

**SANTA BARBARA COUNTY  
BOARD AGENDA LETTER**



Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

**Agenda Number:**  
**Prepared on:** 12/30/03  
**Department Name:** Housing & Community Development  
**Department No.:** 055  
**Agenda Date:** 1/13/04  
**Placement:** Departmental  
**Estimate Time:** 30 min.  
**Continued Item:** Yes  
**If Yes, date from:** 11/25/03

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**TO:** Board of Supervisors

**FROM:** Edward Moses, Director  
Housing and Community Development Department

**STAFF CONTACT:** Jim Claybaugh, Economic Development Coordinator, 560-1093  
Richard Morgantini, Economic Development Program Assistant, 560-1092

**SUBJECT:** Comprehensive Economic Strategy (CES)

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**Recommendations:**

That the Board of Supervisors:

1. Adopt the CES document, and approve submission by the HCD Director to the Department of Commerce, Economic Development Administration (EDA).

**Alignment with Board Strategic Plan:**

The recommendation(s) are primarily aligned with Goal No. 4. A Community that is Economically Vital and Sustainable and with actions required by law or by routine business necessity.

**Executive Summary and Discussion:**

The Board received and filed the draft CES and conducted a public hearing on November 25, 2003. The public hearing was closed and the item was continued to January 13, 2004, pursuant to direction from the Board to incorporate data from the County's State of the Workforce report and industry sector impact data. As discussed below, that data has now been incorporated into the CES.

To qualify for financial assistance under the Economic Development Administration (EDA) public works programs, economic adjustment, and most planning programs, the Comprehensive

Economic Strategy (CES) for Santa Barbara County has been developed under the guidance and direction of the CEDS Committee.

The CES, in addition to providing qualifying local jurisdictions the ability to apply for EDA federal funds, also incorporates local economic and workforce data and socio-economic trends. It presents some of the economic and workforce development challenges currently facing the County and discusses opportunities and strategies to alleviate poverty and create new high-paying jobs in the County.

The new data did not affect the overall strategies identified in the plan, but will be important in future revisions. Data from the State of the Workforce report was incorporated into the overall plan. In response to a request from the Board related to industry sector impact data, staff found there is in no local or empirical data available.

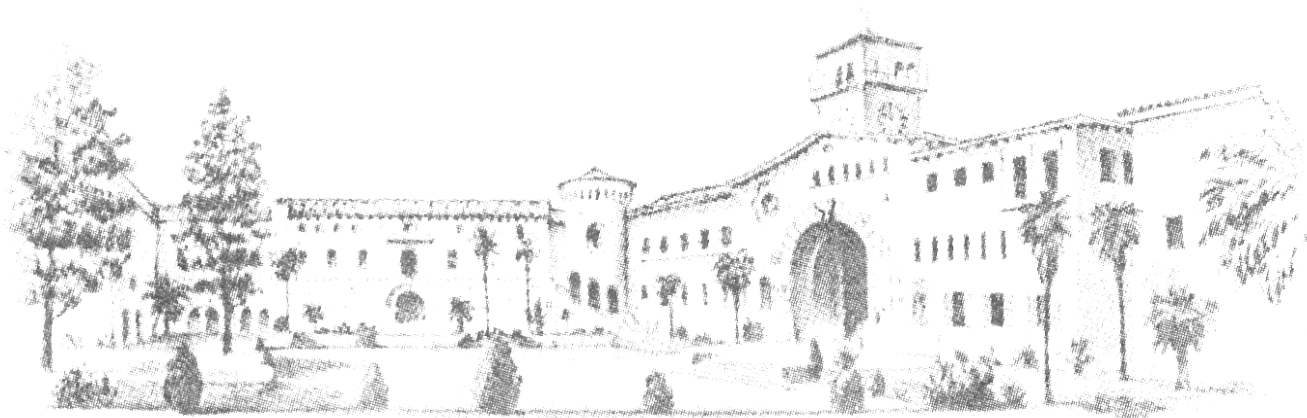
**Fiscal and Facilities Impacts:** Adoption of this action will not increase the use of general fund dollars. The appropriation to fund this project is included in the adopted budget and can be found on page D-252 of the County's FY 03-04 Operating Plan in the Housing and Community Development Department, Economic Development cost center.

**Concurrence:**

**Department of Social Services**

**Special Instructions:** A copy of the minute order should be forwarded to the HCD-Economic Development Program Office.

**Attachments:** Comprehensive Economic Strategy for the County of Santa Barbara dated January 2004.



# **COMPREHENSIVE ECONOMIC STRATEGY FOR THE COUNTY OF SANTA BARBARA**

**Developed by the**

**Housing and Community Development Department  
Economic Development Program  
County of Santa Barbara  
And the  
Center for Economic Development,  
University of Southern California**

**January 2004**



**COMPREHENSIVE ECONOMIC STRATEGY**

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**SANTA BARBARA COUNTY**

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# **COMPREHENSIVE ECONOMIC STRATEGY (CES) SANTA BARBARA COUNTY**

## **EXECUTIVE SUMMARY**

To qualify for financial assistance under the Economic Development Administration (EDA) public works programs, economic adjustment, and most planning programs, the Comprehensive Economic Strategy (CES) for Santa Barbara County has been developed under the guidance and direction of the CEDS Committee.

The CES, in addition to providing qualifying local jurisdictions the ability to apply for EDA federal funds, also incorporates local economic and workforce data and socio-economic trends. It presents some of the economic and workforce development challenges currently facing the County and discusses opportunities and strategies to alleviate poverty and create new high-paying jobs in the County.

With a population of nearly 400,000, Santa Barbara County, or the “County”, is bordered on the north by San Luis Obispo County, on the east by Ventura County, and on the south and west by 107 miles of Pacific shoreline. The County is a hub for service, retail, and government industries drawn to the area’s unique physical and aesthetic appeal, and technological and educational resources. It is a strategically located, ethnically diverse, and economically vibrant component in the state, national, and international economy. The County also has a strong economic and tourism base, with proximity to markets around the world. The County’s demographics highlights the large and young workforce with broad and diverse cultural backgrounds

Despite an overall county-wide vibrant economy, areas exist within the county that exhibit chronic economic distress with high rates of unemployment and low personal incomes. These areas include, Guadalupe, Isla Vista, and portions of the Cuyama Valley, Goleta Valley, Lompoc, Santa Maria, and Santa Barbara. Specific Census tracts are listed in Appendix 4 and Maps of qualifying areas are in Appendix 3.

This report highlights the data and background material for each area of the County, but is not intended as a detailed analysis of these areas. Areas applying for funding will be required to profile their communities in greater depth.

As with any report of this nature, the data and analysis is dependent on information compiled from many outside resources. The compilation of the CES and the State of the Workforce Reports highlighted numerous data weaknesses that would require additional analysis to further explore local workforce and economic challenges increasing job retention and job creation. Some of the areas where the weakness in or the lack of data were apparent are:

- The behavior of two populations: UCSB students, and the leading edge of the baby boom; what would UCSB students do if more jobs were offered locally and What will the baby boomers do when they are able to retire: stay or leave Santa Barbara County?
- Impact analysis of local industry sectors on the County.
- Data on County residents to determine the skill set of existing residents, their location of employment, length of their commute to the workplace and their salaries.
- Poverty levels defined at the national level often do not accurately account for the high costs of basic needs in Santa Barbara County.
- Modeling on household and employer behavior in regional settings where the growth in housing stock is failing to meet job growth.
- Accurate information on the impacts of the underground economy.

*This CES is intended to serve as a baseline document and part of a dynamic process to evolve economic development and workforce strategies that influence planning and implementation of projects in targeted municipalities and sub areas.*

## **SUMMARY OF THE CES**

This document is divided into the following sections:

### **1. Santa Barbara County Profile**

This section provides an overview of the Region including: a geographic profile that identifies its location and municipalities; climate information – identifying the seasonal conditions found in the County; environment/natural resources – highlighting the Region’s protected watersheds and fossil fuel resources; and seismic activity – which briefly explains the risk of earthquakes in the County. In addition, this section describes the County’s major infrastructure, including water and transportation resources.

### **2. Demographic and Socio-economic Information**

This section provides a demographic and socio-economic analysis of the Region. It covers population growth, racial and ethnic makeup, age distribution, per capita income, poverty rate, educational attainment, labor force characteristics, and unemployment levels. Altogether, these topics provide a current description of the County and its sub-regions.

### **3. Economic Profile**

In this section, major sectors of the County’s economy are described such as significant industries and how their multiplier effects impact economic development. The section then focuses on the locational advantages and disadvantages that directly affect the economic performance of the Region.

### **4. Factors that Indirectly Affect Economic Performance**

Santa Barbara County is one of the most expensive places to live in the United States. This section principally describes the affect of housing affordability and availability in the area, including the relationship of jobs to housing. The section discusses the County’s educational attainment and crime trends. Finally, the challenge of balancing environmental awareness and protection with economic stimulation and support is discussed.

### **5. SWOT Analysis**

This section of the CES highlights the main strengths and weaknesses of the Region, and potential opportunities and threats. A SWOT analysis is a major tool used in evaluating a region’s potential, as well as a means to identify obstacles. It can assist in the creation of an economic development strategy by improving the focus and effort invested in the Region.

### **6. Vision, Goals and Objectives, and Strategies**

This section of the CES provides an overview of the Region’s vision, problems, opportunities, and strategies as identified by business and community stakeholders through a series of focus group meetings. It includes a list of goals and objectives designed to guide the overall economic development of the Region in order to achieve this vision. Short-and long-term strategies are used to create implementation plans designed to achieve the Region’s goals and objectives.



## **7. Prioritization of Program Activities**

This section explains how projects and programs will be located particularly in economically distressed areas with high unemployment rates and low per capita incomes. It also describes the criteria used to guide the program and project selection of the CES.

## **CEDS COMMITTEE**

The Santa Barbara County Board of Supervisors has designated the Economic Development Advisory Committee (EDAC) as the coordinating and advisory body for economic development activities in Santa Barbara County. The Santa Barbara County Workforce Investment Board (WIB) joined forces with EDAC as a partner in developing the Comprehensive Economic Strategy (CES). The WIB and EDAC together constitute the CEDS Strategy Committee.

### **Economic Development Advisory Committee (EDAC)**

#### *North County*

Allan Hancock College  
Buellton Chamber of Commerce  
City of Guadalupe  
City of Lompoc  
Guadalupe Chamber of Commerce  
Lompoc Valley Chamber of Commerce  
Los Olivos Business Organization  
Santa Barbara County Vintner's Association  
Solvang Chamber of Commerce  
Santa Maria Public Airport District  
Santa Maria Valley Chamber of Commerce  
Santa Maria Valley Economic Development Association  
Santa Ynez Valley Visitors' Association

#### *South County*

Carpinteria Chamber of Commerce  
City of Carpinteria  
City of Santa Barbara  
Goleta Chamber of Commerce  
Hispanic Chamber of Commerce  
Incubators 2000<sup>tm</sup>  
Santa Barbara Chamber of Commerce  
Santa Barbara Community College  
Santa Barbara CVB & Film Commission  
Santa Barbara Region Economic Community Project  
Santa Barbara Industrial Association  
University of California, Santa Barbara  
Women's Economic Ventures

#### *Countywide*

California Coastal Rural Development Corporation  
County Administrator's Office  
Small Business Development Center

## **Workforce Investment Board (WIB)**

Allan Hancock College  
Building & Construction Trades Council  
Candelaria American Indian Council  
Center for Employment Training  
Central Coast Commission for Seniors  
Community Action Commission  
Department of Rehabilitation  
Department of Social Services  
Employment Development Department, State of California  
Helical Products Co., Inc.  
Hendry Telephone Products  
Lompoc Healthcare District  
Pinehill Ranch  
Santa Barbara City College Continuing Education Division  
Santa Barbara Business College  
Santa Barbara County Education Office  
Sheet Metal Workers Local 273  
Santa Maria Valley Economic Development Association  
UPS Teleservices

## **SANTA BARBARA COUNTY PROFILE**

This section provides an overview of the Region including: a geographic profile that identifies its location and municipalities; climate information – identifying the seasonal conditions found in the County; environment/natural resources – highlighting the Region’s protected watersheds and resources; and seismic activity – which briefly explains the slight risk of earthquakes in the County. In addition, this section describes the County’s major infrastructure, including water and transportation resources.

### **Geography, Climate, Environment, and Natural Resources Data**

Santa Barbara County is located approximately 100 miles northwest of Los Angeles and comprises nearly 2,750 square miles of land and inland water area, including four islands – Santa Cruz, Santa Rosa, San Miguel, and little Santa Barbara - located off the coast in the Santa Barbara Channel. Approximately rectangular in shape, the County is bordered on the north by San Luis Obispo County, on the east by Ventura County, and on the south and west by 107 miles of Pacific shoreline.<sup>1</sup> Much of the County is mountainous with three ranges extending in a predominately east-west direction, the Santa Ynez, San Rafael, and Sierra Madre. The Los Padres National Forest, in the eastern part of the County, covers approximately 44 percent of the total County area. This provides a number of fertile river valleys that are ideal for agricultural production.

The County has a total population of 399,000 and consists of eight incorporated cities and 12 unincorporated communities. Almost half of the population (43.2%) lives within the unincorporated portion of the County. Physically and politically, the County is divided into three distinct regions: North County, Santa Ynez Valley, and South Coast. The following is a brief description of each region and its communities.

#### **North County**

This region is the largest in the County and can be further separated into three distinct geographic areas – the Santa Maria Valley, the Lompoc Valley, and the Cuyama Valley. Located in the northwestern corner of the County, the Santa Maria Valley is formed by the San Rafael Mountains to the east, the Solomon Hills to the south, and the Casmalia Hills to the southwest. The Santa Maria River, formed by the convergence of the Sisquoc and Cuyama Rivers east of the City of Santa Maria, flows along the valley floor. The area is characterized by rolling hills covered in annual grasses and scattered oak woodlands to the south (predominately used for cattle grazing) and cultivated agriculture along the valley floor (mainly strawberry and vegetable crops).<sup>2</sup> Urbanized areas include the incorporated cities of Santa Maria and Guadalupe along with the unincorporated communities of Orcutt, Garey, and Sisquoc.

Located in the western end of the North County region, the Lompoc Valley is formed by the Purisima Hills on the north and east, and the Santa Ynez Mountains to the south. The Santa Rita

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<sup>1</sup> Santa Barbara Association of Governments, 2003, 5

<sup>2</sup> North County Oil and Gas Facility Sitting and Planning Analysis – Visual Resources, 2000, 5.5-1

Hills transect the center of the valley with the Santa Ynez River flowing in a westerly direction to the south past the City of Lompoc.<sup>3</sup> The valley is characterized by rolling grass-covered hills used for cattle grazing or vineyards, with row crops or orchards on the broad valley floor. Urban areas of the valley include the City of Lompoc and the unincorporated communities of Vandenberg Village and Mission Hills/Mesa Oaks. In addition, Vandenberg Air Force Base and related facilities occupy the western end of the valley.

The Cuyama Valley lies in the northeastern corner of the County, between San Luis Obispo County and the northern slopes of the Sierra Madre Mountains. The New Cuyama River flows through the valley along the Santa Barbara-San Luis Obispo County line. The valley is characterized by both crop production and grazing. Population centers in this area include the unincorporated communities of Cuyama and New Cuyama.

### **The Santa Ynez Valley**

This region is bounded by the San Rafael Mountains to the northeast and the Santa Ynez Mountains to the south. The Santa Ynez River traverses the entire length of the valley, which is characterized by gently rolling hills and grasslands used for cattle and horse grazing, savanna and dense oak woodlands, with cultivated agricultural use (vineyards and row crops) along the valley floor.<sup>4</sup> Urban areas in the valley include the incorporated cities of Buellton and Solvang and the unincorporated communities of Santa Ynez, Ballard, and Los Olivos. The Chumash Indian Reservation, including the Chumash Resort, tribal offices and housing, is located adjacent to the Santa Ynez Township.

### **The South Coast**

This region is bounded by the Pacific Ocean to the south and the Santa Ynez Mountain range to the north. Urban uses characterize most of the area with approximately two-thirds of the County's population living in the region. Urbanized areas in the region include the cities of Santa Barbara, Carpinteria, and Goleta and the unincorporated communities of Summerland, Montecito, Isla Vista, Gaviota and Goleta. Santa Barbara serves as the county seat and is the largest city in the County. The City of Carpinteria is located on a narrow coastal plain along the Ventura County line, while the newly incorporated city of Goleta is located eight miles north of Santa Barbara along Highway 101.

The unincorporated communities of Montecito and Summerland lie between the Pacific Ocean and the foothills of the Santa Ynez Mountains in between the cities of Santa Barbara and Carpinteria. The community of Isla Vista lies to the immediate west of Santa Barbara and is bordered on three sides by the University of California, Santa Barbara and the community of Gaviota. Located on the western edge of Isla Vista is one of the largest remaining stretches of unprotected and undeveloped coastline in Southern California (figure B1.1).

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<sup>3</sup> North County Oil and Gas Facility Sitting and Planning Analysis – Land Use Compatibility, 2000, 5.7.3

<sup>4</sup> North County Oil and Gas Facility Sitting and Planning Analysis – Visual Resources, 2000, 5.5-2

**Figure B1.1: Santa Barbara County**



Source: Magellan Geographix, [www.maps.com](http://www.maps.com)

### **Climate Information**

Santa Barbara County has a Mediterranean climate with several microclimatic regions. Summers are warm and dry, while winters are cool and often wet. The County has a unique physical orientation, with a series of mountain ranges running from east to west. These mountains produce a profound orographic effect when a storm approaches the County from the Pacific Ocean.<sup>5</sup> As a storm pattern approaches the mountains, it is forced upwards, resulting in increased precipitation. The Lompoc Valley has a distinct microclimate due to its proximity to the east-west mountain range, creating a climate much cooler than Santa Maria and Santa Ynez Valley.

Precipitation within the County varies greatly from season to season and by location. Average annual precipitation ranges from a minimum of about eight inches in the Cuyama Valley to about 36 inches at the apex of the San Rafael Mountains.<sup>6</sup> Snow is common at the County's highest elevations that are in excess of 6,600 feet above sea level.<sup>7</sup> Most of the precipitation occurs between November and March, with the exception of some inland mountain areas that receive sporadic late summer thundershowers. On average, the County receives 18 inches of rainfall per year.<sup>8</sup> However, drought periods occur regularly and may last as long as a decade or more. The

<sup>5</sup> Santa Barbara County Water Resources Report, 2000

<sup>6</sup> Santa Barbara County Water Resources Division, [www.countyofsb.org/pwd/water/climatology.htm](http://www.countyofsb.org/pwd/water/climatology.htm)

<sup>7</sup> *Ibid*

<sup>8</sup> *Ibid*

most recent drought lasted from 1986 to 1991. Moist air from the Pacific Ocean moderates temperatures in the coastal areas. On average, temperatures in the County range from 60° F to 70° F. However, extreme highs and lows may also occur; temperatures as high as 109° F and as low as 20° F have been recorded within the last 60 years at the Santa Barbara Airport.<sup>9</sup>

### **Environment/Natural Resources**

**Agricultural** - Historically, agriculture has been the primary industry in Santa Barbara County. Expansive flood plains located in the valleys of the North County and Santa Ynez Valley regions provide rich alluvial soils, ideal for agricultural production. As a result, approximately 1,442,340 acres of County land is dedicated for agricultural use, with a majority (82%) set aside for grazing.<sup>10</sup> Over the last 20 years, agriculture in the County has moved away from animal industries and dry farming to more intensive types of farming such as growing of vegetables, fruits & nuts, flowers and other ornamentals.<sup>11</sup> From 1987 to 1997, the number of farms dropped from 1,756 to 1,451 farms, a decrease of over 17%. The total acreage decreased over 6%, resulting in 817,068 acres in 1997. Over this same time period the average size per farm increased from 495 acres to 563 acres, a growth of over 13%, suggesting the consolidation of farmland.<sup>12</sup>

**Biological** - Biological resources found in Santa Barbara County are reflective of the region's diverse topography and climate. Local habitats range from coastal plains and wetlands to mountainous forests and valleys. Major biological communities or habitat types located in Santa Barbara County are wetlands, oak woodland, riparian woodland, grassland, chaparral, and coastal sage scrub.<sup>13</sup> There are 30 federal and state listed species requiring special environmental protection.<sup>14</sup>

**Visual** - Santa Barbara County is known for its diverse scenic beauty. The County is made up of a variety of rural, agricultural, and natural settings. Farmlands, rolling grasslands, and oak savannah occur in the inland valleys. In rural areas, development ranges from ranch houses and farm buildings to cultivated fields, vineyards, and fences. The Santa Ynez Mountains rise steeply from the coastal plain and are covered with oak woodland and chaparral. These mountains and the Purisima, Solomon, Santa Rita, Santa Rosa, and Casmalia Hills provide relatively undisturbed scenic backdrops to lower elevations of the County. The coastal zone includes broad coastal plains, steep bluffs, dunes, wide sandy beaches, and jagged rocky shorelines.<sup>15</sup>

### **Water**

**Surface** - In Santa Barbara County there are four major rivers that flow from inland watersheds to the ocean. The flow of each of these rivers is highly variable. Most years, the flow is

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<sup>9</sup> *Ibid*

<sup>10</sup> Agricultural Element, Santa Barbara County Comprehensive Plan, 1991, 21-22

<sup>11</sup> *Ibid*, 24

<sup>12</sup> USDA Ag Census, 1997

<sup>13</sup> North County Oil and Gas Facility Sitting and Planning Analysis – Biological Resources, 2000

<sup>14</sup> *Ibid*

<sup>15</sup> North County Oil and Gas Facility Sitting and Planning Analysis – Visual Resources, 2000, 5.5-1

described as low to moderate, rather than high. There are several reservoirs, which collect water for residential, commercial, industrial, and agricultural uses.

As previously mentioned, the Santa Maria River is formed by the confluence of the Cuyama and Sisquoc Rivers and drains a 260 square mile area before flowing into the Pacific Ocean. The Cuyama River drains into a 1,140 square mile watershed that includes southeastern San Luis Obispo County, northeastern Santa Barbara County, and small portions of Ventura and Kern Counties. The Twitchell Reservoir regulates flow along the river before emptying into the Santa Maria Valley and converging with the Santa Maria River.<sup>16</sup> The Sisquoc River receives runoff from a watershed area of approximately 470 square miles. The river begins in the Los Padres National Forest and flows west until it converges with the Santa Maria River in the Santa Maria Valley.

The Santa Ynez River flows west 90 miles from the Santa Barbara-Ventura County line past Lompoc and into the Pacific Ocean. The Santa Ynez River drains a watershed of approximately 900 square miles in the central part of the county and passes through Jameson Lake, Gibraltar Reservoir, and Lake Cachuma.

**Groundwater** - Roughly 75 percent of Santa Barbara County's domestic, commercial, industrial, and agricultural water comes from groundwater wells. The County contains several ground water basins that serve each of the three major geographic regions. In the North County region, the San Antonio and Santa Maria basins provide the City of Santa Maria and surrounding communities with water for residential and extensive agricultural use. Similarly, the Cuyama basin provides the Cuyama Valley region with water for domestic and extensive agricultural use as well. In the Santa Ynez region, the Santa Ynez Uplands, Buellton Uplands, and Lompoc basins provide water primarily for domestic and agricultural use. In the South Coast region, the Carpinteria, Montecito, Santa Barbara, and Goleta basins provide water primarily for residential, industrial, and commercial use.

## **Minerals**

Santa Barbara County contains significant amounts of oil and natural gas reserves. These reserves are primarily contained in two geologic basins located both on and off the County's coastline – the Santa Maria Basin and the Santa Barbara-Ventura Basin. The Santa Maria Basin is approximately 3,000 square miles in size and its southern most extremity is located off the coast of Point Conception. The Santa Barbara-Ventura Basin is approximately 5,000 square miles in size. It abuts the Santa Maria Basin at its northwestern extremity near Point Conception and proceeds east-southeast into neighboring Ventura County.<sup>17</sup>

Oil production in Santa Barbara County, including offshore production landed in the County, reached an all-time high of 68,768,091 barrels in 1995, while natural gas production reached an all-time high of 99,425,269 thousand cubic feet in 1967. Over the years, the predominant focus in production has shifted from onshore and near-shore fields to offshore fields that lie under federal waters three or more miles off the coast.<sup>18</sup> Offshore oil and natural gas production from

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<sup>16</sup> Santa Barbara County Water Resources Report, 2000

<sup>17</sup> County of Santa Barbara Energy Division, [www.countyofsb.org/energy/information/](http://www.countyofsb.org/energy/information/)

<sup>18</sup> *Ibid*



Santa Barbara County in 2000 accounted for 11.3 percent and 11.4 percent of California’s total production of oil and natural gas, respectively. Onshore production accounted for 1 percent and 0.7 percent respectively of all California onshore production.

### **Seismic Activity**

Santa Barbara County has a history of seismic activity. Hazards related to seismic activity include ground rupture, ground shaking, liquefaction and seismically induced settlement, tsunamis and seiches, and seismically induced land sliding.

There are five known fault zones located within Santa Barbara County. The Santa Ynez fault zone is the largest and runs 130 km east-to-west underneath the Santa Ynez Mountain Range north of Santa Barbara (figure B1.2). Communities directly affected by the fault include Santa Ynez and Santa Barbara. Branching off from the Santa Ynez fault zone to the north are the Los Alamos-Baseline and Little Pine fault zones. Nearby communities affected by these equally distant 55 km long faults include Los Alamos, Los Olivos, Santa Ynez, and Lake Cachuma. Other fault zones include the Mission Ridge, Arroyo Parida, and Santa Ana faults that form a continuous system, running west to east from Goleta to Ojai on the southern flank of the Santa Ynez Mountains in Ventura County. Communities affected by this 70 km long fault zone include Santa Barbara and Goleta. Running parallel with the Mission Ridge fault zone to the south is the Mesa-Rincon Creek fault zone. This zone is approximately 32 km long and may have been responsible for several notable earthquakes in Santa Barbara over the last 100 years. Communities potentially affected by the Mesa-Rincon Creek fault zone include Santa Barbara and Carpinteria.

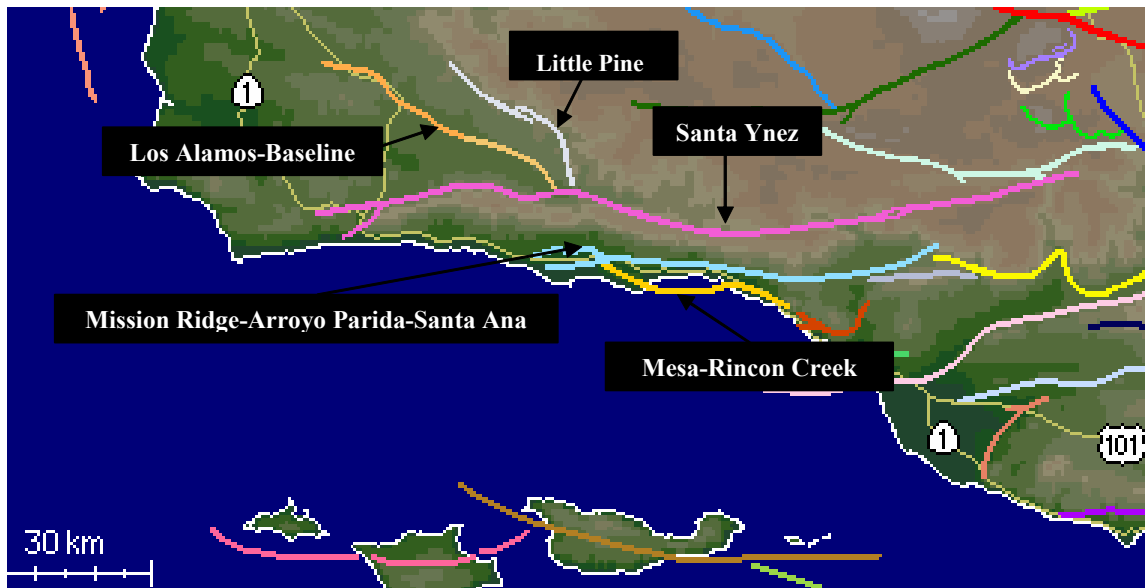
Fault zones in Santa Barbara County have generated four powerful earthquakes with magnitudes greater than 5.0 over the last 100 years. Epicenters for three of these four earthquakes were located in the vicinity of Santa Barbara and as a result, the city suffered the most extensive damage during these events. The epicenter of the Lompoc earthquake was located 10 miles offshore. The Hosgri fault was originally identified, but it is still uncertain whether this fault was responsible due to its offshore location. The following table lists each earthquake’s magnitude on the Richter scale:

Table B1.1: Santa Barbara County Earthquakes (over the last 100 years)

<b>Year</b>	<b>Location</b>	<b>Magnitude</b>
1925	Santa Barbara	6.3
1927	Lompoc	7.3
1941	Santa Barbara	5.5
1978	Santa Barbara	5.1

Source: Southern California Earthquake Center [www.scecdc.scec.org](http://www.scecdc.scec.org)

**Figure B1.2: Santa Barbara County Fault Lines**



Source: Southern California Earthquake Center, [www.scecdc.sceec.org/nwfault.html](http://www.scecdc.sceec.org/nwfault.html)

## Infrastructure

### Water

The County's residents obtain their potable water from several sources: storm runoff collected in reservoir systems, ground water withdrawal, and the State Water Project. The County's potable water supply is delivered to the public through a variety of water purveyors: incorporated cities, community service districts, water districts, private water companies and conservation districts.

There are four major reservoirs located in the County of Santa Barbara. Two reservoirs, Cachuma and Twitchell, are owned by the Federal Government, administered by the Water Resources Division, and operated by local water purveyors. Gibraltar Reservoir is owned and operated by the City of Santa Barbara. Jameson Reservoir is owned and operated by the Montecito Water District. Water is delivered to the South Coast via three tunnels through the Santa Ynez Mountains.

Groundwater is an important source of potable water for many County residents. Groundwater currently supplies roughly 75 percent of the County's domestic, commercial, industrial and agricultural water. There are 14 groundwater basins or areas located in the County. Since groundwater level fluctuations are cyclical and sensitive to overdraft, groundwater withdrawal is closely monitored. Most of the water used in the North County comes from groundwater supplies, with the balance provided by the State Water Project. Lompoc does not receive water from the State Water Project. It has an agreement for use of the Cachuma Reservoir, but generally the groundwater supplies are sufficient. In the communities of Santa Ynez, Ballard, and Los Olivos some water is derived from local rivers.

Water purveyors in the County began to receive water through the State Water Project in 1996. Water is delivered to Santa Barbara County from the Lake Oroville Reservoir located in Plumas County through a series of aqueducts and reservoirs. Since State Water is used primarily as a supplemental supply, the amount received by water purveyors in the County varies each year.

An additional source of potable water available to the City of Santa Barbara and several other participating water utilities is desalinated water from the ocean. Though currently decommissioned due to ample quantities of the less expensive supplies listed above, the desalination facility may be brought into operation during drought or water shortage conditions. Because of the high-energy consumption associated with desalting seawater, water produced by desalination is more costly than most of the other water supplies available.

### **Sewer**

There are twelve wastewater treatment plants in Santa Barbara County. Treatment levels, wastewater flow, and overall capacity vary among plants throughout the County.

### **Solid Waste**

The Solid Waste and Utilities Division within the County Department of Public Works provides solid waste removal for Santa Barbara County. Vandenberg Air Force Base owns and operates its own landfill. The County owns and operates the Tajiguas Landfill as well as the Santa Barbara County, New Cuyama, and Ventucopa Transfer Stations. Foxen Canyon Landfill has recently been closed and is now a transfer station. The County also monitors all closed landfills currently or previously owned by the County including Ballard Canyon/Chalk Hill Landfill, Foothill Landfill, Santa Maria Airport Landfill, Santa Ynez Airport Landfill, Lompoc Burn Dump, New Cuyama Landfill, Ventucopa Landfill, and Cathedral Oaks Landfill.

The Solid Waste and Utilities Division is responsible for the cost-effective management of solid waste and utilities in the County. The Division has a comprehensive program for the management of solid waste, which includes the disposal, collection and recycling of solid waste as well as the abatement of illegal dumping of waste. Private solid waste collection companies are contracted to collect from residential and commercial customers and to deliver waste to one of two landfills, or three transfer stations, owned and operated by the County. In conjunction with providing solid waste disposal options, the County implements recycling and source-reduction programs. Recyclable materials collected from residents include newspapers, magazines, junk mail, cardboard, glass bottles and containers, aluminum cans, number 1 and 2 plastic containers, bi-metal cans and green waste.

Another section of the Division manages the following Utility programs: Laguna Wastewater Treatment Facility, the Mission Canyon Sewer District, the Underground Utilities program, and numerous small street-lighting districts.

The County of Santa Barbara Public Works Department has completed and recently submitted a Waste Generation Study to the California Integrated Waste Management Board (CIWMB). The purpose of the study was to document how much solid waste has been reused, recycled, or buried

in the County's landfills within the unincorporated area. The study demonstrated that the County is reusing or recycling 55 percent of the waste generated in the area, thereby exceeding the mandate to recycle at least 50 percent of its waste by the year 2000. The CIWMB is in the process of reviewing the study, which will ultimately be brought to its Board for approval.

### **Energy Distribution System**

Southern California Edison and the Pacific Gas & Electric Company provide electrical power to the County while the Southern California Gas Company supplies natural gas. One exception is the City of Lompoc. Lompoc owns its own electrical service, 30 percent of which is renewable energy.

