REGIONAL GROWTH FORECAST 2050 SANTA BARBARA COUNTY

POPULATION, JOB, AND HOUSEHOLD FORECASTS TO 2050

SBCAG

santa barbara county association of governments

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Forecast 2050

Santa Barbara County

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Executive Summary

The purpose of the Regional Growth Forecast (RGF) is to provide consistent long-range population, job, and household forecasts for use in long range regional planning to the year 2050 for Santa Barbara County, its major economic and demographic regions, and its eight incorporated cities. The RGF is a requirement of the SBCAG Regional Transportation Plan, which has a 20-year planning horizon. SBCAG staff was assisted by a consultant in developing the RGF and the results were reviewed by the SBCAG Technical Advisory Committee and other subject experts. The RGF is primarily driven by the Santa Barbara County shares of forecasted statewide job growth.

A forecast must recognize that assumptions and trends are subject to great uncertainty and variation. Some variation with respect to structural economic changes such as automation and social changes in family formation are likely to occur in the later years of the forecast, although sudden disruptions such as an economic recession are possible in any period.

Summary Points

Jobs

- Historically, job growth in Santa Barbara County has generally tracked state and national growth.

- Job growth in Santa Barbara County has trailed the state average since 1990 but is projected to equal the state average growth rate to 2050. Job levels in the county grew much more slowly than the nation between 1990 and 2007 as defense cuts affected the county more than the state or the nation. Job growth did outpace the national average between 2007 and 2017 and is projected to slightly outpace the national average to 2050.

- There are three larger sectors where the Santa Barbara County share of total jobs is substantially different from the California share: Farm, Government, and Leisure and Hospitality, due to the importance of agriculture, the U.C. campus, Vandenberg Air Force Base (AFB) and tourism in the county.

- A lower share in the Professional and Business Services sector is one of the factors restraining future job growth as this sector is the largest high wage growth sector in the state and nation.

- The county is home to a major U.C. campus that will attract high-wage job growth associated with campus activity. In addition, the county will see a modest increase in high wage Internet related and professional service jobs as it is an attractive place to live and work. Tourism will be a plus for the county, and the county's job growth potential is supported by the trend for more in-commuting.

- Government jobs are projected to grow at a slower pace than population as school enrollment remains near current levels as a result of declining birth rates.

- The number of self-employed workers is projected to increase in part as a result of the growth of the gig economy.

- Job growth is forecast to range from a high of seven percent in the 2021-2025 period to three percent from 2026 onward.

- Overall job growth slows everywhere as population growth slows and a higher percentage of residents will be retired reducing the local labor force even with the longer working lives expected for older workers.

- The majority of the region's jobs are located in the South Coast, with 133,000 jobs or 60 percent of the total. The North County has 89,000 jobs, or 40 percent the total.

- UCSB has 10,700 jobs or five percent, Vandenberg AFB has 6,200 jobs or three percent, and the Santa Ynez Reservation has 1,700 jobs or one percent of the total jobs.

- The City of Santa Barbara has the majority of countywide jobs with 72,300 jobs or 32 percent of the total, followed by the City of Santa Maria with 41,600 jobs or 19 percent of the total.

Population

- The Santa Barbara County share of the state population has historically been declining, ranging between 1.25 to 1.10 percent and is forecasted to continue to trend lower with the Santa Barbara County share of state population at 1.05 percent by 2050.

- Data shows that an increasing share of county jobs are being filled by people commuting from outside the county. This has the effect of lowering the projected population associated with job growth.

- The number of jobs has increased faster than the number of employed residents in the county. Net in-commuting has more than doubled in the 20-year, 1990-2010 timeframe from 5,000 to 11,000.

- The RGF assumes the number of net in-commuters to double over the 40-year forecast period from 11,000 in 2010 to 22,000 by 2050.

- The countywide annual average population growth rate has ranged from over two percent between 1980-1990 to between 0.5 and one percent between 1991 and 2020. The annual average is forecast to drop to less than the historical average to 0.5 percent from 2026 onward.

- The City of Santa Maria currently has the largest population of all jurisdictions and is forecast over the 2017-2050 period to have the highest population increase in the county with 34,600 persons, or 32 percent, growing its share from 24 to 27 percent of the total population by 2050.

- Growth in all jurisdictions exceeds seven percent over the 30-year plus forecast horizon.

Households

- Future household formation rates are influenced by the aging of the baby-boomer population as more single elderly households drive rates up and, conversely, driving rates down are young adults as they delay household formation due to housing and other associated living costs.

- Household growth is a proxy for housing unit demand as each new household requires a housing unit.

- Countywide household growth was the highest from 1980-1990 reaching approximately 20,000 households. From 2010-2020, household growth is forecast to be approximately half of the 1980-1990 growth.

- Household growth approximates growth in the population (adjusting for headship rates) for each jurisdiction.

- The increase in household size, or persons per household has the potential to increase population growth without the addition of new housing units. Over the 2010-2018 period population growth countywide increased by 29 percent as the result of the increase in household size, versus 71 percent from new households.

Population Characteristics

Several factors will contribute to slowing future population growth:

- The number of births is forecast to hold constant to 2060 at approximately 5,000 births annually because young adults are continuing to delay forming new households and having children.

- Mortality is on the rise as the baby-boomers continue to age in mass.

- The total deaths are forecast to come within a few hundred of the total births so the net increase of births over deaths will not contribute significantly to overall growth.

- Net-in migration is forecast to slowly decline to approximately 500 annual in-migrants.

- Based on births-deaths and net-migration overall annual growth will decrease from 3,500 in 2017 to 800 by 2060.

- As a result of the slowdown in births over time school enrollment is not forecast to increase significantly.

- A comparison of the 2010 and 2060 forecast Race and Hispanic Origin Population indicates an increase in the Hispanic origin population by 13 percent countywide.

- As a result of the continuing aging of the baby boomers, an increase is forecast in the proportion of those persons age 65 and over.

Forecast Comparisons

- Due to a stronger job forecast in the short-term vs. a weaker job forecast in the long-term the SBCAG RGF 2018 is lower in the long-term and higher in the short-term than the Department of Finance (DOF), Caltrans and the SBCAG RGF 2012 forecasts.

- The SBCAG RGF population is higher than the DOF forecasts by 2,400 persons in 2025 and lower by 7,500 persons in 2050.

- The SBCAG RGF population is higher than the current California Economic Forecast Project (Caltrans) forecasts in 2025 by 4,000 persons and lower by 8,000 persons in 2050.

Countywide Forecast

Over the 2017 to 2050 forecast horizon countywide population is forecast to increase by 68,000 or 15% from 453,500 to 521,700 persons. Countywide jobs are forecast to increase by 58,000 or 25% from 222,000 to 281,000 jobs. Countywide households are forecast to increase by 38,000 or 25% from 148,900 to 186,900 households.

Figure 1 - Countywide Growth in Population, Jobs, and Households, 1980-2050
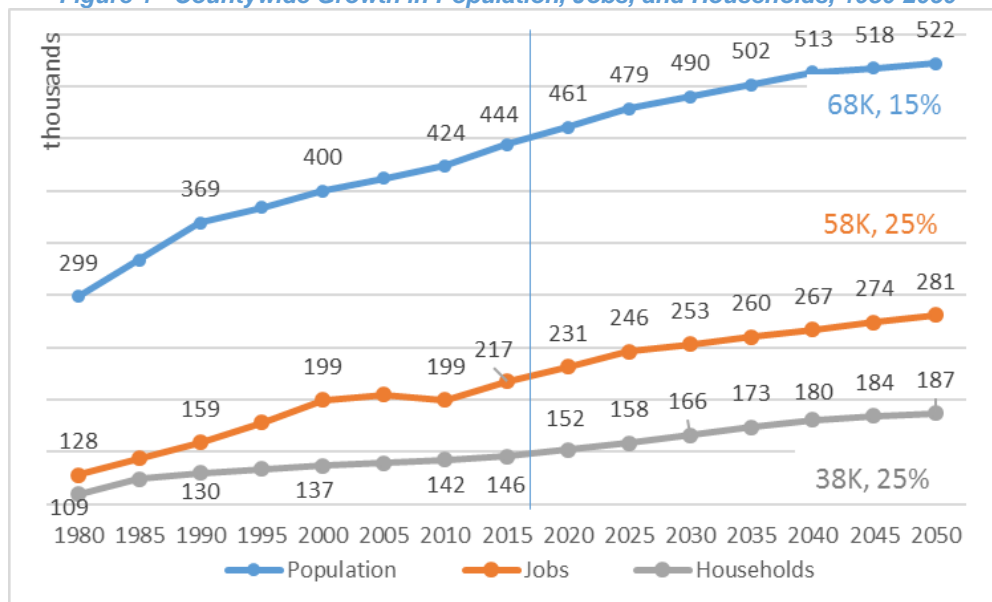
Sub-county Forecast

Over the 2017 to 2050 forecast horizon the sub-county population growth for the City of Santa Maria is the highest with 34,600 persons or 32 percent. The Cities of Buellton and Guadalupe are forecast to increase by 24 and 20- percent respectively. The South Coast Cities of Carpinteria, Santa Barbara, and Goleta are forecast to increase by less than 9 percent. Job growth for the City of Santa Barbara is forecast to increase by 18,980 jobs. The City of Santa Maria is forecast to have a job increase of 10,900 jobs. For all jurisdictions the sub-county allocation method for job growth is proportional, resulting in a percentage increase of 23 percent.

Figure 2 - Sub-county Growth in Population and Jobs, 2017-2050
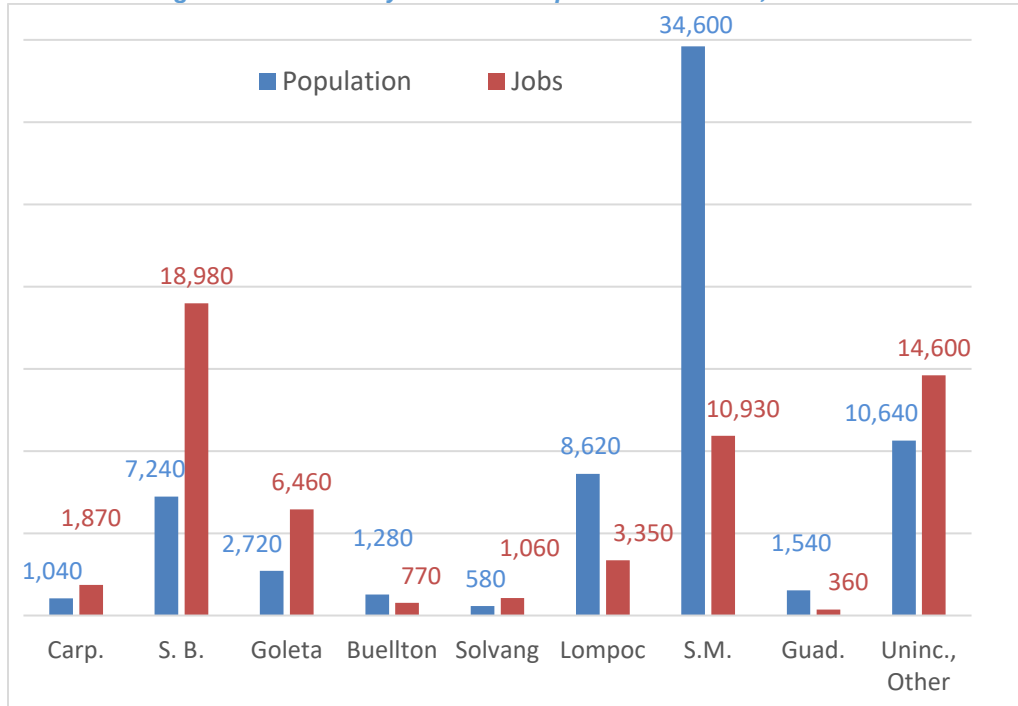
Purpose

The purpose of the Regional Growth Forecast (RGF) is to provide consistent long-range population, employment, and housing forecasts for use in long range regional planning. The SBCAG Board has adopted previous RGF's approximately every four to five years, most recently in 2012. Although the RGF is consistent with other more recent forecast sources, the forecast horizon is required to be extended to meet requirements for future SBCAG Regional Transportation Plans (RTP). The forecast is also monitored for consistency with other forecasts and input data and updated as necessary to ensure it provides the most accurate assessment of future growth.

