

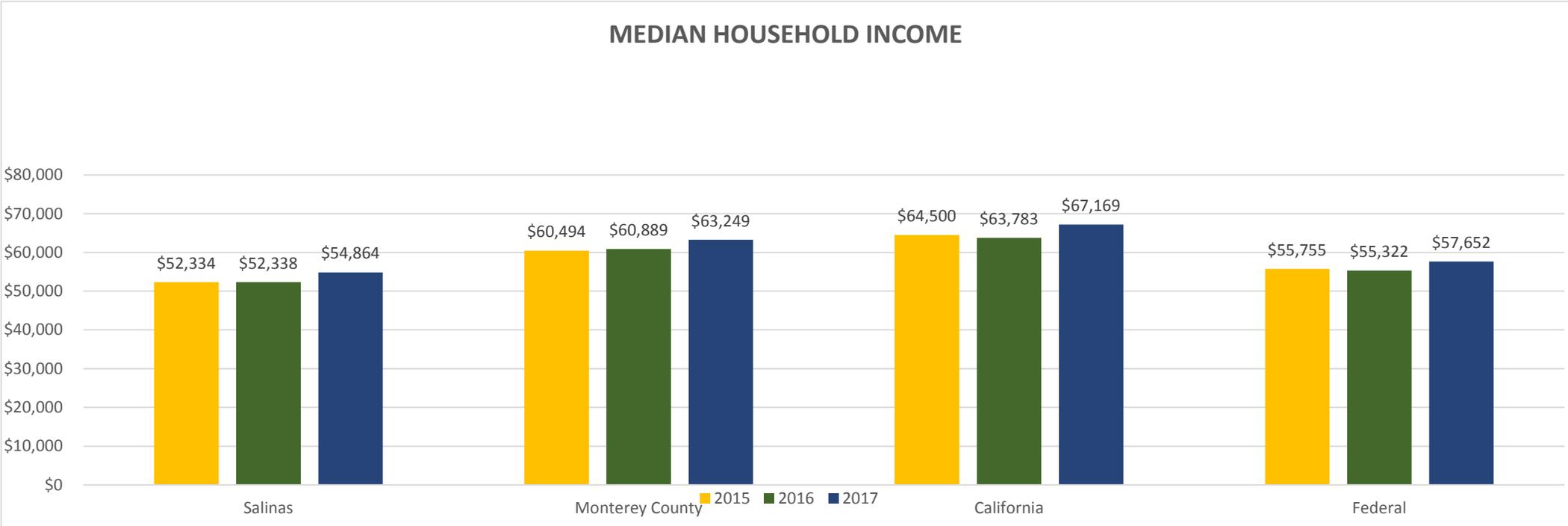
Economic Development Element Indicator Graphics Update 2019



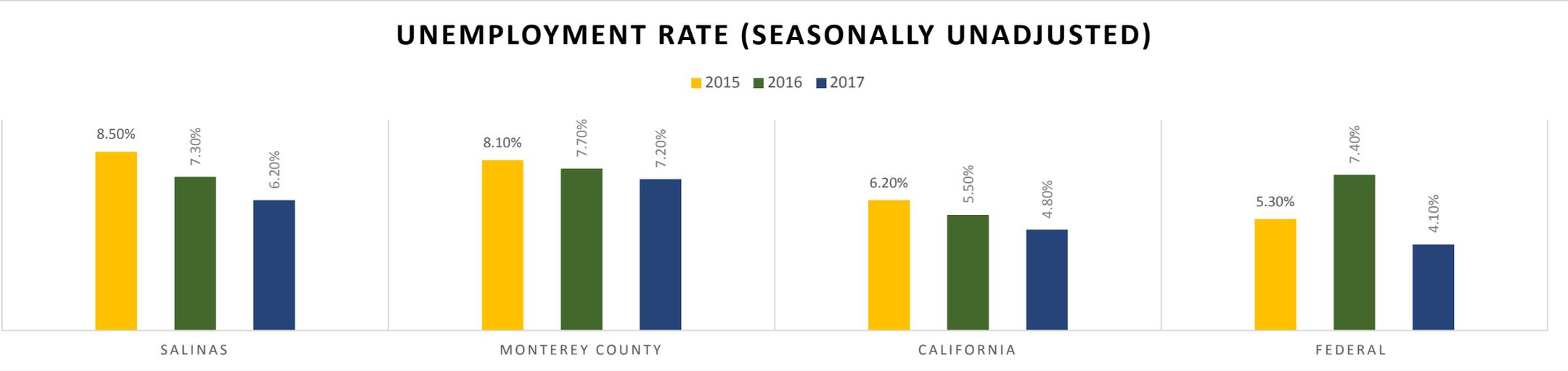
2019 EDE Indicator Update

Staff collected 2015-2017 data to compare with 2013-2015 baseline numbers. Raw data, and corresponding graphic charts provided in Attachment 3 to this report. Economic trends in Salinas continue to be on par with the state and federal level, although the City lags in certain areas such as median household income, which has risen at a slower rate than at state and federal levels. Educational attainment in Salinas is greatly polarized by race/ethnicity, which tends to correlate strongly with poverty levels. Affordability and overcrowding continue to be crisis level housing challenges.

MEDIAN HOUSEHOLD INCOME

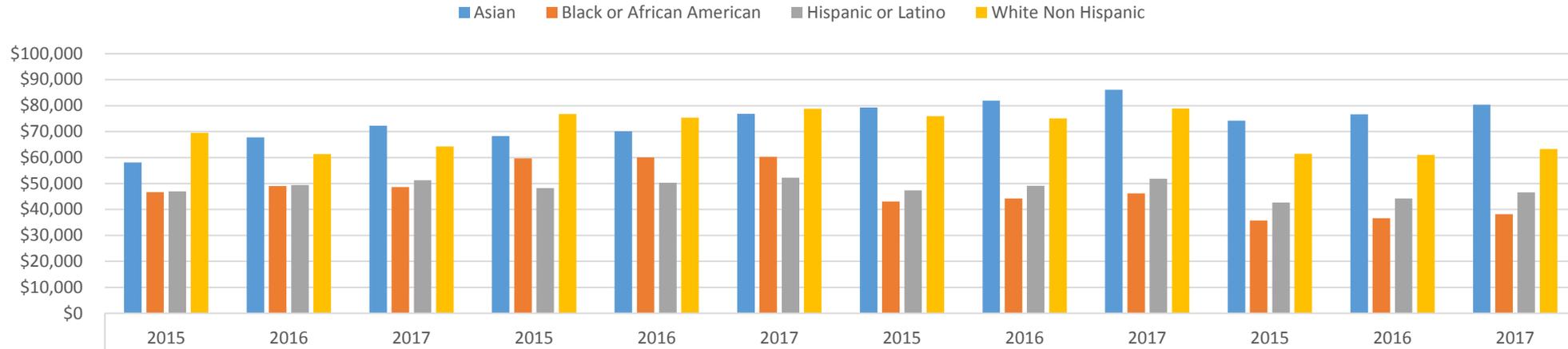


UNEMPLOYMENT RATE (SEASONALLY UNADJUSTED)

