

Neighborhood Profile – Downtown Santa Rosa

Census Tract: 152000

The Downtown Santa Rosa neighborhood is a census tract in the Sonoma County, Supervisorial District 3. The neighborhood is predominantly white, with 75% of residents identifying as such. Over two-thirds (67%) of individuals reported speaking only English at home. The median income is

significantly lower than the rest of Sonoma county (\$46,250/yr vs. \$72,000/yr), while the share of the population that is employed is relatively high compared to the rest of the county, and the unemployment rate is more or less in line with the rest of the county implying there is a higher than average share of the population out of the labor force (retired, disabled, etc.).

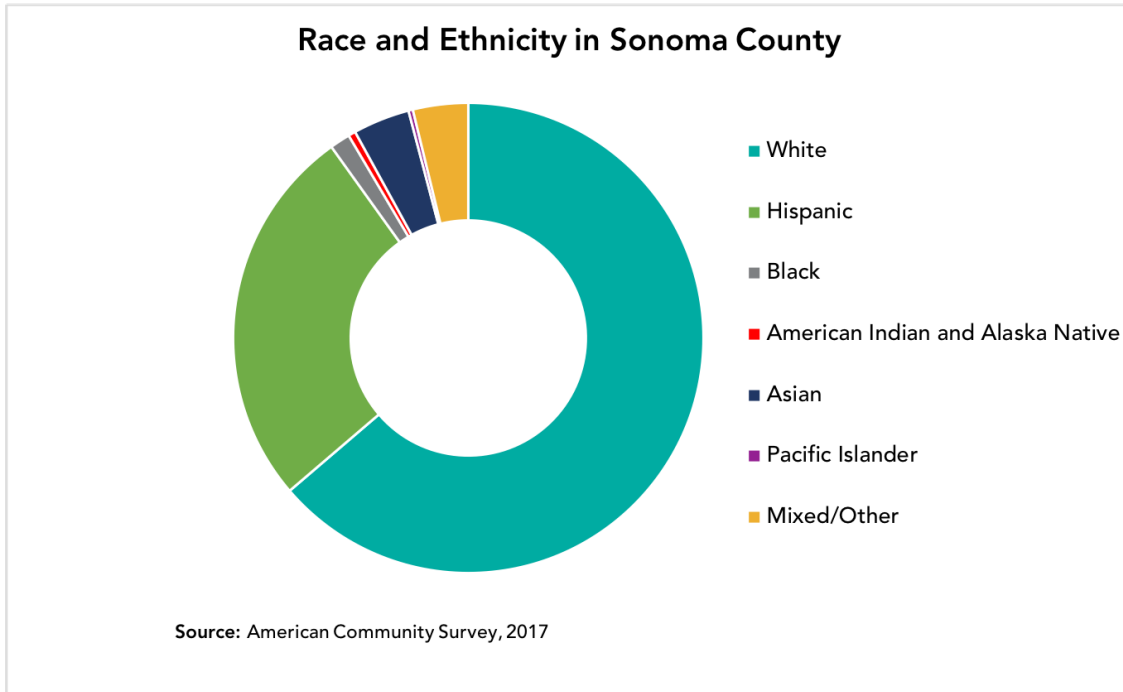
The neighborhood has a much higher rate of households who rent than the county at large. Households in the neighborhood have relatively low rates of overcrowding and substandard living conditions and have relatively low cost burdens. The share of adults with a college education is higher than that of the county, K-12 students in the neighborhood excel, scoring higher in English and math proficiency, and rates of truancy are average relative to the rest of the county.

The neighborhood has excellent retail access, very good air quality, low rates of low-income housing burdens, but very low rates of homeownership and relatively low access to automobiles.