### **Transportation of Goods & People**

**Roads and Highway** - One major freeway (U.S. 101), several major highways (Routes 1, 33, 135, 154, 166, 192, and 246), and a number of arterial, major, and collector roads serve Santa Barbara County. The County has a total of 1,989 miles of publicly maintained roads, consisting of 905 miles of county roads, 578 miles of city streets, and 299 miles of state highway.<sup>19</sup>

County residents rely almost entirely on highways and roads to satisfy personal and business needs. Urban areas in the County are located next to or are within close proximity to the highways, while rural areas are connected to urban areas and highways by a network of local and collector roads.<sup>20</sup>

Well-paved, wide streets characterize roads in the urban areas while narrow pavement widths, numerous curves, and limited sight distances characterize the rural network. Roads within the urban areas are relatively well maintained, while those in the rural network suffer from deferred maintenance and poor drainage.<sup>21</sup>

**Roadway Improvement Projects** - Currently, the California Department of Transportation (Caltrans) is rehabilitating a 12-mile segment of Highway 101 between Carpinteria and Santa Barbara. In recent years, potholes, cracks, and weather erosion have depleted the pavement surface of Highway 101 resulting in slower traffic patterns and increased roadway maintenance costs. The 101 REHAB Project will rehabilitate the pavement surface of the roadway. Originally constructed of concrete in the 1950's and 1960's, Highway 101 is now a mixture of concrete and asphalt pavement surfaces. 101 REHAB will restore and upgrade the worn and damaged pavement areas on the highway. In addition to upgrading roadway surfaces, the safety barriers in the median will be reconstructed to meet new code standards. Metal beam railings will be upgraded next to the bridge rails and over crossings. Drainage inlets will be improved for safety. Edge drains will be constructed to remove surface water, and all 48 on- and off-ramps will be repaved.<sup>22</sup> Caltrans estimates that work will conclude by the end of 2003, weather permitting.<sup>23</sup>

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<sup>19</sup> California State Abstract

<sup>20</sup> North County Study, 5.10-1

<sup>21</sup> *Ibid*

<sup>22</sup> *Ibid*

<sup>23</sup> 101 Rehab website, [www.101rehab.com](http://www.101rehab.com)

The Santa Barbara County Transportation Division is responsible for maintenance and improvement of all County roads. Annually, the division carries out a number of roadway improvement projects throughout the County. Projects include surface treatment, street tree maintenance/sidewalk surface repair, roadway slope repair, culvert maintenance, and construction projects.<sup>24</sup>

**Public Transportation** - Several public and private bus transit operators provide public transportation in the County. Santa Barbara Metropolitan Transit District (MTD) provides intra-city service within the south coast region. The MTD serves the cities of Santa Barbara, Carpinteria, and Goleta, as well as the communities of Montecito, Summerland, and Isla Vista. The City of Lompoc Transit (COLT) service and Santa Maria Area Transit (SMAT) service provide intra-city service within the western portion of north county region. The actual bus operations for SMAT are provided by a contracting firm, Santa Maria Organization of Transportation Helpers (SMOOTH). The City of Lompoc Transit (COLT) service serves Lompoc, Mission Hills/Mesa Oaks, Vandenberg Village. Due to current security measures, COLT no longer provides service to Vandenberg Air Force Base, while the Santa Maria Area Transit (SMAT) service serves Santa Maria and Orcutt. Santa Ynez Valley Transit provides limited service to Santa Ynez, Solvang, Buellton, and Los Olivos in the Santa Ynez Valley. No public transit service is provided in the Cuyama Valley.

The Clean Air Express links the cities of Lompoc, Santa Maria, Buellton, Goleta, and Santa Barbara while the Coastal express is a new intra-county bus services that runs between Ventura County and UCSB. Both services operate daily during the early mornings and late afternoons. In addition, the Santa Barbara Airbus makes daily trips to and from the Los Angeles Airport.

**Rail** - Amtrak is the only rail company in Santa Barbara County that provides passenger service with stops at Guadalupe, Goleta, Surf (Lompoc), Santa Barbara, and Carpinteria. The principal freight operator in the County is Southern Pacific, which merged with Union Pacific in 1996. Both services share the same rail network, which runs along the coast until Vandenberg Air Force Base where it turns inland before exiting the County.

**Airport Facilities** - Santa Barbara County contains five public airports and one private/military airfield located on Vandenberg Air Force Base. Vandenberg has the longest paved airstrip in the country. The Santa Barbara Airport and the Santa Maria Airport are the only two airports in the County that provide passenger service. The Santa Barbara Airport is located in the Goleta Valley and provides service to the south coast region while the Santa Maria Airport in the City of Santa Maria serves the north county and central coast region. The Santa Barbara Airport provides non-stop service to Denver, Las Vegas, Los Angeles, Phoenix, Salt Lake City, San Francisco, and San Jose while the Santa Maria Airport only provides direct service to Los Angeles and Elko, Nevada.<sup>25</sup> Both airports are full-service general aviation, corporate and air carrier facilities.

Smaller airports in the County are located in the City of Lompoc, the Santa Ynez Valley, and the community of New Cuyama. The Lompoc airport is located in the northern part of the city along

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<sup>24</sup> Santa Barbara County Road Maintenance Annual Plan, 2002-2003

<sup>25</sup> Santa Barbara Airport website, [www.flysba.com](http://www.flysba.com); Santa Maria Airport website, [www.santamariaairport.com](http://www.santamariaairport.com)

the Santa Ynez River and provides for commercial and recreational users.<sup>26</sup> The Santa Ynez Valley Airport is located one mile southeast of the community of Santa Ynez and provides tie downs and hangers for local planes.<sup>27</sup> The new Cuyama Airport consists of an asphalt landing strip and tie downs. No other services are provided.

**Harbor Facilities** - The City of Santa Barbara contains the only public ocean harbor in the County. The Santa Barbara Harbor is relatively large with over 1,000 slips and 115 permanent moorings.<sup>28</sup> The harbor is used primarily as a base for recreation and commercial uses that include sailing, diving, commercial and sport fishing, and chartered excursions to the Channel Islands. The Harbor Patrol provides security and law enforcement over the entire area, which consists of 84 acres of water and 40 acres on land.<sup>29</sup> In addition, the Coast Guard has a presence at the Santa Barbara Harbor. Vandenberg Air Force Base has a harbor for base activities with commercial and military applications.

There are no industrial or trade ports in the County. Freight must be forwarded to Port Hueneme or Los Angeles for exportation. This is primarily done through trucking companies, and to a lesser extent, by rail.

**Communication Infrastructure** - Santa Barbara County has a competitive telecommunications, data management, long distance, and Internet network. Of particular interest to businesses, several firms in the area offer high-speed DSL Internet and dial-up connections that are available for both home and office use. The City of Lompoc already owns its utility infrastructure and is in the final stage of a feasibility study exploring broadband services for its citizens. A similar project is being discussed at the County level – a county-wide inventory and mapping of existing fiber and conduit. This would be the first phase of a multi-phase project to extend fiber throughout the county.

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<sup>26</sup> Lompoc Airport website, [www.ci.lompoc.ca.us/cityservices/airport.htm](http://www.ci.lompoc.ca.us/cityservices/airport.htm)

<sup>27</sup> Santa Ynez Valley Airport website, [www.syvair.com](http://www.syvair.com)

<sup>28</sup> [www.sailorschoice.com/santabarbara](http://www.sailorschoice.com/santabarbara)

<sup>29</sup> City of Santa Barbara

## DEMOGRAPHIC AND SOCIOECONOMIC DATA

This section provides a demographic and socio-economic analysis of the Region. It covers population growth, racial and ethnic makeup, age distribution, per capita income, poverty rate, educational attainment, labor force characteristics, and unemployment levels. Altogether, these topics provide a current description of the County and its sub-regions.

Unless otherwise noted, all of the following information was obtained from the 2000 and 1990 Census. A list of 2000 and 1990 U.S. Census Bureau Cities and City Designated Places (CDP) used for the analysis are listed in Appendix 1 – Cities and CDPs.

### Population & Household Growth

According to the 2000 U.S. Census, the population of Santa Barbara County was 399,347 in 2000. The California Department of Finance estimates the County population to be 408,900, as of January 2001. Even though the County has grown in the last ten years, it has done so at a slower rate than California. During the 1990s, Santa Barbara County experienced an 8.0 percent increase in population, compared to a 13.8 percent increase for the state. During the same period, the County experienced a 5.3 percent increase in the number of new households compared to 10.8 percent for California (figure B1.4 on next page).

During the 1990s, the North County and Santa Ynez Valley regions experienced growth rates higher than that of the County as a whole, with increases of 12.9 percent and 11.4 percent respectively (figure B1.5 on next page).<sup>30</sup> The South Coast region experienced only a 2.9 percent increase, lagging considerably behind both the County and other regions.<sup>31</sup> As for household growth, the Santa Ynez Valley experienced the largest rate of household growth during the 1990s with a 10.7 percent increase, followed by the North County at 4.8 percent and the South Coast at 3.0 percent.

The population of the County is expected to increase by 30 percent to 521,000 persons between 2000 and 2030. During this period, the North County region is expected to have the largest growth rate at 43.3 percent, followed by the South Coast region at 20 percent and the Santa Ynez Valley region at 5 percent.<sup>32</sup>

### Age

A little over three-quarters (75.1%) of Santa Barbara County residents are over 18 years of age and 12.7 percent of the population is over the age of 65 years (figure B1.6 on next page). In comparison, 72.7 percent of the state's population is 18 years or over indicating a higher percentage of youth, while 10.6 percent is over the age of 65 years. In spite of these differences, the County's median age of 33.4 years closely matches the state's median age of 33.3 years.

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<sup>30</sup> North County 1990-2000 comparison data only available for the cities and communities of Guadalupe, Lompoc, Mission Hills, Santa Maria, Vandenberg AFB, and Vandenberg Village.

<sup>31</sup> South Coast 1990-2000 comparison data only available for the cities and communities of Carpinteria, Goleta, Isla Vista, and Santa Barbara City.

<sup>32</sup> Santa Barbara County Association of Governments, Regional Growth Forecast 2000, 3

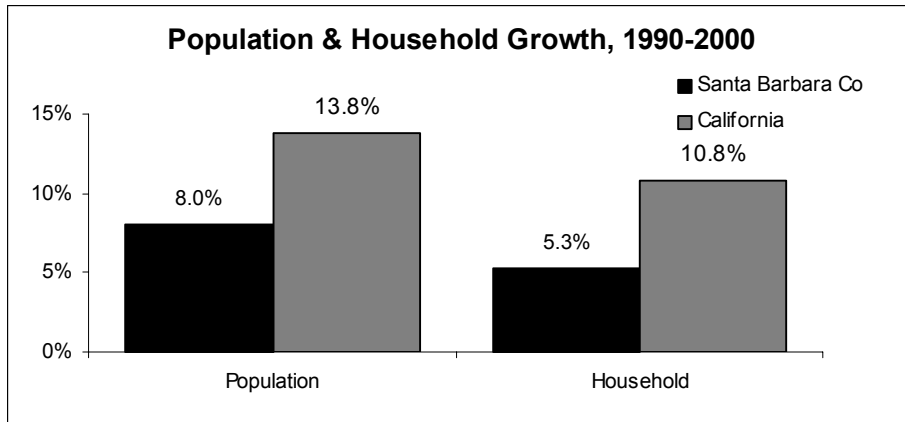


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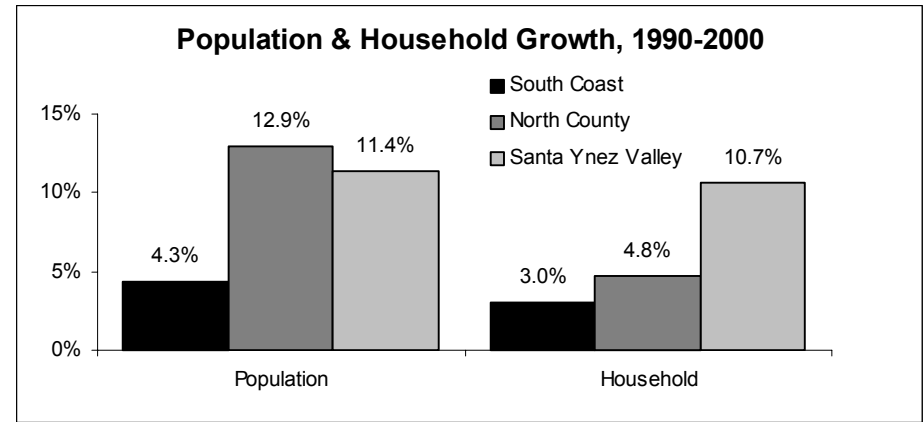


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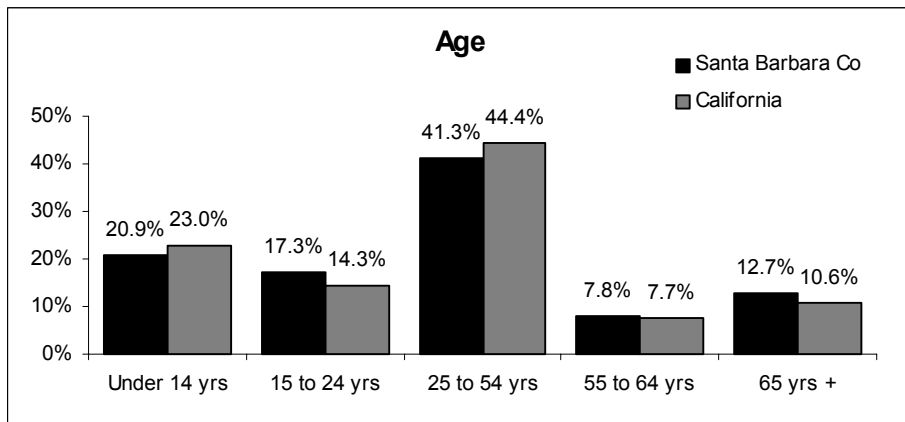


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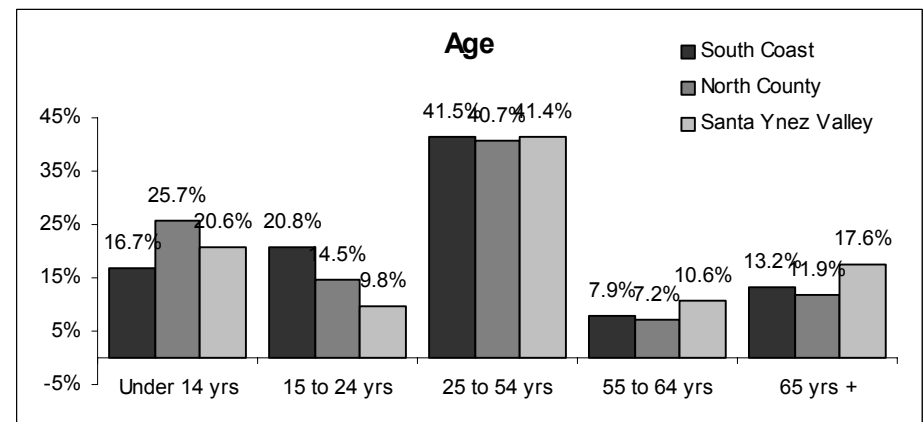


Figure B1.7



However, a greater variation exists among the different regions. Approximately 25 percent of North County region residents are aged 14 years or younger, compared to 20.6 percent for the Santa Ynez Valley region and 16.7 percent for the South Coast region (figure B1.7 on previous page). Young adults aged 15-24 comprise a larger share of the South Coast region's population (20.8 percent) compared to the North County region (14.5 percent) and the Santa Ynez Valley region (9.8 percent). Approximately 18 percent of the population in the Santa Ynez Valley is 65 years or older compared to 13.2 percent in the South Coast region and 11.9 percent in the North County region. The median age in the South Coast and Santa Ynez Valley regions is much older than the County at over 35 years old, compared to the North County region, which is less than 29 years old.

It is anticipated that the population of Santa Barbara County will be getting older as the baby boom population (those born between 1947 and 1964) age past 60 years. For example, it is estimated that the share of those 60 years or older in the County will increase from 17 percent in 2000 to 25 percent in 2030, an increase of 8 percentage points, while those aged 20-44 will decrease in proportion from 36 percent to 30 percent over the same time period.<sup>33</sup>

### **Racial and Ethnic Background**

Santa Barbara County's population is predominantly White, Non-Hispanic (56.9%) and Hispanic (34.2%). Of the Hispanic population in the County, 85.9 percent are of Mexican origin while the remainder is from Central or South American countries. Other racial and ethnic groups include 2.1 percent Black or African American, 3.9 percent Asian, 0.5 percent Native American, and 0.1 percent Hawaiian or Pacific Islander. In comparison, the racial and ethnic profile of the state is 46.7 percent White, Non-Hispanic; 32.4 Hispanic; 6.4 percent Black or African American; 10.8 percent Asian; 0.5 percent Native American; and 0.3 percent Hawaiian or Pacific Islander.

Whites comprise a greater majority of the population in the Santa Ynez Valley (67.4%) and South Coast (63.2%) regions compared to the North County region, where Whites are 51.2 percent of the population. Conversely, Latinos make up a larger portion of the North County region at 43.5 percent, compared to the South Coast region at 28.4 percent and the Santa Ynez region at 22.3 percent.

### **Nativity and Year of Entry**

Santa Barbara County has a sizable Hispanic population (34 percent) and 45 percent are foreign-born. Including foreign-born from all other countries, the county is 21.2 percent foreign-born, which is lower than the state (26.2 percent). As for year of entry, 38.5 percent of Santa Barbara County's foreign-born population entered the United States between 1990 and 2000, which is slightly higher than the percentage that entered the state during the same time period (36.9 percent). Finally, over two-thirds of the County's foreign-born population (67.6%) are un-naturalized citizens, compared to 60.8 percent for the state.

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<sup>33</sup> *Ibid*, 14

The percentage of foreign-born residents in the South Coast (78.7%) and the North County (77.7%) regions mirrors that of the County, while the percentage of foreign-born residents in the Santa Ynez Valley is much lower at 13.9 percent. Thirty eight percent and 40.5 percent of the foreign-born population in the South Coast and North County regions immigrated to the United State between 1990 and 2000 while only 27.3 percent of the foreign-born population in the Santa Ynez Valley immigrated to the County during the same time period. Finally, as un-naturalized citizens, 70.7 percent of foreign-born North County residents and 65.4 percent of foreign-born South Coast residents are not citizens compared to the Santa Ynez Valley at 58.1 percent.

## **Language**

The primary language of more than 67.2 percent of the population aged five and over in the County is English. That number is higher than California with 60.5 percent. The share of those speaking Spanish at home in the County (26.5%) is slightly more than the state with 25.8 percent. The state has more people with Asian languages as their primary language.

Within the County, the share of the population five years or over speaking primarily English at home is higher in the Santa Ynez Valley region (80.3%) than the South County region (69.3%) and the North County region (63.1%). Conversely, higher shares of North County residents speak Spanish at home (31.8%) than both the South Coast (23.2%) and Santa Ynez Valley (15.0%) regions.

## **Educational Attainment**

Santa Barbara County residents over the age of 25 have a slightly higher educational attainment than California residents with 79.2 percent having a high school degree or higher compared to 76.8 percent for the state (figure B1.12 on next page). Likewise, 29.4 percent of County residents hold a bachelors degree or higher compared to 26.6 percent for the state.

Among the regions, more South Coast residents are college-educated than their counterparts in the County. Just over 40 percent (40.3%) of South Coast residents aged 25 years and over have attained a bachelor's degree or higher, compared to the Santa Ynez Valley and North County at 30.1 percent and 15.9 percent respectively (figure B1.13 on next page). Furthermore, over a quarter (27.7%) of North County residents in the same age bracket have less than a high school education compared to 15.9 percent of South Coast residents and 12.6 percent of Santa Ynez Valley residents.

## **Income**

Income levels in Santa Barbara County are similar to those across the state. For example, 16.0 percent of households in the County earn more than \$100,000 a year compared to 17.3 percent at the state level (figure B1.14 on next page). Approximately one-fourth (24.7%) of the households in Santa Barbara County make less than \$25,000 a year compared to 25.5 percent at the state. Finally, the median household income in the County is \$46,677, which is slightly lower than the state's median household income of \$47,493.

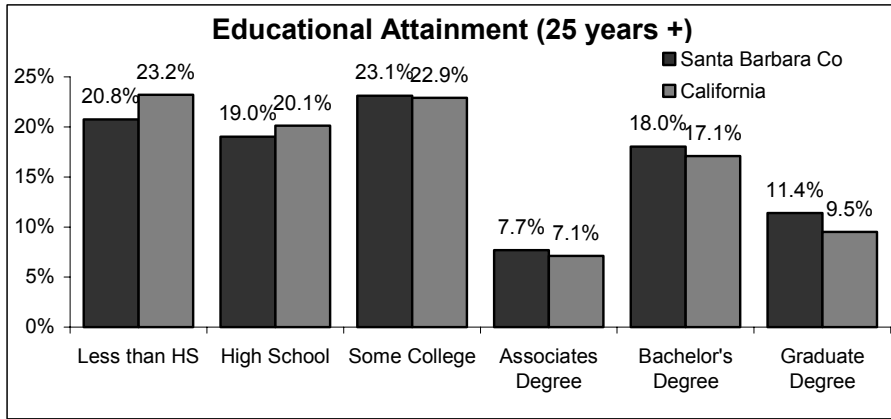


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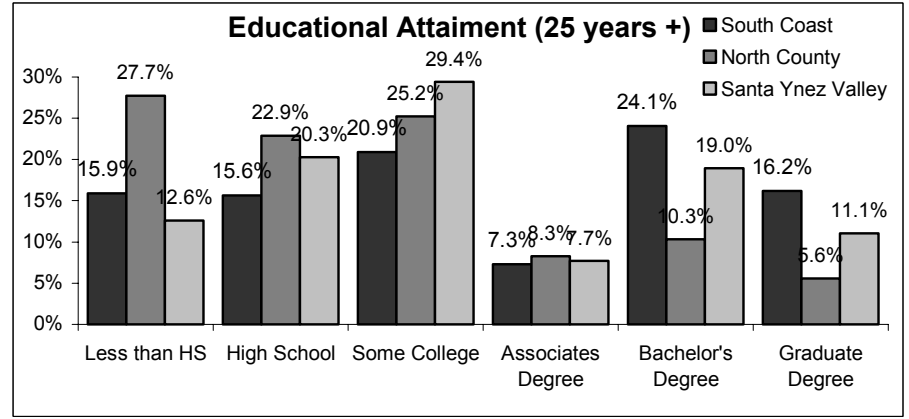


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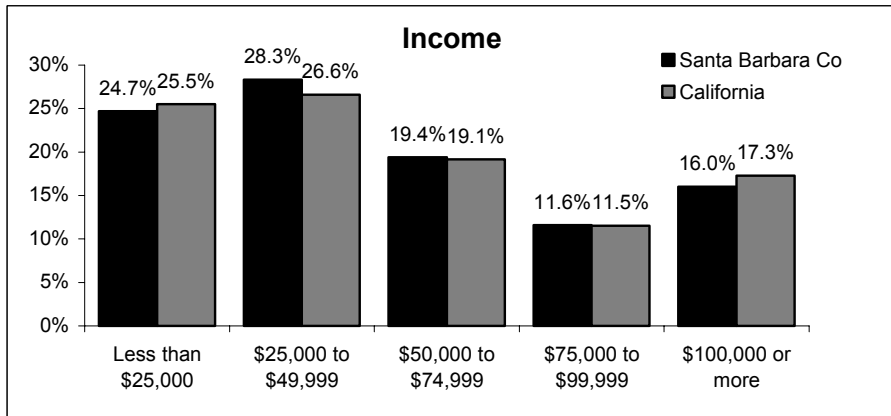


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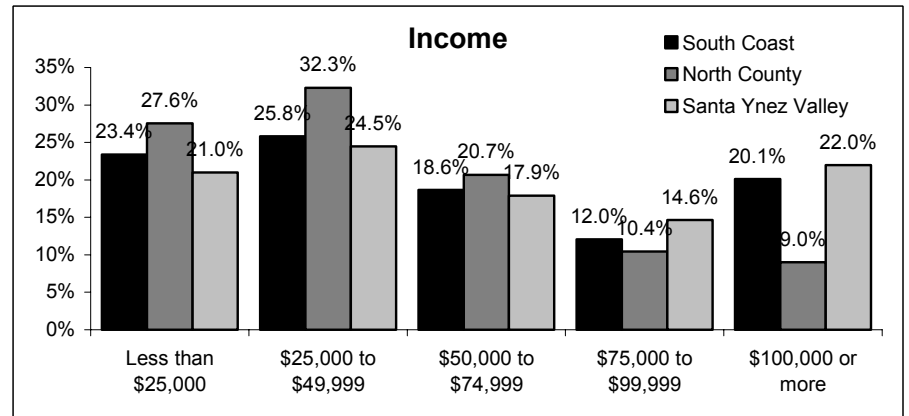


Figure B1.15

Over half the population of the North County region (59.9%) earns less than \$50,000 a year, with 27.6 percent earning less than \$25,000 a year (figure B1.15 on previous page). Meanwhile, in the South Coast and Santa Ynez Valley regions, 20.1 percent and 22.0 percent earn more than \$100,000 respectively. In addition, median household income for the South Coast (\$60,557) and Santa Ynez Valley (\$58,191) regions is much higher than the North County region at \$45,131.

## **Philanthropy**

Comments made at several community focus group meetings mentioned philanthropy as strengths in Santa Barbara County. The City of Santa Barbara was specifically pointed out as being the center of this effort.

Santa Barbara, a city of 90,000 people, is home to about 600 nonprofit organizations and 900 social and cultural programs. Santa Barbara's art museum, zoo, natural history museum, ballet and opera companies, symphony and chamber orchestras compare with those of cities with populations in the millions. But the nonprofit community doesn't stop with cultural amenities for the rich. There are four major homeless shelters, environmental groups, and health and education programs. Name the problem, there's a group trying to fix it.<sup>34</sup>

"Philanthropy accounts for a tremendous part of the well-being of the entire Santa Barbara area," said County Supervisor Naomi Schwartz. "For a small community, the amount of giving is amazing. It's probably off the charts."<sup>35</sup>

Santa Barbara Foundation, one of the 50 oldest community foundations in the United States. With assets of \$184 million, it tops all Southern California community foundations in per capita giving and coordinates the charity activities of 38 local family foundations known as the Roundtable. The leaders of the Roundtable foundations meet regularly to go over the hundreds of requests for aid from groups throughout Santa Barbara County. Collectively, they distribute about \$60 million a year.<sup>36</sup>

## **Poverty**

The share of families living below the poverty line is lower in Santa Barbara County than the rest of California. Only 8.5 percent of families in the County live below the poverty line compared to 10.6 percent across the state (figure B1.16). However, the share of individuals living below the poverty line is almost equal for the County and state, 13.8 percent and 13.9 percent

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<sup>34</sup> Ibid

<sup>35</sup> Ibid

<sup>36</sup> LA Times, September 12, 2003.

respectively. This can be accounted for by family size, with Santa Barbara County families that earn below the poverty level having larger family sizes on average, as well as fewer single-person family-units.

The North County region has the highest percentage of both families and individuals living below the poverty level. Among families, 11.3 percent of North County families live below the poverty level compared to 6.2 percent in the South Coast Region and 3.8 percent in the Santa Ynez Valley region (figure B1.17). The share of North County individuals living below the poverty line is 14.4 percent, slightly higher than the South Coast region share of 14.0 percent and much lower than the Santa Ynez Valley region share of 6.8 percent.

### **Occupation**

Just over 60 percent (60.7%) of Santa Barbara County residents 16 years or older are employed in white-collar occupations. This is slightly lower than the state figure of 62.7 percent (figure B1.18). 17.4 percent of the County's working age residents (16 years or older) are employed in blue-collar occupations, compared to the state at 21.2 percent. Given the importance of agriculture in the County, it is not unexpected to note that 4.9 percent of County residents are employed in agricultural related occupations, a number much higher than the state share of 1.3 percent.

Over two thirds (67.5%) of those 16 years and older in the South Coast region are employed in white collar occupation compared to 61.3 percent in the Santa Ynez Valley and 50.0 percent in the North County region (figure B1.19). Approximately 22.1 percent of North County working age residents are employed in blue-collar occupations compared to 15.0 percent in the Santa Ynez Valley and 14.4 percent in the South Coast region. Again, given the abundance of agricultural activity in the North County region, the share of the population employed in agricultural occupations (10.8%) is five to ten times that of the Santa Ynez Valley (2.0%) and South Coast (0.9%) regions.

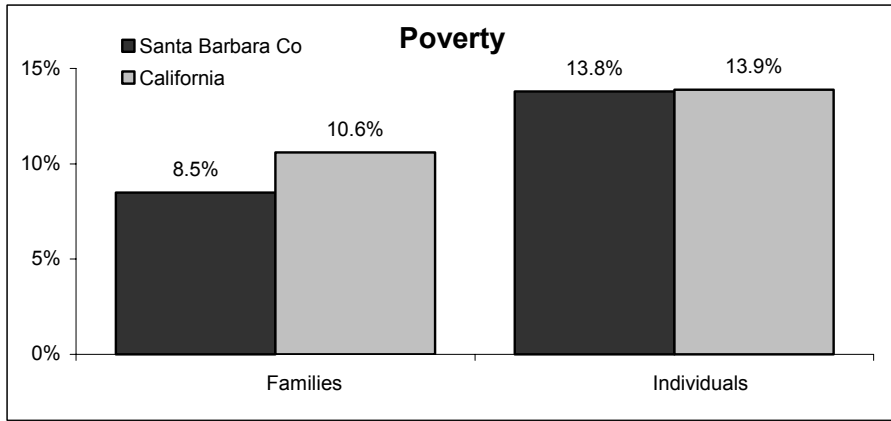


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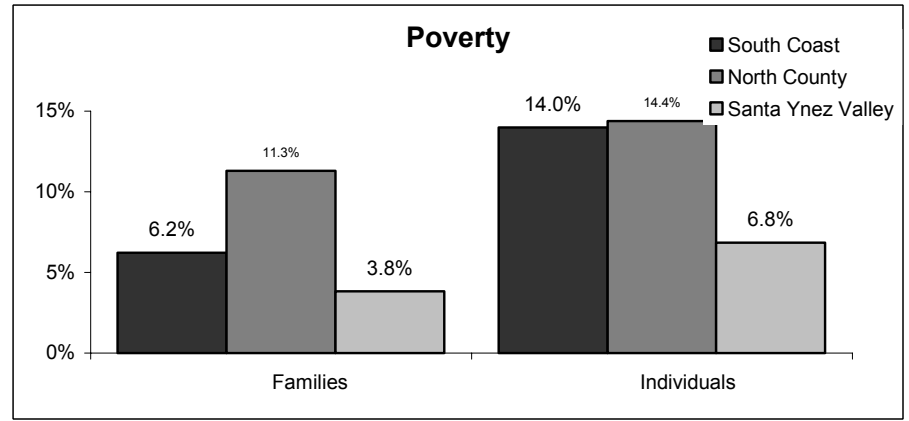


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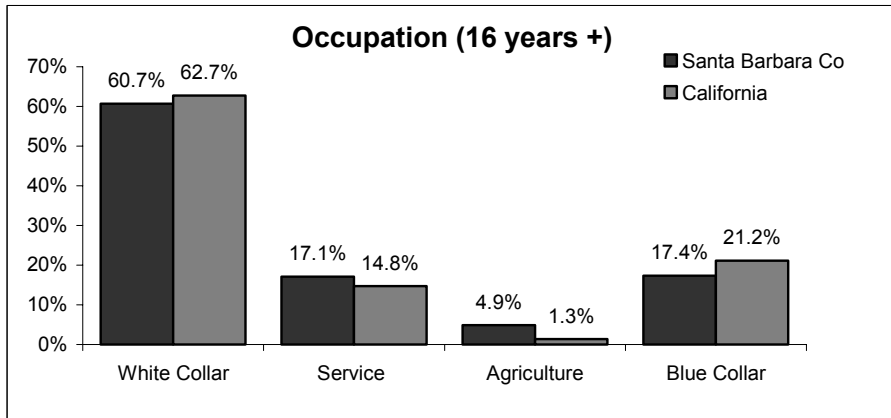


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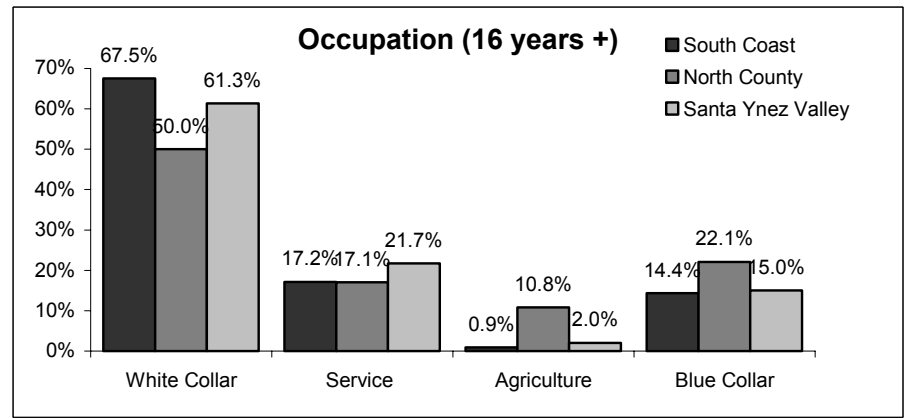


Figure B1.19

## **Industry**

The top three industries employing working age Santa Barbara County residents are education and health care (21.2%), retail trade (11.3%), and the professional (10.8%) sectors (figure B1.20 on next page). In comparison, two of the top three industries across the state are the same, except that manufacturing replaces retail. Education and health care (18.5%), manufacturing (13.1%), and professional sectors (11.6%) dominate the state economy. The state's retail trade industry closely mirrors the County's share at 11.2 percent. The difference can be accounted for by the agricultural industry, which employs 6.7 percent of working age residents in the County compared to just 1.9 percent across the state.