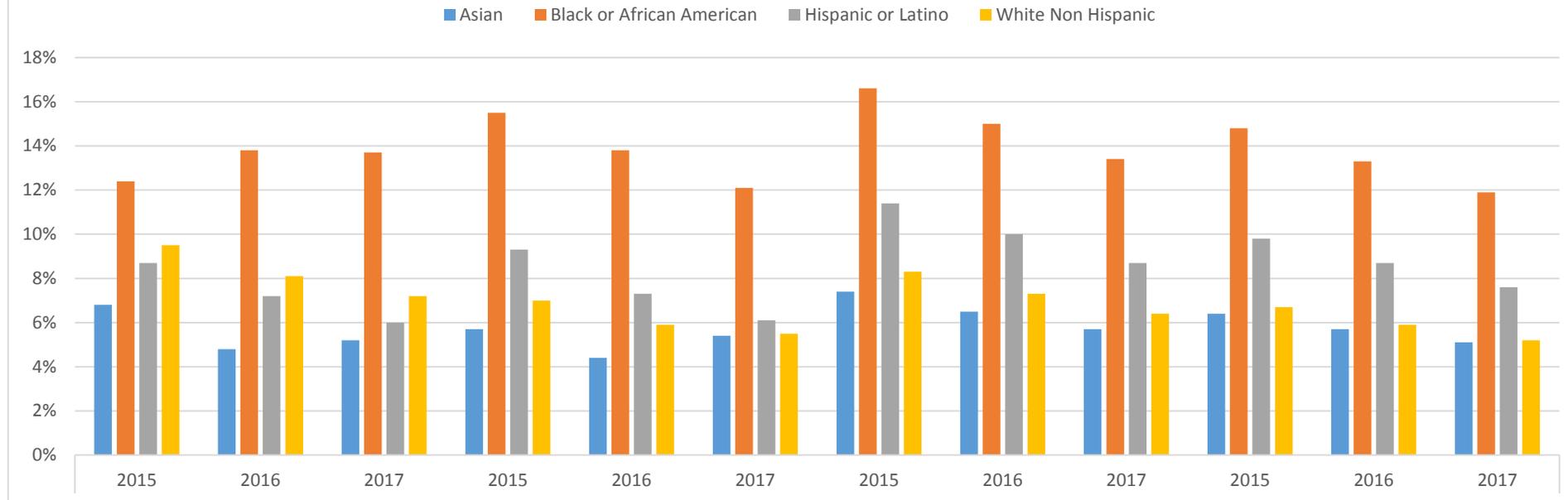


Source: American Community Survey 2013-2017

MEDIAN HOUSEHOLD INCOME BY RACE/ETHNICITY



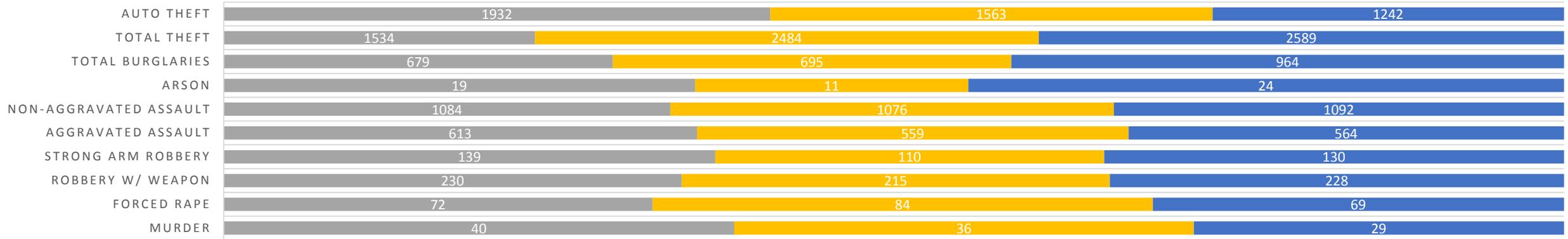
UNEMPLOYMENT BY RACE/ETHNICITY



Source: American Community Survey 2013-2017

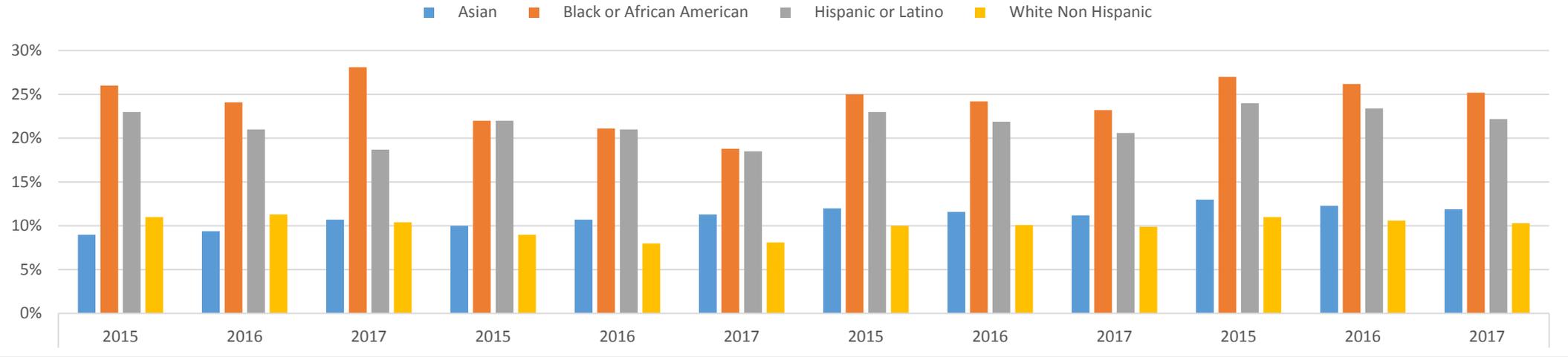
CRIMES BY TYPE

