clean in 2006. We did not have any national violations for ozone levels and only exceeded the stricter state threshold twice.

Ambag Region Days Exceeding the State Ozone Standard 1990-2006

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<td>Hollister</td>
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<td>Pinnacles</td>
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<td>Scotts Valley</td>
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<tr>
<td>Ambag Region</td>
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<td>12</td>
<td>3</td>
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<td>13</td>
<td>3</td>
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</tbody>
</table>

Particulate Matter
Particulate matter values were about average for levels seen historically in our region. The Davenport monitoring station has historically been the highest-ranking station for particulate matter is located in Santa Cruz County near the coast and 400 meters from a cement factory.

Ambag Region Days Exceeding the State PM10 Standard 1995-2005

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<td>Hollister</td>
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<td>Monterey</td>
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<tr>
<td>Moss Landing</td>
<td>7</td>
<td>3</td>
<td>3</td>
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<td>Watsonville</td>
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<td>Santa Cruz</td>
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<td>Scotts Valley</td>
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<tr>
<td>Ambag Region</td>
<td>14</td>
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<td>9</td>
<td>15</td>
<td>4</td>
<td>13</td>
<td>8</td>
<td>14</td>
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</tr>
</tbody>
</table>
**Beach Closures**

For the second year in a row there were no beach closures in our region. Therefore, officially the year was clear. This is much better than the previous five years when 15 to 20 days a year seemed the norm. Still, there were 170 Beach Advisory days posted for Santa Cruz County beaches for various reasons.

---

![Annual Beach Closures (Total Days) 1990 - 2006](chart.png)

- Monterey County
- Santa Cruz County
- AMBAG Region
Coastal Cleanup

As described earlier, the collection of the trash and recyclables is performed in one morning by untrained volunteers. This year the totals were down for trash collection but up for collection of recyclables.

Coastal Cleanup Day Results Recyclables (in pounds)
1996-2006

Coastal Cleanup Day Trash Collected (in pounds)
1996 - 2006
Solid Waste Rates

What cannot be recycled goes into our landfills. The graph below shows the amounts of that waste by county. The most striking element of this graph is the increase of waste being generated by Monterey County. This is a measure of total waste so industry is included, but population and industry have not increased at an equivalent rate as waste disposal.
1 AMBAG Area Map
AMBAG GIS Staff, 2005.

2 Population Change
California Department of Finance; Demographic Research Unit 2001-2006.

3 Population Totals
California Department of Finance; Demographic Research Unit, Table E-2, 2006.

4 Specific Age Groups
U.S. Census Bureau; American Community Survey, 2005.

5 Population Factors
California Department of Finance; Demographic Research Unit, Table E-2, 2006.

6 Legal Immigration
U.S. Immigration and Naturalization Services and the California Department of Finance, Demographic Research Unit, 2006.

7 AMBAG Population Forecast
AMBAG Forecast (adopted in 2004) and California Department of Finance; Demographic Research Unit, Tables E-1, 2000-2006.

8 Mapping Forecasted Change

9 Housing Units
California Department of Finance; Demographic Research Unit, Table E-5, 2006.

10 Labor Force
California Employment Development Department, Labor Market Information Division, 2006.

11 Average Annual Employment
Annual Average Labor Force Data for Counties, California State Employment Development Department, 2006.

12 Median Household Income

13 Unemployment
California Employment Development Department; Labor Market Information Division, 2006.

14 New Housing Construction and Housing Costs

15 Housing Affordability
California Association of Realtors; Housing Affordability Index, 2006.

16 Families in Poverty
U.S. Census Bureau; American Community Survey, 2005.

17 Agriculture
California Department of Conservation, 2006.

18 Organic Farming
California Department of Food and Agriculture, 2006.

19 English Learners

20 Dropout Rates and Graduates

21 Student Prepared for College

22 Registered Voters and Voter Turnout
California Secretary of State, Department of Elections, 2006.

23 Volunteerism
California Coastal Commission, Public Education Unit, 2006.

24 Food Insecurity
California Department of Health Services, 2006.

25 Environmental Health
California Department of Health Services, 2006.

26 Overcrowded Housing
U.S. Census Bureau; American Community Survey, 2005.
30 Grants Funding
Community Foundation of Santa Cruz County, 2006.

31 Food Stamps & Welfare to Work

32 CalWORKs
Source: California Employment Development Department; Labor Market Information, 2006.

33 Daily Vehicle Miles Traveled
California Department of Transportation, 2006; California Air Resources Board, 2006.

34 Daily Total Vehicle Miles Traveled
California Department of Transportation, 2006; California Air Resources Board, 2006.

35 Mode of Travel to Work
U.S. Census Bureau; American Community Survey, 2005.

36 Ozone Readings & Particulate Matter
California Air Resources Board, 2006.

37 Beach Closures

38 Coastal Cleanup
California Coastal Commission, Public Education Unit, 2006.

39 Solid Waste Rates