As with the countywide and state levels, the education and health care industry employs the largest share of residents in each of the three regions – South Coast (24.8%), North County (16.8%), and Santa Ynez Valley (17.6%) (figure B1.21 on next page). However, the agricultural sector occupies the next largest share in the North County region at 13.6 percent, while the arts and entertainment industry is included in the top three in the South Coast region by employing 11.1 percent of the region's working age adults.

## **Class of Worker: Public, Private, or Self-Employment**

Santa Barbara County and the state almost parallel each other in the percent of workers employed by either the private or public sectors. Almost three-fourths of Santa Barbara County residents 16 years or over (72.7%) are employed by the private sector followed by 16.3 percent in the public sector (figure B1.22 on next page). In comparison, a little over three-fourths of the state's working population (76.5%) are employed by the private sector followed by the public sector at 14.7 percent. Approximately 11 percent of the County's workforce is self-employed compared to 8.5 percent through out the state.

The patterns for employment of workers found among the regions are similar to the state and county levels, with the exception of those self-employed. The share of the self-employed working age population in the Santa Ynez Valley and the South Coast regions is 14.5 percent and 12.0 percent respectively compared to 7.4 percent in the North County region (figure B1.23 on next page).

## **Labor Force & Unemployment**

The labor force participation rate for Santa Barbara County is 63 percent and is 62 percent for the state. Labor force participation rates are a little higher in the South Coast and Santa Ynez Valley regions at 65 percent and 64 percent respectively while the rate in the North County region is slightly lower at 60 percent.

The percent unemployed in Santa Barbara County was 6.7 percent as of the 2000 census, which is slightly less than the state rate of 7.0 percent. The rate varies by regions, being the highest in North County at 8.0 percent followed by the South Coast at 6.2 percent and the Santa Ynez Valley at a considerably lower 2.8 percent.

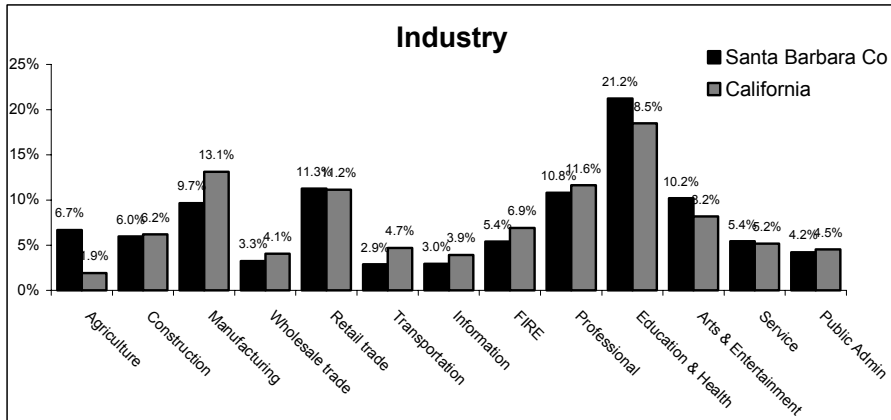


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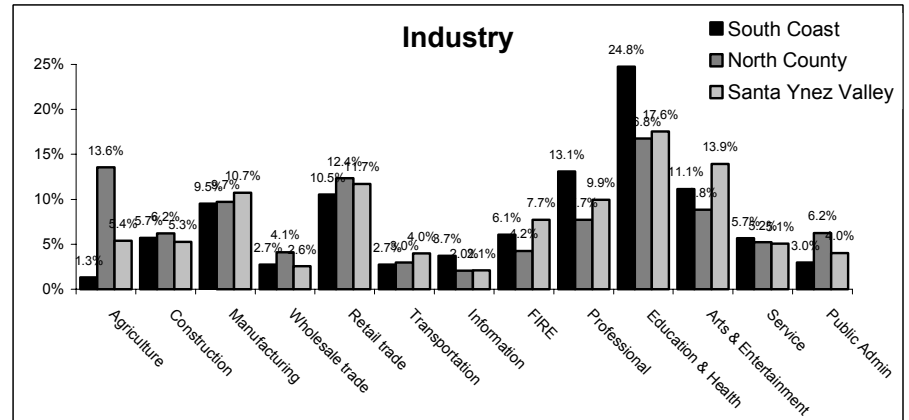


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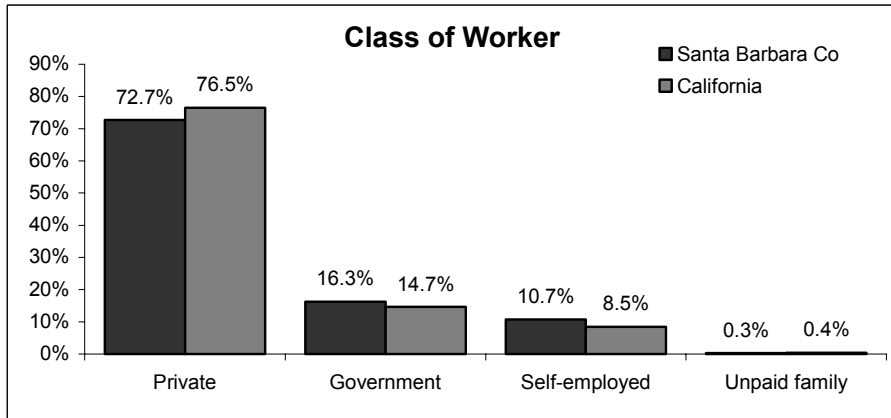


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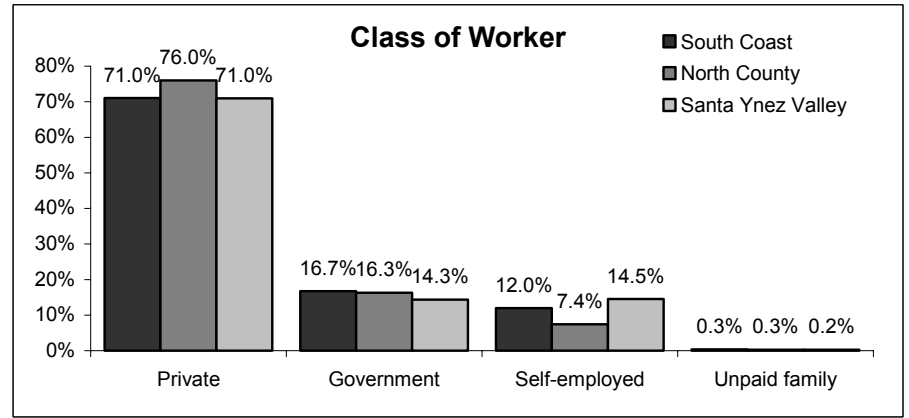


Figure B1.23



## **Working Age Population**

According to the 2000 U.S. Census, the number of working age adults (18-64) in Santa Barbara County totaled over 249,000, accounting for 62.4 percent of the total population. This figure is slightly down from its 1990 level, when working age adults accounted for 64.4 percent of the County's population. According to the Santa Barbara County State of the Workforce Report there are approximately 194,900 employed workers residing in the County, but only 179,200 Santa Barbara County jobs.

Similarly, 62.1 percent of the state population in 2000 consisted of working age adults, down from its 1990 level of 63.4 percent. However overall, Santa Barbara County increased its working age population by 0.1 percent while California experienced a 1.2 percent loss.

## **Commute Patterns**

The majority of Santa Barbara County workers age 16 years and over (85.2%) commute to work via car, truck or van (figure B1.24). This figure is slightly lower, however, than the state commute pattern of 86.4 percent. Surprisingly, among the other modes of travel to work, the second most favored in the County is walking with 4.0 percent of all County workers walking to work compared to 2.9 percent across the state. Furthermore, the share of workers who work out of their homes is slightly higher in the county at 4.6 percent compared to the state at 3.8 percent. For the regions, the only exception to this pattern is in the North County workers where 93 percent commuted to work by car, truck or van (figure B1.25 on next page).

## **Housing Stock**

Most of the housing stock in Santa Barbara County was built since the 1960s (71.9%) compared to the state (67.4%) (figure B1.26 on next page). Nearly a quarter (24.6%) of the County's stock was built during the 1960s while production decreased slightly over the next two decades. Approximately 21 percent of all housing stock was built in the 1970s and 17.1 percent built in the 1980s. During the 1990s, production slowed significantly resulting in only 9.3 percent of the housing stock built. In comparison, 12.9 percent of the state's housing stock was built over the same period of time.

Most of the housing stock in the Santa Ynez Valley and North County regions was built over the last thirty years, 68.1 percent in Santa Ynez Valley and 55.4 percent in North County since 1970. However, only 39.5 percent were built during that period in the South Coast region (figure B1.27 on next page). Likewise, approximately a third (34.3%) of the housing stock in the South Coast region was constructed before 1960 compared to 20.2 percent in the North County region and 15.3 percent in the Santa Ynez Valley.

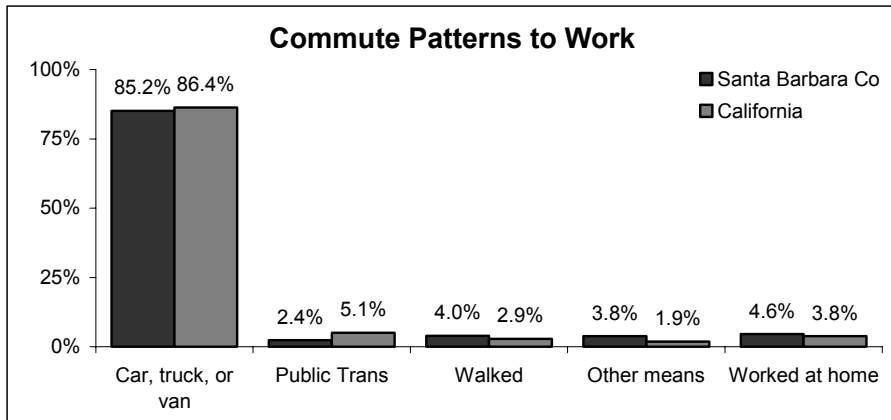


Figure B1.24

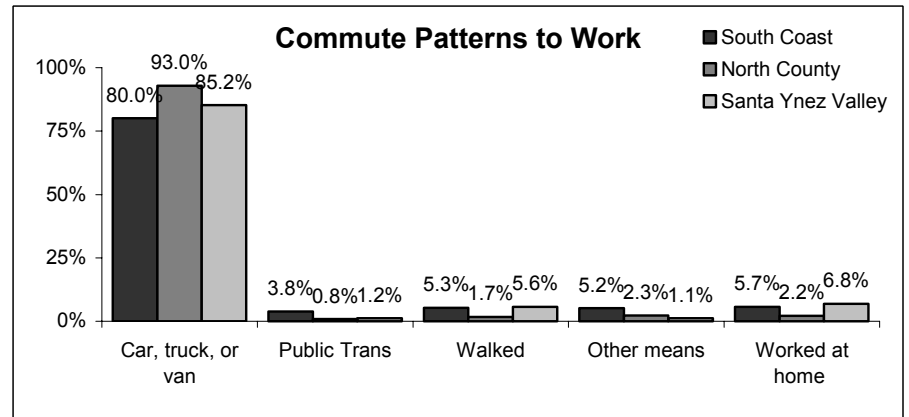


Figure B1.25

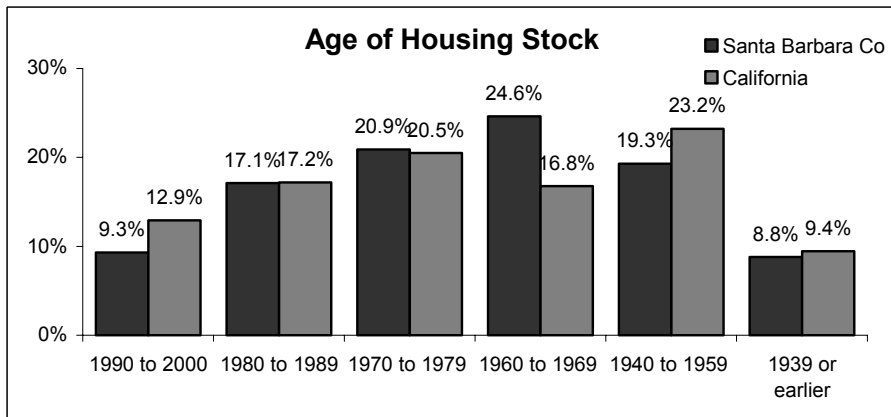


Figure B1.26

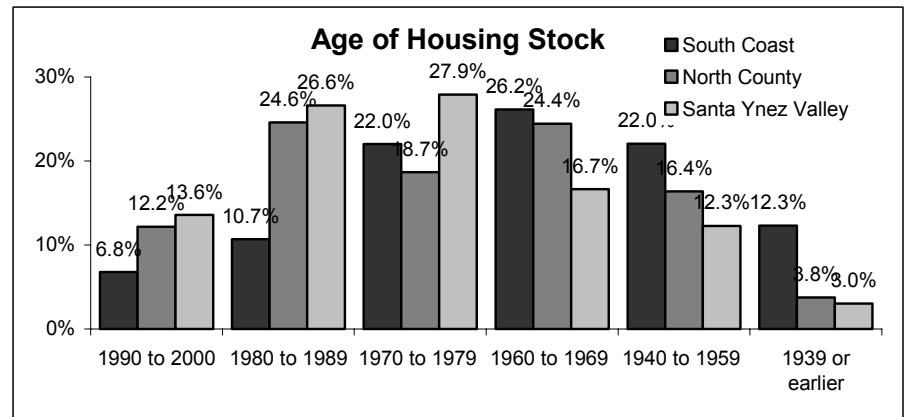


Figure B1.27

Between 2000 and 2030 the County has the capacity to increase its housing stock by nearly a quarter (24.1%) to approximately 170,000 units. However, after taking into consideration such factors as historic permitting activity, local policies, interest rates and market demand, a more realistic estimate is 165,500 units or 20 percent. The North County has the greatest potential for residential unit growth with capacity for a 39.5 percent increase in housing stock over the same period followed closely by the Santa Ynez Valley at 36.6 percent and the South Coast region at 14.0 percent.<sup>37</sup>

### **Owner-Occupied Housing Values**

Housing values for a majority of the owner-occupied homes in Santa Barbara County are much higher than across the state. Nearly half (49.1%) of all owner-occupied units in the County are \$300,000 or more, compared to 30.6 percent for the state (figure B1.28 on next page). However, of the remaining units under \$300,000 in the County, exactly a third range between \$100,000 and \$199,999, which is comparable to the state share of 35.5 percent. The median value of a home in the County is \$293,000, 27.8 percent higher than the state median value of \$211,500.

There is a large variation in housing values between the South Coast and Santa Ynez Valley regions and the North County region. Almost half of the homes in the South Coast and Santa Ynez Valley regions range in price from \$300,000 to \$499,999 compared to the North County region where 70.3 percent of the single-family residences are between \$100,000 and \$199,999 in value (figure B1.29 on next page). As a result, the median price of a single-family home in the South Coast and Santa Ynez Valley regions are \$457,725 and \$354,467 respectively, more than double that of the North County region at \$156,888.

### **Renter-Occupied Housing**

The share of owners versus renters in Santa Barbara County closely mirrors levels found throughout the state. The number of households renting is only slightly higher in the County at 48.9 percent than the state at 47.1 percent (figure B1.30 on next page). Approximately 51 percent of County households own their homes compared to 52.9 percent in the state.

Among the regions, the number of owners versus renters varies. In the Santa Ynez Valley region, over two-thirds (67.6%) of the households own their own homes, compared to 56.8 percent in the North County region and 45.2 percent in the South Coast region (figure B1.31 on next page). Conversely, the South Coast region has the largest number of renters at 54.8 percent, followed by the North County at 43.2 percent and the Santa Ynez Valley at 32.4 percent.

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<sup>37</sup> *Ibid*, 9

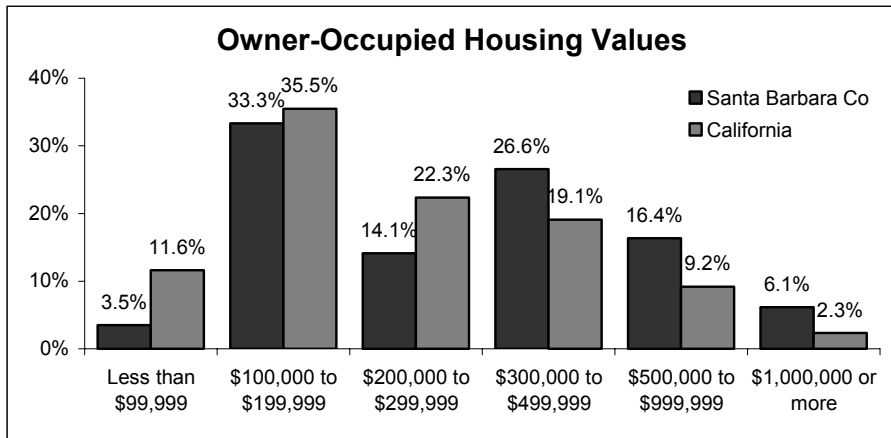


Figure B1.28

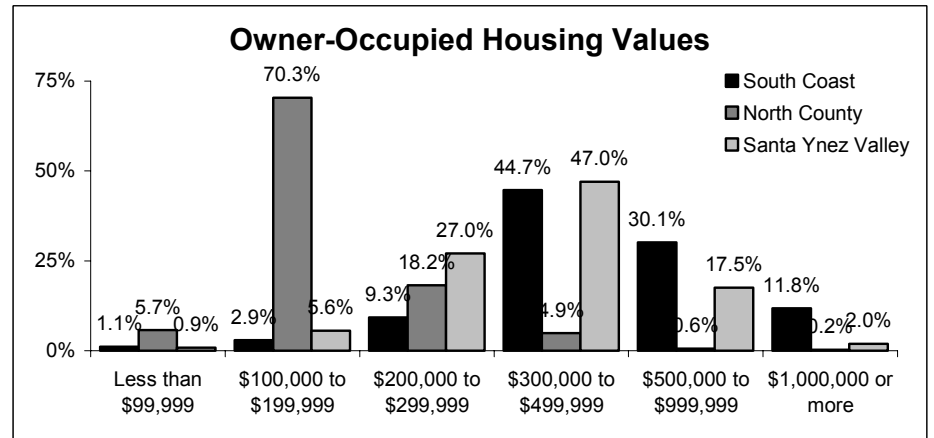


Figure B1.29

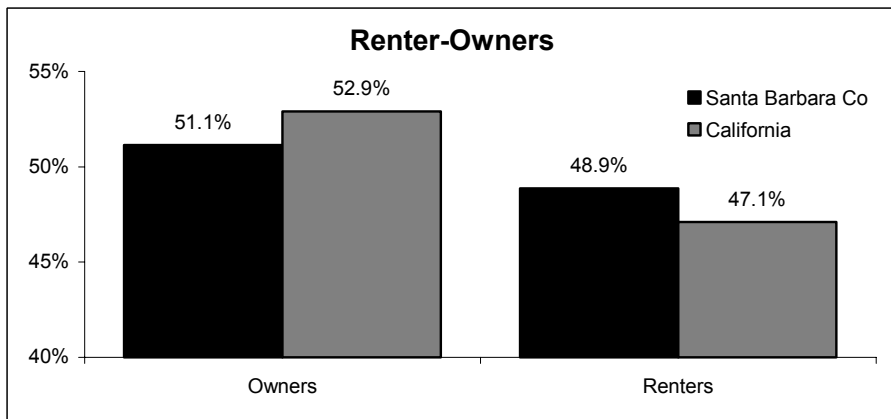


Figure B1.30

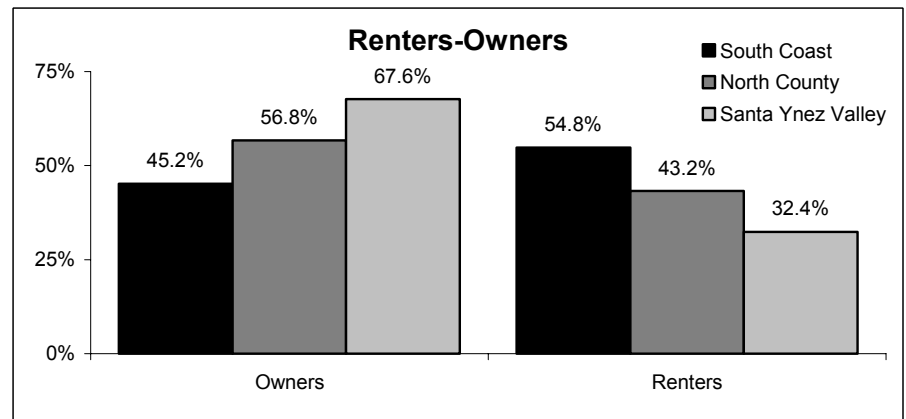


Figure B1.31

## **ECONOMIC PROFILE**

In this section, major sectors of the County's economy are described, such as significant industries and how their multiplier effects impact economic development. The section then focuses on the locational advantages and disadvantages of the Region and other factors that directly affect economic performance.

The characteristics of the Santa Barbara County economy from 1990 through 2002 are described below from both a qualitative and quantitative perspective. First, key characteristics of the County's economy are provided followed by a comparison with California's economy. To generate detailed quantitative information about Santa Barbara County's economic specialization and growth patterns, location quotient and shift-share analyses were conducted.

An understanding of the details of the Santa Barbara County economy will facilitate successful economic development planning and implementation. Formulating an economic development strategy within the context of the local and regional economies improves the effectiveness of programs for workforce preparation, infrastructure modernization, private capital investment, and the creation, retention, and attraction of business firms. Increasing the effectiveness of such economic development activities improves the extent to which Santa Barbara County experiences economic competitiveness and sustainability. Most importantly, a wide understanding of the dynamics of the local economy improves the chances that employment and ownership benefits are equitably distributed to local residents. However, before beginning to assess Santa Barbara County's economy, it is important to describe the environment in which economic activity is currently functioning.

### **The Economic Environment**

The U.S. economy has slowed considerably since 2000. The average unemployment rate has crept up from 4.0 percent in 2000 to 6.1 percent in September 2003. The stock market is rebounding, yet it is well below the 2000 peak. Reduced federal tax revenues, resulting from tax cuts combined with higher government spending for 9/11 disaster-relief, homeland security, the "war" effort, and other fiscal stimuli has pushed the budget into deficit in fiscal year 2002 and 2003. According to the Los Angeles Economic Development Corporation (LAEDC), California's economy has been in a mild recession from a variety of reasons, a few of which follow:

- U.S. economic recession started in March 2001. This was accompanied by a decline in the demand for goods and services with the state's apparel sector hit the hardest.
- Tech wreck -- rapid and devastating crash in the information technology industry that impacted the state budget from lost tax revenues associated with unemployment, and a loss of bonuses, capital gains, and stock options. Although the tech collapse has severely impacted the Bay area, the ripple effect also has been felt in Los Angeles, Orange, and Santa Barbara counties.
- Slowdown in international trade activity at all three of the state's customs districts due largely to global recession, tech crash, problems in the agriculture sector, and a strong U.S. dollar.

- Slump in tourist industry and the consequent increased costs of doing business due to higher security costs.
- State’s electricity debacle and an oversupply of localized non-residential real estate.

California and more than 40 other states are currently facing budget shortfalls from unanticipated revenue losses associated with the recent recession. As a result, the California State Budget for 2003-2004 reflected a shortfall of \$38.2 billion, lowered by variety of mechanisms. California’s counties and cities are also facing similar budget deficits. Due to the decreased levels of funding, the region’s local jurisdictions and communities will carry an additional burden in finding funding for important economic development programs that can help to jump-start their already depressed local economies.

By completing this report, Santa Barbara is on its way to developing strategies that will meet the challenges described above.

## Employment Profile

Employment in Santa Barbara County increased at a slower pace than California. According to the California Employment Development Department, employment in Santa Barbara County grew by 12.7 percent between 1990 and 2002, from 159,600 to 179,900 (Table B1.2). In comparison, employment at the state level increased by 15.5 percent, from 12,863,400 to 14,852,600. As for the County’s share of overall California employment, little has changed over the last decade. The County’s share of state jobs at 1.2 percent remained approximately the same between 1990 and 2002.

**Table B1.2: Annual Average Employment**

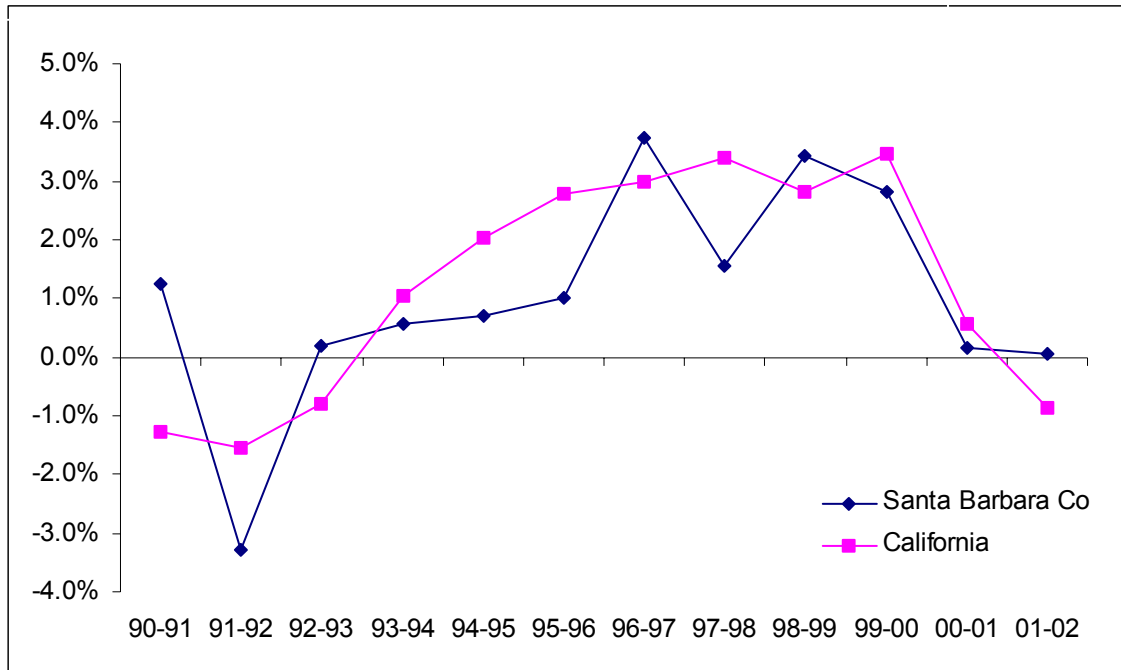
	1990	2002	% Change
Santa Barbara County	159,600	179,900	12.7%
California	12,863,400	14,852,600	15.5%
Percent Share Of CA Jobs	1.2 %	1.2%	0%

Source: Labor Market Information Division, California Employment Development Department, 2003

Annual employment growth rates in Santa Barbara County over the last decade have generally increased, but not as much as for the state. The County was hit harder by the recession in the early 1990s than the state with annual employment growth falling from 1.3 percent in 1990-1991 to -3.3 percent in 1991-1992 (figure B1.36). In contrast, annual growth rates across the state fell to only -1.5 percent over the same period of time. During the recovery phase, annual growth rates in the County increased only marginally from 0.2 percent in 1992-1993 to 0.7 percent in 1995-1996. As for California, while its recovery started later, it was much stronger than in Santa Barbara County. The state first experienced positive employment growth a year later, with an increase of 1.1 percent from 1993 to 1994. Over the next four years, the state continued to experience higher employment growth, peaking at 3.4 percent from 1997 to 1998.

Unfortunately, the steady employment growth rates of the 1990s did not carry over into the new millennium. From 2000 to 2001 employment growth decreased to 0.2 percent in Santa Barbara County and 0.6 percent in California followed by 0.1 percent and -0.9 percent respectively from 2001 to 2002.

**Figure B1.36: Employment Growth Rate, 1990-2002**



Source: California Employment Development Division, 2002

### Major Industrial Sectors

Industry sectors were analyzed to determine the makeup of the local economy. To conduct the analysis, time-series data on each industry sector was collected and evaluated. In addition to highlighting employment trends, the analysis also identifies the current major industries as well as historically important and emerging industry sectors.

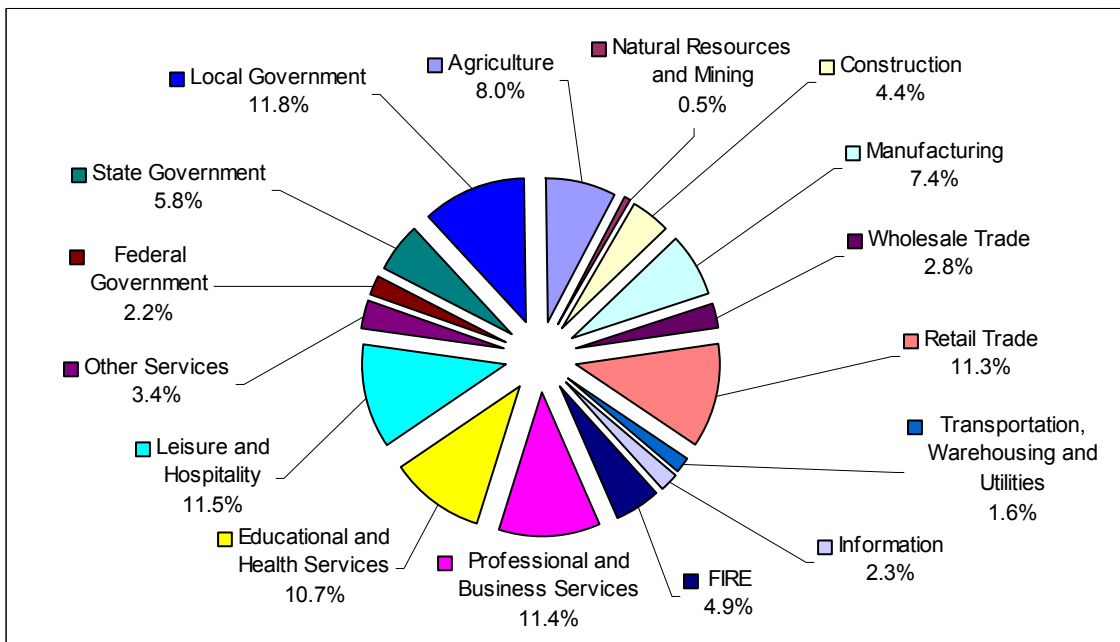
### NAICS–SIC Comparison

In 2001, the California Employment Development Department converted to the North American Industry Classification System (NAICS), which uses a production-oriented approach to categorize businesses. One of the reasons the NAICS was developed was to account for the hundreds of new, emerging, and advanced technology industries gaining prominence across the globe. Furthermore, NAICS reorganizes industries into more meaningful segments by distinguishing between goods-producing and service-providing sectors. Previously, data on industries was reported using the Standard Industrial Classification (SIC) Manual. Unlike NAICS, this classification system mainly focused on the production of goods and not service provision.

Because the NAICS classification system is so new, the data from 2001 and 2002 was converted to SIC codes for the time-series analysis. Ideally, the conversion of old data to NAICS data would have been preferred, but the task of converting SIC data to NAICS requires information on each individual company, which is not readily available. Fortunately, much can still be gained from the use of SIC data.

In two cases NAICS categories were combined when converted to SIC categories. The NAICS categories of professional and business services, education and health services, leisure and hospitality, information, and other services sectors were combined under the broad SIC category “services” while the NAICS utilities and transportation and warehousing sectors were combined under the SIC category “transportation and utilities”.

**Figure B1.37: Santa Barbara County, Employment by Industry, 2002, NAICS**



Source: California Employment Development Division, 2002

### Major Trends

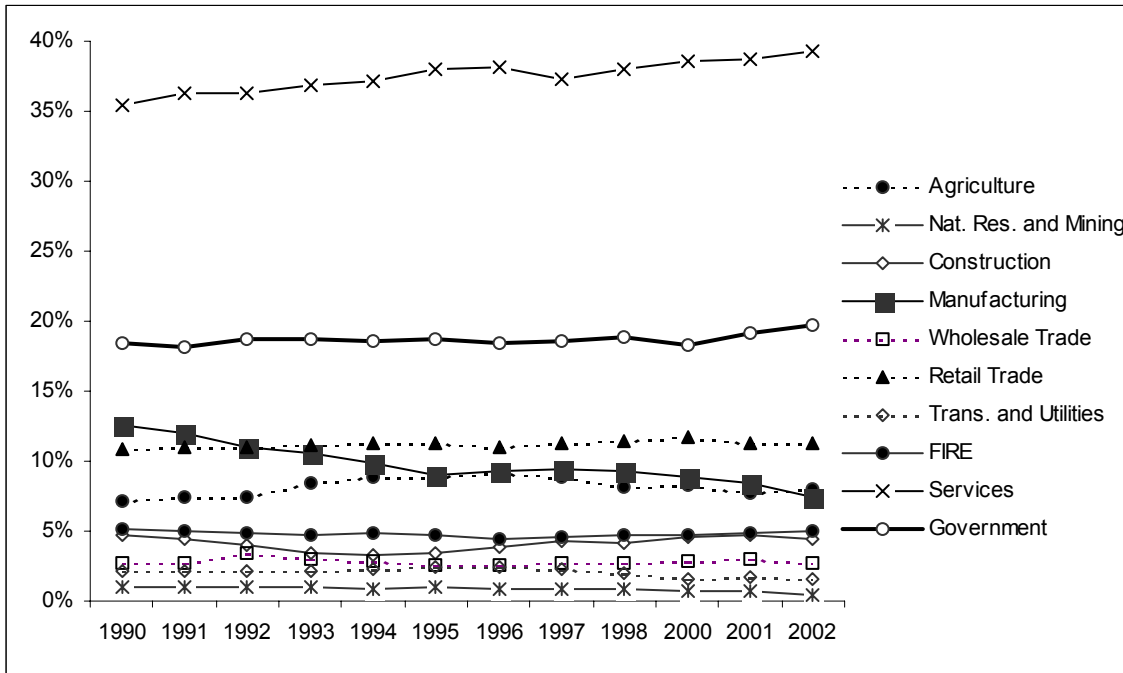
According to the California Employment Development Department (EDD), the three leading sectors of employment in Santa Barbara County in 2002 were Services (37.0%), Government (19.8%), and Retail Trade (11.3%) (figure B1.37 on previous page). Other important sectors include the Agricultural and Construction industries for both historical and employment growth reasons. Three major growth trends characterize industries found in the County (figure B1.38):

- The gradual increase of the Service sector from a 35.4 percent share of the County’s employment in 1990 to a 39.3 percent share in 2002 – an increase of 11 percent.



