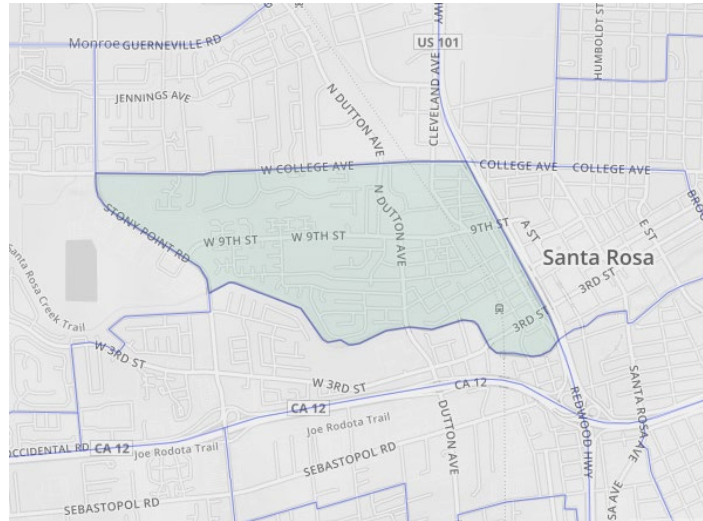# Neighborhood Profile –
West End

Census Tract: 153002

The West End neighborhood is a census tract in the City of Santa Rosa, in Supervisorial Districts 3 & 5. The neighborhood is predominately Latino, with 53% of residents identifying as such. Slightly less than a quarter (22.6%) of individuals reported being able to speak English less than "very well." The median income is slightly less than the rest of Sonoma County ($67,000/yr vs. $72,000/yr), as is the share of the population that is employed, however the unemployment rate is twice as high, implying there is a higher than average share of the population in the labor force (retired, disabled, etc.).
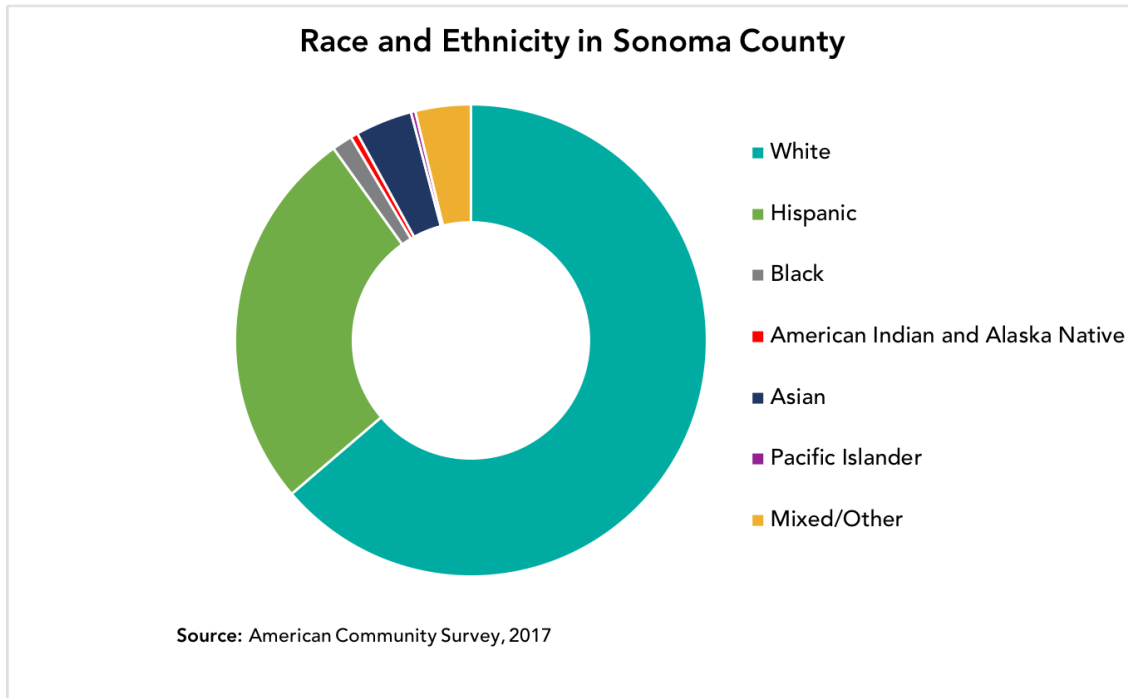
The neighborhood has a higher rate of households who rent rather than own than the County at large. Households in the neighborhood have a higher rate of overcrowding, higher housing cost burden in terms of homeowners without a mortgage and renters, and lower substandard living conditions. The share of adults with a college education is lower than that of the county, and the high school graduation rate is low. However, K-12 students in the neighborhood excel, scoring higher in English and math proficiency and have lower rates of truancy.
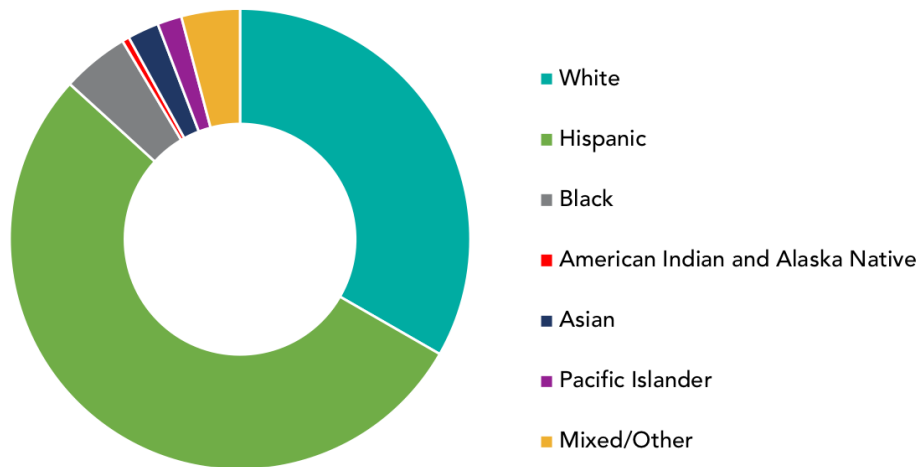
The neighborhood has very good Ozone and PM 2.5 amounts, excellent retail density, but a high concentration of Diesel PM pollution.

