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Regional Growth Forecast

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2022 Regional Growth Forecast

Technical Documentation

Association of Monterey Bay Area Governments
Scheduled for Adoption June 2022

2022 Regional Growth Forecast

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Executive Summary

As the Metropolitan Planning Organization (MPO), the Association of Monterey Bay Area of Governments (AMBAG) carries out many planning functions for the tri-county area including development and maintenance of the regional travel demand model (RTDM), long range transportation planning and programming and acting as a regional forum for dialogue on issues facing the region. Most of AMBAG's projects are carried out in support of these major functions, including but not limited to the regional growth forecast. AMBAG develops the forecast with a horizon year that matches the planning timeline of the Metropolitan Transportation Plan (MTP) and the model years for the Regional Travel Demand Model (RTDM). In addition to informing regional planning processes, the forecast is used by local jurisdictions and special districts to inform local and subregional planning.

The last regional growth forecast was adopted in 2018. AMBAG staff began the process of developing a new forecast in spring 2019. This new forecast is referred to as the 2022 Regional Growth Forecast (2022 RGF).

In preparation for this forecast, AMBAG staff conducted a review of recently completed population, housing and employment forecasts. The results of this review indicated that most of the other MPOs in California are using a methodology that emphasizes employment growth as the primary driver of long-term population change at the regional scale. The traditional approach to forecasting population uses a cohort-component approach that considers three factors: births, deaths and migration. While birth and death data are readily available and trends are relatively predictable over time, migration tends to be much more difficult to track and forecast as it is heavily influenced by political and economic climates. For the development of the new forecast, AMBAG chose to progress towards a more contemporary approach that places a greater emphasis on employment. The assumption is that the economy is a reliable predictor of population growth.

AMBAG implemented an employment-driven forecast model for the first time in the 2014 forecast and contracted with the Population Reference Bureau (PRB) to test and apply the model again for the 2018 RGF and the 2022 RGF. To ensure the reliability of the population projections, PRB compared the employment-driven model results with results from a cohort-component forecast, a growth trend forecast, and the most recent forecast published by the California Department of Finance (DOF). All four models resulted in similar population growth trends. As a result of these reliability tests, AMBAG and PRB chose to implement the employment-driven model again for the 2022 RGF.

To disaggregate the forecast for each jurisdiction, AMBAG and PRB used the most current data available to update a series of shift-share models and replicate the methodology used in the prior forecast.

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This technical document provides a description of the methodology for the development of the regional growth forecast figures in addition to the methodology for disaggregation of those figures. The regional and subregional forecast figures for population, jobs and housing were accepted by the AMBAG Board of Directors at the November 18, 2020 meeting.

Summary of the Forecast

The 2022 RGF projects that the region will add 65,500 jobs between 2015 and 2045, for a total of just over 442,800 jobs by 2045. The regional growth rate is slightly slower than nation- and state-level forecasts, reflecting historical growth rates that have tended to be slightly slower than either the state or nation. Furthermore, job growth is expected across most employment sectors. The fastest-growing industries include Site-Based Skilled Trade, Health Care and Social Assistance, and Other Services. Conversely, Retail is expected to be the slowest-growing industry. Notably, while many models for the U.S. predict declines in agricultural job growth, the AMBAG region is experiencing steady agricultural job growth.

This forecast projects that the region's population will grow by approximately 107,500 people between 2015 and 2045, for a total population of just under 869,800 in 2045. This is slightly lower than prior forecasts and follows the slowing growth rates seen at both the state and national level. This revised growth trend also reflects the most current population estimate for the region. As a result of declining fertility, stalled improvements in life expectancy, and falling international migration, the 2020 population estimate was more than 16,000 lower than prior forecasts predicted. In addition to slower growth, the new forecast predicts an older age distribution, with a larger proportion of the population age 65 and older.

An aging population affects the household and housing unit forecasts. While population growth will slow, which reduces future housing demand, older people are more likely to live alone or in small households. This shift offsets the lower population forecast with a slight upward effect on housing demand. The net result is that the region is expected to build just over 42,200 housing units by 2045, for a total of approximately 304,900 units.

Section 1: Process for Forecast Completion

Following the preparation of the regional forecast figures, AMBAG staff began the process of disaggregating the figures to each of the jurisdictions using historical data to develop a baseline disaggregated forecast. The initial results were a purely quantitative application of the methodology. These preliminary draft disaggregated numbers were presented for discussion purposes at one-on-one meetings held by AMBAG staff with each of the jurisdictions, the Local Agency Formation Commissions,

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the Fort Ord Reuse Authority, the University of California, Santa Cruz and the California State University, Monterey Bay. AMBAG staff also provided materials for these meetings that outlining the data sources and methodology for the regional forecast figures as well as the preliminary draft disaggregated forecast figures. The intent of the first round of meetings was to gather information and data that was then used to make adjustments to the forecast. (See Attachment 1 for a list of meeting dates, times and attendees.)

These preliminary draft disaggregated numbers were adjusted based on information and feedback provided by each jurisdiction. In addition, new data became available. The release of vintage 2020 estimates from the California Department of Finance showed 2019 population approximately 7,000 lower than in the preliminary estimate, although housing estimates were relatively stable. These updates necessitated minor revisions to the regional forecast.

Staff updated the regional growth forecast to reflect the most current information. The entire revised forecast, regional and subregional, was re-circulated for a second round of comments. After the second round of comments were received, AMBAG staff incorporated additional input and prepared a revised draft of the disaggregated forecast figures. Staff circulated the revised population, employment and housing forecast which incorporated additional comments from the Board of Directors. The final draft was accepted for planning purposes only by the AMBAG Board of Directors at its meeting on November 18, 2020. The final growth forecast is scheduled for adoption along with the 2045 Metropolitan Transportation Plan/Sustainable Communities in June 2022.

Section 2: Development of the Regional Growth Forecast

In spring 2019, AMBAG asked PRB to prepare regional employment, population and housing projections to 2045. This section documents the findings of the work by PRB and includes a summary of the methodology, a description of the projections and an explanation of past, current and projected job growth in the region.

Summary of the 2022 Regional Growth Forecast

The 2022 RGF projects that the region will add 65,500 jobs between 2015 and 2045, for a total of just over 442,800 jobs by 2045. (See Table 1) The regional growth rate is similar to national forecasts but slightly slower than state-level forecasts. Furthermore, job growth is expected across most employment sectors. The fastest-growing industries include Site-Based Skilled Trade, Health Care and Social Assistance, and Other Services. Conversely, Retail is expected to be the slowest-growing industry. Notably, while many models for the U.S. predict declines in agricultural job growth, the AMBAG region is experiencing steady agricultural job growth.

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This forecast projects that the region's population will grow by approximately 107,500 people between 2015 and 2045, for a total population of just under 869,800 in 2045. (See Table 1) This is slightly lower than prior forecasts and follows the slowing growth rates seen at both the state and national level. This revised growth trend also reflects the most current population estimate for the region. Despite an upward revision to the estimate, the revised DOF population estimate for 2015 was more than 3,000 lower than prior forecasts predicted. As such, an adjustment was made in this forecast of population growth to account for the sharp fall in fertility rates and international migration that occurred during the recession years that have not fully rebounded. In addition to slower growth, the new forecast predicts an older age distribution, with a larger proportion of the population age 65 and older.

An aging population affects the household and housing unit forecasts. While population growth will slow, which reduces future housing demand, older people are more likely to live alone or in small households. This shift offsets the lower population forecast with a slight upward effect on housing demand. The net result is that the region is expected to build just over 42,200 housing units by 2045, for a total of approximately 304,900 units. (See Table 1)

Table 1: Forecast Summary

	2000	2005	2010	2015	2020	2025	2030	2035	2040	2045
Population	710,598	719,561	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776
Change		8,963	13,147	29,533	12,488	25,997	24,266	17,197	15,639	11,948
% Change		1%	2%	4%	2%	3%	3%	2%	2%	1%
Households	228,260	234,869	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730
Change		6,609	1,190	2,803	5,001	9,243	9,387	6,682	4,287	3,268
% Change		3%	1%	1%	2%	4%	4%	3%	2%	1%
Housing	247,080	256,467	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900
Change		9,387	3,789	2,404	5,152	9,833	10,741	7,966	4,955	3,593
% Change		4%	1%	1%	2%	4%	4%	3%	2%	1%
Jobs				377,335	406,280	410,017	418,132	425,845	434,147	442,824
Change				25,600	28,945	3,737	8,115	7,713	8,302	8,677
% Change					8%	1%	2%	2%	2%	2%

Sources: Jobs data for 2000-2015 are from California Employment Development Department and InfoUSA; population, household, and housing data for years 2000-2020 are from the U.S. Census Bureau and the California Department of Finance. Forecast years were prepared by AMBAG and PRB.

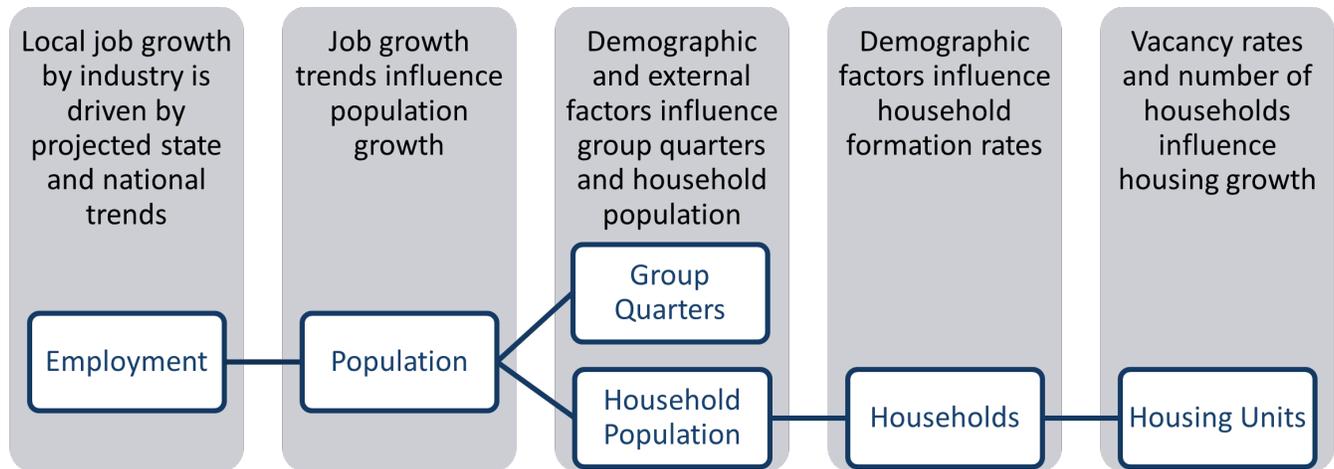
Regional Growth Forecast Methodology

As shown in the flow chart below, the forecast uses a model that predicts employment growth using a shift-share model based on local data as well as state and national trends. Population growth is then driven by employment growth. Household and housing growth are driven by population growth, demographic factors and external factors (explained below). This approach was vetted and approved by the AMBAG Board of Directors in 2014 for use in the metropolitan transportation plan, Moving Forward 2035 Monterey Bay. While the methodology for the 2022 RGF remains the same, the models

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have been updated to include current data, a revised base year of 2015 and a new horizon year of 2040.

Figure 1: Regional Growth Forecast Process



1. **Employment:** Employment is measured as the number of jobs by place of work. Employment growth by industry is driven by projected national and statewide trends for all industries in the region using a shift-share model.
2. **Population:** Population is the total resident population of the region. Job growth trends influence population growth. The forecast of total population is based on historical trends in the ratio of population to employment in the AMBAG region. Projections of demographic characteristics (i.e., population by age, sex, and race/ethnicity) in the 2022 RGF relied on a proportional approach based on demographic projections from the California Department of Finance (DOF).
3. **Household Population and Group Quarters:** Household population is the population that lives in a housing unit. Group quarters population is the population that lives in a group living arrangement such as a dorm, barracks, correctional institution, or congregate care facility. Demographic factors (e.g., age, sex, race/ethnicity) and external factors (e.g., major group quarters facilities like colleges and universities, correctional facilities, etc.) influence the household population and group quarters population.
4. **Households/Occupied Housing Units:** A household is a person, or group of people, living in a house. Because a household, by definition, occupies a housing unit, households are equivalent to and synonymous with occupied housing units. Household projections are driven by household formation rates. Household formation rates are calculated as the ratio of households divided by the household population. Household formation rates are the inverse of average household size.
5. **Housing Units:** Housing is the total number of housing units, including both occupied and vacant structures. Housing includes primary residences, second homes, accessory dwelling

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units, vacation rentals, farmworker housing, and any other habitable structure—including unauthorized units. The only type of dwelling excluded from the housing inventory is group quarters (dorms, barracks, congregate care, etc.).

Housing projections are driven by the household population projection, demographic characteristics of the household population (age, sex, race/ethnicity), household formation rates, and housing vacancy rates. Vacancy rates are calculated as the share of all units (including vacation rentals, unauthorized dwellings, etc.) that are not currently occupied.

Data sources include the California Department of Finance, California Employment Development Department, the U.S. Bureau of Labor Statistics and the U.S. Census Bureau.

For more information on the definitions of housing and group quarters, see Attachment 4.

Step 1: Employment

The AMBAG region is projected to add 65,500 jobs between 2015 and 2045, for a total of just over 442,800 jobs by 2045. The 2015 base year data were re-benchmarked to reflect revisions to county totals published by the California Employment Development Department, as well as an employer database from InfoUSA, and extensive ground-truthing conducted by AMBAG staff. (See Table 2 and Figure 2.) Employment grew faster in the 2015-2020 time period than had been anticipated in the 2018 RGF, but is expected to return to a slow-growth trend.

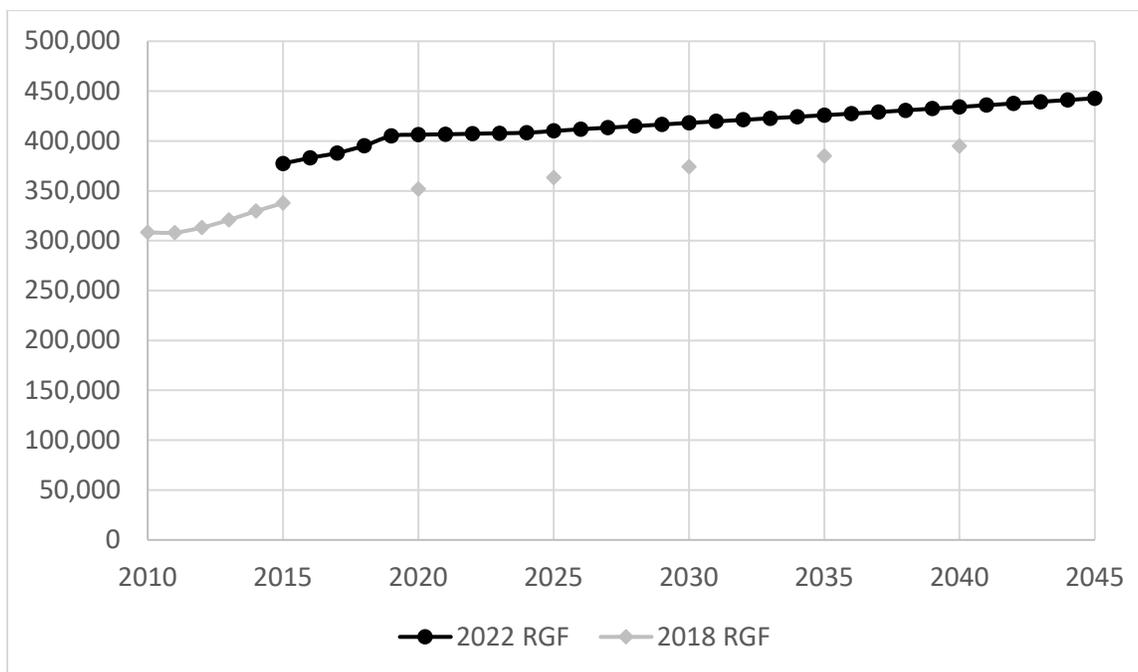
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Table 2: Forecast Comparison of Employment

Forecast	2010	2015*	2020	2025	2030	2035	2040	2045
2018 RGF	308,300	337,600	351,800	363,300	374,100	384,800	395,000	N.A.
% Change		10%	4%	3%	3%	3%	3%	N.A.
2022 RGF		377,335	406,280	410,017	418,132	425,845	434,147	442,824
% Change			8%	1%	2%	2%	2%	2%

Sources: Data for years 2010 and 2015 are from the California Employment Development Department.

*In the 2022 RGF, data for 2015 were re-benchmarked using updated estimates from the California Employment Development Department, an employer database InfoUSA, and extensive ground-truthing. Forecast years were prepared by AMBAG and PRB.

Figure 2: AMBAG Region Employment Forecast

Sources: Data for years 2010-2014 are from the California Employment Development Department. In the 2022 RGF, data for 2015 were re-benchmarked using updated estimates from the California Employment Development Department, an employer database InfoUSA, and extensive ground-truthing. Forecast years were prepared by AMBAG and PRB.

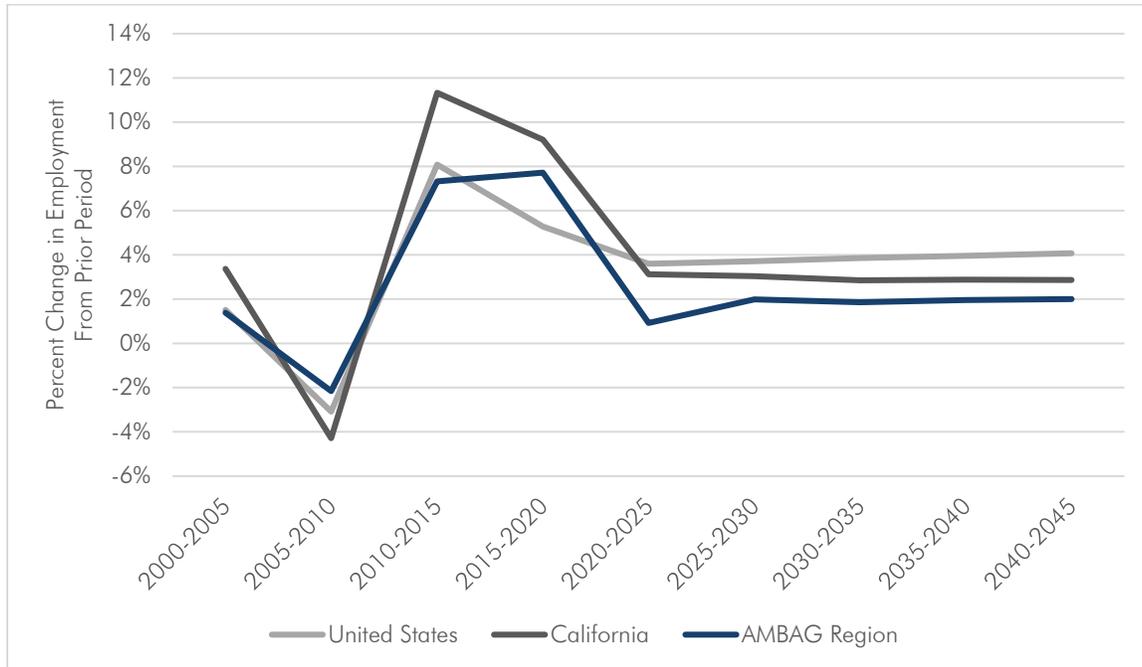
Job projections to 2045 were developed for each major NAICS industry category by projecting the AMBAG region share of state job growth based on the analysis of trends in the period from 2005 to 2019. The NAICS industries were then grouped into major industry sectors for the transportation model. Industry categories are described in Attachment 2.

The AMBAG region experienced job growth slower than the state, and similar to the nation between 2000 and 2019. (See Figure 3.) The region is projected to experience job growth at a slightly slower rate than the state and nation. The primary reason for this below-average job growth is the region's below-

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average concentration in fast-growing sectors such as information and professional services. The region also has a below-average exposure to growth in foreign trade.

Figure 3: Employment Change



Sources: Data for years 2000-2015 from the U.S. Bureau of Labor Statistics and California Employment Development Department. Forecast years were prepared by AMBAG and PRB with input from U.S. Bureau of Labor Statistics, Employment by Major Industry Sector: 2014-2024; California Department of Transportation, California County-Level Economic Forecast 2014-2040, September 2014; and from the California Employment Development Department, Industry Employment Projections.

Positive growth factors include above-average performance relative to state trends in tourism and agriculture. Agriculture has shown strong growth for several years, and new crops such as cannabis as well as new investments in processing facilities, portend that the industry will continue to grow. However, any job growth due to new crops may be mitigated by losses due to increased mechanization in agriculture and agricultural processing.

Method for Producing the Employment Forecast

The AMBAG region job projections were developed using three guiding principles:

1. The AMBAG region projections were based on projections of job growth in the nation and state. The national and state projections provide the **pool of job opportunities** and the AMBAG region projections reflect historical trends in the **share** of national and state job growth that will locate in the AMBAG region.

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2. The AMBAG region **share** of national and state job growth is determined by the industry composition of job growth and the projected share of job growth locating in the AMBAG region. If national and state job growth is concentrated in sectors where the AMBAG region has a competitive advantage, the region's projected job growth will be higher than if national and state job growth is concentrated in sectors where the region has a below-average share of jobs and a relatively poor competitive position.
3. The analysis of competitive advantage is focused on sectors in the AMBAG region **economic base**. The region's economic base consists of those sectors that sell a high proportion of goods and services to customers outside the region. They export goods and services to customers in world and national markets and markets throughout California. Key examples of economic base sectors in the AMBAG region are agriculture and tourism. The UC Santa Cruz campus and state prison are also examples of activities that do not primarily serve local residents.

U.S. and California Job Growth to 2045

The starting point for the AMBAG projections is an examination of future U.S. and California job growth for total jobs and major industry sectors. The U.S. job growth projections are based on the most recent forecast from the U.S. Bureau of Labor Statistics and an extrapolation of growth trends to 2045.

California job growth projections are based on an industry-level forecast published by the California Department of Transportation, as well as data from the California Employment Development Department and PRB.

The California industry projections identify the structure of job growth as an input to AMBAG region job projections. The resulting projections of job growth are shown below.

The nation is expected to add 41 million jobs between 2015 and 2045 for an increase of 27 percent. Growth, nationwide, is expected to be fairly constant throughout the forecast period. The state of California is projected to experience job growth that is slightly faster than the nation's job growth in the early years of the forecast and to slow down to a rate more similar to the national growth rate by 2045.

The state is projected to see a 26 percent increase in total jobs between 2015 and 2045. The pattern of California industry job growth is shown below and was used in developing AMBAG region job projections. (See Table 3)

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Table 3: California Jobs by Major Industry (000s)

	2010	2015	2020	2045	Avg. Annual Growth Rate		
					2010-2015	2015-2020	2015-2045
Agriculture	382.8	422.3	426.8	433.1	2.0%	0.2%	0.5%
Mining	24.6	26.4	22.8	23.8	1.4%	-2.9%	-2.1%
Construction	560.0	732.1	892.9	996.2	5.5%	4.1%	6.4%
Manufacturing	1,247.9	1,303.0	1,340.4	1,439.2	0.9%	0.6%	2.0%
Wholesale	629.7	691.0	699.2	789.8	1.9%	0.2%	2.7%
Retail	1,516.5	1,660.1	1,683.3	1,812.5	1.8%	0.3%	1.8%
Transp., Warehousing, Utilities	466.9	557.8	682.2	717.9	3.6%	4.1%	5.2%
Information	428.4	488.6	562.0	714.0	2.7%	2.8%	7.9%
Financial Serv.	758.8	800.8	840.1	1,096.7	1.1%	1.0%	6.5%
Prof. & Business Serv.	1,224.1	1,431.6	1,591.7	1,861.8	3.2%	2.1%	5.4%
Educ. & Health Serv.	2,993.9	3,526.1	3,988.6	4,792.4	3.3%	2.5%	6.3%
Leisure & Hospitality	1,500.8	1,828.3	2,056.8	2,348.2	4.0%	2.4%	5.1%
Other services (excl. gov't)	483.6	543.6	583.3	797.4	2.4%	1.4%	8.0%
Government	2,448.4	2,463.0	2,636.6	2,959.3	0.1%	1.4%	3.7%
Self Employed	1,192.6	1,180.9	1,275.7	1,519.6	-0.2%	1.6%	5.2%
Total Jobs	15,859.0	17,655.6	19,282.4	22,301.7	2.2%	1.8%	4.8%

Sources: Data for years 2005, 2010 and 2015 from the Employment Development Department. Forecast years were prepared by PRB with input from California Department of Transportation, California County-Level Economic Forecast 2018-2050, September 2019 and from the California Employment Development Department, California Industry Employment Projections.

The projections show substantial differences in the expected growth rate among industries between 2015 and 2045 and these differences tell a story about where job growth is expected and where job levels will remain flat or decline. These differences directly influenced the AMBAG region job projections described below.

It is important to note that the statewide projections listed above were completed before the start of the coronavirus pandemic. The net result is unknown at this time, and projections will be updated as new information becomes available. AMBAG will begin the next update to the Regional Growth Forecast will begin in 2023.

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The AMBAG Region Economy and Job Growth

The previous section provided an overview of the current trends in the California economy. As previously noted the AMBAG region’s job projections are based on an analysis of the regional economy and its relationship to the growth forecasted for California. The national and state projections provide the **pool of job opportunities** and the AMBAG region forecast reflects judgments about the **share** of national and state job growth that will locate in the AMBAG region. What follows is a description of the current structure of the regional economy as well as the resulting job projections based on the region’s share of industries.

The database used for analysis and projections consists of annual industry employment data from 1990 through 2019, from the California Employment Development Department. for each of the three counties in the region and added together to produce an AMBAG region jobs database.

In addition to the historical time-series, AMBAG re-benchmarked the 2015 employment data to more accurately reflect local employment, and grouped the data to eleven categories for modeling purposes. This process is described in more detail in the “Sub-County Employment Database and Re-benchmarking” section, below. Industry definitions are included in Attachment 2.