- The steady decrease of the Manufacturing sector from a 12.5 percent share of the County’s employment in 1990 to a 7.4 percent share in 2002 – a decrease of 40 percent.
- The steady maintenance of the County’s Agricultural sector over the decade from a low of 7.1 percent in 1990 to a high of 9.1 percent in 1996, and decreasing to 8 percent in 2002.

**Figure B1.38: Santa Barbara County Share of Employment by Sector, 1990-2002**



Source: California Economic Development Division, 2002

## Major Industries

The following is a short description of industrial sectors with the highest employment in the County based on EDD data:

**Services** - The Services sector is the largest employer in the County, accounting for 70,800 jobs. In addition, it is also expected to be the fastest growing sector over the next few years. According to non-farm industry projections for 1999-2006 by EDD, the services industry in the County is projected to experience an increase of 18.2 percent during the seven-year period. Furthermore, within the service industry, the business services component is expected to experience the greatest increase.<sup>38</sup>

**Government** - The Government sector is the second largest industry in Santa Barbara County with a 19.8 percent share of the County's employment and includes local, state and federal agencies and jurisdictions. According to the EDD, public education accounts for 11,000 jobs which constitutes over half of local government employment in the County. Within public education, the University of California at Santa Barbara is responsible for a majority of the jobs. Moreover, the County also hosts a federal prison and is home to Vandenberg Air Force Base.<sup>39</sup>

**Retail Trade** - Finally, Retail Trade rounds out the top three industries in the County, currently accounting for 11.3 percent of employment. According to the EDD, the largest components are eating and drinking places and other retail trade, which contribute a similar number of jobs at 13,700 and 13,200 respectively.<sup>40</sup>

The following is a description of other significant industrial sectors in Santa Barbara County that have either historically contributed to the County economy or are reasonably expected to contribute to it in the future.

**Agriculture** - Historically, the Agriculture sector has been the dominant industry in Santa Barbara County and in 2002 accounted for 8.0 percent of the County's total employment. Greenhouse crops and nursery stocks are vital to the southern area of the County, while strawberries and wine grapes have increased in production in the Santa Ynez and Santa Maria areas.<sup>41</sup>

**Manufacturing** - Over the last decade, the Manufacturing sector has seen its share of County employment slip from 12.5 percent in 1990 to 7.4 percent in 2002. This trend represents a major restructuring in the County from a production-based economy lead by the aerospace industry to a more service-based economy lead by personal, social, educational, and recreational services.<sup>42</sup> According to the EDD, although the Manufacturing sector has seen a decline due to downsizing of the aerospace industry, smaller high-tech manufacturing and service firms may prove to be valuable sources of high-skilled and high-paying jobs.

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<sup>38</sup> EDD Santa Barbara County Snapshot, 2002, 3

<sup>39</sup> *Ibid*

<sup>40</sup> *Ibid*

<sup>41</sup> *Ibid*

<sup>42</sup> *Ibid*, 5

**Construction** - During the latter part of the 1990s, the Construction sector experienced a modest increase over previous employment share levels. From 1993 through 2002, the share of construction related employment in the County increased from a recession low of 3.4 percent to a high of 4.4 percent – a 29 percent increase. According to the EDD, construction employment has grown due to the expansion of residential housing and shopping centers, especially in the northern county area.<sup>43</sup> As for the foreseeable future, the Construction sector will continue to grow as it meets the housing and retail needs of a County population expected to increase by 30 percent through 2030.<sup>44</sup>

**Tourism** – Although, not specifically catalogued by the California Economic Development Department, tourism in the State of California and Santa Barbara County is a major sector of the economy. California is the number one travel destination in the United States, generating more than \$75 billion in direct travel spending into the economy, directly supporting jobs for more than 1 million Californians and generating \$5 billion in direct state and local tax revenue.<sup>45</sup> Tourism is California's 3rd largest employer and 5th largest contributor to the gross state product. While there have been significant hits to the tourism industry, California was one of only three states to grow market share in 2001 due in part to a \$25 million post 9/11 tourism recovery campaign initiated by California Tourism.

Locally, tourism has a significant impact as an industry on employment and government revenues. One attraction is the nine beaches that stretch nearly 20 miles from the coastal cities of Carpinteria to Goleta. The City of Santa Barbara collected a record \$10.17 million in bed taxes last year, while the County collected \$6.48 million. These numbers reflect a 10 percent tax collected from the room rates charged by hotels and motels.<sup>46</sup> Goleta-area hotels reported an 88 percent increase in bed taxes for 2001, primarily due to the opening of the Bacara Resort & Spa. The Montecito area saw its bed tax revenue decline by 10 percent, mainly as a result of the Miramar Hotel closing for reconstruction.<sup>47</sup> Average room rates and occupancy rates on the South Coast have fallen from the levels seen one year ago. The average room rate for January to October fell about 3 percent to \$155.58, while occupancy slipped from 82 percent to 76 percent.<sup>48</sup>

## Location Quotient Analysis

The location quotient is a technique used to assess a region's specialization in an industry. A location quotient of less than 1 implies that a region has less than a proportionate share of employment in a particular industry, whereas a location quotient of greater than 1 implies a greater than proportionate concentration of employment. In the case of Santa Barbara County, location quotients were calculated for the County with respect to California.

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<sup>43</sup> *Ibid*, 3

<sup>44</sup> Santa Barbara County Association of Governments, Regional Growth Forecast 2000, 3

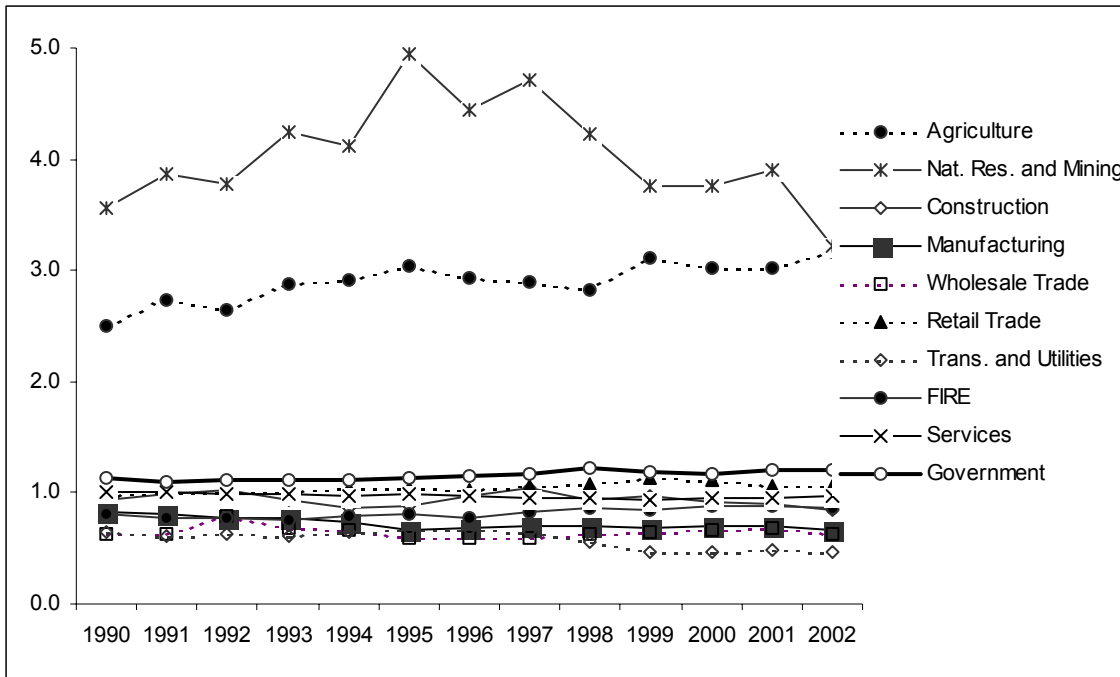
<sup>45</sup> California Tourism. Available: <http://gocalif.ca.gov/state/tourism/>

<sup>46</sup> Business Outlook 2000, *Tourism: Cautious optimism prevails despite slum*.  
<http://www.newspress.com/2002BusinessOutlook/overview.html>

<sup>47</sup> *Ibid*

<sup>48</sup> *Ibid*

**Figure B1.39: Location Quotient – Annual Average Employment, Santa Barbara County compared to California**



Source: California Economic Development Division, 2002

Location Quotient Greater than “1” - Santa Barbara County has a greater than proportionate share of employment relative to the state among the Mining and Agricultural sectors (figure B1.39). However, the mining sector has lost approximately half of its locational advantage since 1995. Furthermore, the other sectors that show location quotients greater than “1” are Government, Retail Trade, and Services sectors. In case of Retail and Services sectors, location quotients over the past decade have even dipped below the "1" threshold.

Location Quotient Less than “1” - The FIRE, Construction, Manufacturing, Transportation and Utilities, and Wholesale Trade sectors in Santa Barbara County all exhibit a location quotient of less than 1, representing a less than a proportionate share of employment relative to the state.

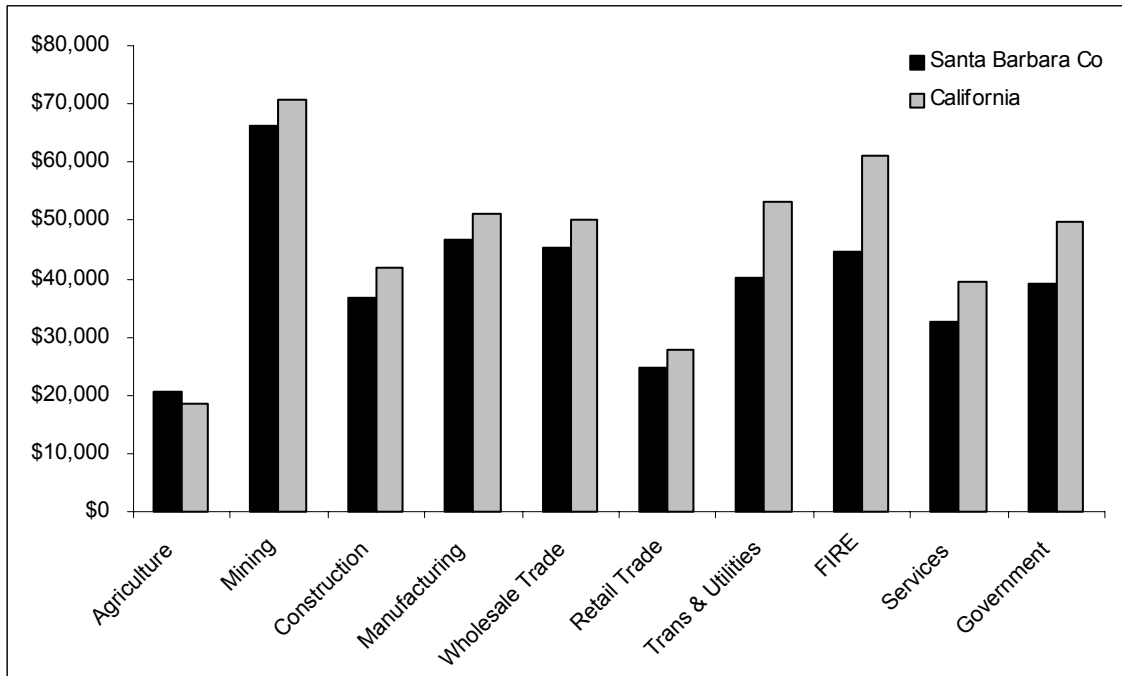
### Pay Per Employee

According to EDD, the 2001 annual average pay per employee in Santa Barbara County ranged from \$20,541 for the Agricultural sector to \$66,214 for the Mining sector (figure B1.40 on next page). In 2001, the annual average pay for the top three industries were \$32,750 for Services, \$42,301 for Government, and \$24,636 for Retail trade.

In contrast, the location quotient for pay per employee historically has been quite high for the Transportation and Utilities sector and moderate for the Wholesale Trade and Agricultural Sector (figure B1.40). However, the locational pay advantage for the Transportation and Utilities sector plummeted between 2000 and 2001 to below “1” while the Retail Trade sector experienced a rapid increase over the same period of time. These sharp changes may be merely due to the

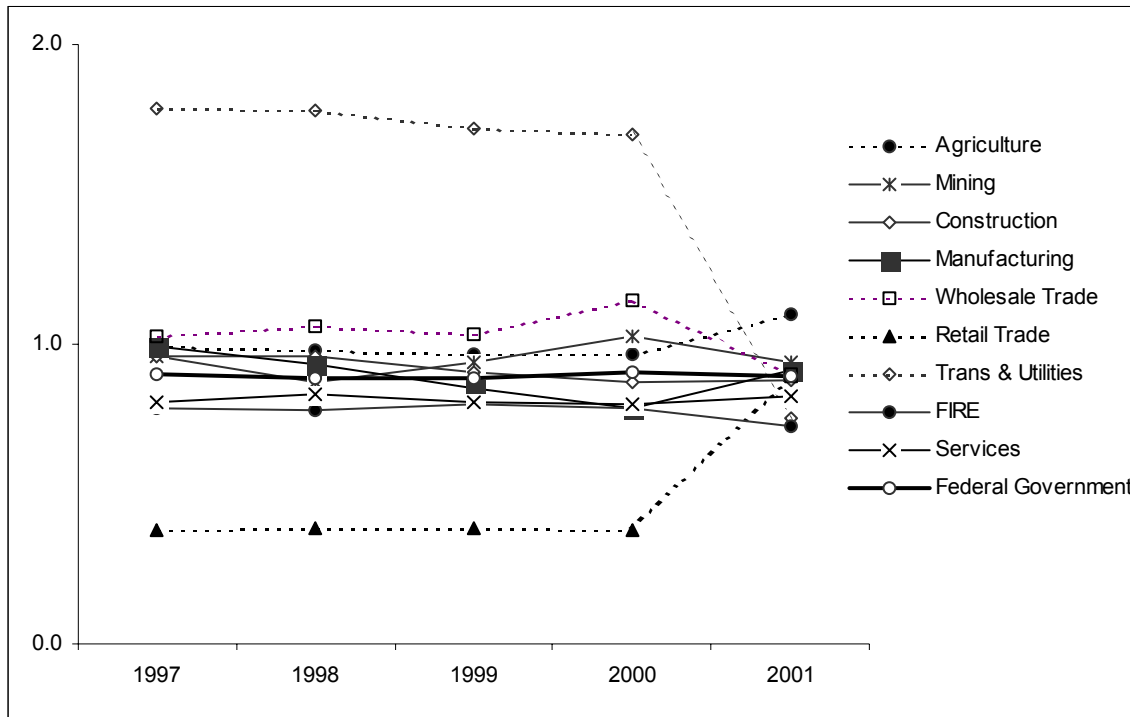
conversion of data from SIC coding to NAICS coding and not reflect actually changes in the economy. However, the services category when aggregated to reflect NAICS changes did not exhibit a similar pattern. As for the remaining industrial sectors, they do not exhibit any particular advantage or specialization in terms of annual average pay per employee.

**Figure B1.40: Santa Barbara County Annual Average Pay Per Employee by Industry, 2001**



Source: California Economic Development Division, 2002

**Figure B1.41: Location Quotient – Annual Average Pay Per Employee, Santa Barbara County Compared to California**



Source: California Economic Development Division, 2002

### Shift-Share Analysis

Shift-Share analysis provides a technique to divide an area's growth into three components: the share effect, industry mix effect, and competitive effect (Table B1.3 on next page).

The share effect indicates growth that would occur if the local industry grew at the same rate as all industries at the state level. In Santa Barbara County, growth in Mining, Manufacturing, and Transportation & Utilities lagged behind that of the state.

The industry mix effect indicates extra or reduced growth because a particular industry grew more or less rapidly than the overall state growth rate. In Santa Barbara County, the Mining, Construction, Manufacturing, Wholesale Trade, Services, and Government sectors contributed to a positive industry mix effect.

The competitive effect indicates whether the local industry grew more or less rapidly than the state for that particular industry. Santa Barbara County exhibits positive competitive components for businesses located in the Agriculture, Mining, Manufacturing, Retail Trade, Transportation & Utilities, FIRE, and Government sectors largely due to locational factors.

**Table B1.3: Shift-Share Analysis Santa Barbara County with respect to California, 1990-2002**

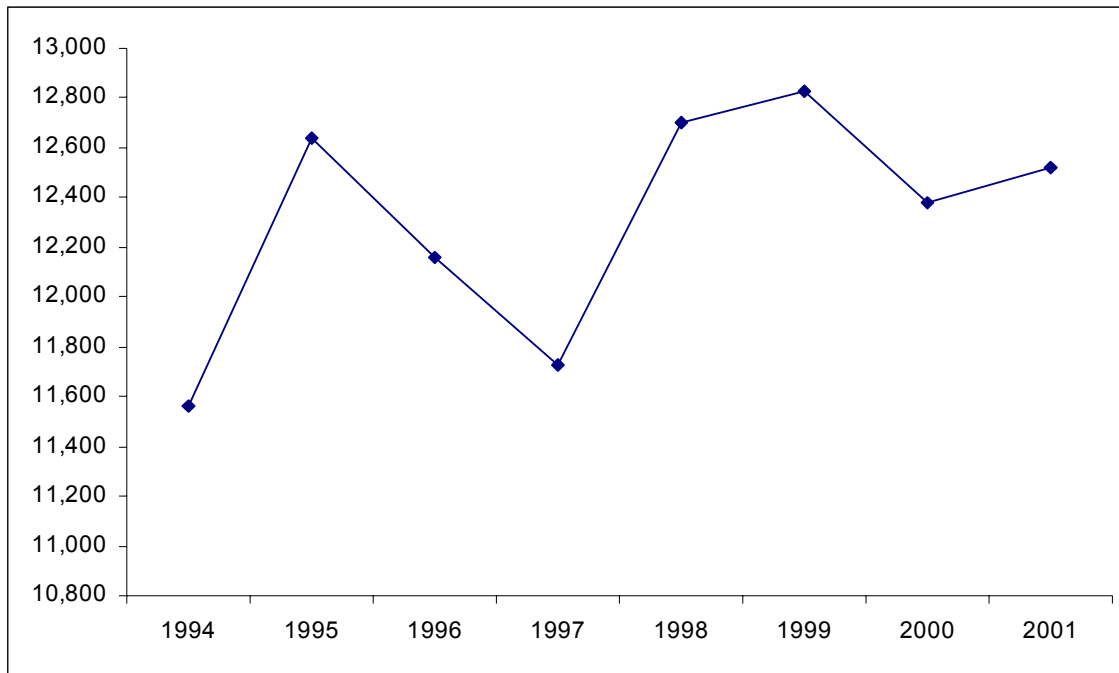
Source: California Employment Development Department

<b>Industry Title</b>	<b>Employment Growth SB Co</b>	<b>Growth Rate SB Co</b>	<b>Employment Growth CA</b>	<b>Growth Rate CA</b>	<b>Share Effect</b>	<b>Industry Mix</b>	<b>Industry Competitive Effect</b>
<b>Agriculture</b>	3,100	27.4%	12,500	3.4%	56.4%	-43.8%	87.5%
<b>Mining</b>	-700	-43.8%	-13,200	-36.4%	-35.3%	118.5%	16.9%
<b>Construction</b>	500	6.7%	128,100	19.9%	231.9%	66.2%	-198.1%
<b>Manufacturing</b>	-6,600	-33.0%	-318,600	-16.3%	-46.9%	96.1%	50.7%
<b>Wholesale Trade</b>	700	16.3%	101,100	18.4%	95.0%	17.9%	-12.8%
<b>Retail Trade</b>	2,900	16.7%	139,200	9.6%	92.8%	-34.9%	42.2%
<b>Trans &amp; Utilities</b>	-600	-17.6%	70,500	16.6%	-87.6%	-6.3%	194.0%
<b>FIRE</b>	700	8.5%	28,000	3.4%	181.1%	-141.2%	60.1%
<b>Services</b>	14,300	25.3%	1,468,100	32.3%	61.1%	66.6%	-27.7%
<b>Government</b>	6,300	21.5%	373,300	18.0%	71.9%	11.8%	16.3%
<b>Total</b>	20,600	12.9%	1,989,000	15.5%	119.7%	1.1%	-20.8%

## Number of Business Establishments

According to the EDD, the total number of business establishments located within Santa Barbara County has grown from 11,563 in 1994 to 12,517 in 2001 (figure B1.42). However, this growth trend has not been steady with extreme fluctuations characterizing much of the business growth in the County over the last decade. For example, between 1995 and 1997 the number of businesses slumped to 1994 levels after a 9.2 percent increase between 1994 and 1995. Yet, over the next year, the number of businesses in the county rebounded to 1995 levels.

**Figure B1.42: Number of Santa Barbara County Business Establishments, 1994-2001**



Source: California Economic Development Division, 2002

## Employees Per Establishment, By Industry

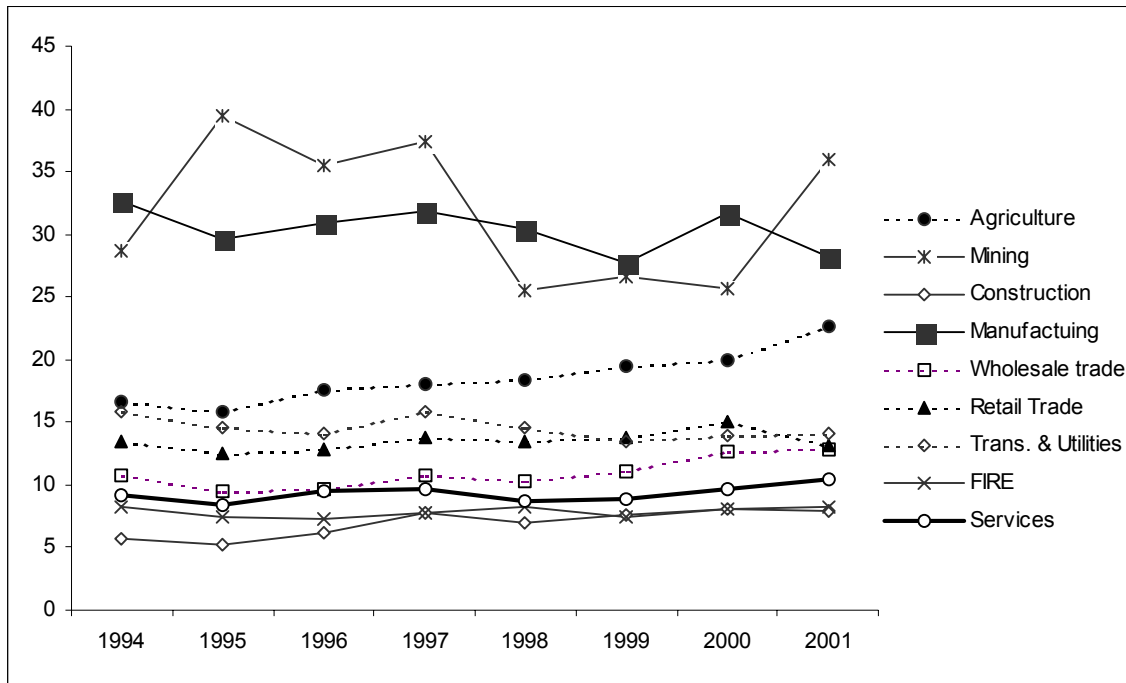
When considering the type and amount of businesses present in Santa Barbara County, it is important to examine the average number of persons employed per establishment, by industry. Some industries are labor-intensive while others hire relatively few persons. Efforts to improve the employment capacity of the area through business assistance, retention, and attraction programs should concentrate resources on the sectors with high average employee rates (balanced with other objectives such as working conditions, quality wages, and minimal environmental impacts).

The Manufacturing and Mining sectors stand out in their average number of employees per establishment when compared to other industries. In 2001, 32 businesses in the Mining industry employed an average of 35.9 employees (figure B1.43 on next page). Businesses in these two industries account for 4.7 percent of the companies and 11.2 percent of the employment in Santa



Barbara County. This positive disproportion indicates that these industries are relatively labor-intensive.

**Figure B1.43: Average Number of Santa Barbara Employees, Per Business By Industry, 1995-2001**



Source: California Economic Development Division, 2002

The Services, FIRE and Transportation and Utilities industries all employ 10 or fewer persons per establishment. These industries total 7,959 establishments in Santa Barbara County and a 65.3 percent share of all businesses within the County. These industries, however, employ only 56.4 percent of the County’s workforce. This negative disproportion indicates that the businesses in these industries are relatively non labor- intensive.

As illustrated in figure B1.43, the average number of employees per business does fluctuate over time. Over the last decade, the Construction (39.9%), Agriculture (36.6%), and Mining (25.1%) industries experienced the most growth in average employment rates per business. In contrast, the Manufacturing and the Transportation and Utilities industries experienced the most notable decline at 13.6 percent and 5.2 percent respectively. The greatest fluctuations occurred in the Mining industry.

### Average Annual Wages by Industry

As expected, there is a wide range in the wages paid by different industries. However, what is important to economic development in Santa Barbara County is whether there is a concentration of employment in higher or lower wage jobs and the change of wages over time. As shown in Table B1.4 on the following page, the industries that employ the greatest number of persons in Santa Barbara County – the Services and Government Sectors – pay very different wages. In

2001, the average wage for government workers was a little over \$42,000, whereas those employed in the Services industry earned on average of approximately \$33,000 – a difference of 30.7 percent. On a positive note, the gap between the Services and the Government (Federal) industries has closed from 43.3 percent in 1997. The next largest industry by number of persons employed is the Retail Trade sector. Workers in this industry experienced a 57.9 percent increase in average wages from 1997 to 2001, the largest of any industry by far.

**Table B1.4: Santa Barbara County Annual Wages, By Industry, 1997-2000**

Industry	2000 Employees	1997 Average Wage	2001 Average Wage	Dollar Change	Average Annual Change
Agriculture	14,900	\$15,882	\$20,541	\$4,659	6.7%
Mining	1,200	\$56,212	\$66,214	\$10,002	0.6%
Construction	8,100	\$33,158	\$36,860	\$3,702	3.5%
Manufacturing	15,900	\$42,269	\$46,840	\$4,571	2.4%
Wholesale Trade	5,200	\$41,395	\$45,388	\$3,993	1.0%
Retail Trade	21,000	\$15,602	\$24,636	\$9,034	12.0%
Trans & Public Utilities	2,900	\$32,233	\$40,308	\$8,075	5.6%
FIRE	8,400	\$37,017	\$44,638	\$7,621	3.2%
Services	65,000	\$26,913	\$32,750	\$5,837	4.8%
Federal Government	3,900	\$38,570	\$44,599	\$6,029	3.7%

Source: California Employment Development Department

Wages in the Mining, Wholesale Trade, and Manufacturing industries did not keep up with the annual rate of inflation. For example, wages in the Mining industry increased on average 0.6 percent annually, much lower than the 3 percent annual rate of inflation. In other words, due to inflation, a person working in the Mining industry technically made less money in 2001 than in 1997.

However, it is important to note that the Mining industry stands out in wage performance. Workers in this industry were the highest paid in both 2001 and 1997 with annual average wages of \$66,214 and \$56,212 respectively. Unfortunately, these quality jobs are limited to a small number of workers, comprising only 0.5 percent of the County's total workforce.

## Taxable Sales Transactions

Retail sales form the largest component of total taxable transactions in Santa Barbara County. The total sales were \$ 3.8 million in 1997, of which almost \$ 2.7 million came from retail stores. The retail sales went up to \$ 3.6 million in 2001, of the total sales of \$ 5 million (Table B1.5).

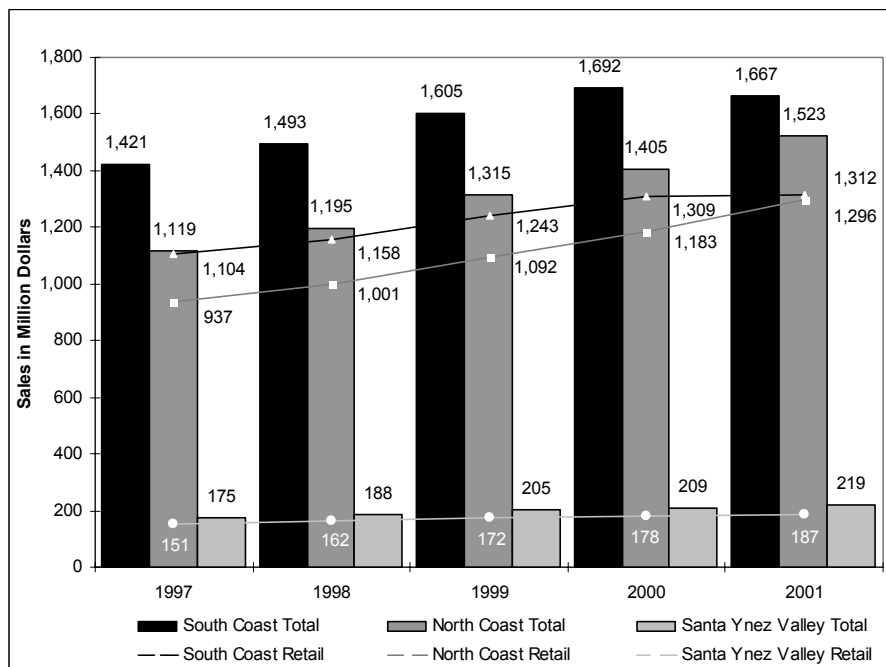
**Table B1.5: Taxable Sales in Thousands of Dollars, 1997-2001**

Taxable Sales (000s)	1997		1998		1999		2000		2001	
	Retail	Total	Retail	Total	Retail	Total	Retail	Total	Retail	Total
<b>Santa Barbara County</b>	2,676	3,812	2,845	4,024	3,153	4,427	3,423	4,823	3,579	5,010
<b>South Coast</b>	1,104	1,421	1,158	1,493	1,243	1,605	1,308	1,692	1,311	1,667
<b>North County</b>	93	1,119	1,001	1,195	1,092	1,315	1,183	1,404	1,296	1,522
<b>Santa Ynez Valley</b>	151	175	162	188	172	205	178	209	187	219

Source: State Board of Equalization

At the sub-regional level in the County, the South Coast region continues to have the largest share of all sales with \$1.67 million in total sales in 2001, compared to \$1.5 million by North County and \$0.2 million by Santa Ynez Valley. These figures represent an increase in total and retail sales in each of these sub-regions compared to 1997. However, South Coast saw a drop in total sales in 2001 compared to 2000, while the retail sales only grew marginally.

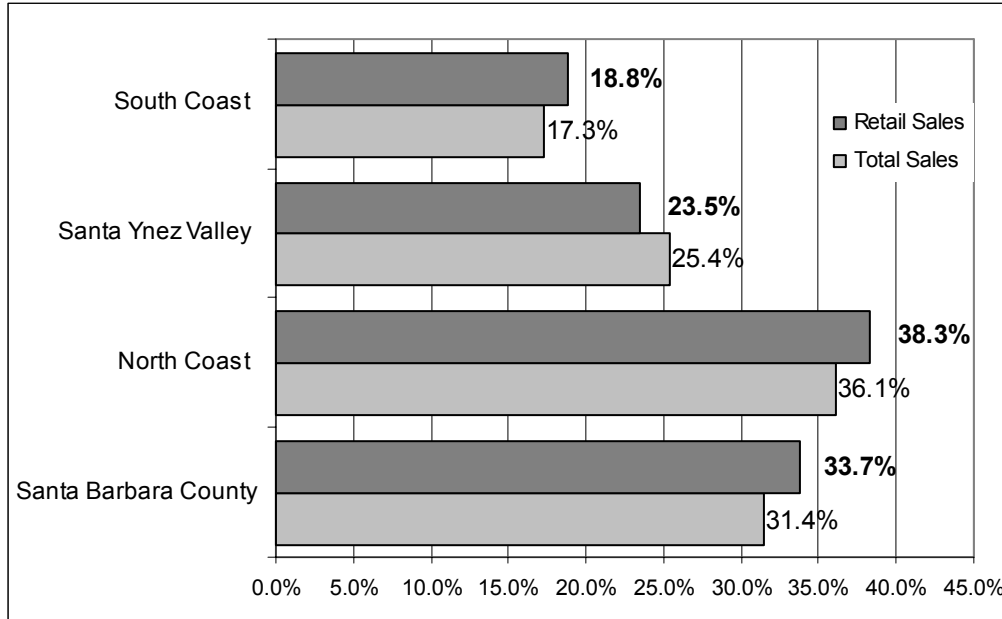
**Figure B1.44 Taxable Sales Transactions for Santa Barbara County Sub-Regions, 1997-2001**



Source: State Board of Equalization

The rate of growth has been higher for the North County compared to South Coast, for both retail and total sales. In fact, North County recorded growth even higher than the County averages. So, while the County retail sales grew at 34 percent, the corresponding increase for North County was 38 percent, 24 percent for South coast and a low of 19 percent for Santa Ynez Valley.

