

SECTION B



County Statistical Profile





COUNTY STATISTICAL PROFILE

California Counties Ranked by Population including Benchmark Counties

As of July 1, 2009, the estimated population of Santa Barbara County (County) was 432,981, an increase of 0.8% compared to the previous year's estimated population. When reviewing Santa Barbara County's economic health, financial capacity, or delivery of municipal services to residents of unincorporated areas, the County compares itself with other counties from year to year (Benchmark Counties). The eight Benchmark Counties are highlighted below and are considered to have common characteristics including, but not limited to, the following: Total population of more than 250,000 but less than 500,000; suburban to rural environments; do not contain a large metropolitan city and are known for their scenic beauty and environmental focus. Six are Coastal or Bay Area counties.

Total Population					Total Population				
Rank	County	7/1/2008	7/1/2009	Change	Rank	County	7/1/2008	7/1/2009	Change
1	LOS ANGELES	10,341,410	10,409,035	0.7	30	IMPERIAL	177,826	181,772	2.2
2	SAN DIEGO	3,169,490	3,208,466	1.2	31	EL DORADO	180,316	181,513	0.7
3	ORANGE	3,124,206	3,155,393	1.0	32	KINGS	154,486	154,681	0.1
4	RIVERSIDE	2,097,437	2,127,612	1.4	33	MADERA	151,648	152,924	0.8
5	SAN BERNARDINO	2,054,423	2,064,375	0.5	34	NAPA	137,359	138,451	0.8
6	SANTA CLARA	1,847,161	1,872,049	1.4	35	HUMBOLDT	132,795	133,269	0.4
7	ALAMEDA	1,550,552	1,568,903	1.2	36	NEVADA	98,959	98,721	-0.2
8	SACRAMENTO	1,427,094	1,439,985	0.9	37	SUTTER	96,095	97,263	1.2
9	CONTRA COSTA	1,056,246	1,068,759	1.2	38	MENDOCINO	90,001	90,039	0.0
10	FRESNO	936,106	948,928	1.4	39	YUBA	72,553	73,025	0.7
11	SAN FRANCISCO	843,402	851,485	1.0	40	LAKE	64,193	64,155	-0.1
12	VENTURA	832,293	841,001	1.1	41	TEHAMA	62,593	62,941	0.6
13	KERN	822,874	834,041	1.4	42	SAN BENITO	57,864	58,240	0.7
14	SAN MATEO	742,154	750,436	1.1	43	TUOLUMNE	56,528	55,753	-1.4
15	SAN JOAQUIN	686,161	692,202	0.9	44	SISKIYOU	45,992	45,983	0.0
16	STANISLAUS	523,966	527,004	0.6	45	CALAVERAS	46,086	45,959	-0.3
17	SONOMA	485,478	490,231	1.0	46	AMADOR	37,937	37,964	0.1
18	TULARE	437,886	445,251	1.7	47	LASSEN	35,769	35,482	-0.8
19	MONTEREY	429,198	433,887	1.1	48	DEL NORTE	29,428	29,500	0.2
20	SANTA BARBARA	429,670	432,981	0.8	49	GLENN	29,214	29,273	0.2
21	SOLANO	425,785	426,431	0.2	50	COLUSA	21,913	22,092	0.8
22	PLACER	338,506	344,565	1.8	51	PLUMAS	20,759	20,492	-1.3
23	SAN LUIS OBISPO	270,289	271,821	0.6	52	MARIPOSA	18,354	18,252	-0.6
24	SANTA CRUZ	267,951	270,882	1.1	53	INYO	18,117	18,125	0.0
25	MARIN	257,968	259,772	0.7	54	TRINITY	13,869	13,924	0.4
26	MERCED	254,944	257,373	1.0	55	MONO	13,617	13,558	-0.4
27	BUTTE	220,411	221,331	0.4	56	MODOC	9,682	9,699	0.2
28	YOLO	199,930	202,220	1.2	57	SIERRA	3,343	3,312	-0.9
29	SHASTA	183,001	183,928	0.5	58	ALPINE	1,208	1,180	-2.3
CALIFORNIA							38,134,496	38,487,889	0.9

Source: California Department of Finance, Demographic Research Unit, Table E-2

Authority

Santa Barbara County was established by an act of the State Legislature on February 18, 1850. The County is a general law county and political subdivision of the State of California. The constitution and laws of the State establish the County's rights, powers, privileges, authority, functions, and duties. The powers granted to California counties by State statute include the power to: sue and be sued; purchase, receive by gift or bequest and hold land within its limits, or elsewhere when permitted by law; make contracts and purchase and hold personal property necessary to the exercise of its powers; manage, sell, lease, or otherwise dispose of its property as the interest of its inhabitants require; levy and collect taxes authorized by law; and exercise such other and further powers as may be especially conferred by law, or as may be necessarily implied from those expressed.

Geography

The County is located approximately 100 miles northwest of Los Angeles and 300 miles south of San Francisco. It covers 2,737 square miles, one-third of which is located in the Los Padres National Forest. Bordered on the West and South by the Pacific Ocean, the County has 110 miles of beaches, a little over half being south facing beaches. The County is well-known for its mild climate, picturesque coastline, scenic mountains, and numerous parks and beaches. It has four distinct areas:

Santa Barbara Coast: Located in the southern portion of the County, this area is bordered on the south by the Pacific Ocean and on the north by the Santa Ynez Mountain range, one of the few mountain systems in North America that run east-west rather than north-south. Because of the unique north and south borders, and its year round mild 'Mediterranean' climate, Santa Barbara has been described by many as the "American Riviera".

Santa Ynez Valley: Located in the central portion of the County, nestled between the Santa Ynez and San Rafael mountain ranges, this area includes the communities of Buellton, Solvang, and Santa Ynez, as well as the Chumash Reservation. Cachuma Lake is also nestled between the mountain ranges, offering recreational activities and a water supply to the County. The Valley's climate has recently attracted many winemakers to the area, adding vast vineyards to the rolling hills that lead to the Los Padres National Forest.

Santa Maria Valley: Located in the northern portion of the County, this area is bordered by San Luis Obispo County on the north. Much of the new development within the County has taken place here and, as a result, the area has experienced significant change in the past decade.

Lompoc Valley: Located in the western portion of the County, this area includes Vandenberg Air Force Base, which is a major contributor to the economy. Lompoc Valley offers small community living, a link to agriculture, and the economic engine of the nation's primary polar-orbit launch facility.

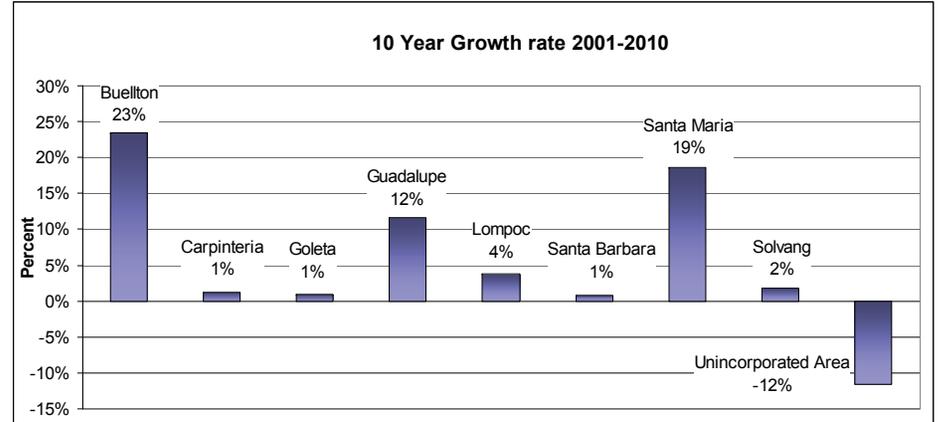
Together these areas contribute to the unique profile of the County, blending the characteristics of each area into one world-class county.

Population

Cities and Unincorporated Area

As of July 1, 2009, the estimated County population was 432,981. This includes an estimated 144,000 residents living within the unincorporated communities of Burton Mesa, Casmalia, Cuyama, Eastern Goleta Valley, Gaviota, Isla Vista, Los Alamos, Los Olivos, Montecito, Orcutt, Santa Ynez, Summerland, and Vandenberg Village. The overall population of the County of Santa Barbara has grown by 8% from the 2000 population level to 2009.

In addition, there are eight incorporated cities within the County. These cities' recent population estimates as of January 1, 2010 are: Buellton (4,833), Carpinteria (14,528), Goleta (31,099), Guadalupe (6,570), Lompoc (43,079), Santa Barbara (90,893), Santa Maria (93,225) and Solvang (5,487). While Santa Barbara and Santa Maria have the largest populations, the areas with the highest growth rate over the past ten years have been Santa Maria and Buellton. The incorporation of the City of Goleta resulted in a decrease in the 10-year growth rate for the overall unincorporated area of the County.

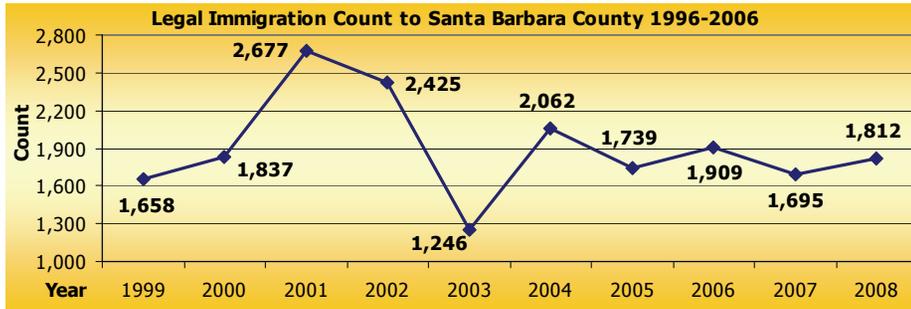


Source: California Department of Finance, Demographic Research Unit, Table E-4

County Statistical Profile (Cont'd)

Immigration

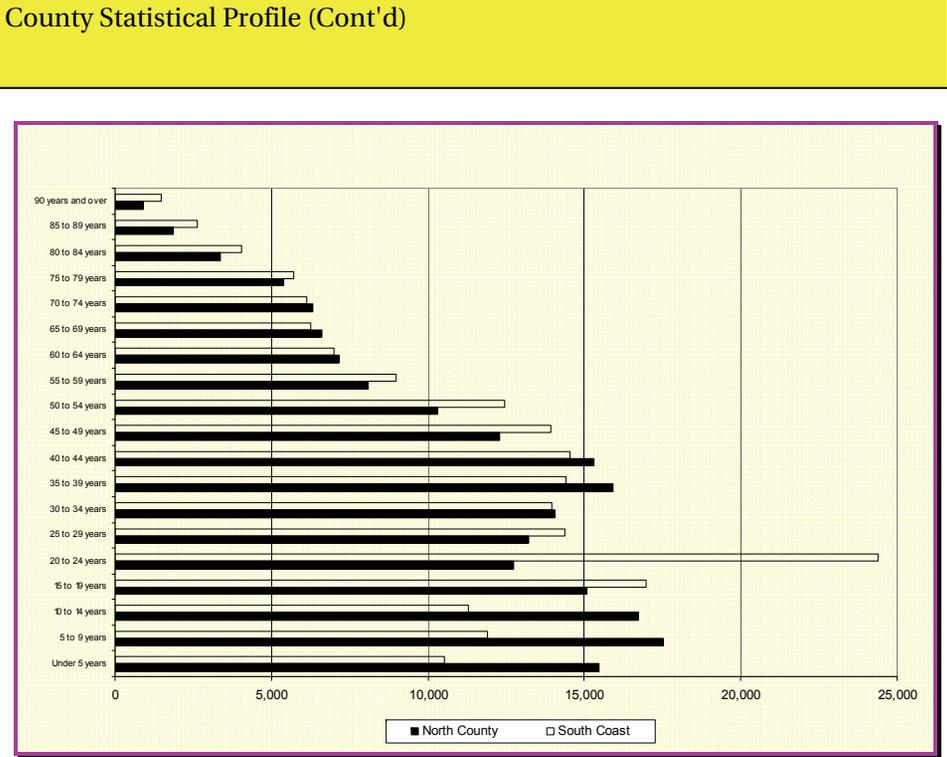
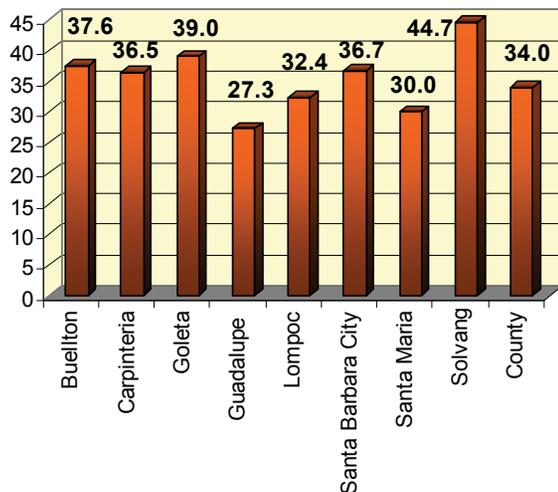
The following table details the estimated count of immigrants that applied for and were granted legal permanent residence within the County, through 2008. The 2008 count is higher than 2007 and is comparable to the count from 2000.



