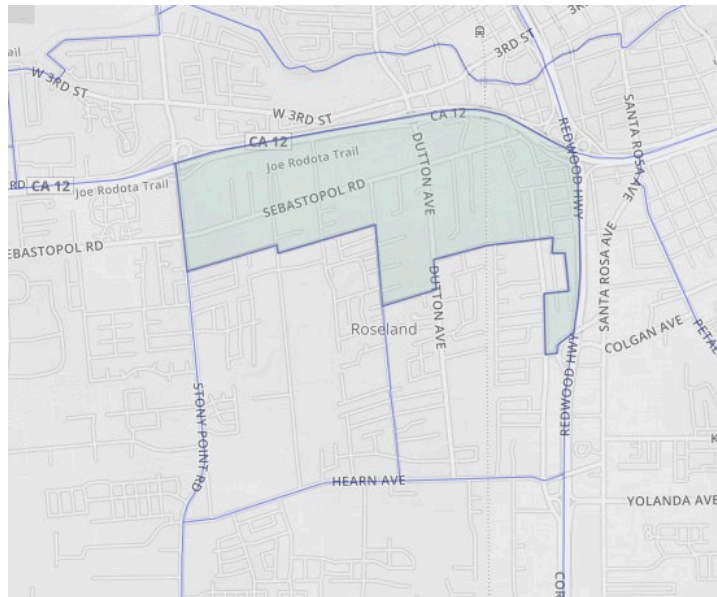


Neighborhood Profile – Roseland

Census Tract: 153104

The Roseland neighborhood is a census tract in the City of Santa Rosa, in Supervisorial District 5. The neighborhood is predominately Latino, with 65% of residents identifying as such. Over a third (35%) of individuals reported being able to speak English less than “very well.” The median income is significantly lower than the rest of Sonoma County (\$42,000/yr vs. \$72,000/yr), however the larger share of the population that is employed and the tripled unemployment rate implies the labor force participation rate is higher in this neighborhood than the County’s average.

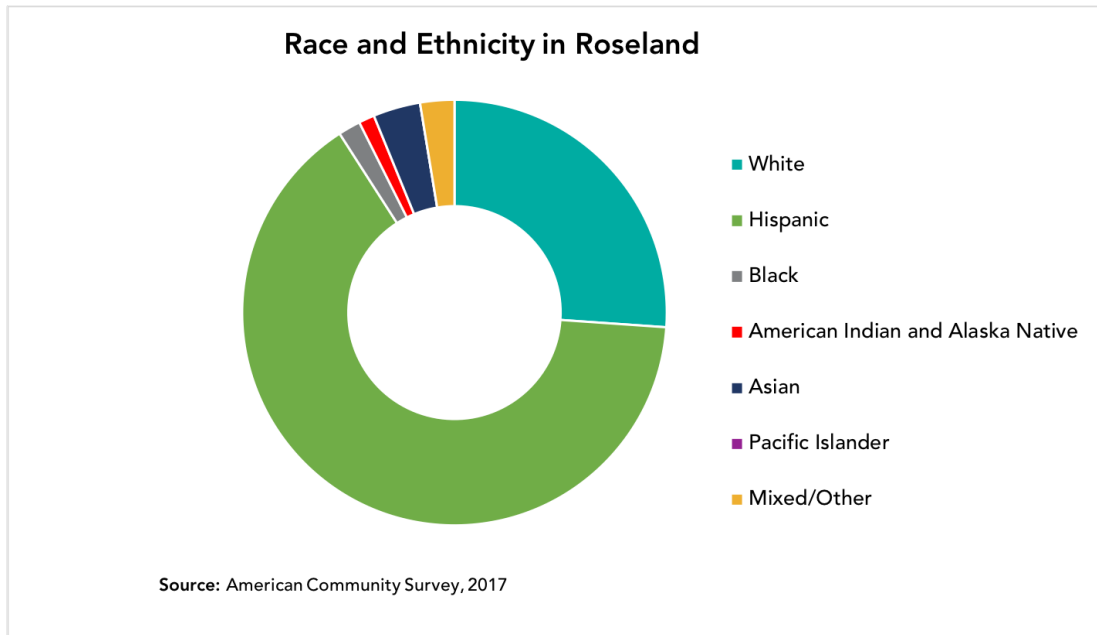
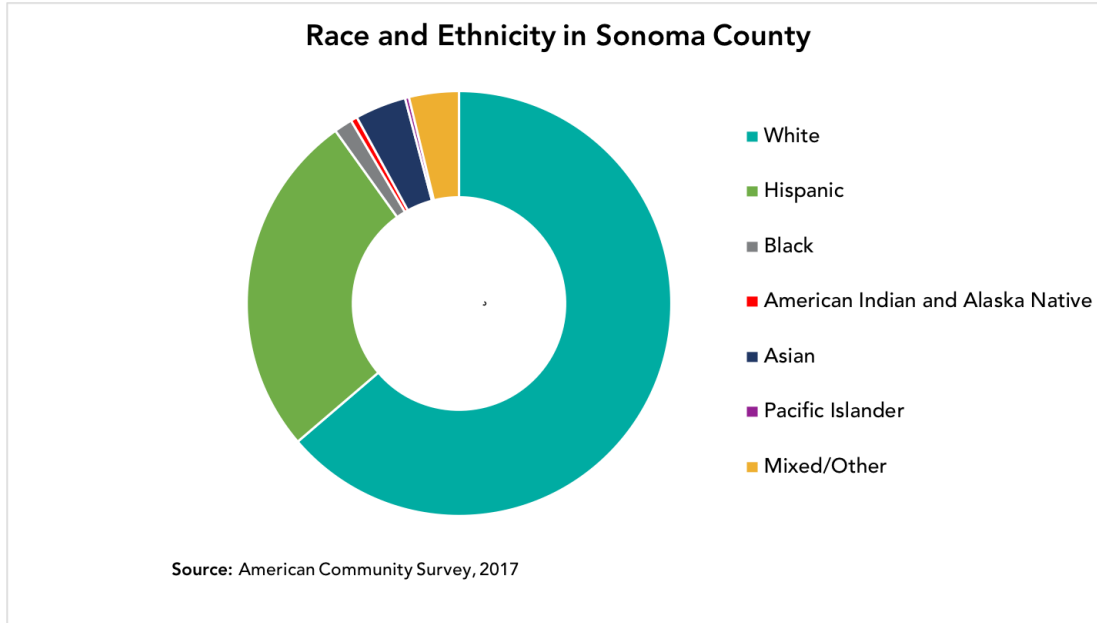