The RGF presents a forecast of population and employment, to the year 2050 for Santa Barbara County, its major economic and demographic regions, and its eight incorporated cities. Based on the guiding Federal and State regulations regarding RTP development, the California Transportation Commission in its 2017 RTP Guidelines, Title 23 CFR §450.324, require the transportation plan's validity and consistency with current and forecasted transportation and land use conditions and trends and to extend the forecast period to at least a 20-year planning horizon. This forecast will serve as the future "base case" for the development and assessment of RTP alternative growth scenarios developed for the Sustainable Communities Strategy (SCS) pursuant to SB 375 (2008).

In addition, the forecast will serve as an input into the State Department of Housing and Community Development (HCD) Regional Housing Needs Assessment (RHNA) for the Santa Barbara County region. SB 375 contains specific provisions that require HCD to consider the RGF in formulating its RHNA determination and encourage consistency between the RGF and the State Department of Finance (DOF) growth forecast. (Gov. Code Sec. 65584.01(b).). AB 1086 allows the use of the locally developed population forecast if it is within 1.5% of the DOF population forecast over the housing forecast period (approx. 2022-2030). DOF allows a consultation (26 months prior to scheduled RHNA) using assumptions from the local forecast. Ultimately, the DOF forecast is used in the RHNA if no local adjustments are made. Similarly, the SCS must "identify areas within the region sufficient to house an eight-year forecast of the regional housing need for the region," i.e., accommodate and be consistent with the RHNA. (Gov. Code Sec. 65080(b)(2)(iii).)

At a regional and local level, the forecast also serves as an input towards the development of travel forecasts and analysis, air quality impact analysis, and demand estimates for sewer treatment plants and other facilities. The forecast is also a resource for social service agencies, marketing studies, and analysis of growth-related issues.

Process

The SBCAG Joint Technical Advisory Committee (JTAC) met four times beginning in January through September 2018 to review and discuss the forecast technical details, assumptions, and results. SBCAG staff and the JTAC reviewed other MPO's forecasting methodologies, determined an approach, and selected a consultant to provide specialized expertise. Stephen Levy, founder and director for The Center for Continuing Study of the California Economy (CCSCE), was selected for this work effort. He is a leading economist and recognized expert on long-term trends in California and assisted in the preparation of the RGF. Stephen Levy has worked with Southern California, Sacramento, Monterey, and the Bay Area Regional Agencies in development of their forecasts as well. For a technical review, the RGF draft material was provided to other forecasting, demographic and economic specialists including the Department of Finance Demographic Research Center, UCSB Economic Forecast, California Economic Forecast Project, California Employment Development Department, and the Workforce Investment Board. In addition, the Santa Barbara County LAFCO was provided summary material. A public workshop was conducted in October 2018.

Methodology

The CCSCE forecasts (and other, similar forecasts) start from the premise that Santa Barbara County is an economic microcosm of the state and nation as a whole. Historically, job growth in Santa Barbara County has generally tracked state and national growth, supporting the assumptions of the jobs forecast. In this approach, jobs drive future population growth in a top-down, bottom-up method.

The RGF Top-down forecast approach follows several steps:

- First Step: The Santa Barbara County jobs forecast follows the CCSCE top-down methodology, which first determines the County's share of future statewide jobs forecast for industry sectors.

- Second Step: The population forecast is based on the ratio of population to jobs forecasted by the jobs forecast. There is also a consideration for an increase in net in-commuting.

- Third Step: The household forecast is based on application of household headship rates (the rates at which new households are formed) to the population forecast.

The Bottom-up sub-county forecast distributes the countywide totals to sub-county areas.

- First Step: The countywide jobs growth is allocated to sub-county regions based on existing shares of jobs as the proportion of jobs in each jurisdiction has not changed significantly.

- Second Step: The countywide population growth is allocated to sub-regions using long-term population growth trends as they are representative of each jurisdiction's demographic and economic conditions over time.

- Third Step: The countywide household growth is allocated in a similar proportion to the population growth as new household formation is consistent with population growth.

Figure 3 - Summary of RGF Methodology

Countywide Projections Top-Down	
Jobs	Share of State job projections by economic sector
Population	Ratio of population to jobs
Households	Household formation rates (DOF)

Sub-county Projections Bottom-up	
Jobs	Share of County total
Population	Growth trends applied to County total
Households	Share of sub-county population growth
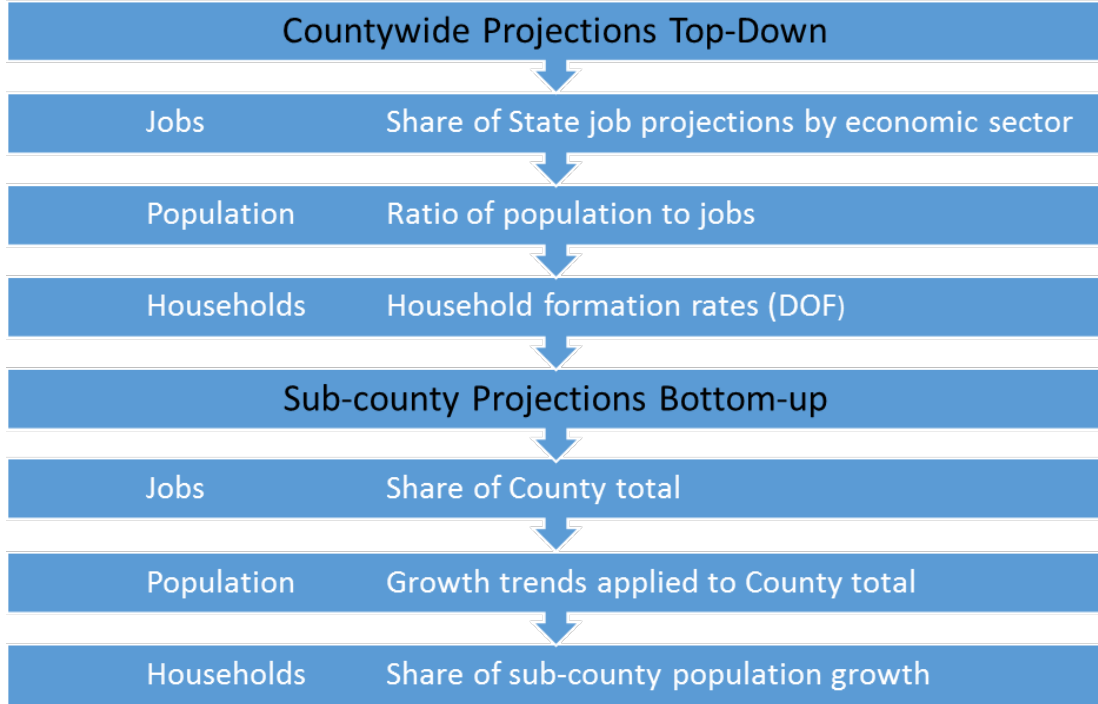
Geography

The county boundaries are identical to the Santa Barbara-Santa Maria-Lompoc Metropolitan Statistical Area (MSA), including the Channel Islands, which together comprise nearly 2,750 square miles of land and inland water area. Santa Barbara County is bordered on the north by San Luis Obispo County, to the east by Ventura County, and to the south and west by 107 miles of Pacific coastline. Much of the county is mountainous. The Santa Ynez, San Rafael and Sierra Madre mountains extend in a predominately east-west direction. Within the county, there are numerous fertile agricultural areas, including the Santa Maria, Cuyama, Lompoc, and Santa Ynez valleys, and the southeast coastal plain. These areas, which include most of the developed land, also accommodate the majority of the population. Los Padres National Forest, in the eastern part of the county, covers approximately 44 percent of the total county area. Vandenberg Air Force Base is in the Lompoc region, and UCSB is on the South Coast.

"North County" refers to the area west and north of Gaviota and includes the Lompoc, Santa Maria, Santa Ynez and Cuyama valleys. "South Coast" refers to the Goleta, Santa Barbara, and Carpinteria coastal plain. The forecasts are prepared for the eight incorporated cities and the adjacent unincorporated areas surrounding them.

The following map provides the geographical locations of the cities referenced in this report and the surrounding unincorporated communities.

Figure 4 - S.B. County Geographic Areas

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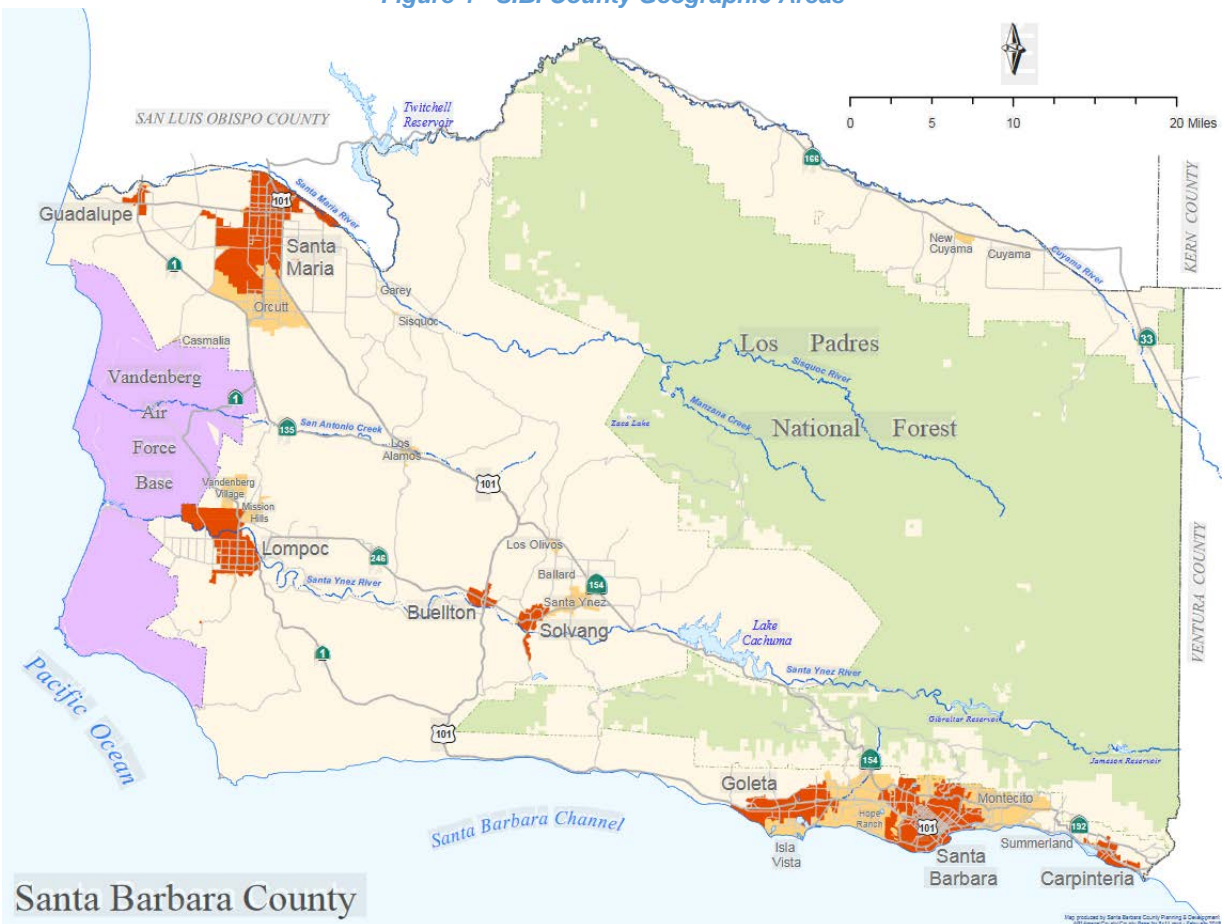
Jobs Forecast

Countywide Jobs Forecast

The CCSCE/SBCAG countywide jobs forecast (and other, similar forecasts) start from the premise that Santa Barbara County is an economic microcosm of the state and nation as a whole. Historically, job growth in Santa Barbara County has generally tracked state and national growth, supporting the assumptions of the countywide jobs forecast as a share of statewide growth by economic sector. Job growth in Santa Barbara County has trailed the state average since 1990 but is projected to equal the state average growth rate to 2050. Job levels in the county grew much more slowly than the nation between 1990 and 2007 as defense cuts affected the county more than the state or the nation. Job growth did outpace the national average between 2007 and 2017 and is projected to slightly outpace the national average to 2050.