Source:
US Citizenship and Immigration Services, via California
Department of Finance, Demographic Research Unit

Demographics

The following chart shows the age distribution of the population in the County of Santa Barbara by region. The median age is lowest in Guadalupe at 27.3 years of age and the highest in the City of Solvang at 44.7 years of age.

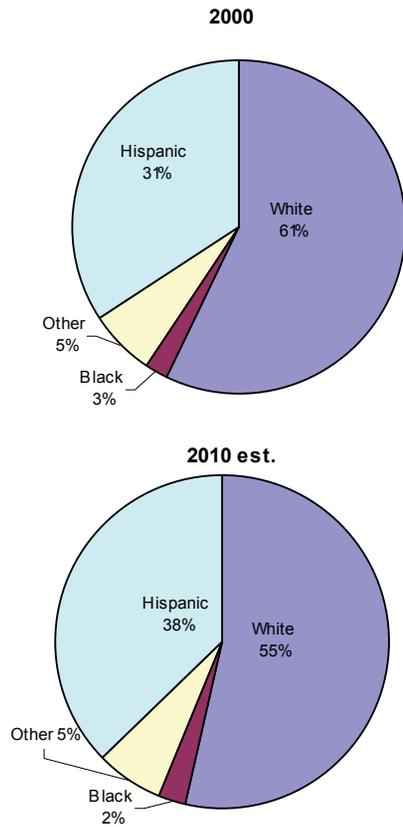


Source:
SBCAG – Profile of Older Adults in
Santa Barbara County 2005

Fifty one percent of County residents over the age of 60 live in the South County. The South County also has more college age (20-24 years) residents, due in part to the number of institutions of higher education located there. The North County has the majority of children under the age of 14 due to higher overall birth rates.

Changes in Santa Barbara County’s ethnicity are illustrated below. While the changes are relatively gradual from year-to-year, over a ten-year period ending in 2010, the white and black population declined by 6% and 1% relative to the total population. The Hispanic population increased 7% and other ethnic groups remained constant at 5% of the total population. Based on projections by the California Department of Finance, the Hispanic population is expected to continue to increase relative to other ethnicities.

Population Percentages by Ethnicity



Source: California Department of Finance 2010

Board of Supervisors

The County is divided into five Supervisorial Districts based on population as required by State statute. Members of the Board of Supervisors (Board) are elected from each district, by the voters of that district, to serve staggered four-year terms. The Chair of the Board is elected by, and from, the other members of the Board. The Board exercises the powers of the County. Per County Ordinance, the Board is required to hold meetings on the first four Tuesdays of every calendar month and at such other times as, in the opinion of the Board, the public interest may require. Meetings are held on alternating Tuesdays in the Board Hearing Rooms located in the Administration Building in Santa Barbara and the Betteravia Government Center in Santa Maria.

The current County Supervisors and the years in which their respective terms expire are as follows:

District	Supervisor	Term Expires
First	Salud Carbajal	2013
Second	Janet Wolf	2011
Third	Doreen Farr	2013
Fourth	Joni Gray	2013
Fifth	Joseph Centeno	2011

Administration and Management

The Board of Supervisors (Board) is vested with legislative authority and the responsibility to set County policy. The Board is responsible for, among other things, passing ordinances, adopting the annual operating and capital budgets, appointing committee members and the County Executive Officer, approving federal and state grants, and various land use matters.

The County has 26 departments that are responsible for all County services (see Organization chart on Introduction page vi). Five departments are headed by elected officials: the Auditor-Controller, Clerk-Recorder-Assessor-Registrar of Voters, District Attorney, Sheriff, and Treasurer-Tax Collector-Public Administrator. The Chief Probation Officer and the Court Executive Officer are appointed by the Judges of the local Superior Courts. (The other department directors are appointed by the Board of Supervisors.)

The County Executive Officer works with departments, constituents, and the community to analyze particular issues that arise within respective areas of responsibility, and submit recommendations and resolutions to the Board for action. In addition, the County Executive Officer is responsible for preparing and presenting the operating and capital budgets to the Board and making recommendations for the overall administration of the County. Numerous other boards, commissions, and committees assist and have advisory roles. All department directors, elected or appointed, are ultimately responsible for their respective department’s daily operations and are legally responsible for controlling spending and managing budgets.

County Statistical Profile (Cont'd)

County Services

Cities are primarily charged with providing municipal services such as public safety, parks and recreation, planning, and public works to their residents. The County provides these services to residents who live in the unincorporated area, which is territory outside of incorporated city boundaries. However, in some cases, the cities contract with the County to provide these municipal services to city residents. As the local arm of State government, the County is required by the State to provide a wide variety of health, safety, and welfare services to every person in the County, including those living in the cities. These are discussed in further detail below.

Services Countywide

The County provides assessment, collection, and distribution of all property taxes assessable within any area of the County, to all local governments, including cities and schools. In addition, the County provides the following services to all residents, whether they live in incorporated cities or the unincorporated areas of the County (the department providing the service is listed parenthetically; for more information see the respective departments listed in Section D):

- Agricultural protection and consumer assurance (Agricultural Commissioner)
- Child support services (Child Support Services)
- Criminal prosecution (District Attorney) and defense of indigents (Public Defender)
- Flood protection and control (Public Works)
- Foster care, “welfare to work,” support services (Social Services)
- Health services (Alcohol, Drug and Mental Health; Public Health)
- Juvenile detention/treatment, monitoring offenders (Probation)
- Operating a jail (Sheriff)
- Parks, beaches and open space maintenance (Parks Department)
- Veteran affairs (Treasurer-Tax Collector-Public Administrator)

Services to Unincorporated Areas

The County provides the following municipal services to only those residents residing in the unincorporated County areas (the department providing the service is listed parenthetically; for more information see the respective departments listed in Section D):

- Sheriff patrol (Sheriff)
- Fire protection (Fire)
- Roads (Public Works)

- Trash and recycling collection (Public Works)
- Street lights (Public Works)
- Affordable housing (Housing and Community Development)
- Building permit processing (Planning and Development)
- Planning and zoning (Planning and Development)

Services to Incorporated Cities

The County provides the following services to some residents living within cities via service contracts with various cities:

Service	City
Animal Control - field and shelter	All cities (except Santa Barbara, Carpinteria)
Animal Control - shelter	Santa Barbara, Carpinteria
Building Permit Processing	Buellton
Library	Santa Maria, Lompoc, Goleta, Santa Barbara
Sheriff Patrol	Buellton, Solvang, Goleta, Carpinteria

In addition to serving the unincorporated areas, the County Fire Department provides services to the incorporated cities of Buellton, Solvang, and Goleta. This service is provided through a fire assessment district; accordingly, service contracts with the three cities currently receiving fire protection service are not required.

Benchmark Counties Comparison

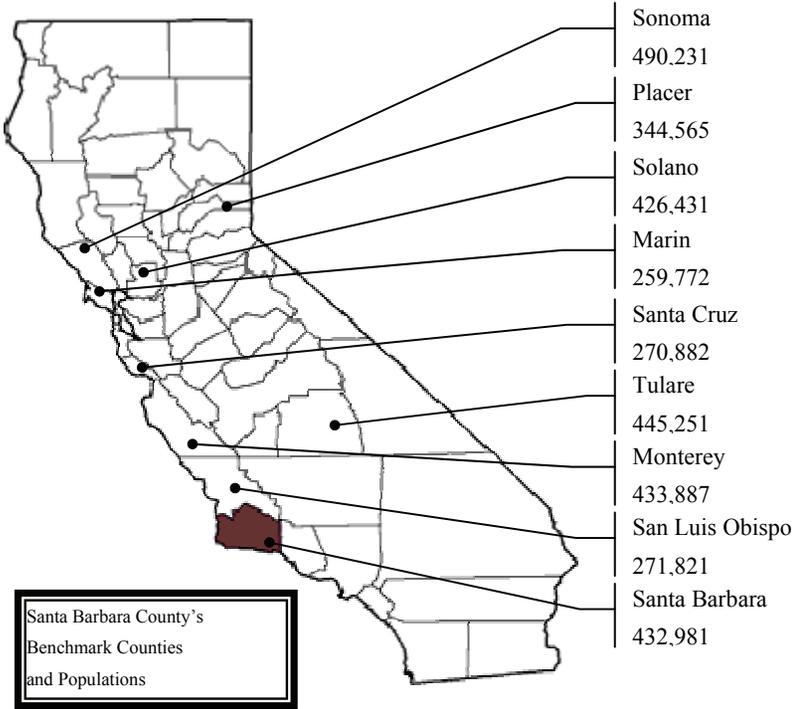
Benchmark Counties Profile

When reviewing Santa Barbara County’s economic health, financial capacity, or delivery of municipal services to residents of unincorporated areas, the County inevitably compares itself with other counties from year to year. Going further, the question is often asked how comparison with other counties occurs.

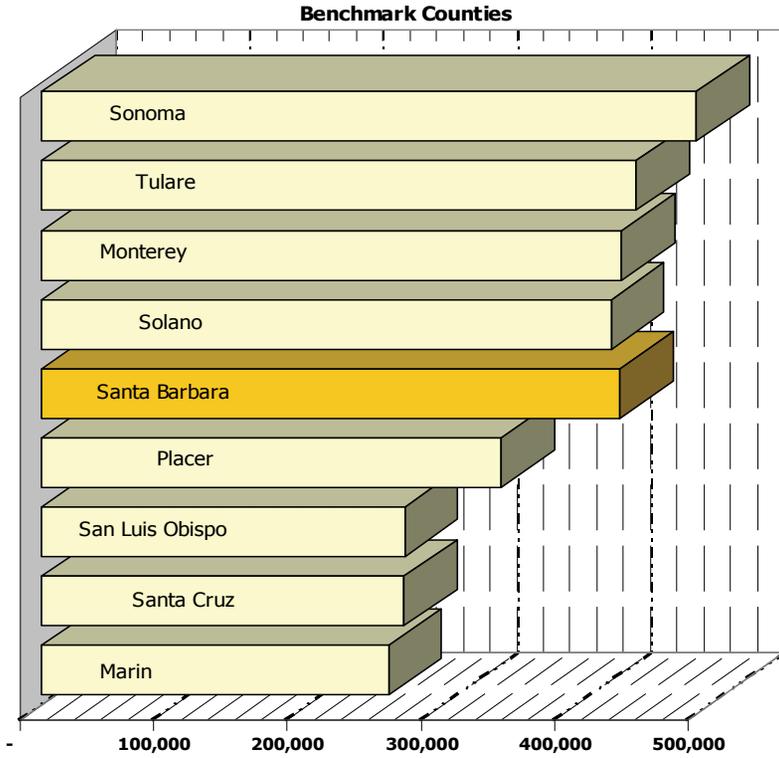
A group of eight other counties is displayed in many of the following tables. These eight counties are considered the County’s Benchmark Counties. The Benchmark Counties are considered to have common characteristics with the County including, but not limited to or held to the following:

County Statistical Profile (Cont'd)

The following charts present total population and total land area of each Benchmark County, as well as the population density per capita.