Total Population: 6,5161

Race & Ethnicity

Race and Ethnicity in Sonoma County

- White
- Hispanic
- Black
- American Indian and Alaska Native
- Asian
- Pacific Islander
- Mixed/Other

Source: American Community Survey, 2017

Race and Ethnicity in West End

- White
- Hispanic
- Black
- American Indian and Alaska Native
- Asian
- Pacific Islander
- Mixed/Other

Source: American Community Survey, 2017

---

[1] American Community Survey, 2013-2017

Employment & Income

	Countywide	West End
Median Income	$71,769	$66,635
Population Employed	60.7%	68.5%
Unemployment	3.8%	8.8%

Vulnerable Populations

	Countywide	West End
People employed in Farming, Fishing and Forestry	1.9%	3.4%
Foreign Born	16.6%	25%
Speak English Less than "very well"	11%	22.6%
Renters	39.7%	56.3%
People in Poverty	10.7%	14.8%
Elderly in Poverty	17.3%	6.5%
Veterans in Poverty	10.1%	0.5%
People with Disabilities in Poverty	12%	3.6%
Youth in Foster Care	289	

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

Languages Spoken

	Countywide	West End
Population 5 years and over	474,758	6,049
English only	74.4%	51.1%
Spanish	19.7%	45.8%
Speak English less than "very well"	9.1%	21.7%
Other Indo-European languages	2.7%	2.3%
Speak English less than "very well"	0.6%	0.3%
Asian and Pacific Islander languages	2.6%	0.9%

Speak English less than "very well"	1.1%	0.6%
Other languages	0.5%	0
Speak English less than "very well"	0.2%	0
Language other than English	25.6%	48.9%
Speak English less than "very well"	11.0%	22.6%

Housing Conditions

	Countywide	West End
Housing Tenure	Homeowners: 60.3% Renters: 39.7%	Homeowners: 43.7% Renters: 56.3%
Overcrowding (>1 occupant per room)	Homeowners: 2.5% Renters: 9.2%	Homeowners: 13.3% Renters: 10.1%
Substandard Conditions	Without Complete Kitchen Facilities Homeowners: 0.3% Renters: 1.8% Without Complete Plumbing Facilities Homeowners: 0.2% Renters: 0.6%	Without Complete Kitchen Facilities Homeowners: 0% Renters: 0% Without Complete Plumbing Facilities Homeowners: 0% Renters: 0%
High Housing Cost Burden	Homeowners With mortgage: 39.6% Without mortgage: 15.9% Renters: 56.1%	Homeowners With mortgage: 34.9% Without mortgage: 20.7% Renters: 46.3%

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

Displacement Risk

This neighborhood is a lower income census tract at risk of gentrification and displacement.

