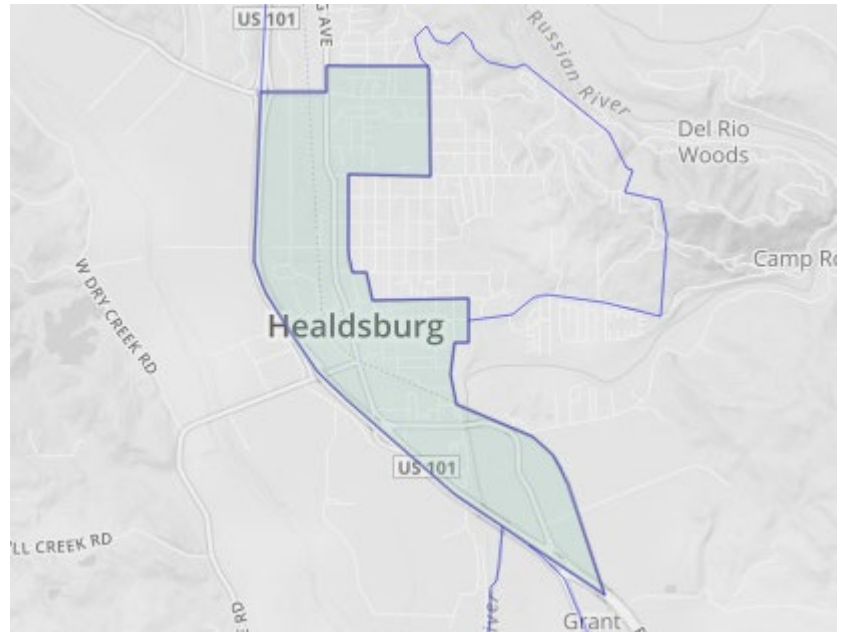


## Neighborhood Profile – Central Healdsburg

Census Tract: 153902

The Central Healdsburg neighborhood is a census tract in Sonoma County, Supervisorial District 4. The neighborhood is predominately Latino with nearly 50% identifying as such. The median income is significantly lower than the rest of Sonoma county (\$29,000/yr vs. \$72,000/yr), and the unemployment rate is nearly twice that of the county, but the percentage of the population employed is slightly higher than that of the county (66.5% vs 60.7%).

