

SECTION B



County Statistical Profile





COUNTY STATISTICAL PROFILE

California Counties Ranked by Population including Benchmark Counties

As of July 1, 2010, the estimated population of Santa Barbara County (County) was 436,494, an increase of 0.9% 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 260,000 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	7/1/2009	7/1/2010	Change %	Rank	County	7/1/2009	7/1/2010	Change %
1	LOS ANGELES	10,399,410	10,473,535	0.7%	30	IMPERIAL	181,429	184,060	1.5%
2	SAN DIEGO	3,208,703	3,239,223	1.0%	31	EL DORADO	181,607	182,827	0.7%
3	ORANGE	3,153,981	3,182,171	0.9%	32	KINGS	154,704	156,172	0.9%
4	RIVERSIDE	2,127,529	2,161,163	1.6%	33	MADERA	152,905	154,278	0.9%
5	SAN BERNARDINO	2,064,645	2,084,514	1.0%	34	NAPA	138,484	139,748	0.9%
6	SANTA CLARA	1,872,270	1,890,909	1.0%	35	HUMBOLDT	133,136	133,867	0.5%
7	ALAMEDA	1,568,817	1,582,420	0.9%	36	NEVADA	98,761	98,915	0.2%
8	SACRAMENTO	1,440,500	1,453,495	0.9%	37	SUTTER	97,263	98,013	0.8%
9	CONTRA COSTA	1,069,030	1,079,160	0.9%	38	MENDOCINO	90,068	90,583	0.6%
10	FRESNO	948,485	959,318	1.1%	39	YUBA	73,003	73,777	1.1%
11	SAN FRANCISCO	851,674	859,658	0.9%	40	LAKE	64,163	64,508	0.5%
12	VENTURA	840,590	848,331	0.9%	41	TEHAMA	62,883	63,475	0.9%
13	KERN	833,933	844,642	1.3%	42	SAN BENITO	58,151	58,692	0.9%
14	SAN MATEO	750,790	756,892	0.8%	43	TUOLUMNE	55,803	55,896	0.2%
15	SAN JOAQUIN	691,718	698,202	0.9%	44	CALAVERAS	45,987	46,117	0.3%
16	STANISLAUS	527,074	531,364	0.8%	45	SISKIYOU	45,986	46,101	0.3%
17	SONOMA	490,310	494,675	0.9%	46	AMADOR	37,994	38,118	0.3%
18	TULARE	444,953	450,749	1.3%	47	LASSEN	35,466	35,794	0.9%
19	MONTEREY	433,818	438,459	1.1%	48	DEL NORTE	29,556	29,738	0.6%
20	SANTA BARBARA	432,567	436,494	0.9%	49	GLENN	29,272	29,505	0.8%
21	SOLANO	426,621	429,334	0.6%	50	COLUSA	22,062	22,337	1.2%
22	PLACER	344,871	350,198	1.5%	51	PLUMAS	20,505	20,491	-0.1%
23	SAN LUIS OBISPO	272,152	274,820	1.0%	52	MARIPOSA	18,226	18,243	0.1%
24	SANTA CRUZ	270,477	272,092	0.6%	53	INYO	18,147	18,201	0.3%
25	MARIN	259,880	261,837	0.8%	54	TRINITY	13,897	13,918	0.2%
26	MERCED	257,045	260,000	1.1%	55	MONO	13,565	13,698	1.0%
27	BUTTE	221,489	222,829	0.6%	56	MODOC	9,706	9,789	0.9%
28	YOLO	202,320	203,893	0.8%	57	SIERRA	3,307	3,304	-0.1%
29	SHASTA	183,850	185,170	0.7%	58	ALPINE	1,186	1,186	0.0%
CALIFORNIA							38,476,724	38,826,898	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.

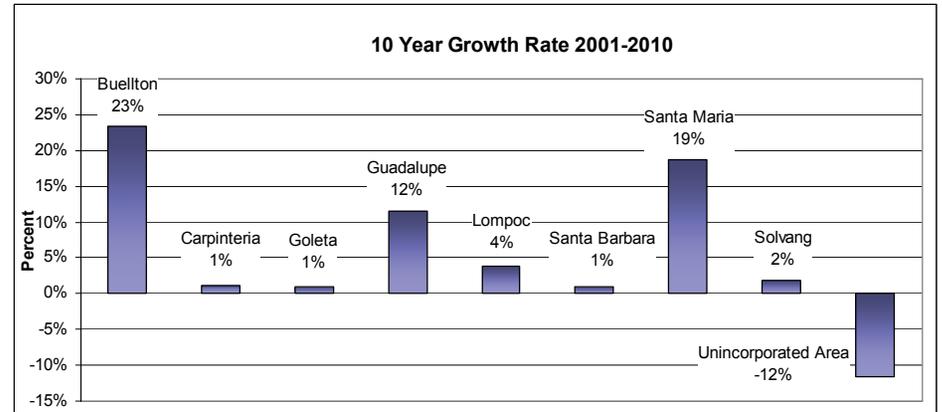
Together these areas contribute to the unique profile of the County, blending the characteristics of each area into one world-class county.

Population

Cities and Unincorporated Area

As of July 1, 2010, the estimated County population was 436,494. This includes an estimated 146,800 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 2010.

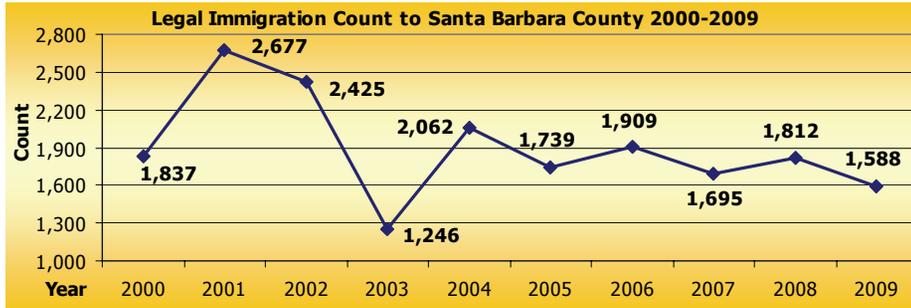
In addition, there are eight incorporated cities within the County. These cities' recent population estimates as of January 1, 2010 are: Buellton (4,833), Carpinteria (14,528), Goleta (31,099), Guadalupe (6,570), Lompoc (43,079), Santa Barbara (90,893), Santa Maria (93,225) and Solvang (5,487). While 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

Immigration

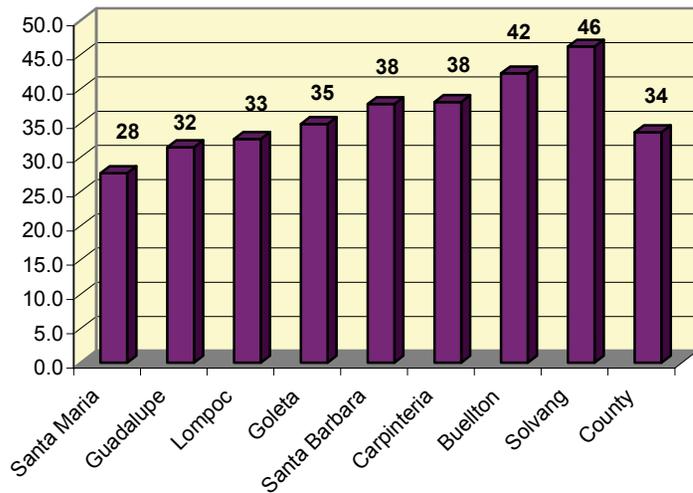
The following table details the estimated count of immigrants that applied for and were granted legal permanent residence within the County, through 2009. The 2009 count is 12.4% lower than 2008 and is comparable to the count from 2007.



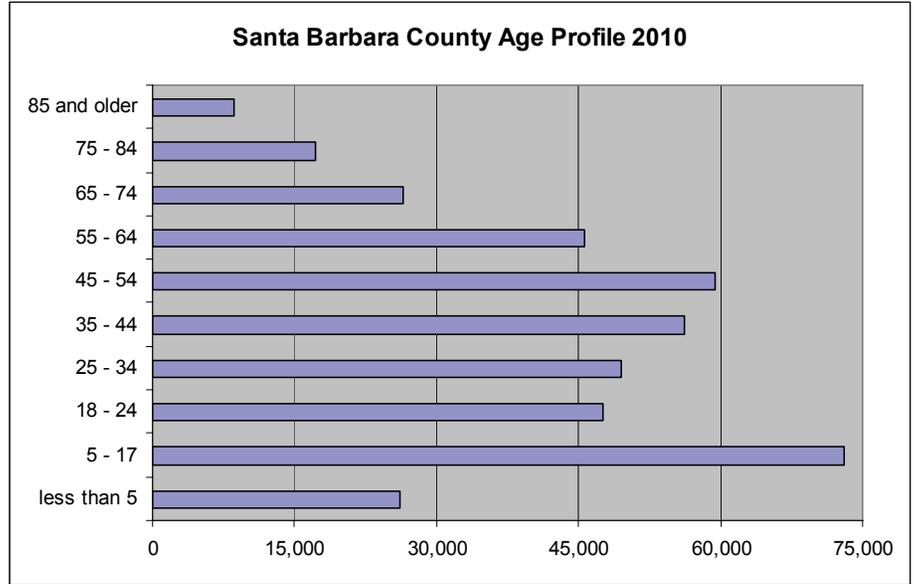
Source: US Citizenship and Immigration Services, via California Department of Finance, Demographic Research Unit

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 Santa Maria at 28 years of age and the highest in the City of Solvang at 46 years of age.