Table 1 - Average Annual Job Growth Rate

	1990-2007	2007-2017	2017-2050
S.B. County	0.54%	0.73%	0.71%
California	0.76%	0.80%	0.71%
United States	0.77%	0.55%	0.60%

The projected state job trends closely match the national trends. However, California has an above average share of fast-growing sectors such as Information and Professional and Business Services. These competitive advantages have led to a recent and projected increase in the state's share of national jobs even if the state does not increase its share in most sectors.

Between 2010 and 2017, the state's share of U.S. jobs increased from 11.4 percent to 11.9 percent. The competitive advantage in Information and Professional and Business Services as well as the state's location on the fast-growing Pacific Rim is projected to lead to a small increase in the state's share of national jobs through 2040, ending close to 12.3 percent.

Figure 5 - California Share of U.S. Jobs
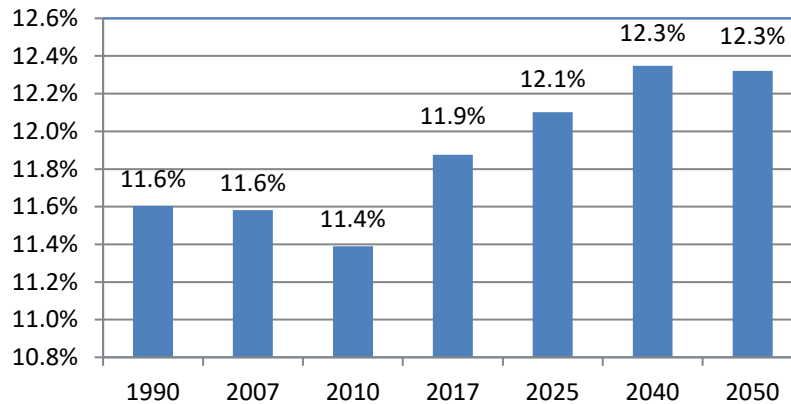
The proportion of Santa Barbara County jobs relative to the U.S. are within a narrow range of between 0.14 and 0.15 percent over the 1990 to 2017 period and to the 2050 forecast horizon. Similarly, the proportion of Santa Barbara County jobs relative to the State of California lies between 1.18 and 1.28 percent over the 1990 to 2017 period and to the 2050 forecast horizon.

Figure 6 - Santa Barbara County Jobs as a Percentage of U.S. Jobs 1990-2050
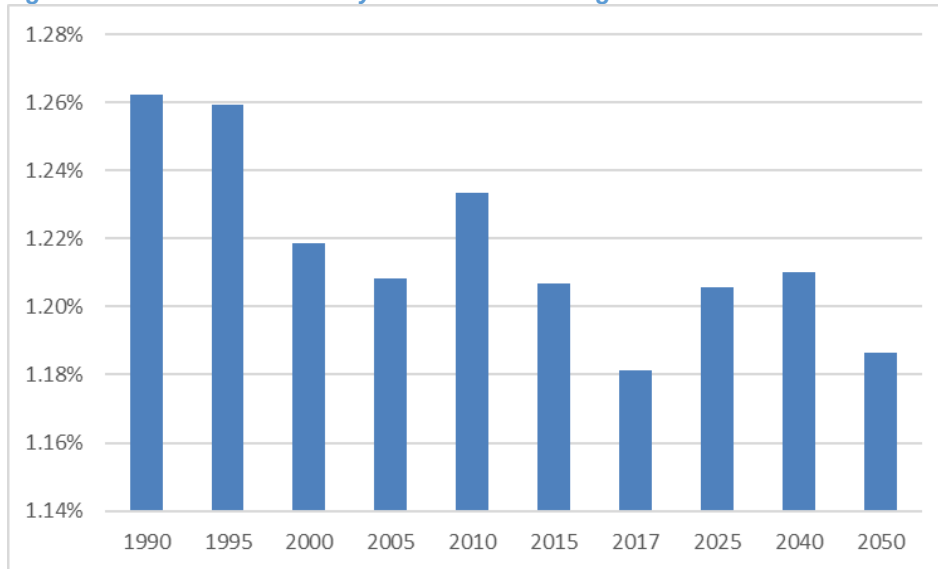
Some of CCSCE's economic growth assumptions for Santa Barbara County include the fact that the county is home to a major U.C. campus that will attract high wage job growth associated with campus activity. In addition, the county will see a modest increase in high wage Internet related and professional service jobs, as it is an attractive place to live and work. Tourism will be a plus for the county, and the county's job growth potential is supported by the trend for more in commuting.

The Santa Barbara County jobs forecast is based on the state forecast and projected shares of state jobs by major economic sector located in the county. These shares are based on historical trends and input from staff and CCSCE's judgment. Sectors are defined by the National Industry Classification System or NAICS.

The SBCAG industry structure of jobs for 2017 is shown in the table below. There are three larger sectors where the SBCAG share of total jobs is substantially different than the California share. In three sectors: Farm, Leisure and Hospitality and Government, Santa Barbara County had a larger share of total jobs. The higher share in Government is due to Santa Barbara County hosting a U.C. campus and Vandenberg Air Force Base. The higher leisure and hospitality share denotes that the county is a major tourism center. The higher farm sector share of jobs reflects the importance of agriculture in the county compared to that in the large urban regions.

The county has a below average share of two key high wage and fast growing sectors – Information and Professional and Business Services and this is not projected to change going forward. The county has a declining share of Retail Trade and Education and Health Care jobs. The lower share in Professional and Business Services is one of the factors restraining future job growth, as this sector is the largest high wage growth sector in the state and nation.

Overall job growth is projected to be well less than one percent per year as population growth is slowing and a higher percentage of residents will be retired.

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Table 2 - Proportion of S.B. County Jobs by Sector Compared to C.A. Jobs, 2017

	S.B. County Jobs	% of Jobs	CA % of Jobs	County-CA
Farm	21.5	9.7%	2.3%	7.4%
Mining	0.9	0.4%	0.1%	0.3%
Construction	8.4	3.8%	4.3%	-0.5%
Manufacturing	13.1	5.9%	7.0%	-1.1%
Wholesale Trade	5.1	2.3%	3.8%	-1.5%
Retail Trade	18.9	8.5%	9.0%	-0.5%
Transp., Warehousing and Utilities	3.3	1.5%	3.3%	-1.8%
Information	5.0	2.2%	2.8%	-0.6%
Financial Activities	6.6	3.0%	4.4%	-1.4%
Professional & Business Services	21.4	9.6%	13.6%	-4.0%
Educational & Health Services	27.5	12.4%	14.0%	-1.6%
Leisure & Hospitality	27.7	12.5%	10.4%	2.1%
Other Services	6.0	2.7%	3.0%	-0.3%
Government	38.9	17.5%	13.6%	3.9%
Self Employed	18.0	8.1%	8.4%	-0.3%

Farm jobs are forecast to remain steady long-term. Mechanization and trouble finding labor combine with slowing U.S. and world growth, however, locally the cannabis industry has the potential to be a source of continuing employment in this sector. Mining jobs are projected to rebound from the recent decline as oil prices rise and the U.S. has increased market share. Construction jobs are projected to increase as housing starts recover and long-term infrastructure spending surges.

Manufacturing job declines will ease but no job growth is projected in this sector. Recent gains in finance and retail trade are projected to end as a result of the surge in online sales and related distribution jobs and the gains in automation in these sectors. Information sector jobs are projected to grow as internet activities surge and the decline in newspaper and telecommunications jobs will continue but at a slower pace.

Professional and Business Service and Education and Health Care jobs will continue their above average growth trends and account for a large share of future job growth in these forecasts. Government jobs are projected to grow at a slower pace than population as school enrollment remains near current levels as a result of declining birth rates. The number of self-employed workers is projected to increase in part as a result of gig economy growth.

Table 3 - Jobs Forecast by Economic Sector, Santa Barbara County 2017-2050 (thousands)

	2017	2025	2030	2035	2040	2045	2050
Farm	21.5	23.9	24.1	23.4	23.7	23.0	22.3
Natural Resources and Mining	0.9	1.1	1.1	1.2	1.2	1.2	1.3
Construction	8.4	10.7	11.3	11.8	12.4	13.1	13.9
Manufacturing	13.1	12.4	12.4	12.4	12.4	12.5	12.6
Wholesale Trade	5.1	5.3	5.4	5.6	5.8	6.0	6.3
Retail Trade	18.9	19.3	19.5	19.7	19.8	19.8	19.8
Transp, Warehousing and Util	3.3	3.9	4.0	4.0	4.1	4.1	4.2
Information	5.0	5.6	5.8	6.0	6.3	6.6	7.0
Financial Activities	6.6	7.1	7.2	7.3	7.4	7.4	7.5
Professional and Business Services	21.4	26.9	27.9	28.9	30.0	31.4	33.0
Educational and Health Services	27.5	32.8	34.5	36.3	38.5	40.1	42.2
Leisure and Hospitality	27.7	29.5	30.5	31.5	32.6	33.3	34.0
Other Services	6.0	6.4	6.6	6.7	6.9	7.0	7.2
Government	38.9	41.9	42.7	43.5	44.4	45.5	46.6
Self Employed	18.0	19.2	19.9	20.6	21.4	22.1	22.9
Total Jobs	222.3	245.9	252.8	259.0	266.9	273.4	280.7

Table 4 - Jobs Change by Economic Sector, Santa Barbara County 2017-2050 (thousands)

	2017-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	2017-2050
Farm	2.4	0.3	-0.7	0.3	-0.7	-0.7	0.8
Natural Resources and Mining	0.2	0.0	0.0	0.0	0.1	0.1	0.4
Construction	2.3	0.5	0.6	0.6	0.7	0.8	5.5
Manufacturing	-0.7	0.0	0.0	0.0	0.1	0.1	-0.5
Wholesale Trade	0.2	0.2	0.2	0.2	0.2	0.2	1.2
Retail Trade	0.4	0.2	0.2	0.2	0.0	0.0	0.9
Transp, Warehousing and Util	0.6	0.1	0.1	0.1	0.0	0.0	0.9
Information	0.6	0.2	0.2	0.3	0.3	0.3	2.0
Financial Activities	0.5	0.1	0.1	0.1	0.0	0.0	0.9
Professional and Business Services	5.5	1.0	1.0	1.1	1.5	1.5	11.6
Educational and Health Services	5.3	1.7	1.8	2.2	1.6	2.1	14.7
Leisure and Hospitality	1.8	1.0	1.0	1.1	0.7	0.7	6.3
Other Services	0.4	0.1	0.2	0.2	0.2	0.2	1.2
Government	3.0	0.8	0.8	0.9	1.1	1.1	7.7
Self Employed	1.2	0.7	0.8	0.8	0.7	0.7	4.9
Total Jobs	23.6	6.9	6.2	7.9	6.5	7.2	58.4