The largest sectors are Other Services (including hotels, restaurants, and personal services), Health Care and Social Assistance, and Retail. (See Figure 4.)

Figure 4: Jobs by Industry Sector in 2015, AMBAG Region



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Sources: Data from the California Employment Development Department, InfoUSA, and AMBAG.

The AMBAG regional economy has an industry structure that is quite different in some ways than the statewide structure or the industry structure in regions like Southern California or the San Francisco Bay Area. One difference is the large share of jobs in Agriculture. Nineteen percent of total jobs in the AMBAG region are in Agriculture compared to just over two percent statewide. Other sectors with above average shares in the region include Public, Other Services, and Self Employed. Conversely, the AMBAG region has a below average share of jobs in the fast-growing, high wage Financial and Professional Services sectors.

AMBAG Region Forecast Job Trends, by Industry

The AMBAG region is expected to have moderate job growth between 2015 and 2040.

Table 4: AMBAG Region Jobs by Major Industry (000s)

	2015	2020	2025	2030	2035	2040	2045	Avg. Annual Growth Rate	
								2015-2020	2015-2045
Agriculture	36,600	40,100	40,100	40,200	40,300	40,500	40,600	1.8%	0.3%
Manufacturing	17,700	19,700	19,800	19,900	20,000	20,100	20,200	2.2%	0.3%
Site-based Skilled Trade	38,100	42,900	43,700	44,900	45,600	46,600	47,700	2.4%	0.6%
Wholesale	30,600	33,300	32,800	33,200	33,500	33,800	34,100	1.7%	0.3%
Retail	43,300	42,100	42,200	42,500	43,000	43,500	44,000	-0.6%	0.0%
Financial and Professional Services	36,000	37,100	37,400	38,500	39,600	40,800	41,900	0.6%	0.4%
Education	27,100	29,900	30,100	30,700	31,400	32,200	33,100	2.0%	0.5%
Healthcare and Social Assistance	43,600	47,400	48,900	50,200	51,500	52,900	54,400	1.7%	0.6%
Other Services	61,900	68,500	69,100	71,200	73,200	75,200	77,300	2.0%	0.6%
Public	27,000	29,700	29,800	30,200	30,700	31,200	31,900	1.9%	0.4%
Self-employed	15,600	15,700	16,200	16,600	16,900	17,300	17,700	0.1%	0.3%
Total	377,300	406,300	410,000	418,100	425,800	434,100	442,800	1.5%	0.4%

Sources: Data for years 2015 from the California Employment Development Department, InfoUSA, and AMBAG. Forecast years were prepared by AMBAG and PRB.

Note: Parts may not sum to total due to independent rounding.

The industry-level trends in the AMBAG Region are as follows:

- Agricultural job growth has been strong for the past 10 years, and while the rate of growth is expected to slow, the region's agricultural industry will still grow faster than state or national projections.
- The region lost Manufacturing jobs during the recession, but recent years have seen a turnaround. Growth is expected to be slow but steady in future years.

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- Site-based Skilled Trade (which includes construction) saw steep job losses during the recession and a bounce-back through 2019. Future growth is expected to be moderate.
- The Wholesale and Retail sectors both lost jobs in recession years, and retail has continued to decline. Growth is expected to remain low through the forecast.
- Financial and Professional Services is expected to grow at a moderate rate.
- Education has grown rapidly in recent years, but growth will likely slow as population growth slows.
- Healthcare and Social Assistance has seen steady growth, even in recession years. This is expected to continue as the population ages and demand for health services increases.
- Other Services (including hotels, restaurants, and personal services) lost jobs in the AMBAG region during the recession, but growth rebounded between 2010 and 2015. Growth is expected to be moderate in the future.
- The Public sector, locally, lost jobs between 2008 and 2013 as a result of the recession. Those losses began to reverse in 2014, and the sector is expected to see modest growth in the future.
- Self-employment tends to be counter-cyclical as people who lose their wage-and-salary job during a recession may turn to self-employment. Growth forecasts are based primarily on population growth.

Step 2: Population

The region is projected to add approximately 107,500 people between 2015 and 2045, for an increase of 14 percent. The 2045 projected regional population of 869,776 is lower than the 883,300 residents projected for year 2040 in the 2018 RGF. (See Table 5 and Figure 6) This lower population forecast reflects slower growth than anticipated since the 2010 Census due to record low birth rates, stalled improvements in life expectancy, and lower migration rates. This slower growth in population is possible, despite faster growth in employment, due to changing unemployment and labor force participation rates.

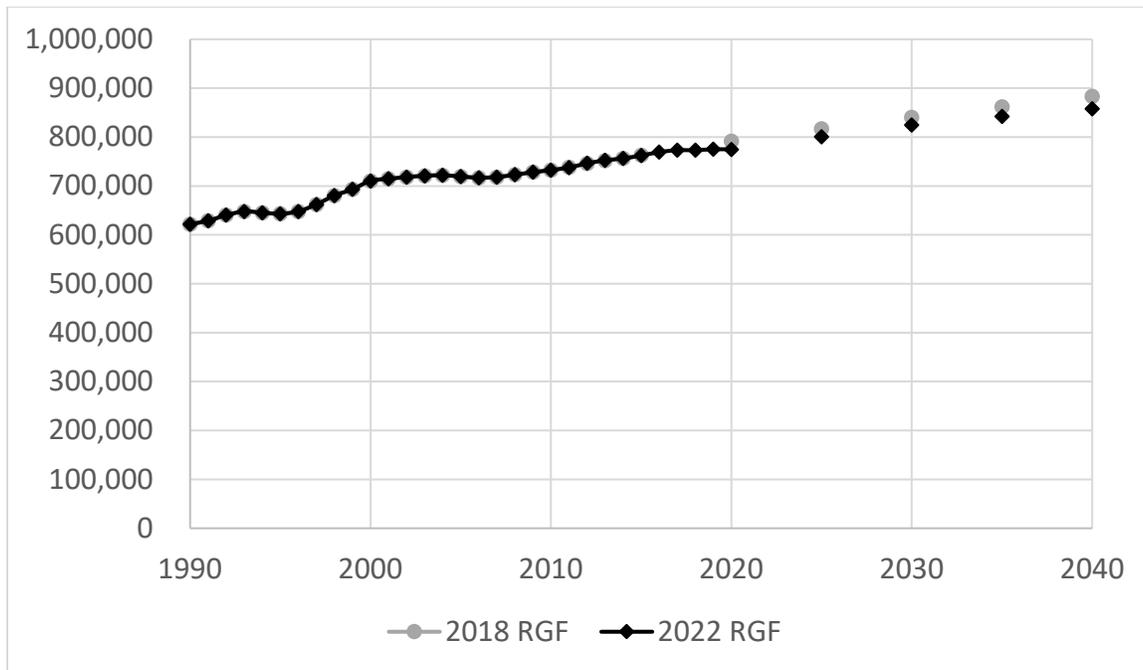
Table 5: Comparison of Forecasts for Population

Forecast	2010	2015	2020	2025	2030	2035	2040	2045
2018 RGF	732,708	762,676	791,600	816,900	840,100	862,200	883,300	N.A.
% Change		4%	4%	3%	3%	3%	2%	N.A.
2022 RGF	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776
% Change		4%	2%	3%	3%	2%	2%	1%

Sources: Data for years 2010-2020 are from the California Department of Finance. Forecast years were prepared by AMBAG and PRB.

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Figure 5: AMBAG Region Population Forecast



Sources: Data for years 1990-2020 are from the California Department of Finance. Forecast years were prepared by AMBAG and PRB.

Despite the lower population forecast, it is expected that AMBAG will continue to see population and housing growth associated with job growth outside of the region. In particular, job growth in Silicon Valley, combined with high housing prices, is expected to lead to an increase in the number of commuters to Bay Area jobs that live in the AMBAG region.

Method for Producing the Population Forecast

In preparing for this forecast, PRB tested a variety of methods for the population forecast, each of which produced similar results. (Findings are summarized in Attachment 3.) As a result of this review, PRB and AMBAG staff determined that the employment-driven population growth forecast model used in the 2014 RGF was suitable for the 2018 RGF.

Benchmark Population

All population projections are benchmarked to the 2010 Census counts which include people whose primary residence on “Census Day” (April 1, 2010) is within the region, regardless of citizenship status. It is recognized that the AMBAG region is home to a sizeable seasonal population (seasonal workers, who often work in agricultural occupations, and their families). Seasonal worker populations have

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historically been found to be “hard to count” (HTC) in official statistics.¹ In an encouraging development, the 2010 Census was more effective than prior decennial census efforts in reaching, and enumerating, HTC areas. Specifically, “Census 2010 coverage of households in the HTC tracts in the San Joaquin Valley and Central Coast counties... was significantly improved from previous decennials,” but some undercount remained a problem.²

The timing of data collection has also historically been a challenge for counting seasonal workers in the AMBAG region. Migratory workers are counted based on their location on Census Day. If the agricultural work cycle is in a lull in March and April, but ramps up at other times of the year, the worker population may be lower on Census Day than it is at other times of the year. However, it has been observed through informal surveys (i.e., for the AMBAG Regional Agricultural Vanpool Feasibility Study) that the seasonal population in the AMBAG region has been moving towards a trend of year-round residence, particularly with regard to agricultural jobs.

Given these two trends – better enumeration of HTC populations and a trend toward year-round residence – the seasonal population is increasingly likely to be counted in the decennial Census and in California Department of Finance demographic estimates. That said, seasonal workers who were not present on Census Day would not have been counted in the AMBAG region, and undercount remains a problem for seasonal populations, nationwide. Thus, to the extent that seasonal workers are present and counted in official statistics, they are also included in this forecast.

The AMBAG region population projections were benchmarked against prior decennial Census and employment data, and derived by anticipating that the regional population to job ratio will move in line with the statewide trend as it has in the past.

U.S., California and AMBAG Region Demographic and Economic Trends to 2045

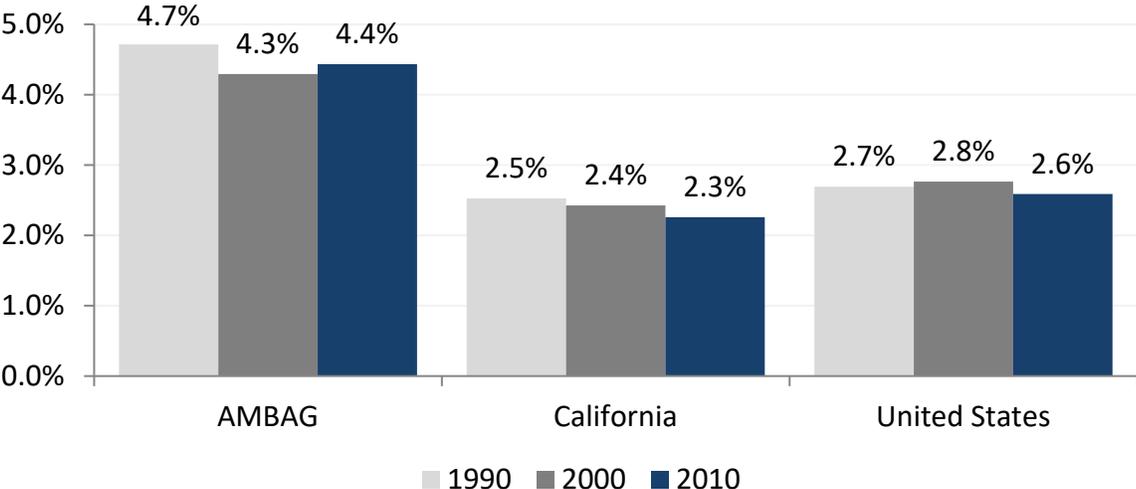
The AMBAG region has an above-average share of residents who live in group quarters and are not tied to the regional job market. This trend has continued since 1990 although the mix of group quarters residents has changed. (See Figures 6 and 7.) Changes in group quarters population, such as growth at the region’s universities, will play a role in regional growth through 2045.

¹ U.S. General Accounting Office. “Key Efforts to Include Hard-to-Count Populations Went Generally as Planned; Improvements Could Make the Efforts More Effective for Next Census” (December 2010), accessed at <http://www.gao.gov/new.items/d1145.pdf> on October 4, 2016.

² California Rural Legal Assistance, Inc. “2010 Census Enumeration of Immigrant Communities in Rural California: Dramatic Improvements but Challenges Remain” (November 2010), accessed at <http://www.crla.org/sites/all/files/content/uploads/Census/Census10-JBS-CRLA.pdf> on October 4, 2016.

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Figure 6: Group Quarters as a Percent of Population



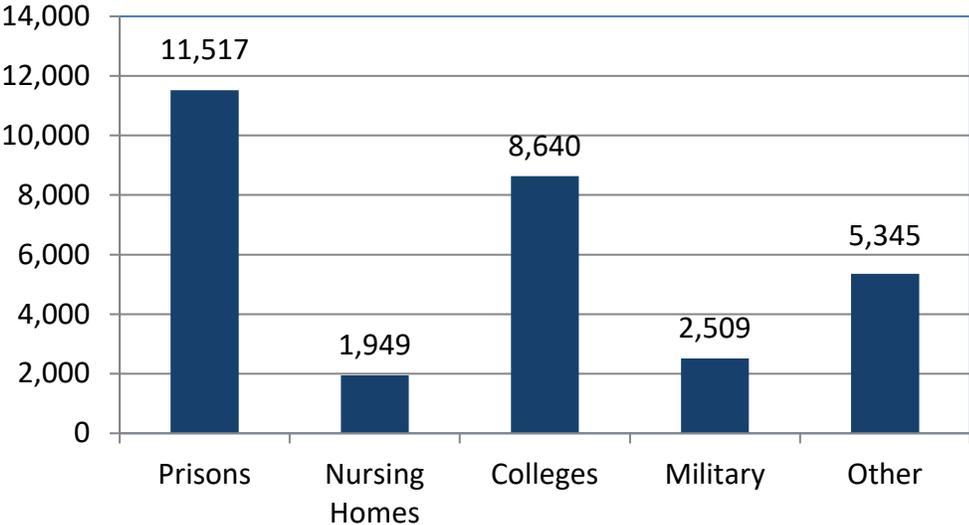
Sources: U.S. Census Bureau, California Department of Finance

In 1990 there was a substantial military group quarters presence around the Fort Ord base. Since then the military population has declined due to the closure of the base, but that group quarters population has been offset by an increase at colleges (primarily UC Santa Cruz and CSU Monterey Bay) and an increase in the state prison population. In future years it will be important to continue watching the development and growth of military institutions in the region. There is still a strong military and naval presence in Monterey County including the Presidio area as well as Fort Hunter Liggett in the southern portion of the County.³

³ While Fort Hunter Liggett has a small permanent population, they are a large training facility and host a substantial amount of trainees every year. Not only will it be important to follow the FHL plans for expansion from a population perspective, but it will also be important to consider the presence of the FHL in transportation planning given the Fort's heavy reliance on Highway 101.

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Figure 7: AMBAG Group Quarters Population in 2010

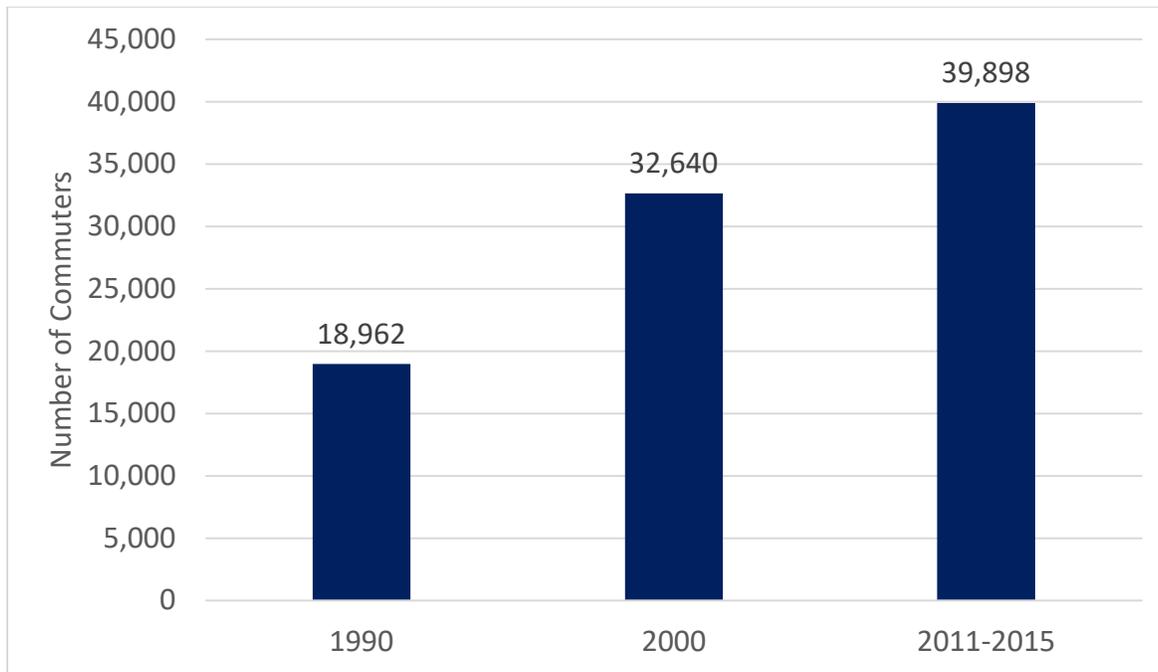


Source: U.S. Census Bureau, Census 2010

The AMBAG region, the state, and the nation all have about 2 residents per job, and that is expected to continue to 2045.

AMBAG residents commute to jobs outside the region, principally to jobs in Santa Clara County. This net out-commuting means there are residents in the region not connected to AMBAG region job growth. Net out-commuting surged between 1990 and 2000 as the “dot.com boom” pushed Silicon Valley (Santa Clara County) job levels higher, and has continued to rise as people to search for cheaper housing in portions of the AMBAG region. (See Figure 8.)

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Figure 8: Net Out-Commuting from AMBAG Region

Sources: 1990 & 2000 - *Census Journey to Work* and 2011-2015 - *American Community Survey Special Tabulations for the Census Transportation Planning Package*.

AMBAG Region Forecast Population Trends

As described above (see Table 5), the region is projected to add approximately 2,700 residents per year between 2015 and 2045. This is less than the average of just under 8,900 between 1990 and 2000 and above the recession-affected growth of 2,200 between 2000 and 2010. Recent growth from 2015-2020 has averaged 2,500 per year, close to the projected long-term growth rate.

Step 3: Housing and Households

The region is projected to add approximately 42,200 housing units by 2045, for a total of approximately 304,900 for an increase of 16 percent. The 2045 projected regional housing stock of 304,900 is slightly higher than the 305,293 housing units projected for year 2040 in the 2018 RGF, reflecting slower population growth.

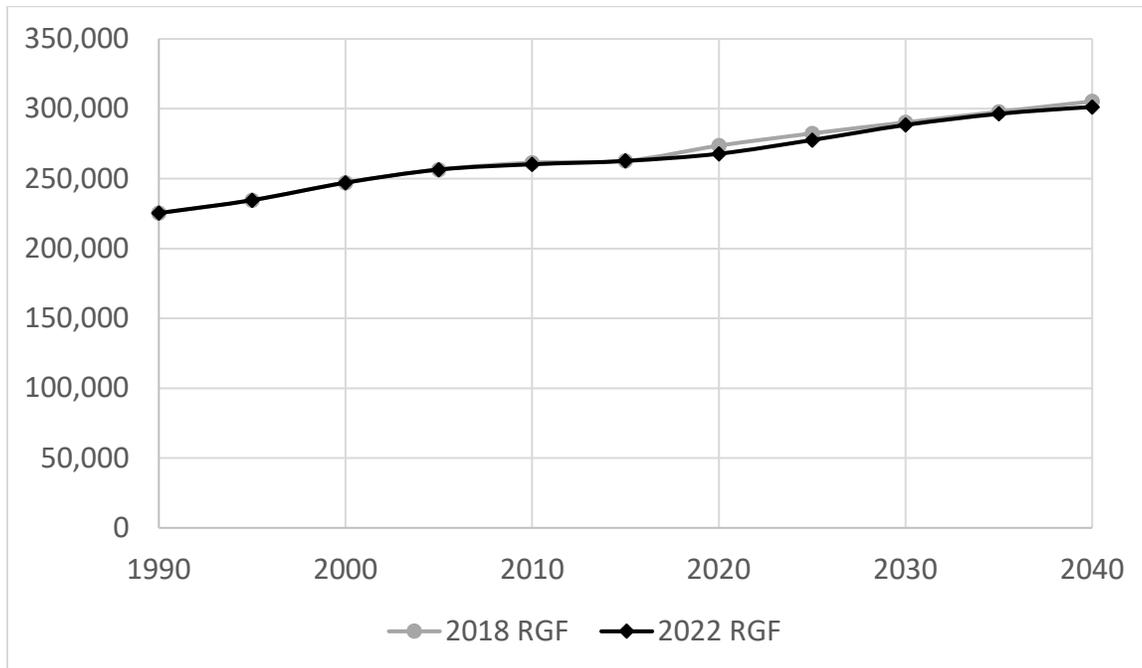
Table 6: Comparison of Forecasts for Housing

Forecast	2010	2015	2020	2025	2030	2035	2040	2045
2018 RGF	261,394	262,660	273,606	282,368	290,225	297,851	305,293	N.A.
% Change		0%	4%	3%	3%	3%	2%	N.A.
2022 RGF	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900
% Change		1%	2%	4%	4%	3%	2%	1%

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Sources: Data for years 2010-2020 are from the California Department of Finance. Forecast years were prepared by AMBAG and PRB.

Figure 9: AMBAG Region Housing Forecast



Sources: Data for 1990-2020 from the California Department of Finance. Forecast years were prepared by AMBAG and PRB.

Method for Producing the Housing Forecast

The housing forecast begins with a household forecast, and the household forecast is driven by demographic factors such as the size and structure of the population. Demographic factors (e.g., gender, age, and race/ethnicity) and external factors (e.g., major group quarters facilities like colleges and universities, correctional facilities, etc.) influence household population and household formation rates (i.e., the number of people per household). Household formation rates predict future demand for housing. That predicted demand, combined with expected vacancy rates, drives the forecast for housing growth.

AMBAG Region Forecast Housing Trends

As described above (see Table 5), the region is projected to add approximately 2,700 residents per year between 2015 and 2045. Taking average household size and vacancy rates into account, the resulting housing growth is expected to be just over 1,000 per year between 2015 and 2045. This is similar to the recent growth of 1,000 housing units per year between 2000 and 2015.

It is worth noting that several jurisdictions in the AMBAG region have historically had relatively high vacancy rates, reflecting a mix of vacation rentals and second homes, particularly in coastal

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communities. In recent years, there is some evidence that more homeowners may be participating in the vacation rental market via platforms such as Airbnb and VRBO. It is unclear whether these new services will result in higher vacancy rates as more housing units become primarily vacation rentals or lower vacancy rates as short-term rental units shift demand away from units that are intended to be available for rental most (or all) of the year. AMBAG will continue to monitor this trend for future forecasts.

Section 3: Development of the Subregional Forecast

Following the preparation of the regional forecast figures, AMBAG staff began the process of disaggregating the figures to the county and city level using historical data. This section summarizes that process and the results.

Summary of the 2022 Subregional Forecast

The 2022 RGF projects that the region will add about 65,500 jobs between 2015 and 2045, for a total of just over 442,800 jobs by 2045. Of that growth, 58 percent (approximately 38,200 jobs) is expected to be in Monterey County, 7 percent (approximately 4,500 jobs) is expected to be in San Benito County and 35 percent (approximately 22,800 jobs) is expected to be in Santa Cruz County.

This forecast projects that the region's population will grow by approximately 107,500 people between 2015 and 2045, for a total population of just under 869,800 in 2045. Of that growth, 57 percent (approximately 61,100 people) is expected to be in Monterey County, 23 percent (approximately 25,200 people) is expected to be in San Benito County and 20 percent (approximately 21,200 people) is expected to be in Santa Cruz County.

To house the region's expected population growth, this forecast shows an increase of just over 42,200 housing units by 2045, for a total of approximately 304,900 units. Of that growth, 62 percent (approximately 26,200 houses) is expected to be in Monterey County, 18 percent (approximately 7,500 houses) is expected to be in San Benito County and 20 percent (approximately 8,600 houses) is expected to be in Santa Cruz County. Housing growth rates do not exactly parallel population growth rates because of local variations in average household size and vacancy rate, and because some population (e.g., at UCSC and CSUMB) is expected to be housed in group quarters facilities.