Source: American Community Survey US Census Bureau 2010

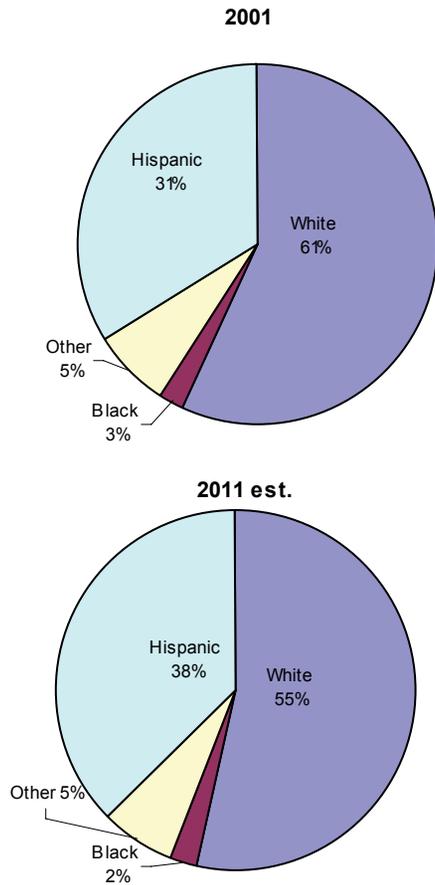


Source: California Economic Forecast Project

The chart above provides a breakdown of the age profiles of the estimated County population in 2010. Twenty four percent of County residents are under the age of 18 while 13% are over the age of 64.

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 2011, 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. The Board holds meetings on the first three 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 on the first and third Tuesdays and the Betteravia Government Center in Santa Maria on the second Tuesday of the month.

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	2015
Third	Doreen Farr	2013
Fourth	Joni Gray	2013
Fifth	Steve Lavagnino	2015

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 23 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 remaining 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 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 and Carpinteria)
Animal Control - shelter	Santa Barbara and Carpinteria
Building Permit Processing	Buellton
Library	Santa Maria, Lompoc, Goleta and Santa Barbara
Sheriff Patrol	Buellton, Solvang, Goleta and 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

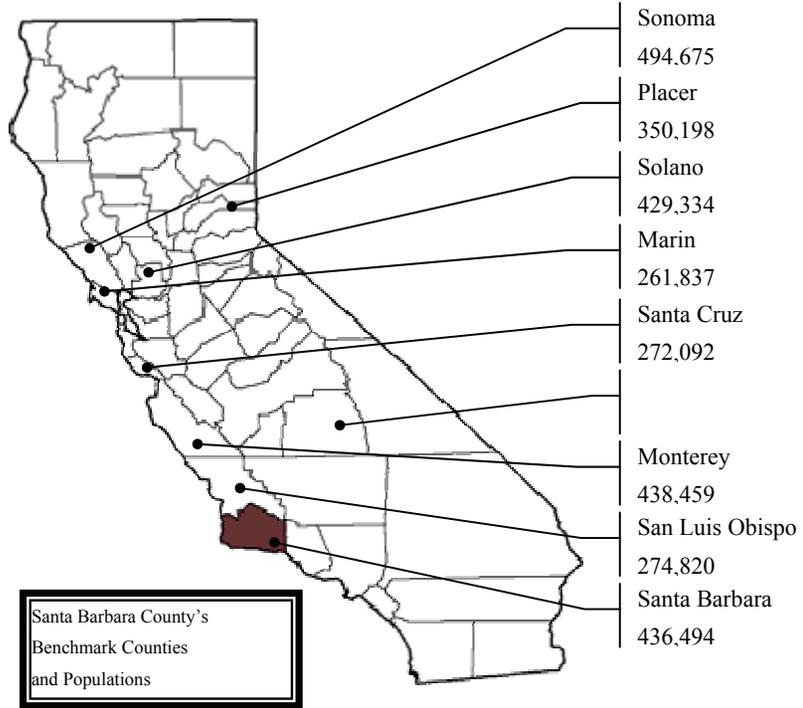
Benchmark Counties Profile

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.

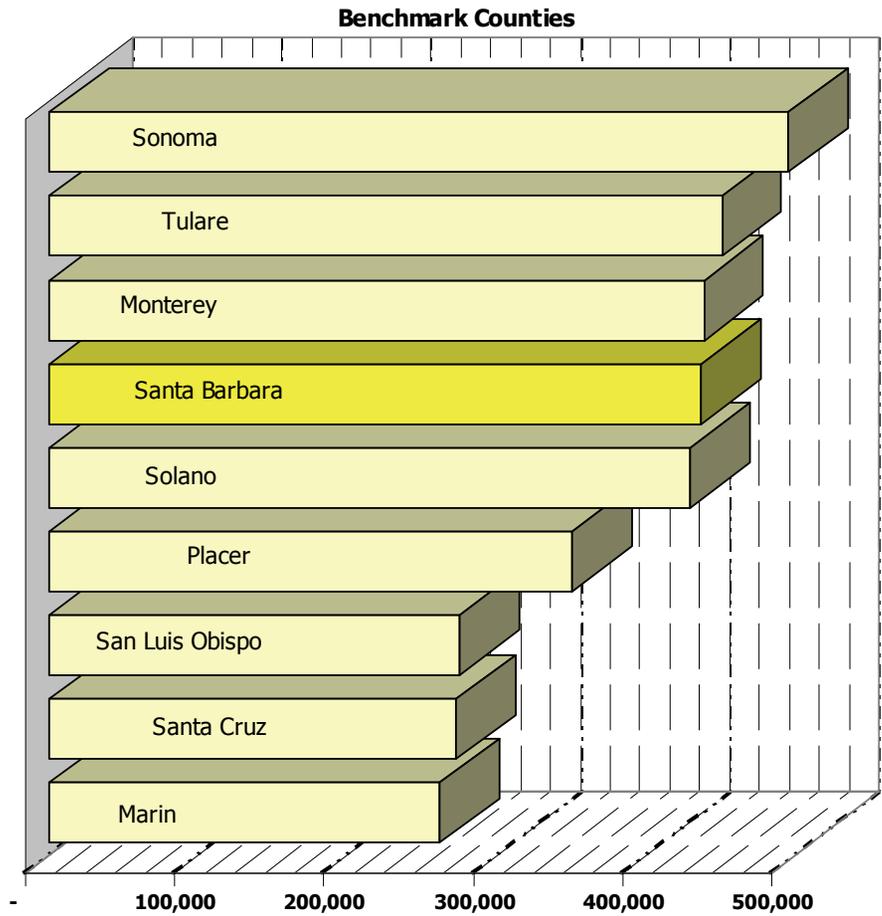
A group of eight other counties is displayed in many of the following tables. These eight counties are considered the County’s Benchmark Counties. The Benchmark Counties are considered to have common characteristics with the County.

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.

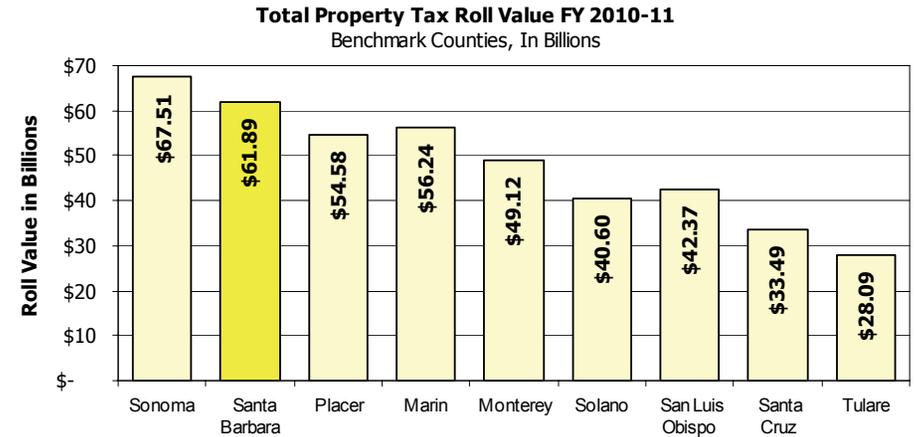
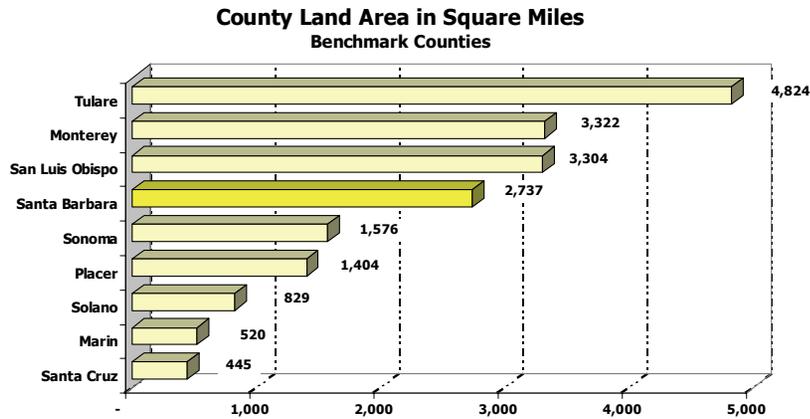