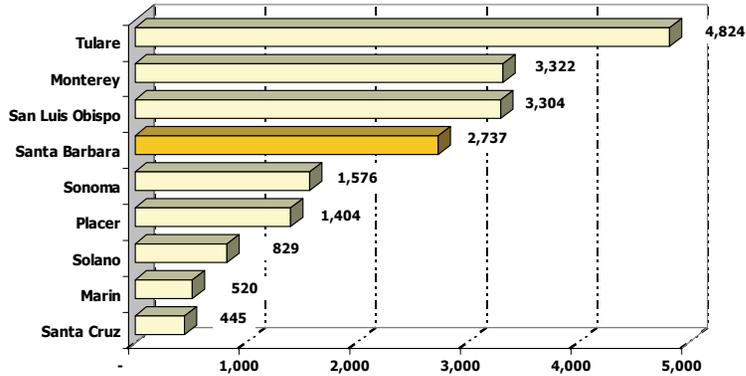


County Population at July 1, 2009

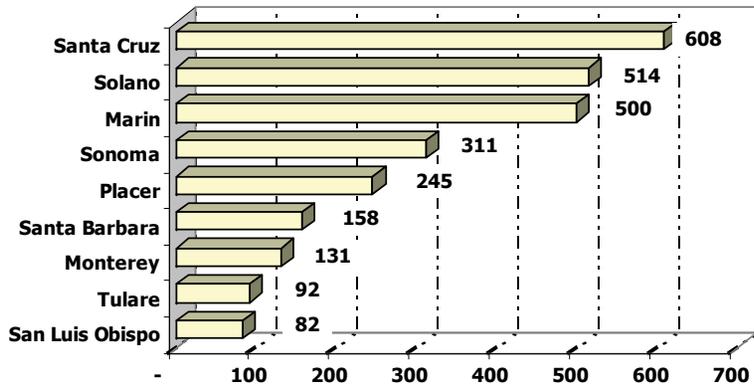


County Statistical Profile (Cont'd)

**County Land Area in Square Miles
Benchmark Counties**



**County Population Density
per Square Mile, at July 1, 2009
Benchmark Counties**



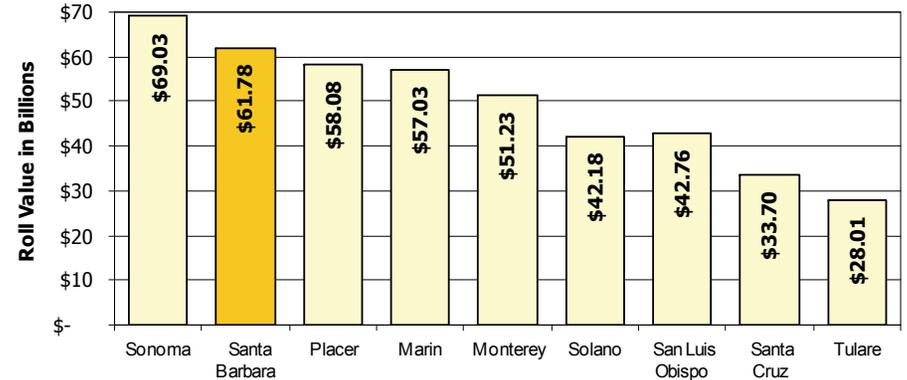
Property Taxes

Santa Barbara County's greatest inflow of expendable revenue (for all jurisdictions) comes from collections of property taxes including secured, unsecured, state assessed property, and supplemental taxes. The 1% property tax is allocated to the local governments as follows:

Cities	County	Schools	Other	Total
11.62%	33.34%	42.21%	12.83%	100%

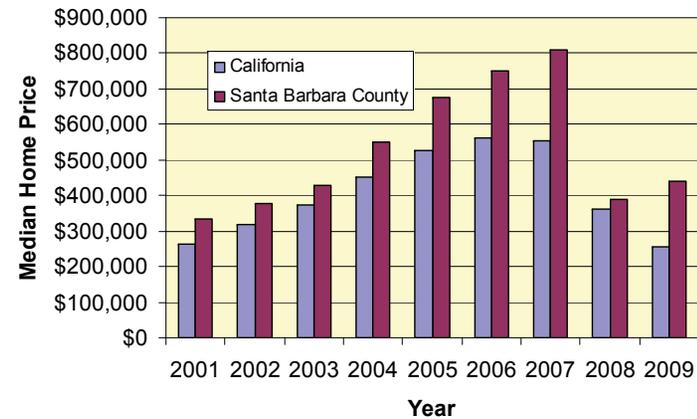
The total value of the County's property tax roll (including Home Owner's Exemption) in 2009-10 was \$61.78 billion, the second highest value after Sonoma, when compared to benchmark counties.

**Total Property Tax Roll Value FY 2009-10
Benchmark Counties, In Billions**



The median home price in Santa Barbara County steadily increased leading up to 2007, but dropped significantly in 2008. Prices have stabilized countywide, and even experienced a slight uptick in 2009 to \$440,544, compared to a statewide median of \$223,000, which has continued to decline.

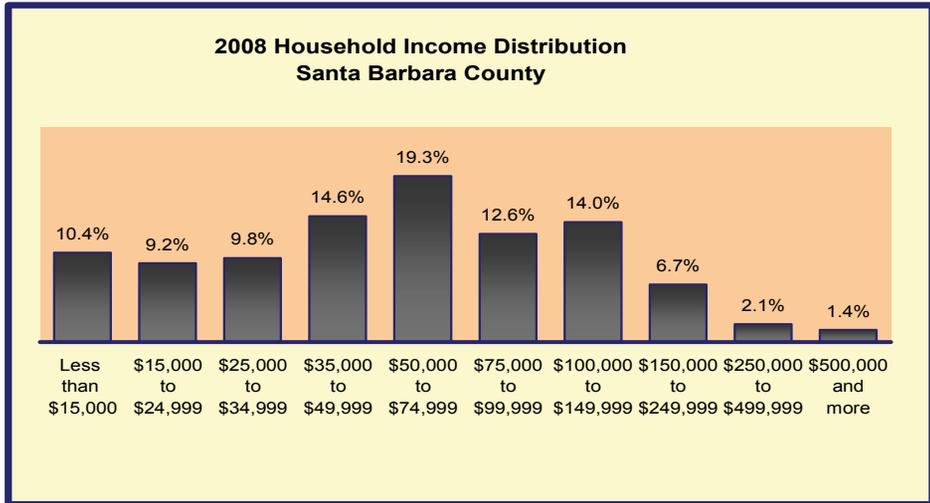
**Median Home Price Santa Barbara County and California
Comparison**



Source: UCSB EFP 2010, DQNew.com

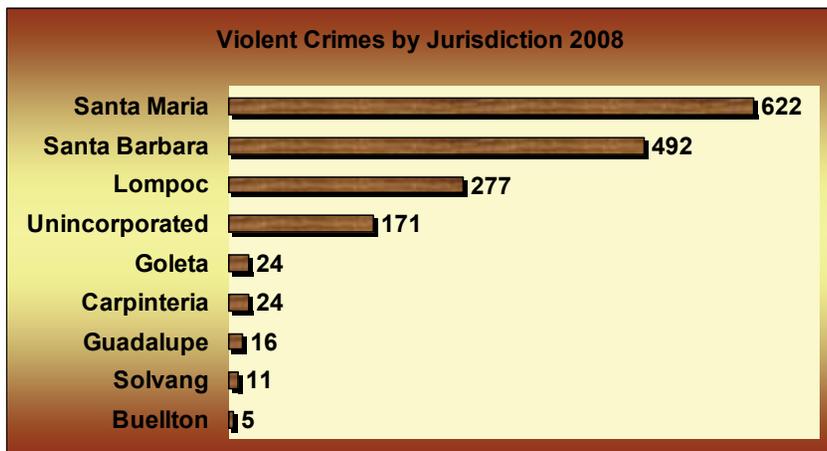
County Statistical Profile (Cont'd)

Income distribution in Santa Barbara County illuminates the diversity of the region, with approximately 56% of households earning below \$50,000 per year, and 24% of households earning \$100,000 per year or more.



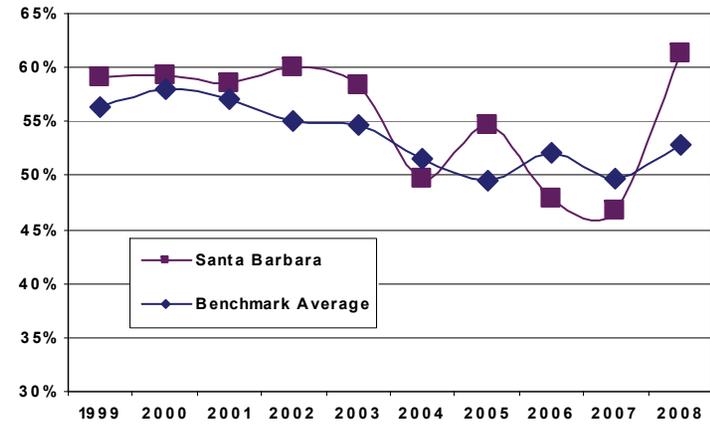
Safety

The following chart shows the number of violent crimes California Crime Index (CCI) for the incorporated cities and unincorporated areas of Santa Barbara County as of 2008, the latest data available.



Source: California Department of Justice 2009

Violent Crime Clearance Rate 1999-2008



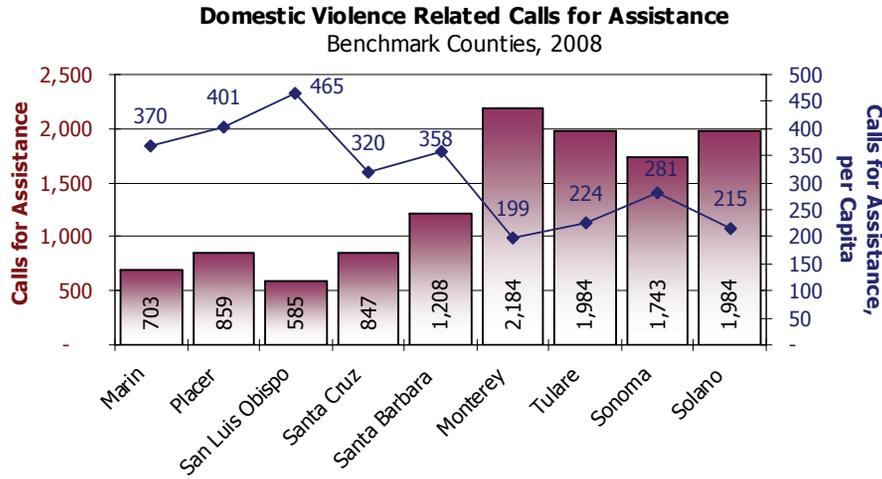
Source: California Attorney General 2009

Santa Barbara's crime rate may be linked to the overall quality of life and economic strength of the County however, crime rates tend to be inversely related to age (i.e. the older the population the lower the crime rate). Between 1997 and 2007, the median age in Santa Barbara County decreased from 34.2 years to 33.2 years.

Domestic Violence

Domestic violence is a major concern in California and in the United States. Domestic violence is the single major cause of injury to women, causing injury more frequently than auto accidents, rapes and muggings combined. Domestic violence is recognized by state law to be criminal conduct, and is defined as the intentional or reckless cause or attempt to cause bodily injury to a family or household member or date or placing a family or household member or date in reasonable apprehension of imminent serious bodily injury to himself or herself or another.

Based on the most recent data (2008), Santa Barbara County had 1,208 domestic violence related calls for assistance, one of five counties with the lowest number of calls.