■ 2015 ■ 2016 ■ 2017

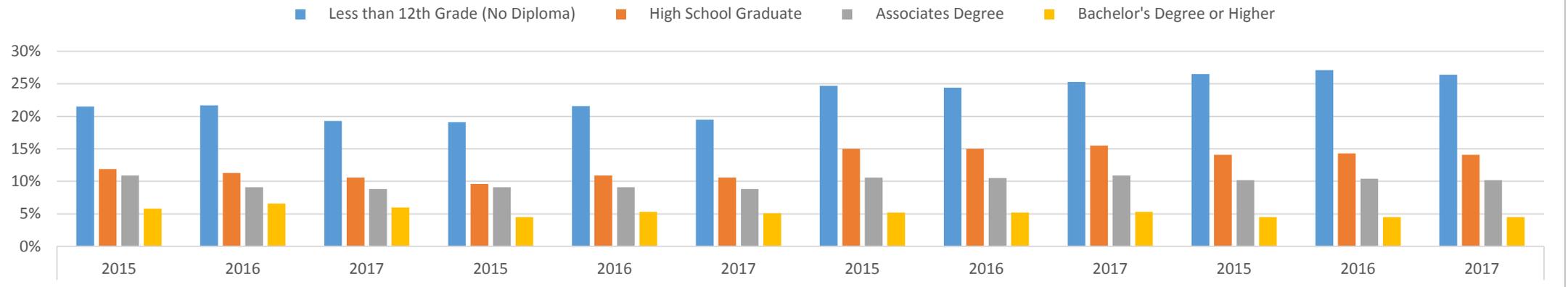


Source: Department of Justice

PERCENT IN POVERTY BY RACE/ETHNICITY

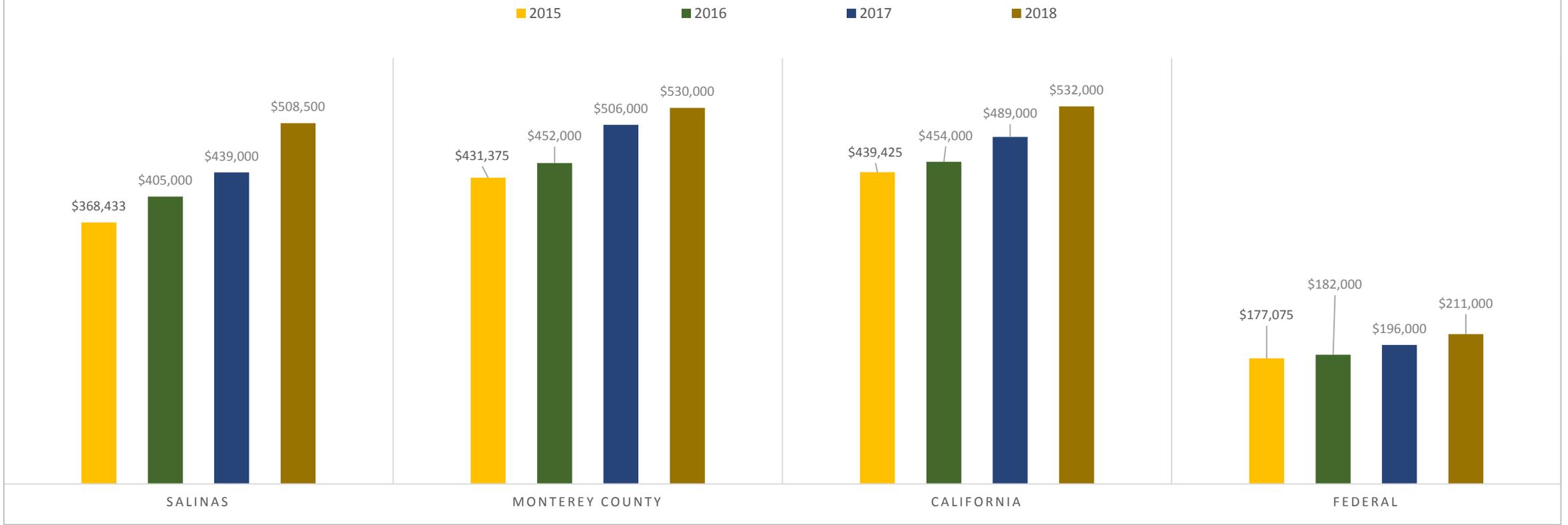


POVERTY LEVEL BY EDUCATIONAL ATTAINMENT



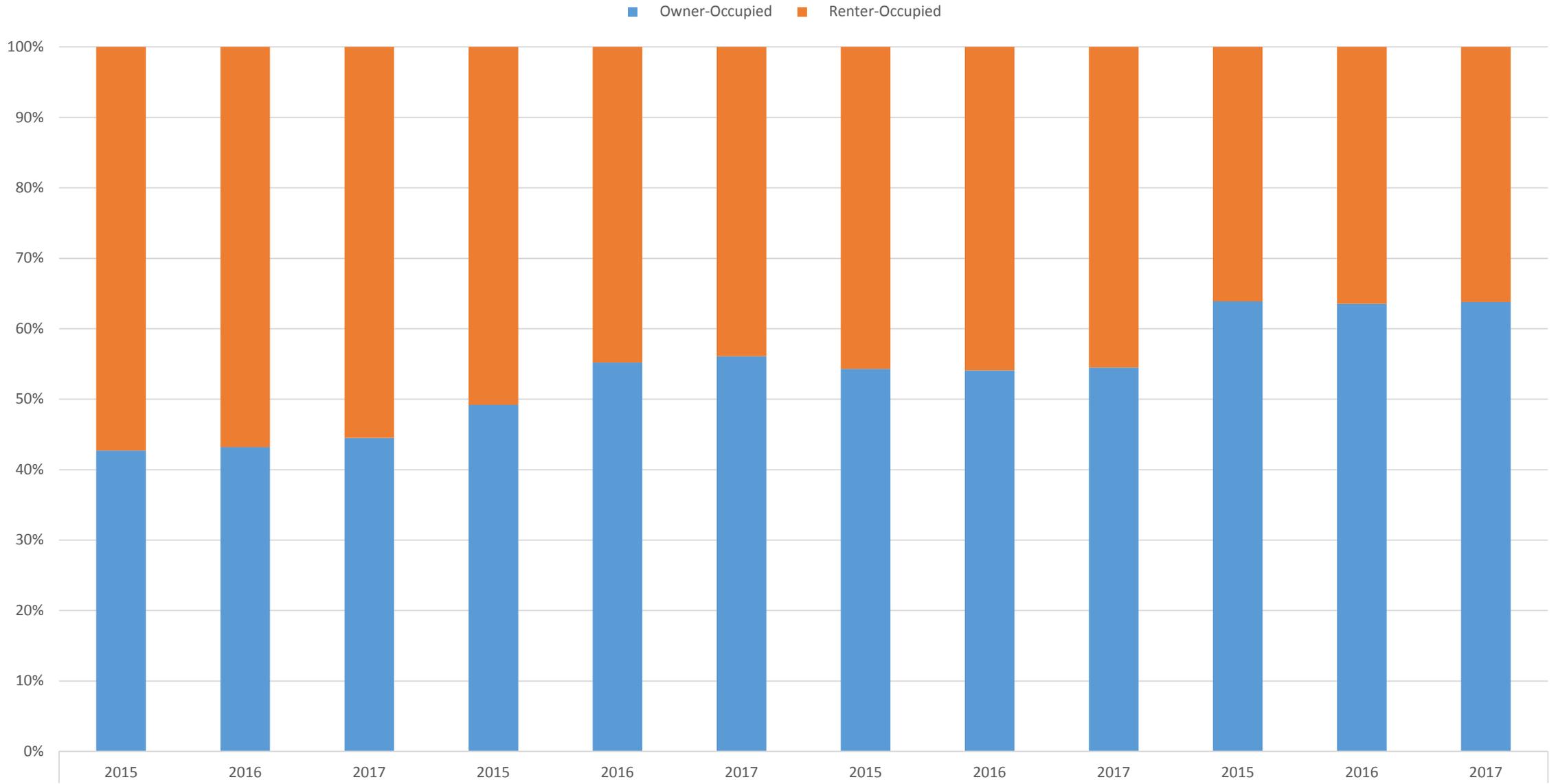
Source: American Community Survey 2013-2017