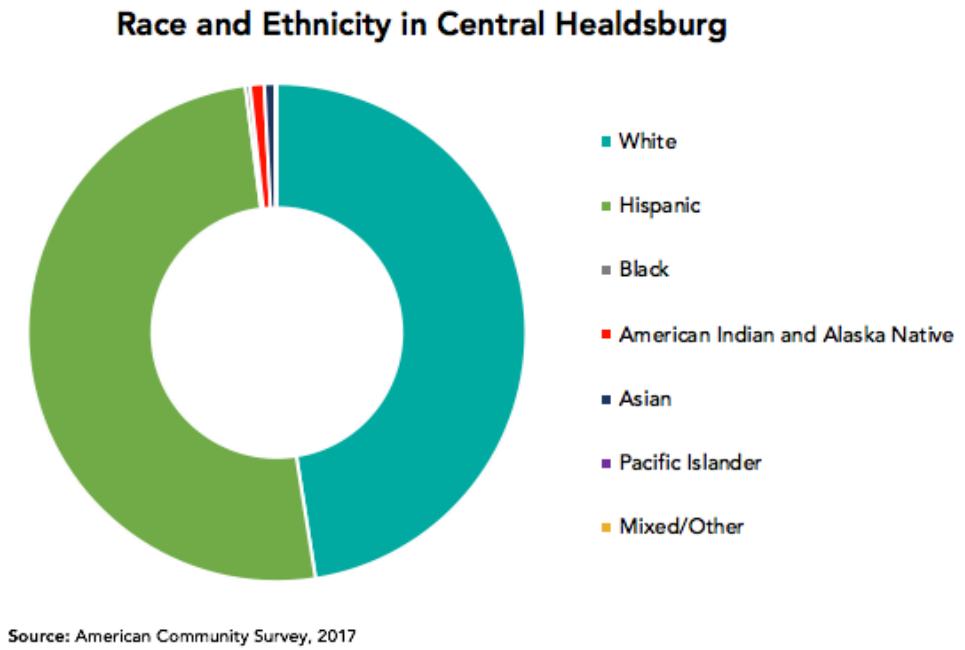
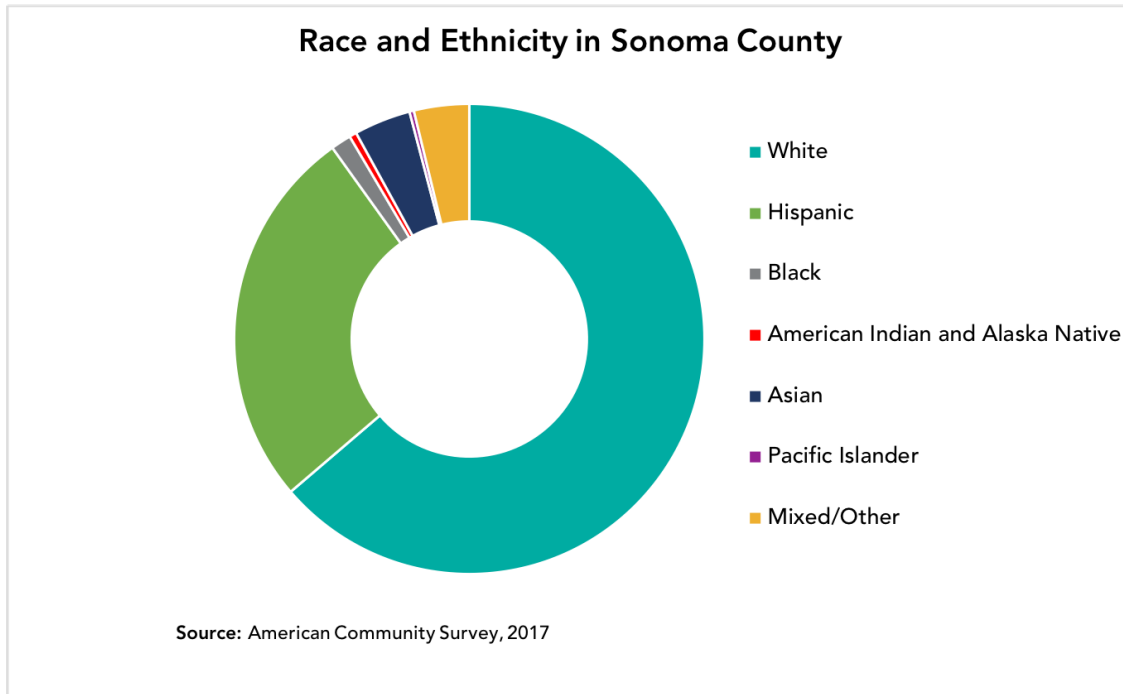


The neighborhood has a significantly higher rate of renters compared to the county at large. Households in the neighborhood have relatively normal rates of overcrowding for homeowners while renters have lower rates of overcrowding. Occupants have slightly lower instances of substandard living conditions. Mortgage free homeowners face a lower cost burden than the county at large, while renters and homeowners with mortgages have similar rates of cost burden as the county level. The share of adults with a college education is slightly higher than that of the county at large, and K-12 students in the neighborhood score higher in English and math proficiency and have lower rates of truancy.

The neighborhood has very good air quality, high rates of voter participation, a good tree canopy, and good supermarket access. However, the neighborhood has lower high school enrollment levels.