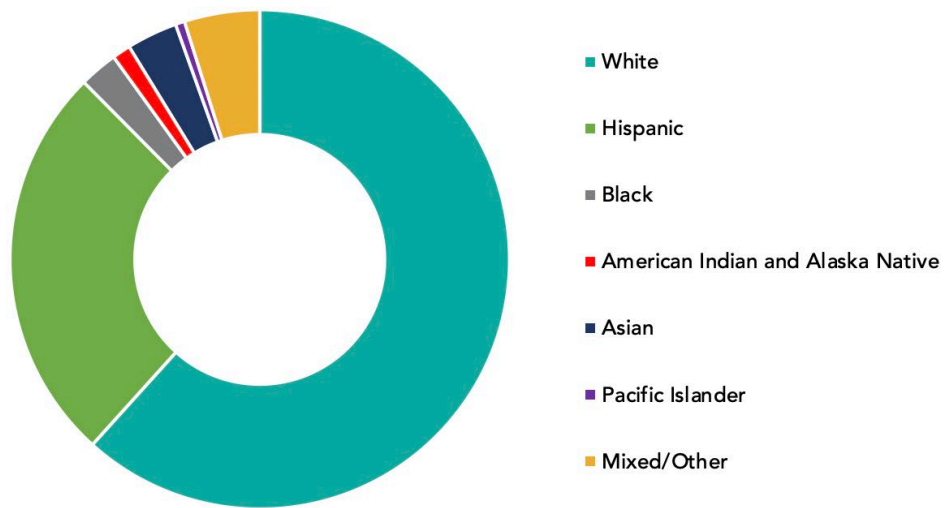


Total Population: 1,804¹

Race & Ethnicity



Race and Ethnicity in Downtown Santa Rosa



Source: American Community Survey, 2017

¹ American Community Survey, 2013-2017

Employment & Income

	Countywide	Downtown Santa Rosa
Median Income	\$71,769	\$46,250
Population Employed	60.7%	72.5%
Unemployment	3.8%	5.6%

Vulnerable Populations

	Countywide	Downtown Santa Rosa
People employed in Farming, Fishing and Forestry	1.9%	.4%
Foreign Born	1.3%	.578%
Speak English Less than "very well"	11%	6.1%
Renters	39.7%	89.33%
People in Poverty	10.7%	22.8%
Elderly in Poverty	17.3%	10.6%
Veterans in Poverty	10.1%	18.6%
People with Disabilities in Poverty	12%	32.6%
Youth in Foster Care	2.1%	6.6%

(Source: American Community Survey 2013-2017 unless otherwise noted)

Ethnic Concentration

	Countywide	Downtown Santa Rosa
Population 5 years and over	474,758	1,703
English only	74.4%	83.2%
Spanish	19.7%	12.3%
Speak English less than "very well"	9.1%	5.24%
Other Indo-European languages	2.7%	3.9%
Speak English less than "very well"	0.6%	.82%
Asian and Pacific Islander languages	2.6%	.6%
Speak English less than "very well"	1.1%	.3%
Other languages	0.5%	-

Speak English less than "very well"	0.2%	-
Language other than English	25.6%	25.5
Speak English less than "very well"	11.0%	6.1%

Housing Conditions

	Countywide	Downtown Santa Rosa
Housing Tenure	<u>Homeowners: 60.3%</u> <u>Renters: 39.7%</u>	<u>Homeowners: 10.66%</u> <u>Renters: 89.33%</u>
Overcrowding (>1 occupant per room)	<u>Homeowners: 2.5%</u> <u>Renters: 9.2%</u>	<u>Homeowners: 0%</u> <u>Renters: 2.8%</u>
Substandard Conditions	<u>Without Complete Kitchen Facilities</u> Homeowners: 0.3% Renters: 1.8% <u>Without Complete Plumbing Facilities</u> Homeowners: 0.2% Renters: 0.6%	<u>Without Complete Kitchen Facilities</u> Homeowners: 0% Renters: 0% <u>Without Complete Plumbing Facilities</u> Homeowners: 0% Renters: 0%
High Housing Cost Burden	<u>Homeowners</u> With mortgage: 39.6% Without mortgage: 15.9% <u>Renters: 56.1%</u>	<u>Homeowners</u> With mortgage: 13.6% Without mortgage: 27.6% <u>Renters: 49.1%</u>
(Source: American Community Survey 2013-2017)		

(Source: American Community Survey 2013-2017 unless otherwise noted)

Displacement Risk

This is a lower income census tract with ongoing gentrification and/or displacement occurring.

(Source: Urban Displacement Project)

Lending

	Countywide	Downtown Santa Rosa
Population ACS 2013-2017	500,943	1,804 (.4% of population)
Loans made in 2017	19529	734 (0.4% of all loans)
High Cost Loans (as a percentage of total single-family owner-occupied home loans)	273 (1.4% of all loans)	11 (1.2% of all loans)
Loan Applications approved, but not accepted	511 (2.6% of all loans)	35 (4.8% of all loans)
Loan Application Denials (as a percentage of total single family owner-occupied home loans)	2,395 (12.3% of all loans)	120 (16.3% of all loans)