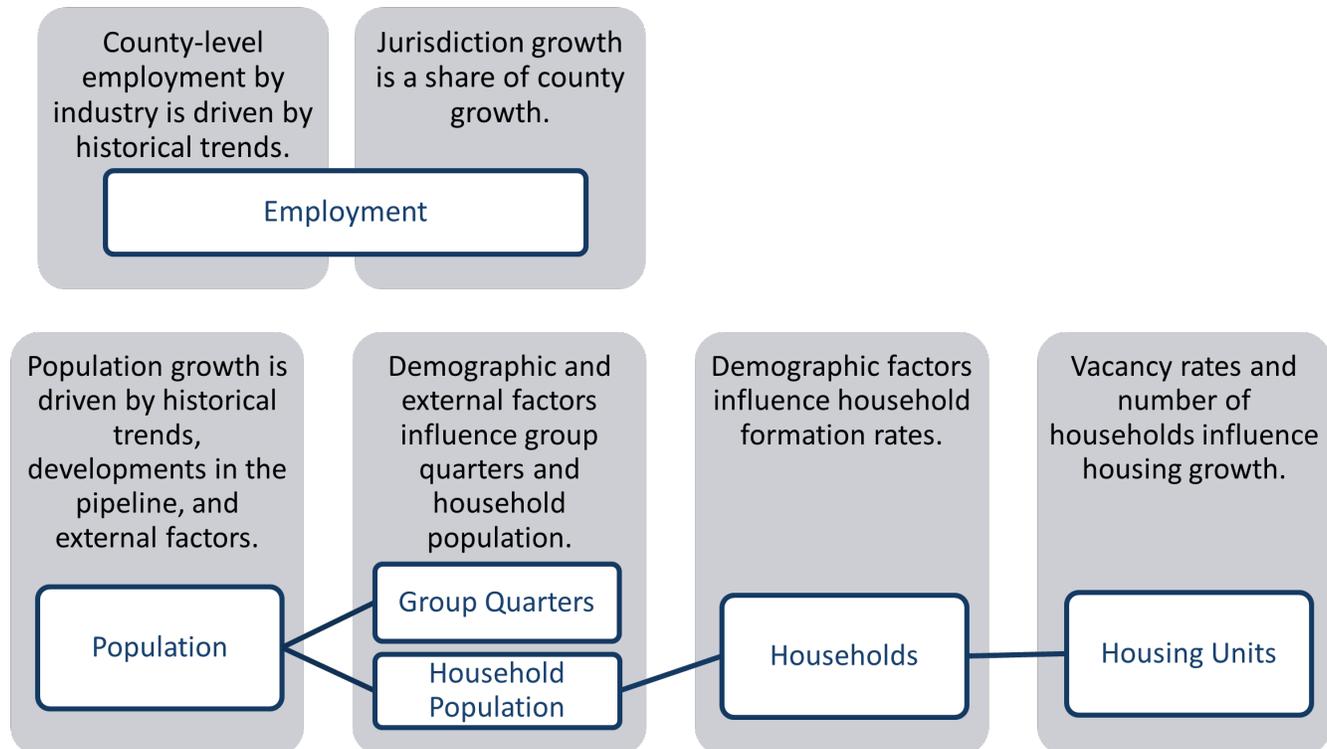
Details of the population, housing, and job growth forecasts for each jurisdiction, as well as population and housing forecasts for the two universities, can be found in Attachment 5.

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Subregional Allocation Methodology

Unlike the regional forecast, in which employment growth drives population and housing growth, the employment forecast is separate from the population and housing forecast in the subregional allocation. This separation reflects differing economic and demographic forces at the regional and local levels.

Figure 10: Subregional Allocation Process



1. **Employment trends:** Employment is measured as the number of jobs by place of work. For the county-level forecast, employment growth by industry is driven by historical trends (i.e., shift-share model). Total growth across the three counties is constrained by the region-level forecast. For each jurisdiction (cities and unincorporated balance of county), employment growth by industry is a constant share of the jurisdiction's parent county's growth in that industry.
2. **Population trends:** Population is the total resident population of the region. The jurisdiction level forecast is driven by three factors:
 - a. Historical trends (i.e., shift-share model)
 - b. Anticipated future developments such as housing projects under development that are likely to be occupied within the forecast horizon
 - c. External factors (e.g., universities, military, correctional facilities)

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Each county's population forecast is a sum of the jurisdiction-level forecasts. All levels (county, city, unincorporated area) are constrained by the region-level forecast.

3. Household Population and Group Quarters: Household population is the population that lives in a housing unit. Group quarters population is the population that lives in a group living arrangement such as a dorm, barracks, correctional institution, or congregate care facility. Demographic factors (e.g., age, race/ethnicity) and external factors (e.g., major group quarters facilities like colleges and universities, correctional facilities, etc.) influence the household population and household formation rates (i.e., the number of people per household).
4. Households/Occupied Housing Units: A household is a person, or group of people, living in a house. Because a household, by definition, occupies a housing unit, households are equivalent to and synonymous with occupied housing units.
Household projections are driven by household formation rates. Household formation rates are calculated as the ratio of households divided by the household population. Household formation rates are the inverse of average household size.
5. Housing Units: Housing is the total number of housing units, including both occupied and vacant structures. Housing includes primary residences, second homes, accessory dwelling units, vacation rentals, farmworker housing, and any other habitable structure—including unauthorized units. The only type of dwelling excluded from the housing inventory is group quarters (dorms, barracks, congregate care, etc.).
Housing projections are driven by the household population projection, demographic characteristics of the household population (age, sex, race/ethnicity), household formation rates, and housing vacancy rates. Vacancy rates are calculated as the share of all units (including vacation rentals, unauthorized dwellings, etc.) that are not currently occupied.

Data sources include the California Department of Finance, the California Employment Development Department, InfoUSA, and the U.S. Census Bureau.

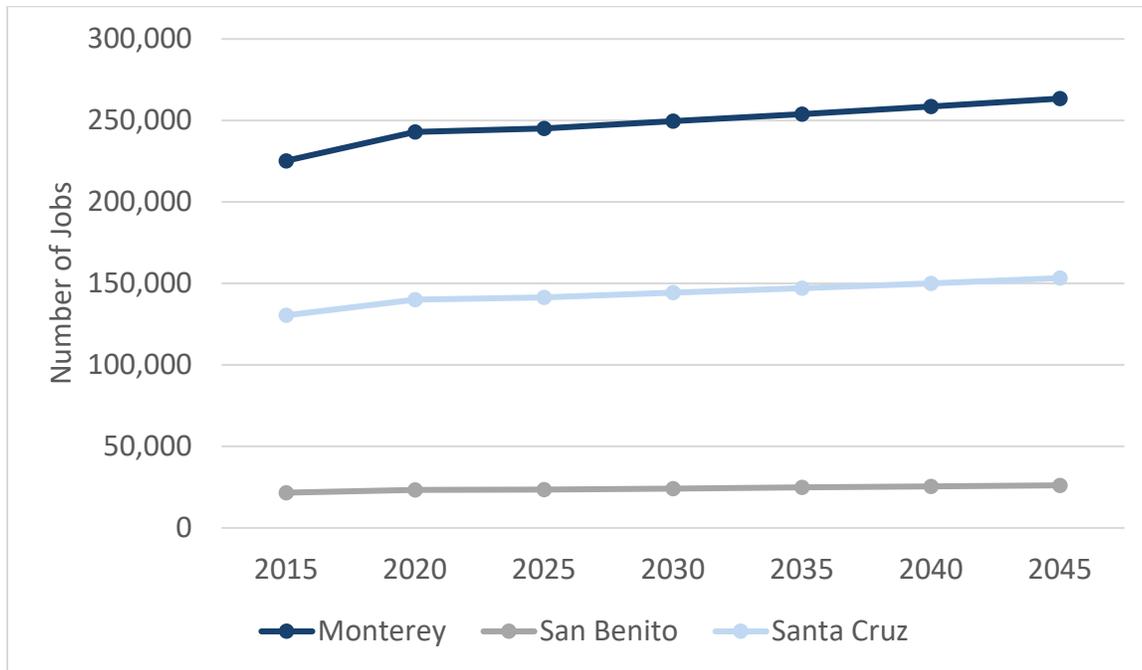
For more information on the definitions of housing and group quarters, see Attachment 4.

This process resulted in draft estimates at the jurisdictional level that were used for discussion purposes with staff at each of the cities and counties within the region. In addition to the cities and counties, staff met with the Local Agency Formation Commissions (LAFCOs) for each county, the Fort Ord Reuse Authority, the University of California, Santa Cruz (UCSC) and California State University, Monterey Bay (CSUMB) to discuss the results. Adjustments were made to the forecast based on these conversations to incorporate growth on the basis of planned developments, specific and General Plan research and economic development plans. The process of revision and meeting with local jurisdictions one-on-one was repeated several times to reach a consensus on the forecast.

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Step 1: Employment

The 2022 RGF projects that the region will add about 65,500 jobs between 2015 and 2045, for a total of just over 442,800 jobs by 2045. Of that growth, 58 percent (approximately 38,200 jobs) is expected to be in Monterey County, 7 percent (approximately 4,500 jobs) is expected to be in San Benito County and 35 percent (approximately 22,800 jobs) is expected to be in Santa Cruz County.

Figure 11: Employment by County 2015-2045

Sources: California Employment Development Department, InfoUSA, AMBAG, forecast by PRB and AMBAG.

Method for Producing the County and Sub-County Employment Forecast

The subregional employment forecast incorporated a two-step process: a county-level forecast and a jurisdiction-level allocation.

In order to disaggregate the tri-county regional industry employment forecast by county, AMBAG staff selected what is known as a Classical Shift-Share model. The Classical Shift-Share formula is similar to the Implicit Shift-Share formula used to disaggregate the population forecast, except that it is comprised of three mathematical functions rather than two. In this case, they are referred to as the regional share, industry mix and competitive shift functions. The regional share function estimates what employment growth in a certain industry would look like in the local area (i.e., county) if it were to grow at the same rate as the total all-industry employment in the region as a whole. The second industry mix function then adjusts for the difference in the rate of employment growth in a certain industry, compared to all industry employment. The industry mix function is calculated using regional

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employment values. The third function, known as the competitive shift, adjusts the estimate to account for faster or slower industry employment growth in the county, compared to the region.

Figure 12: Classical Shift-Share Equation

$$E_i^{t+n} = E_i^t \left[\frac{R_A^{t+n}}{R_A^t} + \left(\frac{R_i^{t+n}}{R_i^t} - \frac{R_A^{t+n}}{R_A^t} \right) + \alpha \left(\frac{E_i^t}{E_i^{t-m}} - \frac{R_i^t}{R_i^{t-m}} \right) \right]$$

E = local Value R = Regional Value
 i = industry A = All industries

Sub-County Employment Database and Re-benchmarking

To produce the subregional employment component of the forecast and to support transportation modeling, AMBAG created an address-level database for all employers in the AMBAG region in 2015. The database combined industry employment data from the California Employment Development Department (EDD) with employer data from InfoUSA. The InfoUSA data are derived from dozens of sources including but not limited to postal records, white pages listings, new business registrations, utility connections, real estate data (deeds & assessments) and industry directories. The database is then verified and supplemented with regular phone surveys. InfoUSA database is used by many other regional Councils of Governments to conduct forecast work and is a reputable source of data.

Staff compared records from EDD with those from InfoUSA. Where both sources matched, one record was retained, unedited. Where records differed, staff conducted extensive research (using AMBAG’s land use inventory, web-based investigation, and field research) to determine the proper industry code and employment level for the record and retained the most accurate record (typically the higher reported number). As a result of the editing and reconciliation process, the address-level inventory differs from EDD industry totals.

While there are differences across all industries, edits to agricultural records were extensive. Staff review of address-level records showed that many establishments listed as “agriculture” by EDD are, in the AMBAG region, engaged in food processing (manufacturing), storage (warehousing), or retail (farm stands). Agricultural recategorization is described in more detail in Attachment 2.

It is also important to note that the AMBAG estimate of agricultural jobs differs from estimates of the agricultural workforce (91,433 in 2016) described in “Farmworker Housing Study and Action Plan for Salinas Valley and Pajaro Valley.” The reasons for this difference are both temporal and definitional. The industry estimates are annual-average estimates of jobs (a job is a paid position at a company) for 2015. The Farmworker Housing Study figures are 2016 estimates of all workers who were ever employed during the year, including those who worked part-time or part-year. If a company has high turnover or seasonal work, that company’s number of workers (all year) would be higher than their average number of jobs. For example, if a company typically has 10 paid positions, but in peak season brings on another 10 for three months, the annual average number of jobs is 12.5 (10 x (9/12months) +

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20 x (3/12months) = 12.5/month) but there were 20 unique workers at peak (original 10 plus additional 10).

Thus, in this case, the farmworker study estimates are higher than jobs estimates for three key reasons:

- Agricultural employment grew slightly between 2015 and 2016.
- Worker estimates take peak seasonal employment into account, while EDD industry estimates are annual averages.
- Some companies that identify as agricultural are more accurately classified as food processing (manufacturing), storage (warehousing), or retail (farm stands).

Sub-County Disaggregation Method for Employment

The address-level database, described above, was used to calculate the share of employment for each industry in each jurisdiction in 2015. This percent share was then carried forward to future years in order to calculate the number of jobs located in each jurisdiction by industry. While the County level totals use the Classical Shift-Share method as described above, the sub-county level forecast is a constant share approach. However, because the sub-county level forecasts are based on the County totals by industry the Classical Shift-Share method does influence the sub-county trends.

A preliminary draft forecast was distributed to planning staff at each jurisdiction. AMBAG staff held one-on-one meetings to gather comments and additional information from planning staff at each jurisdiction. (See Attachment 1 for a list of meeting dates, times, locations and attendees.) Staff then used economic studies, entitled development, the establishment of enterprise zones and other information from local planners to supplement the employment assumptions at the jurisdictional level. These comments and additional pieces of information were incorporated into the final forecast.

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Table 7: Subregional Employment Forecast

Geography	2015	2020	2025	2030	2035	2040	2045	Change 2015-2045	
								Numeric	%
AMBAG Region	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
Monterey County	225,268	243,015	245,054	249,613	253,918	258,553	263,437	38,169	17%
Carmel-By-The-Sea	3,353	3,566	3,593	3,674	3,752	3,833	3,915	562	17%
Del Rey Oaks	705	748	753	774	794	815	834	129	18%
Gonzales	5,764	6,326	6,382	6,533	6,660	6,788	6,920	1,156	20%
Greenfield	7,227	7,882	7,948	8,061	8,177	8,298	8,423	1,196	17%
King City	7,573	8,195	8,248	8,371	8,511	8,669	8,832	1,259	17%
Marina	6,107	6,548	6,621	6,765	6,899	7,055	7,217	1,110	18%
Monterey	38,133	40,989	41,527	42,506	43,452	44,465	45,509	7,376	19%
Pacific Grove	7,470	8,016	8,061	8,152	8,244	8,343	8,445	975	13%
Salinas	73,009	78,874	79,577	81,079	82,505	84,044	85,683	12,674	17%
Sand City	1,966	2,092	2,102	2,151	2,188	2,224	2,259	293	15%
Seaside	9,667	10,476	10,589	10,833	11,062	11,290	11,543	1,876	19%
Soledad	8,532	9,010	9,079	9,161	9,235	9,333	9,462	930	11%
Unincorporated	55,762	60,293	60,574	61,553	62,439	63,396	64,395	8,633	15%
San Benito County	21,631	23,263	23,572	24,203	24,802	25,475	26,126	4,495	21%
Hollister	14,428	15,492	15,728	16,207	16,655	17,121	17,613	3,185	22%
San Juan Bautista	515	557	569	580	588	603	612	97	19%
Unincorporated	6,688	7,214	7,275	7,416	7,559	7,751	7,901	1,213	18%
Santa Cruz County	130,436	140,002	141,391	144,316	147,125	150,119	153,261	22,825	17%
Capitola	11,666	12,250	12,376	12,633	12,902	13,181	13,454	1,788	15%
Santa Cruz	40,840	43,865	44,317	45,594	46,863	48,203	49,636	8,796	22%
Scotts Valley	9,458	10,109	10,185	10,345	10,489	10,637	10,797	1,339	14%
Watsonville	26,403	28,514	28,765	29,156	29,505	29,896	30,303	3,900	15%
Unincorporated	42,069	45,264	45,748	46,588	47,366	48,202	49,071	7,002	17%

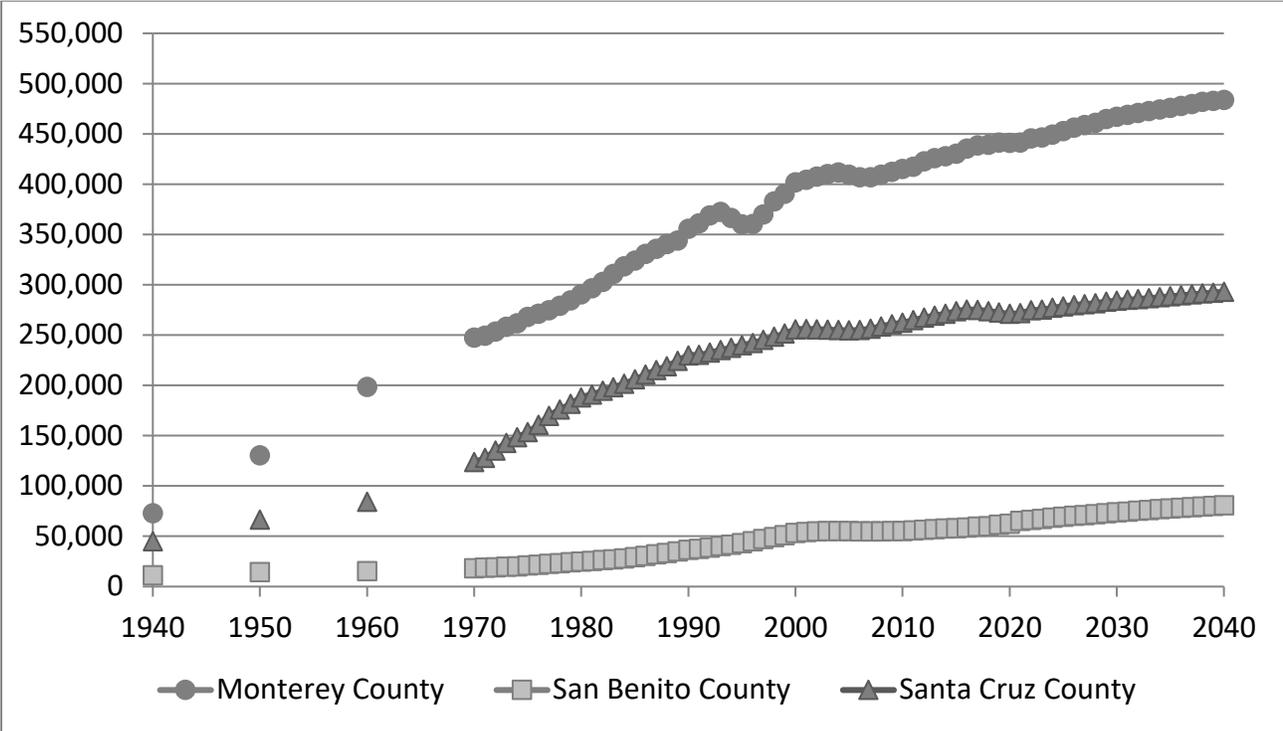
Sources: Data for 2015 from InfoUSA and the California Employment Development Department. Forecast years were prepared by AMBAG and PRB.

Step 2: Population

This forecast projects that the region's population will grow by approximately 107,500 people between 2015 and 2045, for a total population of just under 869,800 in 2045. Of that growth, 57 percent (approximately 61,100 people) is expected to be in Monterey County, 23 percent (approximately 25,200 people) is expected to be in San Benito County and 20 percent (approximately 21,200 people) is expected to be in Santa Cruz County.

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Figure 13: Population in Monterey, San Benito and Santa Cruz Counties 1940-2045



Sources: Data for years 1940-2020 are from the U.S. Census Bureau and California Department of Finance. Forecast years were prepared by AMBAG and PRB.

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Table 8: Subregional Population Forecast

Geography	2015	2020	2025	2030	2035	2040	2045	Change 2015-2045	
								Numeric	%
AMBAG Region	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
Monterey County	430,310	441,143	452,761	467,068	476,028	483,884	491,443	61,133	14%
Carmel-By-The-Sea	3,854	3,949	3,946	3,954	3,964	3,974	3,984	130	3%
Del Rey Oaks	1,663	1,662	1,693	1,734	1,859	2,330	2,650	987	59%
Gonzales	8,441	8,506	9,650	13,492	14,630	15,398	15,711	7,270	86%
Greenfield	17,172	18,284	19,342	19,734	19,961	20,202	20,433	3,261	19%
King City	13,736	14,797	15,376	16,101	16,689	16,881	17,064	3,328	24%
Marina	21,057	22,321	23,723	25,126	26,713	28,433	30,044	8,987	43%
Marina balance	20,037	21,371	22,293	22,841	23,238	23,768	24,237	4,200	21%
CSUMB (portion)	1,020	950	1,430	2,285	3,475	4,665	5,807	4,787	469%
Monterey	28,086	28,170	28,044	28,650	29,032	29,342	29,639	1,553	6%
Monterey balance	24,095	24,749	24,623	25,229	25,611	25,921	26,218	2,123	9%
DLI & Naval Postgrad	3,991	3,421	3,421	3,421	3,421	3,421	3,421	-570	-14%
Pacific Grove	15,460	15,265	15,290	15,395	15,530	15,676	15,817	357	2%
Salinas	158,059	162,222	166,226	170,459	173,393	175,358	177,128	19,069	12%
Sand City	361	385	430	516	756	1,012	1,198	837	232%
Seaside	33,815	33,537	34,497	35,107	35,634	36,582	38,316	4,501	13%
Seaside balance	25,835	26,345	27,285	27,850	28,317	29,205	30,881	5,046	20%
Fort Ord (portion)	4,163	3,083	3,083	3,083	3,083	3,083	3,083	-1080	-26%
CSUMB (portion)	3,817	4,109	4,129	4,174	4,234	4,294	4,352	535	14%
Soledad	24,597	25,301	26,112	26,824	27,697	28,419	29,133	4,536	18%
Soledad balance	16,298	17,190	18,001	18,713	19,586	20,308	21,022	4,724	29%
SVSP & CTF	8,299	8,111	8,111	8,111	8,111	8,111	8,111	-188	-2%
Unincorporated	104,009	106,744	108,432	109,976	110,170	110,277	110,326	6,317	6%
Unincorp balance	101,468	104,203	105,891	107,435	107,629	107,736	107,785	6,317	6%
CSUMB	2,541	2,541	2,541	2,541	2,541	2,541	2,541	0	0%
San Benito County	58,138	62,353	69,324	73,778	77,638	80,788	83,366	25,228	43%
Hollister	37,314	40,646	42,604	43,327	44,421	45,345	45,599	8,285	22%
San Juan Bautista	1,945	2,112	2,269	2,315	2,374	2,410	2,436	491	25%
Unincorporated	18,879	19,595	24,451	28,136	30,843	33,033	35,331	16,452	87%
Santa Cruz County	273,793	271,233	278,641	284,146	288,523	293,156	294,967	21,174	8%
Capitola	10,224	10,108	10,485	10,794	10,957	11,049	11,126	902	9%
Santa Cruz	64,223	64,424	68,845	72,218	75,257	78,828	79,534	15,311	24%
Santa Cruz balance	46,947	45,324	47,845	49,118	49,957	50,828	51,534	4,587	10%
UCSC	17,276	19,100	21,000	23,100	25,300	28,000	28,000	10,724	62%
Scotts Valley	11,946	11,693	11,718	11,837	11,867	11,868	12,010	64	1%
Watsonville	52,410	51,515	52,918	54,270	55,138	55,786	56,344	3,934	8%
Unincorporated	134,990	133,493	134,675	135,027	135,304	135,625	135,953	963	1%

Sources: Data for 2015-2020 are from the California Department of Finance. Forecast years were prepared by AMBAG and PRB.

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Method for Producing the County and Sub-County Population Forecast

In order to disaggregate the tri-county regional population forecast, PRB and AMBAG implemented the Implicit Shift-Share method. This particular technique was chosen because it provides a relatively simple, yet rigorous, method for estimating the future geographic distribution of the regional population based on historic estimates of local and regional population growth.

The Implicit Shift-Share formula is comprised of two distinct mathematical functions. These are sometimes known as the regional share and the local shift. The regional share function calculates what the total population growth in the local area (i.e., a city or county) would be if that area were to grow at the same rate as the region as a whole. The second function then adjusts for historic changes in the local area's share of the total regional population. Combined with an accurate estimate of the size of the base population obtained from the 2010 Decennial Census, the regional share and local shift functions provide a reasonable estimate of the future local area population, taking into account past changes in the percentage share of the regional population. Historical data are from the Department of Finance. The Department of Finance does benchmark their historical estimates to the Decennial Census for 1990, 2000 and 2010.⁴

Figure 14: Implicit Shift-Share Equation

$$E^{t+n} = E^t \left(\frac{R^{t+n}}{R^t} \right) + \alpha R^{t+n} \left(\frac{E^t}{R^t} - \frac{E^{t-m}}{R^{t-m}} \right) \quad \begin{array}{l} E = \text{Local Value} \\ R = \text{Regional Value} \end{array}$$

To produce jurisdiction-level forecast, AMBAG and PRB compiled a database of historical population by jurisdiction. This database included information on population growth (or decline) as well as details for "special" populations (e.g., college students, military personnel, prisoners). (Special populations are described in more detail in the section "Adjustments for Special Populations," below.)

AMBAG and PRB compiled historical data⁵ to track trends in, and relied upon institutional/facility plans to produce the population forecast for the following areas:

- Marina:
 - Fort Ord (portion)

⁴ Department of Finance, E-8 Historical Population and Housing Estimates for Cities, Counties and the State, 1990-2000, August 2008; Department of Finance, E-4 Population Estimates for Cities, Counties and the State, 2001-2010, September 2011 and Department of Finance, E-1 Population Estimates for Cities, Counties and the State, 2011 and 2012, August 2009.

⁵ Sources include the California Department of Finance, U.S. Census Bureau and institutional records.

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- CSUMB (portion)
- Monterey
 - Defense Language Institute and Naval Postgraduate School
- Seaside
 - Fort Ord (portion)
 - CSUMB (portion)
- Soledad
 - SVSP & CTF
- Balance of County
 - CSUMB (portion)
- Santa Cruz
 - UCSC

AMBAG and PRB then applied the implicit shift-share methodology to the balance of population in each jurisdiction to produce a draft of the first forecast increment. The benchmark period for the shift-share model was 2010-2015, and the model was applied to produce the draft forecast.

Forecast years, for this initial draft, presumed that each jurisdiction maintained a constant share of the region's population. This approach, using shift-share for the first increment, and constant-share thereafter, was implemented in the 2014 RGF and 2018 RGF to ensure that jurisdictions that experienced population loss during the benchmark period would not continue to decline. This forecast assumption is reasonable given that any jurisdiction may experience a period of temporary population decline, even when the long-term trend has been stability or growth.

Further initial adjustments were made to reflect population growth associated with housing under construction or in the permit pipeline.

AMBAG staff then met with representatives from each jurisdiction to ground truth the forecast with respect to anticipated future growth and development in the pipeline. (See Attachment 1 for a full list of meetings.)