County Population at July 1, 2010

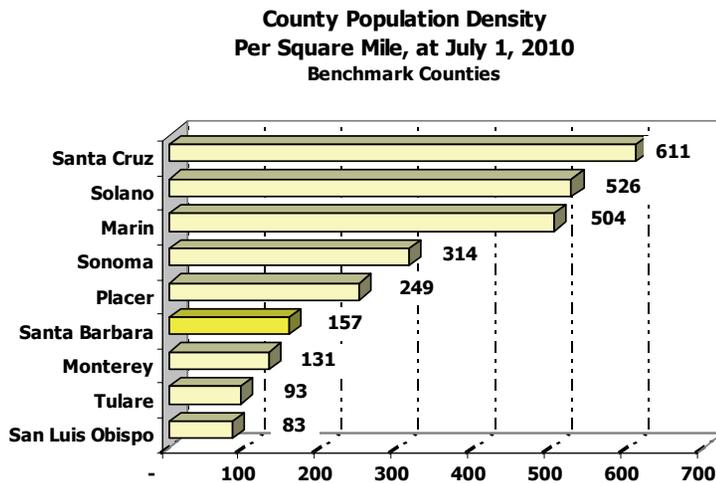


County Statistical Profile (Cont'd)

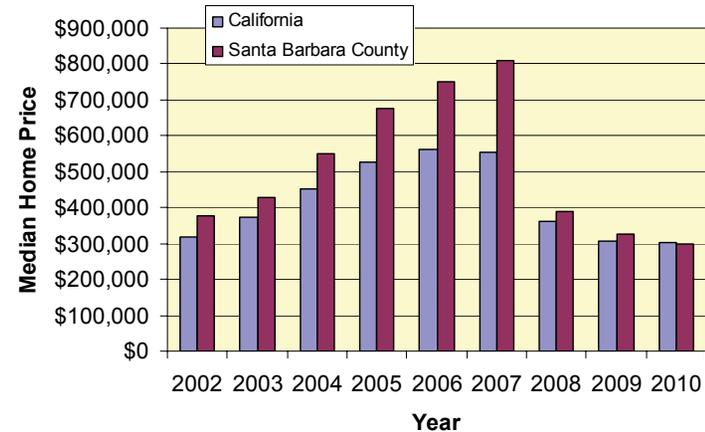
The total value of the County's property tax roll (including Home Owner's Exemption) in 2010-11 was \$61.89 billion, the second highest value after Sonoma, when compared to benchmark counties.



The median home price in Santa Barbara County steadily increased leading up to 2007, but dropped significantly in 2008. Prices have stabilized countywide but continue to decline slightly comparable to the statewide median price, which has also continued to decline.



Median Home Price Santa Barbara County and California Comparison



Property Taxes

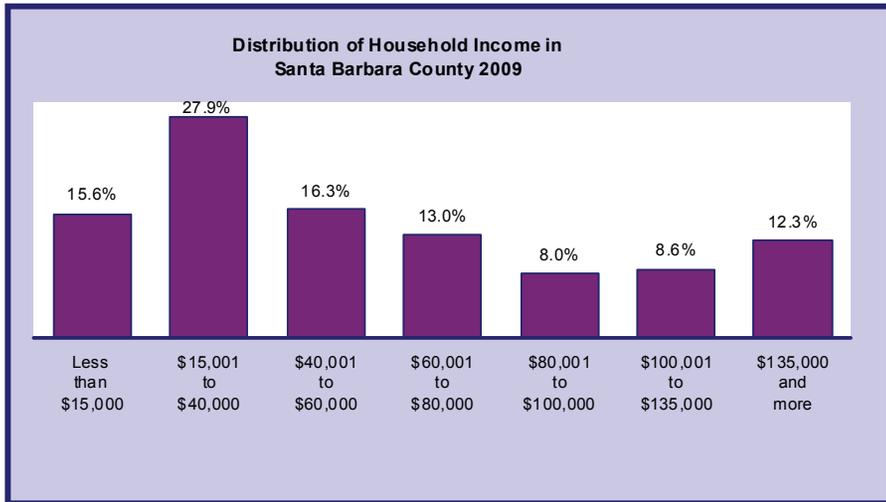
Santa Barbara County's greatest inflow of expendable revenue (for all jurisdictions) comes from collections of property taxes including secured, unsecured, state assessed property, and supplemental taxes. The 1% property tax is allocated to the local governments as follows:

Cities	County	Schools	Redevelopment Agencies	Independent Special Districts	Dependent Special Districts	Total
10.50%	26.70%	45.70%	5.90%	4.70%	6.50%	100%

Source: California Economic Forecast Project, DQNews.com

County Statistical Profile (Cont'd)

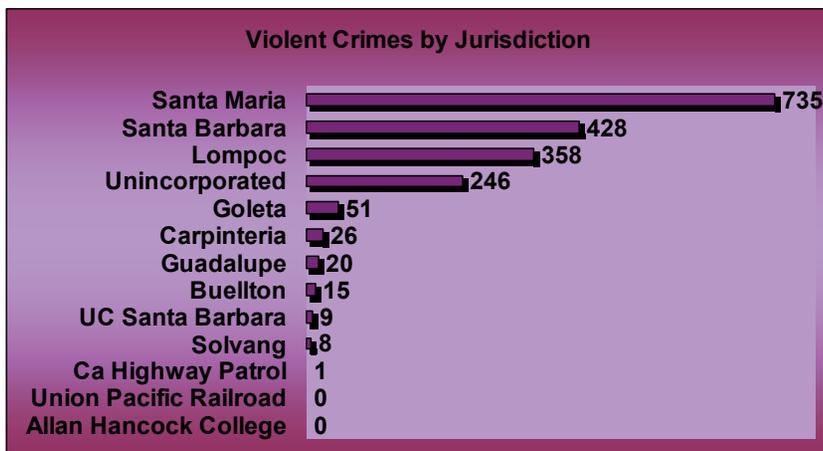
Income distribution in Santa Barbara County illuminates the diversity of the region, with approximately 43.5% of households earning below \$40,000 per year, and 20.9% of households earning \$100,000 per year or more.



Source: California Health Interview Survey

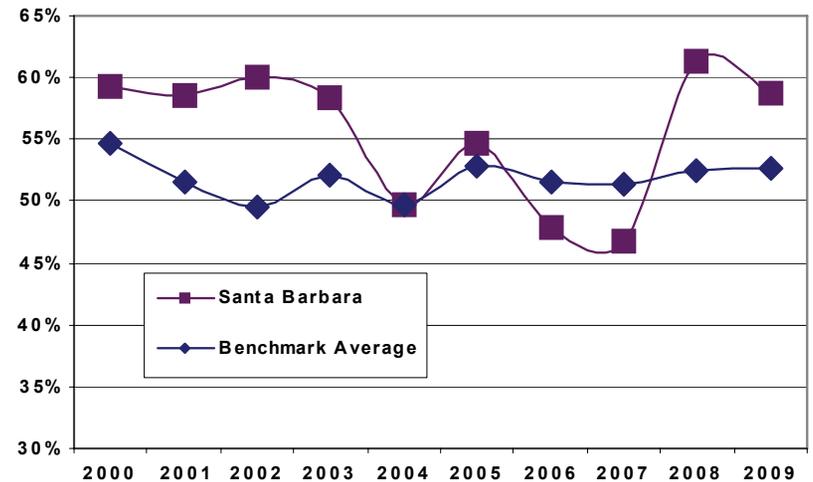
Safety

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 2009.