MEDIAN HOME PRICE 2013 - 18



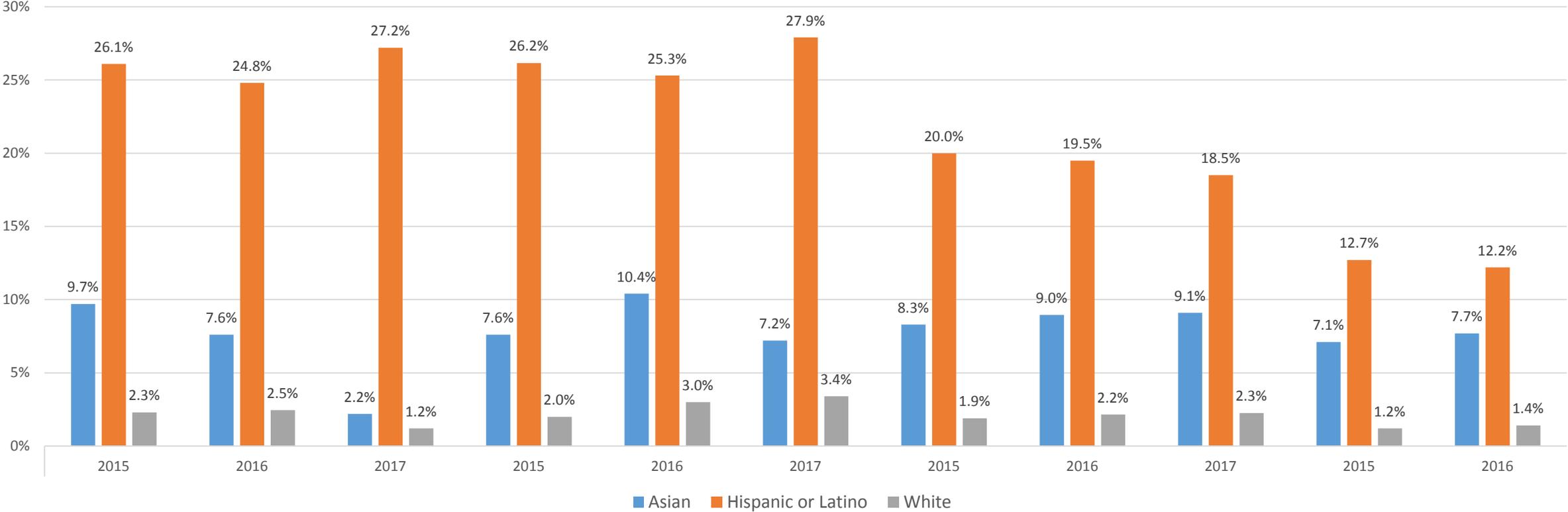
Source: Zillow.com

OWNER VS RENTER OCCUPIED HOUSING IN SALINAS



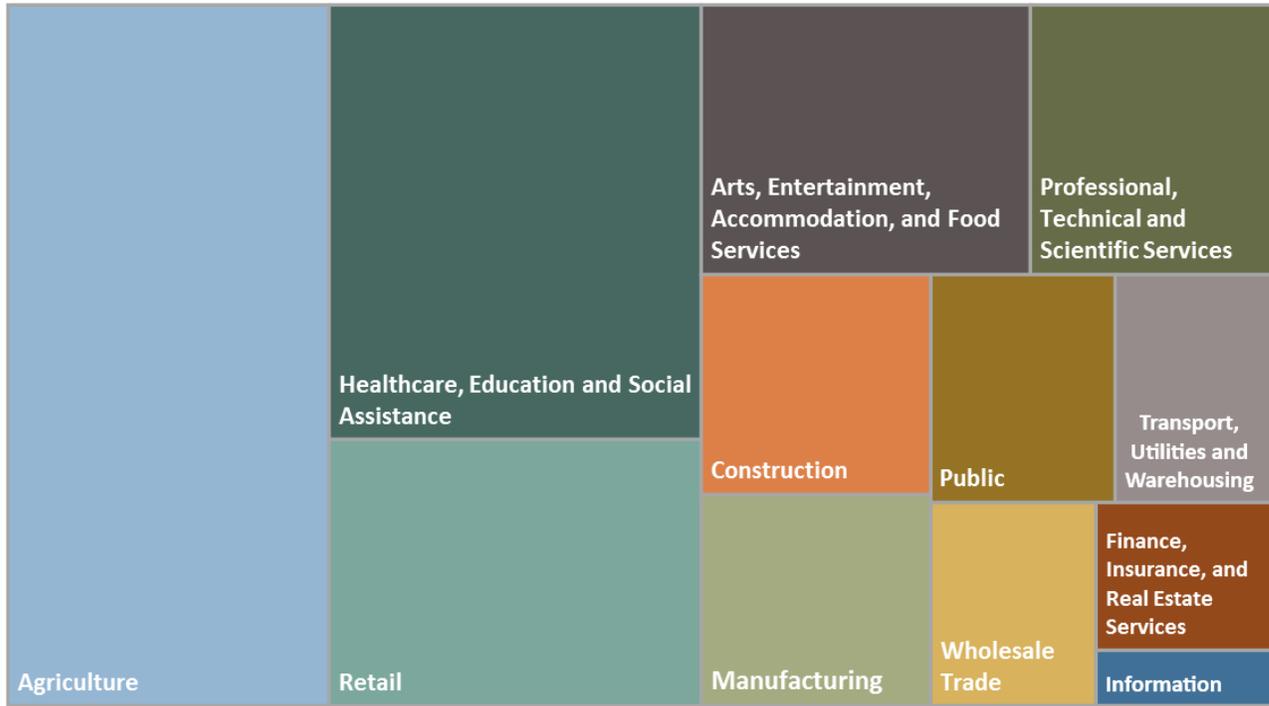
Source: American Community Survey 2013-2017