Step 3: Housing

To house the region's expected population growth, this forecast shows an increase of just over 42,200 housing units by 2045, for a total of approximately 304,900 units. Of that growth, 62 percent (approximately 26,200 houses) is expected to be in Monterey County, 18 percent (approximately 7,500 houses) is expected to be in San Benito County and 20 percent (approximately 8,600 houses) is expected to be in Santa Cruz County. Housing growth rates do not exactly parallel population growth rates because of local variations in average household size and vacancy rate, and because some population (e.g., at UCSC and CSUMB) is expected to be housed in group quarters facilities.

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Table 9: Subregional Housing Forecast

Geography	2015	2020	2025	2030	2035	2040	2045	Change 2015-2045	
								Numeric	%
AMBAG Region	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
Monterey County	139,177	141,764	146,716	153,852	159,100	162,612	165,328	26,151	19%
Carmel-By-The-Sea	3,417	3,437	3,437	3,442	3,450	3,453	3,459	42	1%
Del Rey Oaks	741	741	762	809	848	1,052	1,195	454	61%
Gonzales	1,987	1,987	2,399	3,630	4,182	4,474	4,626	2,639	133%
Greenfield	3,794	3,981	4,359	4,766	5,047	5,164	5,238	1,444	38%
King City	3,283	3,432	3,672	4,002	4,282	4,356	4,403	1,120	34%
Marina	7,334	7,784	8,277	8,837	9,265	9,521	9,693	2,359	32%
Marina balance	7,334	7,784	8,277	8,832	9,205	9,445	9,617	2,283	31%
CSUMB (portion)	0	0	0	5	60	76	76	76	--
Monterey	13,637	13,705	13,705	13,920	14,209	14,402	14,549	912	7%
Monterey balance	13,205	13,273	13,273	13,488	13,777	13,970	14,117	912	7%
DLI & Naval Postgrad	432	432	432	432	432	432	432	0	0%
Pacific Grove	8,184	8,201	8,214	8,267	8,336	8,400	8,463	279	3%
Salinas	43,001	43,411	45,552	48,673	50,968	52,229	53,150	10,149	24%
Sand City	176	189	198	228	333	446	526	350	199%
Seaside	10,913	10,920	11,437	11,925	12,248	12,604	13,192	2,279	21%
Seaside balance	8,908	8,942	9,429	9,888	10,190	10,531	11,107	2,199	25%
Fort Ord (portion)	1,119	1,119	1,119	1,119	1,119	1,119	1,119	0	0%
CSUMB (portion)	886	859	889	918	939	954	966	80	9%
Soledad	3,927	4,137	4,433	4,733	5,024	5,240	5,426	1,499	38%
Soledad balance	3,927	4,137	4,433	4,733	5,024	5,240	5,426	1,499	38%
SVSP & CTF	0	0	0	0	0	0	0	0	--
Unincorporated	38,783	39,839	40,271	40,620	40,908	41,271	41,408	2,625	7%
Unincorp balance	38,783	39,839	40,238	40,569	40,592	40,616	40,616	1,833	5%
CSUMB	0	0	33	51	316	655	792	792	--
San Benito County	18,262	19,913	21,721	23,333	24,773	25,452	25,775	7,513	41%
Hollister	10,757	11,917	12,501	13,177	13,701	14,054	14,122	3,365	31%
San Juan Bautista	750	819	878	918	951	965	975	225	30%
Unincorporated	6,755	7,177	8,342	9,238	10,121	10,433	10,678	3,923	58%
Santa Cruz County	105,221	106,135	109,208	111,201	112,479	113,243	113,797	8,576	8%
Capitola	5,537	5,554	5,786	5,970	6,009	6,017	6,017	480	9%
Santa Cruz	23,535	23,954	24,988	25,578	25,974	26,295	26,525	2,990	13%
Santa Cruz balance	23,005	23,424	24,422	24,970	25,342	25,663	25,892	2,887	13%
UCSC	530	530	566	608	632	632	633	103	19%
Scotts Valley	4,691	4,739	4,798	4,846	4,869	4,887	4,930	239	5%
Watsonville	14,131	14,226	14,829	15,629	16,108	16,347	16,519	2,388	17%
Unincorporated	57,327	57,662	58,807	59,178	59,519	59,697	59,806	2,479	4%

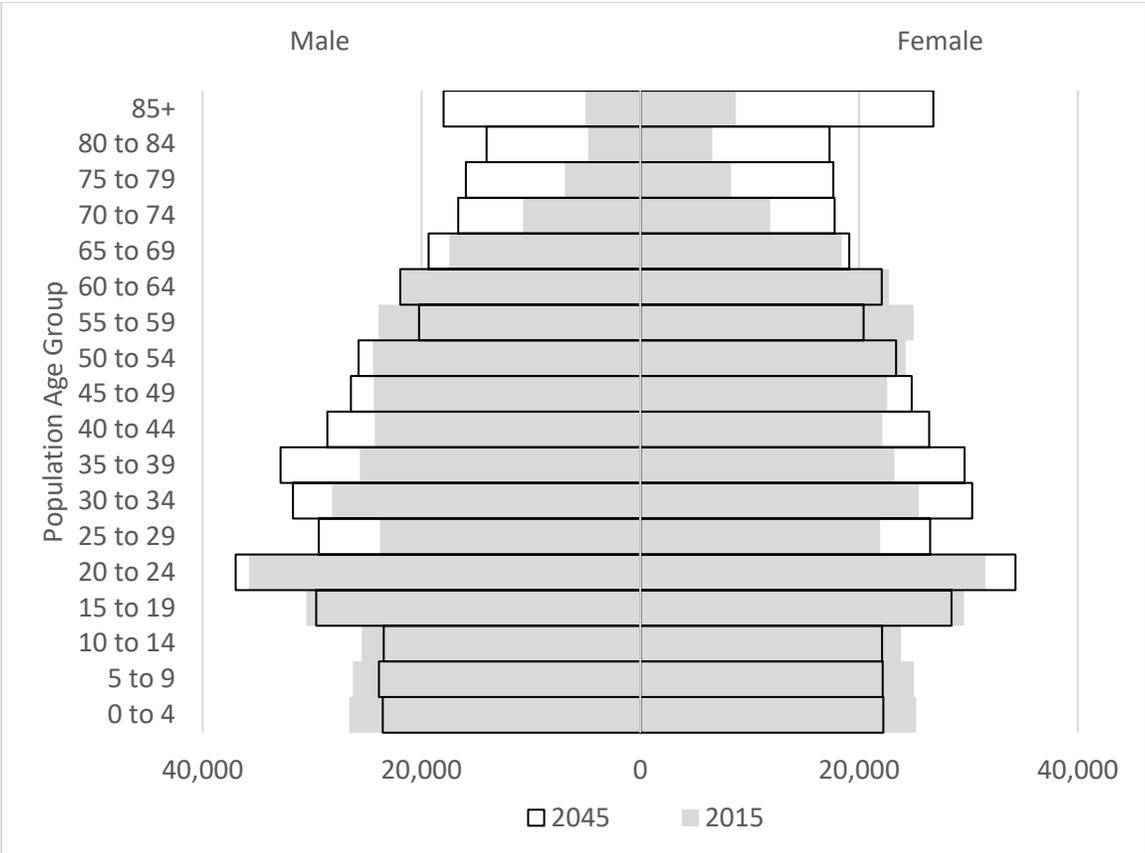
Sources: Data for 2015-2020 are from the California Department of Finance. Forecast years were prepared by AMBAG and PRB.

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Method for Producing the County and Sub-County Housing Forecast

In order to convert county level population forecast figures into the forecast of housing units, staff created a set of demographic profiles that describe the age, sex, race, and ethnicity characteristics of the future population. The basis for the demographic profiles is a set of detailed population projections developed by the California Department of Finance in 2019.⁶ The profiles were developed by calculating the share of total projected population within each county that may be attributed to each age, sex, race and ethnic category. The population age distribution for the AMBAG Region is shown in Figure 15 below. County-specific demographic patterns from the Department of Finance forecast were applied to AMBAG-projected total population for each county.

Figure 15: Population Size and Age Structure of AMBAG Region in 2015 and 2045



Source: 2015 data from the California Department of Finance, 2045 data from AMBAG and PRB.

⁶ In January 2020, DOF published State and County Population Projections. These have not been re-benchmarked to the 2020 Census.

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The first step toward translating the county demographic projections into forecasted housing was to subtract the group quarters population from the total population. (For an explanation of Group Quarters, see Attachment 4.) Staff calculated a set of group quarters rates by dividing the group quarters population in each age, sex, race and ethnic category as provided by the 2010 Census⁷ by the total 2010 age, sex, race and ethnic population in each county. The team then updated these 2010 rates to reflect 2020 population and group quarters population estimates from the Department of Finance. In order to estimate the group quarters population in each county, staff multiplied the group quarters rates within each category by the total population in each category. This population was then removed from the total population to provide an estimate of the number of people living in households, by demographic subgroup.

Next, to generate estimates of the total number of households in each county, staff calculated a set of head of householder rates. These also are frequently referred to as “headship rates” or “household formation rates.” As with the group quarters rates, these are derived from 2010 Census data.⁸ To generate the head of householder rates, staff divided the 2010 estimates of the number of individuals within each age, race and ethnic category who were reported to be the head of a household by the total number of individuals within each age, race, and ethnic population category less the group quarters population.⁹ By multiplying the base-year household population estimates for each category by the head of householder rates, staff derived a new set of head of household estimates, which were controlled to published data from the California Department of Finance. Note that for each head of household there is, by definition, one household. Thus, by adding up all of the head of householders, the staff was able to generate estimates of the total number of households within each county.¹⁰

Finally, vacant units were added to the total number of households in order to obtain an estimate of housing units. Vacancy data was obtained from the U.S. Census Bureau for 1990, 2000 and 2010, and

⁷ U.S. Census Bureau, 2010 Decennial Census, Summary File 1, Table QTP-12.

⁸ U.S. Census Bureau, 2010 Decennial Census, Summary File 2, Table PCT-12.

⁹ The householders data for the "Some other race alone, not Hispanic or Latino" and "Native Hawaiian and Other Pacific Islander alone, not Hispanic or Latino" categories of population in San Benito County was suppressed because there was not a population of greater than 100. For these ethnic categories the regional rate was used instead given the lack of data on this population.

¹⁰ The Census does include "second dwelling units" or accessory units within their counts of households if the unit has its own bathroom and kitchen facilities. However, there are likely illegal "granny units" that are not counted through this process.

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from the Department of Finance for intercensal years.¹¹ To better understand what a normal housing vacancy rate might be, staff reviewed historical data on residential vacancy for the last two decades. Once a vacancy rate was established, this was used to calculate the total number of vacant housing units (the number of occupied units being equal to the number of households). By adding together estimates of the total number of vacant and occupied housing units, staff derived estimates of the total housing stock within each county.

Forecasting Sub-County Population, Households and Housing Units

To derive a city-level forecast of population, household population, households, and housing units, staff used a simplified version of the methodology described above. The MPO is not required to develop detailed demographic characteristics for city-level estimates. As such the household and housing unit conversion was done using aggregate group quarters and household formation rates for each city, as reported in the 2010 Census and with trends through 2020 from the Department of Finance.¹² Vacancy rates were derived from a 30-year average as reported by the Department of Finance.¹³ The Department of Finance does benchmark their estimates to the decennial Census.

Some of the jurisdictions within the region show a declining population over the last 10 to 20 years. Because the Implicit Shift-Share method was used for projecting 2025 population and the method reflects the change in population over time, for those jurisdictions that have experienced population decline there would be a continuation of that decline reflected for the year 2025. Instead of showing a decline, the 2025 share of the regional population calculated for these jurisdictions was held constant. This has the effect of showing an increase in population to 2025 even if recent trends were toward population decline. There is too little information to know whether short-term declines will continue, so instead of assuming continual decline, growth was held at a constant. AMBAG will continue to monitor these trends.

¹¹ Department of Finance, E-8 Historical Population and Housing Estimates for Cities, Counties and the State, 1990-2000, August 2008; and Department of Finance, E-5 Population and Housing Estimates for Places, 2001-2010, with 2000 Benchmark, September 2011.

¹² U.S. Census Bureau, 2010 Decennial Census, Summary File 1, Tables QTP-12 and PCT-12.

¹³ Department of Finance, E-8 Historical Population and Housing Estimates for Cities, Counties and the State, 1990-2000, August 2008; Department of Finance, E-4 Population Estimates for Cities, Counties and the State, 2001-2010, September 2011 and Department of Finance, E-5 Population Estimates for Cities, Counties and the State, 2010-2016, July 2016.

Section 4: Demographic History of the AMBAG Region

The AMBAG region grew at a faster rate than California in the 1960s and 1970s and grew at approximately the same rate as the state in the 1980s (24% in AMBAG region, 26% statewide). Both the state and the AMBAG region grew at the same rate in the 1990s (14%). The AMBAG region's growth fell far below the statewide average between 2000 and 2010, increasing by only three percent while the state grew by 10 percent. From 2010 to 2020 both the state and the AMBAG region grew at similar rates (7% and 6%, respectively).

AMBAG Region: 1970 to 1990

Between 1970 and 1990 the AMBAG region population grew by more than 110,000 each decade, increasing by 29 percent from 1970 to 1980 and by 24 percent from 1980 to 1990. Growth slowed in the 1990s. The slowdown can be attributed, in part, to the closure of Fort Ord in 1994, which is described in more detail in the "Adjustments" section, below. These population losses greatly affected the growth rates of the communities of Marina and Seaside prior to 2000. Concurrent civilian job losses affected population growth in the AMBAG region more broadly. The AMBAG region population grew by 88,500 (14%) between 1990 and 2000.

AMBAG Region: 2000 to 2010

In the following decade, population growth slowed considerably. The AMBAG region population grew by only 22,100 (3%) during the decade between 2000 and 2010. This pattern of slowing population growth reflects an aging population and lower net migration into the AMBAG region. Lowered net migration could be due to several factors including but not limited to water resource constraints, the after-effects of the closure of Fort Ord, as well as increasing housing costs followed by a major recession.

AMBAG Region: 2010 to 2020

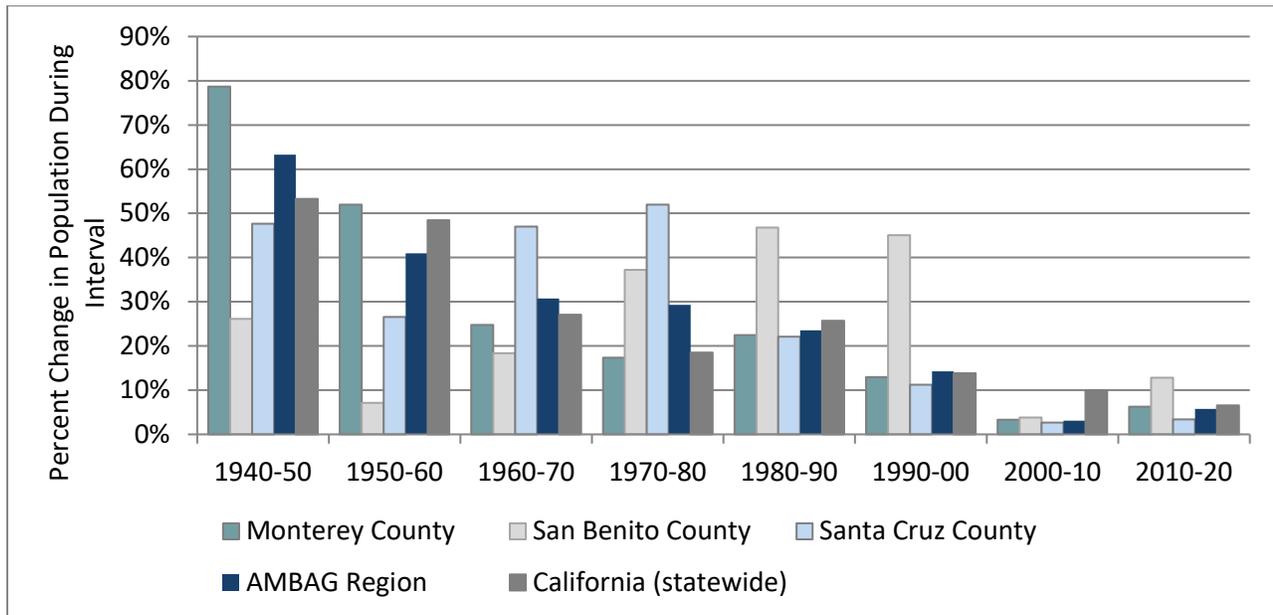
In the five years since the decennial census, population growth began to return to historical levels. The AMBAG region population grew by just over 42,000 (6%) during the period between 2010 and 2020. This recovery in population growth reflects post-recession recovery.

Demographic History of AMBAG Counties

Population growth details for all three counties are shown below. County-specific summaries follow the charts.

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Figure 16: Population Growth Rates in Monterey County, San Benito County, Santa Cruz County, AMBAG Region and California (statewide) 1940-2020



Source: California Department of Finance

Monterey County

Between 1960 and 2000, Monterey County has grown at a rate slower than the AMBAG region as a whole. From 2000-2010 and 2010-2020 Monterey County grew at the same rate in the region. (See Figure 16, above.)

As a result of the closure of Fort Ord, Monterey County experienced a population decline in the middle of the 1990s, yet population growth rebounded later in the decade. The county registered 13 percent growth (an increase of 46,100) between 1990 and 2000. (See Figures 2 and 3)

The 1990s also saw the opening of two large institutions: California State University, Monterey Bay and Salinas Valley State Prison. Both are described in more detail in the Special Populations section below.

While the County as a whole grew, six of the county's thirteen jurisdictions experienced population loss during the 1990s (Carmel-By-The-Sea, -4%; Del Rey Oaks, -1%, Marina, -29%, Monterey, -7%, Pacific Grove, -4%, Seaside, -15%). Conversely, the population of Salinas grew by nearly 34,000 during the decade. Soledad also grew at a rapid clip (16,000 population) largely as the result of Salinas Valley State Prison opening in 1996.

The following decade saw much slower growth, with an increase of less than 13,300 (3%) between 2000 and 2010. Five jurisdictions lost population (Carmel-By-The-Sea, -9%; Del Rey Oaks, -2%,

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Monterey, -6%, Pacific Grove, -3%, unincorporated Monterey County, -1%). The city of Seaside remained virtually unchanged.

From 2010 to 2020, the cities of Greenfield, King City, Marina, and Sand City all had estimated growth of greater than 10 percent. Only the city of Soledad is estimated to have lost population.

San Benito County

While San Benito County grew at a rate much slower than the AMBAG region prior to the 1970s, the county saw rapid population growth in the 1970s, 1980s, and 1990s, a dip in the early 2000s, and a return to rapid growth 2010-2020. (See Figure 16, above.)

San Benito County registered rapid population growth, adding more than 16,500 population (45%) between 1990 and 2000. During this decade the city of Hollister nearly doubled in population (78%) while the population of San Juan Bautista declined (-1%).

San Benito's population growth slowed to four percent (2,000 population) between 2000 and 2010. The trend of the 1990s was reversed. Hollister grew by only one percent while San Juan Bautista increased by 20 percent.

From 2010 to 2020 San Benito County grew faster than the region, with Hollister and San Juan Bautista growing by 16% and 13%, respectively.

Santa Cruz County

Santa Cruz County grew at a rate faster than the AMBAG region in the 1960s and 1970s, but grew more slowly in every other decade from 1940-2020. (See Figure 16, above.)

Santa Cruz County grew by more than 25,800 (11%) between 1990 and 2000. The fastest-growing jurisdiction in Santa Cruz County between 1990 and 2000 was Watsonville (42%) followed by Scotts Valley (31%). Capitola's population fell during the decade (-1%).

The County's growth slowed considerably, adding just under 6,800 population (3%) between 2000 and 2010. The fastest-growing jurisdiction in Santa Cruz County between 2000 and 2010 was Watsonville (16%, including the annexation area, 11% without) followed by Santa Cruz (10%). Scotts Valley, which grew rapidly during the 1990s, showed only two percent population growth during the decade. Capitola's population fell during the decade (-1%).

In recent years, no jurisdiction in Santa Cruz has grown by more than 10 percent. The fastest growing city, Santa Cruz, grew by 7% between 2010 and 2020.

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Adjustments for Special Populations

In small area demographic analysis, some populations grow or decline as a result of exogenous factors, rather than in response to demographic or economic conditions. For example, uniformed military populations, college populations, and prison populations may grow or decline as new facilities are added or older facilities are phased out of use. These population changes involve facilities that are outside the authority of local land use agencies and that change based on policy, rather than demographic, factors.

Changes in these facilities can result in population “shocks” that affect the rate of population change within an area, independent of larger demographic and economic trends.

As a result of their unique characteristics, these populations are referred to as “special populations” and are often treated separately in forecasting.

Special populations include people associated with military bases, tourists, prisons, and colleges and universities. The size of a special population may have no connection to the general trends affecting the area. A special population can be stable for long periods of time, balloon quickly, and deflate, or, in the case of military bases, disappear rapidly through a closure program. It is best to develop a detailed understanding of the nature of the special population and set out the projection for it separately.¹⁴

Over the past two decades, the AMBAG region has been home to several “special populations” including the military resident population at Fort Ord, the Defense Language Institute and Naval Postgraduate School, students at UCSC and CSUMB, and inmates at SVSP.

In the preliminary forecast, AMBAG staff began the shift-share analysis at 1996 to address the population “shocks” resulting from the closure of Fort Ord and the opening of both California State University Monterey Bay and the Salinas Valley State Prison. While this adjustment was effective at addressing some of the special population concerns, it has a key weakness: it does not allow for independent forecasting of special populations.

The following discussion provides a method for addressing that issue.

¹⁴ Merc, Stuart. “Projections and Demand Analysis.” Planning and Urban Design Standards. published by the American Planning Association. Sept 2012.
<http://books.google.com/books?id=NXpncFYj73QC&pg=PA299&lpg=PA299&dq=%22special+population%22+forecasting&source=bl&ots=L2fSbUMT8R&sig=uV05NN3-rNYcpCr97xU2hTpYt6s&hl=en&sa=X&ei=eEC5UMT8O42tqAGAvlDQCQ&ved=0CG0Q6AEwCQ#v=onepage&q=%22special%20population%22%20forecasting&f=false>

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History of Special Populations in the AMBAG Region***Fort Ord***

Established in 1917, Fort Ord was eliminated during the Base Realignment and Closure Act of 1990, closing in 1994. This resulted in the loss of more than 30,000 residents in Monterey County, primarily in the jurisdictions of Marina and Seaside, as described in the Fort Ord Reuse Plan:

*Fort Ord has been a significant presence in Monterey County since 1917... maintained a large military population numbering approximately 14,500 military personnel and 17,000 family members of active-duty personnel... the resident population of Fort Ord totaled 31,270 in 1991.*¹⁵

In addition...

*The on-post resident population was divided between the two municipalities of Marina and Seaside. Through 1990, 17,139 people (56%) were within the Seaside city limits and 13,321 people (44%) were within the Marina city limits (Harding Lawson Associates, 1991, Workplan remedial investigation/feasibility study, Fort Ord, CA).*¹⁶

These population losses greatly affected the communities of Marina and Seaside. However, the forecast was developed using the 2000 to 2015 time period as a historical reference. By 2000 abnormalities in growth rates caused by the closure of Fort Ord had self-corrected. The Fort Ord Reuse Authority's mandate for overseeing the area ended in June 2020. Beginning with the 2022 RGF, the area will be projected as any other potential development in the AMBAG region, based on plans and permits.

Defense Language Institute and Naval Postgraduate School

The Army Language School, later renamed the Defense Language Institute, has been a presence in Monterey County since the end of World War II. The number of people living in group quarters at the Institute and Postgraduate School has been stable, at approximately 4,000, in recent years. Because of this stability, the 2018 RGF presumes no change to the population of these two institutions in future years.

¹⁵ Fort Ord Reuse Plan, Volume 1: Context and Framework. June 1997.

¹⁶ Fort Ord Reuse Plan, Volume 2: Reuse Plan Elements. June 1997.

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University of California, Santa Cruz

Founded in 1965, the University of California, Santa Cruz grew to 9,800 students by the 1991-92 academic year, 10,885 students by the 1999-2000 academic year, and 16,300 full-time equivalent students in the 2009-2010 academic year.¹⁷ In meetings with AMBAG staff, UCSC staff indicated that they expect growth of 300-500 students per year, resulting in a 2040 student forecast of 28,000 (the 2022 RGF holds this level constant from 2040-2045).

It is important to note that these projections reflect full-time equivalent students, and actual headcounts will likely be higher.

California State University, Monterey Bay

Founded in 1995, California State University Monterey, Bay grew to 2,265 students during the 1999-2000 school year and 4,000 students by 2010.¹⁸ Although not created by the Fort Ord Reuse Plan, the University is a significant component of the Base Reuse Plan and as it continues to grow will help to stimulate the economic development of the Fort Ord Area. The most recent master plan projects full-time equivalent student enrollment of 12,000 by 2025.¹⁹ In meetings with AMBAG staff, CSUMB staff indicated that they expect growth to 12,700 full-time equivalent students by 2045.

It is important to note that these projections reflect full-time equivalent students, and actual headcounts will likely be higher.

In addition, discussions with CSUMB staff suggested that some group quarters (student) dormitory housing in the “East Campus” unincorporated area would convert to faculty/family housing over time. This transition is reflected through the growth of group quarters population in the Marina area of the CSUMB campus, decline of group quarters in Unincorporated Monterey County—and transition of those formerly group quarters structures into family housing (i.e. increase in households and housing units).

¹⁷ University of California, Santa Cruz Department of Planning and Budget.

<http://planning.ucsc.edu/irps/thirdWeek.asp> accessed December 2012. Figures based on 3-quarter average measured in the spring quarter of the academic year.

¹⁸ California State University Monterey Bay historical timeline <http://about.csumb.edu/node/4287> accessed November 2012.

¹⁹ Recirculated Draft Environmental Impact Report for the California State University Monterey Bay 2007 Master Plan. July 2008.