Total Population: 4,355<sup>1</sup>

### Race & Ethnicity



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<sup>1</sup> American Community Survey, 2013-2017

## Employment & Income

	Countywide	Central Healdsburg
Median Income	\$71,769	\$29,071
Population Employed	60.7%	66.5%
Unemployment	3.8%	6.8%

## Vulnerable Populations

	Countywide	Central Healdsburg
People employed in Farming, Fishing and Forestry	1.9%	8.1%
Foreign Born	1.3%	26.7%
Speak English Less than "very well"	11%	23.4%
Renters	39.7%	56.4%
People in Poverty	10.7%	7.5%
Elderly in Poverty (out of all elderly)	17.3%	6.2%
Veterans in Poverty (out of all veterans)	10.1%	0%
People with Disabilities in Poverty	12%	20.8%
Youth in Foster Care	2.1%	5.3%

(Source: American Community Survey 2013-2017)

## Ethnic Concentration

	Countywide	Central Healdsburg
Population 5 years and over	474,758	4,123
English only	74.4%	61.5%
Spanish	19.7%	37.4%
Speak English less than "very well"	9.1%	23.3%
Other Indo-European languages	2.7%	0.6%
Speak English less than "very well"	0.6%	0%
Asian and Pacific Islander languages	2.6%	0.5%

Speak English less than "very well"	1.1%	0%
Other languages	0.5%	0%
Speak English less than "very well"	0.2%	0%
Language other than English	25.6%	38.5%
Speak English less than "very well"	11.0%	23.4%

## Housing Conditions

	Countywide	Central Healdsburg
Housing Tenure	<u>Homeowners:</u> 60.3% <u>Renters:</u> 39.7%	<u>Homeowners:</u> 43.6% <u>Renters:</u> 56.4%
Overcrowding (>1 occupant per room)	<u>Homeowners:</u> 2.5% <u>Renters:</u> 9.2%	<u>Homeowners:</u> 2.9% <u>Renters:</u> 6.6%
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: 0.0% Renters: 0.7% <u>Without Complete Plumbing Facilities</u> Homeowners: 0% Renters: 0%
High Housing Cost Burden (out of all occupied housing units)	<u>Homeowners</u> With mortgage: 39.6% Without mortgage: 15.9% <u>Renters:</u> 56.1%	<u>Homeowners</u> With mortgage: 32.5% Without mortgage: 14.2% <u>Renters:</u> 57.3%
(Source: American Community Survey 2013-2017)		

(Source: American Community Survey 2013-2017)

## Displacement Risk

This is a low-income census tract at risk of gentrification and displacement.

(Source: Urban Displacement Project)

## Lending

	Countywide	Central Healdsburg
Population ACS 2013-2017	500,943	4,355 (0.9% of the County's population)
Loans made in 2017	19,529	156 (0.8% 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)	1 (0.6% of all loans made in this neighborhood)
Loan Applications approved, but not accepted	511 (2.6% of all loans)	3 (1.9% 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)	20 (12.8% of all loans made in this neighborhood)