PERCENT OVERCROWDED BY RACE/ETHNICITY

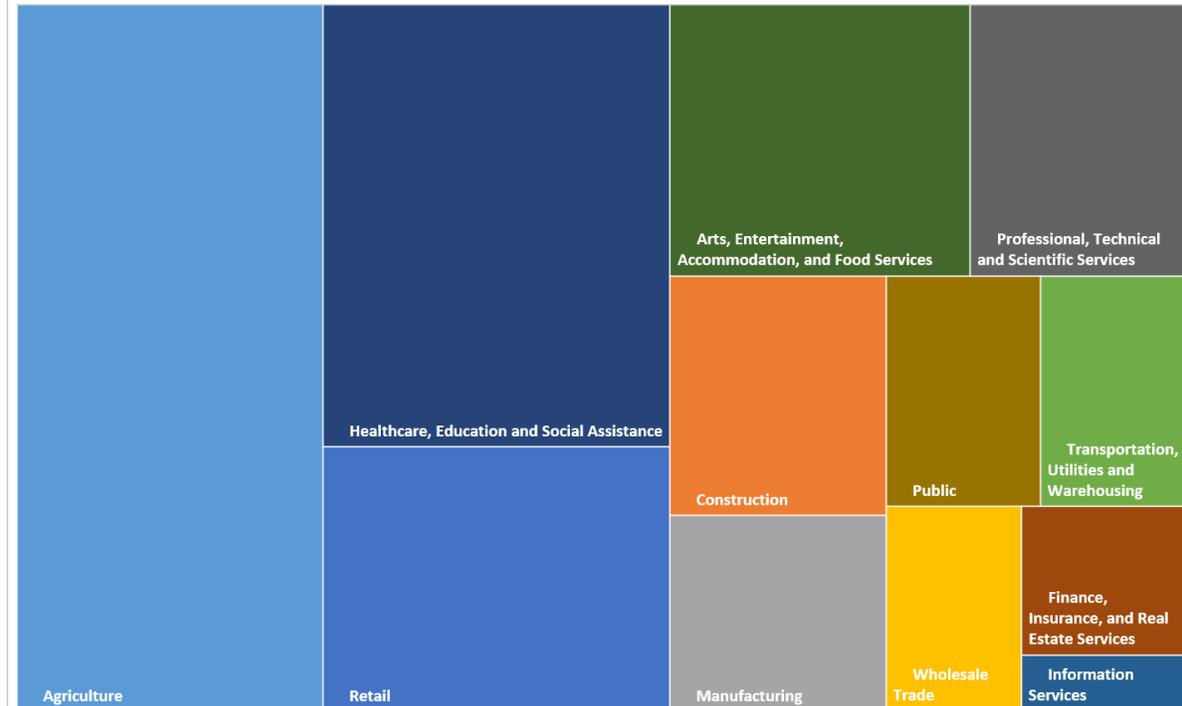


Source: American Community Survey 2013-2017

PAID EMPLOYMENT BY INDUSTRY - 2015

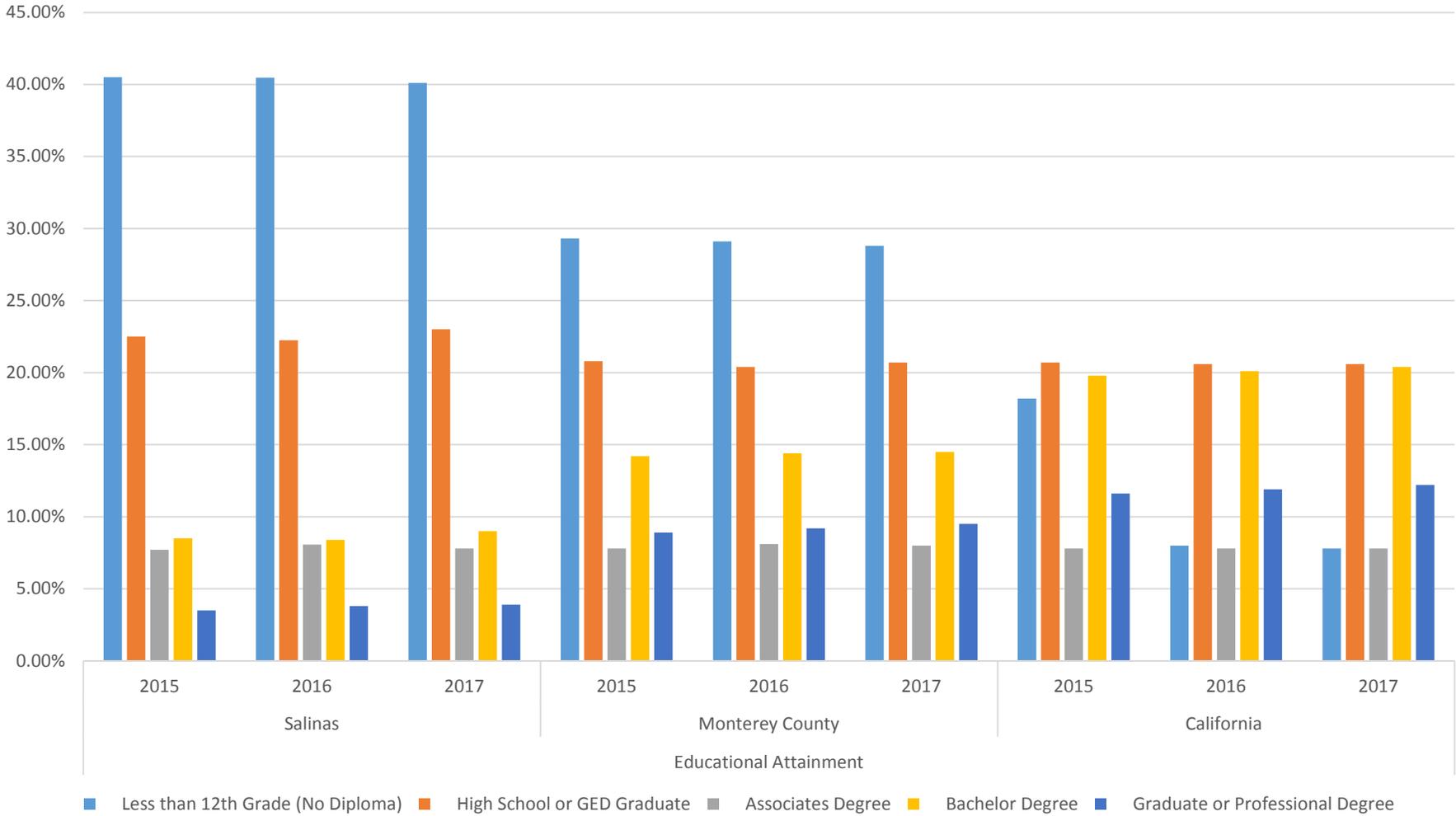


PAID EMPLOYMENT BY INDUSTRY - 2017

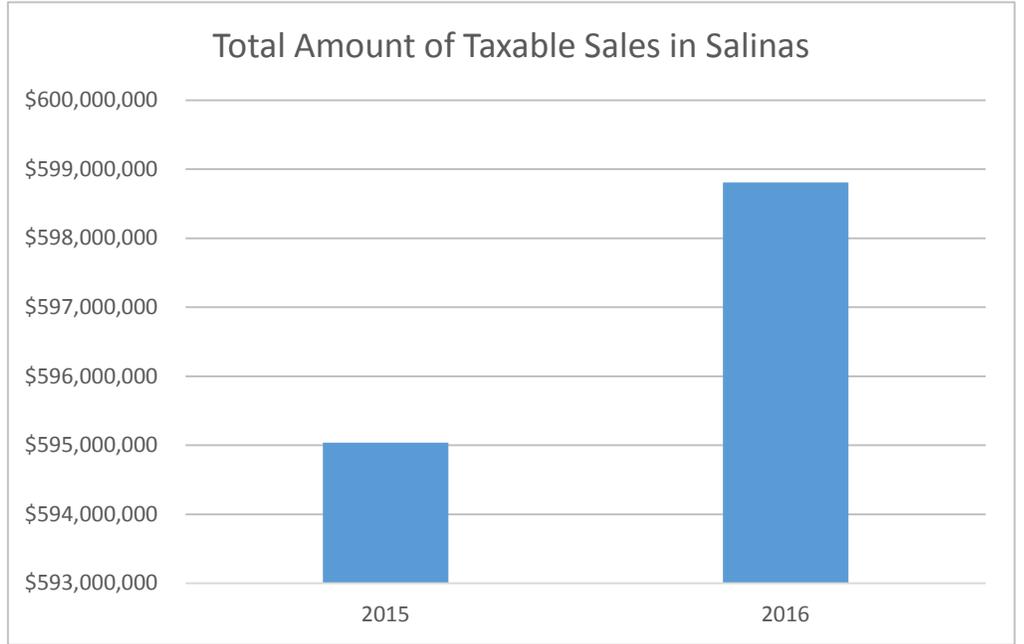
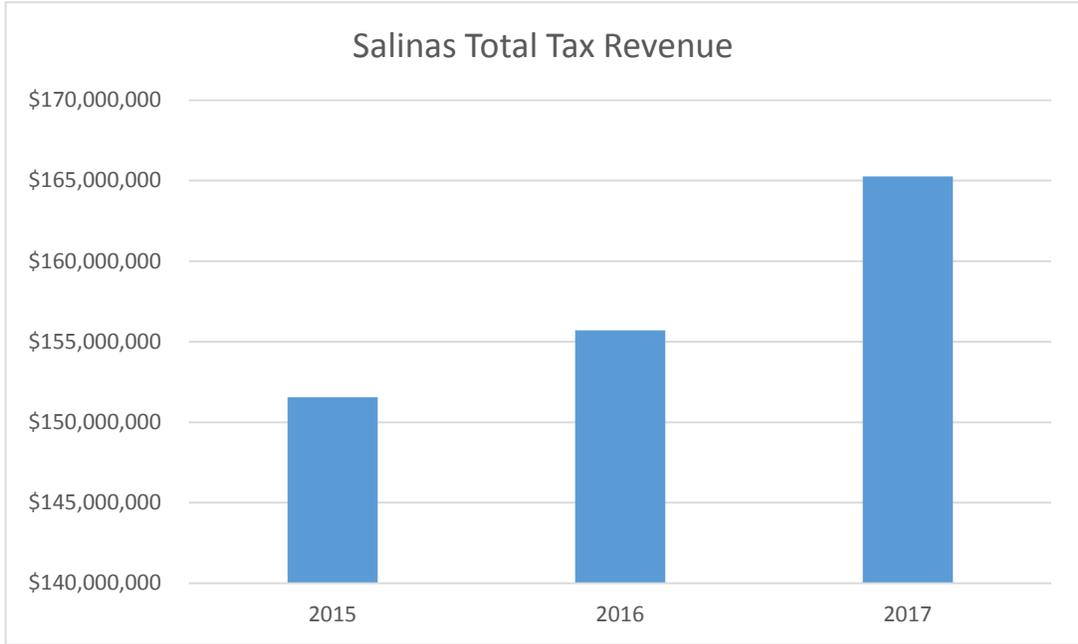