Figure 8 - Jobs Change % by Economic Sector, Santa Barbara County, 2017-2050

Sector	2017-2050
Self Employed	27.1%
Government	19.9%
Other Services	19.9%
Leisure and Hospitality	22.7%
Educational and Health Services	53.5%
Professional and Business Services	54.0%
Financial Activities	13.3%
Information	39.2%
Transp, Warehousing and Util	26.3%
Retail Trade	4.9%
Wholesale Trade	22.8%
Manufacturing	-3.7%
Construction	65.7%
Natural Resources and Mining	44.5%
Farm	3.7%
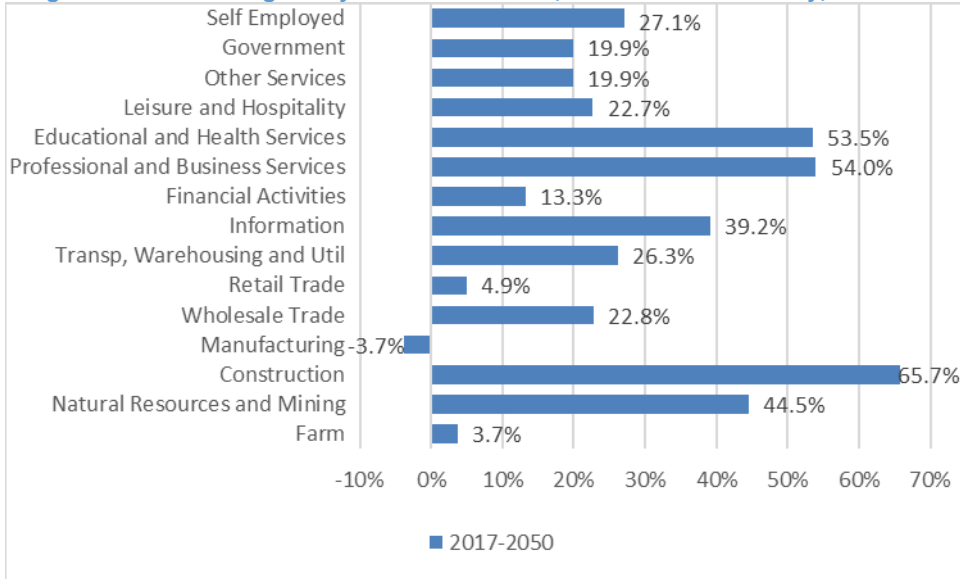
Figure 9 - Job Proportions by Economic Sector, Santa Barbara County, 2017

Sector	2017
Self Employed	8.1%
Government	17.5%
Other Services	2.7%
Leisure and Hospitality	12.5%
Educational and Health Services	12.4%
Professional and Business Services	9.6%
Financial Activities	3.0%
Information	2.2%
Transp, Warehousing and Util	1.5%
Retail Trade	8.5%
Wholesale Trade	2.3%
Manufacturing	5.9%
Construction	3.8%
Natural Resources and Mining	0.4%
Farm	9.7%
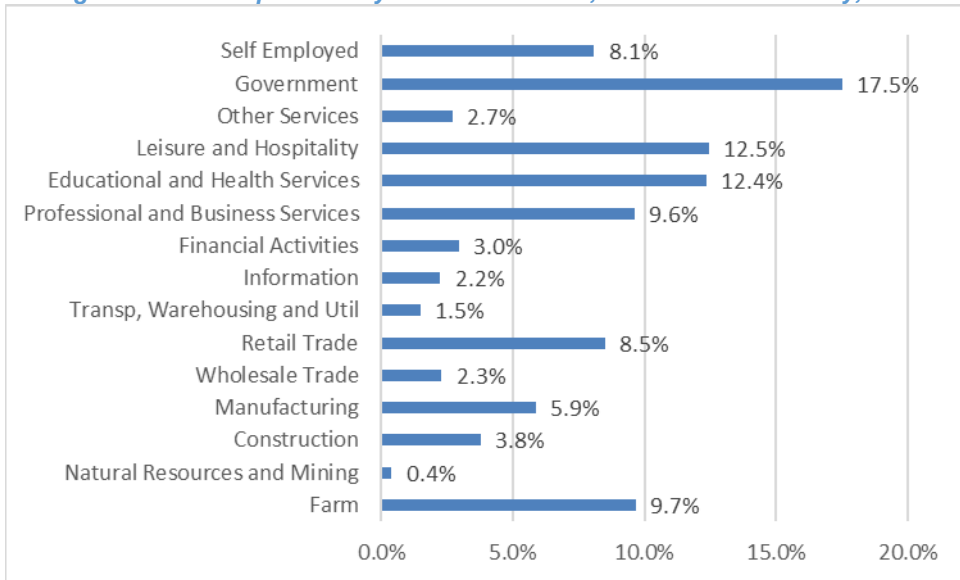
Figure 10 - Change in Job Proportions by Economic Sector, Santa Barbara County, 2017-2050

Sector	Change
Self Employed	0.1%
Government	-0.9%
Other Services	-0.1%
Leisure and Hospitality	-0.4%
Educational and Health Services	2.7%
Professional and Business Services	2.1%
Financial Activities	-0.3%
Information	0.2%
Transp, Warehousing and Util	0.0%
Retail Trade	-1.4%
Wholesale Trade	-0.1%
Manufacturing	-1.4%
Construction	1.2%
Natural Resources and Mining	0.1%
Farm	-1.7%
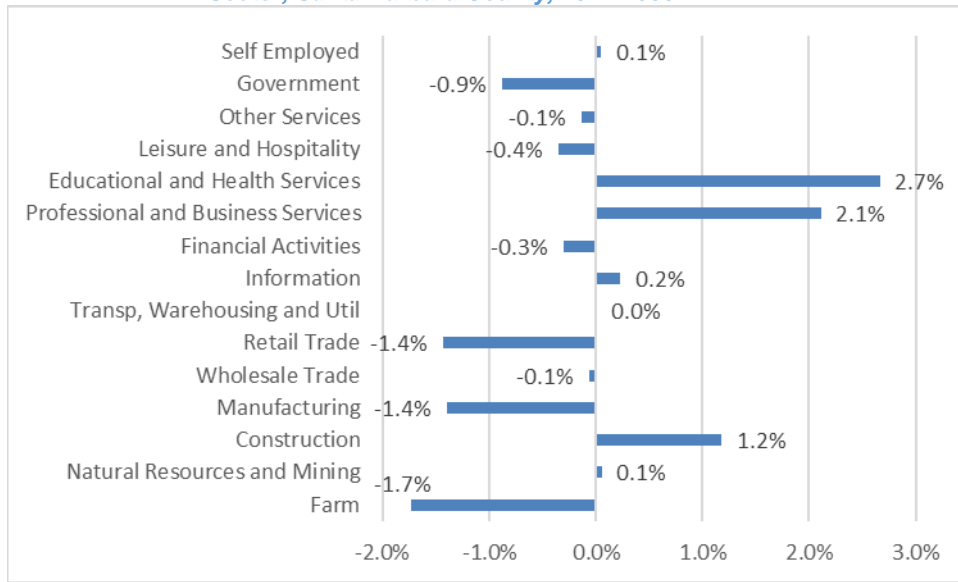
Figure 11 - Sector Job Growth, 1990-2050, Transportation Warehousing, Natural Resources and Mining, Construction, and Information (thousands)

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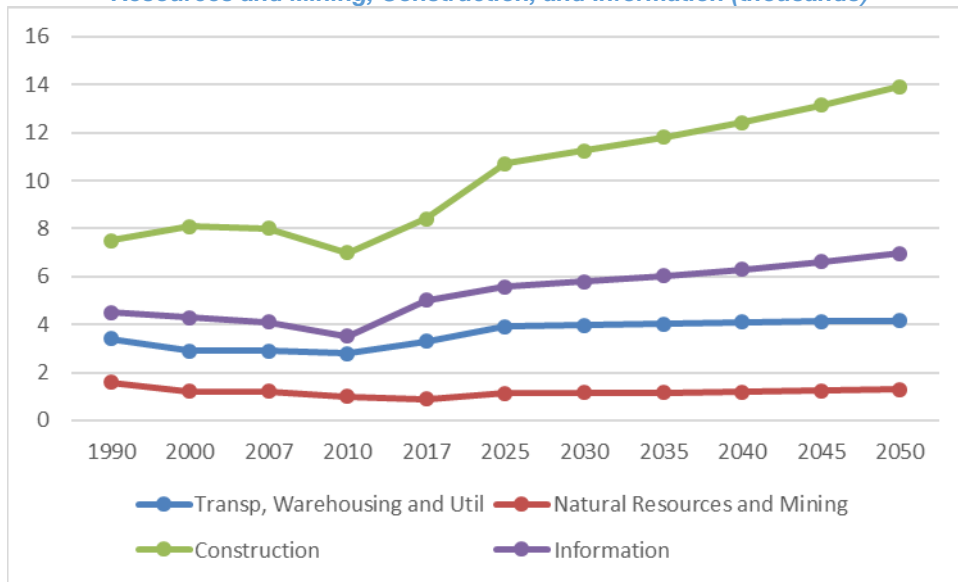
Figure 12 - Sector Job Growth, 1990-2050, Wholesale Trade, Financial Activities, Other Services (thousands)

Transp, Warehousing and Util   Information   Financial Activities
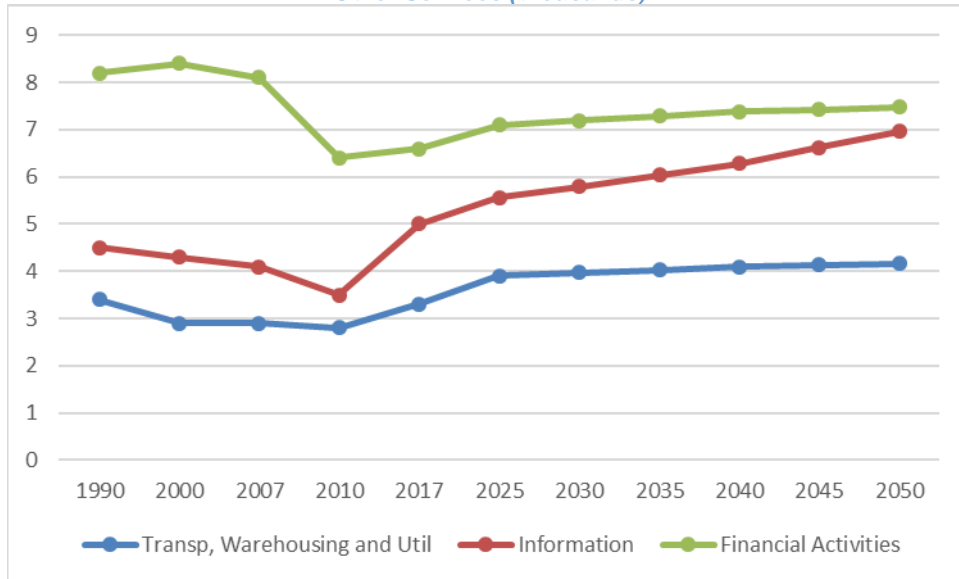
Figure 13 - Sector Job Growth, 1990-2050, Government, Manufacturing, Retail Trade, Professional and Business Services (thousands)