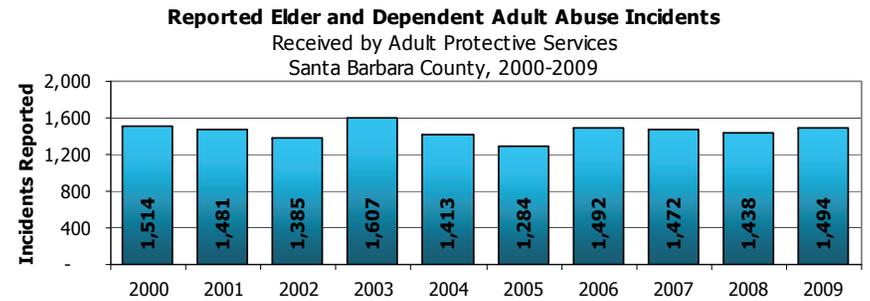
Source: California Office of the Attorney General 2009

Elder Abuse

Currently, California has the largest older adult population in the country. According to the 2000 US Census, there were 64,922 adults over the age of 60 living in Santa Barbara County. The average life expectancy of County residents is 78.3 years of age, 2.9% higher than the median life expectancy for all United States counties.

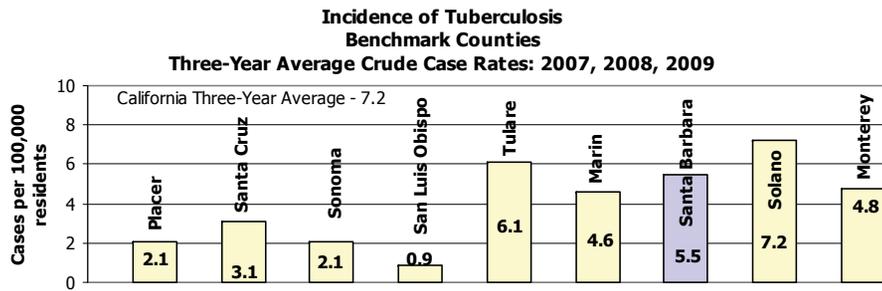
Adults older than the age of 60 make up an estimated 13% of County residents, 57% are women and 43% are men. Since 1980, the total number of adults over the age of 75 living in poverty has increased 17.4%, and 6.2% of adults over 60 are currently living at the 125% poverty level.

With the increase in the elder population comes the possible increase in elder abuse related incidences, as elders have special circumstances, such as dependency, functional disability, minority status, age and poor social networks that make them more vulnerable to violence. Though the State now mandates certain entities to report elder abuse (custodians, licensed care facility staff, law enforcement, etc.) the number of incidences in the County is still believed to be under reported.



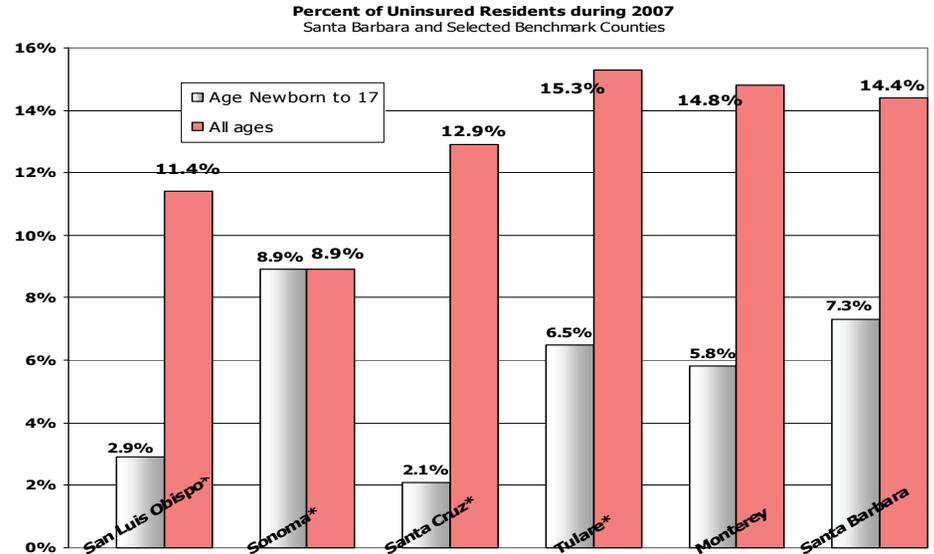
Healthcare

Controlling communicable disease is a core function of the Public Health Department. One indicator of a healthy community is the incidence of tuberculosis, an infectious disease caused by germs that spread from person to person through the air. The County experienced 23 tuberculosis (TB) cases in 2009, down from 34 in 2008, and down from a high of 37 TB cases in 2003. This underscores the need for ongoing vigilance, case investigation, and contact tracing for communicable diseases to limit impacts of communicable disease in our communities.

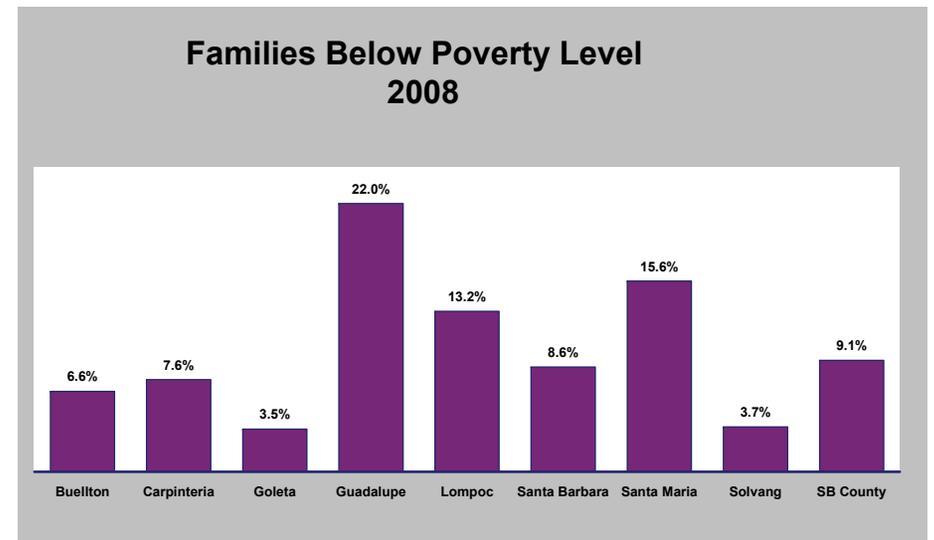


Source: California Department of Health Services 2010

Santa Barbara County has numerous high quality health care providers in the private and public sectors. Yet not all residents have access to needed health services, and lack of medical insurance continues to be a major problem. According to the bi-annual California Health Interview Survey conducted by the UCLA Center for Health Policy Research, over 40% of those surveyed cited the cost of health insurance as the reason for the lack of coverage. About 1 in every 8 County residents (14.4% of all residents), does not have health insurance, compared to the State average of 13.5%. About 7.3% of all County children ages Newborn to 17 have no health insurance. This correlates with the number of families living below the poverty level, which was 9.3% in 2008.



*Statistically unstable data for ages 0-17 data. Source: California Health Interview Survey, UCLA, 2007



Source: UCSB-EFP 2009

County Statistical Profile (Cont'd)

Leading Causes of Death in Santa Barbara County			
Rank	Cause for 2008	Frequency	Percent of County Deaths
1	Heart Disease	735	25.2%
2	Cancer	702	24.1%
3	Stroke	202	6.9%
4	COPD**/Emphysema	149	5.1%
5	Alzheimer's Disease	146	5.0%
6	Accidents	140	4.8%
7	Mental & Behavioral Disorder	105	3.6%
8	Disease of Digestive System	86	2.9%
9	Diabetes	58	2.0%
10	Influenza & Pneumonia	55	1.9%
Subtotal of Top Ten Ranks		2,378	81.5%
Other Causes		539	18.5%
Total Deaths to County Residents		2,917	100.0%

**Chronic Obstructive Pulmonary Disease

Source: Santa Barbara County Public Health Department 2010

Local Economy

As a region, Santa Barbara County has experienced a less severe economic downturn than the majority of the United States and California. Data provided by the UCSB Economic Outlook shows that Real Gross County Product, defined as the total value of goods and services produced in the County, decreased by 0.9% in 2008 from a peak of \$20 billion in 2007. This is much less than the average annual decrease of close to 3% for the entire State, since 2007. Nonetheless, the current recession has impacted some local communities more than others. For example, according to the California Employment Development Department, unemployment in the Santa Maria area was above 15% through 2009, but only 7% in the Santa Barbara area during the same time period.

In addition to employment impacts, discussed in further detail below, the recession has hurt consumers' purchasing power in the region. This has a direct impact on local government revenue via reduced sales tax receipts. In fact, the County Auditor-Controller reports that total taxable sales (which includes food and beverage taxable sales, home furnishings and appliances, auto supply and fuel, wholesale, and retail sales) were 9.9% lower in 2009 than 2008, decreasing from \$6.09 billion to \$5.49 billion. Distribution of taxable sales shows that Santa Barbara City accounted for 32% of the County's overall taxable sales. The City of Santa Maria followed closely behind with 28%, and the City of Goleta with 14%.

The outlook for Santa Barbara's economy is cautiously optimistic for 2010, as indicated by the UCSB Economic Forecast Project's Business Sentiment Survey. In the Fourth Quarter of 2009, approximately 20% of Santa Barbara County businesses surveyed anticipated they would be "better off" in the next six months. At the same time, this survey indicated that firms are refraining from hiring new workers, and may maintain this posture for the next twelve months. Accordingly, unemployment rates are anticipated to remain between 9% and 10% in 2010. Nonetheless, for those workers that maintain employment, salaries in both the Northern and Southern portions of the County have shown consistent growth over the past several years, as illustrated in the tables on the next page.

Employment and Unemployment

Overall, a total of 12,000 jobs have been lost in the region, since employment peaked in 2007. 3,300 of these jobs have been lost over the past year (2008 to 2009), with most sectors participating in the decline. Losses were most severe in the construction industry, which lost 1,000 jobs. The only industry to register any significant gain was Agriculture, which added 800 jobs. The two largest industries in the County, retail trade and government, experienced slight job losses. Further discussion of the health of several of the County's major job sectors is provided in the charts on subsequent pages.

Employment in the state and local government sector was 37,600 workers in 2009, a slight decrease compared to 2008. This sector includes individuals employed in local, state and federal agencies, the military, education and special districts such as water and sanitation. The average salary for government employees was approximated \$54,000 on the South Coast and \$46,000 in the North County, adding an element of stability to the regional economy. A number of the County's largest employers are in this sector (2007 employment numbers), including the University of California at Santa Barbara (9,723 employees), Vandenberg Air Force Base (4,374), the County of Santa Barbara (4,269), the Santa Barbara School District (1,618), Santa Barbara City College (2,157), and the Santa Maria Bonita School District (1,600).

Employment in Leisure and Hospitality services, including hotel/motel operations and food service, accounts for approximately 16,000 jobs countywide in 2009. This sector has been impacted by the recession over the past two years, shedding approximately 380 jobs over the past two years. Nonetheless, Santa Barbara County's overall tourism industry is poised for long term

County Statistical Profile (Cont'd)

success, helped in part by the attraction of the County's wine region as a destination and its location near larger population centers of Southern California.

Agriculture is another top employer in the region, with 14,100 workers employed in 2009. Agriculture is the County's major producing industry, with a gross production value in 2009 of \$1.2 billion, a 9% increase over 2008. This is the fourth consecutive year that the overall production has broken the \$1 billion mark. Wine grapes were the third highest grossing commodity (\$137.4 million) in the County, following strawberries (\$344.6 million) and broccoli (\$149.9 million). Over fifty commodities produced within the County grossed over \$1 million in 2009 according to the County Agricultural Commissioner's Annual Crop Report. There are over 1,400 farms covering approximately 756,000 acres in the County. Ninety two organic farms were registered in the County in 2008. Agricultural workers' average salaries continue to be among the lowest of the County's employment sectors, with workers on the South Coast earning approximately \$27,000 annually and workers in the North County earning \$22,000.