Source: American Community Survey 2013-2017

Educational Attainment

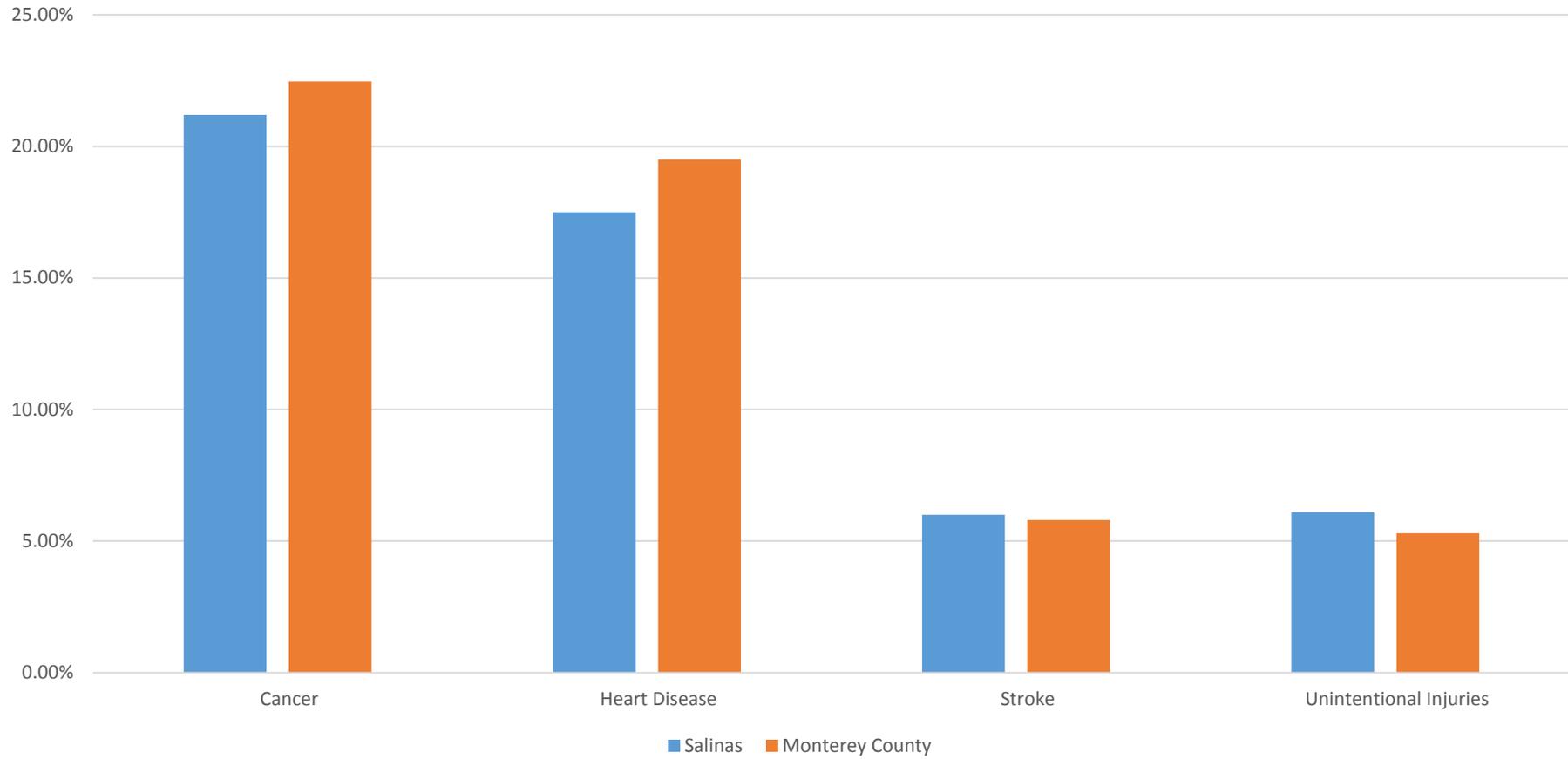


Source: American Community Survey 2013-2017



Source: California Board of Equalization

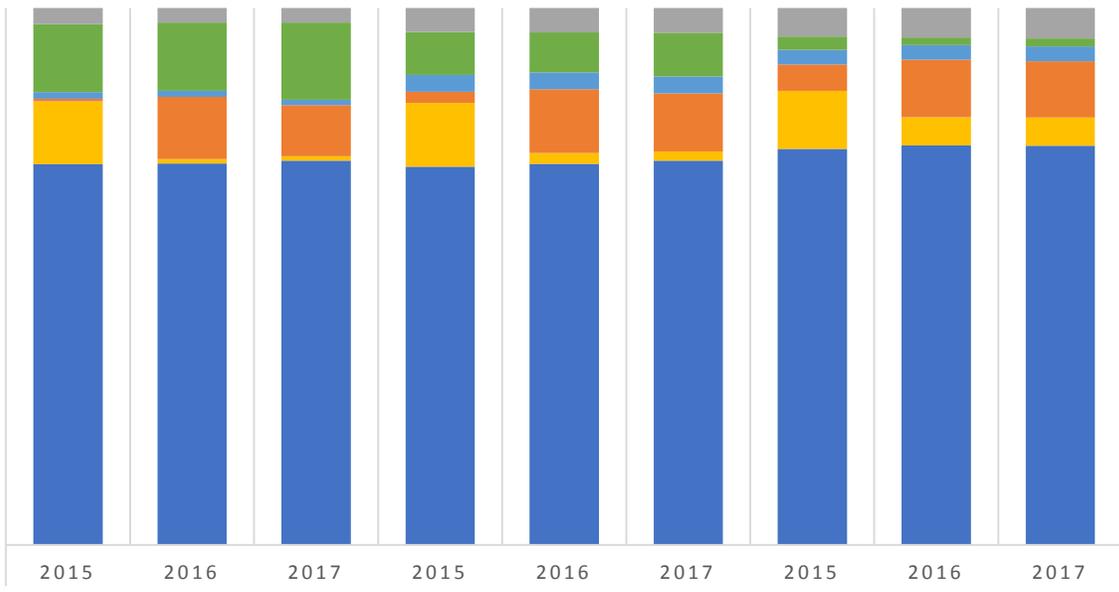
Leading Causes of Death 2014-2016



Source: California Department of Public Health

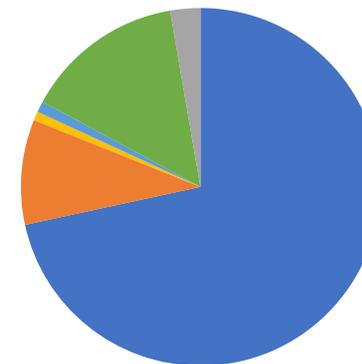
MEANS OF TRANSPORTATION TO WORK

■ Drove Alone ■ Carpooled ■ Public Transportation ■ Walked ■ Other Means ■ Worked at Home



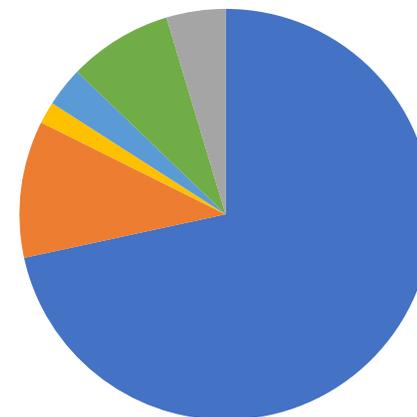
SALINAS 2017

■ Drove Alone ■ Public Transportation ■ Carpooled ■ Walked ■ Other Means ■ Worked at Home



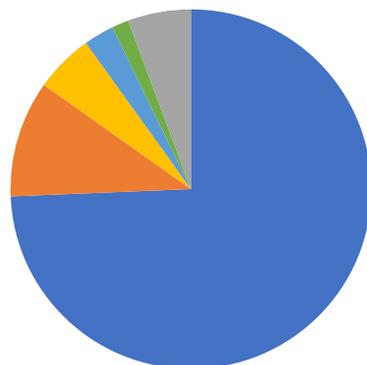
MONTEREY COUNTY 2017

■ Drove Alone ■ Public Transportation ■ Carpooled ■ Walked ■ Other Means ■ Worked at Home



CALIFORNIA 2017

■ Drove Alone ■ Public Transportation ■ Carpooled
 ■ Walked ■ Other Means ■ Worked at Home



EDE Macro Indicators	Data Sets	Salinas				Monterey Co				California				Federal			
		2015	2016	2017	2018	2015	2016	2017	2018	2015	2016	2017	2018	2015	2016	2017	2018
Crime	1. Crime by Type																
	Murder	40	36	29			56	43									
	Negligent Manslaughter	0	0	0			1	0									
	Forcible Rape	72	84	69			156	159									
	Attempted Forcible Rape	4	2	2			6	9									
	Robbery with Weapon	230	215	228			234	237									
	Strong Arm Robbery	139	110	130			184	230									
	Aggravated Assault	613	559	564			1,098	1,044									
	Non-aggravated Assault	1084	1076	1092			0	0									
	Arson	19	11	24			42	58									
	Total Burglaries	679	695	964			1,666	1,937									
	Total Larceny (Theft)	1534	2484	2589			6,212	6,026									
	Motor Vehicle Theft	1932	1563	1242			2,518	2,080									
Total	6346	6835	6933			12173	11823										
Unemployment Rate	1. Unemployment Rate (Seasonally Unadjusted)	8.50%	7.30%	6.20%	4.40%	8.10%	7.70%	7.20%	6.70%	6.20%	5.50%	4.80%		5.28%	7.40%	4.10%	
	2. Unemployment by Race/Ethnicity (Census ACS)																
	Asian	6.80%	4.80%	5.20%		5.70%	4.40%	5.40%		7.40%	6.50%	5.70%		6.40%	5.70%	5.10%	