Government   Manufacturing
Retail Trade   Professional and Business Services
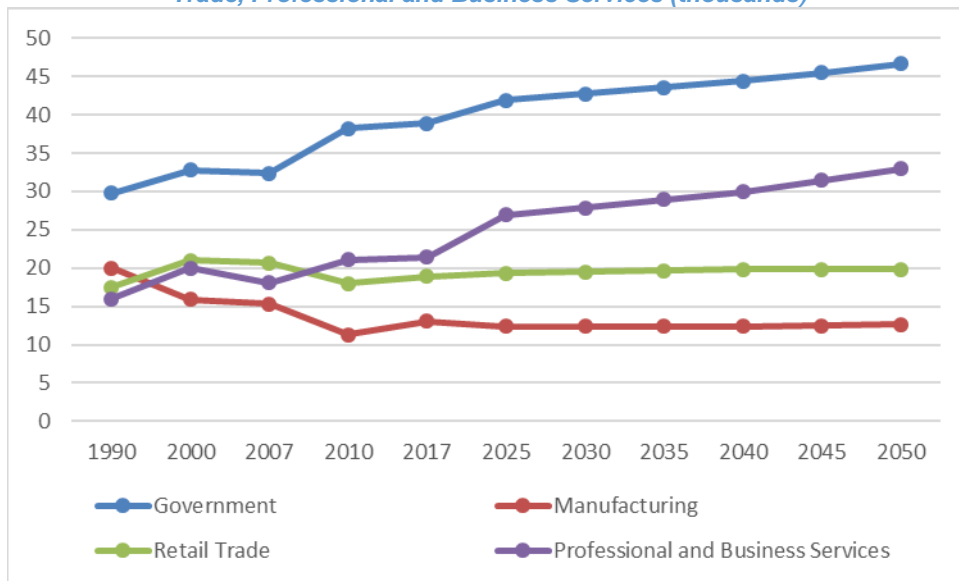
Figure 14 - Sector Job Growth, 1990-2050, Education and Health Services, Leisure and Hospitality, Self Employed (thousands)
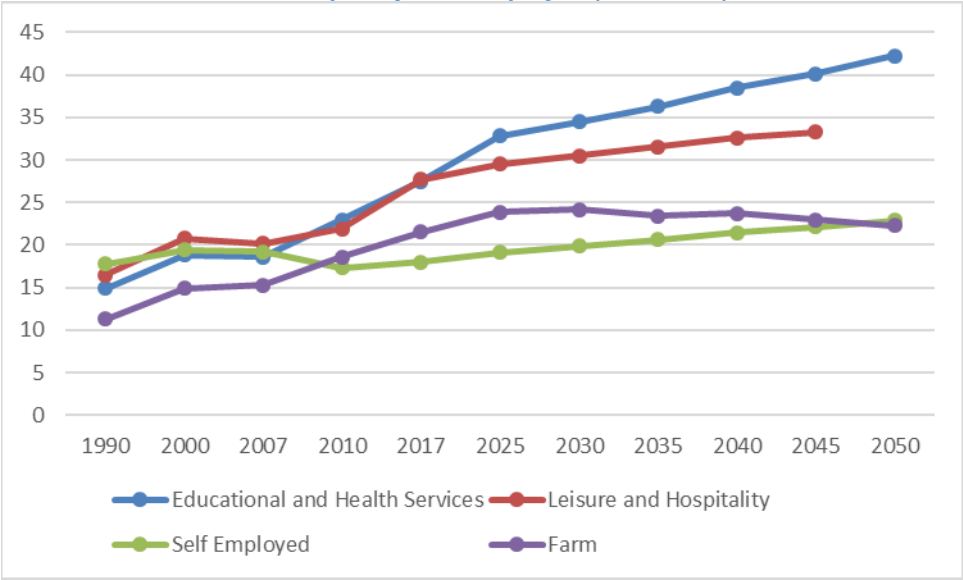
Sub-county Jobs Forecast

The sub-county distribution of jobs relies on an employment database (InfoUSA) that details the number of jobs at the street address level. This is a database that SBCAG and other regional agencies use in estimating employment and for other applications. Beginning in the year 2000, this source suggests that the distribution of jobs throughout the county has not changed significantly as compared to the current year 2017 data. Based on this assumption future jobs are distributed to jurisdictions using the 2017 proportions.

The majority of jobs are located in the South Coast, with 133,000 jobs or 60 percent of the total. North County has 89,000 jobs, or 40 percent, of total jobs. The Santa Maria region has 52,000 jobs, or 23 percent; the Lompoc region 22,300 jobs, or 10 percent; and the Santa Ynez region has 14,800 jobs, or seven percent of countywide jobs.

Figure 15 - Job Distribution, North County vs. South Coast, 2017, (222,000 total)
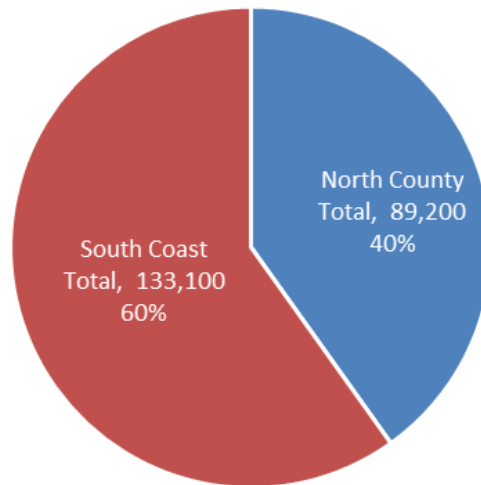
Figure 16 - Job Distribution for Regions, 2017, (222,000 total)
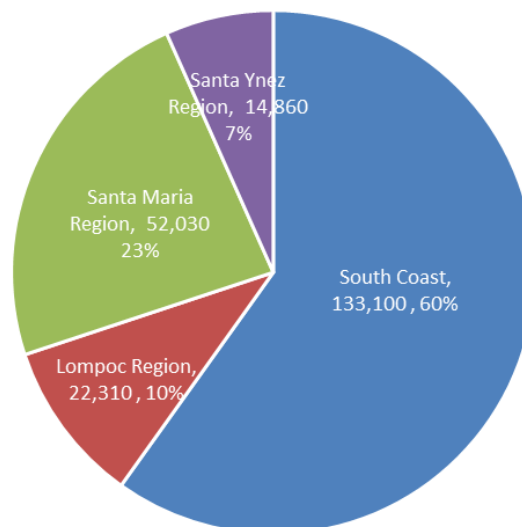
Currently the incorporated jurisdictions have 166,700 jobs, or 75 percent of the total. The unincorporated jurisdictions have 36,900 jobs, or 16 percent of the total. Other areas such as UCSB has 10,700 jobs or five percent, Vandenberg AFB has 6,200 jobs or three percent and the Santa Ynez Reservation has 1,700 jobs or one percent of the total jobs. The unincorporated jurisdictions have 36,900 jobs with the unincorporated South Coast having 18,400 jobs or 50 percent of the unincorporated total.

The City of Santa Barbara has the majority of countywide jobs with 72,300 jobs, or 32 percent of the total, followed by the City of Santa Maria with 41,600 jobs, or 19 percent of the total. The City of Guadalupe has the lowest proportion with 1,150 jobs, or one percent of the total.

Figure 17 - Job Distribution, Incorporated, Unincorporated, Other, 2017, (222,000 total)

SY Reservation, 1,740, 1%
UCSB, 10,700 5%
VAFB, 6,250, 3%
Unincorporated Total, 36,940 16%
Incorporated Total 166,670, 75%
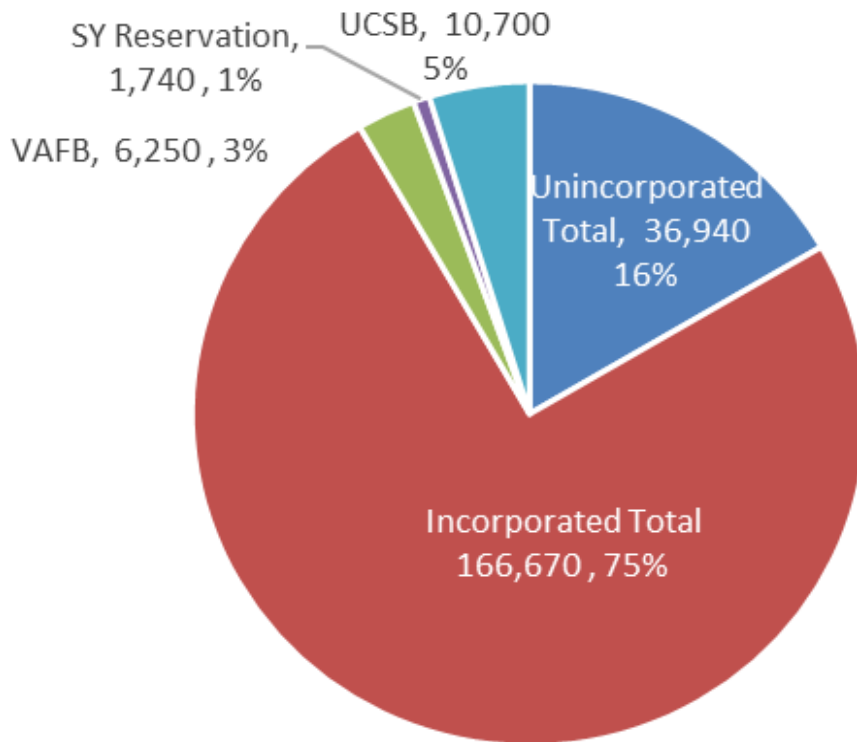
Figure 18 - Job Distribution, Unincorporated, 2017, (36,900 total)

Uninc. Santa Maria Region, 9,060, 24%
Uninc. S.C., 18,400 50%
Uninc. SY Region, 6,150 17%
Uninc. Lompoc Region, 3,330 9%
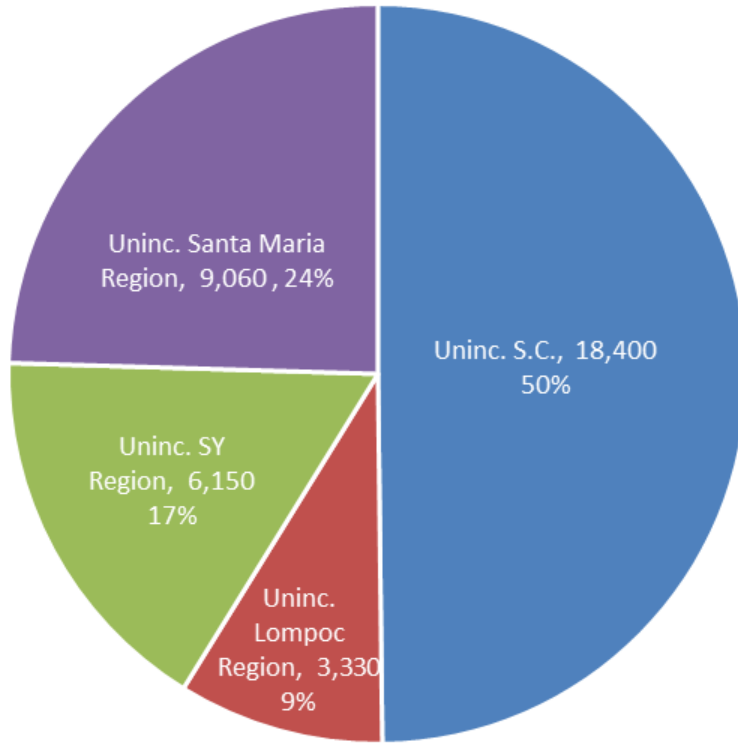
Figure 19 - Job Distribution City and Unincorporated/Other, 2017, (222,000 total)