Construction is another important job sector, employing 8,000 workers in 2009, with an average salary of \$48,000 on the South Coast and \$46,000 in the North County. This sector lost approximately 1,000 jobs between 2008 and 2009, in line with the continuing recession in the housing market. The reduction in jobs can be attributed to the continuation of a number of factors including, a lower degree of home remodeling and renovation activity by current owners, slowing commercial/industrial construction in the County, and a reduction in the number of new subdivisions and housing developments. In fact, just 262 permits were issued by the County for new homes in 2009, compared to 683 permits issued in 2007.

Santa Barbara County's unemployment rate has historically been less than California's overall State rate. From 1998 to 2000 the State and the County unemployment rates both decreased and between 2001 and 2002 both increased. The County's unemployment rate dipped in 2005 and 2006 but started to increase in 2007. The current rate has continued that trend, increasing to 10%. The unemployment rate is important, but it is not a complete picture. The unemployment rate focuses on changes in the labor force and changes in the number of jobs. The average salary and job growth data highlighted and charts on the subsequent pages can be used as another indicator of the state of the local economy.

Average Salary and Growth by Sector Northern Santa Barbara County 2009			
Sector	Average Salary in 2009 (\$)	2003 to 2009 (\$ Change)	Percent Change
Agriculture	21,791	2,494	12.9
Mining	65,587	14,459	28.3
Construction	45,618	7,325	19.1
Manufacturing	40,519	6,109	17.8
Wholesale Trade	45,001	5,452	13.8
Retail Trade	25,801	1,400	5.7
Transportation & Warehouse	38,062	7,347	23.9
Utilities	45,548	9,471	26.3
Information	46,856	11,224	31.5
Financial Activities	40,042	1,764	4.6
Professional, Science, Tech.	44,470	7,323	19.7
Admin. & Support Services	24,819	2,988	13.7
Management of Companies and Entertainment	84,355	34,096	67.8
Education & Healthcare	37,705	8,056	27.2
Leisure & Hospitality	16,486	2,317	16.3
Other	21,377	865	4.2
Government	46,027	9,980	27.7
All Industry Average	32,518	4,809	17.4

Source: UCSB-EFP 2010

County Statistical Profile (Cont'd)

Average Salary and Growth by Sector Southern Santa Barbara County 2009			
Sector	Average Salary in 2009 (\$)	2003 to 2009 (\$) Change	Percent Change
Agriculture	27,363	2,268	9.0
Mining	117,333	40,677	53.1
Construction	48,127	7,503	18.5
Manufacturing	69,606	9,486	15.8
Wholesale Trade	54,399	6,316	13.1
Retail Trade	30,666	2,454	8.7
Transportation & Warehouse	38,203	8,401	28.2
Utilities	78,680	23,377	42.3
Information	66,498	9,703	17.1
Financial Activities	68,219	7,386	12.1
Professional, Science, Tech.	75,255	12,932	20.8
Admin. & Support Services	41,720	13,324	46.9
Management of Companies and Entertainment	113,923	60,976	115.2
Education & Healthcare	48,735	10,095	26.1
Leisure & Hospitality	20,071	649	3.3
Other	26,981	2,790	11.5
Government	53,544	9,361	21.2
All Industry Average	47,552	6,580	16.1

Source: UCSB-EFP 2010

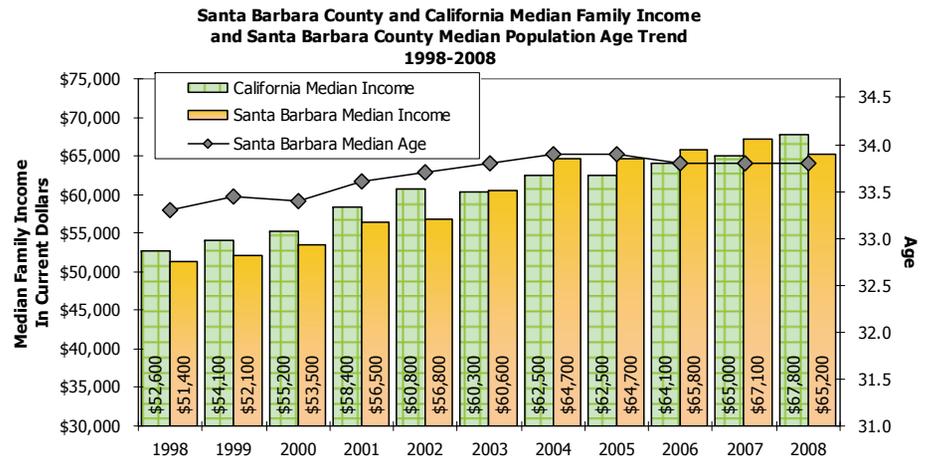
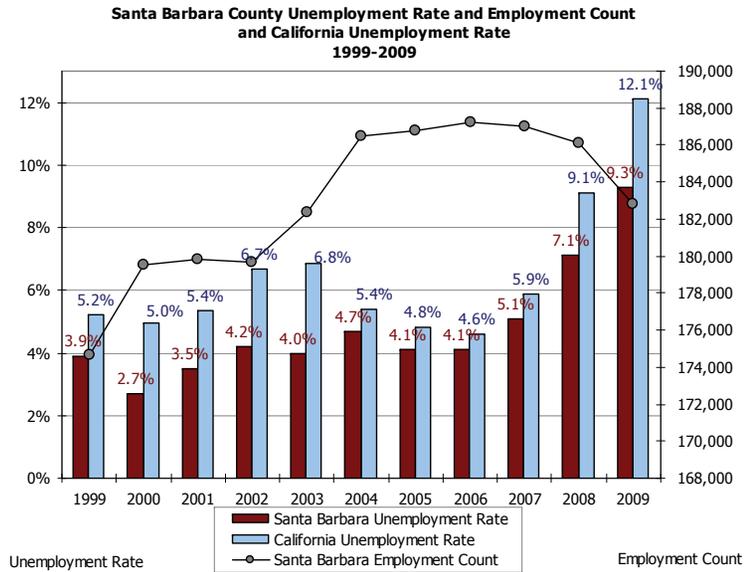
Sector	Jobs in 2008	Jobs in 2009	Jobs Created or Lost	Percent Change
Agriculture	13,300	14,100	800	6.0
Mining	1,100	1,000	-100	--9.1
Construction	9,000	8,000	-1,000	-11.1
Durable Manufacturing	9,700	9,600	-100	-1.0
Non-Durable Manufacturing	3,100	3,200	100	3.2
Trans., Warehousing & Utilities	3,200	3,200	0	0.0
Information	3,700	3,600	-100	-2.7
Wholesale Trade	4,600	4,200	-400	-8.7
Retail Trade	20,500	20,200	-300	-1.5
Financial Activities	7,700	7,400	-300	-3.9
Other Services	6,000	5,800	-200	-3.3
Government	37,800	37,600	-200	-0.5
Remaining Sectors	66,400	64,900	-1,500	-2.3
Total, All Industries	186,100	182,800	-3,300	-1.8

Source: California Employment Development Department April 2010

County Statistical Profile (Cont'd)

Major Employers in Santa Barbara County		
Company Name	Location	Industry
Bacara Resorts	Goleta	Resorts
Bargain Network Inc.	Goleta	Membership Organizations
Betteravia Farms	Santa Maria	Farm
C & D Zodiac Inc.	Santa Maria	Aerospace Manufacturing
Chumash Casino Resort	Santa Ynez	Casino
CITRIX Online LLC	Goleta	Marketing Programs and Services
Cottage Health system	Santa Barbara	Non-Profit Organizations (Health-care)
D B Specialty Farms	Santa Maria	Farm
DEN-MAT Holdings Inc.	Santa Maria	Exporters (Wholesale)
Devereux Foundation	Goleta	Education
Four Seasons-Santa Barbara	Santa Barbara	Hotels-Motels
Lompoc Hospital	Lompoc	Hospital
Manzanita Berry Farms	Santa Maria	Wholesale Fruits and Vegetables
Marian Medical Center	Santa Maria	Hospital
Mission Linen Supply Inc.	Santa Barbara	Linen Supply Service
Montecito FM Inc.	Santa Barbara	Radio Stations and Broadcasting Co.
Santa Barbara City College	Santa Barbara	Education
Santa Barbara Cottage Hospital	Santa Barbara	Hospital
Santa Barbara County	Santa Barbara	Government, County
Santa Ynez Tribal Gaming Committee	Santa Ynez	Gaming and Game Supplies
Teixeira Farms Inc.	Santa Maria	Farm
University of California, Santa Barbara	Santa Barbara	Education

Source: California Employment Development Department April 2010



Source: UCSB Economic Forecast Project 2009

Tourism

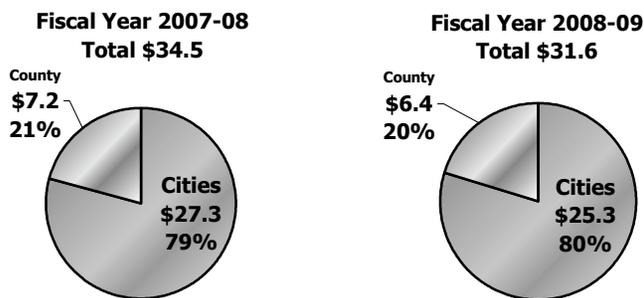
Given its well-known wine region, beaches, access to recreational opportunities including the Los Padres National Forest, and unique cultural opportunities, Santa Barbara County is a well-known tourist destination. Accordingly, tourism is an important part of the local economy, helping to support the lodging industry, eating and drinking establishments, and retail sales.

The County contains an estimated 201 hotels, motels, bed and breakfast inns, and other vacation rentals that generate Transient Occupancy Taxes (TOT). TOT is levied by local governments to support ongoing public services, and analysis of this revenue source helps to illustrate tourism activity across the region. Overall Santa Barbara County hotel/motel sales decreased by 8.3% from 2008-2009. For the unincorporated County, hotel sales generated TOT revenue of \$6.4 million in 2009, a decline of 11.1% from the prior year. For the incorporated cities, hotel sales generated TOT revenues of \$25.3 million, a 7.6% decline compared to the prior year. These negative trends marked the first annual decreases in TOT revenue, following six consecutive years of revenue growth.

According to the California Travel and Tourism Commission, which provides analysis regarding the overall economic impact of tourism on the region, an estimated 11 million tourists visited the County in 2007, (the latest data available) and spent an estimated \$1.4 billion. This was a 1.4% decline from the prior year. Spending was up over the previous year for accommodations, but down for travel related retail, food and entertainment expenses.

Transient Occupancy Tax Revenue

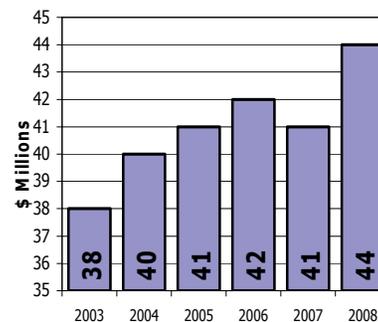
For Unincorporated County Area and all Cities in Millions



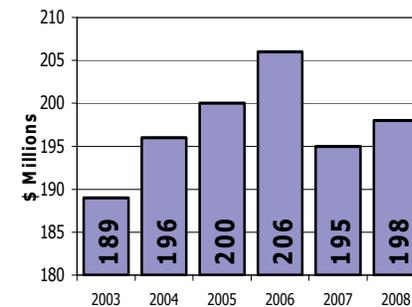
* The County and City of Goleta have a revenue sharing agreement as a result of the incorporation of the City of Goleta, stipulating that that County receive 40% of the total TOT revenue generated in the City of Goleta. The revenue sharing agreement expires at the end of Fiscal Year 2011-12, and thus the County will see a decrease in TOT revenue beginning Fiscal Year 2012-13.