Source: California Department of Justice 2010

Violent Crime Clearance Rate 2000-2009



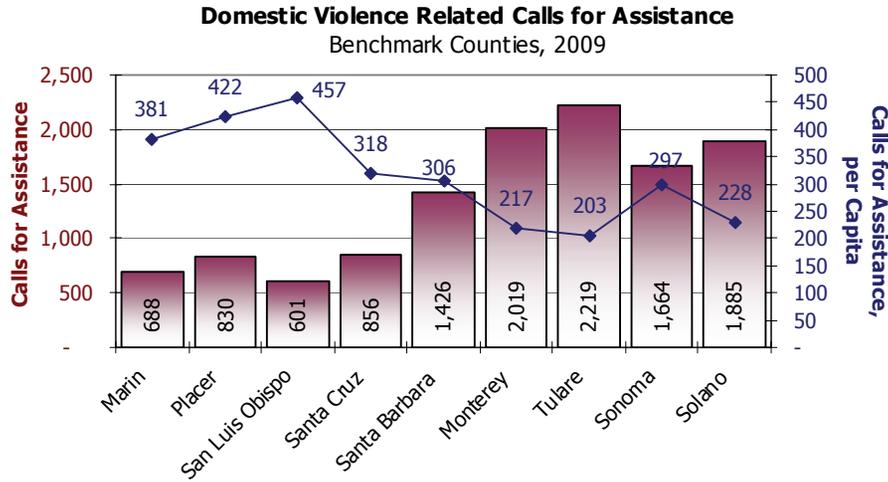
Source: California Attorney General 2010

Santa Barbara's crime rate may be linked to the overall quality of life and economic strength of the County. A violent crime is a crime in which the offender uses or threatens to use violent force upon the victim. Violent crimes include homicide, forcible rape, robbery and aggravated assault. Violence negatively impacts communities by reducing productivity, decreasing property values and disrupting social services. Violent crime is resource intensive.

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 (2009), Santa Barbara County had 1,426 domestic violence related calls for assistance, one of five counties with the lowest number of calls.



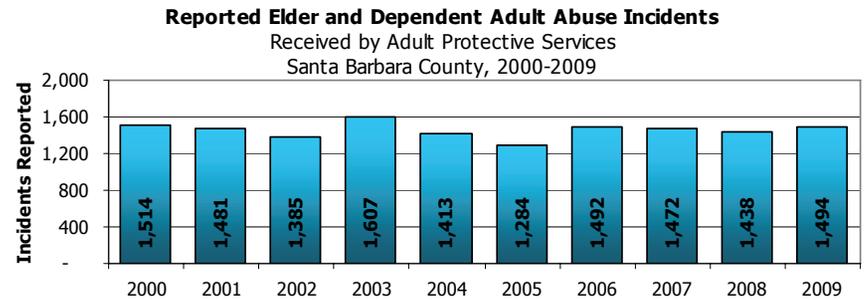
Source: California Office of the Attorney General 2010

Elder Abuse

Currently, California has the largest older adult population in the country. According to the 2010 US Census, there were 70,177 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.

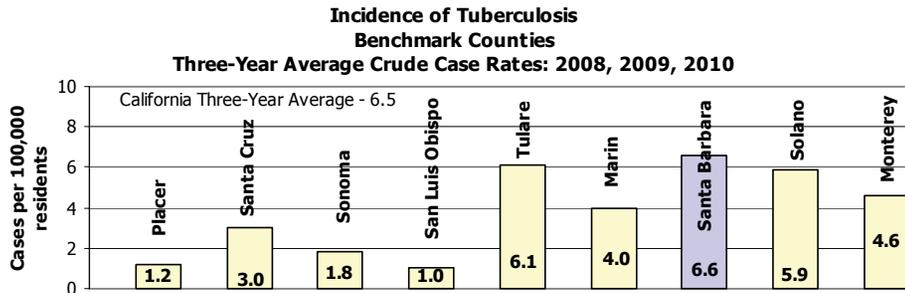
Adults older than the age of 60 make up an estimated 16.6% of County residents, 57% are women and 43% are men. Since 1980, the total number of adults over the age of 75 living in poverty has increased 17.4%, and 6.2% of adults over 60 are currently living at the 125% poverty level.

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

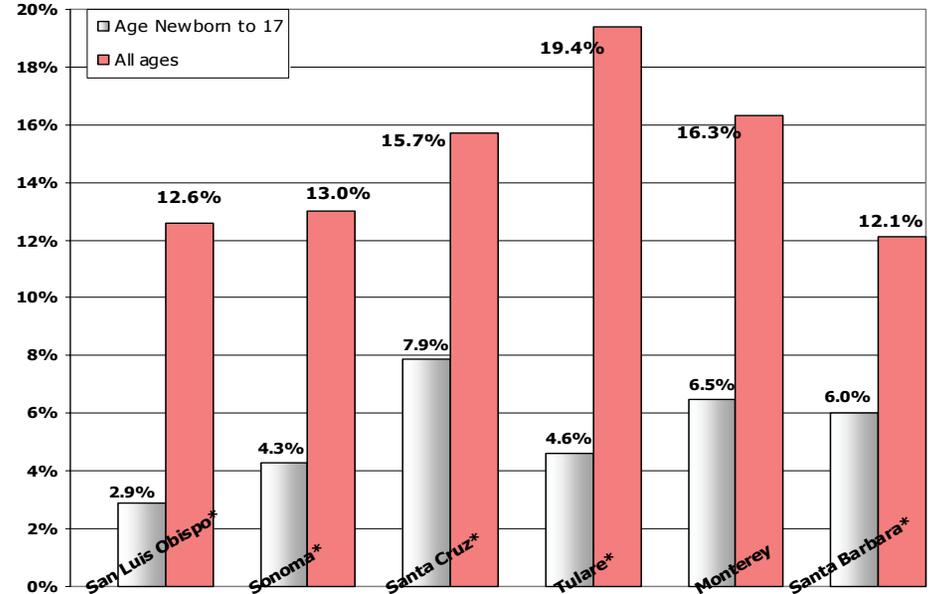
Controlling communicable disease is a core function of the Public Health Department. One indicator of a healthy community is the incidence of tuberculosis, an infectious disease caused by germs that spread from person to person through the air. The County experienced 30 tuberculosis (TB) cases in 2010, up from 23 in 2009, and down from an unusually high number of 37 TB cases in 2003 (a single TB case in the Santa Maria area spread to 9 individuals). 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

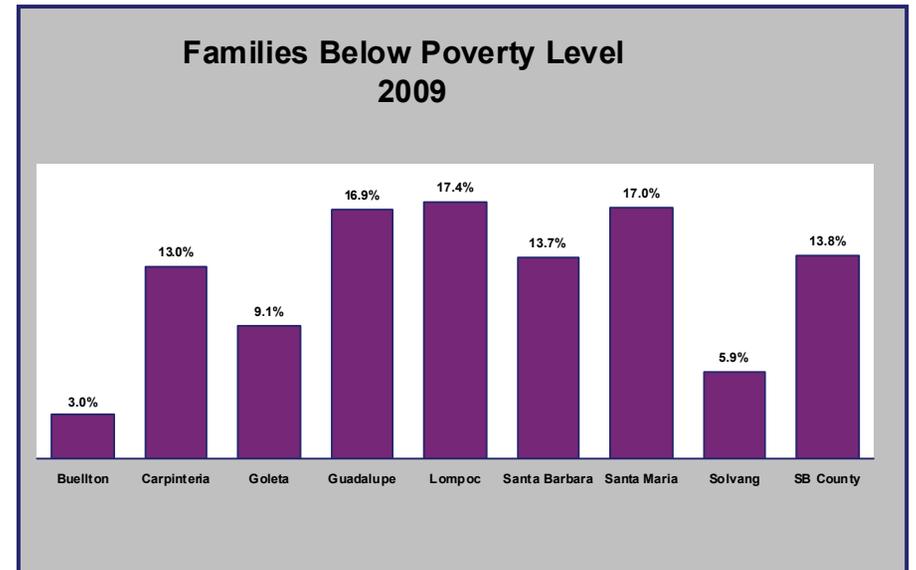
Santa Barbara County has numerous high quality health care providers in the private and public sectors. Yet not all residents have access to needed health services, and lack of medical insurance continues to be a major problem. According to the bi-annual California Health Interview Survey conducted by 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 10 County residents (12.1% of all residents), do not have health insurance, compared to the State average of 14.5%. About 6.0% of all County children ages Newborn to 17 do not have health insurance. This correlates with the number of families living below the poverty level, which was 13.8% in 2009.

Percent of Uninsured Residents during 2009
Santa Barbara and Selected Benchmark Counties



Source: California Health Interview Survey, UCLA, 2009

*Statistically unstable data for ages 0-17 data.



Source: American Community Survey, US Census Bureau 2010

Local Economy

Santa Barbara County has experienced a less severe economic downturn than the majority of the United States and California. However, economic recovery will remain slow with increases in employment in the non-farm sector estimated to remain below 1% in 2011 before increasing in 2012 according to the California Economic Forecast. Retail sales will also continue to grow by an estimated 2% in 2011 and 4.5% in 2012. One of the unknowns for the remainder of 2011 and into 2012 is the impacts of the public sector budget shortfalls, especially at the State and local level. Further layoffs of public employees and reductions in services could impact the private sector's recovery.

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. 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 5.7% lower in the fiscal year ending June 30, 2010 than 2009, decreasing from \$5.49 billion to \$5.17 billion. This is the third consecutive year that taxable sales have declined from their \$6.32 billion peak in 2007. Distribution of taxable sales shows that Santa Barbara City accounted for 33% of the County's overall taxable sales. The City of Santa Maria followed closely behind with 28%, and the City of Goleta with 7%. The Auditor Controller's office is predicting that taxable sales will increase by 2-5% in FY 2010-11.