The neighborhood has a much higher rate of households who rent than the County at large. Households in the neighborhood have a higher rate of overcrowding and housing cost burden, but lower substandard living conditions. The share of adults with a college education is significantly lower than that of the County as well as the percentages of students meeting or exceeding grade-level standards in English and math.

The neighborhood has excellent air quality in terms of Ozone and PM 2.5, very good supermarket access, but a low percentage of insured adults and people earning more than 200% of the federal poverty level.

Total Population: 3,910¹

Race & Ethnicity



Employment & Income

Countywide

Roseland

¹ American Community Survey, 2013-2017

Median Income	\$71,769	\$41,648
Population Employed	60.7%	61.9 %
Unemployment	3.8%	11.7%

Vulnerable Populations

	Countywide	Roseland
People employed in Farming, Fishing and Forestry	1.9%	0.0%
Foreign Born	1.3%	33.6%
Speak English Less than "very well"	11%	34.9%
Renters	39.7%	72.4%
People in Poverty	10.7%	27.6%
Elderly in Poverty	17.3%	6.2%
Veterans in Poverty	10.1%	27.7%
People with Disabilities in Poverty	12%	44.1%
Youth in Foster Care	2.1%	0%

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

Languages Spoken

	Countywide	Roseland
Population 5 years and over	474,758	3,591
English only	74.4%	38.6%
Spanish	19.7%	56.5%
Speak English less than "very well"	9.1%	32.6%
Other Indo-European languages	2.7%	1.1%
Speak English less than "very well"	0.6%	0%
Asian and Pacific Islander languages	2.6%	3.7%
Speak English less than "very well"	1.1%	2.3%
Other languages	0.5%	0%
Speak English less than "very well"	0.2%	0%
Language other than English	25.6%	61.4%
Speak English less than "very well"	11.0%	34.9%

Housing Conditions

	Countywide	Roseland
Housing Tenure	<u>Homeowners:</u> 60.3% <u>Renters:</u> 39.7%	<u>Homeowners:</u> 28.4% <u>Renters:</u> 71.6%
Overcrowding (>1 occupant per room)	<u>Homeowners:</u> 2.5% <u>Renters:</u> 9.2%	<u>Homeowners:</u> 12.14% <u>Renters:</u> 31.1%
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:</u> 56.1%	<u>Homeowners</u> With mortgage: 43% Without mortgage: 20.50% <u>Renters:</u> 68%

(Source: American Community Survey 2013-2017)

Displacement Risk

This neighborhood is a lower income census tract that is not currently losing low income households.