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Salinas Valley State Prison and Soledad Correctional Training Facility

Opened in 1996, Salinas Valley State Prison has a design capacity of 3,888.²⁰ According to annual reporting by the California Department of Finance, the facility had a resident population of 4,100 at the beginning of the 2000s decade and a population of 3,630 on January 1, 2010.²¹ The facility has a maximum capacity of 4,400, according to the 2010 Master Plan Annual Report.²²

Opened in 1946, Soledad Correctional Training Facility has a design capacity of 3,301. According to annual reporting by the California Department of Corrections and Rehabilitation and counts from the 2000 and 2010 decennial census, the facility had a resident population of between 6,000 and 7,200 during the decade.²³

Because both facilities currently house group quarters populations in excess of their design capacity, no future population growth is shown at these facilities in the 2018 RGF. Population totals are held constant at their 2015 levels.

Table 10: Historical Special Population Counts

	1990	2000	2010	2015
Fort Ord Military Population	31,270*	0	0	0
Defense Language Institute and Naval Postgraduate School	n/a	n/a	4,227	4,004
University of California, Santa Cruz	9,800**	10,885	16,332	17,276
California State University, Monterey Bay	0	2,265	4,000	6,368
Salinas Valley State Prison	0	4,100	3,630	3,592
Soledad Correctional Training Facility	0	7,120	6,148	4,707

* *Estimate.*

**1990 figure for University of California, Santa Cruz reflects data from the 1991-92 academic year, the earliest year reported.

²⁰ California Department of Corrections and Rehabilitation website for Salinas Valley State Prison. Figure reported for fiscal year 2009-2010. http://www.cdcr.ca.gov/Facilities_Locator/SVSP-Institution_Stats.html accessed December 9, 2012.

²¹ California Department of Finance. Exclusion and Dorm Report. November 2012.

²² Master Plan Annual Report: Calendar Year 2010. California Department of Corrections and Rehabilitation. January 2011.

²³ California Department of Corrections and Rehabilitation website for Soledad Correctional Training Facility. Figure reported for fiscal year 2007 http://www.cdcr.ca.gov/Facilities_Locator/CTF-Institution_Stats.html accessed December 9, 2012. Population counts derived from institutionalized group quarters counts from Census 2000 and Census 2010, U.S. Census Bureau.

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Adjustments to the Population Projections*Developing Special and Non-Special Population Estimates*

Special populations provide a challenge to the population projections because their growth and decline are often not determined by factors that impact the rates of change of the general population. This is particularly true of college students, prison inmates, and military personnel and their dependents. Residents of nursing homes, while also a special population, share many of the characteristics of the general population, and their growth and decline often mirror the demographic changes of the larger community. To deal with the special population issue, a common procedure applied in population projections is to exclude the special populations by using group quarters data and to project the adjusted population separately, i.e., the total population minus the special population. At the end of the projection module, the special population is added back to the projected adjusted population to produce the projected total population. The special population is either held constant or projected separately.²⁴

Thus, projections for AMBAG jurisdictions (Marina, Santa Cruz, Seaside, Soledad and unincorporated Monterey County) should be adjusted to account for special populations independent of the non-special population trends.

To accomplish this, special populations should be subtracted from the census year population estimates used in developing the shift-share model population shares. Independent projections of the special populations (e.g., from master plan documents) should then be addressed separately in the population forecast.

Incorporating Special Populations into the Final Projections

As noted above, Fort Ord has closed, and thus major military populations can be assumed to be constant throughout the remainder of the forecast.

For the universities and the prison, master plan documents provide useful information about expected future populations. These population plans can be used to fill in horizon-year projections, which are then kept constant for any remaining years of the AMBAG forecast. Additionally, staff worked closely with UCSC to develop conservative estimates for growth after the horizon year of their long-range development plan.

²⁴ Rayer, Stephan. MISER Population Projections for Massachusetts, 2000–2020. July 2003.

<http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=4&cad=rja&ved=0CEUQFjAD&url=http%3A%2F%2Fwww.umass.edu%2Fmiser%2Fpopulation%2FDocuments%2FMAProjMethodology.doc&ei=-ke5UNPKDMmdggH0h4GgDQ&usg=AFQjCNF6tP0wQ9CqtSb8X7-UtMm9rmMrw&sig2=8pz3atGy03rNWjtvjbdjeg>

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Translating Population Growth into Housing

Special population adjustments for Fort Ord require no special processing, as the military population on Fort Ord is not expected to change in future years.

However, university populations for UCSC and CSUMB pose a special case. While housing will be provided by the universities, it is likely that many students will live in group quarters (described in more detail in Attachment 4), but at least some students will reside in housing “in town” as part of the resident population of surrounding jurisdictions. For this reason, university population projections and housing projections were completed separately from the jurisdiction population projections.

Population projection adjustments for SVSP and SCTF require no special processing for housing unit projections. These populations will be classified as group quarters, and thus are not considered in housing calculations.

Adjustments for Annexations

The shift-share approach outlined above presumes that most population change is a result of demographic and economic forces that can be represented by the rate of change over time. The shift-share approach is intended for use with jurisdictions that retain consistent geographic boundaries over time. Because the shift-share method presumes constant geographic boundaries, annexations, which by definition change jurisdiction boundaries, pose a unique problem. Adjustment techniques are needed to address these cases. Between 1990 and 2010 there was one heavily populated annexation in the AMBAG region. This case, the Watsonville annexation, is described in more detail below. (In 2008 Salinas also annexed the North of Boronda Future Growth Area, which had a population of approximately 100. This annexation, which affected the overall jurisdiction population by less than 0.1%, was not modeled separately.)

History of Annexations in the AMBAG Region

In 2000 the city of Watsonville annexed a portion of unincorporated Santa Cruz County. Known as the Freedom-Carey annexation, the change was recorded in July 2000, after the 2000 decennial Census.

Historical population estimates for the City of Watsonville, unincorporated Santa Cruz County and Freedom-Carey annexation area are shown in Table 11 below.

The data for 2000 reflect reports published by the Local Agency Formation Commission with respect to the annexation area. Data for 1990 were derived using trend extrapolations based on the rate of growth in associated census tracts (1106 and 1107). Similarly, data for 2010 were derived using trend extrapolations based on the rate of growth in associated census tracts (1105.02, 1106 and 1107).

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If the annexation of 2,022 residents were simply attributed to the population growth of Watsonville between 2000 and 2010, it would account for forty percent of the growth in the city's population during that period of time. Conversely, the loss of the annexed population would account for more than half of the decline in unincorporated population between 2000 and 2010.

Since the shift reflects an administrative boundary change, not a demographic one, the shift-share model was adjusted accordingly.

Table 11: Historical Population Estimates for the Watsonville Annexation Area

	1990	2000	2010
City of Watsonville	31,099	44,246	51,199
Excluding Annexation Area	31,099	44,246	49,229
Unincorporated County of Santa Cruz	130,086	135,345	129,739
Excluding Annexation Area	128,426	133,323	129,739
Annexation Area	1,660	2,022	1,970

Sources: Analysis by PRB of data from the U.S. Census Bureau.

Adjusting the Watsonville and Unincorporated Santa Cruz County Projections

In order to ensure that the population shift resulting from annexation does not skew the shift-share results for Watsonville or unincorporated Santa Cruz County, population projections for Watsonville, unincorporated Santa Cruz County, and the annexation area were estimated separately.

To complete this adjustment, the estimated annexation area population was subtracted from the unincorporated Santa Cruz County population totals in 1990 and 2000. Similarly, the projected population from the annexation area population was added to Watsonville in 2010.

Independent shift-share projections were developed for each of the three sub-areas: Watsonville excluding the annexation area, unincorporated Santa Cruz County excluding the annexation area and the annexation area.

To complete the projections, the annexation area projected population growth was added to Watsonville. Unlike the special population projections described above, there are no further adjustments needed to translate the resulting population projections into housing projections.

Attachment 1: List of Meetings & Attendees

Agency	Meeting Date	Meeting Time	Location	AMBAG Attendees*	Other Attendees*
City of Gonzales	9/3/2019	1:30 PM	147 Fourth Street, Gonzales, CA	Maura Twomey, Heather Adamson and Paul Hierling	Matthew Sundt
City of Hollister	9/10/2019	1:30 PM	375 Fifth Street, Hollister, CA	Maura Twomey, Heather Adamson and Paul Hierling	Abraham Prado and Jamila Saqqa
City of Marina	8/21/2019	11:00 AM	209 Cypress Avenue, Marina, CA	Maura Twomey, Heather Adamson and Paul Hierling	Fred Aegerter, Christy Hopper and Matt Mogensen
City of Salinas	8/28/2019	1:30 PM	65 West Alisal Street, 2nd Floor, Salinas, CA	Maura Twomey, Heather Adamson and Paul Hierling	Megan Hunter and Adam Garrett
City of Santa Cruz	8/23/2019	1:00 PM	809 Center Street, Room 107, Santa Cruz, CA	Maura Twomey, Heather Adamson and Paul Hierling	Lee Butler
City of Seaside	9/10/2019	11:00 AM	656 Broadway Avenue, Seaside, CA 93955	Heather Adamson and Paul Hierling	Rick Medina
County of Monterey	8/7/2019	4:00 PM	1441 Schilling Pl, 2nd Floor, Salinas, CA	Maura Twomey, Heather Adamson and Paul Hierling	Brandon Swanson and John Dugan
County of Monterey	8/12/2019	3:15 PM	168 West Alisal, 3rd Floor, Salinas, CA	Paul Hierling	Darby Marshall and Anastacia Wyatt
County of San Benito	9/4/2019	1:00 PM	2301 Technology Parkway, Hollister, CA	Maura Twomey, Heather Adamson and Paul Hierling	Harry Mavrogenes, Taven Kinison Brown and Jamila Saqqa
County of Santa Cruz	8/23/2019	3:00 PM	701 Ocean Street, Room 400, Santa Cruz, CA	Maura Twomey, Heather Adamson and Paul Hierling	Kathy Molloy and Stephanie Hansen

*All attendees were at the meeting in person unless otherwise noted.

Agency	Meeting Date	Time	Location	AMBAG Attendees*	Jurisdiction Attendees*
City of Capitola	2/3/2020	9:30 AM	420 Capitola Ave., Capitola, CA	Heather Adamson	Katie Herlihy
City of Carmel-By-The-Sea	2/5/2020	9:30 AM	AMBAG Office	Maura Twomey, Gina Schmidt, Miranda Taylor	Marnie Waffle
City of Del Rey Oaks	2/13/2020	11:00 AM	650 Canyon Del Rey Blvd, Del Rey Oaks, CA	Heather Adamson and Miranda Taylor	Dino Pick and Denise Duffy
City of Gonzales	2/7/2020	2:00 PM	City of Gonzales, 147 Fourth Street, Gonzales, CA	Heather Adamson	Matthew Sundt
City of Greenfield	3/3/2020	9:00 AM	Greenfield City Hall, 599 El Camino Real, Greenfield, CA	Heather Adamson, Maura Twomey and Miranda Taylor	Paul Mugan
City of Hollister	3/10/2020	2:00 PM	City of Hollister, Development Services, 375 Fifth Street, Hollister, CA 95023	Heather Adamson	Abraham Prado, Jamila Saqqa, Eva Kelly and Ambur Cameron
City of King City	3/10/2020	11:00 AM	City of King City Hall, 212 South Vanderhurst Avenue, King City, CA 93930	Heather Adamson, Maura Twomey and Miranda Taylor	Doreen Liberto-Blanck and Maricruz Aguilar-Navarro
City of Marina	2/26/2020	2:30 PM	City of Marina, Community Depevelopment Dept, 209 Cypress Avenue, Marina, CA	Heather Adamson, Maura Twomey and Miranda Taylor	Christy Hopper and Lisa Berkley
City of Monterey	2/4/2020	1:00 PM	City of Monterey, 580 Pacific Street, Monterey, CA 93940	Heather Adamson, Maura Twomey, Miranda Taylor	Kim Cole
City of Pacific Grove	2/5/2020	11:30 AM	City of Pacific Grove, 300 Forest Avenue, 2nd Floor, Pacific Grove, CA 93950	Maura Twomey, Gina Schmidt, Miranda Taylor	Anastazia Aziz and Alyson Hunter
City of Salinas	3/2/2020	10:00 AM	City of Salinas, 65 West Alisal Street, 2nd Floor, Salinas, CA	Heather Adamson and Miranda Taylor	Megan Hunter and Tara Hullingers
City of San Juan Bautista	2/24/2020	9:00 AM	San Juan Bautista City Hall, 311 2nd Street, San Juan Bautista, CA	Heather Adamson	Don Reynolds and Mary Gilbert (SBtCOG)
City of Sand City	2/11/2020	3:00 PM	Sand City, City Hall, 1 Pendergrass Way, Sand City, CA	Heather Adamson, Maura Twomey, Miranda Taylor	Chuck Pooler and Aaron Blair
City of Santa Cruz	3/9/2020	11:00 AM	City of Santa Cruz, 809 Center Street, Room 107, Santa Cruz, CA	Heather Adamson	Lee Butler, Katherine Donovan and Eric Marlatt
City of Scotts Valley	2/3/2020	11:30 AM	1 Civic Center Drive, Scotts Valley, CA	Heather Adamson	Taylor Bateman
City of Seaside	3/3/2020	2:00 PM	656 Broadway Avenue, Seaside, CA 93955	Heather Adamson, Maura Twomey, Paul Hierling and Miranda Taylor	Kurt Overmeyer, Gloria Stearns and Sharon Mikesell
City of Soledad	2/24/2020	1:30 PM	City of Soledad, City Hall, 248 Main Street, Soledad, CA	Heather Adamson and Miranda Taylor	Brent Slama
City of Watsonville	2/21/2020	10:00 AM	Community Development Dept., 250 Main Street, Watsonville, CA 95076	Heather Adamson	Suzi Merriam and Justin Meek
	2/21/2020	10:00 AM	Community Development Dept., 250 Main Street, Watsonville, CA 95076	Heather Adamson	Suzi Merriam and Justin Meek
County of Monterey	3/17/2020	2:30 PM	GoTo Meeting	Heather Adamson and Paul Hierling	Brandon Swanson
County of San Benito	3/4/2020	3:00 PM	San Benito County - RMA, 2301 Technology Parkway, Hollister, CA	Heather Adamson and Maura Twomey	Harry Mavrogenes and Taven Kinison Brown
County of Santa Cruz	3/9/2020	3:00 PM	County of Santa Cruz, 701 Ocean Street, Room 400, Santa Cruz, CA	Heather Adamson	Kathy Molloy, Paia Levine, Barbara Mason, Stephanie Hansen and Anais Schenk
CSU Monterey Bay	2/5/2020	3:00 PM	2061 Intergarrison Road, Suite 84-A, Seaside, CA	Maura Twomey, Gina Schmidt, Miranda Taylor	Anya Spear and Matt McCluney
Monterey County LAFCO	2/11/2020	1:00 PM	LAFCO Monterey Co., 132 W. Gabilan Street, Suite 102, Salinas, CA 93901	Heather Adamson, Maura Twomey, Miranda Taylor	Kate McKenna
Santa Cruz County LAFCO	2/21/2020	1:00 PM	LAFCO, 701 Ocean Street, Room 318-D, Santa Cruz, CA 95060	Heather Adamson	Joe Serrano
UC Santa Cruz	2/25/2020	10:30 AM	UC Santa Cruz, 1156 High St, Barn G, Santa Cruz, CA 95064	Heather Adamson	Jolie Kerns and Oxo Slayer

*All attendees were at the meeting in person unless otherwise noted

Agency	Meeting Date	Meeting Time	Location	AMBAG Attendees	Jurisdiction Attendees
City of Capitola	5/19/2020	1:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Katie Herlihy
City of Carmel-By-The-Sea	5/26/2020	1:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Marnie Waffle
City of Del Rey Oaks	6/17/2020	4:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Dino Pick and Denise Duffy
City of Gonzales	5/26/2020	3:00 PM	GoTo Meeting	Heather Adamson, Paul Hierling, and Miranda Taylor	Matthew Sundt
City of Greenfield	6/11/2020	11:00 AM	GoTo Meeting	Maura Twomey, Heather Adamson, and Miranda Taylor	Paul Mugan
City of Hollister	5/29/2020	10:00 AM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Abraham Prado, Jamila Saqqa, Eva Kelly and Ambur Cameron from Hollister; Mary Gilbert from SBTCOG. Additionally, various consultants for the Hollister General Plan attended this meeting.
City of King City	6/2/2020	1:00 PM	GoTo Meeting	Heather Adamson and Miranda Taylor	Doreen Liberto-Blanca and Maricruz Aguilar-Navarro
City of Marina	5/28/2020	10:00 AM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Christy Hopper and Fred Aegerter
City of Monterey	5/29/2020	1:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Kimberly Cole
City of Pacific Grove	5/19/2020	3:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Anastazia Aziz, Alyson Hunter and Terri Schaeffer
City of Salinas	6/8/2020	2:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Megan Hunter, Tara Hullinger, and Jonathan Moore
City of San Juan Bautista	6/1/2020	1:30 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Don Reynolds and Mary Gilbert from SBTCOG
City of Sand City	6/17/2020	9:00 AM	GoTo Meeting	Heather Adamson, Paul Hierling, and Miranda Taylor	Chuck Pooler and Aaron Blair
City of Santa Cruz	5/18/2020	9:00 AM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Lee Butler, Katherine Donovan, Bonnie Lipscomb, Eric Marlatt and Matt Vanhua
City of Scotts Valley	6/3/2020	1:00 PM	GoTo Meeting	Maura Twomey, HPaul Hierling, and Miranda Taylor	Taylor Bateman
City of Seaside	6/11/2020	4:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Kurt Overmeyer and Gloria Stearns

Agency	Meeting Date	Meeting Time	Location	AMBAG Attendees	Jurisdiction Attendees
City of Soledad	6/16/2020	1:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Brent Slama
City of Watsonville	6/2/2020	3:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Suzi Merriam and Justin Meek
County of Monterey	6/3/2020	9:00 AM	GoTo Meeting	Maura Twomey, Paul Hierling, and Miranda Taylor	Brandon Swanson, John Dugan and Anastacia Wyatt
County of Monterey	6/29/2020	1:00 PM	GoTo Meeting	Maura Twomey, Paul Hierling, Miranda Taylor and Beth Jarosz (consultant)	Brandon Swanson, John Dugan, Craig Spencer and Anastacia Wyatt
County of San Benito	6/1/2020	9:00 AM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Harry Mavrogenes, Taven Kinison Brown and Mary Gilbert from SBtCOG
County of Santa Cruz	5/18/2020	3:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling, and Miranda Taylor	Paia Levine, Barbara Mason, Anais Schenk, Kathy Molloy, Stephanie Hansen
CSU Monterey Bay	6/16/2020	3:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling,	Anya Spear, Matt McCluney, and Kathleen Ventimiglia
CSU Monterey Bay	7/10/2020	1:00 PM	GoTo Meeting	Heather Adamson and Beth Jarosz (consultant)	Matt McCluney and Kathleen Ventimiglia
UC Santa Cruz	6/15/2020	3:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson, Paul Hierling,	Oxo Slayer

Agency	Meeting Date	Meeting Time	Location	AMBAG Attendees	Jurisdiction Attendees
City of Del Rey Oaks	8/25/2020	1:00 PM	GoTo Meeting	Heather Adamson	Dino Pick and Denise Duffy (consultant)
City of Greenfield	9/4/2020	2:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	Rob Mullane (consultant) and Paul Mugan
City of Hollister	8/20/2020	11:00 AM	GoTo Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	Abraham Prado, Jamila Saqqa, Bryan Swanson, Eva Kelly, Ambur Cameron, Areli Perez and Marian Mendez from Hollister; Mary Gilbert from SBtCOG
City of Hollister	9/4/2020	3:30 PM	GoTo Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	Carol Lenoir
City of King City	8/24/2020	11:00 AM	GoTo Meeting	Maura Twomey and Heather Adamson	Doreen Liberto-Blanck and Maricruz Aguilar-Navarro
City of Marina	8/7/2020	3:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	Christy Hopper, Fred Aegerter, Layne Long and Lisa Berkeley
City of Monterey			GoTo Meeting		
City of Pacific Grove	8/7/2020	1:30 PM	GoTo Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	Anastazia Aziz and Terri Schaeffer
City of Salinas	9/8/2020	2:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	Megan Hunter and Jonathan Moore
County of Monterey	8/13/2020	3:30 PM	GoTo Meeting	Heather Adamson and Beth Jarosz (consultant)	Brandon Swanson and John Dugan
County of San Benito	8/10/2020	1:00 PM	GoTo Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	Harry Mavrogenes, Taven Kinison Brown, Jamila Saqqa, Gary Black (Hexagon), Ollie Zhou (Hexagon), Stan Ketchum (contract planner) and Mary Gilbert from SBtCOG

Agency	Meeting Date	Meeting Time	Location	AMBAG Attendees	Jurisdiction Attendees
City of San Juan Bautista	10/30/2020	9:00 AM	Go To Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	John Freeman, Don Reynolds, and Mary Gilbert from SBtCOG
County of San Benito	10/29/2020	3:00 PM	Go To Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	Anthony Botelho, Mark Medina, Taven Kinison Brown, Benny Young, Stan Stan Ketchums, and Mary Gilbert from SBtCOG
County of San Benito	11/2/2020	2:00 PM	Go To Meeting	Maura Twomey, Heather Adamson and Beth Jarosz (consultant)	Benny Young, Taven Kinison Brown, and Mary Gilbert from SBtCOG

Attachment 2: Employment Classification Explanations & Examples

AMBAG relies upon data from the California Employment Development Department and other statistical agencies (e.g. U.S. Bureau of Labor Statistics) for information about employment in the AMBAG region. Information is reported using the North American Industry Classification System (NAICS). NAICS is a production-orientated conceptual framework that groups establishments into industries based on their primary business activity. Establishments using similar material inputs, capital, and labor are classified in the same industry. In California, NAICS codes are assigned by the Labor Market Information Division (LMID) at the California Employment Development Department and can be changed at the request of the employer.²⁵

Companies within NAICS industrial categories may have similar material inputs and labor demands, but they may have very different trip generation rates—which are important for transportation modeling and planning. For some industries, AMBAG aggregates the NAICS sectors into larger categories with similar travel demand patterns, and in other industries, the data are disaggregated to better reflect job functions and trip generation patterns. Table 1 shows the cross-reference between NAICS industries and AMBAG sectors.

Table 12 Cross-reference Between AMBAG Forecast Sectors and NAICS Industries

Acronym	Description	NAICS ID*	NAICS Description
AGR	Agriculture (field work)	11*	Agriculture, Forestry, Fishing and Hunting
MFG	Manufacturing (incl. crop processing)	11*	Agriculture, Forestry, Fishing and Hunting
		21	Mining, Quarrying, and Oil and Gas Extraction
		31-33	Manufacturing
TR_CON	Site-based Skilled Trade	22	Utilities
		23	Construction
		48-49	Transportation and Warehousing
		56	Administrative & Support & Waste Mgmt. & Remediation

²⁵ California Employment Development Department, Labor Market Information Division website. Accessed on August 16, 2019 at <http://www.labormarketinfo.edd.ca.gov/LMID/NAICS.html>

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		92*	Public Administration
WHL	Wholesale (incl. agricultural wholesale)	11*	Agriculture, Forestry, Fishing and Hunting
		42	Wholesale Trade
RET	Retail (incl. farm stands)	11*	Agriculture, Forestry, Fishing and Hunting
		44-45	Retail Trade
FIRE	Financial and Professional Services	51	Information
		52	Finance and Insurance
		53	Real Estate and Rental and Leasing
		54	Professional, Scientific, and Technical Services
		55	Management of Companies and Enterprises
EDU	Education (incl. public schools)	61	Educational Services
		92*	Public Administration
HLT	Health Care and Social Assistance	62	Health Care and Social Assistance
SRV	Other Services	71	Arts, Entertainment, and Recreation
		72	Accommodation and Food Services
		81	Other Services (except Public Administration)
PUB	Public (excl. education and transport)	92*	Public Administration
SELF_EMPL	Self-employed		Self-Employed

*Note: Some NAICS industry sectors have been divided up, based on business operations and transportation demand, across AMBAG sectors.

Each category is described below.

Industry Sector Definitions

Agriculture (includes agriculture, forestry, fishing, and hunting)

- Establishments primarily engaged in **agriculture** that grow crops or raise animals; establishments that harvest timber; and establishments that harvest animals from a farm, ranch, or their natural habitats.

Examples: Farms; ranches; dairies; greenhouses; nurseries; orchards; grape vineyards; cattle feedlots; logging.

Important note: Within NAICS classifications, support activities for agricultural or animal production (e.g., harvesting contractors, farm labor contractors, crop packaging, warehousing) appear in

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manufacturing, transportation and warehousing, or wholesale. In addition, a comprehensive review of AMBAG region firms listed in the agriculture NAICS sector showed many support activities. AMBAG staff re-classified these to manufacturing, wholesale, or retail.

Site-based Skilled Trade (includes transportation and warehousing, utilities, construction, administrative and support and waste management and remediation services)

- Composed of a variety of sectors, this category includes:
 - establishments that are primarily engaged in the **construction** of buildings or engineering projects, preparation of sites for new construction, and/or subdividing land for sale as building sites.
 - establishments that provide **transportation** of passengers, cargo, **warehousing** and storage of goods, and support activities related to modes of transportation;
 - the **utility** sector which is comprised of establishments engaged in the provision of utility services: electric power, natural gas, steam supply, water supply, and sewage removal; and
 - establishments that perform routine support activities for the day-to-day operations of other organizations (**administrative and support and waste management services and remediation services**).

Examples: Air, rail, water, truck, transit and ground passenger, and pipeline transportation; postal service; couriers and messengers; electric power generation; water and sewage systems; construction of highways and dams, production of a specific component for a project, and construction of buildings (e.g., new work, additions, alterations, etc.); flooring, roofing, and siding contractors; office administrative services; temporary help services; collection agencies; hazardous waste collection.