The outlook for Santa Barbara's economy is cautiously optimistic for the remainder of 2011, unemployment rates are anticipated to remain at their current levels with a slight decrease in the later part of 2011. Inflation is not expected to be a problem in the region in the short term. Concern does exist regarding mortgage interest rates rising, impacting any recovery in the housing market.

Employment and Unemployment

Overall, a total of 12,200 jobs have been lost in the region, since employment peaked in 2007. 200 of these jobs have been lost over the past year (2009 to 2010), a decrease in the rate of job loss compared with the 3,300 jobs lost in 2009. Losses were greatest in the agricultural sector industry, which lost 700 jobs, compared to the next largest decline of 300 jobs in the construction and retail sectors. The only sector to register any significant gain was Non-Durable Manufacturing which added 200 jobs. The two largest industries in the County, retail trade and government, experienced a combined job loss of 400. Further discussion of the health of several of the County's major job sectors is provided below. The average salary for workers in non-farm industries was \$46,510 in 2010 based on data from the State of California and the California Economic Forecast.

Employment in the state and local government sector within Santa Barbara County was 37,700 workers in 2010, a slight decrease compared to 2009. 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 local government employees was approximately \$50,500, adding an element of stability to the regional economy. A number of Santa Barbara County's largest employers are in this sector (2010 employment numbers), including the University of California at Santa Barbara (9,916 employees), Vandenberg Air Force Base (6,623), the County of Santa Barbara (4,150), the Santa Barbara School District (2,500), Santa Barbara City College (2,030), and the Santa Maria Bonita School District (1,370).

Employment in Leisure and Hospitality services, including hotel/motel operations and food service, accounts for approximately 21,500 jobs countywide in 2010. This sector has been impacted by the recession over the past three years, shedding approximately 280 jobs over all in the past three years with a slight increase in 2010. Santa Barbara County's overall tourism industry is poised for long term 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 15,600 workers employed in 2010. Agriculture is the County's major producing industry, with a gross production value in 2010 of \$1.2 billion, a 1.7% decrease over 2009. This is the fifth consecutive year that the overall production has broken the \$1 billion mark. Wine grapes were the third highest grossing commodity (\$97.4 million) in the County, following strawberries (\$392.3 million) and broccoli (\$122.5 million). Twenty six commodities produced in Santa Barbara County grossed over \$1 million in 2010 according to the County Agricultural Commissioner's Annual Crop Report. There are over 1,400 farms covering approximately 710,000 acres in the County. One hundred and twelve organic farms were registered in Santa Barbara County in 2010 an increase over the 92 farms in 2009. Agricultural workers' average salaries continue to be among the lowest of the County's employment sectors, with workers earning approximately \$23,400 annually.

Construction is another important job sector, employing 6,700 workers in 2010, with an average salary of \$47,800 in the County. This sector lost approximately 300 jobs between 2009 and 2010, 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.

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 started to stabilize overall remaining at the 2009 level of 9.5% at year end. 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 in the charts in this section can be used as another indicator of the state of the local economy.

Average Salary and Growth by Sector Santa Barbara County 2010			
Sector	Salary in 2009	Salary in 2010	Percent Change
Agriculture	23,279	23,405	0.5
Mining	76,669	82,225	7.2
Construction	49,549	47,827	-3.5
Manufacturing	61,238	64,445	5.2
Wholesale Trade	56,355	57,298	1.7
Retail Trade	29,349	30,245	3.1
Transportation & Warehouse	39,350	40,069	1.8
Information	66,671	74,663	12
Finance and Insurance	75,436	77,600	2.9
Professional and Technical Services	72,656	73,438	1.1
Real Estate and Rental and Leasing	36,463	36,638	0.5
Management of Companies and Enterprises	101,369	116,643	15.1
Education Services	41,775	41,391	-0.9
Healthcare and Social Assistance	48,300	50,033	3.6
Utilities	72,819	73,159	0.5
Accommodation and Food Services	18,724	19,047	1.7
Arts, Entertainment and Recreation	26,341	25,390	-3.6
Other Service, except Public Administration	25,460	25,524	0.2
Government			
Federal	62,558	62,237	-0.5
State	57,961	52,084	-10.1
Local	48,494	50,494	4.1
All Industry Average	43,309	44,059	1.7

Source: California Economic Forecast 2011

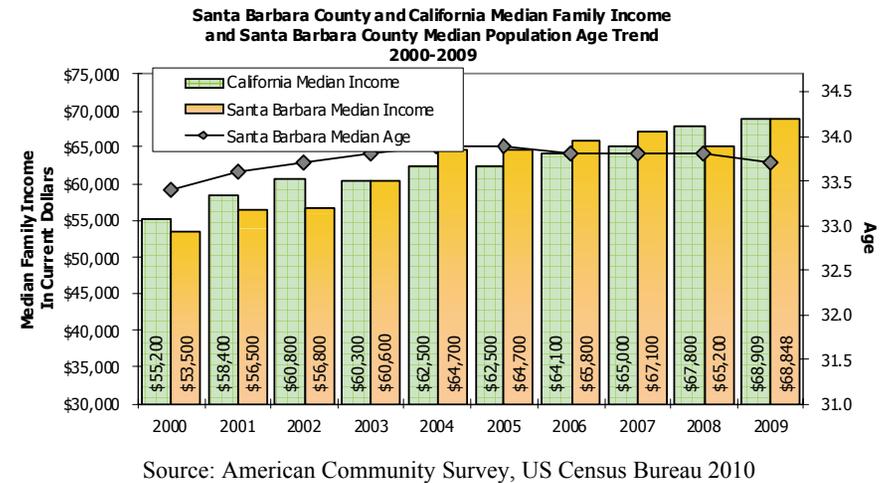
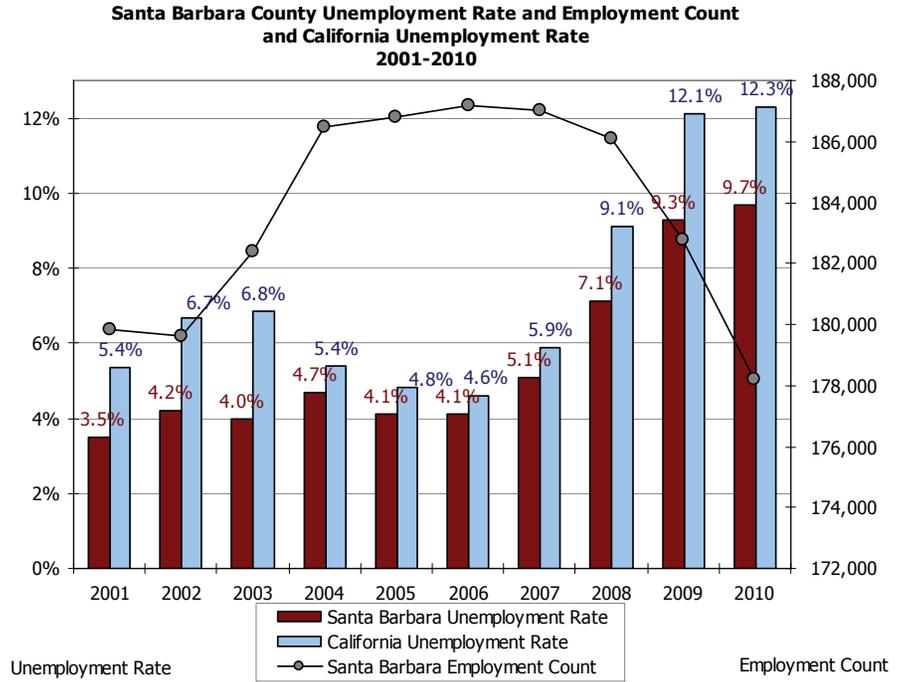
Job Growth by Sector Santa Barbara County				
Sector	Jobs in 2009	Jobs in 2010	Jobs Created	Percent Change
Agriculture	16,300	15,600	-700	-4.3
Mining	800	800	0	0
Construction	7,000	6,700	-300	-4.3
Durable Manufacturing	8,700	8,800	100	1.1
Non-Durable Manufacturing	2,800	3,000	200	0.3
Transportation, Warehousing & Utilities	3,100	3,000	-100	-3.2
Information	3,400	3,300	-100	-2.9
Wholesale Trade	4,200	4,200	0	0
Retail Trade	19,200	18,900	-300	-1.6
Financial Activities	6,700	6,800	100	1.5
Other Services	5,300	5,400	100	1.9
Government	37,800	37,700	-100	-0.3
Remaining Sectors	63,600	64,500	900	1.4
Total, All Industries	178,900	178,700	-200	-0.1

Source: California Employment Development Department March 2011

County Statistical Profile (Cont'd)