Carpinteria, 7,130, 3%
Other, 18,690, 8%
Unincorporated, 36,940, 17%
Buellton, 2,920, 1%
Solvang, 4,050, 2%
Guadalupe, 1,350, 1%
Santa Maria, 41,620, 19%
Lompoc, 12,730 6%
Goleta, 24,600, 11%
Santa Barbara, 72,270, 32%
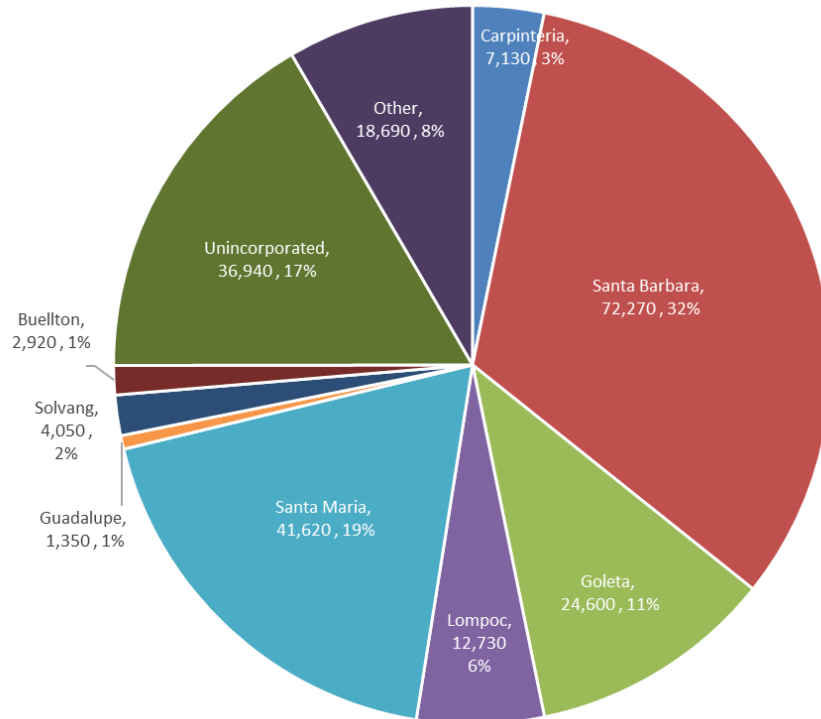
Job growth is forecast to range from a high of seven percent over the 2021-2025 period to three percent from 2026 onward. As was discussed earlier, this is a result of a slowing statewide jobs forecast and Santa Barbara County's share of these jobs by economic sector.

The sub-county shares of countywide jobs is consistent over the forecast horizon so each jurisdiction changes by the same percentage. The highest numerical value of job growth is forecast for the City of Santa Barbara with 18,980 additional jobs over the 2017-2050 period. Note that the City of Santa Barbara has a nonresidential growth management program that limits growth to 1.35 million square feet by 2035. The City of Santa Maria follows with 10,900. The City of Guadalupe has the lowest number of new jobs with 360.

Figure 20 - Countywide and Jurisdictions Job Growth %, 2017-2050
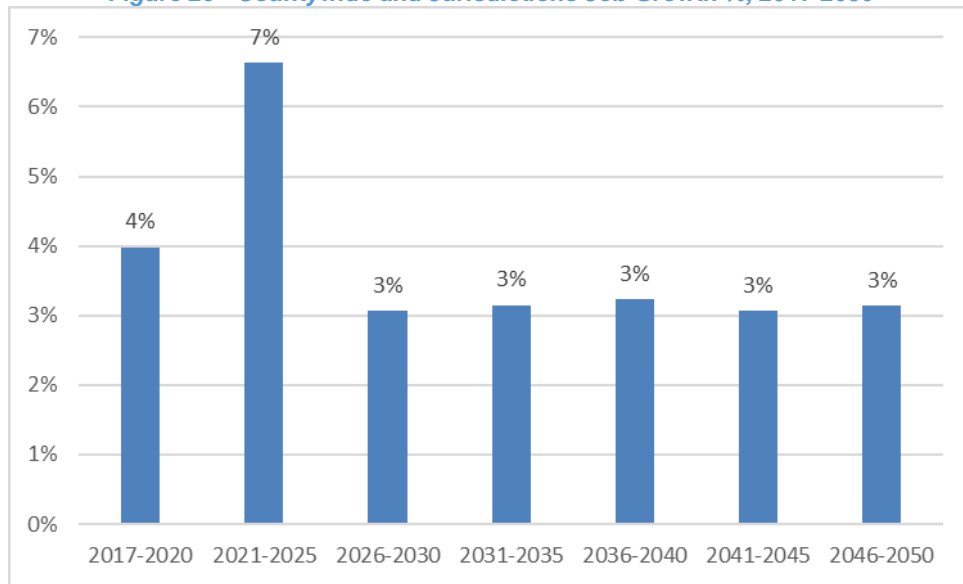
Figure 21 - Job Growth, 2017-2050
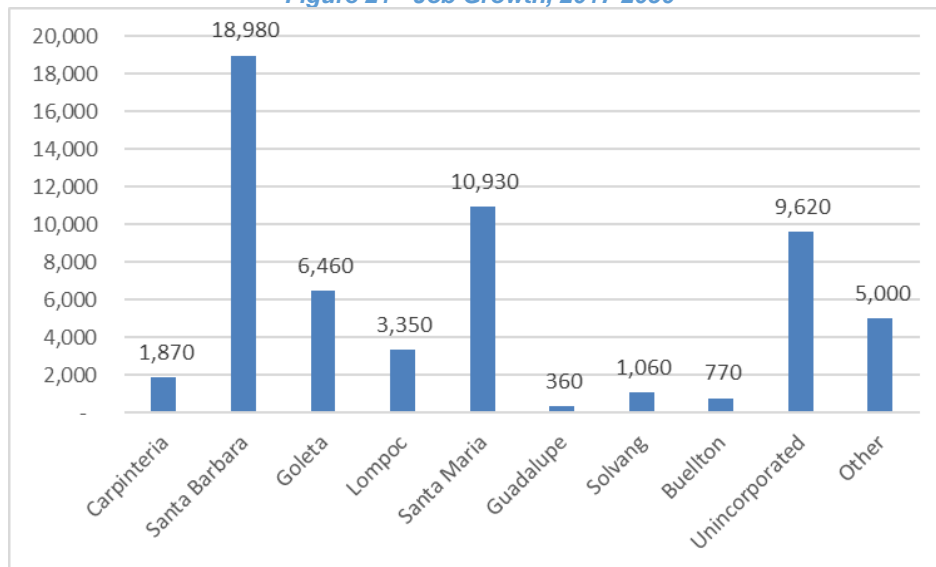
Table 5 - Jobs Forecast, 2017-2050

Jurisdiction	%	2017	2020	2025	2030	2035	2040	2045	2050
South Coast Total	59.9%	133,100	138,400	147,230	151,310	155,500	159,800	163,880	168,070
City of Carpinteria	3.2%	7,130	7,420	7,890	8,110	8,330	8,560	8,780	9,000
City of Santa Barbara	32.5%	72,270	75,140	79,940	82,150	84,430	86,760	88,980	91,250
City of Goleta	11.1%	24,600	25,580	27,210	27,970	28,740	29,540	30,290	31,070
Unincorporated Total	13.1%	29,100	30,260	32,190	33,080	34,000	34,940	35,830	36,740
Isla Vista/UCSB	5.0%	11,060	11,500	12,240	12,570	12,920	13,280	13,620	13,970
Montecito	1.9%	4,290	4,460	4,740	4,870	5,010	5,150	5,280	5,410
Summerland	0.3%	780	810	860	880	910	930	960	980
Toro Canyon	0.4%	790	830	880	900	930	950	980	1,000
Mission Canyon	0.1%	320	330	350	360	370	380	390	400
Goleta Valley/Other	5.3%	11,870	12,340	13,120	13,490	13,860	14,250	14,610	14,980
Lompoc Region Total	10.0%	22,310	23,200	24,680	25,370	26,070	26,790	27,470	28,180
City of Lompoc	5.7%	12,730	13,240	14,080	14,480	14,880	15,290	15,680	16,080
Unincorporated Total	1.5%	3,330	3,460	3,680	3,780	3,890	4,000	4,100	4,200
Vand Village	0.3%	700	730	770	800	820	840	860	880
Mission Hills	0.1%	170	180	190	190	200	200	210	210
Other Unincorporated	1.1%	2,460	2,560	2,720	2,800	2,870	2,950	3,030	3,110
VAFB	2.8%	6,250	6,500	6,910	7,110	7,300	7,500	7,700	7,890
Santa Maria Region Total	23.4%	52,030	54,100	57,560	59,150	60,790	62,470	64,070	65,700
City of Santa Maria	18.7%	41,620	43,270	46,040	47,310	48,620	49,970	51,240	52,550
City of Guadalupe	0.6%	1,350	1,410	1,500	1,540	1,580	1,620	1,670	1,710
Unincorporated Total	4.1%	9,060	9,420	10,020	10,300	10,590	10,880	11,160	11,440
Orcutt	2.0%	4,340	4,510	4,800	4,940	5,070	5,210	5,350	5,480
Cuyama Valley	0.4%	910	950	1,010	1,040	1,070	1,090	1,120	1,150
Other Unincorporated	1.7%	3,810	3,960	4,210	4,330	4,450	4,570	4,690	4,810
Santa Ynez Region Total	6.7%	14,860	15,450	16,430	16,890	17,350	17,840	18,290	18,760
City of Solvang	1.8%	4,050	4,210	4,480	4,600	4,730	4,860	4,980	5,110
City of Buellton	1.3%	2,920	3,030	3,230	3,320	3,410	3,500	3,590	3,680
Unincorporated Total	2.8%	6,150	6,390	6,800	6,990	7,180	7,380	7,570	7,760
Santa Ynez	0.8%	1,870	1,940	2,060	2,120	2,180	2,240	2,300	2,360
Los Alamos	0.2%	500	520	550	560	580	600	610	630
Los Olivos	0.4%	980	1,020	1,090	1,120	1,150	1,180	1,210	1,240
Other Unincorporated	1.3%	2,810	2,920	3,100	3,190	3,280	3,370	3,450	3,540
SY Reservation	0.8%	1,740	1,810	1,930	1,980	2,040	2,090	2,140	2,200
County Total	100.0%	222,300	231,150	245,900	252,710	259,710	266,900	273,710	280,700
Unincorp./Other Total	21.4%	47,640	49,540	52,700	54,160	55,660	57,200	58,660	60,150
Incorporated Total	75.0%	166,670	173,300	184,360	189,470	194,710	200,110	205,210	210,450
North County Total	40.1%	89,200	92,750	98,670	101,400	104,210	107,100	109,830	112,630
South Coast Total	59.9%	133,100	138,400	147,230	151,310	155,500	159,800	163,880	168,070

Note: Totals independently rounded.