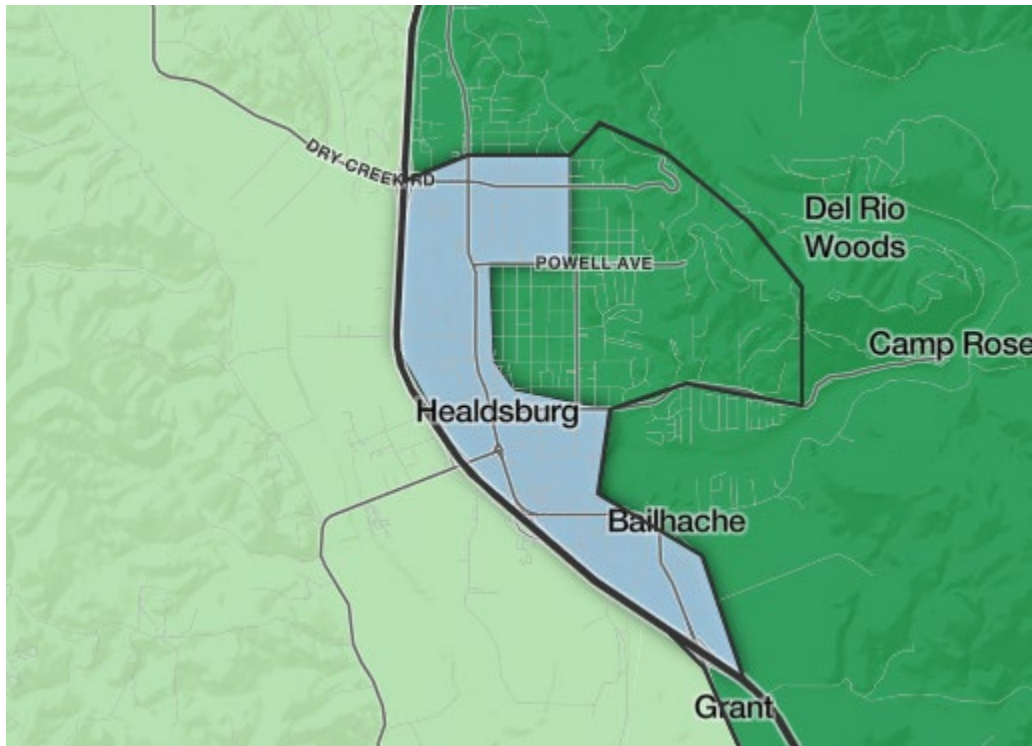
(Source: Home Mortgage Disclosure Act – [consumerfinance.gov/hmda](http://consumerfinance.gov/hmda))

## Education

	Countywide	Central Healdsburg
Percentage of College Educated Adults (Source: American Community Survey 2013-2017)	32.3%	35.5%
Percentage of 4 <sup>th</sup> Graders with English Proficiency (Source: Kidsdata.org Students Meeting or Exceeding Grade-Level Standard in English Language Arts (CAASPP) 4 <sup>th</sup> grade)	44%	65%
Elementary School Truancy Rate (Source: CDE)	31.5%	18.6%
4 <sup>th</sup> Grade Math Proficiency Rate (Source: Kidsdata.org)	37%	65.3%
High School Graduation Rate (Source: CDE)	87.3%	87.5%

(Source – UC Davis Regional Opportunity Index)

## Healthy Places Index Information



	Central Healdsburg (Percentile among tracts in CA)
<b>Neighborhood Strengths</b>	
Voting – This tract has a higher percentage of registered voters who voted in the 2012 general election than <b>94.4%</b> of other California census tracts.	<b>94.4<sup>th</sup></b>
Tree Canopy – This tract has a higher percentage of land with tree canopy (weighted by number of people per acre) than <b>83.5%</b> of other California census tracts.	<b>83.5<sup>th</sup></b>
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, or less than 1 mile in rural areas than <b>80.4%</b> of other California census tracts.	<b>80.4<sup>th</sup></b>
Safe Drinking Water – Contaminants – This tract has a lower index score combining information about 13 contaminants and 2 types of water quality violations that are sometimes found when drinking water samples are tested than <b>84%</b> of other California census tracts.	<b>84<sup>th</sup></b>

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 <b>85.9%</b> of other California census tracts.	<b>85.9<sup>th</sup></b>
Clean Air – Diesel PM – This tract has a lower average daily amount of particulate pollution (very small particles) from diesel sources (for July) than <b>86.5%</b> of other California census tracts.	<b>86.5<sup>th</sup></b>
<b>Neighborhood Vulnerabilities</b>	
High School Enrollment – This tract has a higher percentage of 15-17 year olds in school than just <b>7%</b> of other California census tracts.	<b>7<sup>th</sup></b>
Alcohol Availability – This tract has a higher percentage of people who live more than ¼ mile of a store that sells alcohol than just <b>12%</b> of other California census tracts.	<b>12<sup>th</sup></b>

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.