Major Employers in Santa Barbara County (Over 1,000 employees)		
Company Name	Location	Industry
Chumash Casino Resort	Santa Ynez	Casino
County of Santa Barbara	Santa Barbara	Government, County
Lockheed Martin Corporation	Lompoc	Aero-Space
Marian Medical Center	Santa Maria	Hospital
Pacific Capital Bancorp	Santa Barbara	Financial
Raytheon Electronic Systems	Santa Barbara	Aero-Space
Sansum Medical Foundation Clinics	Santa Barbara	Hospital
Santa Barbara City College	Santa Barbara	Government, City
Santa Barbara City College	Santa Barbara	Education
Santa Barbara Cottage Hospital	Santa Barbara	Hospital
Santa Barbara County Education Office	Santa Barbara	Education
Santa Barbara Unified School Dist.	Santa Barbara	Education
Santa Maria Bonita School Dist.	Santa Maria	Education
University of California, Santa Barbara	Santa Barbara	Education
Vandenberg Air Force Base	Lompoc	Government, Federal

Source: California Economic Forecast 2011



Source: American Community Survey, US Census Bureau 2010

Tourism

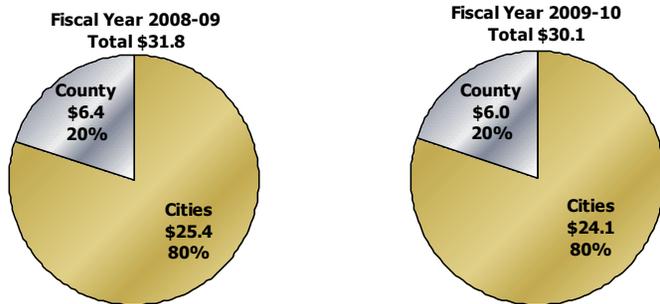
Given its well-known wine region, beaches, access to recreational opportunities including the Los Padres National Forest, and unique cultural opportunities, Santa Barbara County is a well-known tourist destination. Accordingly, tourism is an important part of the local economy, helping to support the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

The County contains an estimated 183 hotels and motels, including 132 vacation rentals and bed and breakfast locations 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 5.1% from 2008-2009. For the unincorporated County, hotel sales generated TOT revenue of \$6.0 million in 2009-2010, a decline of 6.1% from the prior year. For the incorporated cities, hotel sales generated TOT revenues of \$24.1 million, a 4.9% decline compared to the prior year. These negative trends marked the second consecutive 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

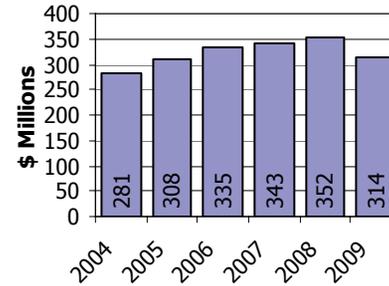
For Unincorporated County Area and all Cities in Millions



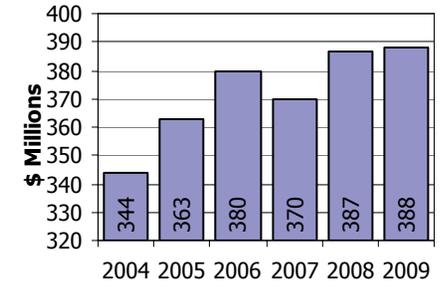
* The County and City of Goleta have a revenue sharing agreement as a result of the incorporation of the City of Goleta, stipulating that that County receive 40% of the total TOT revenue generated in the City of Goleta. The revenue sharing agreement expires at the end of Fiscal Year 2011-12, and thus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

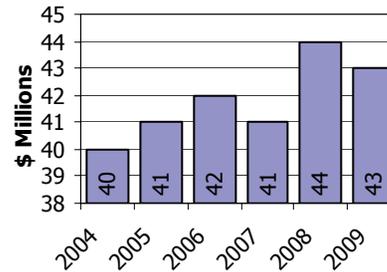
Travel Spending Accommodations



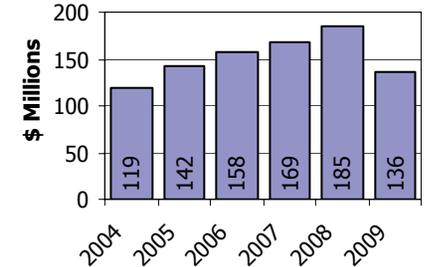
Travel Spending Food & Beverage Services



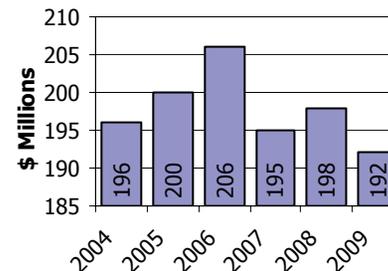
Travel Spending Food Stores



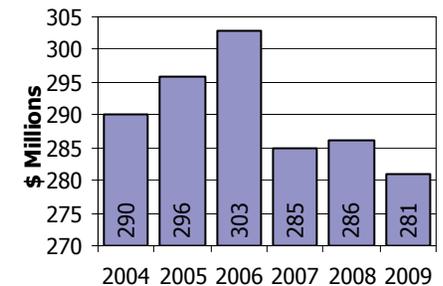
Travel Spending Ground Transportation & Motor Fuel



Travel Spending Arts, Entertainment & Recreation



Travel Spending Retail Sales



Source: California Travel and Tourism Commission 2010

County Statistical Profile (Cont'd)

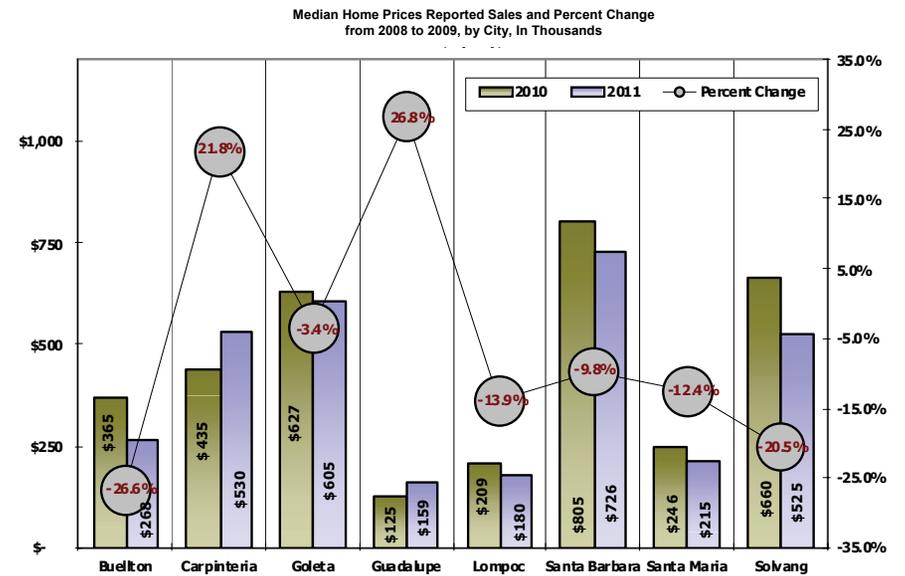
Residential and Commercial Real Estate

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 \$311,000 in the March of 2011. In the North County, median prices ranged from \$225,000 in the Lompoc Valley to \$250,000 in the Santa Maria Valley and \$644,000 in the Santa Ynez Valley. On the South Coast, median home prices were \$605,000 in Goleta and \$805,000 in Santa Barbara in early 2011. The median home price for Montecito and Hope Ranch was \$2,400,000 in 2010, bringing the South Coast median to \$850,000. In comparison, the median home price in California was \$302,000 in January 2011, which was a 1.6% decrease compared to January 2010. Statewide home sales were 10% less in 2010 than in 2009.

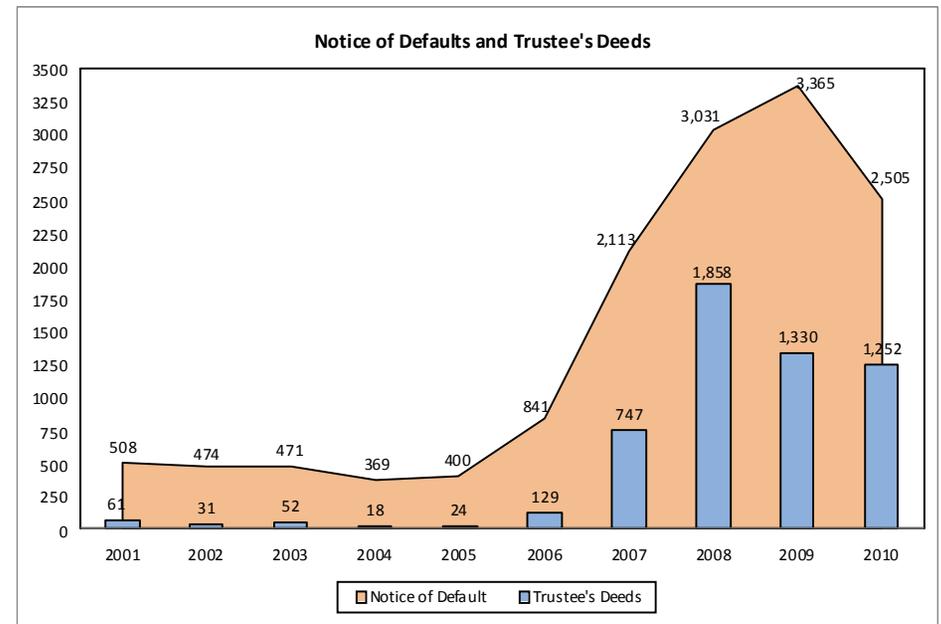
While a continued disparity exists in housing prices between North County and the South Coast, housing across the region has reached affordability levels not seen since 2001. In 2006, less than 10% of the population could afford to purchase a home at the countywide median price, given prevailing incomes. Where affordability levels 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.