(Source: Urban Displacement Project)

Lending

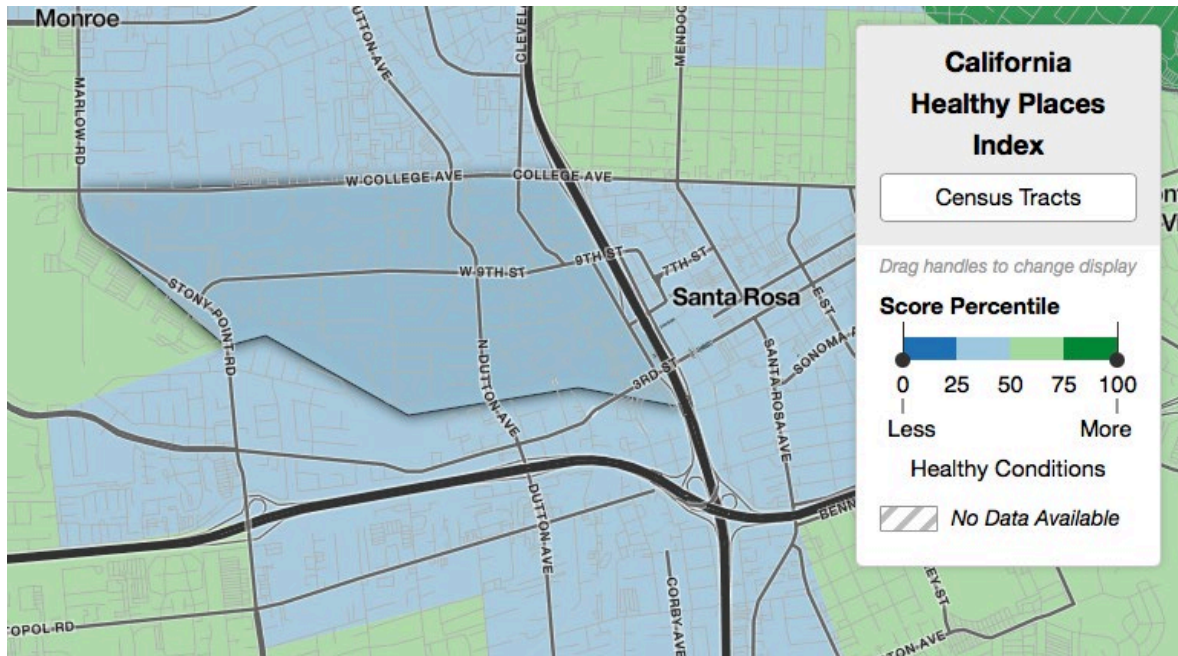|	Countywide	West End
Population ACS 2013-2017	500,943	6,516 (1.3% of the County's population)
Loans made in 2017	19529	301 (1.5% of all loans made in the County)
High Cost Loans (as a percentage of total single-family owner-occupied home loans)	273 (1.4% of all loans)	6 (2% of all loans made in this neighborhood)
Loan Applications approved, but not accepted	511 (2.6% of all loans)	6 (2% of all loans made in this neighborhood)
Loan Application Denials (as a percentage of total single-family owner-occupied home loans)	2,395 (12.3% of all loans)	50 (16.6% of all loans made in this neighborhood)

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

Education

	Countywide	West End
Percentage of College Educated Adults (Source: American Community Survey 2013-2017)	32.3%	19.5%
Percentage of 4th Graders with English Proficiency (Source: Kidsdata.org Students Meeting or Exceeding Grade-Level Standard in English Language Arts (CAASPP) 4th grade)	44%	53.8%
Elementary School Truancy Rate (Source: CDE)	31.5%	26.46%
4th Grade Math Proficiency Rate (Source: Kidsdata.org)	37%	68.67%
High School Graduation Rate (Source: CDE)	87.3%	74.3%

(Source – UC Davis Regional Opportunity Index 2014)

Healthy Places Index Information

	West End (Percentile among tracts in CA)
Neighborhood Strengths	
Voting – This tract has a higher percentage of registered voters who voted in the 2012 general election than **81.4%** of other California census tracts.	81.4
High School Enrollment – This tract has a higher percentage of 15-17-year-olds in school than **100%** of other California census tracts.	100
Retail Density – This tract has a higher number of retail, entertainment, and education jobs per acre than **81.2%** of other California census tracts.	81.2
Park Access – This tract has a higher percentage of the population living within walkable distance (half-mile) of a park, beach, or open space greater than 1 acre than **81.4%** of other California census tracts.	81.4
Clean Air – Ozone - This tract has a lower average amount of ozone in the air during the	96.1

most polluted 8 hours of summer days than **96.1%** of other California census tracts.	
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 **93.8%** of other California census tracts.	93.8
Neighborhood Vulnerabilities	
Clean Air – Diesel PM - This tract has a lower average daily amount of particulate pollution (very small particles) from diesel sources (for July) than **20.8%** of other California census tracts.	20.8

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.