**Figure B1.45: Percentage Growth in Retail and Total Sales for Santa Barbara County Sub-Regions, 1997-2001**



Source: State Board of Equalization

## RECENT TRENDS

Over the past year the Santa Barbara County economy, along with that of the state and nation, has struggled to get back up to speed. Despite trying times, Santa Barbara County had one of the lowest unemployment rates in the state last year. Yet on average, employers paid lower salaries compared to the state as a whole. The County experienced a decline in its real median income, the largest decline since the recession in 1993. Santa Barbara County's median income was \$4,000 less than that for the State.<sup>49</sup>

The County's economy experienced a boost this past year from the film industry. Feature films, still photography and commercials created \$10.2 million for the County's general fund. This was supplemented by an estimated \$500,000 from three feature films: Seabiscuit, Hildalgo and Spartan. Overall, the economic benefit brought to the County was estimated at \$26 million.<sup>50</sup>

In addition to the film industry, the hotel industry was another bright spot. Santa Barbara County ranked number one in Southern California counties for its ability to fill hotel rooms, averaging an occupancy rate of 72 percent. The entire County collected \$6.6 million in Transient Occupancy Tax (TOT) to supplement the County's general fund.<sup>51</sup>

As evidenced by the strong economic growth in the Silicon Valley, high housing prices often are a by-product of strong, continued growth. Santa Barbara County is currently struggling with this phenomena. Combined with the attractiveness of excellent climate and environmental quality, the local economy has resulted in very high housing prices. Therefore, housing has now become one of the primary economic issues in the county. In order to understand the economic situation of Santa Barbara County, one must look at the relationship between North County and the South Coast. The South Coast is often contrasted with the North County, especially in the housing market.

High housing prices in Santa Barbara are not a new phenomenon. Yet in May of 2003, California Association of Realtors listed the median home price for the South Coast at \$900,000, an increase of \$75,000 in one month. The North County saw a significant increase as well, but the median housing price remained under \$300,000.<sup>52</sup> This high cost of housing on the South Coast has had repercussions for the local economy and quality of life. The immediate effect is the Santa Barbara workers' inability to afford housing in the area. Many workers battle the commute on the 101, driving in from Ventura County or coming down from Northern Santa Barbara County cities such as Santa Maria. It is also forcing companies to rethink their positions on staying in Santa Barbara.<sup>53</sup>

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<sup>49</sup> Santa Barbara News-Press. April 18, 2003

<sup>50</sup> Santa Barbara News-Press. May 16, 2003

<sup>51</sup> Ibid.

<sup>52</sup> Los Angeles Times. August 18, 2003

<sup>53</sup> Santa Barbara News-Press. Feb 23, 2003

The high price of housing and the increased cost of doing business in the area have resulted in the loss of Fidelity National Title, one of two Fortune 500 Companies in the County.<sup>54</sup> Fidelity's decision to relocate to Jacksonville, Florida affected 450 local employees. The company had a reputation of paying higher salaries than many local employers so its relocation contributed to the County's loss of middle-income jobs. The UCSB Economic Forecast Project recently cited high home prices on the South Coast and anti-growth policies as factors deterring economic growth by driving away companies, especially those offering higher salaries.<sup>55</sup> As a result, new business and job recruitment have become a serious problem.

Hundreds of high-paying high-tech jobs were lost this year on the South Coast, while the economy created more lower-paying jobs in retail and tourism. Among the job losses were 125 positions at Garrett Aviation, which left Santa Barbara Municipal Airport; another 150-plus jobs at Magnetic Data Technologies; dozens of job cuts at Inamed Corp.; and many more at Hendry Telephone Products and Ericsson. Joslyn Electronics closed in Goleta after being a big part of the community for decades.

Slowing economic growth and the high cost of housing on the South Coast has turned the North County into a growth machine. Over the last year, it was estimated that North County gained 1600 private sector jobs while the South Coast lost 600 jobs.<sup>56</sup>

Raytheon, the County's biggest private employer, announced in June of 2003 its plan to expand its business, shifting workers from Goleta to Lompoc. By the end of 2004, Raytheon will have brought 140 well-paying jobs to Lompoc. The number of Raytheon workers commuting from North County to Goleta played a role in the expansion to Lompoc. Mark Schneipp, executive director of the California Economic Forecast, cited housing as the reason for the move. Plenty of commercial space existed to expand on the South Coast but the workers could not find housing and had to make the commute.<sup>57</sup>

Fagerdala World Foams recently purchased Pactuco, Inc. in the City of Lompoc. Pactuco, the long time family owned business had been in Lompoc for 13 years providing employment for 350 employees at its peak. Fagerdala plans to build on the employee current employee base and expand its Lompoc manufacturing operation in the near future.

To enhance new business development in Lompoc, an EDAC grant supported the City's Business Attraction Program which included the development of a presentation folder, business incentive package and participation at trade show in several industries, including space, defense, aviation, oceans. A new web-based product for economic development site selection will be introduced this fall with the City's IS department contracting with Intergraph Mapping and GeoSpatial Solutions to provide software and training so that the service will be in-house. The software will allow for other applications in City Hall to facilitate transferring zoning maps and other docs.

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<sup>54</sup> Santa Barbara News-Press. April 24, 2003

<sup>55</sup> Santa Barbara News-Press. April 24, 2003

<sup>56</sup> Santa Barbara News-Press. May 16, 2003

<sup>57</sup> Santa Barbara News-Press. June 7, 2003

The City of Lompoc has launched a Self-Employment Training and Micro Enterprise Loan Program. The courses will be taught in Spanish and English.<sup>58</sup>

Lompoc is currently undergoing a feasibility study for the creation of a municipal broadband utility. The contract for the study was awarded to McKibben Consulting, based out of Chatsworth, California. The feasibility study will look at issues ranging from market research and demographics to a technological survey. Lompoc runs its own electric utility, and as a result already has the utility infrastructure in place. City-owned broadband services could potentially become a valuable economic development tool. McKibben is considering the option of a fiber to the home network that could potentially pay for itself through service of data, voice and television. High speed Internet service is the top priority but both Lompoc and McKibben are keeping open minds about the possibilities. The study is expected to be completed by the end of the year.<sup>59</sup>

The City of Lompoc is continuing to grow, and is currently the third largest city in the County. With this increase in population and jobs, Lompoc is undergoing a downtown revitalization effort. The development on H & Ocean is the cornerstone of the Old Town revitalization. Recent plans for the area consider restricting the City's "Art Alley" to pedestrian traffic to enhance the downtown retail. A number of developers have expressed interest in mixed use projects in Old Town.<sup>60</sup>

The Santa Ynez Valley will experience an economic boost with the Chumash Casino expansion - a controversial development that will transform the Santa Ynez Valley visually and economically. The new 200,000 square foot casino was completed and opened in August and will include three restaurants and cascading fountains. A 105 room hotel is under construction adjacent to the casino. The Chumash Casino has been renamed as the Chumash Resort. The casino's builder is Perini Building Co., which constructed the pyramid-styled Luxor Hotel and Casino and the 34-story Paris Casino & Resort in Las Vegas.<sup>61</sup>

Opponents of the casino complained that tribal leaders paid little regard to community concerns that the project is too large. The inclusion of a hotel and several restaurants will create extra traffic; new stoplights are being erected by the tribe and Caltrans. The current Chumash compact emphasizes the need for cooperation with local communities on environmental issues, but legally there are no obligations. The Chumash have received political support but remain at odds with the County Board of Supervisors.<sup>62</sup>

Buellton is also expected to contribute to the economic growth in the Santa Ynez Valley. A large number of its residents have higher incomes, likely families with jobs on the South Coast. Increase in population and housing has spawned an increase in retail sales, which reached just under \$120 million in 2002.<sup>63</sup>

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<sup>58</sup> City of Lompoc

<sup>59</sup> Broadband Business Report. May 6, 2003.

<sup>60</sup> City of Lompoc

<sup>61</sup> Santa Barbara News-Press. June 7, 2003

<sup>62</sup> Los Angeles Times. May 18, 2003

<sup>63</sup> Santa Barbara News-Press. December 5, 2002

Santa Maria has experienced the majority of North County's growth and is expected to surpass Santa Barbara as the largest city in the County by 2008. The attraction of affordable housing and the number of new residents has spurred economic growth in the City. Santa Maria's retail market increased 9% in sales over the last year making it the strongest retail market in the County. It currently generates one-third of the County's total retail sales.<sup>64</sup>

North County's economy is expected to grow more rapidly than the U.S., California, and the County, in part because of its desirable coastal location and its proximity to communities with expensive housing.<sup>65</sup>

As homeownership on the South Coast has become more unattainable for the middle class and young families, there has been a movement towards communities in North County with more affordable homes. Through its Regional Housing Needs Assessment (RHNA), the state directed the County to plan for 17,531 new housing units including the eight incorporated cities.<sup>66</sup> In its updated Housing Element, the County must plan for a minimum of 6,064 units. The supply and demand trends for housing is indicative of the contrast between North County and the South Coast. The majority of new housing has been built in the northern half of the County, while southern communities have contributed less to the housing stock.

If housing is not added in the South Coast, more South Coast workers will likely move to the North and continue to increase the prices of homes.<sup>67</sup> The North will no longer have affordable housing and the number of workers commuting on the 101 will continue to increase. Bill Watkins, the executive director of Economic Forecast Project at UCSB, describes Santa Barbara as turning into a "geriatric ghetto".<sup>68</sup> With the middle class unable to afford homes in the area, there is an economic as well as social loss for the community. Young families, half of the city of Santa Barbara's teachers, firemen and police have to commute long distances to work.<sup>69</sup>

Households making \$50,000 or more generally do not qualify for affordable housing aid, and assistance is provided based on household income relative to an area's "median income." Housing assistance is generally obligated to target the lowest-income families first, and is not likely to be shifted to help middle-income families. Yet in the South Coast, households who earn significantly more than the median income still cannot afford to purchase homes in the region.<sup>70</sup>

Coastal Housing Partnership, a Santa Barbara based non-profit, has tried its hand at helping the housing crisis. The non-profit worked to create agreements between property owners and local employers in which local employees are offered rental discounts when they live in cooperating properties.<sup>71</sup> Flexible work arrangements, including alternate work hours and part-time

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<sup>64</sup> Santa Barbara News-Press. April 18, 2003

<sup>65</sup> Santa Barbara News-Press. May 16, 2003

<sup>66</sup> Los Angeles Times. August 18, 2003

<sup>67</sup> Los Angeles Times. August 18, 2003

<sup>68</sup> Los Angeles Times. June 14, 2003

<sup>69</sup> Los Angeles Times. June 14, 2003

<sup>70</sup> Los Angeles Times. July 1, 2003

<sup>71</sup> Ventura County Star. April 19, 2003



telecommuting have become a growing trend in Santa Barbara County as a means of dealing with the problem.<sup>72</sup>

Housing construction in Santa Barbara area could help ameliorate the current crisis. Mark Schneipp, Executive Director of California Economic Forecast, estimates that the development of 10,000 new homes in the area would stabilize the market.<sup>73</sup> Recent efforts to rezone eastern Goleta farmland for 2,000 high-density units drew opposition from residents. The plans focus on converting 113 acres of “infill” between Santa Barbara and Goleta, including four farm parcels.<sup>74</sup>

The final recent trend noted in this document is a movement to divide the county into two with the new Mission County having a southern boundary at the Gaviota Pass. It is unknown what the real fiscal, economic and social impacts would be if the movement succeeds.<sup>75</sup>

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<sup>72</sup> Los Angeles Times. August 18, 2003

<sup>73</sup> Los Angeles Times. June 14, 2003

<sup>74</sup> Los Angeles Times. June 18, 2003

<sup>75</sup> Los Angeles Times. August 18, 2003

## **FACTORS THAT AFFECT ECONOMIC PERFORMANCE**

### **Housing**

Santa Barbara County is one of the most expensive places to live in the United States. Due to regional environmental constraints, water shortages and projected infrastructure capacity shortages, construction moratoriums were enacted in 1980 for areas covered by Goleta Water District, which slowed the pace of new construction in the area. During the 1990s, less than one percent (0.2%) of the County's housing stock was newly constructed. By 2000, the percent of newly constructed housing had increased slightly to 1.3 percent.

The construction moratoriums contributed to an inflation of property values and rents in the County. At the time of the 1990 census, the median housing value in Santa Barbara was \$250,000. By 2000, this figure had increased to \$293,000, significantly higher than the median housing value of \$211,500 for the state of California overall. The median monthly rent for the County in 1990 was \$654, which increased to \$830 in 2000. Compared to the state of California, where the median rent in 1990 was \$620 and \$747 in 2000, renters in Santa Barbara County are burdened with higher costs.

In an effort to meet the need for affordable housing, the Isla Vista Redevelopment Agency was established and committed 25% of future tax increments to affordable housing. However, despite the efforts of the Redevelopment Agency and the construction of a number of new housing projects, the provision of affordable housing has reached almost crisis proportions in the County.

**Housing Costs** - A large number of households in the County spend over the recommended 30 percent of their income on housing and housing related costs. Among renters, the issue is especially alarming. Approximately half (47.4%) of Santa Barbara County's renters spend over 30 percent of their incomes on rent (figure B1.32). In addition, close to a third (32.2%) of homeowners spend over 30 percent of their incomes on housing (figure B1.33).

Homeowners and renters in the South Coast and Santa Ynez Valley regions spend slightly more of their income on housing than their counterparts in the North County region. More than 52 percent of renter households in the South Coast region and 46.1 percent of renter households in the Santa Ynez Valley region spend over thirty percent on rent compared to 41.1 percent of renter households in the North County region (figure B1.34). In addition, 37.3 percent of homeowners in the Santa Ynez Valley spend more than 30 percent of their incomes on housing followed closely behind by the South Coast region at 35.1 percent and the North County region at 28.2 percent (figure B1.35).

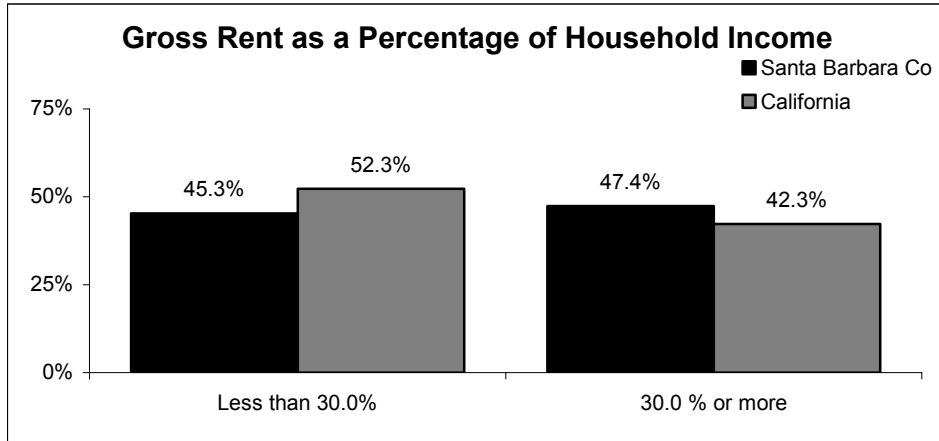


Figure B1.46

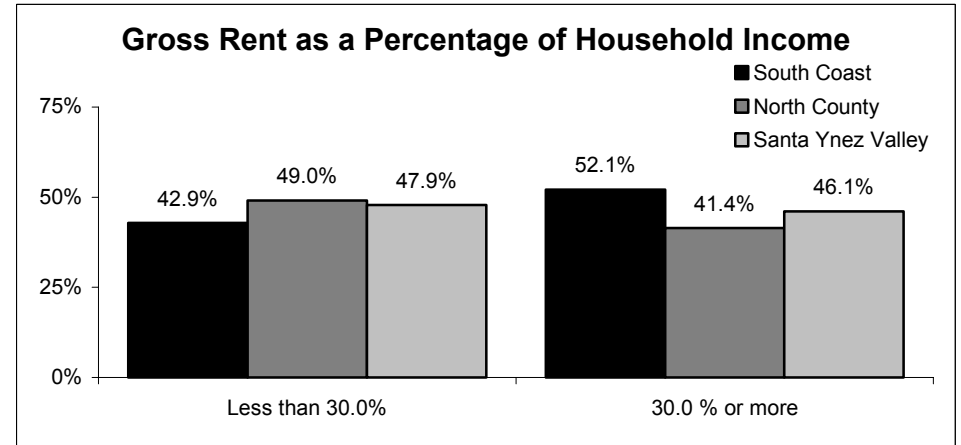


Figure B1.47

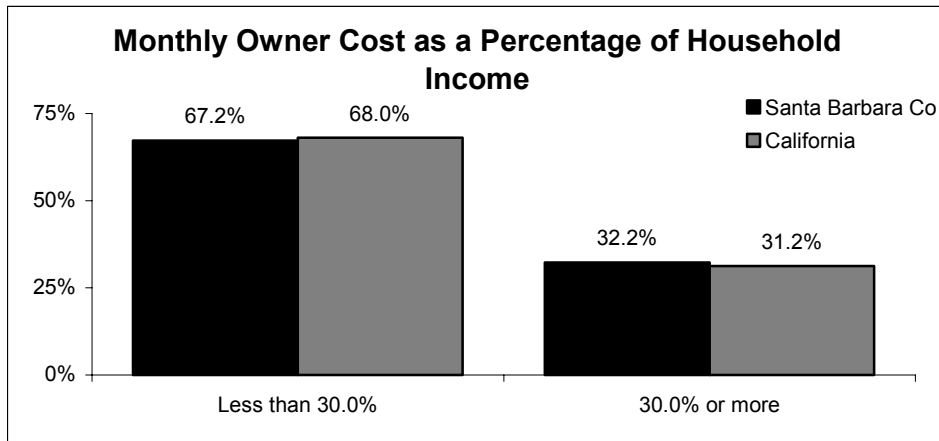


Figure B1.48

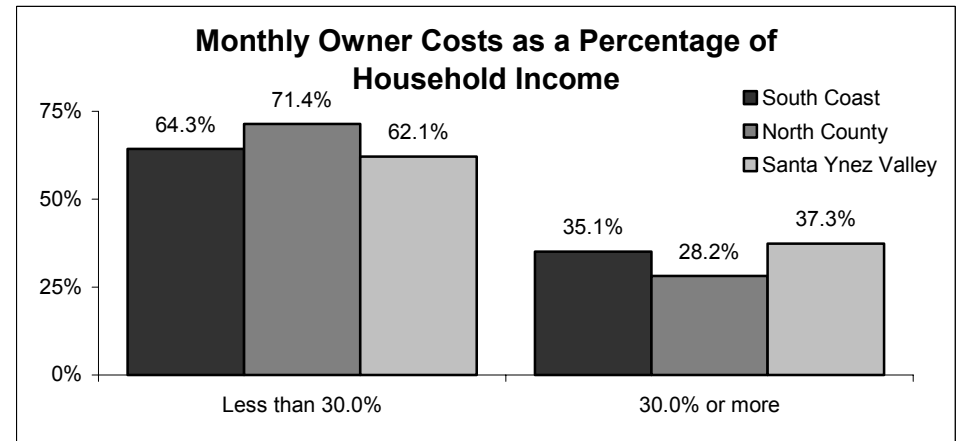


Figure B1.49

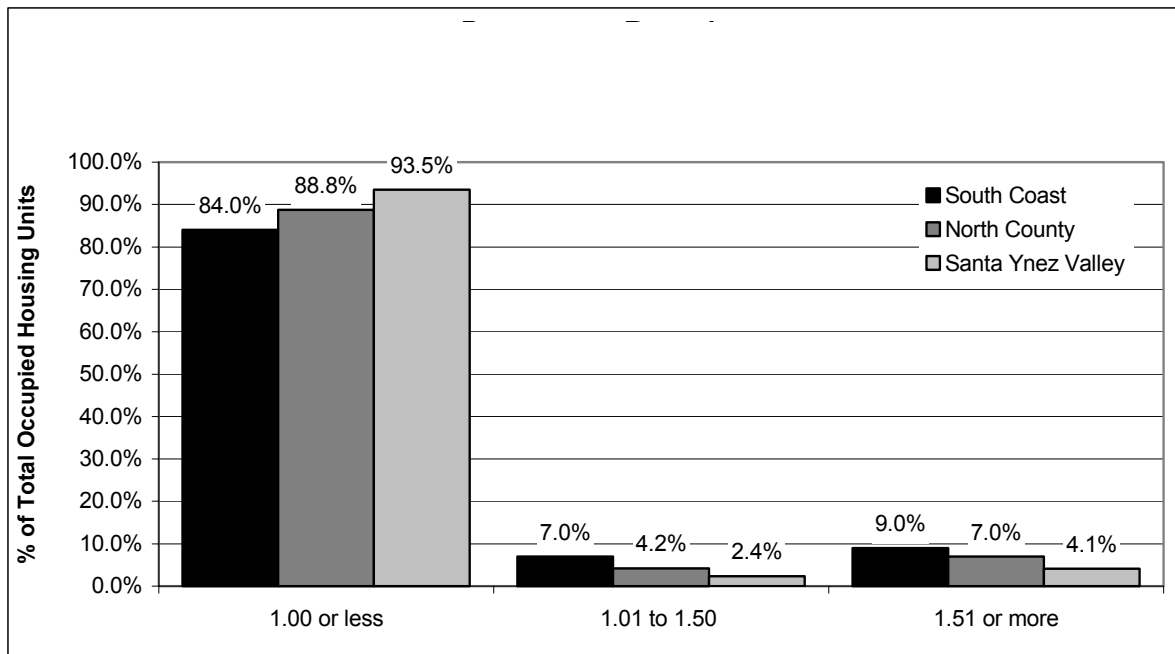
**Over Crowding** – According to the 2000 Census, most likely due to high housing costs, the South Coast region had the highest percentage (16%) of people living in over crowded conditions. The Census defines overcrowding as more than 1.0 persons per room. Data for the County as a whole, suggests that 13 percent of the population live in over crowded housing. The other sub-regions had over crowding rates lower than the County, with North County at 11.2% and Santa Ynez Valley recording the lowest of 6.5%.

**Table B1.6: Overcrowding**

	California	Santa Barbara County	South Coast	North County	Santa Ynez Valley
Total Occupied Housing Units	11,502,870	136,622	52,518	71,869	5,268
Persons per Room					
1.00 or less	84.8%	87.1%	84.0%	88.8%	93.5%
1.01 to 1.50	6.1%	5.3%	7.0%	4.2%	2.4%
1.51 or more	9.1%	7.6%	9.0%	7.0%	4.1%

Source: 2000 Census

**Figure B1.50: Persons per Room in Santa Barbara County Sub-Regions, 2000**



Source: 2000 Census

## Jobs Housing Imbalance

The development of Job-Housing balance is a way of describing a community where the skills and wages of workers match the variety and affordability of housing located nearby. When the mix of jobs and housing is not aligned, workers may be forced to make long commutes that contribute to traffic congestion, air pollution and other livability problems.

Current trends indicate that California's jobs/housing balance is skewed. During the 1990s the state created more than three new jobs for every new home built - only half the housing production needed to maintain a jobs/housing balance. Santa Barbara County has higher jobs to housing ratio than California.

**Table B1.7: Jobs Housing Balance Ratios**

<i>Jurisdiction</i>	<i>Existing Jobs</i>	<i>Existing Housing Units</i>	<i>Existing Jobs/Housing Ratio</i>
South County Market Area	109,091	77,103	1.41
Carpinteria	7,000	5,464	1.28
Santa Barbara	63,091	37,076	1.70
Unincorporated South County	16,000	26,563	0.65
Goleta	23,000	10,000	2.30
Santa Ynez Market Area	8,825	8,875	0.99
Solvang	3,627	2,288	1.59
Buellton	1,959	1,483	1.32
Unincorporated Santa Ynez	3,239	5,104	0.63
Lompoc Market Area	20,378	19,922	1.02
Lompoc	13,378	13,621	0.98
Unincorporated Lompoc	7,000	6,301	1.11
Santa Maria Market Area	41,462	37,001	1.12
Santa Maria	34,649	22,847	1.52
Guadalupe	1,833	1,450	1.26
Unincorporated Santa Maria	4,980	12,704	0.39
<i>Countywide</i>	<i>179,756</i>	<i>142,901</i>	<i>1.26</i>
California	14,981,377	12,214,549	1.22

**Source: Santa Barbara County Association of Governments, Regional Housing Needs Assessment (2000 Census Housing Unit Counts. Employment data source is the 2000 Census Journey to Work workplace database)**

Table B1.7 combines existing housing units associated with existing jobs in commercial, industrial and retail land uses. The vast majority of workers commute in Santa Barbara County. Housing growth has not kept pace with the job growth. Table B1.7 describes the jobs housing imbalance that may contribute to higher housing prices and greater traffic congestion. There are a higher proportion of jobs than housing in Goleta, Santa Barbara, Santa Maria and Solvang while more housing is located in the unincorporated areas of South County, Santa Ynez, and Santa Maria. These cities reflect more or less similar characteristics, as do their respective sub-regions.

The cities of Santa Barbara, Lompoc, and Santa Maria are the focal points for housing and employment. However, the availability of housing did not match the pace of job creation, leading to an increased jobs-housing gap, primarily in the South Coast. Other smaller cities like Santa Ynez CDP, Solvang, and Guadalupe increased their jobs and housing bases by a small amount.

A new job to new housing ratio is an important indicator of the jobs-housing balance over a period of time. The intent in examining jobs-housing balance is to assess the relationship between employment and housing on a countywide basis and to foster the development of sub-regional economies that provide jobs and housing for local residents. The Department of Housing and Community Development (HCD) is responsible for assigning regions around the state with a share of the estimated statewide housing need. The Regional Housing Needs Assessment by SBCAG gives the original HCD components of countywide need the SBCAG request and the HCD final response. In summary, HCD established the countywide housing need estimate between 17,531 and 19,641 housing units over the period 2001 to 2008 (Table B1.5 below).

**Table B1.5: HCD Quantification of SBCAG Regional Housing Need**

Housing Needs Components	HCD Estimates	SBCAG Request	Final HCD Assignment
Forecast Household Growth from January, 2001 to July, 2008	13,965-15,848	10,200-12,920	13,965-15,848
Additional units to improve housing vacancy rate	3,595-3,670	1,944-2,000	1,522-1,735
Additional units to avert loss through demolition of housing	2,228-2,243	1,114-1,122	2,213-2,227
Tribal Units	-5	-164	-169
<b>Total</b>	<b>19,780-21,761</b>	<b>13,258-16,042</b>	<b>17,531-19,641</b>

Source: Santa Barbara County Association of Governments, Regional Housing Needs Assessment

To meet the need for more housing, Santa Barbara County, from direction from the State Department of Housing and Community Development, will attempt to plan and zone for at least 17,531 new housing units before July 2008 (table B1.5). The County, as a jurisdiction, is only required to zone for 6,064 units, with the remainder to be planned for the cities. Forty-one percent will be made available for very low and low-income households that earn less than \$37,341 per year (table B1.6).

**Table B1.6: Regional Housing Needs Determined by Income Level**

Income Category	Percent Distribution	Housing Units
Very Low	24%	4,207
Low	17%	2,980
Moderate	19%	3,331
Above Moderate	40%	7,012
<b>Total</b>	<b>100%</b>	<b>17,531</b>

Source: Santa Barbara County Association of Governments, Regional Housing Needs Assessment

The numeric targets from the Santa Barbara County Association of Governments, Regional Housing Needs Assessment take into account a growing housing demand and assure a fair distribution of housing among cities, and unincorporated county sub regions. Santa Barbara County is also committed to ensuring that the quantity and mix of newly built housing is affordable to low and moderate-income households and located in proximity to jobs. The following table shows the distribution of housing needs determined by income levels for cities in the Santa Barbara County.

**Table B1.7: Regional Housing Needs Determined by Income Level**

Jurisdiction	Total Units	Very Low Income	Low Income	Moderate Income	Above Moderate Income
Guadalupe	83	20	14	19	30
Santa Maria	4,837	1,161	822	1,209	1,645
Lompoc	890	214	151	209	316
Buellton	536	129	91	88	228
Solvang	325	78	55	49	143
Goleta	2,388	573	406	334	1,074
Santa Barbara	2,333	560	397	397	980
Carpinteria	75	18	13	14	31
Unincorp.Total	6,064	1,455	1,031	1,013	2,566
South Coast Unincorp.	1,181	284	201	130	567
S. Ynez Unincorp.	725	174	123	65	362
Lompoc Unincorp.	1,122	269	191	236	426
Santa Maria Unincorp.	3,014	723	512	576	1,203
Cuyama Unincorp.	22	5	4	6	7
<b>Total County</b>	<b>17,531</b>	<b>4,207</b>	<b>2,980</b>	<b>3,331</b>	<b>7,012</b>

Source: Santa Barbara County Association of Governments, Regional Housing Needs Assessment

## Government

All economic development is a result of public-private partnerships, and the role of the public sector in economic development is crucial. Traditionally, funding of economic development infrastructure were public investments. More recently, however, tight fiscal climates have required local governments to pursue alternatives means of financing economic development.

There are some differences in outlook among different communities in Santa Barbara County, particularly regarding land use regulation. Segments of the population of the northern portion of the County have undertaken an initiative process to divide the County for a variety of reasons. The proposed boundary generally follows the mountain range with the Gaviota Pass being the north-south delineation point.<sup>76</sup>

## Crime Trends

Santa Barbara County exhibits a considerably lower crime rate than the state. Crime in the County dropped consistently between 1992 and 2000, however there was a small increase in 2001.

Crime is a major obstacle to economic revitalization and redevelopment. High crime rates scare investors, resulting in business and capital flight. Existing and potential customers flee too, perpetuating a cycle of economic decline. Research has shown that business location decisions are strongly influenced by crime rates. High crime rates increase the cost of doing business, whether real or perceived, as higher security costs translate into higher operational costs.

The California Criminal Justice Statistics Center (CCJSC) provides crime data by jurisdiction. The following tables (B1.10 & B1.11), summarize the growth trend of crime rates per 100,000 people for Santa Barbara County and the State of California. Trends are based on the FBI Crime Index, which includes homicide, forcible rape, robbery, aggravated assault, burglary, motor vehicle theft, larceny-theft and arson from 1992 to 2001.

**Violent Crimes** - The total number of violent crimes committed in Santa Barbara County has remained at approximately half of the state level. Forcible rape is the most serious problem for Santa Barbara County in this category; the rate is equivalent to that of the state in each of the ten years.

**Property Crimes** - The total rate is slightly above half of the state level with rate coming down to around 45% in the past three years. Burglary used to be around 99% in 1996 of the state level while it also came down to 63% in 2001. Motor vehicle theft rate in the County is low compared to the state rate. However, larceny seems to be a problem for the County with a rate of 80% of the state level in average.

Overall, Santa Barbara County has a significantly lower crime rate than the State of California. According to the County's statistical profile, Santa Barbara ranks as one of the safest regions in

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<sup>76</sup>The Great Divide: Santa Barbara News-Press Press, [www.newspress.com](http://www.newspress.com)



the state using the California Crime Index (CCI).<sup>77</sup> The CCI is the sum of all homicides, forcible rapes, robberies, aggravated assaults, burglaries, and motor vehicle thefts (excluding larceny-theft and arson compared to FBI Crime Index). Using this benchmark, in 1999 the County had the lowest CCI per 100,000 persons and was the second lowest after Santa Cruz County in the actual number of CCI crimes reported. Santa Barbara County's index of 8.7 crimes per thousand is the lowest rate since 1969 when this standard began to be reported routinely, and is a 3.1% decrease from 1999. Since 1991, crime has dropped by 54.2% in the County.

The information collected from the County's annual report shows that Santa Barbara's juvenile crime rate is 3rd lowest in the state.<sup>78</sup> The district attorney's office participates in supporting countywide, multi-agency drug enforcement. Two DDA's are assigned to work with law enforcement to intensify enforcement efforts, enhance success and handle asset forfeiture litigation.

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<sup>77</sup> County of Santa Barbara Fiscal Year 2001-02 Proposed Budget Section B---County Statistical Profile. Available: <http://www.countyofsb.org/cao/budgetresearch/proposedbudget/>

<sup>78</sup> County of Santa Barbara Annual Report 2000. Available: <http://www.countyofsb.org/da/documents/AnnualReport2000.pdf>

**Table B1.10: California Crime Rate by Category: Per 100,000 Population**

Category/Crime	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Violent Crimes										
Homicide	12.5	12.9	11.5	11.0	9.0	7.8	6.5	5.9	6.0	6.3
Forcible Rape	40.7	37.0	34.1	32.9	31.6	30.9	29.2	27.7	28.4	28.4
Robbery	418.1	398.0	348.9	326.2	290.7	247.0	205.3	176.4	174.7	182.1
Aggravated Assault	632.5	610.9	597.8	581.2	516.9	495.3	445.1	400.7	401.4	388.8
Subtotal	1103.9	1058.8	992.4	951.2	848.2	781.0	686.0	610.7	610.5	615.6
Property Crimes										
Burglary	1365.2	1303.2	1196.1	1103.5	962.8	906.9	802.7	657.6	644.6	661.5
M.V. Theft	1022.4	1005.7	959.3	874.3	747.9	693.4	583.4	495.0	525.1	578.5
Subtotal	2387.6	2308.9	2155.3	1977.8	1710.7	1600.3	1386.1	1152.6	1169.7	1240.0
Larceny-Theft	3092.8	2974.3	2888.9	2812.7	2559.5	2378.1	2160.8	1944.0	1889.7	1983.7
Arson	70.2	64.1	58.2	53.3	55.4	48.2	42.7	42.5	41.8	43.3
FBI Crime Index	10145.9	9773.8	9242.5	8724.1	7732.7	7188.9	6347.8	5513.1	5491.9	5728.2

Source: California Criminal Justice Statistics Center, 2003

**Table B1.11: Santa Barbara County Crime Rate by Category: Per 100,000 Population**

Category/Crime	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Violent Crimes										
Homicide	4.1	3.1	2.8	2.8	3.0	2.5	2.7	1.2	2.5	3.0
Forcible Rape	37.5	37.4	30.7	33.2	32.3	31.7	25.7	27.9	28.8	27.6
Robbery	115.2	111.3	95.1	79.7	80.5	73.6	65.9	58.2	46.8	68.3
Aggravated Assault	374.2	352.1	324.3	339.6	324.6	330.3	368.1	261.6	244.8	245.7
Subtotal	531.1	503.9	452.8	455.3	440.4	438.1	462.5	349.0	322.8	344.6
Property Crimes										
Burglary	1175.2	1109.3	1003.0	860.0	952.8	884.0	675.6	429.5	452.6	414.3
M.V. Theft	189.7	202.6	197.3	217.9	163.8	170.7	144.9	115.0	110.8	138.0
Subtotal	1364.9	1311.9	1200.3	1077.9	1089.7	1054.6	820.5	544.5	563.4	552.4
Larceny-Theft	2982.4	2827.6	2546.9	2334.2	2293.1	2082.1	1777.0	1644.9	1620.5	1645.8
Arson	24.1	24.0	25.9	29.6	19.6	20.0	18.8	24.2	30.8	21.4
FBI Crime Index	6798.4	6483.2	5879.1	5430.2	5399.8	5087.6	4361.7	3456.0	3423.8	3461.1

Source: California Criminal Justice Statistics Center, 2003

## Education

Santa Barbara County residents are served by a varied number of educational resources. In the K-12 sector, there are 23 public school districts in the County consisting of 17 elementary school districts, 3 high school districts, and 3 unified schools districts. Furthermore, there are over 40 private elementary and high schools located in the County.