There was an increase in the number of new housing units approved countywide in 2010 over 2009, 460 units compared to 213 units. This number falls well short of the 1,617 units approved countywide in 2003. The rate of home foreclosures and notices of default is still problematic for the region, as illustrated in the following graph.

Commercial real estate has continued to experience impacts from the downturn in the economy but is starting to recover. Vacancy rates are below their peaks of previous years and are trending downward according to the California Economic Forecast. Santa Barbara County commercial vacancy rates are still faring better than most Southern California counties. For example the Inland Empire office vacancy rate exceeds 20% while Santa Barbara County south coast is fewer than 5%. However, new construction of commercial and industrial structures shows some movement. Investment in 2010 was \$70 million a 9.4% increase over 2009 investment. Santa Maria city lead the county with \$44.8 million in new permit valuation with the County's unincorporated area second with \$17.9 million.



Source: DQNews 2011



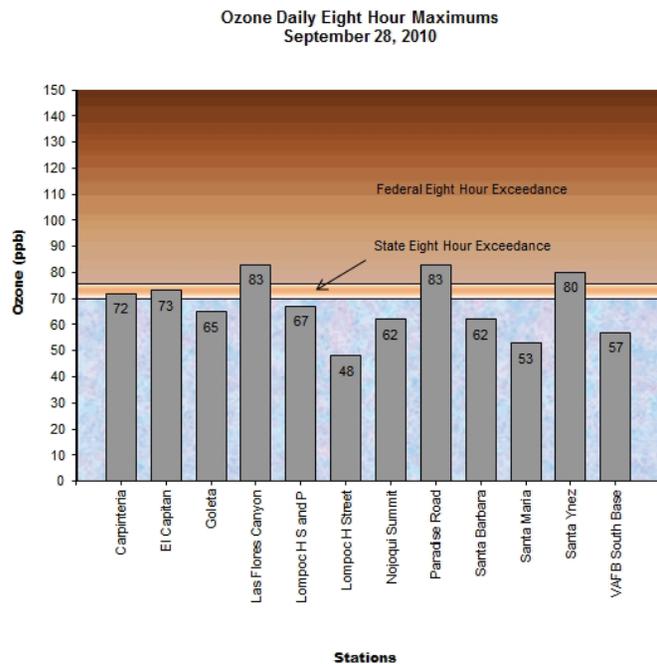
Source: Santa Barbara County Clerk-Recorder Assessor

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 28, 2010.



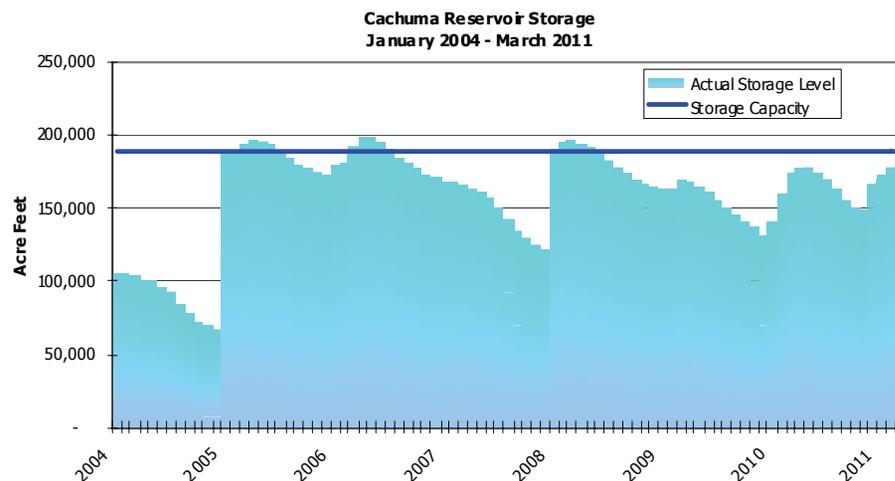
Source: Santa Barbara County Air Pollution Control District 2010

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, and again in March 2011 due to an unusually wet Winter/Spring season. As of April 2011, 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 annual 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.



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

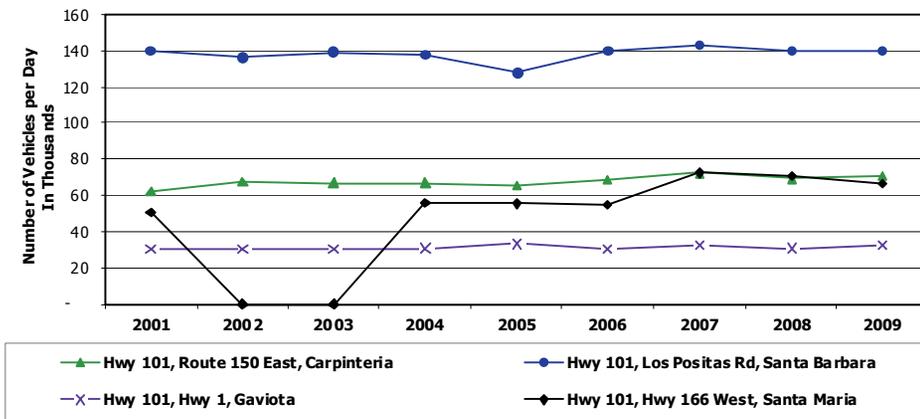
Commuting and Traffic

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.

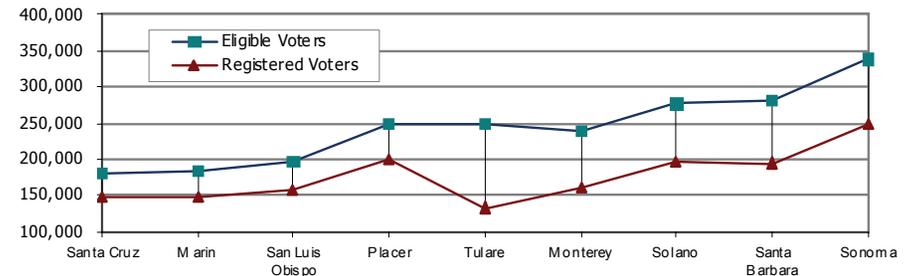
Vehicle Count on Selected Highway 101 Junctions
Santa Barbara County 2000-2009



Source: SBCAG 2010, CalTrans 2010

Electorate

Number of Eligible and Registered Voters
Benchmark Counties, as of February 10, 2011



Source: California Secretary of State 2011

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 2009-10 the Department processed 16,351 online tax payments totaling \$53 million. The totals for FY 2010-11 are 19,254 online payments totaling \$63 million, an increase of 18% in the number of installments and collected online over the previous fiscal year.

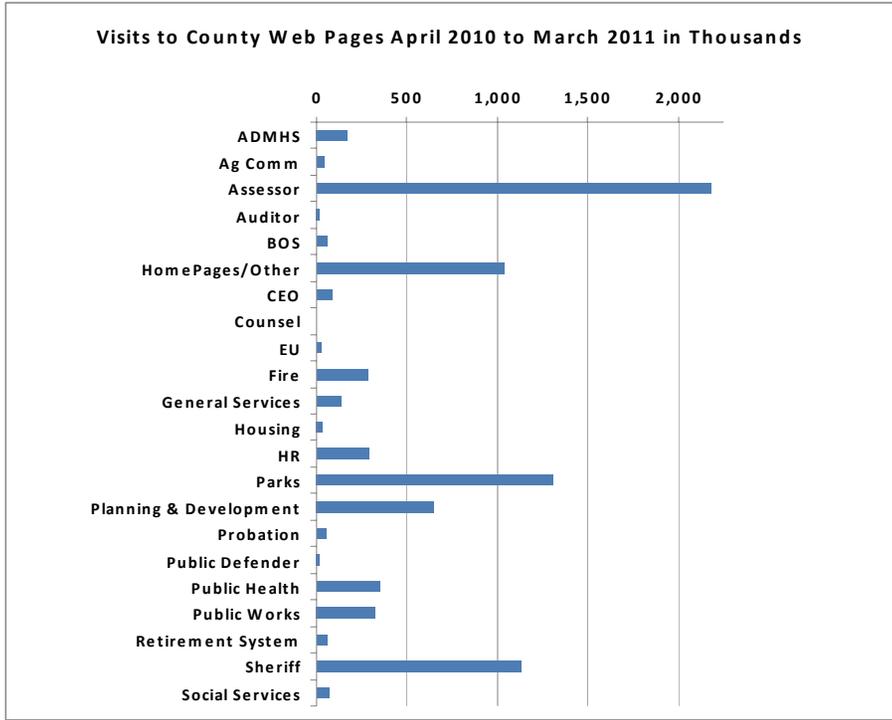
The Department's website has other benefits too. Over 31,000 reminders of the April 10, 2011 tax payment deadline were emailed to everyone who is a registered user. Taxpayers can also research the current amount due, print machine readable payment stubs online, and then mail in payment. In FY 2010-11 over 254,000 public searches were conducted.