Note: In NAICS classifications, public transportation services are often coded as “Public Administration.” In the AMBAG framework, public transportation is included here.

Manufacturing (includes mining, quarrying, and oil and gas extraction, manufacturing)

- Composed of two sectors, this category includes:
 - **manufacturing** establishments engaged in the mechanical, physical, or chemical transformation of materials into new products. Typically, these establishments use power-driven machines. However, this also includes establishments that transform materials by hand and are engaged in selling products to the general public made on the same premises from which they are sold; and
 - establishments engaged in **mining, quarrying, and oil and gas extraction** that extract naturally occurring mineral solids (e.g., coal or ores), liquid materials (e.g., crude petroleum), and gases (e.g., natural gas).

Examples: Iron ore mining; industrial sand mining; drilling oil and gas wells; and support activities for mining; fruit and vegetable preserving; animal slaughtering and processing; seafood product preparation and packaging; factories; mills; bakeries; candy stores (that make candy); custom tailors; breweries; wineries; bottled water manufacturing; book printing; iron foundries; paper manufacturing; chemical manufacturing; machine shops; and computer and electronic product manufacturing.

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Wholesale (includes wholesale)

- Includes establishments engaged in **wholesaling** merchandise, typically without transformation, and rendering services related to the sale of merchandise. Wholesalers sell merchandise to other businesses, normally operate from a warehouse or office, and do not advertise to the general public.

Examples: Establishments engaged in wholesaling products, such as motor vehicles, furniture, construction materials, sporting goods, toys, electronic goods, paper and paper products, drugs, textiles, apparel, groceries, newspapers, and tobacco products.

Retail (includes retail)

- Includes establishments engaged primarily in **retailing** merchandise, generally without transformation, and rendering services related to the sale of the merchandise.

Examples: Establishments engaged in retailing merchandise, such as motor vehicle and parts dealers, furniture and home furnishing stores, food and beverage stores, gasoline stations, clothing stores, sporting goods, hobby, book, florists and music stores.

Financial and Professional Services (includes information, finance and insurance, real estate and rental and leasing, professional, scientific, and technical services, management of companies and enterprises)

- Composed of a variety of service-providing sectors, this category includes:
 - establishments engaged in **information** processes (i.e., producing and distributing information and processing data);
 - establishments primarily engaged in **financial transactions** and/or facilitating financial transactions;
 - establishments primarily engaged in **renting, leasing,** and managing **real estate** for others;
 - establishments that specialize in performing **professional, scientific, and technical** activities for others; and
 - establishments that hold the securities of companies and enterprises for the purpose of owning a controlling interest or influencing **management** decisions.

Examples: Motion picture and sound recording industries; broadcasting; data processing and hosting; telecommunications; publishing industries; libraries and archives; commercial banking; credit card issuing; securities brokerage; portfolio management; direct life insurance carriers; passenger car rental; real estate agencies; commercial property managers; legal advice and representation; accounting, bookkeeping, and payroll services; architectural design services; computer services; research services; veterinary services; advertising; consulting; interior design services; public relations agencies.

Services (includes arts, entertainment, and recreation, accommodation and food services, other services)

- Composed of a variety of service-providing sectors, this category includes:
 - leisure and hospitality establishments that operate facilities or provide services to meet varied **arts,** cultural, entertainment, and **recreation** interests;

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- establishments that provide customers with lodging **accommodation** and/or preparing meals, snacks, and beverages for immediate consumption (**food services**); and
- establishments engaged in providing **services** not specifically provided for elsewhere in the classification system. This includes establishments primarily engaged in activities such as equipment and machinery repairing, promoting religious activities, pet care services, etc.
- *Examples:* Dance companies; museums; zoos; nature parks; hotels and motels; campgrounds; caterers; restaurants; general automotive repair; car washes; computer and office machine repair and maintenance; barber shops; nail salons; parking lots and garages; civic and social organizations; political organizations; and labor unions.

Education (includes education)

- Includes establishments that provide instruction, training, and **education** in a wide variety of subjects.

Examples: Elementary and secondary schools; colleges, universities, and professional schools; apprenticeship training; and exam preparation and tutoring.

Note: In NAICS classifications, public schools are often coded as “Public Administration.” In the AMBAG framework, public schools are included in education.

Health Care (includes health care and social assistance)

- Includes establishments that provide **health care** and **social assistance** for individuals.

Examples: Dentists; chiropractors; family planning centers; ambulance services; community food services; temporary shelters; adoption agencies; and child daycare services.

Public (includes government, excl. public schools)

- Includes **public administration** establishments active at the **federal, state, and local** levels that administer, oversee, and manage public programs, and have authority over other institutions within a given area.

Examples: Courts; police protection; executive offices; administrations of public health programs; and administration of economic programs.

Self-Employed

Self-employed workers are freelancers, consultants, business owners and others who do not work on payroll at a specific employer. Self-employed workers may work in any industry or occupation. What distinguishes them from the NAICS sectors listed above is that their work is not tracked in the unemployment insurance program—the primary source of data for employment by industry.

Base Year Data and Re-benchmarking

In 2015 AMBAG staff collected address-level employment data from the California Employment Development Department and InfoUSA. In many cases records matched in both databases, but in many cases there were differences between the two data sources—in industrial classification, number of

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jobs, address, or other characteristics. AMBAG staff conducted an extensive, record-by-record ground-truthing—determining which of the two records was accurate—to assemble a base-year employment database. Through this process, AMBAG also re-classified some records from one industry to another, to better match the trip generation rates. (This step is explained in more detail below.)

The resulting base-year employment database has somewhat different industrial classifications and total employment compared with trend data (1990-2019) from the California Employment Development Department used for the region-level forecast. To reconcile the two, we re-benchmarked the historical series (1990-2019) to reflect the validated base-year employment levels and industrial classifications.

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Attachment 3: Comparison of Population Forecast Methods

In working with AMBAG to produce the 2022 Regional Growth Forecast, PRB conducted an evaluation of several population forecasting methods to ensure that the employment-driven population forecast technique was reasonable and reliable. While any forecast is a best guess given the most current information at the time it is produced, consistent results across several models lend credibility to the forecast results.

PRB compared population forecast results of the 2022 RGF (employment-driven method) with three other population forecasts: a cohort-change ratio (to 2025), a cohort-component forecast (to 2045), and the official, vintage 2019 forecast from the California Department of Finance. Results are presented in the table below.

The cohort-change ratio relied upon estimates of the population by age, race/ethnicity, and sex for the years 2000, 2005, 2010, and 2015. The method applied change ratios from 2005 to 2015 to predict the 2025 population and from 2010 to 2020 to predict the 2030 population.

The cohort-component forecast relied upon 2010 population by age, race/ethnicity, and sex, as well as data from the California Department of Public Health on mortality rates by age and sex, infant mortality rates by race/ethnicity and sex, and fertility rates by age and race/ethnicity. Modest adjustments were made to forecast fertility and mortality rates to reflect modest declines in teen birth rate and stalled improvements in life expectancy. PRB also produced projections under three different migration scenarios—a return to historic migration levels (High), low international migration (Mid), and net out-migration (Low).

The California Department of Finance vintage 2019 figures are presented without adjustment.

Table 13 Comparison of Forecast Methods

	2022 RGF	Cohort Change Ratio	Cohort Component High	Cohort Component Mid	Cohort Component Low	California Dept of Finance
2010	732,708	732,708	732,708	732,708	732,708	732,708
2015	762,241	762,676	762,676	762,676	762,676	762,318
2020	774,729	790,682	786,757	786,757	786,757	786,753
2025	800,726	814,533	818,468	808,103	801,506	804,777
2030	824,992	826,866	847,469	829,061	814,722	823,570
2035	842,189	n.a.	873,209	847,730	825,168	839,044
2040	857,828	n.a.	892,057	858,677	827,536	850,477
2045	869,776	n.a.	901,742	859,912	819,970	858,292

Sources: PRB; California Department of Finance

Attachment 4: Group Quarters and Housing

Residents of the region may live in housing or group quarters. In some cases—such as farmworker housing, senior living facilities, and apartment-style college dorms—it may be less clear whether the living arrangement is housing or group quarters. In addition, some structures—such as vacation rentals or accessory units—may be considered housing for the purposes of the housing inventory, but may not be considered available as part of the residential real estate market. This section provides some clarity on how living arrangements are classified.

Housing

A housing unit is any single-family residential structure (like a house or a manufactured home) or any distinct unit in a multi-unit building where the unit provides privacy for the occupants, and the unit has access to the outside, and occupants can come-and-go as they wish (not a custodial facility), and occupancy is independent of any institutional affiliation.²⁶ Common examples include single family detached units, condominiums, rowhomes, townhomes, apartments, and manufactured housing. The U.S. Census Bureau defines Housing Units as follows:

A housing unit may be a house, an apartment, a mobile home, a group of rooms or a single room that is occupied (or, if vacant, intended for occupancy) as separate living quarters. Separate living quarters are those in which the occupants live separately from any other individuals in the building and which have direct access from outside the building or through a common hall. For vacant units, the criteria of separateness and direct access are applied to the intended occupants whenever possible. If that information cannot be obtained, the criteria are applied to the previous occupants.

Both occupied and vacant housing units are included in the housing unit inventory. Boats, recreational vehicles (RVs), vans, tents, railroad cars, and the like are included only if they are occupied as someone's current place of residence. Vacant mobile homes are included provided they are intended for occupancy on the site where they stand. Vacant mobile homes on dealers' sales lots, at the factory, or in storage yards are excluded from the housing inventory. Also excluded from the housing inventory are quarters being used entirely for nonresidential

²⁶ Todd Graham. 2020. "Local Planning Handbook: Housing Unit vs. Group Quarters," accessed at <https://metro council.org/Handbook/Files/Resources/Fact-Sheet/LAND-USE/Housing-Unit-vs-Group-Quarter.aspx> on January 16, 2021.

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purposes, such as a store or an office, or quarters used for the storage of business supplies or inventory, machinery, or agricultural products.²⁷

It is important to note that the housing definition does not change based on a unit's occupancy status, nor its availability for rent or sale. For practical purposes, in the regional growth forecast units are counted as part of the housing inventory regardless of occupancy or availability in the real estate market. Second homes, vacation rentals, and accessory dwelling units are all counted as housing.

Group Quarters

A group quarters facility is one that houses multiple, unrelated people, where occupants do not have privacy, or there is controlled access to entering/leaving, or it's a facility that houses only an institutional or service-receiving population.²⁸ Common examples include college dormitories, military barracks, assisted living facilities, jails/prisons, and emergency/crisis shelters. In the decennial census, group quarters counts also include the unsheltered population.

The U.S. Census Bureau defines group quarters as follows:

A Group Quarters (GQs) is a place where people live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents. These services may include custodial or medical care, as well as other types of assistance, and residency is commonly restricted to those receiving these services. This is not a typical household-type living arrangement. People living in GQs usually are not related to each other. GQs include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, workers' dormitories, and facilities for people experiencing homelessness. GQs are defined according to the housing and/or services provided to residents and are identified by Census GQ type codes.²⁹

²⁷ U.S. Census Bureau. "American Community Survey and Puerto Rico Community Survey 2019 Subject Definitions," (December 2020) accessed at https://www2.census.gov/programs-surveys/acs/tech_docs/subject_definitions/2019_ACSSubjectDefinitions.pdf on January 16, 2021.

²⁸ Todd Graham. 2020. "Local Planning Handbook: Housing Unit vs. Group Quarters," accessed at <https://metro council.org/Handbook/Files/Resources/Fact-Sheet/LAND-USE/Housing-Unit-vs-Group-Quarter.aspx> on January 16, 2021.

²⁹ U.S. Census Bureau. "American Community Survey and Puerto Rico Community Survey 2019 Subject Definitions," (December 2020) accessed at https://www2.census.gov/programs-surveys/acs/tech_docs/subject_definitions/2019_ACSSubjectDefinitions.pdf on January 16, 2021.

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Group quarters facilities may house many residents, such as a single dormitory building with dozens of students or a single prison building with thousands of inmates. For this reason, group quarters are counted as population, not as units.

University Housing

University-affiliated housing may be counted as housing or group quarters. In general, part-year student housing is considered group quarters and year-round faculty / student family housing is counted as housing. These distinctions tend to hold even if the university housing structures appear similar to a traditional apartment.

If a university builds a new dormitory building, the number of students housed within that building will be counted as group quarters residents and removed from the calculation for household demand—rather than adding the dormitory as one housing unit (with dozens, or even hundreds, of household occupants) to the forecast.

Universities may also provide faculty and family housing units that may be leased to university-affiliated staff or students and their families. In these cases, because families live together, rentals are year-round, and the living arrangement is not limited to institutional affiliation (i.e. unaffiliated family members or roommates may share the housing), we count those residents as belonging to households and we count the units as part of the housing stock.

Farmworker Housing

Farmworker housing may be counted in the housing inventory or as group quarters. Distinctions follow the rules outlined above. For example, if farmworker housing is restricted to employees of a particular company or the housing is dormitory-style, it would be counted as group quarters. If farmworker housing is not restricted to a particular company (e.g. non-worker family members can share the residence) and is arranged as separate living quarters, it would be counted in the housing unit inventory.

Attachment 5: Jurisdiction Growth Projections

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Capitola

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Capitola	9,918	10,224	10,108	10,485	10,794	10,957	11,049	11,126	902	9%
% change		3.1%	-1.1%	3.7%	2.9%	1.5%	0.8%	0.7%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Capitola	9,770	10,076	9,960	10,333	10,637	10,799	10,888	10,964	888	9%
% change		3.1%	-1.2%	3.7%	2.9%	1.5%	0.8%	0.7%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Capitola	148	148	148	152	157	158	161	162	14	9%
% change		0.0%	0.0%	2.7%	3.3%	0.6%	1.9%	0.6%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Capitola	5,534	5,537	5,554	5,786	5,970	6,009	6,017	6,017	480	9%
% change		0.1%	0.3%	4.2%	3.2%	0.7%	0.1%	0.0%		

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Capitola

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Capitola	4,626	4,694	4,773	4,952	5,087	5,134	5,151	5,152	458	10%
% change		1.5%	1.7%	3.8%	2.7%	0.9%	0.3%	0.0%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Capitola	16.4%	15.2%	14.1%	14.4%	14.8%	14.6%	14.4%	14.4%	-0.8	-6%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Capitola	2.11	2.15	2.09	2.09	2.09	2.10	2.11	2.13	-0.02	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Capitola	n/a	11,666	12,250	12,376	12,633	12,902	13,181	13,454	1,788	15%
% change			5.0%	1.0%	2.1%	2.1%	2.2%	2.1%		
Agriculture (field work)	n/a	7	8	8	8	8	8	8	1	14%
Manufacturing	n/a	469	524	526	529	534	539	544	75	16%
Site-based Skilled Trade	n/a	770	867	884	906	922	942	962	192	25%
Wholesale	n/a	98	107	107	107	107	107	107	9	9%
Retail	n/a	3,410	3,317	3,327	3,354	3,394	3,434	3,469	59	2%
Financial & Prof. Serv.	n/a	1,841	1,899	1,913	1,967	2,023	2,083	2,142	301	16%
Education	n/a	334	368	370	379	389	399	409	75	22%
Health Care & Social Assist	n/a	1,571	1,693	1,738	1,777	1,826	1,876	1,926	355	23%
Other Services	n/a	2,493	2,761	2,784	2,872	2,952	3,032	3,112	619	25%
Public	n/a	298	328	330	335	340	345	350	52	17%
Self-employed	n/a	375	378	389	399	407	416	425	50	13%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2019 from California Department of Finance.

Employment 2010 and 2015 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from 2022 Regional Growth Forecast, produced by AMBAG and PRB.

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Carmel-By-The-Sea

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Carmel-By-The-Sea	3,722	3,854	3,949	3,946	3,954	3,964	3,974	3,984	130	3%
% change		3.5%	2.5%	-0.1%	0.2%	0.3%	0.3%	0.3%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Carmel-By-The-Sea	3,722	3,854	3,949	3,946	3,954	3,964	3,974	3,984	130	3%
% change		3.5%	2.5%	-0.1%	0.2%	0.3%	0.3%	0.3%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Carmel-By-The-Sea	0	--								
% change		--	--	--	--	--	--	--		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Carmel-By-The-Sea	3,417	3,417	3,437	3,437	3,442	3,450	3,453	3,459	42	1%
% change		0.0%	0.6%	0.0%	0.1%	0.2%	0.1%	0.2%		

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Carmel-By-The-Sea

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Carmel-By-The-Sea	2,095	2,106	2,129	2,129	2,132	2,137	2,142	2,148	42	2%
% change		0.5%	1.1%	0.0%	0.1%	0.2%	0.2%	0.3%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Carmel-By-The-Sea	38.7%	38.4%	38.1%	38.1%	38.1%	38.1%	38.0%	37.9%	-0.5	-1%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Carmel-By-The-Sea	1.78	1.83	1.85	1.85	1.85	1.85	1.86	1.85	0.02	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Carmel-By-The-Sea	n/a	3,353	3,566	3,593	3,674	3,752	3,833	3,915	562	17%
% change			6.4%	0.8%	2.3%	2.1%	2.2%	2.1%		
Agriculture (field work)	n/a	15	16	16	16	16	16	16	1	7%
Manufacturing	n/a	106	118	118	118	118	118	118	12	11%
Site-based Skilled Trade	n/a	86	97	98	100	100	100	100	14	16%
Wholesale	n/a	17	19	19	19	20	21	21	4	24%
Retail	n/a	645	627	629	633	638	643	649	4	1%
Financial & Prof. Serv.	n/a	715	738	745	765	785	808	832	117	16%
Education	n/a	63	69	70	70	71	71	71	8	13%
Health Care & Social Assist	n/a	61	67	67	67	67	67	67	6	10%
Other Services	n/a	1,524	1,688	1,702	1,755	1,805	1,855	1,905	381	25%
Public	n/a	47	52	52	52	52	52	52	5	11%
Self-employed	n/a	74	75	77	79	80	82	84	10	14%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2019 from California Department of Finance.

Employment 2010 and 2015 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from 2022 Regional Growth Forecast, produced by AMBAG and PRB.

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Del Rey Oaks

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Del Rey Oaks	1,624	1,663	1,662	1,693	1,734	1,859	2,330	2,650	987	59%
% change		2.4%	-0.1%	1.9%	2.4%	7.2%	25.3%	13.7%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Del Rey Oaks	1,624	1,663	1,662	1,693	1,734	1,859	2,330	2,650	987	59%
% change		2.4%	-0.1%	1.9%	2.4%	7.2%	25.3%	13.7%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Del Rey Oaks	0	--								
% change		--	--	--	--	--	--	--		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Del Rey Oaks	741	741	741	762	809	848	1,052	1,195	454	61%
% change		0.0%	0.0%	2.8%	6.2%	4.8%	24.1%	13.6%		

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Final 2022 Regional Growth Forecast

Del Rey Oaks

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Del Rey Oaks	701	693	683	696	713	764	958	1,088	395	57%
% change		-1.1%	-1.4%	1.9%	2.4%	7.2%	25.4%	13.6%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Del Rey Oaks	5.4%	6.5%	7.8%	8.7%	11.9%	9.9%	8.9%	9.0%	2.5	38%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Del Rey Oaks	2.32	2.40	2.43	2.43	2.43	2.43	2.43	2.44	0.04	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Del Rey Oaks	n/a	705	748	753	774	794	815	834	129	18%
% change			6.1%	0.7%	2.8%	2.6%	2.6%	2.3%		
Agriculture (field work)	n/a	7	8	8	8	8	8	8	1	14%
Manufacturing	n/a	13	15	15	15	15	15	15	2	15%
Site-based Skilled Trade	n/a	40	45	45	45	45	45	45	5	13%
Wholesale	n/a	13	14	14	14	15	16	16	3	23%
Retail	n/a	126	123	123	125	128	131	135	9	7%
Financial & Prof. Serv.	n/a	150	155	156	161	166	171	176	26	17%
Education	n/a	21	23	23	26	27	28	28	7	33%
Health Care & Social Assist	n/a	17	18	18	18	18	18	18	1	6%
Other Services	n/a	264	292	294	304	313	323	332	68	26%
Public	n/a	9	10	10	10	10	10	10	1	11%
Self-employed	n/a	45	45	47	48	49	50	51	6	13%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2019 from California Department of Finance.

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Final 2022 Regional Growth Forecast

Gonzales

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Gonzales	8,187	8,441	8,506	9,650	13,492	14,630	15,398	15,711	7,270	86%
% change		3.1%	0.8%	13.4%	39.8%	8.4%	5.2%	2.0%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Gonzales	8,181	8,435	8,500	9,643	13,483	14,620	15,387	15,700	7,265	86%
% change		3.1%	0.8%	13.4%	39.8%	8.4%	5.2%	2.0%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Gonzales	6	6	6	7	9	10	11	11	5	83%
% change		0.0%	0.0%	16.7%	28.6%	11.1%	10.0%	0.0%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Gonzales	1,989	1,987	1,987	2,399	3,630	4,182	4,474	4,626	2,639	133%
% change		-0.1%	0.0%	20.7%	51.3%	15.2%	7.0%	3.4%		

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Final 2022 Regional Growth Forecast

Gonzales

HOUSEHOLDS									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Gonzales	1,906	1,895	1,885	2,263	3,388	3,861	4,111	4,251	2,356	124%
% change		-0.6%	-0.5%	20.1%	49.7%	14.0%	6.5%	3.4%		

VACANCY RATE									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Gonzales	4.2%	4.6%	5.1%	5.7%	6.7%	7.7%	8.1%	8.1%	3.5	75%

AVERAGE HOUSEHOLD SIZE									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Gonzales	4.29	4.45	4.51	4.26	3.98	3.79	3.74	3.69	-0.76	0%

JOBS									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Gonzales	n/a	5,764	6,326	6,382	6,533	6,660	6,788	6,920	1,156	20%
% change			9.8%	0.9%	2.4%	1.9%	1.9%	1.9%		
Agriculture (field work)	n/a	1,874	2,052	2,053	2,058	2,063	2,068	2,073	199	11%
Manufacturing	n/a	267	298	301	306	306	306	306	39	15%
Site-based Skilled Trade	n/a	1,434	1,614	1,657	1,725	1,781	1,844	1,910	476	33%
Wholesale	n/a	1,240	1,351	1,345	1,388	1,428	1,468	1,508	268	22%
Retail	n/a	186	181	186	196	206	206	206	20	11%
Financial & Prof. Serv.	n/a	34	35	35	36	36	37	37	3	9%
Education	n/a	208	229	230	235	240	245	250	42	20%
Health Care & Social Assist	n/a	141	153	158	163	168	173	178	37	26%
Other Services	n/a	210	232	233	240	245	250	255	45	21%
Public	n/a	114	125	126	126	126	129	134	20	18%
Self-employed	n/a	56	56	58	60	61	62	63	7	13%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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Final 2022 Regional Growth Forecast Greenfield

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Greenfield	16,330	17,172	18,284	19,342	19,734	19,961	20,202	20,433	3,261	19%
% change		5.2%	6.5%	5.8%	2.0%	1.2%	1.2%	1.1%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Greenfield	16,301	17,143	18,255	19,311	19,703	19,929	20,170	20,400	3,257	19%
% change		5.2%	6.5%	5.8%	2.0%	1.1%	1.2%	1.1%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Greenfield	29	29	29	31	31	32	32	33	4	14%
% change		0.0%	0.0%	6.9%	0.0%	3.2%	0.0%	3.1%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Greenfield	3,752	3,794	3,981	4,359	4,766	5,047	5,164	5,238	1,444	38%
% change		1.1%	4.9%	9.5%	9.3%	5.9%	2.3%	1.4%		

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Final 2022 Regional Growth Forecast Greenfield

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Greenfield	3,460	3,506	3,686	4,033	4,358	4,588	4,693	4,744	1,238	35%
% change		1.3%	5.1%	9.4%	8.1%	5.3%	2.3%	1.1%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Greenfield	7.8%	7.6%	7.4%	7.5%	8.6%	9.1%	9.1%	9.4%	1.8	24%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Greenfield	4.71	4.89	4.95	4.79	4.52	4.34	4.30	4.30	-0.59	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Greenfield	n/a	7,227	7,882	7,948	8,061	8,177	8,298	8,423	1,196	17%
% change			9.1%	0.8%	1.4%	1.4%	1.5%	1.5%		
Agriculture (field work)	n/a	5,419	5,934	5,938	5,956	5,976	5,996	6,016	597	11%
Manufacturing	n/a	34	38	38	38	38	38	38	4	12%
Site-based Skilled Trade	n/a	199	224	254	285	315	347	382	183	92%
Wholesale	n/a	85	93	105	130	155	180	205	120	141%
Retail	n/a	227	221	222	224	229	234	238	11	5%
Financial & Prof. Serv.	n/a	141	146	147	152	157	162	167	26	18%
Education	n/a	374	412	415	425	435	445	455	81	22%
Health Care & Social Assist	n/a	285	309	319	328	338	348	358	73	26%
Other Services	n/a	257	284	286	296	306	316	326	69	27%
Public	n/a	150	165	166	167	167	170	175	25	17%
Self-employed	n/a	56	56	58	60	61	62	63	7	13%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

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November 11, 2020

Final 2022 Regional Growth Forecast

Hollister

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Hollister	34,928	37,314	40,646	42,604	43,327	44,421	45,345	45,599	8,285	22%
% change		6.8%	8.9%	4.8%	1.7%	2.5%	2.1%	0.6%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Hollister	34,813	37,077	40,412	42,361	43,078	44,171	45,090	45,343	8,266	22%
% change		6.5%	9.0%	4.8%	1.7%	2.5%	2.1%	0.6%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Hollister	115	237	234	243	249	250	255	256	19	8%
% change		106.1%	-1.3%	3.8%	2.5%	0.4%	2.0%	0.4%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Hollister	10,401	10,757	11,917	12,501	13,177	13,701	14,054	14,122	3,365	31%
% change		3.4%	10.8%	4.9%	5.4%	4.0%	2.6%	0.5%		