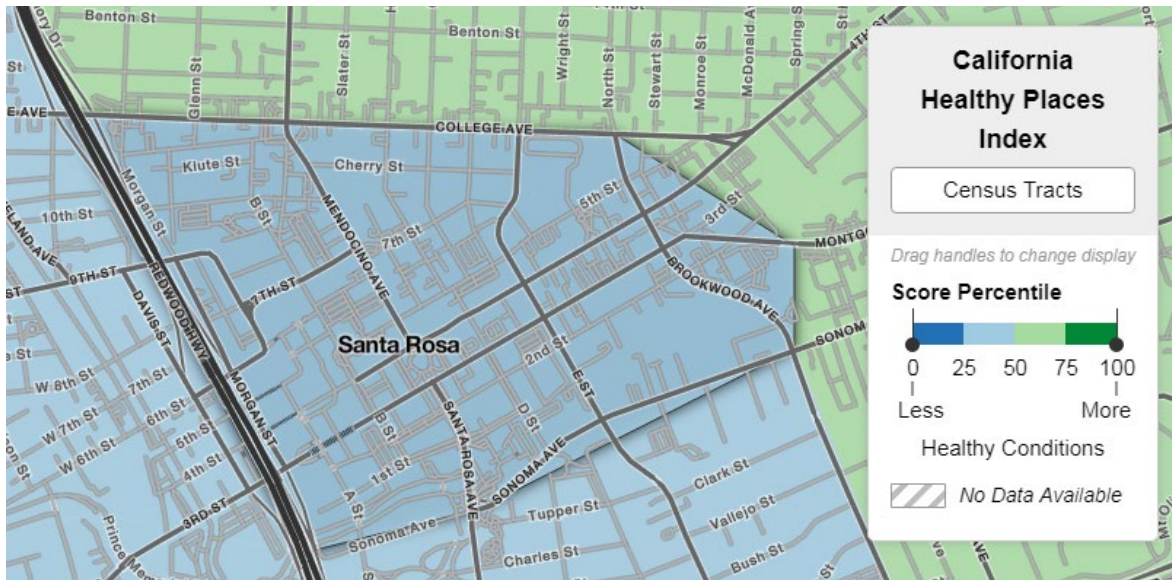
(Source: Home Mortgage Disclosure Act – consumerfinance.gov/hmda)

Education

	Countywide	Downtown Santa Rosa
Percentage of College Educated Adults (Source: American Community Survey 2013-2017)	32.3%	32.9%
Percentage of 4 th Graders with English Proficiency (Source: Kidsdata.org Students Meeting or Exceeding Grade-Level Standard in English Language Arts (CAASPP) 4 th grade)	44%	66.17%
Elementary School Truancy Rate (Source: CDE)	31.5%	34.46%
4 th Grade Math Proficiency Rate (Source: Kidsdata.org)	37%	73.83%
High School Graduation Rate (Source: CDE)	87.3%	90.9%

(Source – UC Davis Regional Opportunity Index)

Healthy Places Index Information



Neighborhood Strengths	Downtown Santa Rosa (Percentile among tracts in CA)
Clean Air – Ozone – This tract has a lower average amount of ozone in the air during the most polluted 8 hours of summer days than 96.1% of other California census tracts	96 th
Clean Air – PM 2.5 - This tract has a lower yearly average of fine particulate matter concentration (very small particles from vehicle tailpipes, tires and brakes, powerplants, factories, burning wood, construction dust, and many other sources) than 90.4% of other California census tracts.	93.8 th
Low-Income Homeowner Severe Housing Cost Burden – This tract has a lower percentage of low-income homeowners who pay more than 50% of their income on housing costs than 94.4% of other California census tracts.	94.4 th
Retail Density – This tract has a higher number of retail, entertainment, and education jobs per acre than 97.3% of other California census tracts.	97.3 th percentile
High School Enrollment – This tract has a higher percentage of 15-17 year olds in school than 100% of other California census tracts.	100 th
Active Commuting – This tract has a higher percentage of workers (16 years and older) who commute to work by transit, walking, or cycling than 87.7% of other California census tracts.	87.7 th

Neighborhood Vulnerabilities	
Automobile Access – This tract has a higher percentage of households with access to an automobile than just 7% of other California census tracts.	7 th
Two-Parent Households – This tract has a higher percentage of children with two married or partnered parents/caregivers than just 16.4% of other California census tracts.	16.4 th
Alcohol Availability – This tract has a higher percentage of people who live more than ¼ mile of a store that sells alcohol than just 19.8% of other California census tracts.	19.8 th
Homeownership – This tract has a higher percentage of homeowners than just 3.4% of other California census tracts.	3.4 th
Housing Habitability – This tract has a higher percent of households with basic kitchen facilities and plumbing than just 15.1% of other California census tracts.	15.1 th
Clean Air – Diesel PM – This tract has lower average daily amount of particulate pollution (very small particles) from diesel sources (for July) than just 18.6% of other California census tracts.	18.6 th

Uses data from: <https://map.healthyplacesindex.org>

* Point estimates at the census tract level often have margins of error greater than 10 percent of the total value. Use these estimates appropriately.