A number of 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 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.

County Statistical Profile (Cont'd)

The County website, www.countyofsb.org is now eleven years old, and a new format was introduced 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 April 1, 2010 through March 2011 there were over 8 million visits to County web pages.

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

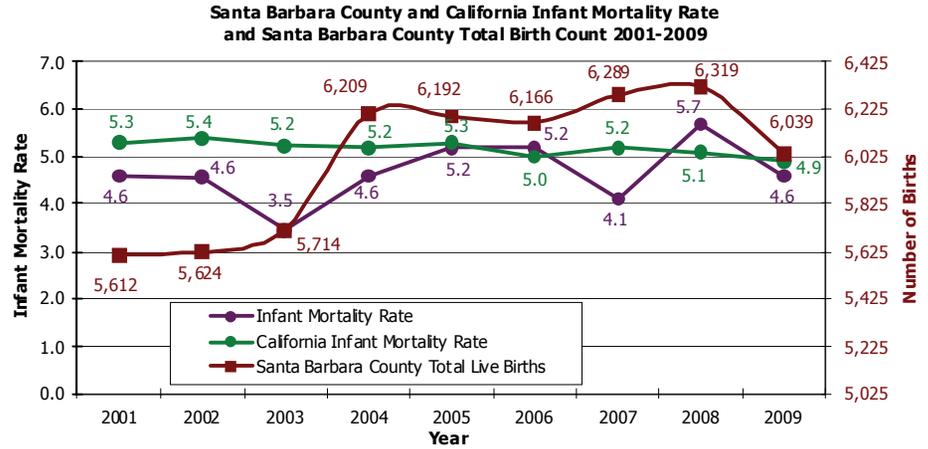


Source: Santa Barbara County Information Technology Department, 2011

Health and Education

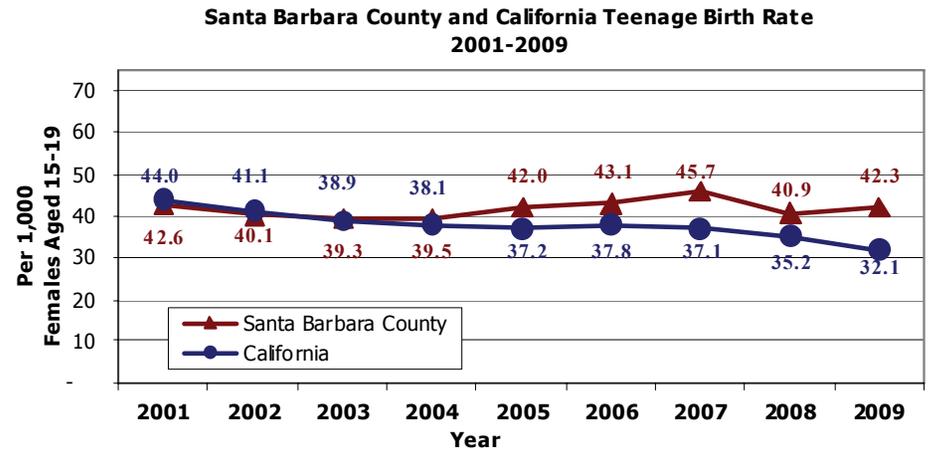
The Children's Scorecard compiles information about the status of Santa Barbara County's children and youth, in terms of their physical, emotional, educational and social well-being. The production of the Scorecard is a collaborative venture of the KIDS Network of Santa Barbara County, First 5 of Santa 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, sharply increasing again in 2008, returning to 2004 level in 2009.



Source: California Department of Public Health 2011

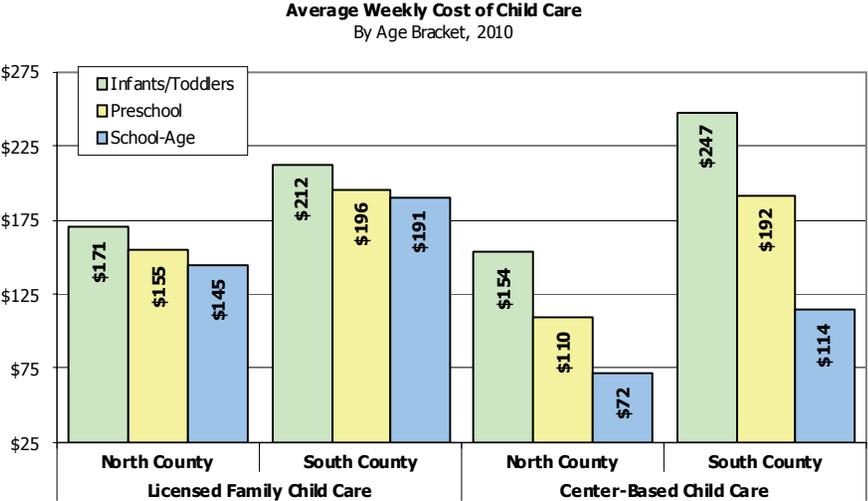
The County experienced a decline in the number and rate of births to teen mothers aged 15-19 from 2000 to 2003, but started diverting from this downward statewide trend in 2004, reaching a high point in 2007.



Source: California Department of Public Health 2011

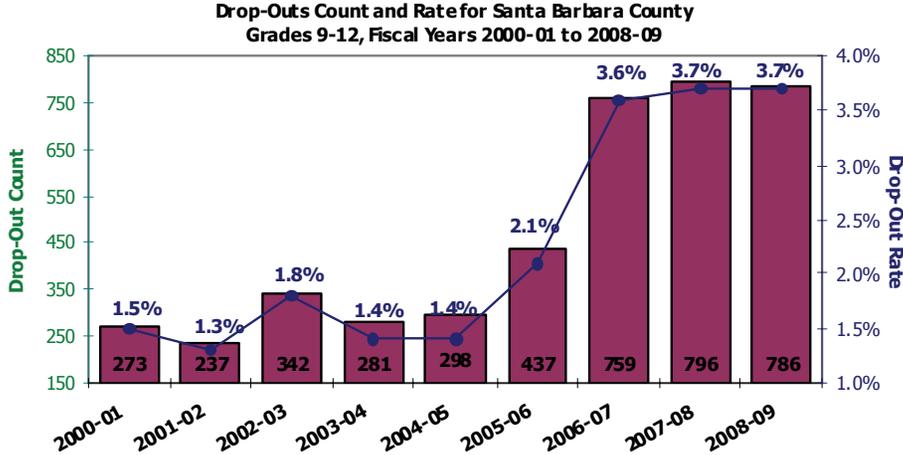
County Statistical Profile (Cont'd)

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 2010

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 2008-2009. This followed two years of 1.4% dropout rates in FY 2004-05 and FY 2003-04.



Source: California Department of Education 2010

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 CalFresh (formerly Food Stamps), and are simultaneously enrolled in the Medi-Cal program. In fiscal year 2010-11, the County’s Department of Social Services will help an estimated 4,761 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 the cases, 21% are in South County, 20% in Mid County, and 58% in North County.

CalFresh (formerly 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 2010-11, the County will help an estimated 12,737 families with nutrition assistance each month. Of these, 24% are in South County, 20% in Mid County, and 56% in North 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 2010-11, General Relief assisted an average of 486 families each month countywide. Of these, 31% are in South County, 27% in Mid County, and 42% in North County.

Medi-Cal is California’s version of the federal Medicaid program. Medi-Cal helps the uninsured in our 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 2010-11, the County will help an estimated 29,044 families with Medi-Cal coverage per month. Of these 28% are in South County, 18% in Mid County, and 54% in North County.

Monthly Estimated Distribution of Santa Barbara County Families Receiving Public Assistance Count and Percent of Total by Region, in FYTD 2010-11

Region	CalWORKs		General Relief		CalFresh (formerly Food Stamps)		Medi-Cal	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
North County	2,780	58%	205	42%	7,097	56%	15,616	54%
Mid-County	970	20%	132	27%	2,532	20%	5,129	18%
South County	1,011	21%	149	31%	3,108	24%	8,299	28%
Totals	4,761	100%	486	100%	12,737	100%	29,044	100%

Source: Santa Barbara County Department of Social Services 2011.

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 3,220 persons in March 2011.