	American Indian/Alaska Native	8.80%	6.40%	1.50%		6.30%	5.40%	5.40%		15%	14%	12%		14.70%	13.50%	12.30%	
	Black or African American	12.40%	13.80%	13.70%		15.50%	13.80%	12.10%		16.60%	15.00%	13.40%		14.80%	13.30%	11.90%	
	Hispanic or Latino	8.70%	7.20%	6.00%		9.30%	7.30%	6.10%		11.40%	10.00%	8.70%		9.80%	8.70%	7.60%	
White Non Hispanic	9.50%	8.10%	7.20%		7%	6%	6%		8.30%	7.30%	6.40%		6.70%	5.90%	5.20%		
Household Income	1. Median Household Income (Census ACS)	\$52,334	\$52,338	\$54,864		\$60,494	\$60,889	\$63,249		\$64,500	\$63,783	\$67,169		\$55,755	\$55,322	\$57,652	
	2. Median Household Income (Past 12 Months) by Race/Ethnicity																
	Source: Census ACS: 2013-2015																
	Asian	\$58,138	\$67,778	\$72,250		\$68,208	\$70,090	\$76,830		\$79,260	\$81,899	\$86,156		\$74,245	\$76,667	\$80,398	
	Black or African American	\$46,658	\$49,050	\$48,614		\$59,634	\$60,011	\$60,253		\$43,087	\$44,192	\$46,219		\$35,695	\$36,651	\$38,183	
Hispanic or Latino	\$46,943	\$49,400	\$51,311		\$48,236	\$50,334	\$52,283		\$47,393	\$49,134	\$51,853		\$42,651	\$44,254	\$46,627		
White Non Hispanic	\$60,194	\$61,300	\$64,255		\$76,776	\$75,395	\$78,822		\$75,933	\$75,097	\$78,903		\$61,394	\$61,018	\$63,256		
Poverty Levels	1. Percent in Poverty by Race/Ethnicity (Census ACS)																
	Asian	9%	9%	11%		10%	11%	11%		12%	12%	11%		13%	12%	12%	
	Black or African American	26%	24%	28%		22%	21%	19%		25%	24%	23%		27%	26%	25%	
	Hispanic or Latino	23%	21%	19%		22%	21%	19%		23%	22%	21%		24%	23%	22%	
	White Non Hispanic	11%	11%	10%		9%	8%	8%		10%	10%	10%		11%	11%	10%	
	2. Percent in Poverty by Educational Attainment (Census ACS)																
	Less than 12th Grade (No Diploma)	21.50%	21.70%	19.30%		19.10%	21.60%	19.50%		24.70%	24.40%	25.30%		26.50%	27.10%	26.40%	
	High School Graduate	11.90%	11.30%	10.60%		9.60%	10.90%	10.60%		15%	15%	16%		14.10%	14.30%	14.10%	
Associates Degree	10.90%	9.10%	8.80%		9.10%	9.10%	8.80%		10.60%	10.50%	10.90%		10.20%	10.40%	10.20%		
Bachelor's Degree or Higher	5.80%	6.60%	6.00%		4.50%	5.30%	5.10%		5.20%	5.20%	5.30%		4.50%	4.50%	4.50%		