** City of Santa Barbara includes 2% Measure B2000 tax, effective January 2001.

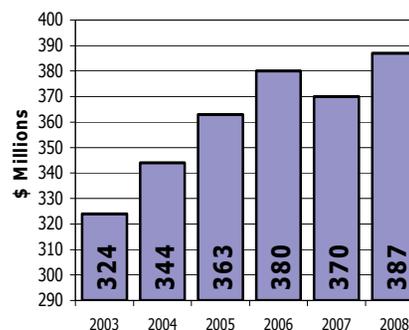
Travel Spending
Food Stores



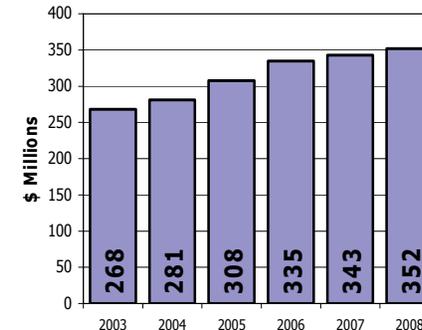
Travel Spending
Recreation and Entertainment



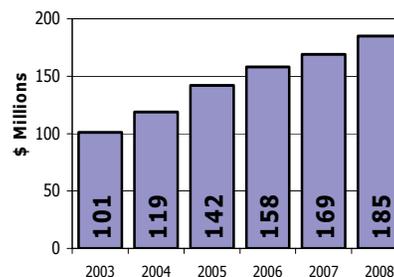
Travel Spending
Food and Beverage Services



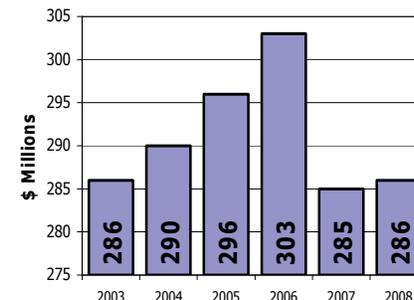
Travel Spending
Accommodations



Travel Spending
Ground Transportation and Motor
Fuel



Travel Spending
Shopping



Source: California Travel and Tourism Commission 2009.

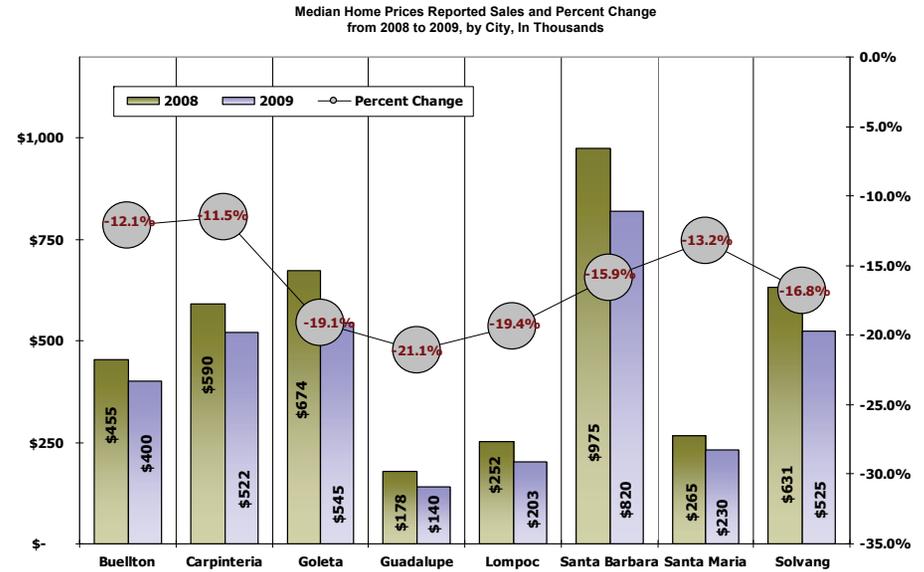
Residential and Commercial Real Estate

The real estate sector of the County's economy continues to feel the impact of the drop in housing and housing-related economic activities. The median home price in the County dropped from a peak of \$650,000 in 2007 to \$250,500 in the first quarter of 2009. However, the market has staged a moderate return, as median single family home prices rebounded to \$440,500 by the fourth quarter of 2009, according to the UCSB Economic Outlook. In the North County, median prices ranged from \$135,000 in the Guadalupe area to \$680,000 in the Santa Ynez Valley. On the South Coast, median home prices were \$608,000 in Goleta and \$797,000 in Santa Barbara in 2009. In comparison, the median home price in California was \$256,000 in 2009, which was a 7% increase compared to 2008.

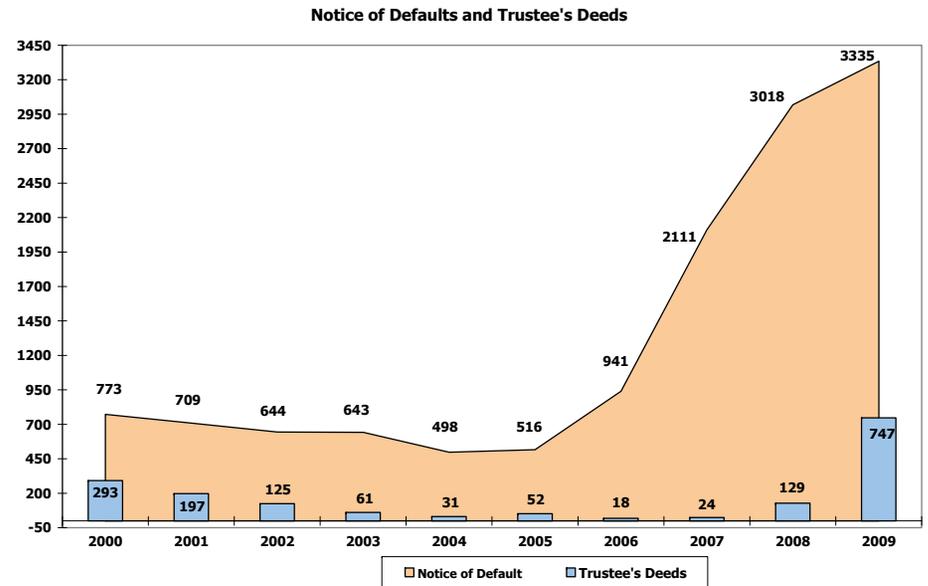
While a continued disparity exists in housing prices between North County and the South Coast, housing across the region has reached affordability levels not seen in several years. In 2006, less than 10% of the population could afford to purchase a home at the countywide median price, given prevailing incomes. However, in 2009, 47% of households could afford to purchase a median priced home, according to the UCSB Economic Outlook. Whether these affordability levels will remain in the future is difficult to predict; therefore, a continued focus on appropriate affordable housing solutions to support local employment sectors will position the County to recover successfully from the current recession.

The rate of home foreclosures and notices of default is still problematic for the region, as illustrated by the graph below. In 2009, there were almost six times as many foreclosures than in 2008. In fact, foreclosures accounted for nearly one-third of all existing home sales in Santa Barbara County (UCSB Economic Outlook 2010).

In addition to the residential real estate sector, commercial real estate has continued to experience impacts from the downturn in the economy. In the North County, vacancy rates for retail and office space remained around 12% in 2009, compared to 2% in 2006. On the South Coast, retail vacancy rates remained low, at 2.1%; however, this represented a 20% increase compared to 2008. Office space vacancy rates were 8.4% in 2009. In total, there were 32 sales transactions for commercial space on the South Coast – a 45% decrease from the previous year (UCSB Economic Outlook 2010).



Source: DQNews 2010



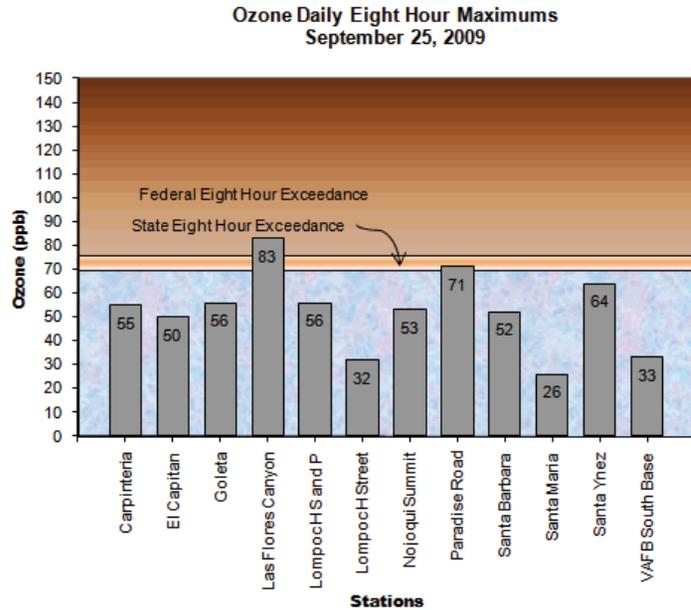
Source: Santa Barbara County Clerk-Recorder Assessor – 2010

Quality of Life

Air Quality

The Air Pollution Control District (APCD) is a local government agency that works to protect people and the environment against harmful effects of air pollution. APCD covers the entire County including the incorporated cities of Buellton, Carpinteria, Goleta, Guadalupe, Lompoc, Santa Barbara, Santa Maria, and Solvang. APCD collects ambient air quality data to monitor progress of federal, state and local strategies designed to maintain both National and California Ambient Air Quality Standards (CAAQS). One measure of air quality is the amount of ozone in the atmosphere (one of the major components of smog produced by, among other things, the hydrocarbons in automobile exhaust or in vapors from cleaning solvents in the presence of sunlight). Ozone is associated with negative health effects on humans, principally on the respiratory system, causing impairment of normal lung function and reduction of the ability to perform physical exercise. Children and the elderly are the most susceptible to the problems caused by high levels of ozone.

The following chart shows the ozone levels by monitoring station in the County on September 25, 2009.



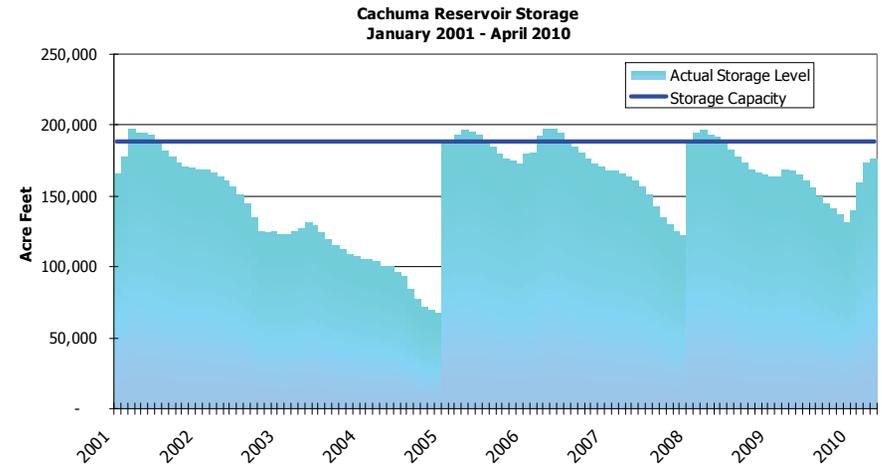
Source: Santa Barbara County Air Pollution Control District 2009

Water Supply

Cachuma Lake provides recreational opportunities as well as water supply to many County residents. The following graph shows the varying water storage levels at Cachuma. In January 2004, the water level was at 104.9 thousand-acre feet, the lowest water storage level since September 1992. The Lake continued to lower during 2004 due to the lack of rainfall but in late 2004 and early 2005 it quickly filled, resulting in spills that continued until May 2005. The Lake spilled again in April 2006 due to an unusually wet Winter/Spring season. As of April 2010, the Lake had 176,316 thousand acre feet of water in storage, about 94% of the lake's capacity. The lake has extra capacity or "surcharge" due to changes that raised the lake's operational level that were completed in 2005 by the U.S. Bureau of Reclamation (owner and operator of the Bradbury Dam). The extra volume of water increases storage that is dedicated to fish and habitat enhancement.