Table 6 - Jobs Forecast Change, 2017-2050

Jurisdiction	2017-2020	2021-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	2017-2050
South Coast	5,300	8,830	4,080	4,190	4,310	4,080	4,180	34,970
City of Carpinteria	280	470	220	220	230	220	220	1,870
City of Santa Barbara	2,880	4,790	2,210	2,270	2,340	2,210	2,270	18,980
City of Goleta	980	1,630	750	770	800	750	770	6,460
Unincorporated Total	1,160	1,930	890	920	940	890	910	7,640
Isla Vista/UCSB	440	730	340	350	360	340	350	2,910
Montecito	170	280	130	130	140	130	130	1,130
Summerland	30	50	20	20	30	20	20	200
Toro Canyon	30	50	20	20	30	20	20	210
Mission Canyon	10	20	10	10	10	10	10	80
Goleta Valley/Other	470	790	360	370	380	360	370	3,120
Lompoc Region	890	1,480	680	700	720	680	700	5,860
City of Lompoc	510	840	390	400	410	390	400	3,350
Unincorporated Total	130	220	100	100	110	100	100	870
Vand Village	30	50	20	20	20	20	20	180
Mission Hills	10	10	10	10	10	10	10	40
Other Unincorporated	100	160	80	80	80	80	80	650
VAFB	250	410	190	200	200	190	200	1,640
Santa Maria Region	2,070	3,450	1,590	1,640	1,680	1,590	1,640	13,670
City of Santa Maria	1,660	2,760	1,270	1,310	1,350	1,280	1,310	10,930
City of Guadalupe	50	90	40	40	40	40	40	360
Unincorporated Total	360	600	280	290	290	280	280	2,380
Orcutt	170	290	130	140	140	130	140	1,140
Cuyama Valley	40	60	30	30	30	30	30	240
Other Unincorporated	150	250	120	120	120	120	120	1,000
Santa Ynez Region	590	990	460	470	480	460	470	3,900
City of Solvang	160	270	120	130	130	120	130	1,060
City of Buellton	120	190	90	90	90	90	90	770
Unincorporated Total	240	410	190	190	200	190	190	1,620
Santa Ynez	70	120	60	60	60	60	60	490
Los Alamos	20	30	20	20	20	20	20	130
Los Olivos	40	70	30	30	30	30	30	260
Other Unincorporated	110	190	90	90	90	90	90	740
SY Reservation	70	120	50	50	60	50	50	460
County Total	8,850	14,750	6,810	7,000	7,190	6,810	6,990	58,400
Unincorp./Other Total	1,900	3,160	1,460	1,500	1,540	1,460	1,500	12,520
Incorporated Total	6,640	11,060	5,110	5,250	5,390	5,110	5,240	43,780
North County Total	3,550	5,920	2,730	2,810	2,890	2,730	2,800	23,430
South Coast Total	5,300	8,830	4,080	4,190	4,310	4,080	4,180	34,970

Population Forecast

Countywide Population Forecast

The population forecast for Santa Barbara County is based on projected job growth. There are two parts to the translation of job growth to population growth. The first step is projecting a ratio of population to jobs based on the historical relationship of Santa Barbara County, the State, and the U.S. This ratio of population to jobs is then used with the Santa Barbara County job forecast to develop a population forecast. These Santa Barbara County ratios have remained in a narrow range that is close to the national and state ratios. This ratio is approximately 2 persons for every job.

Figure 22 - Population to Jobs Ratio, U.S., C.A., Santa Barbara County, 1990-2040
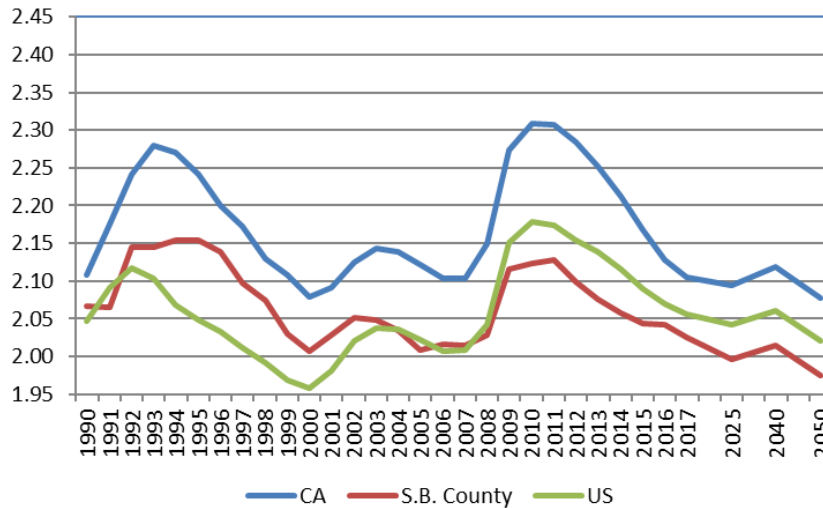
The second step is to adjust the SBCAG population forecast for the growth in commuting into the region from adjacent counties. This lowers the projected population associated with job growth.

Data shows that an increasing share of county jobs are being filled by people commuting from outside the county. For example, the number of jobs from 1990 to 2017 has increased faster than the number of employed residents in the county.

Figure 23 - Santa Barbara County Growth in Jobs and Employed Residents
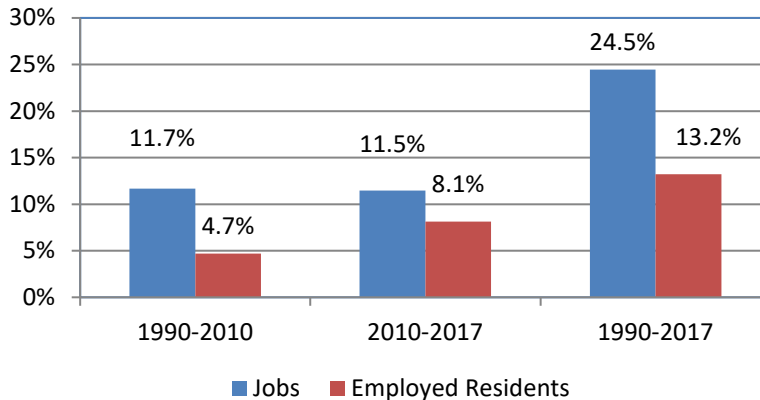
Source: Jobs and Employed Residents-Californa Employment Development Department.

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Figure 24 - S.B. County Jobs vs. Employed Residents
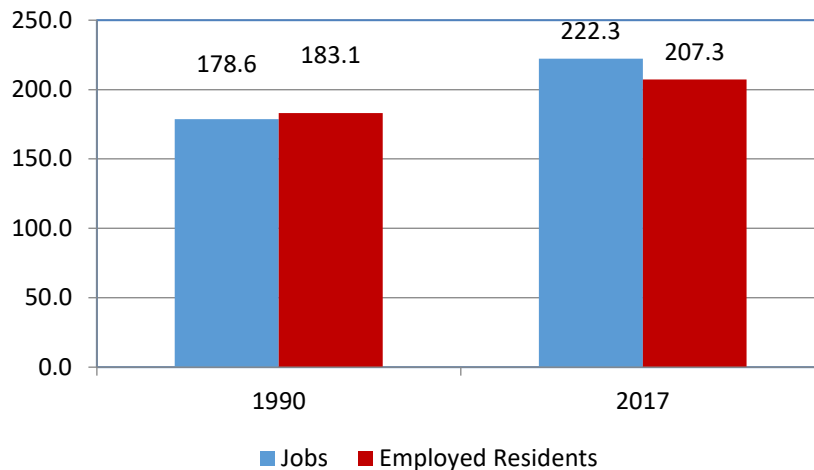
Source: Jobs and Employed Residents-Californa Employment Development Department.

Historically, net in-commuting has more than doubled in the 20-year 1990-2010 timeframe from 5,000 to 11,000. Given the growth in net in-commuting that occurred over the last 20 years, it is likely unrealistic to assume that net in-commuting can be held constant at current levels for the next 30 years. Fundamental differences in housing affordability will still result in workers locating outside the County and commuting in. While improving the jobs/housing balance is desirable, some increase in net in-commuting is almost inevitable and must be taken into account. There is evidence of an additional increase of 1,000 commuters (over 2010 levels) from American Community Survey data for 2013. Similarly, the Longitudinal Employment Housing Dynamics (LEHD) commute data source also supports an increasing trend. This data suggests an addition of 3,500 net in-commuters over the 2010 to 2015 period.

In the 2012 SBCAG RGF, there was a net in-commute assumption of approximately 22,000 commuters by 2040, a doubling of the net in-commuters in 30-years. For the 2018 SBCAG RGF, the assumption is for net in-commuters to double over the 40-year forecast period from 11,000 in 2010 to 22,000 by 2050, slower than the historical rate and acknowledging a limit to growth of in-commuting.

Based on this commute assumption there is a 11,200-net increase from 2010 levels for in-commuters amounting to 1,400 commuters each five-year period (289 annually) to 2050, approximately 10,000 additional commuters from 2017-2050.

Since both the commuter worker and the associated household would otherwise live locally, the commuter household is subtracted from the resident population. The assumption is that by 2050, 10,000 of the added jobs would be filled by residents living outside the county and that the average household size for these workers is 3.0 persons per household. As a result, the 2050 population forecast is reduced by 30,000 persons. The table below compares the population forecast before and after the commute assumption. Note the percent commuters vs. jobs that indicate commuters are growing at a slightly higher rate than jobs as new job growth slows over the forecast period.

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Table 7 - Commute Assumption and Population Forecast Comparison

Commute Assumption	2017	2025	2040	2050	2017-2050
Population with no increase in Net Commuters	450.2	490.8	537.7	554.3	104.1
Population with 100% increase of Net Commuters by 2050	**450.2**	**478.6**	**513.3**	**521.7**	**71.5**
Net In-Commuting 11,200 increase*, 1,400/5-years	12.6	15.4	19.6	22.4	9.8
Percent Commuters vs. Jobs	5.67%	6.26%	7.34%	7.98%	2.3%

Note: From 2010 levels

The Santa Barbara County share of the state population has historically been declining, ranging from between 1.25 to 1.10 percent. Forecast growth suggests this share will continue to trend lower with the Santa Barbara County share of state population at 1.05 percent by 2050.

Figure 25 - Santa Barbara County Share of State Population, 1990-2050

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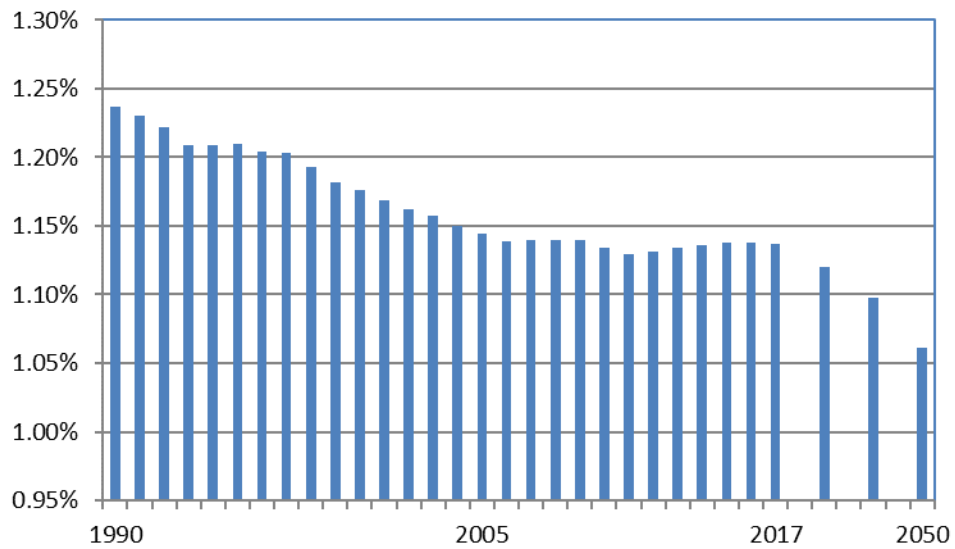
Sub-county Population Forecast

The sub-county distribution of countywide population growth is based on historical trends. The sub-county proportions of these growth trends are then applied to the countywide growth over the forecast period. The Department of Finance, January 1, 2018 population estimates incorporate the most recent growth trends and are used as a starting point for the population forecast. In the absence of other policy or market changes, it is reasonable to expect that past growth trends will continue into the future.