In the higher education sector, there are a number of institutions that serve Santa Barbara County. The University of California, Santa Barbara (UCSB), offers more than 200 majors, degrees, and credentials to approximately 20,000 students. The University was recently named one of the 12 hottest American colleges in the Kaplan/Newsweek *How to Get Into College Guide* for 2003, and is one of only 62 institutions elected to membership in the prestigious Association of American Universities. Westmont College, a private liberal arts college, offers Bachelor of Arts and Bachelor of Science degrees in 26 liberal arts majors, 10 pre-professional programs, and an elementary and secondary credential program. Westmont ranks among the nation's finest liberal arts colleges, according to U.S. News & World Report and the Carnegie Foundation. Brooks Institute of Photography offers a Bachelor of Arts degree in 3 years, an Associate of Arts degree in 18 months, and a one year Master of Science degree. Brooks is a well recognized leader in professional photographic and motion picture education.

Santa Barbara City College (SBCC) in Santa Barbara and Allan Hancock College (AHC) in Santa Maria offer associate degrees in a wide variety of subjects. Allan Hancock College also has facilities on Vandenberg Air Force Base and the Lompoc Valley Center in Lompoc. In addition to associate degrees, they offer extensive vocational training programs ranging from technical skills to management. Opportunities for specific certified training in areas such as hazardous materials, computer networking and health care are also available through the two colleges.

A number of satellite campuses are located in the County including Embry-Riddle Aeronautical University, Orange-based Chapman University and the University of La Verne. These universities typically reach out to adult students currently pursuing a career.

The Santa Barbara County Regional Occupational Program (ROP) is one of 72 regional occupational centers and programs serving the State of California. The program is open to youths at least 16 years of age and is designed to prepare students for entry-level jobs and further occupational training. All ROP classes count for high school graduation credit, and some ROP classes count for community college credit.

In addition to traditional educational opportunities, the Santa Barbara County Office of Education offers special educational services for juvenile offenders, those with special educational needs, and students desiring work skills training. Counseling and Education Centers (CECs) are operated in probation facilities and serve wards of the court assigned by judges to schools in the probation program. Residential Court Schools are programs operated for violators who have been removed from the home by the court and operate within the probation facility.

An analyses of the county's workforce skills and education levels can be found in the County's State of the Workforce Report.

### **Entrepreneurship Drivers**

The Center for Entrepreneurship and Engineering Management (CEEM) at UCSB teaches students and faculty on how new technology firms form, succeed, and mature, and how existing companies can be more successful in the development and deployment of technology. Facilitating the transfer of UCSB technology to the marketplace, CEEM has spun off over three dozen new companies, some of which have been sold to Dupont, HP, Microsoft, and Texas Instruments.

Additional support for entrepreneurship development comes from organizations such as Incubators 2000tm and Women's Economic Ventures.

### **SWOT ANALYSIS**

The Economic Development Administration's (EDA) Comprehensive Economic Strategy Guidelines (CEDS) emphasizes the creation of an economic development strategy through a broad based public participation process that empowers community stakeholders.

A SWOT analysis is an evaluation of a region's Strengths, Weaknesses, Opportunities and Threats. The analysis is a major tool used to focus on the region's strengths, minimize weaknesses and capitalize on the opportunities available. The County's vision, goals, objectives, and strategies, as presented in section C are built upon the SWOT analysis described by local stakeholders (see appendix 2). In reviewing the comments of the community, it is clear that Santa Barbara must balance population, household, and job growth with the desire to maintain the area's natural and cultural resources. Santa Barbara County has an opportunity to capitalize on existing amenities, but must overcome a lack of affordable housing and perceptions of an unduly burdensome regulatory environment.

#### **Strengths**

Santa Barbara County is an attractive location for people from the rest of the nation and the world. People and businesses choose the area for its good quality of life and for the economic opportunities it has to offer. The County is characterized by an excellent year-round climate and environmental quality, a low incidence of pollution and ample scenic beauty. Most of Santa Barbara County can be traversed by bike and hiking trails and most local jurisdictions have a number of local parks and recreation areas. Santa Barbara's communities can be described as having a small town feel, yet they are also tolerant and culturally diverse. In general, crime rates are low and the County is perceived to be a safe, family-friendly environment with good schools for all ages.

Overall, there is an extremely high level of human capital. The County is supported by strong K-12 schools and places for higher education. A number of high schools have nationally

recognized academic and sports programs and major institutions of higher-learning, including the University of California, Santa Barbara, Santa Barbara City College, Allan Hancock College, Westmont, Antioch and numerous other community and private colleges are located in the County. Each of these institutions offers a variety of educational opportunities for residents, and opportunities for the public sector and businesses to collaborate with research institutions.

Santa Barbara County hosts a wide array of resources and facilities to support a booming tourism industry. The County has long stretches of coastline, historic and unique cultural resources, many wineries and other amenities, including golf courses. A number of cultural and entertainment options are available for both visitors and residents. Santa Barbara is home to more than 100 annual classic and contemporary stage productions, including drama, comedy, dance and musical theater. The Santa Barbara Symphony, State Street Ballet and PCPA Theatrefest are just a few of the entertainment options. In addition, the strength of the area's non-profit and philanthropic sector demonstrates a strong tradition of community involvement, volunteerism and giving.

## **Weaknesses**

There is a sentiment among many citizens in the County for controlled growth, which may have contributed to higher housing costs and limited industrial related construction. Some local stakeholders believe that home prices have been bid up by commuters and retirees. Rising house prices have made homes very difficult to purchase even for those with "good jobs". Currently, there is a lack of housing for people with annual incomes less than \$70K.

Besides the issues of housing affordability and the regulatory environment, many stakeholders at the CEDS focus group meetings noted the growing congestion on Highway 101. Commuting to jobs is difficult in Santa Barbara County and current programs, such as the Clean Air Express do not have sufficient capacity to meet the demand. Regional mass transit is not available and current housing density does not support more effective mass transit options.

Specific local jurisdictions also had concerns about discrepancies within the County. For example, even though Santa Barbara County overall is seen as strong draw for tourists and residents, some portions of the county have higher incidences of crime, and a lack of infrastructure or amenities to attract tourists and other industries.

## **Opportunities**

Despite these obstacles, the County has tremendous potential for economic growth while also maintaining the high quality of life expected by residents. Many of the private and public institutions in the area are the catalysts for economic development. The key is to create forums for conversation between education, government, and private sector to solve issues. Forums may lead to the establishment of additional partnerships that can offer guidance towards strategic planning and expertise in business and land use issues that are important to economic development. A limited number of resources may also be available to the County through

federal and state programs, which provide funding for the proposed CES strategies, turning them into viable projects.

E-Commerce, information technology industries, and telecommunications offer new opportunities for the County. Technology-based development requires the creation of new infrastructure programs, such as Broadband, that support entrepreneurship to maintain and support these state-of-the-art systems. Southern California is a leader in high technology – computer, electronic components, and instrument sectors. According to a study published by the Wharton Economic Forecasting Association, the future economic success of regions will be dependent on their ability to attract, nurture, and expand high-technology based clusters. Therefore, it is imperative that Santa Barbara County take advantage of its location (on the Digital Coast) and continue the pattern of innovation and leadership in significant markets such as multi-media, value-added agriculture, and environmental and bio-technologies.

Finally, tourism is an established leader in Santa Barbara County's modern service economy. This growth sector creates employment in other sectors such as restaurants, retail stores, car rental agencies, and air travel. Opportunities exist to diversify the tourist product, especially in communities located in the North County. An enabling mechanism is the development of adequate infrastructure facilities, wider information dissemination, and area marketing strategies. Stakeholders suggested a number of specific actions to promote tourism, including the development of a convention center, or the building of a pier for small cruise ships.

## **Threats**

The issue of housing affordability, transportation and fiscal restraints need to be addressed for Santa Barbara County to reach its full economic potential. The relocation of local businesses to more competitive and affordable locations is a threat to all of the County's workers. California's current fiscal crisis has decreased government spending for many programs, including economic development. Current and future economic development efforts will have to find new and innovative funding sources to achieve their objectives. A lack of resources, such as land, water and energy, due to infrastructure or legal limitations will inhibit the future economic growth and development of the County. Santa Barbara County could face serious problems if it does not provide diverse options for its residents. If opportunities to obtain better jobs, income, or housing options are lacking in the County, residents and businesses will leave in search of better opportunities elsewhere, creating a cycle of economic distress.

## **VISION, ACTION PLAN AND STRATEGIES**

This section of the CES provides an overview of the action plan and strategies as identified by business and community stakeholders through a series of focus group meetings. It includes a list of goals and objectives designed to guide the overall economic development of the Region in order to achieve this vision (Refer to Appendix 2 for Focus Groups in different areas throughout Santa Barbara County).

The following key goals were identified during visioning and strategy development process:

1. Sustainable Development
2. Entrepreneurial Development
3. Infrastructure Development
4. Use of Information Technology and Telecommunications
5. Tourism
6. Marketing
7. Cooperation and Collaboration

A discussion on the economic development issues raised in focus group meetings, proposed strategies, and possible sites for strategy implementation follows.

### **Vision**

While maintaining or increasing the quality of life, Santa Barbara County should work to develop a vibrant economy that is economically and environmentally attractive to business. Santa Barbara County should preserve and build on its high tech, manufacturing and tourism base to create quality job opportunities for residents in these sectors and beyond. Efforts should be made to create opportunities in which young people and families can afford to reside in the region. In order to achieve these aims, there must be an understanding that each jurisdiction is a vital economic component to the county-wide economy.

## Santa Barbara County CES Action Plan

### Goal I: Sustainable Development

**Objective (i):** *Improve the residents' quality of life by increasing the quantity and quality of housing throughout the Region that reduces the ever-increasing jobs-housing imbalance.*

ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP	STRATEGIES IDENTIFIED BY FOCUS GROUP	POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY
<p>Jobs-housing Balance</p> <ul style="list-style-type: none"> <li>• Chronic housing deficits both for market and affordable housing</li> </ul> <p>Housing affordability</p> <ul style="list-style-type: none"> <li>• High costs of housing/renting</li> <li>• Owners/renters overburdened with housing costs</li> <li>• Overcrowding</li> <li>• Cost of living very high compared to income level and standard of living</li> </ul> <p>Long work commutes that contribute to congestion, pollution, and negatively impact health, environment, and quality of life.</p> <p>NIMBYism towards affordable housing and higher density housing developments.</p>	<p>Increase stock of market and affordable housing.</p> <p>Revise land use plans and zoning codes to allow mixed use and medium to high-density housing developments in urban areas for a range of income types.</p> <p>Utilize existing commercial corridors to create new mixed-use developments; employ adaptive reuse strategies and recycle land to create new housing.</p> <p>Market in-fill development to private and non-profit developers for housing and/or mixed-use projects.</p> <p>Coordinate efforts between County, HCD Development and Finance Division, local governments, redevelopment agencies, and other HUD funded programs (including CDBG) to maximize affordable housing opportunities.</p> <p>Demystify the negative perceptions of “density” and educate the public by showing models of successful infill, mixed-use, and medium to higher density developments.</p>	<p>Countywide</p>





**Goal I: Sustainable Development (continued)**

**Objective (ii):** *Ensure sustainable economic foundation and global competitiveness by retaining, attracting, and developing business/industry clusters using state-of-the-art technology, infrastructure, and human capital.*

<b>ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP</b>	<b>STRATEGIES IDENTIFIED BY FOCUS GROUP</b>	<b>POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY</b>
<p>Create businesses, clean industry, and high wage jobs for the County</p>	<p>Conduct industry forums to determine barriers, assets, and strategies. Identify needs of different sectors and clusters</p> <p>Develop jobs in business/industry clusters that promote efficient use of resources in an equitable and environmentally sustainable manner. The emphasis is on “clean manufacturing” that offers higher paying jobs, generates increased employment, diversifies the existing manufacturing base, and has a larger multiplier effect on the economy. Examples include:</p> <ul style="list-style-type: none"> <li>• Bio-med/biotech developments</li> <li>• Information, media, communication, entertainment, and multi-media [technology cluster]</li> <li>• Environmental technologies</li> <li>• Nanotechnology</li> <li>• R&amp;D parks</li> <li>• Eco-industrial parks</li> <li>• Downtown revitalization projects</li> </ul> <p>Capitalize on the strengths of prime agricultural lands:</p> <ul style="list-style-type: none"> <li>• Promote value-added agriculture and organic farming</li> <li>• Brand and market local goods and produce</li> </ul> <p>Replicate the experience of media cluster into health, agriculture, and biotech.</p> <p>Conduct retention interviews with individual firms and determine needs of individual firms. Retention protocol:</p> <ul style="list-style-type: none"> <li>• Retain in the same location</li> <li>• Relocate within County</li> <li>• Relocate in the Tri-County region of Santa Barbara, Ventura, and San Luis Obispo</li> </ul>	<p>Countywide</p> <p>Guadalupe, Lompoc, Isla Vista, Santa Maria, Santa Barbara, Goleta, Carpinteria</p>

**Goal I: Sustainable Development (continued)**

**Objective (ii):** *Ensure sustainable economic foundation and global competitiveness by retaining, attracting, and developing business/industry clusters using state-of-the-art technology, infrastructure, and human capital.*

<b>ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP</b>	<b>STRATEGIES IDENTIFIED BY FOCUS GROUP</b>	<b>POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY</b>
<p>Create businesses, clean industry, and high wage jobs for the County</p>	<p>Conduct retention interviews with individual firms and determine needs of individual firms. Retention protocol:</p> <ul style="list-style-type: none"> <li>• Retain in the same location</li> <li>• Relocate within County</li> <li>• Relocate in the Tri-County region of Santa Barbara, Ventura, and San Luis Obispo</li> </ul>	<p>Countywide                      Guadalupe, Lompoc,                      Isla Vista, Santa Maria                      Santa Barbara, Goleta,                      Carpinteria</p>

**Goal II: Entrepreneurial Development**

**Objective (i):** *Encourage development of small and medium size businesses that are the backbone of the County's economy.*

<b>ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP</b>	<b>STRATEGIES IDENTIFIED BY FOCUS GROUP</b>	<b>POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY</b>
<p>Small and fledgling companies lack the resources to successfully finance, manage, and operate their companies.</p> <p>Vandenberg AFB is underutilizing available contractors in Lompoc.</p> <ul style="list-style-type: none"> <li>• Small contractors are at an unfair disadvantage; large national contractors have the advantage.</li> </ul>	<p>Support business start-ups by targeting them with technical assistance, knowledge, and financial support.</p> <ul style="list-style-type: none"> <li>• Provide technical assistance to businesses through SBDC, SCORE, and other innovative public-private partnerships.</li> <li>• Establish employee training and retraining programs; collaborate with Workforce Investment Board (WIB).</li> <li>• Provide seed funding through micro-loan /micro-enterprise programs and Revolving Loan Funds.</li> </ul> <p>Provide business start-ups flexibility in space requirements and leases, exposure to business and technical consultants, and contacts at financial institutions.</p> <p>Create a comprehensive resource guide and advisory service about small business incentives, employment opportunities, and resources that exist in the Region.</p> <p>Attract new businesses by marketing area assets, strengths, and opportunities:</p> <ul style="list-style-type: none"> <li>• Develop marketing materials including presentation folder and business incentive packages.</li> <li>• Participate in industry/trade shows to market and attract new businesses.</li> <li>• Maintain a website with the latest information and tools to expedite business permit, licensing, and development.</li> </ul>	<p>Countywide                      Guadalupe, Lompoc, Isla Vista, Santa Maria                      Santa Barbara, Goleta, Carpinteria                      Santa Barbara, Lompoc, Goleta, Isla Vista, Guadalupe, Santa Maria</p>

**Goal II: Entrepreneurial Development (continued)**

**Objective (i):** *Encourage development of small and medium size businesses that are the backbone of the County's economy.*

<b>ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP</b>	<b>STRATEGIES IDENTIFIED BY FOCUS GROUP</b>	<b>POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY</b>
<p>Skills gaps exist within segments of County's workforce.</p> <p>Lack of lateral opportunities</p>	<p>Collaborate with County WIB to pool resources and cooperate on projects of mutual benefit, such as job and business retention.</p> <p>Support new and minority businesses by leveraging resources and partnering with UCSB, other educational institutions, Vandenberg AFB, and local, state, and federal agencies.</p> <p>Identify, with the assistance of local small and medium sized businesses, the job skills needed by their workforce.</p> <p>Determine the growth of future industries that pay good wages and develop a strategy to train and educate the County's workforce to acquire these jobs.</p> <p>Provide workforce training assistance to small and medium sized businesses.</p> <p>Improve the collaboration between the County's education infrastructure including UCSB, community colleges, high schools, adult education programs, SBCOE, and local businesses to develop training curriculum that meets the needs of business/industry.</p>	<p>Countywide            Guadalupe, Lompoc, Isla Vista, Santa Maria            Santa Barbara, Goleta, Carpinteria            Santa Barbara, Lompoc, Guadalupe, Santa Maria, Isla Vista.</p>

**Goal III: Infrastructure Development**

**Objective (i):** *To revitalize, expand, and upgrade physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment.*

<b>ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP</b>	<b>STRATEGIES IDENTIFIED BY FOCUS GROUP</b>	<b>POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY</b>
<p>Inadequate highway infrastructure</p> <ul style="list-style-type: none"> <li>• Highway 101, the only major freeway, serves the County and for many cities access to this major transportation link is limited due to geographic location.</li> <li>• In many instances, lack of roads or capacity constraints on the arterials compounds the problem leading to congestion on major links or arterials.</li> </ul> <p>Lack of a regional mass transit system. Commuters tend to drive alone and contribute to an already congested highway system.</p> <p>Contaminated property and the problem of brownfields.</p>	<p>Develop better freeway access link roads to Highway 101.</p> <p>Augment lane capacity of existing highways (Highways 1, 101, 166, 154, 246, etc.) to accommodate increased traffic flow.</p> <p>Augment the regional public transit system with the existing local transit system. A regional train system will also increase tourism.</p> <p>Recycle brownfields into productive industrial, commercial, housing or mixed-use.</p> <ul style="list-style-type: none"> <li>• Leverage federal (HUD, EPA, Cal-EPA, and EDA), state, local, and private funds to remediate and redevelop underutilized property and vacant parcels.</li> </ul>	<p>Lompoc</p> <p>Guadalupe, Lompoc, Isla Vista, Santa Maria Santa Barbara, Goleta, Carpinteria Carpinteria, Lompoc, Santa Maria, Goleta, Santa Barbara.</p> <p>Countywide Guadalupe, Lompoc, Isla Vista, Santa Maria Santa Barbara, Goleta, Santa Ynez Valley, Carpinteria</p> <p>Countywide Lompoc, Santa Maria, Guadalupe, Carpinteria, Santa Ynez Valley.</p> <p>Guadalupe</p>

**Goal IV: Use of Information Technology and Telecommunications**

**Objective (i):** *Develop technology infrastructure that supports entrepreneurship and the ability to attract, nurture, and expand high-technology based industry clusters including and not limited to multimedia, advanced transportation, environmental and bio-technologies.*

<b>ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP</b>	<b>STRATEGIES IDENTIFIED BY FOCUS GROUP</b>	<b>POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY</b>
<p>Limited broadband access to end-users</p> <p>Digital divide</p> <ul style="list-style-type: none"> <li>• Limited access to minority and underrepresented communities</li> </ul>	<p>Support broadband infrastructure expansion to spur new business development</p> <ul style="list-style-type: none"> <li>• Conduct feasibility studies, where appropriate</li> <li>• Develop technology infrastructure in a public-private context</li> </ul> <p>E-commerce, IT industries, and telecommunications offer new opportunities for new job creation and business development.</p>	<p>Countywide Lompoc, Guadalupe, Santa Maria, Santa Barbara</p>

**Goal V: Tourism**

**Objective (i):** *Celebrate and market natural beauty and historical and cultural heritage that makes Santa Barbara County unique.*

<b>ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP</b>	<b>STRATEGIES IDENTIFIED BY FOCUS GROUP</b>	<b>POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY</b>
	<p>Develop adequate tourism infrastructure including improved transportation links and public transit.</p> <p>Conduct wider information dissemination and area marketing to increase tourism:</p> <ul style="list-style-type: none"> <li>• Capitalize on existing strengths: beaches, trails, mission, birding, wineries, and agriculture-based tourism.</li> </ul>	<p>Countywide Lompoc, Guadalupe, Santa Maria</p>

**Goal VI: Marketing**

**Objective (i):** *To market community's uniqueness and assets that lead to visibility, increased market share, and renewed investment*

<b>ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP</b>	<b>STRATEGIES IDENTIFIED BY FOCUS GROUP</b>	<b>POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY</b>
<p>Some communities are perceived to have quality of life concerns related to socio-economic conditions.</p>	<p>Develop an overall marketing strategy [for municipalities and the region] that highlights area assets, strengths, and opportunities.</p> <p>Communicate to the public steps taken to mitigate the underlying issues creating the image problems.</p> <p>Develop a web-based marketing tool that identifies site inventory and real estate development opportunities.</p> <p>Market an Ag-based tourism strategy that builds on existing assets:</p> <ul style="list-style-type: none"><li>• Local wineries</li><li>• Santa Maria style BBQ</li><li>• Farmer's market/Festivals [fruit/produce/flowers]</li></ul> <p>Identify marketing priorities and tools:</p> <ul style="list-style-type: none"><li>• Advertisement in relevant trade publications</li><li>• Trade Shows</li><li>• Incentive packages</li><li>• Internet marketing</li></ul>	<p>Countywide</p>



**Goal VII: Cooperation and Collaboration**

**Objective (i):** *Cooperation and collaboration among local jurisdictions, community development corporations, private sector, and the County is paramount to advancing the objectives of economic development.*

<b>ECONOMIC DEVELOPMENT ISSUES RAISED BY FOCUS GROUP</b>	<b>STRATEGIES IDENTIFIED BY FOCUS GROUP</b>	<b>POSSIBLE SITES FOR IMPLEMENTATION OF STRATEGY</b>
<p>Political infighting; lack of trust in and of government; lack of a cohesive regional strategy/vision; secession movement</p>	<p>Coordinate efforts between various agencies to streamline economic development efforts.</p> <ul style="list-style-type: none"> <li>• EDAC, County, SBCAG, WIB, and local governments</li> </ul> <p>Collaborate among public and private sectors to leverage resources, build social capital, diversify funding sources, and sustain regional development efforts. For example,</p> <ul style="list-style-type: none"> <li>• Develop partnerships between UCSB faculty/staff and private business/investors to create new business spin offs.</li> <li>• Develop linkages between Vandenberg AFB and local contractors to create new business opportunities.</li> <li>• Pursue federal, state, and local funding through joint proposal writing [County, SBCAG, WIB, local governments, and other stakeholders].               <ul style="list-style-type: none"> <li>○ Avail opportunity of EDA, HUD, EPA, New Markets Tax Credits, and state funding and tax credits/incentives.</li> </ul> </li> </ul>	<p>Countywide</p>

**Proposed Projects**

COUNTY	GUADALUPE	ISLA VISTA	LOMPOC	SANTA MARIA
<p>Widening 101 Light Rail Flood Control Hospital Retrofit Water Availability UCSB Technology Transfer- Research Facility Upgrade Sewer Treatment Homeland Security Farm Worker Housing</p>	<p>Marketing Plan- Increase Sales Tax RLF Brownfields/Retrofit Program Planning Grant: RV Park/Hotel Extension of Levee Increase Education Opportunities Organizational Capacity Library/Computer Lab After School Childcare Domestic Violence/ Substance Abuse Recreation Facilities Truck/Train Freight Transfer Facility Replace Police &amp; Fire Station Rehabilitate City Hall Farm Worker Housing Study on Use of Pesticides and Chemicals on Community Transient Farm Worker Education Business Corridor Façade Improvement Increase Sphere of Influence Industrial Incubation Telecommunications Industrial Park</p>	<p>Mixed Use Projects Community Center Daycare Centers Parking and Traffic Calming Student/Workforce/ Affordable Housing Long Range Transportation Plan Increase Tax Credit/ Incentives for small business Loan assistance programs for small business Minority Business Assistance Programs Infrastructure- Transportation Revitalization of Downtown Drainage Improvements</p>	<p>Infrastructure- Transportation related Communication Old Town Retrofit Child Development Center Veterans Cemetery – Vandenberg Outreach Advertising to Attract Visitors Small Business Incubator Feasibility Study Infrastructure for Industrial Park Long Range Transportation Plan Vocational Education Opportunities Develop Broadband Capabilities Specific Plan for Infill/ Redevelopment area Increase Tax Credit/ Incentives for small business Loan assistance programs for small business Minority Business Assistance Programs Investigate Value Added Opportunities in Agriculture Technology Transfer Opportunities with UCSB &amp; Cal Poly Long Term Capital Improvement Project needs Additional funding sources for Downtown Redevelopment Projects</p>	<p>Airport Research Park Planning Grant for Development of Enos Property RLF Planning: Joint Four year University Relocation of Airport Mobile Home Park Homes Implementation for Infrastructure in Downtown Specific Plan Power Generation Facility at Airport and Feasibility Study</p>

## **Project Evaluation**

EDA provides direction with respect to project selection, evaluation, and funding through its investment policy guidelines. Projects are evaluated based on the extent to which they meet and/or maximize the following criteria.

### **EDA Investment Policy Guidelines<sup>79</sup>**

1. The proposed investments are market-based.
2. The proposed investments are proactive in nature and scope.
3. The proposed investments look beyond the immediate economic horizon, anticipate economic changes, and diversify the local and regional economy.
4. The proposed investments maximize the attraction of private sector investment and would not otherwise come to fruition absent EDA's investment.
5. The proposed investments have a high probability of success.
  - Level of local, state, and private matching funds.
  - High degree of commitment of local political "capital" by elected officials.
  - Commitment of human resources talent to project outcomes.
6. The proposed investments result in an environment where high skill, high wage jobs are created.
7. The proposed investments maximize Return on Taxpayer Investment.

## **Project Selection Criteria**

We have developed a *Sample Project Rating Instrument* to assist the CEDS Committee to evaluate potential projects and applicants for EDA funding. This instrument, in combination with investment policy guidelines mentioned above, serves as a screening tool to evaluate and prioritize projects proposed to the CEDS Committee. In addition, organizations or jurisdictions applying for EDA funding can utilize the instrument to conduct a self-evaluation to fully assess the potential of the project in fulfilling the goals and objectives of the Region.

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<sup>79</sup> Source: David A. Sampson, Assistant Secretary of Commerce For Economic Development, [<http://12.39.209.165/xp/EDAPublic/InvestmentsGrants/Inpolguideline.xml>]

## Sample Project Rating Instrument

CRITERIA JOB CREATION	MEASUREMENT	SUGGESTED RATING
1. Number of long-term jobs created	0-9 Should not be considered	
	10-49	-0-
	50-99	1-3
	>100	4-6
2. Quality of job created appropriateness to community	Retail, Finance, Education, Services, Health Care, Manufacturing & High Tech	7-9
	Pay scale of jobs	1-9
3. Total cost per job ratio	Minimum Wage, Living Wage, Skilled and Professional	
	> \$12,501	
	\$7,500 - \$12,500	1-3
	<\$7,500	4-6
<b><u>COMMUNITY IMPACT:</u></b>		
4. Unemployment rate in project area	<5%	
	5-8%	1-3
	>8%	4-6
5. Median household income in project area		7-9
	\$35,001-\$50,000	
	\$25,000-\$35,000	1-3
	<\$25,000	4-6
6. Community benefit		7-9
	- Creation of new jobs	
	- Welfare to work	
	- Family-wage and higher pay jobs	
	- Local hiring	1-9
	- Creation of new business opportunities in the project area	
	- Improve quality of life	
- Increase the tax base		
7. Groups and organizations endorsing the project		1-4

CRITERIA JOB CREATION	MEASUREMENT	SUGGESTED RATING
8. Employment plan	<ul style="list-style-type: none"> <li>- Timing of employment plan</li> <li>- Comprehensiveness of empl. plan (e.g., plan for local hiring, coordination with local/regional/employment/training organizations, outreach, etc)</li> </ul>	1-5

**PROJECT READINESS & INVESTMENT**

9. Current status of proposed project	Conceptual	1-3
	Planning and design	4-6
	Ready to construct	7-9
	(Consider site control, relocation, environmental issues, time frame relative to grant year and if financing has been secured)	
10. Other funding sources	25% private investment	1-3
	26-40%	4-6
	>40%	7-9
11. EDA funding request to total project cost ratio		1-5
12. Capacity of operator during construction and as a going concern	<ul style="list-style-type: none"> <li>- Experience (number and size of other projects and how successful were they?)</li> <li>- Financial strength</li> </ul>	1-9
	13. Bonus	<ul style="list-style-type: none"> <li>- Overall quality of the project</li> <li>- Innovation and creativity</li> <li>- Coordination with other projects in region</li> <li>- Secondary impacts</li> <li>- Other</li> </ul>

TOTAL POINTS POSSIBLE

100

TOTAL POINTS FOR THIS PROJECT

## APPENDICES

### Appendix 1: Cities & City Designated Placed by Sub-Region

2000 Census

South Coast

Carpinteria

Goleta

Isla Vista

Mission Canyon

Montecito

Santa Barbara

Summerland

Toro Canyon

North County

Guadalupe

Lompoc

Los Alamos

Mission Hills

Orcutt

Santa Maria

Vandenberg AFB

Vandenberg Village

Santa Ynez Valley

Buellton

Solvang

Santa Ynez

1990 Census

South Coast

Carpinteria

Isla Vista

Santa Barbara

North County

Guadalupe

Lompoc

Mission Hills

Santa Maria

Vandenberg AFB

Vandenberg Village

Santa Ynez Valley

Buellton

Solvang

Santa Ynez

## **Appendix 2: CEDS Focus Group Meeting Notes**

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From February, 2003, through June, 2003, a series of 14 focus group meetings were held in nearly every city in the county. In each community where meetings were held, two separate meetings were organized. One was intended primarily for the business sector: small business owners, CEO's and other executives, plant managers, etc. The second meeting was intended for community-based organizations and the general public.

Marketing of the meetings were generally administered by EDAC members representing those communities. Chambers of Commerce marketed to their membership, and utilized their non-profit relationships to promote the community-based meeting. Generally, promotion through the print media was utilized, in the form of a press release.

Notes from these meetings were generally recorded verbatim, and have been left as written from the meeting.

Cities where the meetings were held were:

Lompoc  
Guadalupe  
Santa Maria  
Carpinteria  
Goleta  
Solvang (covering the Santa Ynez Valley)  
Santa Barbara

## **CEDS Meeting Notes: Lompoc 2/13/03 Business Focus Group**

Approximately 23 people in attendance, three county staff and two USC staff. USC staff opened the presentation with an outline of the CES process, the reason for the CES and a framework of what is to be accomplished from the Focus Group Meetings

### **Problems**

- Lack of mass transit
- Need jobs here so workforce doesn't need to commute
- Lack of housing, both affordable and workforce
- Vandenberg AFB forcing contractors off base/not developing contractors in Lompoc. Small contractors at unfair disadvantage, large national contractors have the advantage.
- Lack of freeway links/infrastructure
- Cost of doing business in Santa Barbara County is high
  - Time and cost of obtaining permits, imposed environmental restraints, cost of labor.
- Board of Supervisors is against oil, manufacturing and mining.
  - South Coast political mindset is resistant to these businesses/industries.
- Lack of cultural and educational opportunities to attract upper income families
- Need higher paying job creation.
- Lack of appropriate industrially zoned property for the area. Also placing of non-industrial businesses/uses in industrial areas.
- LAFCO restricts annexation of lands into city sphere.
- Lack of educated workforce
- Lack of healthcare
- Cost of permits and licenses
- Cost of bureaucracy in time and money to conduct/expand business.
- Lack of marketing action/strategy to promote the area.
- Mindset of people: we can't make it in Lompoc.