A higher lake level of operation, or surcharge, will be accomplished in two increments, 2.47 feet and 3.0 feet, increasing the storage capacity of Cachuma by 7,700 acre feet and 9,200 acre feet respectively. However, until certain Cachuma Park facilities are modified, only a surcharge of 2.47 feet will be possible. Upon completion of facility modifications anticipated, surcharges of 3 feet could occur.

During 1997, State water began to flow into Cachuma via a 143-mile pipeline, water treatment plant, and pumping station, constructed over four years, costing \$642 million dollars. The total County entitlement of State water is 45,486 acre feet per year. This includes allocations to three cities: 16,200 acre feet to the City of Santa Maria, 7,000 acre feet to the City of Goleta, and 3,000 acre feet to the City of Santa Barbara per year.



Source: Santa Barbara County Public Works Department. Note: Storage capacity can be "surcharged" to 195,700 acre feet.

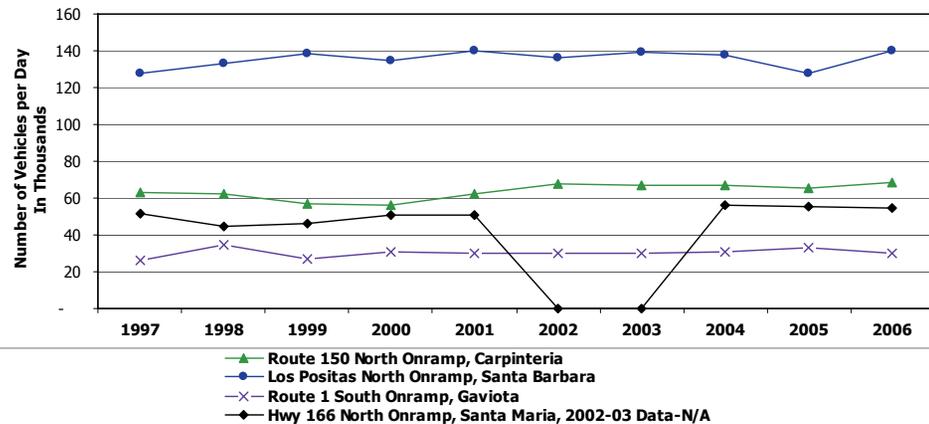
Commuting and Traffic

According to the Santa Barbara County Association of Governments, over 71% of all Santa Barbara County commuters drive alone, 14% carpool and the remaining 15% use an alternative method of commuting such as walking, bicycling, vanpooling or telecommuting.

Traffic volume has continued to grow along many County highway segments, indicating areas where congestion may be problematic. Planned road construction activities along the 101 Freeway between the Cities of Santa Barbara and Ventura over the next decade are likely to cause even greater congestion and travel delays during peak commute hours. Accordingly, employers, including the County of Santa Barbara, are exploring methods to reduce travel by employees during these peak commute times.

The congestion on the 101 Freeway is largely a result of commute patterns between Southern Santa Barbara County from North Santa Barbara County or Western Ventura County, where home prices tend to be more affordable than those in South Santa Barbara County.

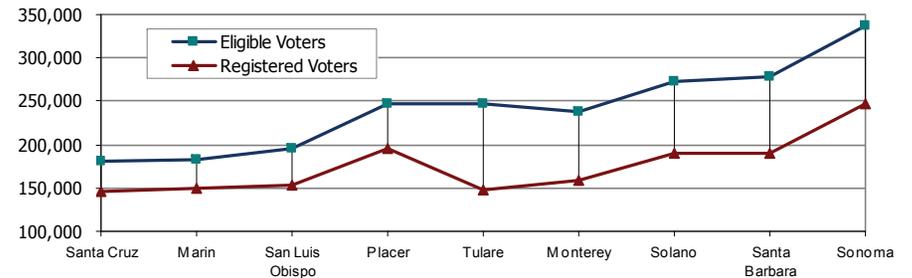
Vehicle Count on Highway 101 Through Santa Barbara County 1997-2006



Source: SBCAG 2007

Electorate

Number of Eligible and Registered Voters Benchmark Counties, as of April 9, 2010



Source: California Secretary of State 2010

Participation through Electronic Government

Electronic government allows citizens the opportunity to access County departments, obtain agendas and related documents, and conduct other County related business via the Internet. In FY 2004-2005, the County first introduced online payment processing applications. The Treasurer-Tax Collector's Department has online property tax payments via credit card or E-Check. For FY 2008-09 the Department processed 14,267 online tax payments totaling \$46 million. The totals for FY 2009-10 are 16,351 online payments totaling \$53 million, an increase of 15% in the number of installments and collected online over the previous fiscal year.

The Department's website has other benefits too. Over 31,000 reminders of the April 10, 2010 tax payment deadline were emailed to everyone who is a registered user. Taxpayers can also research the current amount due, print machine readable payment stubs online, and then mail in payment. In FY 2009-10 over 327,000 public searches were conducted.

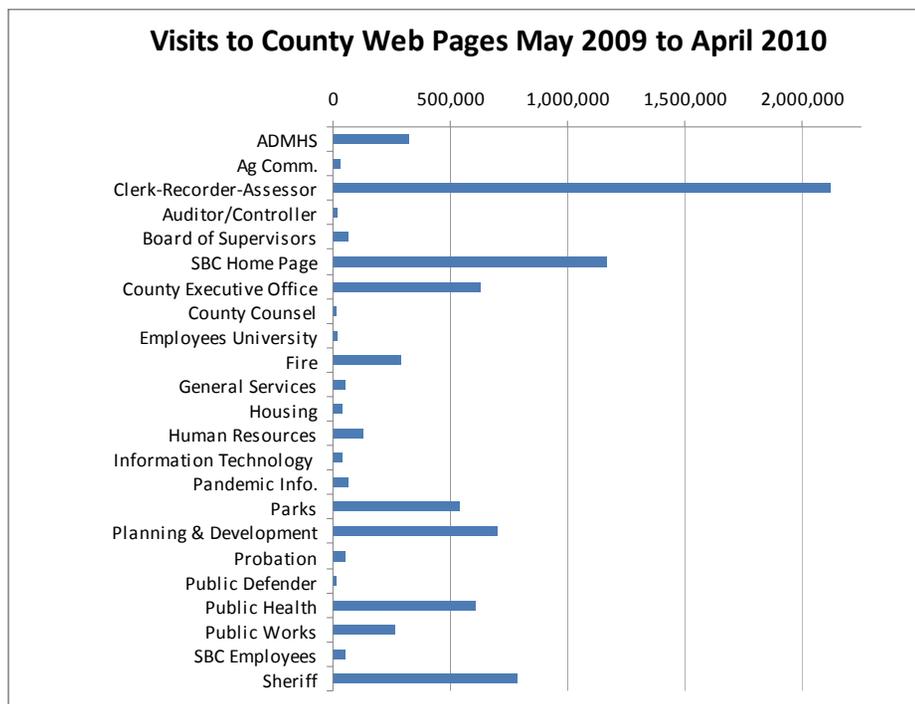
A number of additional departments continue to provide web-based applications that allow authenticated users to update and access data and reports via a browser. Examples include: Business Property Statement E-Filing, Agricultural Pesticide Usage, Facilities Maintenance Work Orders, IT Help Desk, Employee Self-Service and Online Job Applications. Many departments provide Internet-based reporting tools that allow customized queries for the public. Examples include: Geographic Information System (GIS) data and maps, Land Use Permit Status Lookup, Construction related "eBidboard," and the Board of Supervisors' Agenda/Minutes reports. Additionally, a new proactive email reminder system was added to the Planning & Development website. This system allows the public to register for monthly reminder emails that list new land use permits in specified zip code areas.

The County website, www.countyofsb.org is now ten years old, and a new format was intro-

County Statistical Profile (Cont'd)

duced in March of 2009. The new features incorporated into the site are designed to improve the user experience and make access to information and locating information faster and easier. The main portal pages comply with the American Disability Act and are English/Spanish bi-lingual. The search engine currently indexes over 30,000 pages across all County department websites that assist users in locating documents and information. From May 1, 2009 through April 2010 there were over 8 million visits to County web pages.

The following chart shows the visits to various County Departmental web pages.

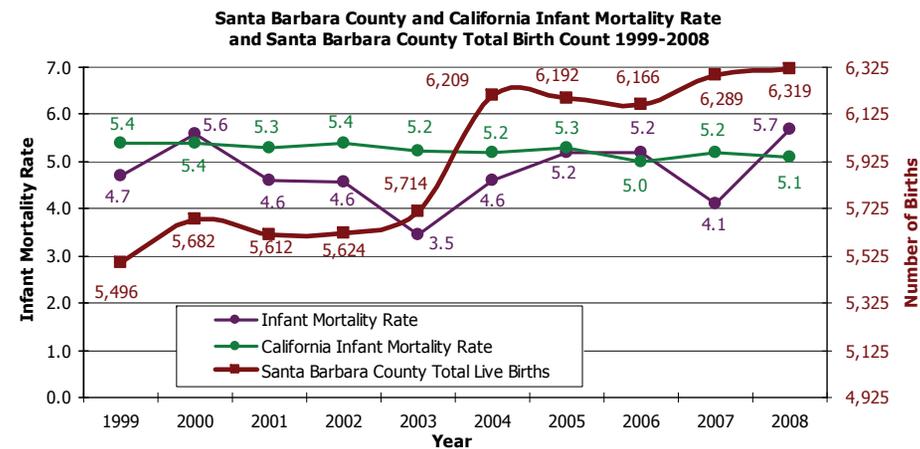


Source: Santa Barbara County Information Technology Department, 2010

Health and Education

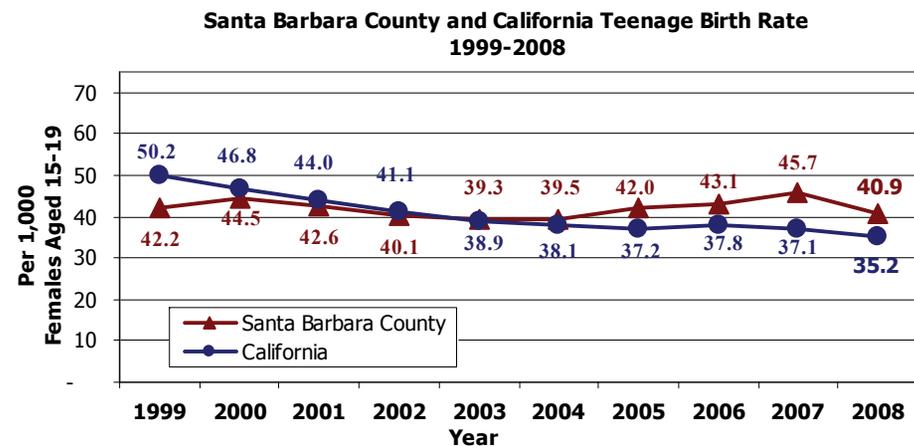
The Children's Scorecard compiles information about the status of Santa Barbara County's children and youth, in terms of their physical, emotional, educational and social well-being. The production of the Scorecard is a collaborative venture of the KIDS Network of Santa Barbara County, First 5 of Santa Barbara County and the University of California, Santa Barbara School Psychology Program. Data, collected over time, helps guide public policy that supports the community's children, youth, and families.

The County's infant mortality rate has experienced several cycles of increases and decreases, reaching low points in 2003 and 2007, but sharply increasing again in 2008.



Source: California Department of Public Health 2010.