November 11, 2020

Final 2022 Regional Growth Forecast

Hollister

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Hollister	9,860	10,334	11,548	12,103	12,724	13,203	13,526	13,582	3,248	31%
% change		4.8%	11.7%	4.8%	5.1%	3.8%	2.4%	0.4%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Hollister	5.2%	3.9%	3.1%	3.2%	3.4%	3.6%	3.8%	3.8%	-0.1	-3%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Hollister	3.53	3.59	3.50	3.50	3.39	3.35	3.33	3.34	-0.25	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Hollister	n/a	14,428	15,492	15,728	16,207	16,655	17,121	17,613	3,185	22%
% change			7.4%	1.5%	3.0%	2.8%	2.8%	2.9%		
Agriculture (field work)	n/a	209	229	229	229	229	229	229	20	10%
Manufacturing	n/a	1,511	1,688	1,697	1,714	1,724	1,734	1,744	233	15%
Site-based Skilled Trade	n/a	2,178	2,451	2,505	2,599	2,673	2,749	2,837	659	30%
Wholesale	n/a	426	464	457	462	467	472	477	51	12%
Retail	n/a	1,910	1,858	1,863	1,877	1,897	1,917	1,937	27	1%
Financial & Prof. Serv.	n/a	1,107	1,142	1,156	1,239	1,327	1,417	1,509	402	36%
Education	n/a	847	933	939	962	983	1,006	1,036	189	22%
Health Care & Social Assist	n/a	2,162	2,347	2,423	2,487	2,553	2,622	2,693	531	25%
Other Services	n/a	1,955	2,165	2,200	2,330	2,450	2,574	2,699	744	38%
Public	n/a	829	911	916	931	946	965	985	156	19%
Self-employed	n/a	1,294	1,304	1,343	1,377	1,406	1,436	1,467	173	13%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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November 11, 2020

Final 2022 Regional Growth Forecast

King City

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
King City	12,874	13,736	14,797	15,376	16,101	16,689	16,881	17,064	3,328	24%
% change		6.7%	7.7%	3.9%	4.7%	3.7%	1.2%	1.1%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
King City	12,815	13,677	14,588	15,167	15,892	16,480	16,672	16,855	3,178	23%
% change		6.7%	6.7%	4.0%	4.8%	3.7%	1.2%	1.1%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
King City	59	59	209	209	209	209	209	209	150	254%
% change		0.0%	254.2%	0.0%	0.0%	0.0%	0.0%	0.0%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
King City	3,218	3,283	3,432	3,672	4,002	4,282	4,356	4,403	1,120	34%
% change		2.0%	4.5%	7.0%	9.0%	7.0%	1.7%	1.1%		

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Final 2022 Regional Growth Forecast

King City

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
King City	3,008	3,094	3,258	3,476	3,759	3,992	4,049	4,091	997	32%
% change		2.9%	5.3%	6.7%	8.1%	6.2%	1.4%	1.0%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
King City	6.5%	5.8%	5.1%	5.3%	6.1%	6.8%	7.0%	7.1%	1.3	23%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
King City	4.26	4.42	4.48	4.36	4.23	4.13	4.12	4.12	-0.30	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
King City	n/a	7,573	8,195	8,248	8,371	8,511	8,669	8,832	1,259	17%
% change			8.2%	0.6%	1.5%	1.7%	1.9%	1.9%		
Agriculture (field work)	n/a	684	774	775	778	785	791	796	112	16%
Manufacturing	n/a	265	308	309	310	312	317	322	57	22%
Site-based Skilled Trade	n/a	474	538	549	564	576	589	603	129	27%
Wholesale	n/a	1,514	1,649	1,623	1,643	1,658	1,673	1,688	174	11%
Retail	n/a	1,023	995	999	1,006	1,017	1,030	1,044	21	2%
Financial & Prof. Serv.	n/a	295	305	306	311	316	321	326	31	11%
Education	n/a	573	631	635	649	664	686	706	133	23%
Health Care & Social Assist	n/a	1,632	1,777	1,828	1,872	1,921	1,973	2,028	396	24%
Other Services	n/a	607	667	669	676	690	702	716	109	18%
Public	n/a	443	487	489	495	503	516	531	88	20%
Self-employed	n/a	63	64	66	67	69	71	72	9	14%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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Marina

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Marina (Total)	19,718	21,057	22,321	23,723	25,126	26,713	28,433	30,044	8,987	43%
% change		6.8%	6.0%	6.3%	5.9%	6.3%	6.4%	5.7%		
<i>Marina balance</i>	<i>19,084</i>	<i>20,037</i>	<i>21,371</i>	<i>22,293</i>	<i>22,841</i>	<i>23,238</i>	<i>23,768</i>	<i>24,237</i>	<i>4,200</i>	<i>21%</i>
<i>CSUMB</i>	<i>634</i>	<i>1,020</i>	<i>950</i>	<i>1,430</i>	<i>2,285</i>	<i>3,475</i>	<i>4,665</i>	<i>5,807</i>	<i>4,787</i>	<i>469%</i>

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Marina (Total)	18,827	19,780	21,139	22,024	22,598	23,254	23,853	24,064	4,284	22%
% change		5.1%	6.9%	4.2%	2.6%	2.9%	2.6%	0.9%		
<i>Marina balance</i>	<i>18,827</i>	<i>19,780</i>	<i>21,139</i>	<i>22,024</i>	<i>22,564</i>	<i>22,959</i>	<i>23,480</i>	<i>23,944</i>	<i>4,164</i>	<i>21%</i>
<i>CSUMB</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>34</i>	<i>295</i>	<i>373</i>	<i>120</i>	<i>120</i>	<i>--</i>

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Marina (Total)	891	1,277	1,182	1,699	2,528	3,459	4,580	5,980	4,703	368%
% change		43.3%	-7.4%	43.7%	48.8%	36.8%	32.4%	30.6%		
<i>Marina balance</i>	<i>257</i>	<i>257</i>	<i>232</i>	<i>269</i>	<i>277</i>	<i>279</i>	<i>288</i>	<i>293</i>	<i>36</i>	<i>14%</i>
<i>CSUMB</i>	<i>634</i>	<i>1,020</i>	<i>950</i>	<i>1,430</i>	<i>2,251</i>	<i>3,180</i>	<i>4,292</i>	<i>5,687</i>	<i>4,667</i>	<i>458%</i>

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Marina (Total)	7,200	7,334	7,784	8,277	8,837	9,265	9,521	9,693	2,359	32%
% change		1.9%	6.1%	6.3%	6.8%	4.8%	2.8%	1.8%		
<i>Marina balance</i>	<i>7,200</i>	<i>7,334</i>	<i>7,784</i>	<i>8,277</i>	<i>8,832</i>	<i>9,205</i>	<i>9,445</i>	<i>9,617</i>	<i>2,283</i>	<i>31%</i>
<i>CSUMB</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>5</i>	<i>60</i>	<i>76</i>	<i>76</i>	<i>76</i>	<i>--</i>

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Marina

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Marina (Total)	6,845	6,928	7,311	7,762	8,211	8,535	8,749	8,907	1,979	29%
% change		1.2%	5.5%	6.2%	5.8%	3.9%	2.5%	1.8%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Marina	4.9%	5.5%	6.1%	6.2%	7.1%	7.9%	8.1%	8.1%	2.6	46%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Marina	2.75	2.86	2.89	2.84	2.75	2.72	2.73	2.70	-0.15	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Marina										
Agriculture (field work)	n/a	45	45	45	45	45	45	45	0	0%
Manufacturing	n/a	94	105	105	105	105	105	105	11	12%
Site-based Skilled Trade	n/a	1,002	1,128	1,150	1,180	1,201	1,228	1,257	255	25%
Wholesale	n/a	196	214	210	212	212	212	212	16	8%
Retail	n/a	1,063	1,034	1,038	1,046	1,056	1,066	1,076	13	1%
Financial & Prof. Serv.	n/a	381	393	395	405	415	425	435	54	14%
Education	n/a	390	430	433	443	453	474	499	109	28%
Health Care & Social Assist	n/a	566	615	635	653	672	692	712	146	26%
Other Services	n/a	1,202	1,331	1,342	1,384	1,426	1,467	1,507	305	25%
Public	n/a	827	909	914	929	944	962	982	155	19%
Self-employed	n/a	341	344	354	363	370	379	387	46	13%
Marina Total	n/a	6,107	6,548	6,621	6,765	6,899	7,055	7,217	1,110	18%
% change			7.2%	1.1%	2.2%	2.0%	2.3%	2.3%		

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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Final 2022 Regional Growth Forecast

Monterey

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Monterey (Total)	27,810	28,086	28,170	28,044	28,650	29,032	29,342	29,639	1,553	6%
% change		1.0%	0.3%	-0.4%	2.2%	1.3%	1.1%	1.0%		
<i>Monterey balance</i>	<i>23,583</i>	<i>24,095</i>	<i>24,749</i>	<i>24,623</i>	<i>25,229</i>	<i>25,611</i>	<i>25,921</i>	<i>26,218</i>	<i>2,123</i>	<i>9%</i>
<i>DLI & Naval Postgrad</i>	<i>4,227</i>	<i>3,991</i>	<i>3,421</i>	<i>3,421</i>	<i>3,421</i>	<i>3,421</i>	<i>3,421</i>	<i>3,421</i>	<i>-570</i>	<i>-14%</i>

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Monterey (Total)	25,307	25,605	25,637	25,511	26,117	26,499	26,809	27,106	1,501	6%
% change		1.2%	0.1%	-0.5%	2.4%	1.5%	1.2%	1.1%		
<i>Monterey balance</i>	<i>23,148</i>	<i>23,671</i>	<i>24,214</i>	<i>24,088</i>	<i>24,694</i>	<i>25,076</i>	<i>25,386</i>	<i>25,683</i>	<i>2,012</i>	<i>8%</i>
<i>DLI & Naval Postgrad</i>	<i>2,159</i>	<i>1,934</i>	<i>1,423</i>	<i>1,423</i>	<i>1,423</i>	<i>1,423</i>	<i>1,423</i>	<i>1,423</i>	<i>-511</i>	<i>-26%</i>

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Monterey (Total)	2,503	2,481	2,533	2,533	2,533	2,533	2,533	2,533	52	2%
% change		-0.9%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%		
<i>Monterey balance</i>	<i>435</i>	<i>424</i>	<i>535</i>	<i>535</i>	<i>535</i>	<i>535</i>	<i>535</i>	<i>535</i>	<i>111</i>	<i>26%</i>
<i>DLI & Naval Postgrad</i>	<i>2,068</i>	<i>2,057</i>	<i>1,998</i>	<i>1,998</i>	<i>1,998</i>	<i>1,998</i>	<i>1,998</i>	<i>1,998</i>	<i>-59</i>	<i>-3%</i>

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Monterey (Total)	13,584	13,637	13,705	13,705	13,920	14,209	14,402	14,549	912	7%
% change		0.4%	0.5%	0.0%	1.6%	2.1%	1.4%	1.0%		
<i>Monterey balance</i>	<i>13,152</i>	<i>13,205</i>	<i>13,273</i>	<i>13,273</i>	<i>13,488</i>	<i>13,777</i>	<i>13,970</i>	<i>14,117</i>	<i>912</i>	<i>7%</i>
<i>DLI & Naval Postgrad</i>	<i>432</i>	<i>0</i>	<i>0%</i>							

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Monterey

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Monterey (Total)	12,184	11,995	11,981	11,981	12,211	12,394	12,543	12,673	678	6%
% change		-1.6%	-0.1%	0.0%	1.9%	1.5%	1.2%	1.0%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Monterey	10.3%	12.0%	12.6%	12.6%	12.3%	12.8%	12.9%	12.9%	0.9	7%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Monterey	2.08	2.13	2.14	2.13	2.14	2.14	2.14	2.14	0.00	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Monterey										
Agriculture (field work)	n/a	57	60	60	60	60	60	60	3	5%
Manufacturing	n/a	1,004	1,127	1,131	1,136	1,140	1,144	1,148	144	14%
Site-based Skilled Trade	n/a	2,758	3,104	3,163	3,232	3,281	3,351	3,417	659	24%
Wholesale	n/a	740	806	795	805	811	819	829	89	12%
Retail	n/a	4,080	3,969	3,981	4,012	4,052	4,097	4,142	62	2%
Financial & Prof. Serv.	n/a	6,372	6,575	6,625	6,783	6,958	7,134	7,312	940	15%
Education	n/a	3,082	3,419	3,431	3,507	3,582	3,672	3,770	688	22%
Health Care & Social Assist	n/a	8,335	9,061	9,360	9,622	9,879	10,146	10,425	2,090	25%
Other Services	n/a	9,037	10,007	10,086	10,403	10,696	10,991	11,289	2,252	25%
Public	n/a	1,886	2,073	2,083	2,114	2,144	2,183	2,229	343	18%
Self-employed	n/a	782	788	812	832	849	868	888	106	14%
Monterey Total	n/a	38,133	40,989	41,527	42,506	43,452	44,465	45,509	7,376	19%
% change			7.5%	1.3%	2.4%	2.2%	2.3%	2.3%		

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2019 from California Department of Finance.

Employment 2010 and 2015 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from 2022 Regional Growth Forecast, produced by AMBAG and PRB.

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Final 2022 Regional Growth Forecast

Pacific Grove

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Pacific Grove	15,041	15,460	15,265	15,290	15,395	15,530	15,676	15,817	357	2%
% change		2.8%	-1.3%	0.2%	0.7%	0.9%	0.9%	0.9%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Pacific Grove	14,686	15,105	14,910	14,935	15,040	15,175	15,315	15,453	348	2%
% change		2.9%	-1.3%	0.2%	0.7%	0.9%	0.9%	0.9%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Pacific Grove	355	355	355	355	355	355	361	364	9	3%
% change		0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.8%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Pacific Grove	8,169	8,184	8,201	8,214	8,267	8,336	8,400	8,463	279	3%
% change		0.2%	0.2%	0.2%	0.6%	0.8%	0.8%	0.8%		

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Final 2022 Regional Growth Forecast

Pacific Grove

HOUSEHOLDS									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Pacific Grove	7,020	6,957	6,779	6,790	6,838	6,899	6,956	7,012	55	1%
% change		-0.9%	-2.6%	0.2%	0.7%	0.9%	0.8%	0.8%		

VACANCY RATE									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Pacific Grove	14.1%	15.0%	17.3%	17.3%	17.3%	17.2%	17.2%	17.1%	2.2	14%

AVERAGE HOUSEHOLD SIZE									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Pacific Grove	2.09	2.17	2.20	2.20	2.20	2.20	2.20	2.20	0.03	0%

JOBS									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Pacific Grove	n/a	7,470	8,016	8,061	8,152	8,244	8,343	8,445	975	13%
% change			7.3%	0.6%	1.1%	1.1%	1.2%	1.2%		
Agriculture (field work)	n/a	4	4	4	4	4	4	4	0	0%
Manufacturing	n/a	75	84	84	84	84	84	84	9	12%
Site-based Skilled Trade	n/a	294	331	336	344	348	355	360	66	22%
Wholesale	n/a	90	98	98	98	98	98	98	8	9%
Retail	n/a	681	662	664	670	680	690	699	18	3%
Financial & Prof. Serv.	n/a	1,050	1,083	1,089	1,099	1,109	1,119	1,129	79	8%
Education	n/a	443	458	461	470	480	490	500	57	13%
Health Care & Social Assist	n/a	451	480	490	503	514	524	534	83	18%
Other Services	n/a	3,696	4,092	4,099	4,131	4,165	4,202	4,241	545	15%
Public	n/a	353	388	390	395	400	408	418	65	18%
Self-employed	n/a	333	336	346	354	362	369	378	45	14%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2019 from California Department of Finance.

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Salinas

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Salinas	150,441	158,059	162,222	166,226	170,459	173,393	175,358	177,128	19,069	12%
% change		5.1%	2.6%	2.5%	2.5%	1.7%	1.1%	1.0%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Salinas	147,976	155,733	160,013	163,951	168,117	171,032	172,945	174,699	18,966	12%
% change		5.2%	2.7%	2.5%	2.5%	1.7%	1.1%	1.0%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Salinas	2,465	2,326	2,209	2,275	2,342	2,361	2,413	2,429	103	4%
% change		-5.6%	-5.0%	3.0%	2.9%	0.8%	2.2%	0.7%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Salinas	42,651	43,001	43,411	45,552	48,673	50,968	52,229	53,150	10,149	24%
% change		0.8%	1.0%	4.9%	6.9%	4.7%	2.5%	1.8%		

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Final 2022 Regional Growth Forecast

Salinas

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Salinas	40,387	40,952	41,542	43,558	46,215	48,066	49,052	49,873	8,921	22%
% change		1.4%	1.4%	4.9%	6.1%	4.0%	2.1%	1.7%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Salinas	5.3%	4.8%	4.3%	4.4%	5.1%	5.7%	6.1%	6.2%	1.4	29%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Salinas	3.66	3.80	3.85	3.76	3.64	3.56	3.53	3.50	-0.30	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Salinas	n/a	73,009	78,874	79,577	81,079	82,505	84,044	85,683	12,674	17%
% change			8.0%	0.9%	1.9%	1.8%	1.9%	2.0%		
Agriculture (field work)	n/a	7,502	8,240	8,245	8,270	8,295	8,321	8,347	845	11%
Manufacturing	n/a	1,928	2,158	2,166	2,178	2,188	2,198	2,208	280	15%
Site-based Skilled Trade	n/a	8,555	9,633	9,824	10,073	10,249	10,472	10,707	2,152	25%
Wholesale	n/a	8,580	9,347	9,203	9,316	9,403	9,488	9,575	995	12%
Retail	n/a	8,750	8,511	8,536	8,600	8,705	8,815	8,926	176	2%
Financial & Prof. Serv.	n/a	6,025	6,217	6,277	6,455	6,643	6,834	7,027	1,002	17%
Education	n/a	4,821	5,310	5,345	5,462	5,580	5,718	5,876	1,055	22%
Health Care & Social Assist	n/a	11,110	12,062	12,452	12,783	13,125	13,479	13,849	2,739	25%
Other Services	n/a	7,766	8,608	8,675	8,948	9,189	9,419	9,669	1,903	25%
Public	n/a	7,081	7,890	7,929	8,046	8,160	8,311	8,489	1,408	20%
Self-employed	n/a	891	898	925	948	968	989	1,010	119	13%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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Final 2022 Regional Growth Forecast

Sand City

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Sand City	334	361	385	430	516	756	1,012	1,198	837	232%
% change		8.1%	6.6%	11.7%	20.0%	46.5%	33.9%	18.4%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Sand City	291	318	342	382	458	672	899	1,064	746	235%
% change		9.3%	7.5%	11.7%	19.9%	46.7%	33.8%	18.4%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Sand City	43	43	43	48	58	84	113	134	91	212%
% change		0.0%	0.0%	11.6%	20.8%	44.8%	34.5%	18.6%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Sand City	145	176	189	198	228	333	446	526	350	199%
% change		21.4%	7.4%	4.8%	15.2%	46.1%	33.9%	17.9%		

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Final 2022 Regional Growth Forecast

Sand City

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Sand City	128	136	144	161	193	283	379	448	312	229%
% change		6.3%	5.9%	11.8%	19.9%	46.6%	33.9%	18.2%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Sand City	11.7%	22.7%	23.8%	18.7%	15.4%	15.0%	15.0%	14.8%	-7.9	-35%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Sand City	2.27	2.34	2.38	2.37	2.37	2.37	2.37	2.38	0.04	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Sand City	n/a	1,966	2,092	2,102	2,151	2,188	2,224	2,259	293	15%
% change			6.4%	0.5%	2.3%	1.7%	1.6%	1.6%		
Agriculture (field work)	n/a	0	0	0	0	0	0	0	0	--
Manufacturing	n/a	201	225	226	227	227	227	227	26	13%
Site-based Skilled Trade	n/a	393	442	446	458	468	478	488	95	24%
Wholesale	n/a	203	221	217	220	220	220	220	17	8%
Retail	n/a	582	566	568	572	577	582	587	5	1%
Financial & Prof. Serv.	n/a	106	110	112	119	126	133	140	34	32%
Education	n/a	16	18	18	20	21	22	23	7	44%
Health Care & Social Assist	n/a	52	56	57	57	58	59	60	8	15%
Other Services	n/a	346	383	386	400	413	423	433	87	25%
Public	n/a	41	45	45	50	50	51	52	11	27%
Self-employed	n/a	26	26	27	28	28	29	29	3	12%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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Final 2022 Regional Growth Forecast

San Juan Bautista

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
San Juan Bautista	1,862	1,945	2,112	2,269	2,315	2,374	2,410	2,436	491	25%
% change		4.5%	8.6%	7.4%	2.0%	2.5%	1.5%	1.1%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
San Juan Bautista	1,857	1,940	2,107	2,264	2,310	2,369	2,405	2,431	491	25%
% change		4.5%	8.6%	7.5%	2.0%	2.6%	1.5%	1.1%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
San Juan Bautista	5	0	0%							
% change		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
San Juan Bautista	745	750	819	878	918	951	965	975	225	30%
% change		0.7%	9.2%	7.2%	4.6%	3.6%	1.5%	1.0%		

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Final 2022 Regional Growth Forecast

San Juan Bautista

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
San Juan Bautista	681	699	779	835	870	900	913	922	223	32%
% change		2.6%	11.4%	7.2%	4.2%	3.4%	1.4%	1.0%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
San Juan Bautista	8.6%	6.8%	4.9%	4.9%	5.2%	5.4%	5.4%	5.4%	-1.4	-20%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
San Juan Bautista	2.73	2.78	2.70	2.71	2.66	2.63	2.63	2.64	-0.14	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
San Juan Bautista	n/a	515	557	569	580	588	603	612	97	19%
% change			8.2%	2.2%	1.9%	1.4%	2.6%	1.5%		
Agriculture (field work)	n/a	38	42	42	42	42	42	42	4	11%
Manufacturing	n/a	14	16	16	16	16	16	16	2	14%
Site-based Skilled Trade	n/a	23	26	26	26	26	26	26	3	13%
Wholesale	n/a	6	7	7	7	8	10	10	4	67%
Retail	n/a	38	37	37	37	38	43	46	8	21%
Financial & Prof. Serv.	n/a	64	66	66	66	66	67	67	3	5%
Education	n/a	60	66	66	66	66	67	67	7	12%
Health Care & Social Assist	n/a	13	14	24	29	29	29	29	16	123%
Other Services	n/a	195	216	217	222	227	232	237	42	22%
Public	n/a	29	32	32	32	32	32	32	3	10%
Self-employed	n/a	35	35	36	37	38	39	40	5	14%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2019 from California Department of Finance.

Employment 2010 and 2015 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from 2022 Regional Growth Forecast, produced by AMBAG and PRB.

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Final 2022 Regional Growth Forecast

Santa Cruz

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Santa Cruz (Total)	59,946	64,223	64,424	68,845	72,218	75,257	78,828	79,534	15,311	24%
% change		7.1%	0.3%	6.9%	4.9%	4.2%	4.7%	0.9%		
<i>Santa Cruz balance</i>	43,614	46,947	45,324	47,845	49,118	49,957	50,828	51,534	4,587	10%
<i>UCSC</i>	16,332	17,276	19,100	21,000	23,100	25,300	28,000	28,000	10,724	62%

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Santa Cruz (Total)	51,657	53,432	53,299	55,335	56,552	57,374	58,192	58,877	5,445	10%
% change		3.4%	-0.2%	3.8%	2.2%	1.5%	1.4%	1.2%		
<i>Santa Cruz balance</i>	41,829	45,190	43,949	45,985	47,202	48,024	48,842	49,527	4,337	10%
<i>UCSC</i>	9,828	8,242	9,350	9,350	9,350	9,350	9,350	9,350	1,108	13%

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Santa Cruz (Total)	8,289	10,791	11,125	13,510	15,666	17,883	20,636	20,657	9,866	91%
% change		30.2%	3.1%	21.4%	16.0%	14.2%	15.4%	0.1%		
<i>Santa Cruz balance</i>	1,785	1,757	1,375	1,860	1,916	1,933	1,986	2,007	250	14%
<i>UCSC</i>	6,504	9,034	9,750	11,650	13,750	15,950	18,650	18,650	9,616	106%

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Santa Cruz (Total)	23,316	23,535	23,954	24,988	25,578	25,974	26,295	26,525	2,990	13%
% change		0.9%	1.8%	4.3%	2.4%	1.5%	1.2%	0.9%		
<i>Santa Cruz balance</i>	23,316	23,005	23,424	24,422	24,970	25,342	25,663	25,892	2,887	13%
<i>UCSC</i>	0	530	530	566	608	632	632	633	103	19%

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Santa Cruz

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Santa Cruz (Total)	21,657	22,039	22,608	23,552	24,084	24,422	24,706	24,923	2,884	13%
% change		1.8%	2.6%	4.2%	2.3%	1.4%	1.2%	0.9%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Santa Cruz	7.1%	6.4%	5.6%	5.7%	5.8%	6.0%	6.0%	6.0%	-0.3	-5%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Santa Cruz	2.39	2.42	2.36	2.35	2.35	2.35	2.36	2.36	-0.06	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Santa Cruz										
Agriculture (field work)	n/a	121	126	126	126	126	126	126	5	4%
Manufacturing	n/a	2,367	2,647	2,657	2,667	2,680	2,694	2,708	341	14%
Site-based Skilled Trade	n/a	2,235	2,515	2,570	2,685	2,780	2,889	3,002	767	34%
Wholesale	n/a	1,197	1,304	1,286	1,316	1,344	1,365	1,390	193	16%
Retail	n/a	5,314	5,169	5,184	5,224	5,284	5,334	5,394	80	2%
Financial & Prof. Serv.	n/a	4,305	4,443	4,478	4,673	4,864	5,054	5,254	949	22%
Education	n/a	6,183	6,810	6,863	7,058	7,256	7,484	7,742	1,559	25%
Health Care & Social Assist	n/a	3,844	4,173	4,309	4,475	4,643	4,819	5,002	1,158	30%
Other Services	n/a	7,541	8,350	8,423	8,803	9,183	9,568	9,957	2,416	32%
Public	n/a	5,691	6,271	6,302	6,395	6,485	6,604	6,746	1,055	19%
Self-employed	n/a	2,042	2,057	2,119	2,172	2,218	2,266	2,315	273	13%
Santa Cruz Total	n/a	40,840	43,865	44,317	45,594	46,863	48,203	49,636	8,796	22%
% change			7.4%	1.0%	2.9%	2.8%	2.9%	3.0%		

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2019 from California Department of Finance.