### **Top Problems**

- Regulatory burden and costs
  - political mindset of South Coast
  - Local perception that Board of Supervisors is against oil, mining, and manufacturing.
- Workforce skills gap, specifically in health care
- Housing: both workforce and affordable

### **Strengths**

- Lompoc owns it's own electric/other utilities
- Small town atmosphere
- Available workforce-local unskilled but trainable
  - Skilled live here but commute to Goleta.
- Commercial/industrial land available
- Commercial space facilities at VAFB



- Housing costs
- Location
- Low crime rate
- Good schools
- Community participation
- Community college
- Tourism potential: beaches, mission, birding, and wineries.
- Broadband technical infrastructure becoming available, part of city owned utilities strengthen.
- VAFB airport
- Raw land
- Local Redevelopment agency
- Federal prison
- Infill opportunities for housing, mixed use.
- Labor force that would feed area if skilled/trained
- Values added agriculture: wineries, transition to organic farming
- USDA loans available
- Locally owned hospital. Local District runs it.
- Access to capital and marketing
- Potential for developing minority enterprises/ minority entrepreneurship
- Local youth programs

### **Top Opportunities**

- Develop new and minority businesses, entrepreneurship development
- Broadband infrastructure
- Infill potential
- Value added agriculture / Organic
- Tourism / Ag Tourism

### **Revisited Problems**

- Political mindset: North county is not opposed to oil development/industry, however South Coast is. They've stopped it from expanding or any further development. Their (South Coast) value system stops development and business that the North County wants. Their mindset "down there" stops everything.

### **Closing Comments**

- Overall problem is transportation and infrastructure: roads, mass transit, and freeway access.
- Need to exploit the economic pressure from the north (San Francisco) and the south (Los Angeles)

## **CEDS Meeting Notes: Lompoc 2/20/03 Community Focus Group**

Approximately 28 people in attendance, two county staff and two USC staff. Scott Ullery and the USC staff opened the presentation with an outline of the CES process, the reason for the CES and a framework of what is to be accomplished from the Focus Group Meetings.

### **Problems**

- Lower wage/service sector worker jobs.
- Limited local services.
- Few high wage jobs in Lompoc.
- Illiterate, unqualified people in Lompoc workforce.
- Lack of housing: affordable and upper level.
- Distance: Santa Barbara workers living in Ventura because Lompoc “too far” from job on South Coast.
- Image: Lompoc has an image problem. Lompoc viewed as having higher domestic abuse, drug/crime gang problems, nothing to do, no good restaurants, beaches are closed (due to Snowy Plover/endangered species regulations), federal prison.
- Uncertain future due to federal and state economy, and proposed county split.
- Lack of vision by local leaders.
- Community diversity not represented in community.
- Lenders/financial institutions don't want to lend to large projects here. Don't know Lompoc.
- No industrial attraction/infrastructure.
- Access to funding limited because of Lompoc's image.
- Planning not consistent: Commercial/retail going into industrial zoned areas.
- Aging population that needs services affordable health care, dental, etc.
- Lack of childcare and after school programs.
- Access to Highway 101 freeway.
- Lack of arts and culture.

### **Top Issues**

- Image
- Range of housing
- Jobs/salaries
- Childcare/Youth programs

### **Strengths**

- Safe city with low crime rate
- Small town isolated from big city problems
- Diverse community
- Good climate
- No smog, pollution
- Clean environment
- Good youth sports program but lacks good facilities

- Park and recreation areas
- Cheap utilities
- Modern airport
- Good school systems with regional occupation programs (ROP) for childcare and agriculture occupations
- Cabrillo High school aquarium program nationally recognized
- New Alan Hancock College campus
- Historic La Purisima Mission tourist site
- Golf courses
- Flower Festival and other community events
- Competitive prices for both land and develop property
- Nonprofits and social service organizations
- Community involvement, volunteerism, philanthropy. This is a giving community.
- Low permit and other fees
- Overall cost of doing business is low
- Good amenities
- Bike paths
- Good art/cultural programs and organizations
- Excellent library

### **Opportunities**

- UCSB could have local office
- Fiber optics will attract high tech businesses
- Train station for both commuter and tourists
- Regional transportation
- Possible convention center
- Support Goleta and Santa Barbara shutting down development that will encourage development to move here
- Use city marketing program to advertise business incentives
- Diverse community open to micro-enterprise loan possibilities for incubators, non-profits and local resource organizations.
- Youth sports
- Vandenberg Air Force Base contractors, get them to move into town.
- VAFB missile launches and support
- Truck stop and amenities for transportation services
- Tourism, we need a “missile mall” to attract tourists
- Possibility for a National Cemetery
- Bicycles: Roads and trails provide opportunity for visitors and bike races like Solvang.

## **CEDS Meeting Notes: Guadalupe 3/31/03 Business Focus Group**

Approximately 29 people in attendance, two county staff and two USC staff.

Jim Claybaugh and the USC staff opened the presentation with an outline of the CES process, the reason for the CES and a framework of what is to be accomplished from the Focus Group Meetings and what can be done once the CES is completed.

### **Weaknesses**

- No/low consumer base
- Housing
- Limited land expansion due to surrounding Ag land in Ag preserves
- Land locked
- Lack of ease to operate business, lack of business incentives from City
- City government needs to change, listen to community
- Not enough city staff/capacity to do job
- No fulltime Community Development or planning department staff
- Underutilization of resources
- Boarded up downtown
- Inappropriate business for downtown: boxing club, etc.
- Businesses not ADA compliant
- No hotel/resort/destination hotel
- Not enough capacity/circulation for freeway access, Hwy 166 too narrow.
- No local high school
- No RV parks or places to park RV's
- Water costs high
- Not enough signage on Hwy 101
- Lack of local volunteers; no empowerment of volunteers with city.
- City oppressed, can't see past that
- Underserved community
- Pioneer syndrome, we don't need help, don't want outsider help/interference
- Political infighting

### **Strengths**

- Film industry aware of city. Reasonable/cheap place to film, unique settings, "wild west", "dark side" history
- Coastline
- Rail system: Amtrak, spurs
- Trainable residents
- Established access to freeway, Hwy 101
- Industrial opportunity
- Ocean
- Beaches, trails, lake, new Baustista trail

- Weather is mild
- Cultural diversity
- Prime Ag lands
- Ag tourism potential
- Rail tourism
- Arts
- People/family friendly community
- Low crime rate

## **Strategies**

- Get resort/destination hotel to bring higher paying service jobs
- Get local leadership's help
- Expand beautification of Hwy 1/downtown to rest of community
- Get a light industrial park that will open up other opportunities
- Get a community vision
- Tell story of city/promote
- Get a master plan
- Promote boutique shops
- Clean up downtown; make it so businesses want to come here.
- Get a Main Street Paseo
- Utilize train station as a community incubator for arts, digital media, and entertainment.
- Get donation of land from long time local families for facilities, community arts center, incubator of value added Ag
- Provide for niche industries in Ag
- Utilize DJ Farms for light manufacturing
- Develop more signage to promote beaches
- Develop pier for offshore oil development and cruise ships
- Launch promotion campaign for Guadalupe
- Exploit environmental resources: school lake trail, dunes park, and boardwalk for bird watching
- Develop leadership program for finding funding to make downtown better
- Revitalize local rail spurs

## **CEDS Meeting Notes: Guadalupe 4/2/03 Community Focus Group**

Approximately 12 people in attendance, one county staff and two USC staff.

Richard Morgantini and the USC staff opened the presentation with an outline of the CES process, the reason for the CES and a framework of what is to be accomplished from the Focus Group Meetings and what can be done once the CES is completed.

### **Weaknesses**

- Lack of industry and jobs
- No tourism accommodations
- Low retail trade value
- No RV Park/Resort
- No higher paying jobs
- Out migration due to lack of opportunity
- Political infighting
- Limited capacity of City to deliver services
- Mean spirited residents
- Eight brownfield sites (parcels).
- Physical blight
- Closed up vacant buildings in downtown.
- Buildings with asbestos and in need of seismic retrofitting
- Riparian water rights lawsuit
- High water rates
- Lack of parks, trees, picnic areas and playgrounds, particularly for 1-10 year olds.
- Uneducated residents
- Linguistic isolation, need multilingual ability locally
- Lack of consensus and dialogue or participation by residents.
- No local high school
- City documents not up to date (General Plan, Zoning, Building Codes)
- Ad hoc policy development
- Need qualified City Staff: City Administrator, City Planning Staff, City Attorney, and Building Inspector.
- Lack of social services.

### **Strengths**

- Good work ethic
- Young employable population with high school education.
- Dunes, ocean, beaches, trails, Oso Flaco Lake
- Weather
- Beautiful area
- Sparse population
- Historic downtown, unique downtown buildings.

- New roads in area
- Cultural diversity
- Hwy 1 is a draw
- Unique environment
- Connected to all modes of transportation
- National Rail lines
- Cheap land
- Low crime rate
- Family friendly
- Has technology center-GETA
- Diverse religious community

### **Strategies/Opportunities**

- Bring in customers to existing business
- Enhance tourism and jobs
- Create new business and jobs
- Establish communications, arts and entertainment
- Digital media
- Utilize train station
- Potential for industrial businesses
- Encourage industries to move here
- Generous and active redevelopment agency that can give grants and incentives to attract businesses
- Utilize low interest loans for new homebuyers
- Equal access to information
- Develop industrial capacity with city help
- Bring plans and codes up to date and make them available to all over the Internet
- Hire City staff with administrative and planning experience and diversity
- Hire own building inspector
- Use public projects to beautify city to support tourism, attract business and improve local quality of life
- Clarify City goals and give vision to staff to implement

**CEDS Meeting Notes: Santa Maria, 2003**  
Business Focus Group

**Weaknesses/Problems**

- The presence of Tiger Salamander (Endangered Species Act) near the airport site has brought development of the proposed industrial park to a standstill. No new development or job creation is possible until this problem is resolved.
- County's attitude to economic development is that they build houses and not jobs near city
- There is a strong anti-growth sentiment in the County led by fanatical and well-organized environmentalists
- Worker's compensation
- Relative cost of electricity is high
- Air pollution containment area
- Water availability
- Lack of skilled workforce
- No technical training is available locally
- Home prices have been bid up by commuters and retirees which is driving the middle class out
- Transportation
  - Additional highway capacity needed
  - New air service routes needed to Sacramento and Phoenix
- Huge affordability gap and jobs/housing imbalance
  - New housing is less affordable and is for higher end of the market
  - 42% commute to San Luis Obispo
  - 20% commute to Santa Barbara
- Agriculture—higher profit crops with less labor demand are being grown
- Education
  - Not up to par
  - Migrant worker's children need training
  - Education/vocational training infrastructure is not large enough to accommodate needs
- Permit processing needs to be streamlined
- Capacity/ability to create capital is limited

**Strengths**

- Good climate/weather
- Strong work ethic
- Slam dunk city government
- Tourist destination
  - Wine tours
  - Danish capital—Solvang (nearby)
  - Dunes
  - Flower seed capital—Lompoc (nearby)
- Airport, an asset, yet currently it is being underutilized



- There is cooperation among public and private sector to solve problems
- Strong in retail – presence of big box retail and shopping centers
- Friendly people
- Good location: it is halfway between San Francisco and Los Angeles
- Relatively affordable housing
- Community that offers choice
- Close proximity to Vandenberg Air Force Base; potential to increase business
- Extremely fertile agricultural land
- Proximity to Pacific Rim countries
  - Export vegetables to Asia
  - California/Santa Maria products are branded and prime;
- Santa Maria style barbeque
- City has improved local arterials
- Good internal circulation
- Free parking

### **Strategies/Opportunities**

- Opportunity to participate in China Olympics
- Broadband infrastructure
- Overcome issues related to Tiger Salamander (Endangered Species Act) near the airport site
  - Change legislation
- Develop searchable computer databases to link small business with government contracts (e.g., Merced County); match up local companies
- Education
  - Trade schools
  - Link education with workforce training
  - Provide workforce training at the worksite
  - Adult education to support their children
  - Create forum for conversation between education, government, and private sector to solve education issues
- Enhance transportation capacities
  - Air (new routes)
- Increase arterial capacity in the North-South direction, increase number of lanes
- Create a vibrant downtown
- Develop identity for marketing community and ownership

## **CEDS Meeting Notes: Santa Maria, 2003 Community Focus Group**

### **Weaknesses**

- County regulatory process and unfriendly environment
- Increase in crime rate
  - Need more police coverage and stronger enforcement
  - Business license enforcement needed
- Lack of youth employment opportunities
- School overcrowding
- Housing affordability
- Air quality regulatory process
- Workforce skills
  - Relatively low pay scale with 2- and 4-year degrees
- Jobs/affordability gap
- Health and caregiver pay scale
- Health care accessibility
  - Lack of insurance coverage
  - Barriers to affordable healthcare
- Building code enforcement
- Federal environmental process
  - Collusion between County and private organizations prevents job growth
  - Keep high paying jobs in South Coast
- Housing availability
  - State and local controls prevent new development
  - Non-sustainable development approach
- Lack of broadband
- Downtown and mall draining city resources
- Lack of local and country roads for recreation purposes
- Lack of commercial air service
- Need for character building programs
- Lack of awareness of social problems

### **Strengths**

- Climate
- Friendly, accepting people
- Community based organizations
- Demographic trends toward younger population
- Water availability and capacity
- AHC
- Clear city vision
  - Business-friendly process
- Community problem solving attitude
  - “Families for the first decade”

- Aerospace sector growth
- Airport specific plan
- Professionalism, volunteerism, and adaptability
- Community tolerance
- Visionary police chief
- Troubled teen prevention programs
- Retired community
- Proactive local planning
  - Housing issues under discussion
- Therapeutic court system: lowered recidivism rate
- Foreign Trade Zone
- Farmer's market
- Recreation/parks
- Community bike rides
- City government, planning direction and vision
- Santa Maria style BBQ brand identity, wineries, strawberries, agriculture, tourism, and bike trails

### **Strategies**

- Build on agricultural based research and tourism
  - Develop a permanent farmer's market
  - Produce value-added agriculture
- Split the county
- Increase capacity of nonprofits to create jobs, generate wealth, and foster community empowerment
- Add four-year degree capacity
- Promote events and outcomes of completed City projects
- Develop entry-level homes
  - Use inclusionary zoning as a tool to expand housing
- Expand Housing Trust Fund
- Provide economic incentives such as tax breaks to entice employees
- Expand Los Adobes de Maria
- Develop trade schools to teach vocational skills and adapt curriculum to match state level
- Create specific plan for downtown revitalization

## **CEDS Meeting Notes: Carpinteria, May 14, 2003**

### **Business Focus Group**

#### **Problems/Weaknesses**

- Aggressive regulatory environment
  - Regulation is putting inordinate pressure on businesses and making them uncompetitive
  - Air quality regulation
  - Williamson Act
  - Farmers can't add farm worker housing
- High cost of housing
- High cost of gasoline
- Freeway congestion
- Cost of doing business is very high
  - Worker's compensation
  - High labor costs
  - Movement to create "living wage ordinance" and the consequent wage increase has led to fear among small businesses
  - New state laws and regulations such as AB60 will potentially increase the cost of doing business
- Cumbersome approval process
  - Development project have remained 5 years on drawing board; disincentive to developers
  - In coastal zone, there are additional layers of approval required that
- Zoning and Planning
  - City zoning has left very limited space allocation for industrial use
  - Downtown needs rezoning to accommodate growth
  - Redevelopment in downtown is inconsistent
- Businesses out grow labor pool and space in Carpinteria and have to move out

#### **Strengths**

- Kevin Silk, Assistant to the City Manager for Carpinteria is an excellent resource to the business community
- Isolation has produced a lack of competition that is good for some businesses. However, this has limited consumers' choice to some extent.
- Proximity to Santa Barbara airport, UCSB, Los Angeles metropolitan area
- Thriving oil industry
- Quality of life
  - Small town atmosphere
  - Beautiful
  - Safe community
  - Beach community—top 10 beaches in California
- Proximity to secondary labor pool
- CEOs want to live in Carpinteria; they tend to bring companies and employees

- Better location for Ventura City employees
- Parking
- Less congested
- Business friendly Fire Department
- Strong and active Chambers of Commerce (agricultural, manufacturing and retail sectors are also well represented)

### **Opportunities/Strategies**

- Develop mixed-use projects in Central City
- Government should consult businesses about regulatory issues
- City should align approval process with community vision (e.g., Visioning 2000 Plan)
  - Develop mixed-use projects in downtown
  - Expedite development proposals through One-Stop permitting center and fast track projects
  - Provide a reasonable and understandable roadmap for development that avoids excessive delays, uncertainty, and waste of time, effort, and/or money
- Promote collaboration between businesses and high schools
  - Train people for available jobs in local businesses
  - Develop new training programs for emerging industries
- Provide shuttle service to high-density employment areas
- Use electric vehicles for errands during day
- Run Metro line from Oxnard to Santa Maria
- Expand tourism

## **CEDS Meeting Notes: Goleta, 2003**

### **Business Focus Group**

#### **Problems/Weaknesses**

- No supply of housing (considered a strategy to increase value)
- Congestion on Highway 101
- Low wage jobs dominate; there is a mismatch with housing cost. The area needs more high wage jobs.
- California and Santa Barbara County are hostile to businesses
- Government has adopted anti-growth policies
- Environmental concerns have driven out high-wage employment businesses
- There is a jobs-housing imbalance; need zoning revisions to support new housing construction
- Industrial sector needs more affordable housing stock including some multifamily units
- Commuting to jobs is difficult in Santa Barbara County
  - Clean Air Express; it does not have enough capacity
  - Regional mass transit not available
- Housing density doesn't support mass transit
- Need for multi-modal system in town and local buses for transit commuters
- Insufficient incentives to attract \$50K per year jobs to area
- No fiber optic to home; it would support job growth for lawyers, architects, and computer professionals
- Lack of support for business startups
- Goleta is proposing to triple transportation fees that will stop new construction
- Burden of taxes and regulations on businesses is exorbitant
- Feasibility studies conducted by the city are not implemented. For instance, incubators have not been developed although studies funded by the city point to their feasibility.

#### **Strengths**

- Quality of life
- Knowledge base
  - UCSB
  - Vandenberg AFB
- Positive retirement community
- Diversity in jobs
- City College – continuing education
- Spin-off companies from UCSB and local companies
- Local bus and bike path system good however public transit is underutilized
- Brain trust/intellectual capital
- Great airport
- Proximity to Los Angeles
- Per capita wealth
- Active nonprofit sector
- Philanthropic business sector (more charities per capita in US)
- Petroleum resources

- Low crime
- Competitive advantage in telecom, medical devices, entertainment, software
- Tourism (attract more through airport)
- Arts and entertainment

### **Opportunities/Strategies**

- Build high-rise housing in Isla Vista for UCSB
  - Remove cars from 101
  - Model Isla Vista after Berkeley with mixed use developments
  - Free up housing in Goleta for industrial workers
- Higher density housing locations
  - Isla Vista
- Selectively allow housing on agricultural land for employees
- Within ½ mile of beach redevelop industrial uses to higher density housing
- Provide incentives to businesses to expand their buildings
- Allow developments to build zoned density; currently they are 50% as zoned
  - Revamp process of design and planning review to overcome opposition at hearings
- Light up dark fiber
  - Since companies are broke, government should take the lead and make it available. This would encourage entrepreneurship
- Fill in new small companies behind mergers that take them out of town
- Land swap for business or housing use
- Streamline planning process
- Appoint more people from business to get their views represented in regulatory process
- Implement business incubators
- Provide support to business startups
  - Commercial kitchen incubator
  - Mercado as incubator
- Provide regional rail in North County; South Union Pacific line – day use for commuters [e.g. Altamont]; electric buses are available to link to commuter train
- Reduce fees so developers will build needed industrial space
- Move County workers to North County
- Subsidize remodeling construction fees
- Permitting process too long and uncertain; provide time guarantees for permitting

## **CEDS Meeting Notes: Goleta, 2003 Community Focus Group**

### **Problems/Weaknesses**

- Cost of living very high compared to income level and standard of living
- City Council does not consider density that would support more affordable housing
- Employee retention
- Commute and congestion
- There is a lack of housing for people with incomes less than \$70K. No guidelines for affordable housing. Myth is that high density is bad for the community.
- Environmental issues
  - Conflict between businesses and the environment
  - Conflict between land use – agriculture versus urban development
  - Organic agriculture not recognized as a growth industry
- GIS models and long range projections of transportation are not taking organic agriculture into account

### **Strengths**

- Climate
- Strong leaders passionate about community
- Local wealth and philanthropy
- Quality of life
  - Less stress
  - Closer to nature
- Intellectual capacity
  - UCSB, City College, Westmont, Antioch
- Best agricultural soils in the state (four times more productive)
- Raytheon
- Architectural design
- Train, MTD (Examine capacity widen 101 freeway)
- Tourism
- Many free events
- Retention Program
  - Low-cost training at City College
  - Seminars by industry – issues/updates
- Local recycling programs

### **Opportunities/Strategies**

- Use land at airport for:
  - Shopping space for small business (wood workers, metal shops)
  - Industrial park
- Vision
  - New zoning



- Intense farming on land in development ( $\frac{1}{2}$  residential higher density;  $\frac{1}{2}$  farm easement), green urban corridors will improve air quality (review Rocky Mountain Institute findings)
  - Market local produce; eliminate middlemen (e.g. Sonoma Grown)
- Build affordable housing
- Educate community regarding growth scenarios; implications of change and no change
  - Catalog best practices and solutions
  - Educate: 35 Special Districts, 3 City Councils, Board of Supervisors, and SBCAG
- Use conflict resolution and mediation to resolve differences

## **CEDS Meeting Notes: Santa Ynez 2003 Business Focus Group**

### **Problems**

- Temporary congestion at different times; Route 246 available, but no other substitute
- Job-housing imbalance is having an impact on the social fabric; there is resistance to onsite agriculture labor housing
- Lack of regional transit with lower-paying jobs filled by out-of-towners
- Job growth is in low-wage sectors due to demographic and economic effects
- Market trends are compounding the housing problem as housing developed is primarily for high-end
- Overly restrictive requirements and environmental regulations on wineries & other industries has resulted in loss of higher paying jobs
- Fiscalization of land use
- Paradox: “small town feeling” vs. economic development
- Williamson Act removal impacts
- Lack of affordable housing; NIMBYism associated with affordable housing; call it “workforce housing” instead of affordable housing
- Environmental regulations are impeding development and there is a lack of attempt at mitigation
- Lack of common ground for agriculture preservation

### **Strength and Opportunities**

- Local workforce available; mixed skills set
- Proximity to VAFB
- Availability of industrial land that could create higher-paying jobs; Santa Maria industrial land availability & potential for regional airport
- Buellton-101 connection proximity to major artery
- Regional crush facility could augment winery industry
- WWTP management due to high BOD
- Potential high-tech capability; amenities exist, except housing
- Opportunity for high density/quality housing providing for a range of incomes
- Alternative energy generation from wind farms and ocean
- Human & intellectual capital

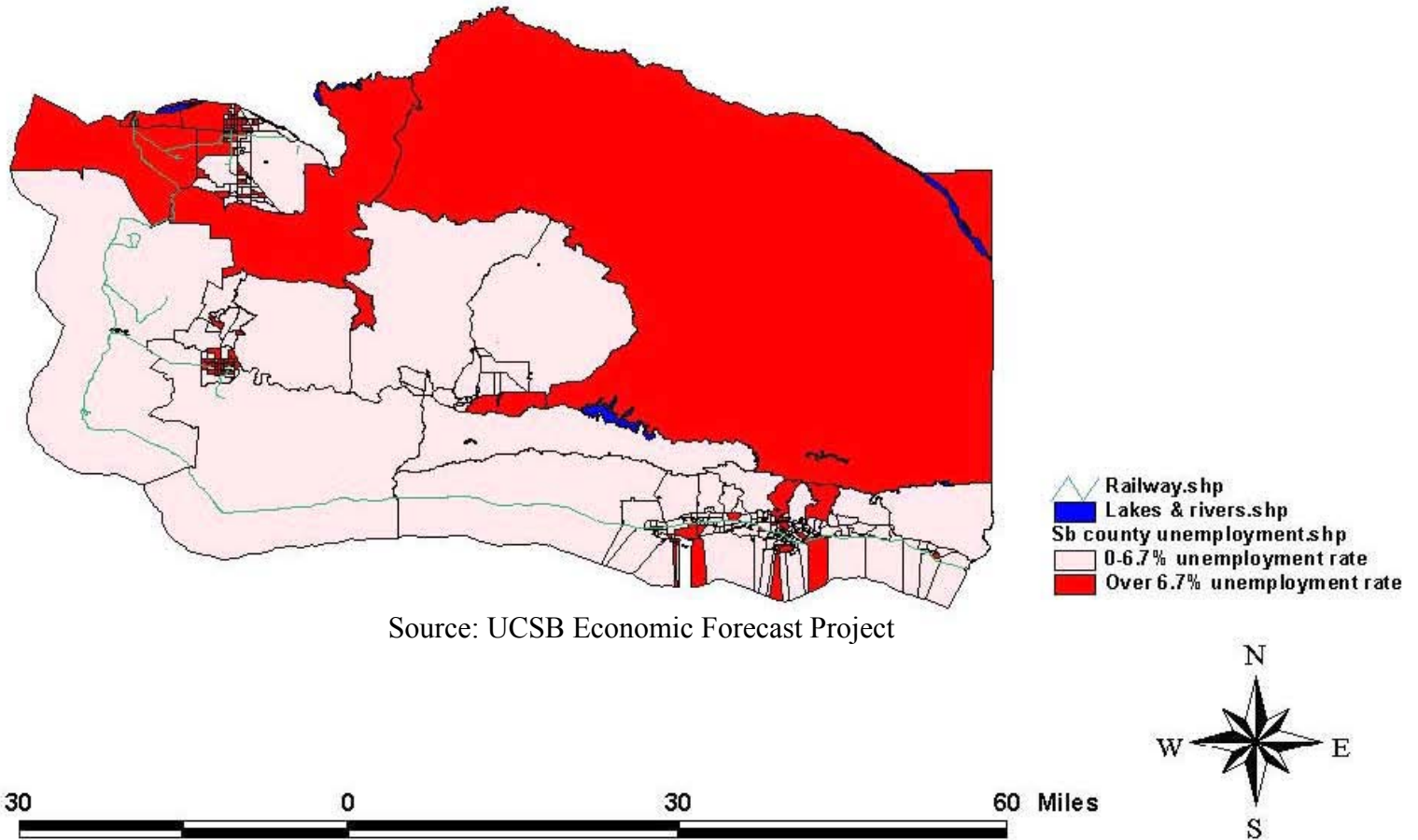
### **Strategies**

- Create regional collaboration by unifying Chambers of Commerce, promote intercity and city-county collaboration, and resolve differences among North and South County
- Improve collaboration with casino for better planning and development

- Conduct CEO receptions to attract high-tech business
- Coordinate General Plans and clarify land use
- Become a regional banking clearinghouse for Central Coast
- Develop Santa Maria airport as an international commercial airport; develop industrial/research park at the airport
- Develop Buellton or Santa Ynez Valley as a regional government center
- Develop broadband access and high-speed communications infrastructure
- Preparation and post-production for media & film/TV

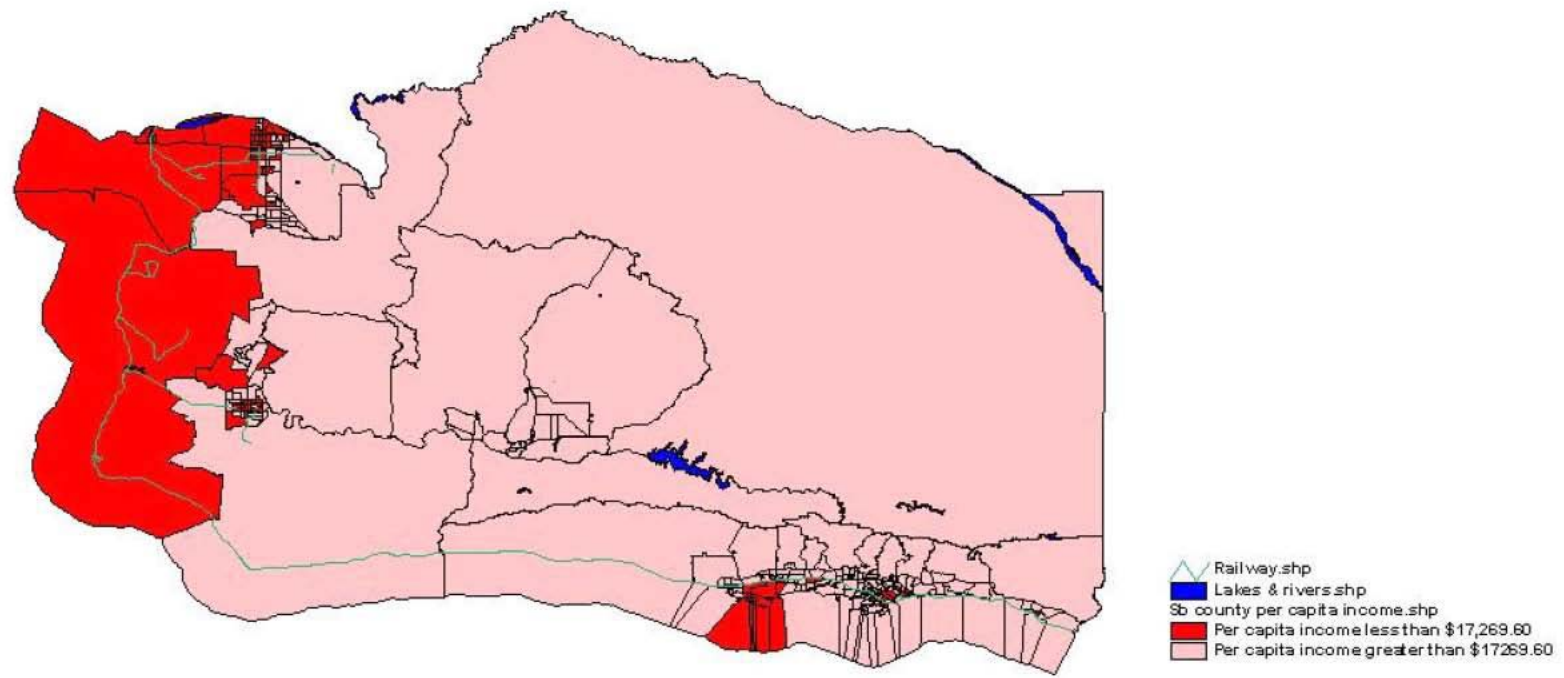
### Appendix 3: Areas That Meet EDA Funding Eligibility Criteria

Santa Barbara County Unemployment Figures:  
Block Groups with unemployment rates 1% or greater than national unemployment rate



Source: UCSB Economic Forecast Project

**Santa Barbara County Income:  
Block groups with Income less than 80% of National Average Per Capita Income**



Source: UCSB Economic Forecast Project

#### Appendix 4: Census Tracts that Qualify Per CEDS Guidelines

##### Santa Barbara County, California

No.	Per Capita Income - National	Per Capita Income \$21,587
1	Census Tract 8.01,	\$16,818
2	Census Tract 8.02	\$16,238
3	Census Tract 9	\$16,931
4	Census Tract 11.02	\$11,686
5	Census Tract 12.04	\$17,238
6	Census Tract 21.03	\$17,269
7	Census Tract 22.05	\$14,113
8	Census Tract 22.06	\$14,777
9	Census Tract 22.09	\$14,408
10	Census Tract 23.03	\$9,453
11	Census Tract 23.04	\$7,799
12	Census Tract 23.05	\$10,030
13	Census Tract 23.06	\$16,516
14	Census Tract 24.02	\$10,366
15	Census Tract 24.03	\$7,500
16	Census Tract 24.04	\$9,671
17	Census Tract 25	\$11,431
18	Census Tract 26.03	\$13,570
19	Census Tract 26.04	\$12,884
20	Census Tract 27.02	\$9,400
21	Census Tract 27.05	\$15,937
22	Census Tract 27.06	\$11,340
23	Census Tract 29.02	\$10,001
24	Census Tract 29.03	\$6,753
25	Census Tract 29.11	\$5,905
26	Census Tract 29.12	\$6,817
27	Census Tract 30.01	\$16,967

Note: 80% of national per capita income =  
\$17,270

Source: Bureau of Census, 2000

## Appendix 5: City Profiles

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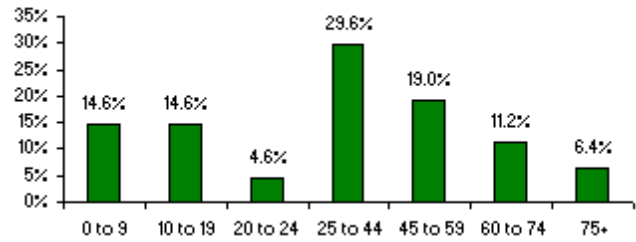
Buellton  
Carpinteria  
Goleta  
Guadalupe  
Lompoc  
Santa Barbara  
Santa Maria  
Santa Ynez  
Solvang

# Buellton CDP\*

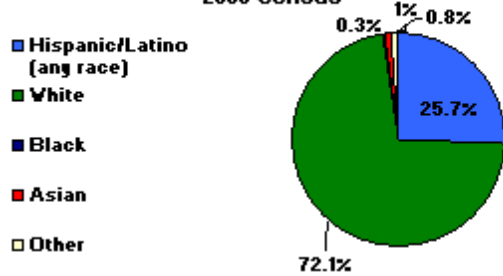
## 2000 Census

Land area (square miles):	1.56
Population	3,828
Median Age (yrs.)	38
Number of Households	1,433
Household Annual Growth Rate 1990-2000	0.77%
Unemployment Rate	2.70%