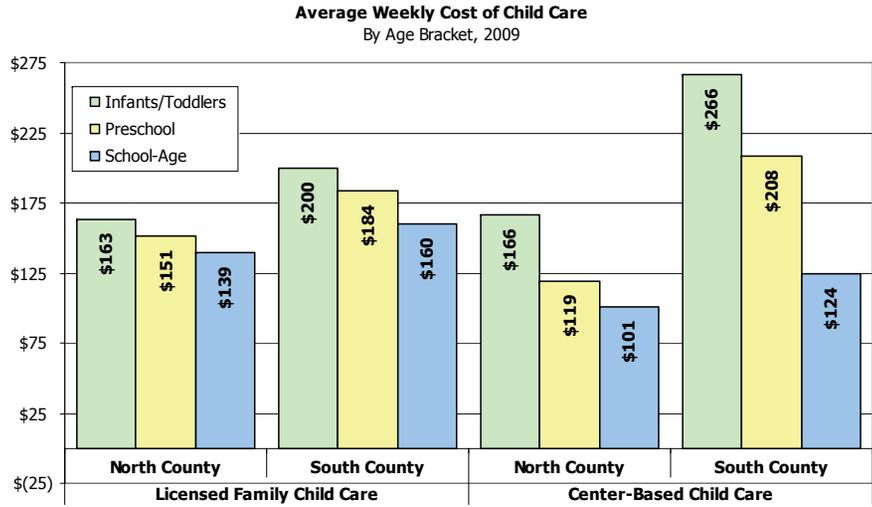
The County experienced a decline in the number and rate of births to teen mothers aged 15-19 from 2000 to 2003, but started diverting from this downward statewide trend in 2004, reaching a high point in 2007.



Source: California Department of Public Health October 2010

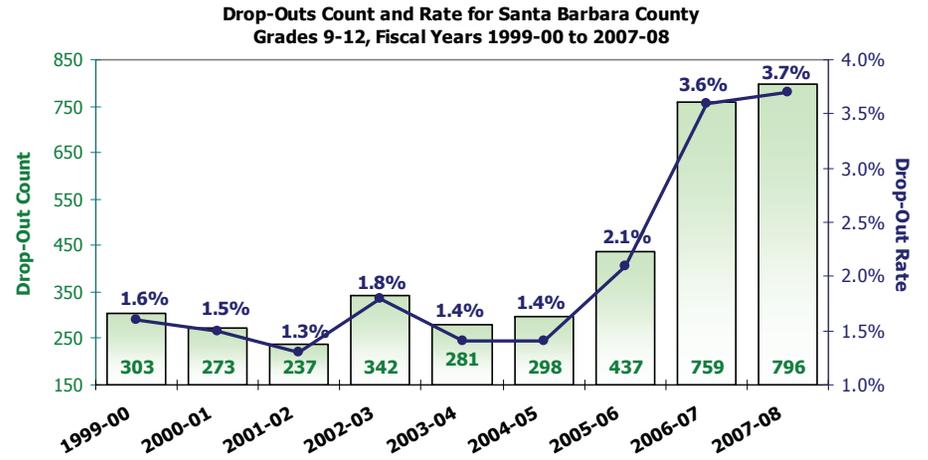
County Statistical Profile (Cont'd)

The need for quality, affordable, and accessible childcare continues to outgrow the actual capacity of available childcare providers in the region. Moreover, childcare costs remain high, particularly in the South County.



Source: Santa Barbara County Office of Early Care and Education 2009

The County has 23 K-12 School Districts and two Community College Districts. There were 5,214 high school seniors enrolled in FY 2008-09 with a graduation rate of 83.6% according to the California Department of Education. The County's high school drop-out rate jumped from 2.1% in FY 2005-06 to 3.6% in FY 2006-07 and remained high in 2007-2008. This followed two years of 1.4% dropout rates in FY 2004-05 and FY 2003-04.



Source: California Department of Education 2010

County Statistical Profile (Cont'd)

Public Assistance

The County administers local, state, and federal programs to assist eligible needy families and individuals in our community through the Department of Social Services. These programs provide financial and supportive services that strengthen the family unit and promote self-sufficiency.

CalWORKs is California's version of the federal Temporary Assistance to Needy Families (TANF) program, which was brought about by welfare reform in 1996. Welfare reform ended cash assistance as an entitlement to low-income families, requires work as a condition of welfare payments for most families, and imposes a five-year lifetime limit on welfare benefits for adults. Santa Barbara County delivers inter-agency services through our Workforce Resource Centers to help clients work toward self-sufficiency. Families participating in CalWORKs cannot receive assistance from General Relief, but may receive assistance from Food Stamps, and are simultaneously enrolled in the Medi-Cal program. In fiscal year 2009-10, the County's Department of Social Services will help an estimated 5,058 Santa Barbara County families make ends meet each month with CalWORKs, and will place approximately 1,050 individuals in jobs by fiscal year end. Of these cases, 63% in North County, 18% in Mid County, and 19% are in South County.

Food Stamps is jointly administered by the US Department of Health and Human Services and the US Department of Agriculture, and is the only nationwide program available to all who need it, if eligible, regardless of age or family composition. The program safeguards the health and well-being of recipients by raising the levels of nutrition among low income households. In FY 2009-10, the County will help an estimated 11,906 families with nutrition assistance each month. Of these, 57% in North County, 20% in Mid County, and 23% are in South County.

General Relief is state-mandated, county-funded and county-administered program that provides financial relief to the unemployed and incapacitated who are not eligible to assistance from any other source. The program provides short-term assistance while the recipient seeks other means of support; it is a safety net for the poorest of the poor, an assistance of last resort. In FY 2009-10, General Relief assisted an average of 436 families each month countywide. Of these, 41% in North County, 28% in Mid County, and 32% are in South County.

Medi-Cal is California's version of the federal Medicaid program. Medi-Cal helps the uninsured in the community receive the medical services they need. Special programs are available to help pregnant women, the terminally ill, those needing long-term care, and the aged, blind, and disabled. On average in fiscal year 2009-10, the County will help an estimated 28,411 families with Medi-Cal coverage per month. Of these, 53% in North County, 18% in Mid County, and 29% are in South County.

Estimated Distribution of Santa Barbara County Families Receiving Public Assistance
Count and Percent of Total by Region, in FY 2009-10

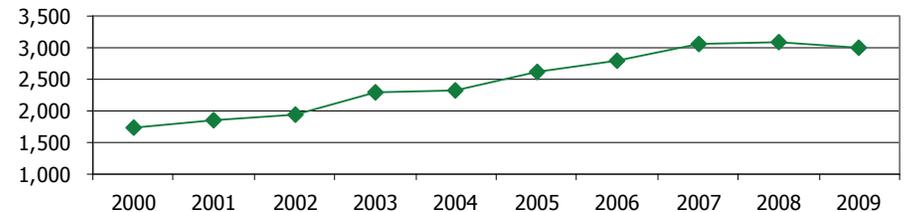
Region	CalWORKs		General Relief		Food Stamps		Medi-Cal	
North County	3192	63%	177	41%	7021	57%	15,248	53%
Mid-County	915	18%	120	28%	2251	20%	4,931	18%
South County	951	19%	140	32%	2634	23%	8,232	29%
Totals	5,058	100%	436	100%	11,906	100%	28,411	100%

Source: Santa Barbara County Department of Social Services 2010.

In Home Supportive Services

The In-Home Supportive Services Program (IHSS) allows qualified low-income aged, blind, and disabled persons to live in their home and avoid institutionalization. IHSS provides domestic and non-medical related services. In order to qualify, a person must receive Social Security Insurance (SSI) or meet SSI qualifications. The number of people in need of the services offered by IHSS increased from a monthly average of 1,730 in 1999 to 3,000 persons in 2009.

**Average Number of People Served by County
In-Home Supportive Services Per Month, 2000-2009**



County Statistical Profile (Cont'd)

Countywide Performance Measures:

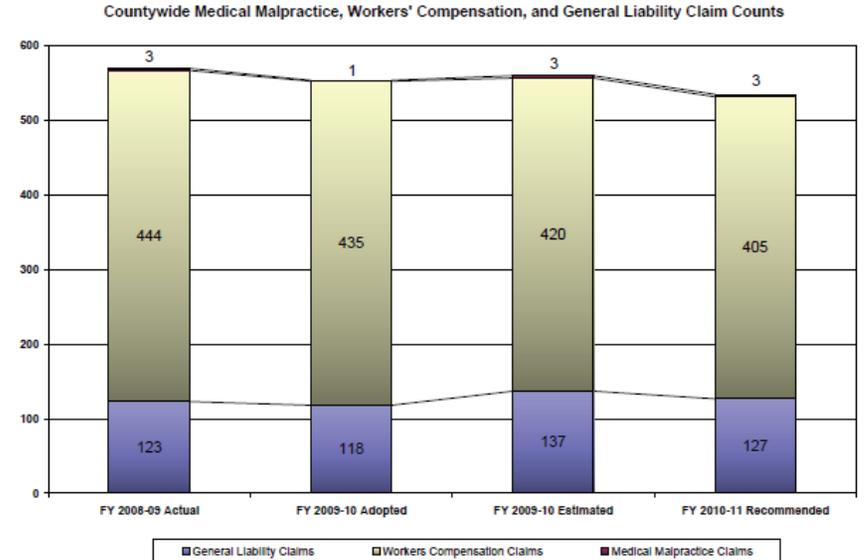
Workers' Compensation Claim Cost per \$100 Payroll: The table below compares worker compensation claim costs against payroll (salaries including overtime) per \$100 by functional area. The FY 2008-09 costs of workers compensation claims per \$100 payroll is \$1.87, down \$1.24 from FY 2008-09 estimated. Among International City/County Management Association (ICMA) Center for Performance Measurement (CPM) jurisdictions, the County is \$0.20 above the median.

Functional Area	Worker Compensation Claim Cost Per \$100 Payroll			
	FY 08-09 Actual	FY 09-10 Adopted	FY 09-10 Estimated	FY 10-11 Rec.
Policy and Executive	\$0.33	\$0.27	\$0.29	\$0.23
Law & Justice	\$0.93	\$1.01	\$0.59	\$0.58
Public Safety	\$3.34	\$3.72	\$4.26	\$3.45
Health & Public Assistance	\$1.34	\$1.55	\$1.73	\$1.68
Alcohol, Drug & Mental Health				
Community Resources	\$0.95	\$1.40	\$1.38	\$1.26
Support Services	\$0.42	\$0.53	\$0.43	\$0.41
General County Programs	\$0.00	\$0.00	\$0.00	\$0.00
Countywide	\$1.87	\$2.12	\$2.33	\$2.02

Workers' Compensation Claims per 100 FTE: The table below rates worker compensation claims against Full Time Equivalent positions (FTE) per 100 by functional area. The average FY 2008-09 ratio of workers compensation claims to 100 FTE is 10.62, down 0.88 from FY 2008-09 estimated. Among ICMA CPM jurisdictions, the County is 0.18 below the median.

Functional Area	Worker Compensation Claims Per 100 FTE			
	FY 08-09 Actual	FY 09-10 Adopted	FY 09-10 Estimated	FY 10-11 Rec.
Policy and Executive	0.00	0.00	3.00	3.00
Law & Justice	1.44	2.15	2.08	2.13
Public Safety	21.72	18.20	18.64	18.66
Health & Public Assistance	6.42	8.57	5.91	6.25
Community Resources	6.07	10.55	12.00	12.02
Support Services	4.10	2.01	3.02	2.75
General County Programs	0.00	0.00	1.00	0.00
Countywide	10.62	10.70	10.25	10.45

Countywide Claim Counts: The chart below trends three performance measures used by all departments: 1) number of general liability claims; 2) number of workers' compensation claims; and the Health and Public Assistance agencies also track the number of medical malpractice claims. In FY 2008-09, workers' compensation claims total 444 and comprise 78% of total claims, general liability totals 123 or 22% of total claims, and medical malpractice total 3 and comprise 0.5% of total claims.



Countywide Lost Time Rate: The chart below outlines the County organization-wide lost time rate. This rate measures the percent of total employee hours spent on sick leave, workers' compensation, or unauthorized leave without pay as a percent of total available hours. Countywide, lost time rates decreased 0.4% in FY 2008-09 with an actual of 5.1% from an FY 2008-09 estimated 5.5%. The lost time rate has maintained an average of 5.6% over the last seven years.