(Source: Urban Displacement Project)

Lending

	Countywide	Roseland
Population ACS 2013-2017	500,943	3,910
Loans made in 2017	19529	54
High Cost Loans (as a percentage of total single-family owner-occupied home loans)	273 (1.40% of all loans)	0 (0.0%)
Loan Applications approved, but not accepted	511 (2.62% of all loans)	0 (0.0%)
Loan Application Denials (as a percentage of total single-family owner-occupied home loans)	2,395 (12.26% of all loans)	10 (18.5%)

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

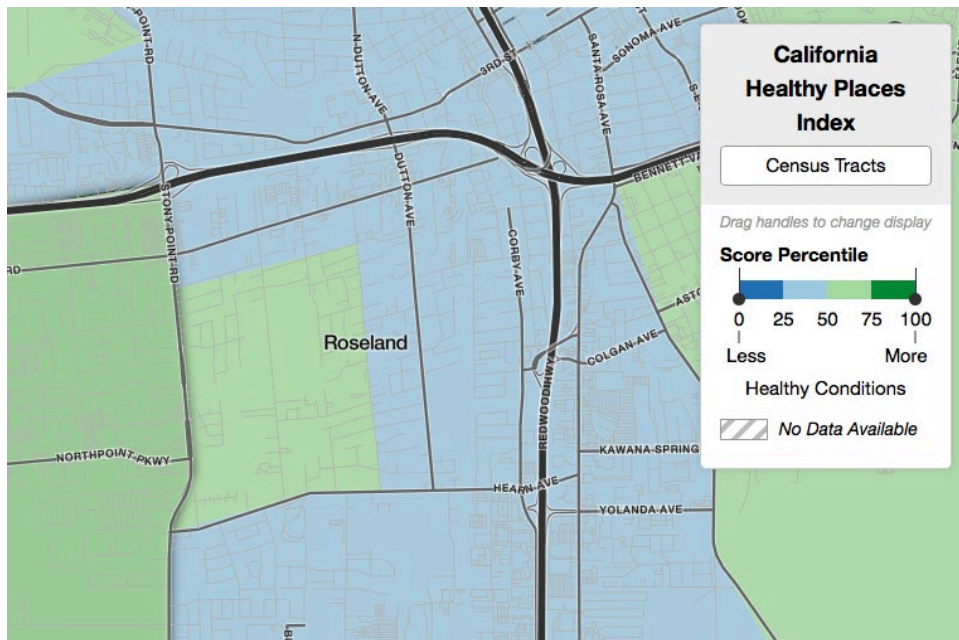
Education

	Countywide	Roseland
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Percentage of College Educated Adults (Source: American Community Survey 2013-2017)	32.27%	24.4%
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%	30.0%
Elementary School Truancy Rate (Source: CDE)	31.47%	14.9%
4 th Grade Math Proficiency Rate (Source: Kidsdata.org)	37%	29.0%
High School Graduation Rate (Source: CDE)	87.3%	55.0%

(Source – UC Davis Regional Opportunity Index)

Healthy Places Index Information



Roseland

	(Percentile among tracts in CA)
Neighborhood Strengths	
Preschool Enrollment – This tract has a higher percentage of 3 and 4-year old’s in school than just 81.9% of other California census tracts.	81.9
High School Enrollment – This tract has a higher percentage of 15-17-year-olds in school than 100% of other California census tracts.	100
Tree Canopy – This tract has a higher percentage of land with tree canopy than 79.5% of other California census tracts	79.5
Supermarket Access – This tract has a higher percentage of people in urban areas who live less than a half mile from a supermarket/large grocery store than 94.3% of other California Census Tracts.	94.3
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 just 95.7% of other California census tracts.	95.7
Housing Habitability – This tract has a higher percent of households with basic kitchen facilities and plumbing than 80.8% of other California census tracts.	80.8
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.	96.1
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	
Employed – This tract has a higher percentage of people aged 25-64 who are employed than 16.7% of other California census tracts.	16.7
Above Poverty – This tract has a higher percent of people earning more than 200% of federal poverty level (200% is often used to measure poverty in California due to high costs of living) than just 15.6% of other California census tracts.	15.6
Bachelors Education or Higher – This tract has a higher percentage of people over age 25 with a bachelor's education or higher than just 15% of other California census tracts.	15

Insured Adults – This tract has a higher percentage of adults aged 18 to 64 years with health insurance than just 12.3% of other California census tracts.	12.3
Homeownership – This tract has a higher percentage of homeowners than 14.8% of other California census tracts.	14.8
Uncrowded Housing – This tract has a higher percentage of households with 1 or less occupant per room than just 3.2% of other California census tracts.	3.2
Clean Air - Diesel PM – This tract has a lower average daily amount of particulate pollution (very small particles) from diesel sources (for July) than 20.3% of other California census tracts.	20.3

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.