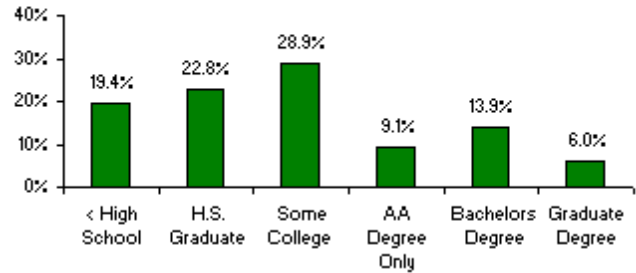
## Percent of Population by Age, 2000 Census



## Population by Race and Ethnicity 2000 Census



## Educational Attainment (Adults 25 & Older) 2000 Census



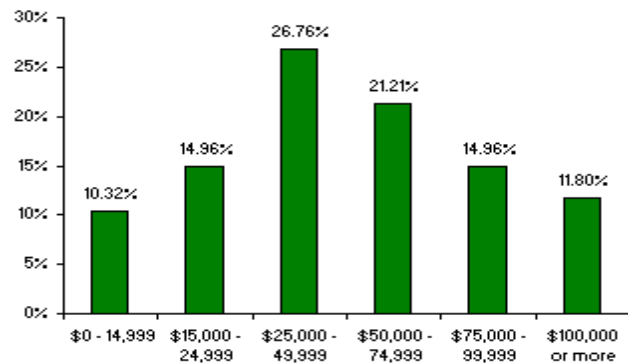
## Retail Sales (in \$ Millions)

2001

Retail Sales Totals	\$116
All Other Outlets	\$16
<b>Total All Outlets</b>	<b>\$131</b>

Median Household Income	\$48,490
Per Capita Income	\$20,907

## Household Income, 2000 Census



## Employed Population (16 yrs. & over) by Industry

2000 Census

Agriculture, forestry, fishing, and mining	5.7%
Construction	7.3%
Manufacturing	13.8%
Wholesale trade	4.8%
Retail trade	12.9%
Transportation & warehousing, and utilities	3.6%
Information	1.7%
Finance, insurance, real estate	4.8%
Prof, scientific, mngt., admin, waste mngt.	10.6%
Educational, health and social services	15.8%
Arts, entertainment, recreation, hospitality	12.4%
Other services (except public admin.)	2.7%
Public administration	4.0%

## Employed Civilian Population (16 yrs. & over) by Occupation

2000 Census

	#	Percentage
Management, professional, and related	550	29.4%
Service occupations	376	20.1%
Sales and office occupations	499	26.7%
Farming, fishing, forestry	69	3.7%
Construction, extraction, maintenance	140	7.5%
Production, transportation	238	12.7%

\*Census Designated Place

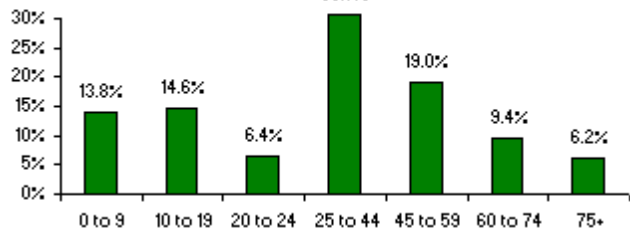


# Carpinteria

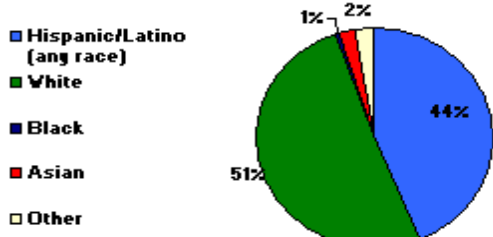
## 2000 Census

Land area (square miles):	2.7
Population	14,194
Median Age (yrs.)	36
Number of Households	4,989
Household Annual Growth Rate 1990-2000	0.07%
Unemployment Rate	2.50%

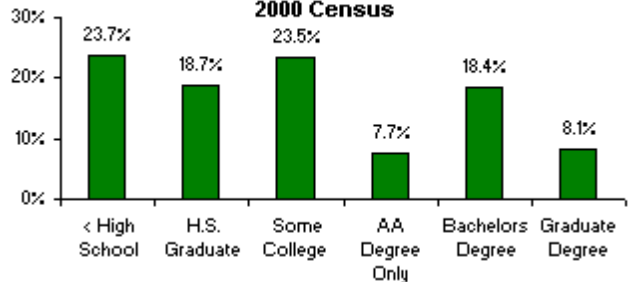
## Percent of Population by Age, 2000 Census



## Population by Race and Ethnicity 2000 Census



## Educational Attainment (Adults 25 & Older) 2000 Census

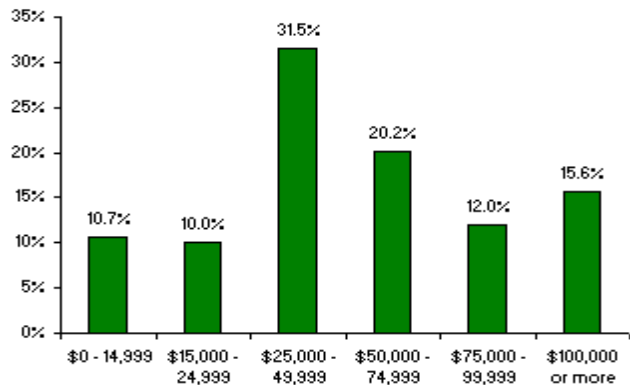


## Retail Sales (in \$ Millions)

2001

Retail Sales Totals	\$66.6
All Other Outlets	\$39.7
<b>Total All Outlets</b>	<b>\$106.3</b>

## Household Income, 2000 Census



Median Household Income	\$47,729
Per Capita Income	\$21,563

## Employed Population (16 yrs. & over) by Industry 2000 Census

Agriculture, forestry, fishing, and mining	3.0%
Construction	9.7%
Manufacturing	11.5%
Wholesale trade	6.9%
Retail trade	9.4%
Transportation & warehousing, and utilities	3.0%
Information	2.8%
Finance, insurance, real estate	6.1%
Prof, scientific, mngr., admin, waste mngr.	10.6%
Educational, health and social services	18.1%
Arts, entertainment, recreation, hospitality	10.4%
Other services (except public admin.)	5.4%
Public administration	3.1%

## Employed Civilian Population (16 yrs. & over) by Occupation 2000 Census

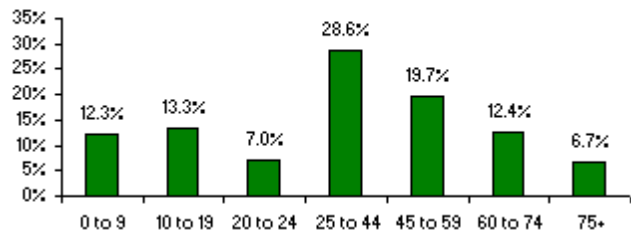
	#	Percentage
Management, professional, and related	2,431	33.8%
Service occupations	1,332	18.5%
Sales and office occupations	1,767	24.6%
Farming, fishing, forestry	225	3.1%
Construction, extraction, maintenance	798	11.1%
Production, transportation	639	8.9%

# Goleta CDP\*

## 2000 Census

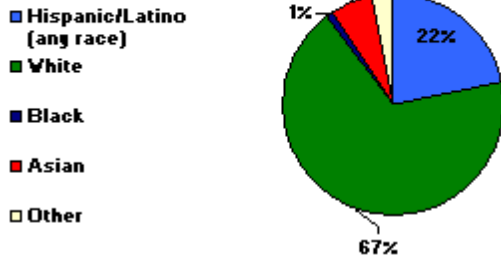
Land area (square miles):	26.26
Population	55,204
Median Age (yrs.)	38
Number of Households	19,954
Household Annual Growth Rate 1990-2000	N/A
Unemployment Rate	N/A

## Percent of Population by Age, 2000 Census



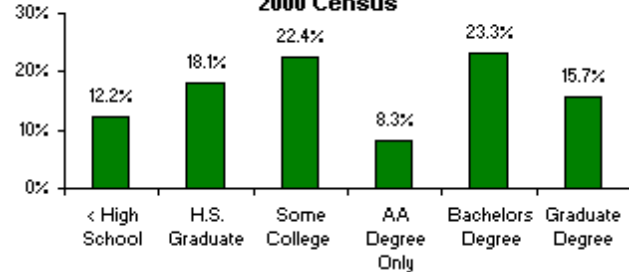
## Population by Race and Ethnicity

2000 Census



## Educational Attainment (Adults 25 & Older)

2000 Census



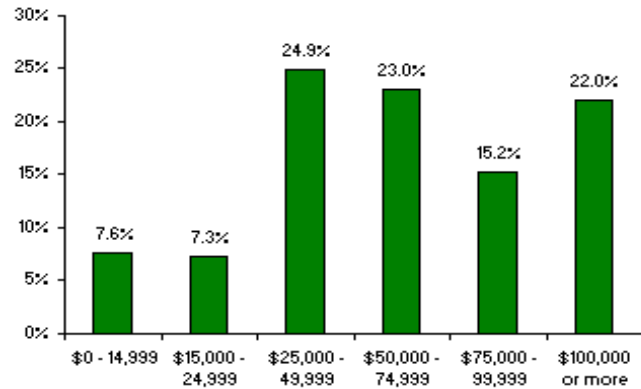
## Retail Sales (in \$ Millions)

2001

Not Available for Unincorporated County Areas

Median Household Income	\$60,314
Per Capita Income	\$28,890

## Household Income, 2000 Census



## Employed Population (16 yrs. & over) by Industry

2000 Census

Agriculture, forestry, fishing, and mining	6.70%
Construction	6%
Manufacturing	9.70%
Wholesale trade	3.30%
Retail trade	11.30%
Transportation & warehousing, and utilities	2.90%
Information	3%
Finance, insurance, real estate	5.40%
Prof, scientific, mngr., admin, waste mngr.	10.80%
Educational, health and social services	21.20%
Arts, entertainment, recreation, hospitality	10.20%
Other services (except public admin.)	5.40%
Public administration	4.20%

## Employed Civilian Population (16 yrs. & over) by Occupation

2000 Census

Occupation	#	Percentage
Management, professional, and related	12,645	45.0%
Service occupations	3,772	13.4%
Sales and office occupations	6,766	24.1%
Farming, fishing, forestry	328	1.2%
Construction, extraction, maintenance	2,082	7.4%
Production, transportation	2,512	8.9%

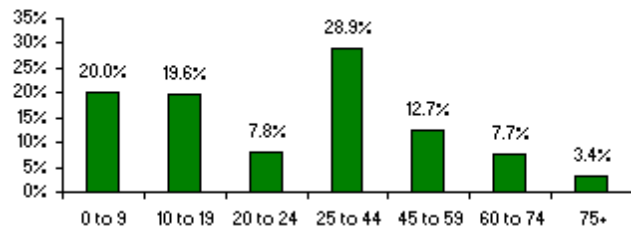
\*Census Designated Place

# Guadalupe

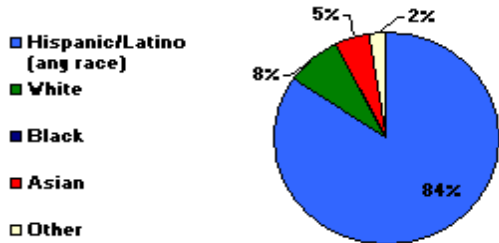
## 2000 Census

Land area (square miles):	1.38
Population	5,659
Median Age (yrs.)	27
Number of Households	1,414
Household Annual Growth Rate 1990-2000	0.45%
Unemployment Rate	10.90%

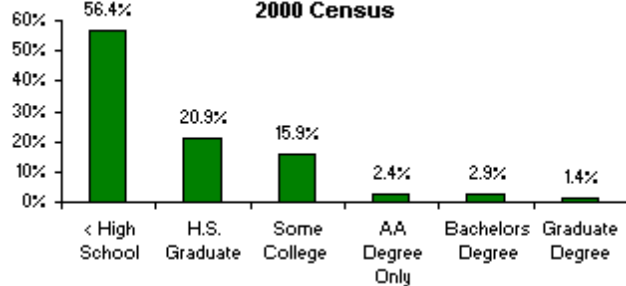
## Percent of Population by Age, 2000 Census



## Population by Race and Ethnicity 2000 Census



## Educational Attainment (Adults 25 & Older) 2000 Census



## Retail Sales (in \$ Millions)

2001

Retail Sales Totals	\$14
All Other Outlets	\$2
<b>Total All Outlets</b>	<b>\$15</b>

## Household Income, 2000 Census



Median Household Income	\$31,205
Per Capita Income	\$11,608

## Employed Population (16 yrs. & over) by Industry 2000 Census

Agriculture, forestry, fishing, and mining	28.4%
Construction	4.9%
Manufacturing	6.3%
Wholesale trade	4.9%
Retail trade	14.7%
Transportation & warehousing, and utilities	4.3%
Information	0.0%
Finance, insurance, real estate	3.6%
Prof, scientific, mngt., admin, waste mngt.	7.1%
Educational, health and social services	9.6%
Arts, entertainment, recreation, hospitality	9.1%
Other services (except public admin.)	4.6%
Public administration	2.5%

## Employed Civilian Population (16 yrs. & over) by Occupation 2000 Census

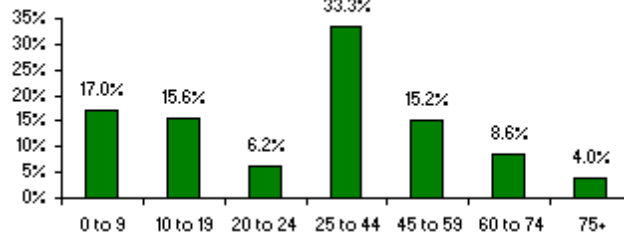
	#	Percentage
Management, professional, and related	177	8.5%
Service occupations	402	19.4%
Sales and office occupations	442	21.3%
Farming, fishing, forestry	531	25.6%
Construction, extraction, maintenance	160	7.7%
Production, transportation	363	17.5%

# Lompoc

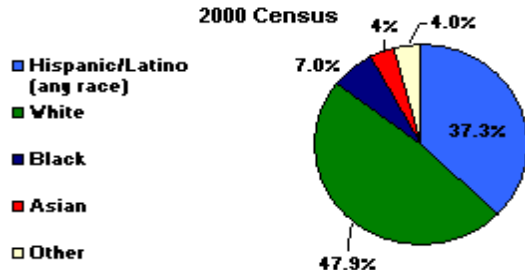
## 2000 Census

Land area (square miles):	11.6
Population	41,103
Median Age (yrs.)	32
Number of Households	13,059
Household Annual Growth Rate 1990-2000	0.44%
Unemployment Rate	5.10%

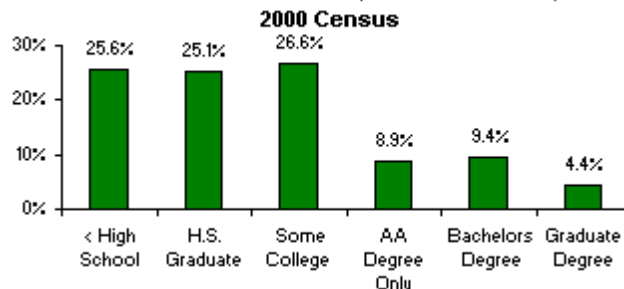
## Percent of Population by Age, 2000 Census



## Population by Race and Ethnicity



## Educational Attainment (Adults 25 & Older)

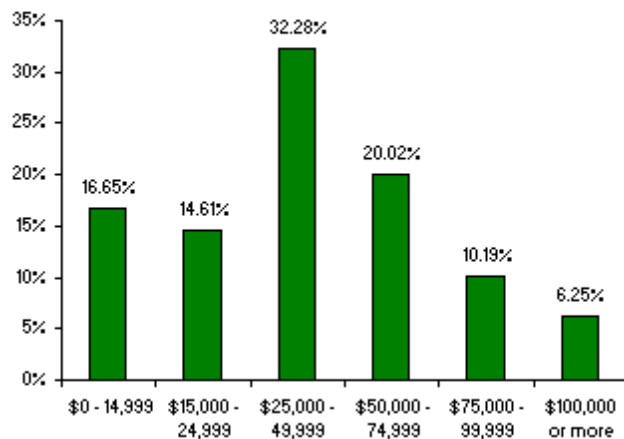


## Retail Sales (in \$ Millions)

2001

Apparel Stores	\$3.0
General Merchandise Stores	\$65.0
Food Stores	\$20.8
Eating & Drinking Places	\$31.4
Home Furnishings & appliances	\$4.0
Bldg. matrl. and farm implements	\$6.8
Auto Dealers and auto supplies	\$69.0
Service stations	\$18.2
Other retail stores	\$22.4
Retail Sales Totals	\$241.0
All Other Outlets	\$43.5
<b>Total All Outlets</b>	<b>\$284.6</b>
Median Household Income	\$37,587
Per Capita Income	\$15,509

## Household Income, 2000 Census



## Employed Population (16 yrs. & over) by Industry

2000 Census

Agriculture, forestry, fishing, and mining	7.4%
Construction	6.9%
Manufacturing	10.5%
Wholesale trade	2.7%
Retail trade	12.3%
Transportation & warehousing, and utilities	3.0%
Information	2.4%
Finance, insurance, real estate	4.2%
Prof, scientific, mnegt., admin, waste mnegt.	7.9%
Educational, health and social services	18.5%
Arts, entertainment, recreation, hospitality	10.5%
Other services (except public admin.)	5.7%
Public administration	7.9%

## Employed Civilian Population (16 yrs. & over) by Occupation

2000 Census

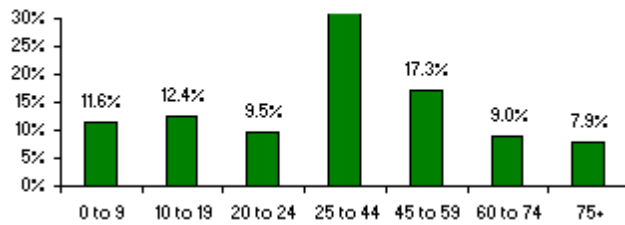
	#	Percentage
Management, professional, and related	3,981	26.1%
Service occupations	3,115	20.4%
Sales and office occupations	3,988	26.1%
Farming, fishing, forestry	668	4.4%
Construction, extraction, maintenance	1,586	10.4%
Production, transportation	1,928	12.6%

# Santa Barbara

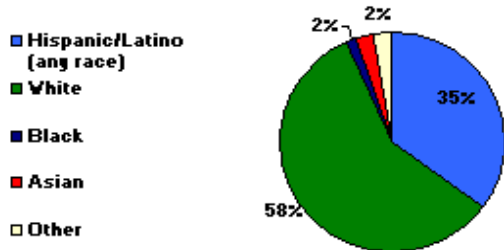
## 2000 Census

Land area (square miles):	18.98
Population	92,325
Median Age (yrs.)	35
Number of Households	35,605
Household Annual Growth Rate 1990-2000	0.36%
Unemployment Rate	3.10%

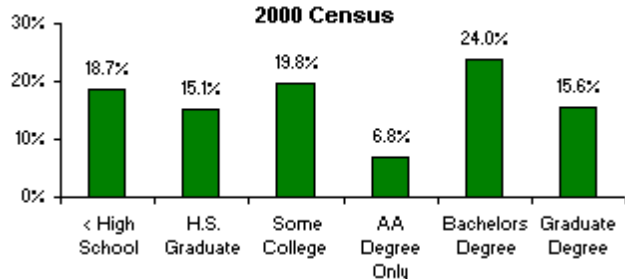
## Percent of Population by Age, 2000 Census



## Population by Race and Ethnicity 2000 Census



## Educational Attainment (Adults 25 & Older) 2000 Census

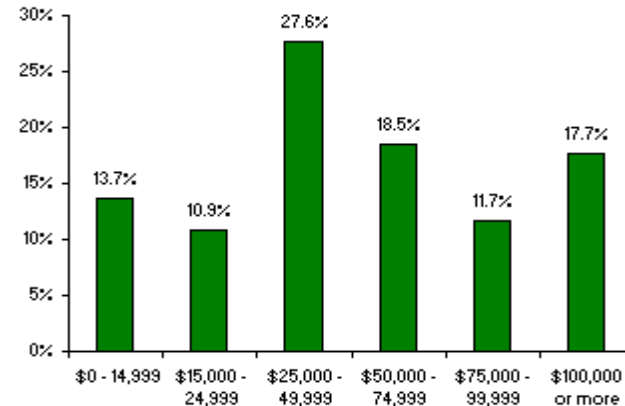


## Retail Sales (in \$ Millions)

2001

Apparel Stores	\$75.5
General Merchandise Stores	\$195.4
Food Stores	\$83.5
Eating & Drinking Places	\$219.3
Home Furnishings & appliances	\$82.9
Bldg. matrl. and farm implements	\$95.6
Auto Dealers and auto supplies	\$192.8
Service stations	\$69.7
Other retail stores	\$230.2
Retail Sales Totals	\$1,245.3
All Other Outlets	\$315.5
<b>Total All Outlets</b>	<b>\$1,560.8</b>
Median Household Income	\$47,498
Per Capita Income	\$26,466

## Household Income, 2000 Census



## Employed Population (16 yrs. & over) by Industry

2000 Census

Agriculture, forestry, fishing, and mining	0.9%
Construction	5.6%
Manufacturing	8.5%
Wholesale trade	2.4%
Retail trade	10.5%
Transportation & warehousing, and utilities	2.9%
Information	4.0%
Finance, insurance, real estate	5.9%
Prof. scientific, mngt., admin, waste mngt.	14.7%
Educational, health and social services	22.5%
Arts, entertainment, recreation, hospitality	12.8%
Other services (except public admin.)	6.0%
Public administration	3.2%

## Employed Civilian Population (16 yrs. & over) by Occupation

2000 Census

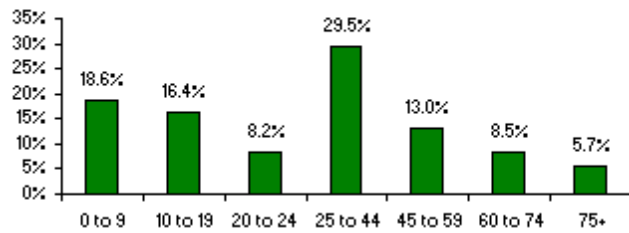
	#	Percentage
Management, professional, and related	19,521	40.9%
Service occupations	8,910	18.7%
Sales and office occupations	12,092	25.3%
Farming, fishing, forestry	282	0.6%
Construction, extraction, maintenance	3,138	6.6%
Production, transportation	3,816	8.0%

# Santa Maria

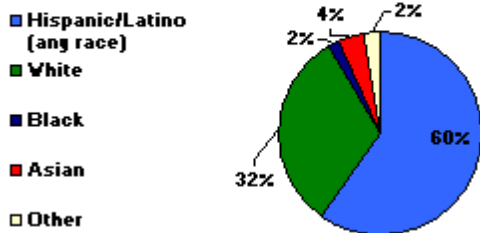
## 2000 Census

Land area (square miles):	19.33
Population	77,423
Median Age (yrs.)	29
Number of Households	22,146
Household Annual Growth Rate 1990-2000	1.1%
Unemployment Rate	5.30%

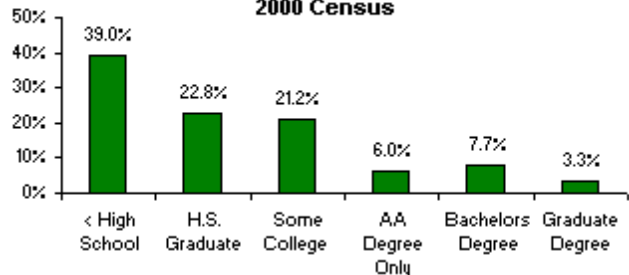
## Percent of Population by Age, 2000 Census



## Population by Race and Ethnicity 2000 Census



## Educational Attainment (Adults 25 & Older) 2000 Census

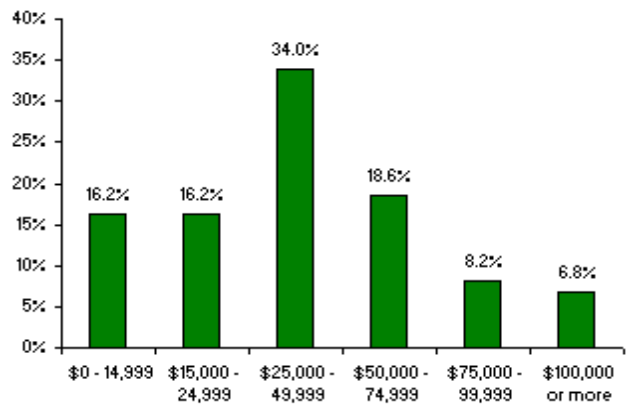


## Retail Sales (in \$ Millions)

2001

Apparel Stores	\$21.6
General Merchandise Stores	\$239.9
Food Stores	\$40.2
Eating & Drinking Places	\$86.8
Home Furnishings & appliances	\$34.3
Bldg. matrl. and farm implements	\$200.7
Auto Dealers and auto supplies	\$240.9
Service stations	\$43.3
Other retail stores	\$133.3
Retail Sales Totals	\$1,041.4
All Other Outlets	\$181.2
<b>Total All Outlets</b>	<b>\$1,222.7</b>
Median Household Income	\$36,541
Per Capita Income	\$13,780

## Household Income, 2000 Census



## Employed Population (16 yrs. & over) by Industry 2000 Census

Agriculture, forestry, fishing, and mining	21.4%
Construction	6.1%
Manufacturing	8.7%
Wholesale trade	4.8%
Retail trade	12.2%
Transportation & warehousing, and utilities	3.0%
Information	1.7%
Finance, insurance, real estate	3.7%
Prof, scientific, mngrt., admin, waste mngrt.	7.0%
Educational, health and social services	13.5%
Arts, entertainment, recreation, hospitality	8.8%
Other services (except public admin.)	5.2%
Public administration	3.9%

## Employed Civilian Population (16 yrs. & over) by Occupation 2000 Census

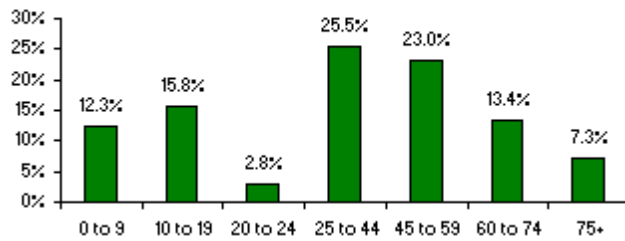
	#	Percentage
Management, professional, and related	5,442	17.8%
Service occupations	5,025	16.4%
Sales and office occupations	7,167	23.4%
Farming, fishing, forestry	5,735	18.7%
Construction, extraction, maintenance	2,753	9.0%
Production, transportation	4,534	14.8%

# Santa Ynez CDP\*

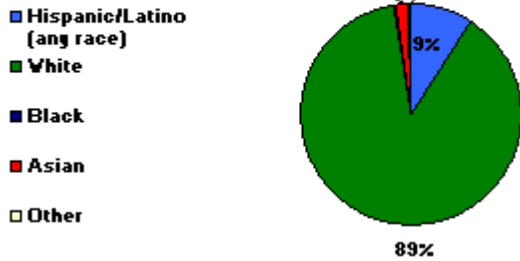
## 2000 Census

Land area (square miles):	7.81
Population	4,584
Median Age (yrs.)	42
Number of Households	1,627
Household Annual Growth Rate 1990-2000	0.89%
Unemployment Rate	0.80%

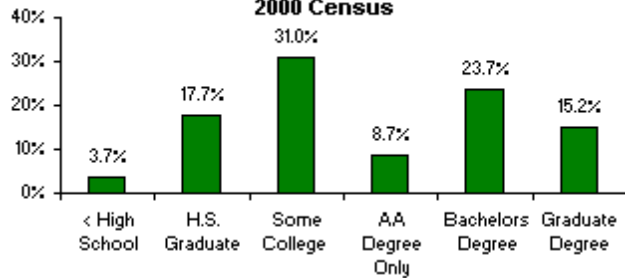
## Percent of Population by Age, 2000 Census



## Population by Race and Ethnicity 2000 Census



## Educational Attainment (Adults 25 & Older) 2000 Census



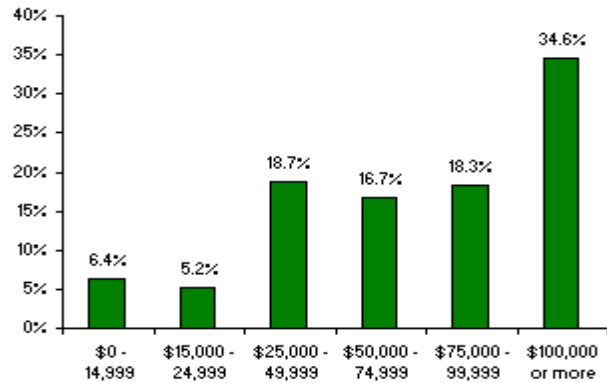
## Retail Sales (in \$ Millions)

2001

Not Available for Unincorporated County Areas

Median Household Income	\$80,284
Per Capita Income	\$33,811

## Household Income, 2000 Census



## Employed Population (16 yrs. & over) by Industry

2000 Census

Agriculture, forestry, fishing, and mining	6.2%
Construction	3.6%
Manufacturing	8.3%
Wholesale trade	2.8%
Retail trade	7.5%
Transportation & warehousing, and utilities	5.4%
Information	3.2%
Finance, insurance, real estate	10.2%
Prof, scientific, mngrt., admin, waste mngrt.	9.8%
Educational, health and social services	20.1%
Arts, entertainment, recreation, hospitality	13.0%
Other services (except public admin.)	4.6%
Public administration	5.2%

## Employed Civilian Population (16 yrs. & over) by Occupation

2000 Census

Occupation	#	Percentage
Management, professional, and related	1,049	44.6%
Service occupations	421	17.9%
Sales and office occupations	594	25.2%
Farming, fishing, forestry	28	1.2%
Construction, extraction, maintenance	152	6.5%
Production, transportation	110	4.7%

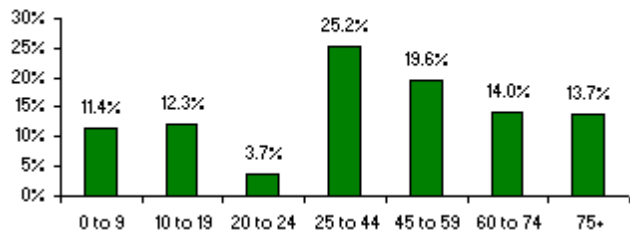
\*Census Designated Place

# Solvang

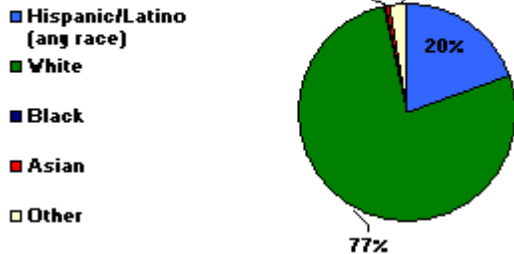
## 2000 Census

Land area (square miles):	2.49
Population	5,332
Median Age (yrs.)	43
Number of Households	2,185
Household Annual Growth Rate 1990-2000	1.4%
Unemployment Rate	3.40%

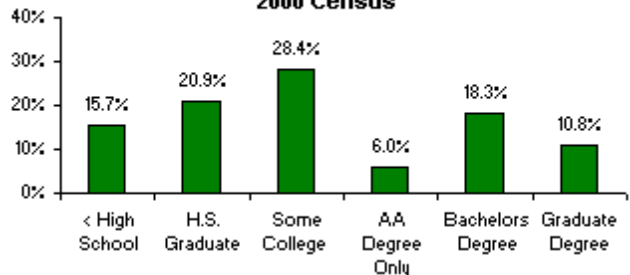
## Percent of Population by Age, 2000 Census



## Population by Race and Ethnicity 2000 Census



## Educational Attainment (Adults 25 & Older) 2000 Census



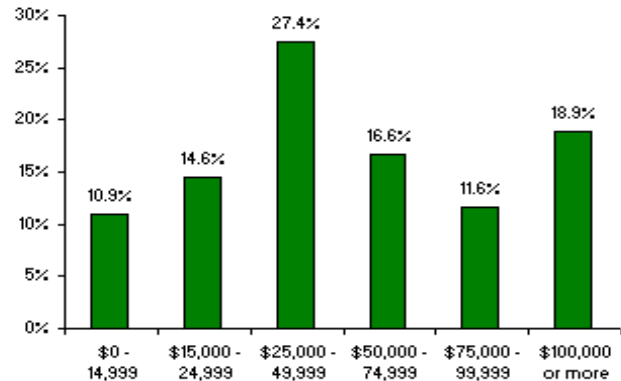
## Retail Sales (in \$ Millions)

2001

Retail Sales Totals	\$70.8
All Other Outlets	\$16.8
<b>Total All Outlets</b>	<b>\$87.6</b>

Median Household Income	\$45,799
Per Capita Income	\$25,363

## Household Income, 2000 Census



## Employed Population (16 yrs. & over) by Industry

2000 Census

Agriculture, forestry, fishing, and mining	4.5%
Construction	5.4%
Manufacturing	10.7%
Wholesale trade	0.8%
Retail trade	14.6%
Transportation & warehousing, and utilities	3.0%
Information	1.4%
Finance, insurance, real estate	7.6%
Prof, scientific, mngt., admin, waste mngt.	9.6%
Educational, health and social services	16.6%
Arts, entertainment, recreation, hospitality	15.8%
Other services (except public admin.)	7.1%
Public administration	3.0%

## Employed Civilian Population (16 yrs. & over) by Occupation

2000 Census

	#	Percentage
Management, professional, and related	794	29.9%
Service occupations	694	26.2%
Sales and office occupations	734	27.7%
Farming, fishing, forestry	40	1.5%
Construction, extraction, maintenance	195	7.4%
Production, transportation	196	7.4%



## **Appendix 6: Workforce Investment Board's State of the Workforce Report**