EDE Macro Indicators	Salinas																
	Data Sets	2015	2016	2017	2018	2015	2016	2017	2018	2015	2016	2017	2018	2015	2015	2017	2018
Retail Spending and Fiscal Revenues	1. Taxable Sales by Commodity (CA BOE)																
	Motor Vehicle and Parts Dealerships	\$105,133,000	n/a	n/a		n/a				n/a				n/a			
	General Merchandise Stores	\$88,175,000	n/a	n/a		n/a				n/a				n/a			
	Gas Stations	\$60,387,000	n/a	n/a		n/a				n/a				n/a			
	Food Services and Drinking Places	\$55,705,000	n/a	n/a		n/a				n/a				n/a			
	Clothing and Clothing Accessories	\$38,721,000	n/a	n/a		n/a				n/a				n/a			
	Building Material and Garden Equipment	\$33,125,000	n/a	n/a		n/a				n/a				n/a			
	Food and Beverage Stores	\$32,761,000	n/a	n/a		n/a				n/a				n/a			
	Other Retail	\$31,792,000	n/a	n/a		n/a				n/a				n/a			
	Home Furnishings and Appliances	\$18,466,000	n/a	n/a		n/a				n/a				n/a			
	All Other Outlets	\$130,772,000	n/a	n/a		n/a				n/a				n/a			
	Total:	\$595,036,000	\$598,806,557	n/a		n/a				n/a				n/a			
	2. Retail Sales per Capita (CA BOE)	n/a				n/a				n/a				n/a			
	3. Total Tax Revenue (CA Controller)																
	151,560,000	155,710,000	165,270,000		n/a				n/a				n/a				
Healthy Community Indicators	1. Percent Uninsured (Census ACS)	11.60%				10.70%	11.70%	10.50%		8.60%	12.60%	10.50%		9.40%			
	2. Lead Causes of Death (w/ comparisons) (CDPH) (2012)	2012	2014-2016			2012	2014-2016			2012				2014			
	Cancer	19.50%	21.20%			24.30%	22.47%			23.70%				22.50%			
	Heart Disease	20.80%	17.50%			21%	20%			24.40%				23.40%			
	Stroke	8.30%	6.00%			7.30%	5.80%			5.50%				5.10%			
	Unintentional Injuries	6.60%	6.10%			5.70%	5.30%			4.40%				5.20%			
	Chronic Lower Pulmonary Disease	4.10%				5.20%	4.80%			5.30%				5.60%			
	Alzheimer's Disease	2.60%				3.40%	4.80%			4.80%				3.50%			
	Diabetes Mellitus	4.70%				2%	3%			3.20%				2.90%			
	Pneumonia and Influenza	1.70%				1.60%	2.00%			2.40%				2.10%			
	Suicide	1.40%				1.60%				1.60%				1.60%			
	Chronic Liver Disease/Cirrhosis	1.40%				1.60%	1.90%			1.90%				n/a			
	Hypertension	0.60%				1.20%				1.90%				n/a			
	Nephritis	1.30%				1.10%				1.10%				1.80%			
	All Other Causes	27.10%				22.50%	27.90%			19.70%				n/a			
	3. 5th Grade Physical Fitness Test (CA DOE)																
	Aerobic Capacity % Needs Improvement	34.80%	34.30%	33.00%		30.40%	34.30%	n/a		30%	31.30%	31.40%		n/a	n/a		
	Body Composition % Needs Improvement	19.80%	20.00%	21.20%		20.80%	20.00%	n/a		19.70%	19.20%	19.20%		n/a	n/a		
	4. Asthma Hospitalizations & ER Visits (CDPH)																
	Child ED Visit Target Rate	n/a				28				n/a				n/a			
	Child ED Visit Rate	n/a				84.2				n/a				n/a			
	Adult ED Visit Target Rate	n/a				28				n/a				n/a			
	Adult ED Visit Rate	n/a				38.3				n/a				n/a			
	Child ER Visits	n/a				n/a				n/a				n/a			
	Adult ER Visits	n/a				n/a				n/a				n/a			
	5. Walk Score (walkscore.com)																
	Citywide	52	n/a	n/a	n/a		n/a	n/a	n/a		n/a	n/a					
Downtown	93					n/a	n/a	n/a		n/a	n/a						
East Alisal	78					n/a	n/a	n/a		n/a	n/a						

	Salinas																
EDE Macro Indicators	Data Sets	2015	2016	2017	2018	2015	2016	2017	2018	2015	2016	2017	2018	2015	2015	2017	2018
	6. Means of Transportation to Work (Census ACS)																
	Drove Alone	71%	71%	72%		70.50%	70.50%	71.10%		73.60%	73.50%	73.60%		76.40%	76.40%	76.40%	
	Carpooled	11.70%	11.60%	9.50%		11.90%	11.80%	10.70%		10.80%	10.60%	10.40%		9.50%	9.30%	9.20%	
	Public Transportation	0.50%	0.80%	0.80%		2.10%	2.00%	1.70%		4.90%	5.20%	5.20%		5.10%	5.10%	5.10%	
	Walked	1.20%	1.10%	1.00%		3.10%	3.10%	3.10%		2.70%	2.70%	2.70%		2.80%	2.80%	2.70%	
	Other Means	12.70%	12.70%	14.40%		8%	7%	8%		2.50%	1.40%	1.50%		1.80%	1.80%	1.80%	
	Worked at Home	3%	3%	3%		4.50%	4.50%	4.60%		5.30%	5.40%	5.60%		4.40%	4.60%	4.70%	