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Scotts Valley

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Scotts Valley	11,580	11,946	11,693	11,718	11,837	11,867	11,868	12,010	64	1%
% change		3.2%	-2.1%	0.2%	1.0%	0.3%	0.0%	1.2%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Scotts Valley	11,308	11,674	11,421	11,446	11,562	11,592	11,591	11,731	57	0%
% change		3.2%	-2.2%	0.2%	1.0%	0.3%	0.0%	1.2%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Scotts Valley	272	272	272	272	275	275	277	279	7	3%
% change		0.0%	0.0%	0.0%	1.1%	0.0%	0.7%	0.7%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Scotts Valley	4,610	4,691	4,739	4,798	4,846	4,869	4,887	4,930	239	5%
% change		1.8%	1.0%	1.2%	1.0%	0.5%	0.4%	0.9%		

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Scotts Valley

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Scotts Valley	4,426	4,494	4,522	4,577	4,623	4,635	4,650	4,691	197	4%
% change		1.5%	0.6%	1.2%	1.0%	0.3%	0.3%	0.9%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Scotts Valley	4.0%	4.2%	4.6%	4.6%	4.6%	4.8%	4.8%	4.8%	0.6	15%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Scotts Valley	2.55	2.60	2.53	2.50	2.50	2.50	2.49	2.50	-0.10	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Scotts Valley	n/a	9,458	10,109	10,185	10,345	10,489	10,637	10,797	1,339	14%
% change			6.9%	0.8%	1.6%	1.4%	1.4%	1.5%		
Agriculture (field work)	n/a	5	5	5	5	5	5	5	0	0%
Manufacturing	n/a	1,903	2,126	2,134	2,146	2,156	2,166	2,176	273	14%
Site-based Skilled Trade	n/a	522	587	598	613	623	637	652	130	25%
Wholesale	n/a	675	735	724	733	738	743	748	73	11%
Retail	n/a	1,523	1,481	1,485	1,495	1,510	1,525	1,543	20	1%
Financial & Prof. Serv.	n/a	1,583	1,634	1,647	1,679	1,714	1,749	1,783	200	13%
Education	n/a	384	423	426	436	446	456	471	87	23%
Health Care & Social Assist	n/a	530	576	596	612	627	642	661	131	25%
Other Services	n/a	1,720	1,904	1,919	1,960	1,990	2,020	2,050	330	19%
Public	n/a	224	246	247	252	257	262	267	43	19%
Self-employed	n/a	389	392	404	414	423	432	441	52	13%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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Final 2022 Regional Growth Forecast

Seaside

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Seaside (Total)	33,025	33,815	33,537	34,497	35,107	35,634	36,582	38,316	4,501	13%
% change		2.4%	-0.8%	2.9%	1.8%	1.5%	2.7%	4.7%		
<i>Seaside balance</i>	26,836	25,835	26,345	27,285	27,850	28,317	29,205	30,881	5,046	20%
<i>Fort Ord</i>	4,473	4,163	3,083	3,083	3,083	3,083	3,083	3,083	-1,080	-26%
<i>CSUMB</i>	1,716	3,817	4,109	4,129	4,174	4,234	4,294	4,352	535	14%

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Seaside (Total)	31,898	32,505	31,854	32,814	33,405	33,907	34,827	36,531	4,026	12%
% change		1.9%	-2.0%	3.0%	1.8%	1.5%	2.7%	4.9%		
<i>Seaside balance</i>	26,685	25,684	26,192	27,130	27,692	28,157	29,039	30,706	5,022	20%
<i>Fort Ord</i>	4,473	4,163	3,083	3,083	3,083	3,083	3,083	3,083	-1,080	-26%
<i>CSUMB</i>	740	2,658	2,579	2,601	2,630	2,667	2,705	2,742	84	3%

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Seaside (Total)	1,127	1,310	1,683	1,683	1,702	1,727	1,755	1,785	475	36%
% change		16.2%	28.5%	0.0%	1.1%	1.5%	1.6%	1.7%		
<i>Seaside balance</i>	151	151	153	155	158	160	166	175	24	16%
<i>Fort Ord</i>	0	0	0	0	0	0	0	0	0	--
<i>CSUMB</i>	976	1,159	1,530	1,528	1,544	1,567	1,589	1,610	451	39%

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Seaside (Total)	10,872	10,913	10,920	11,437	11,925	12,248	12,604	13,192	2,279	21%
% change		0.4%	0.1%	4.7%	4.3%	2.7%	2.9%	4.7%		
<i>Seaside balance</i>	9,507	8,908	8,942	9,429	9,888	10,190	10,531	11,107	2,199	25%
<i>Fort Ord</i>	1,119	1,119	1,119	1,119	1,119	1,119	1,119	1,119	0	0%
<i>CSUMB</i>	246	886	859	889	918	939	954	966	80	9%

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Seaside

HOUSEHOLDS									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Seaside (Total)	10,093	10,023	9,870	10,323	10,723	10,979	11,289	11,826	1,803	18%
% change		-0.7%	-1.5%	4.6%	3.9%	2.4%	2.8%	4.8%		

VACANCY RATE									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Seaside	7.2%	8.2%	9.6%	9.7%	10.1%	10.4%	10.4%	10.4%	2.2	27%

AVERAGE HOUSEHOLD SIZE									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Seaside	3.16	3.24	3.23	3.18	3.12	3.09	3.09	3.09	-0.15	0%

JOBS									Chg. 2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Seaside										
Agriculture (field work)	n/a	0	0	0	0	0	0	0	0	--
Manufacturing	n/a	105	117	117	117	117	117	117	12	11%
Site-based Skilled Trade	n/a	599	674	690	709	722	739	756	157	26%
Wholesale	n/a	169	184	180	181	181	181	181	12	7%
Retail	n/a	1,835	1,785	1,790	1,804	1,824	1,844	1,864	29	2%
Financial & Prof. Serv.	n/a	403	415	417	434	455	475	494	91	23%
Education	n/a	1,054	1,166	1,173	1,197	1,221	1,244	1,269	215	20%
Health Care & Social Assist	n/a	815	896	927	952	977	1,002	1,030	215	26%
Other Services	n/a	1,822	2,017	2,037	2,105	2,170	2,235	2,303	481	26%
Public	n/a	2,358	2,711	2,732	2,795	2,844	2,890	2,954	596	25%
Self-employed	n/a	507	511	526	539	551	563	575	68	13%
Seaside Total	n/a	9,667	10,476	10,589	10,833	11,062	11,290	11,543	1,876	19%
% change			8.4%	1.1%	2.3%	2.1%	2.1%	2.2%		

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2019 from California Department of Finance.

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Final 2022 Regional Growth Forecast

Soledad

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Soledad (Total)	25,738	24,597	25,301	26,112	26,824	27,697	28,419	29,133	4,536	18%
% change		-4.4%	2.9%	3.2%	2.7%	3.3%	2.6%	2.5%		
<i>Soledad balance</i>	<i>15,690</i>	<i>16,298</i>	<i>17,190</i>	<i>18,001</i>	<i>18,713</i>	<i>19,586</i>	<i>20,308</i>	<i>21,022</i>	<i>4,724</i>	<i>29%</i>
<i>SVSP & CTF</i>	<i>10,048</i>	<i>8,299</i>	<i>8,111</i>	<i>8,111</i>	<i>8,111</i>	<i>8,111</i>	<i>8,111</i>	<i>8,111</i>	<i>-188</i>	<i>-2%</i>

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Soledad (Total)	15,635	16,243	17,135	17,944	18,653	19,524	20,243	20,955	4,712	29%
% change		3.9%	5.5%	4.7%	4.0%	4.7%	3.7%	3.5%		
<i>Soledad balance</i>	<i>15,635</i>	<i>16,243</i>	<i>17,135</i>	<i>17,944</i>	<i>18,653</i>	<i>19,524</i>	<i>20,243</i>	<i>20,955</i>	<i>4,712</i>	<i>29%</i>
<i>SVSP & CTF</i>	<i>0</i>	<i>--</i>								

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Soledad (Total)	10,103	8,354	8,166	8,168	8,171	8,173	8,176	8,178	-176	-2%
% change		-17.3%	-2.3%	0.0%	0.0%	0.0%	0.0%	0.0%		
<i>Soledad balance</i>	<i>55</i>	<i>55</i>	<i>55</i>	<i>57</i>	<i>60</i>	<i>62</i>	<i>65</i>	<i>67</i>	<i>12</i>	<i>22%</i>
<i>SVSP & CTF</i>	<i>10,048</i>	<i>8,299</i>	<i>8,111</i>	<i>8,111</i>	<i>8,111</i>	<i>8,111</i>	<i>8,111</i>	<i>8,111</i>	<i>-188</i>	<i>-2%</i>

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Soledad (Total)	3,876	3,927	4,137	4,433	4,733	5,024	5,240	5,426	1,499	38%
% change		1.3%	5.3%	7.2%	6.8%	6.1%	4.3%	3.5%		
<i>Soledad balance</i>	<i>3,876</i>	<i>3,927</i>	<i>4,137</i>	<i>4,433</i>	<i>4,733</i>	<i>5,024</i>	<i>5,240</i>	<i>5,426</i>	<i>1,499</i>	<i>38%</i>
<i>SVSP & CTF</i>	<i>0</i>	<i>--</i>								

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Soledad

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Soledad (Total)	3,664	3,668	3,820	4,085	4,360	4,628	4,825	4,997	1,329	36%
% change		0.1%	4.1%	6.9%	6.7%	6.1%	4.3%	3.6%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Soledad	5.5%	6.6%	7.7%	7.9%	7.9%	7.9%	7.9%	7.9%	1.3	20%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Soledad	4.27	4.43	4.49	4.39	4.28	4.22	4.20	4.19	-0.23	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Soledad										
Agriculture (field work)	n/a	1,729	1,833	1,834	1,836	1,838	1,841	1,843	114	7%
Manufacturing	n/a	293	315	316	317	317	317	317	24	8%
Site-based Skilled Trade	n/a	1,638	1,833	1,868	1,899	1,916	1,943	1,972	334	20%
Wholesale	n/a	219	239	235	239	239	239	239	20	9%
Retail	n/a	297	289	290	291	296	301	306	9	3%
Financial & Prof. Serv.	n/a	183	189	190	194	198	202	206	23	13%
Education	n/a	517	569	573	581	590	600	610	93	18%
Health Care & Social Assist	n/a	584	622	642	655	669	683	698	114	20%
Other Services	n/a	433	479	482	491	500	508	518	85	20%
Public	n/a	2,498	2,500	2,503	2,509	2,519	2,544	2,593	95	4%
Self-employed	n/a	141	142	146	149	153	155	160	19	13%
Soledad Total	n/a	8,532	9,010	9,079	9,161	9,235	9,333	9,462	930	11%
% change			5.6%	0.8%	0.9%	0.8%	1.1%	1.4%		

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2019 from California Department of Finance.

Employment 2010 and 2015 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from 2022 Regional Growth Forecast, produced by AMBAG and PRB.

November 11, 2020

Final 2022 Regional Growth Forecast

Unincorporated Monterey

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Unincorporated Monterey (100,213	104,009	106,744	108,432	109,976	110,170	110,277	110,326	6,317	6%
% change		3.8%	2.6%	1.6%	1.4%	0.2%	0.1%	0.0%		
<i>Unincorporated Monterey balance</i>	<i>97,672</i>	<i>101,468</i>	<i>104,203</i>	<i>105,891</i>	<i>107,435</i>	<i>107,629</i>	<i>107,736</i>	<i>107,785</i>	<i>6,317</i>	<i>6%</i>
<i>CSUMB</i>	<i>2,541</i>	<i>0</i>	<i>0%</i>							

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Unincorporated Monterey (96,551	100,347	103,082	104,865	106,413	107,446	108,589	109,070	8,723	9%
% change		3.9%	2.7%	1.7%	1.5%	1.0%	1.1%	0.4%		
<i>Unincorporated Monterey balance</i>	<i>96,551</i>	<i>100,347</i>	<i>103,082</i>	<i>104,763</i>	<i>106,286</i>	<i>106,480</i>	<i>106,582</i>	<i>106,631</i>	<i>6,284</i>	<i>6%</i>
<i>CSUMB</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>102</i>	<i>127</i>	<i>966</i>	<i>2,007</i>	<i>2,439</i>	<i>2,439</i>	<i>--</i>

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Unincorporated Monterey (3,662	3,662	3,662	3,567	3,563	2,724	1,688	1,256	-2,406	-66%
% change		0.0%	0.0%	-2.6%	-0.1%	-23.5%	-38.0%	-25.6%		
<i>Unincorporated Monterey balance</i>	<i>1,121</i>	<i>1,121</i>	<i>1,121</i>	<i>1,128</i>	<i>1,149</i>	<i>1,149</i>	<i>1,154</i>	<i>1,154</i>	<i>33</i>	<i>3%</i>
<i>CSUMB</i>	<i>2,541</i>	<i>2,541</i>	<i>2,541</i>	<i>2,439</i>	<i>2,414</i>	<i>1,575</i>	<i>534</i>	<i>102</i>	<i>-2,439</i>	<i>-96%</i>

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Unincorporated Monterey (38,296	38,783	39,839	40,271	40,620	40,908	41,271	41,408	2,625	7%
% change		1.3%	2.7%	1.1%	0.9%	0.7%	0.9%	0.3%		
<i>Unincorporated Monterey balance</i>	<i>38,296</i>	<i>38,783</i>	<i>39,839</i>	<i>40,238</i>	<i>40,569</i>	<i>40,592</i>	<i>40,616</i>	<i>40,616</i>	<i>1,833</i>	<i>5%</i>
<i>CSUMB</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>33</i>	<i>51</i>	<i>316</i>	<i>655</i>	<i>792</i>	<i>792</i>	<i>--</i>

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Final 2022 Regional Growth Forecast

Unincorporated Monterey

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Unincorporated Monterey	33,408	33,435	33,922	34,491	34,904	35,246	35,616	35,777	2,342	7%
% change		0.1%	1.5%	1.7%	1.2%	1.0%	1.0%	0.5%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Unincorporated Monterey	12.8%	13.8%	14.9%	14.4%	14.1%	13.8%	13.7%	13.6%	-0.2	-1%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Unincorporated Monterey	2.89	3.00	3.04	3.04	3.05	3.05	3.05	3.05	0.05	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Unincorporated Monterey										
Agriculture (field work)	n/a	10,802	11,853	11,860	11,899	11,938	11,977	12,018	1,216	11%
Manufacturing	n/a	2,227	2,488	2,495	2,510	2,525	2,540	2,555	328	15%
Site-based Skilled Trade	n/a	6,850	7,709	7,827	7,976	8,065	8,191	8,325	1,475	22%
Wholesale	n/a	7,978	8,691	8,525	8,578	8,606	8,635	8,665	687	9%
Retail	n/a	4,979	4,843	4,851	4,884	4,932	4,987	5,043	64	1%
Financial & Prof. Serv.	n/a	4,390	4,530	4,566	4,695	4,834	4,977	5,120	730	17%
Education	n/a	2,843	3,131	3,151	3,222	3,292	3,374	3,469	626	22%
Health Care & Social Assist	n/a	2,345	2,546	2,627	2,697	2,770	2,844	2,923	578	25%
Other Services	n/a	9,374	10,380	10,462	10,791	11,096	11,402	11,712	2,338	25%
Public	n/a	1,295	1,423	1,430	1,451	1,471	1,497	1,528	233	18%
Self-employed	n/a	2,679	2,699	2,780	2,850	2,910	2,972	3,037	358	13%
Unincorporated Monterey	n/a	55,762	60,293	60,574	61,553	62,439	63,396	64,395	8,633	15%
% change			8.1%	0.5%	1.6%	1.4%	1.5%	1.6%		

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

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Final 2022 Regional Growth Forecast

Unincorporated San Benito

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Unincorporated San Benito	18,479	18,879	19,595	24,451	28,136	30,843	33,033	35,331	16,452	87%
% change		2.2%	3.8%	24.8%	15.1%	9.6%	7.1%	7.0%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Unincorporated San Benito	18,310	18,710	19,400	24,237	27,912	30,610	32,793	35,086	16,376	88%
% change		2.2%	3.7%	24.9%	15.2%	9.7%	7.1%	7.0%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Unincorporated San Benito	169	169	195	214	224	233	240	245	76	45%
% change		0.0%	15.4%	9.7%	4.7%	4.0%	3.0%	2.1%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Unincorporated San Benito	6,724	6,755	7,177	8,342	9,238	10,121	10,433	10,678	3,923	58%
% change		0.5%	6.2%	16.2%	10.7%	9.6%	3.1%	2.3%		

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Final 2022 Regional Growth Forecast

Unincorporated San Benito

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Unincorporated San Benito	6,264	6,299	6,695	7,909	8,799	9,665	9,997	10,216	3,917	62%
% change		0.6%	6.3%	18.1%	11.3%	9.8%	3.4%	2.2%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Unincorporated San Benito	6.8%	6.8%	6.7%	5.2%	4.8%	4.5%	4.2%	4.3%	-2.4	-36%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Unincorporated San Benito	2.92	2.97	2.90	3.06	3.17	3.17	3.28	3.43	0.46	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Unincorporated San Benito	n/a	6,688	7,214	7,275	7,416	7,559	7,751	7,901	1,213	18%
% change			7.9%	0.8%	1.9%	1.9%	2.5%	1.9%		
Agriculture (field work)	n/a	1,405	1,539	1,540	1,545	1,550	1,555	1,560	155	11%
Manufacturing	n/a	895	990	994	1,001	1,007	1,013	1,019	124	14%
Site-based Skilled Trade	n/a	830	934	955	979	995	1,022	1,049	219	26%
Wholesale	n/a	593	644	633	640	645	650	655	62	10%
Retail	n/a	279	271	273	275	280	285	292	13	5%
Financial & Prof. Serv.	n/a	1,450	1,496	1,509	1,551	1,596	1,641	1,686	236	16%
Education	n/a	215	237	249	257	264	275	285	70	33%
Health Care & Social Assist	n/a	98	109	114	119	129	142	157	59	60%
Other Services	n/a	452	500	503	523	543	578	591	139	31%
Public	n/a	210	231	234	248	267	301	311	101	48%
Self-employed	n/a	261	263	271	278	283	289	296	35	13%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

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November 11, 2020

Final 2022 Regional Growth Forecast

Unincorporated Santa Cruz

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Unincorporated Santa Cruz	129,739	134,990	133,493	134,675	135,027	135,304	135,625	135,953	963	1%
% change		4.0%	-1.1%	0.9%	0.3%	0.2%	0.2%	0.2%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Unincorporated Santa Cruz	128,007	133,153	131,669	132,836	133,175	133,452	133,764	134,089	936	1%
% change		4.0%	-1.1%	0.9%	0.3%	0.2%	0.2%	0.2%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Unincorporated Santa Cruz	1,732	1,837	1,824	1,839	1,852	1,852	1,861	1,864	27	1%
% change		6.1%	-0.7%	0.8%	0.7%	0.0%	0.5%	0.2%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Unincorporated Santa Cruz	56,927	57,327	57,662	58,807	59,178	59,519	59,697	59,806	2,479	4%
% change		0.7%	0.6%	2.0%	0.6%	0.6%	0.3%	0.2%		

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Final 2022 Regional Growth Forecast

Unincorporated Santa Cruz

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Unincorporated Santa Cruz	50,118	51,288	52,156	53,141	53,330	53,494	53,619	53,723	2,435	5%
% change		2.3%	1.7%	1.9%	0.4%	0.3%	0.2%	0.2%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Unincorporated Santa Cruz	12.0%	10.5%	9.5%	9.6%	9.9%	10.1%	10.2%	10.2%	-0.4	-3%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Unincorporated Santa Cruz	2.55	2.60	2.52	2.50	2.50	2.49	2.49	2.50	-0.10	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Unincorporated Santa Cruz										
Agriculture (field work)	n/a	2,836	3,106	3,108	3,118	3,128	3,138	3,148	312	11%
Manufacturing	n/a	2,393	2,674	2,684	2,700	2,715	2,730	2,745	352	15%
Site-based Skilled Trade	n/a	2,926	3,293	3,353	3,412	3,446	3,496	3,549	623	21%
Wholesale	n/a	3,876	4,222	4,155	4,196	4,231	4,271	4,311	435	11%
Retail	n/a	3,164	3,078	3,087	3,110	3,145	3,180	3,215	51	2%
Financial & Prof. Serv.	n/a	3,329	3,434	3,460	3,532	3,609	3,689	3,768	439	13%
Education	n/a	3,165	3,486	3,504	3,556	3,607	3,673	3,748	583	18%
Health Care & Social Assist	n/a	5,740	6,237	6,439	6,585	6,737	6,893	7,057	1,317	23%
Other Services	n/a	8,403	9,305	9,379	9,653	9,893	10,137	10,382	1,979	24%
Public	n/a	1,586	1,743	1,752	1,778	1,803	1,835	1,875	289	18%
Self-employed	n/a	4,651	4,686	4,827	4,948	5,052	5,160	5,273	622	13%
Unincorporated Santa Cruz	n/a	42,069	45,264	45,748	46,588	47,366	48,202	49,071	7,002	17%
% change			7.6%	1.1%	1.8%	1.7%	1.8%	1.8%		

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

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Final 2022 Regional Growth Forecast

Watsonville

POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	732,708	762,241	774,729	800,726	824,992	842,189	857,828	869,776	107,535	14%
% change		4.0%	1.6%	3.4%	3.0%	2.1%	1.9%	1.4%		
Watsonville	51,199	52,410	51,515	52,918	54,270	55,138	55,786	56,344	3,934	8%
% change		2.4%	-1.7%	2.7%	2.6%	1.6%	1.2%	1.0%		

HOUSEHOLD POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	700,207	728,352	740,321	763,380	784,511	799,310	811,954	822,824	94,472	13%
% change		4.0%	1.6%	3.1%	2.8%	1.9%	1.6%	1.3%		
Watsonville	50,671	51,882	50,987	52,382	53,718	54,582	55,218	55,772	3,890	7%
% change		2.4%	-1.7%	2.7%	2.6%	1.6%	1.2%	1.0%		

GROUP QUARTERS POPULATION									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	32,501	33,889	34,408	37,346	40,481	42,879	45,874	46,952	13,063	39%
% change		4.3%	1.5%	8.5%	8.4%	5.9%	7.0%	2.3%		
Watsonville	528	528	528	536	552	556	568	572	44	8%
% change		0.0%	0.0%	1.5%	3.0%	0.7%	2.2%	0.7%		

HOUSING									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	260,256	262,660	267,812	277,645	288,386	296,352	301,307	304,900	42,240	16%
% change		0.9%	2.0%	3.7%	3.9%	2.8%	1.7%	1.2%		
Watsonville	14,089	14,131	14,226	14,829	15,629	16,108	16,347	16,519	2,388	17%
% change		0.3%	0.7%	4.2%	5.4%	3.1%	1.5%	1.1%		

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Final 2022 Regional Growth Forecast

Watsonville

HOUSEHOLDS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	236,059	238,862	243,863	253,106	262,493	269,175	273,462	276,730	37,868	16%
% change		1.2%	2.1%	3.8%	3.7%	2.5%	1.6%	1.2%		
Watsonville	13,528	13,627	13,772	14,289	14,971	15,350	15,538	15,686	2,059	15%
% change		0.7%	1.1%	3.8%	4.8%	2.5%	1.2%	1.0%		

VACANCY RATE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	9.3%	9.1%	8.9%	8.8%	9.0%	9.2%	9.2%	9.2%	0.2	2%
Watsonville	4.0%	3.6%	3.2%	3.6%	4.2%	4.7%	4.9%	5.0%	1.5	41%

AVERAGE HOUSEHOLD SIZE									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	2.97	3.05	3.04	3.02	2.99	2.97	2.97	2.97	-0.08	0%
Watsonville	3.75	3.81	3.70	3.67	3.59	3.56	3.55	3.56	-0.25	0%

JOBS									Chg.2015-2045	
	2010	2015	2020	2025	2030	2035	2040	2045	Num.	%
AMBAG Region	351,735	377,335	406,280	410,017	418,132	425,845	434,147	442,824	65,489	17%
% change		7.3%	7.7%	0.9%	2.0%	1.8%	1.9%	2.0%		
Watsonville	n/a	26,403	28,514	28,765	29,156	29,505	29,896	30,303	3,900	15%
% change			8.0%	0.9%	1.4%	1.2%	1.3%	1.4%		
Agriculture (field work)	n/a	3,828	4,192	4,195	4,208	4,223	4,238	4,253	425	11%
Manufacturing	n/a	1,492	1,667	1,673	1,682	1,692	1,702	1,712	220	15%
Site-based Skilled Trade	n/a	4,310	4,850	4,943	5,042	5,105	5,192	5,283	973	23%
Wholesale	n/a	2,638	2,874	2,830	2,865	2,891	2,916	2,941	303	11%
Retail	n/a	3,149	3,063	3,072	3,095	3,130	3,165	3,198	49	2%
Financial & Prof. Serv.	n/a	2,064	2,130	2,145	2,182	2,222	2,262	2,301	237	11%
Education	n/a	1,532	1,687	1,695	1,716	1,736	1,765	1,800	268	17%
Health Care & Social Assist	n/a	3,267	3,547	3,663	3,735	3,809	3,887	3,968	701	21%
Other Services	n/a	2,578	2,855	2,878	2,935	2,975	3,015	3,055	477	19%
Public	n/a	1,011	1,111	1,117	1,128	1,142	1,162	1,187	176	17%
Self-employed	n/a	534	538	554	568	580	592	605	71	13%

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