The City of Santa Maria currently has the largest population of the incorporated jurisdictions and is forecast over the 2017-2050 period to have the largest population increase in the county with 34,600 persons, or a total increase in population of 32 percent. The City of Lompoc follows with the second highest numerical growth of 8,600 and the City of Buellton with second highest percentage growth of 24 percent. Growth in all jurisdictions exceed seven percent over the 30-year plus forecast horizon with South Coast cities experiencing the lowest percentage change.

Figure 26 - Population Change 2017-2050
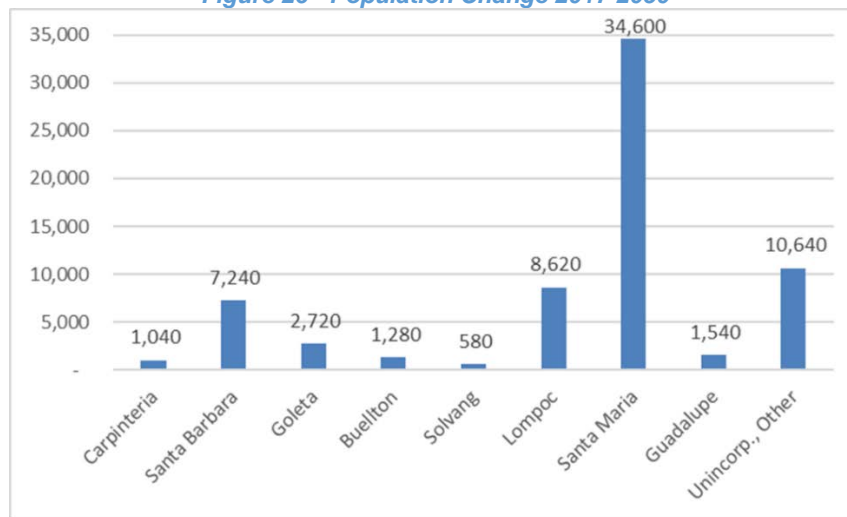
Figure 27 - Population Change % 2017-2050
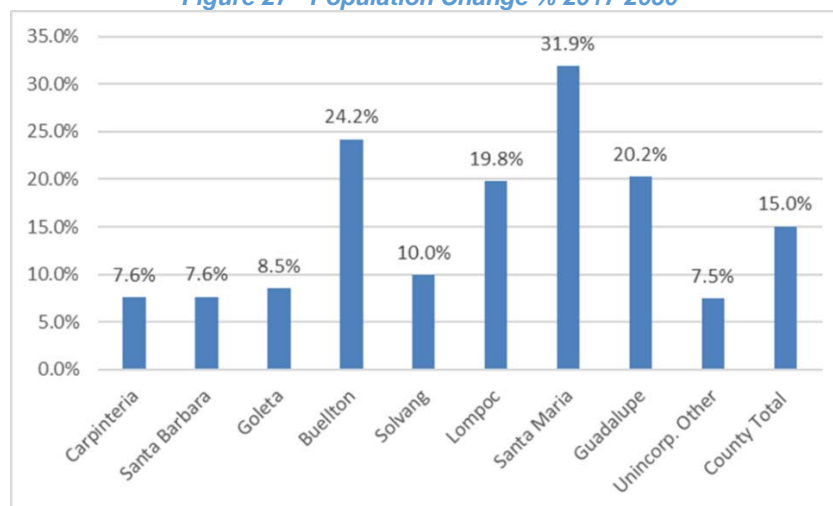
The distribution of population shows an increase for the City of Santa Maria's regional population share from 24 to 27 percent by 2050. The City of Santa Barbara and the unincorporated area decrease by a few percentage points.

Figure 28 - Population Distribution, City and Unincorp./Other, 2017
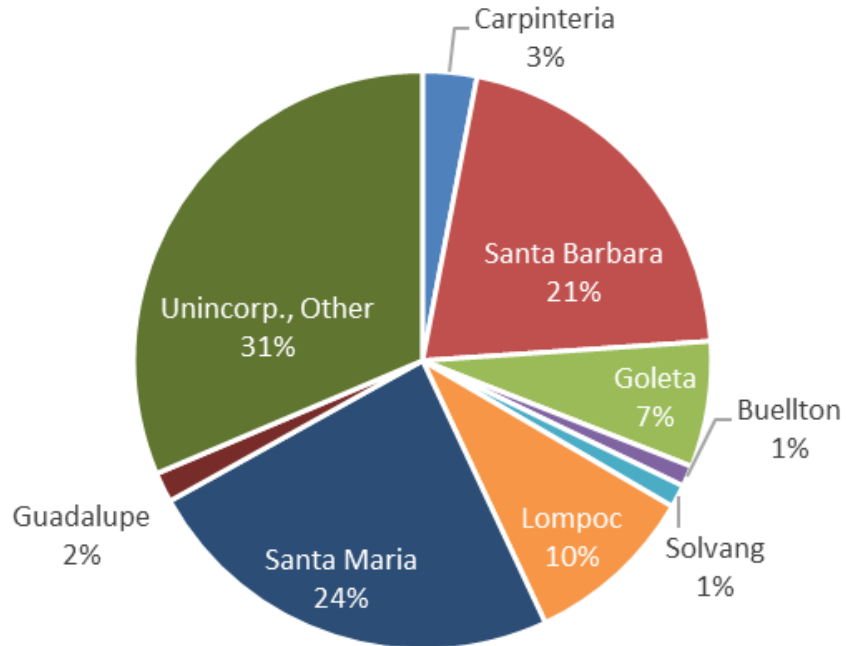
Figure 29 - Population Distribution, City and Unincorp./Other, 2050
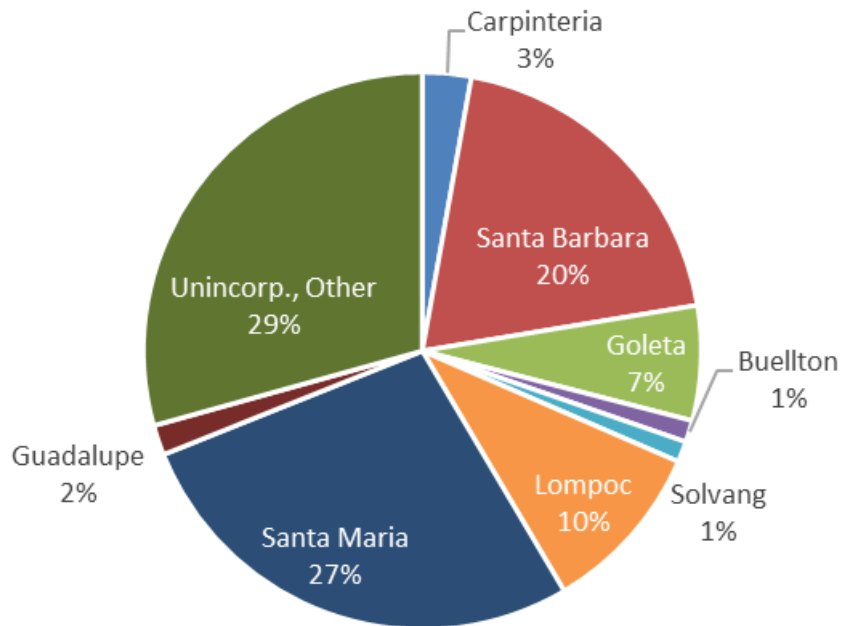
Table 8 - Population Forecasts, 2017-2050

| Jurisdiction	2017	2020	2025	2030	2035	2040	2045	2050
Carpinteria	13,700	13,900	14,200	14,300	14,500	14,600	14,700	14,700
Santa Barbara	94,800	95,100	97,300	98,600	99,900	101,100	101,600	102,000
Goleta	31,900	32,200	32,500	33,100	33,700	34,300	34,500	34,700
Buellton	5,300	5,500	5,700	5,900	6,200	6,400	6,500	6,600
Solvang	5,800	5,800	6,000	6,000	6,200	6,300	6,300	6,300
Lompoc	43,600	45,500	47,800	49,000	50,000	51,300	51,800	52,200
Santa Maria	108,500	111,900	121,900	127,600	133,300	139,000	141,000	143,100
Guadalupe	7,600	7,900	8,100	8,400	8,600	8,900	9,000	9,100
Unincorporated/Other	142,300	143,000	145,200	146,900	149,100	151,300	152,100	152,900
County Total	453,500	460,900	478,600	489,900	501,500	513,300	517,500	521,700

Note: Totals independently rounded.

Table 9 - Population Forecasts Change

Jurisdiction	2017-2020	2021-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	2017-2050
Carpinteria	240	260	150	150	150	50	50	1,040
Santa Barbara	290	2,230	1,280	1,270	1,270	450	450	7,240
Goleta	250	320	570	590	580	210	210	2,720
Buellton	190	210	240	240	240	80	80	1,280
Solvang	40	160	80	110	110	40	40	580
Lompoc	1,930	2,230	1,270	1,020	1,270	450	450	8,620
Santa Maria	3,460	9,980	5,720	5,710	5,680	2,020	2,020	34,600
Guadalupe	270	190	290	290	290	100	100	1,540
Unincorporated/Other	790	2,130	1,710	2,220	2,210	790	790	10,640
County Total	7,440	17,700	11,300	11,600	11,800	4,200	4,200	68,240

Table 10 - Population Forecasts Percent Change

Jurisdiction	2017-2020	2021-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	2017-2050
Carpinteria	1.7%	1.8%	1.0%	1.0%	1.0%	0.4%	0.4%	7.6%
Santa Barbara	0.3%	2.3%	1.3%	1.3%	1.3%	0.4%	0.4%	7.6%
Goleta	0.8%	1.0%	1.7%	1.8%	1.7%	0.6%	0.6%	8.5%
Buellton	3.5%	3.8%	4.2%	4.0%	3.9%	1.3%	1.3%	24.2%
Solvang	0.6%	2.8%	1.3%	1.9%	1.8%	0.6%	0.6%	10.0%
Lompoc	4.4%	4.9%	2.7%	2.1%	2.5%	0.9%	0.9%	19.8%
Santa Maria	3.2%	8.9%	4.7%	4.5%	4.3%	1.5%	1.4%	31.9%
Guadalupe	3.5%	2.4%	3.6%	3.5%	3.4%	1.2%	1.1%	20.2%
Unincorporated/Other	0.6%	1.5%	1.2%	1.5%	1.5%	0.5%	0.5%	7.5%
County Total	1.6%	3.8%	2.4%	2.4%	2.4%	0.8%	0.8%	15.0%

Table 11 - Population Forecasts Unincorporated Areas, 2017-2050

Jurisdiction	2017	2020	2025	2030	2035	2040	2050
Unincorporated Total	142,300	143,200	145,400	146,900	149,000	151,300	152,800
South Coast/Other	75,500	75,800	76,600	77,200	78,300	79,500	80,300
Santa Maria/Guad/Cuy	37,000	37,400	38,400	39,000	39,500	40,100	40,500
Lompoc	16,300	16,400	16,700	16,900	17,100	17,400	17,500
Santa Ynez	13,400	13,500	13,700	13,900	14,100	14,300	14,400

Note: Totals independently rounded.

Table 12 - Population Change Unincorporated Areas

Jurisdiction	2017-2020	2021-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	2017-2050
Unincorporated Total	790	2,130	1,710	2,220	2,210	790	790	10,640
South Coast/Other	220	730	710	1,180	1,180	420	420	4,850
Santa Maria/Guad/Cuy	400	950	640	580	580	200	200	3,570
Lompoc	90	240	200	260	250	90	90	1,220
Santa Ynez	70	200	160	210	210	70	70	1,000

Table 13 - Population Percent Change Unincorporated Areas

Jurisdiction	2017-2020	2021-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	2017-2050
Unincorporated Total	0.6%	1.5%	1.2%	1.5%	1.5%	0.5%	0.5%	7.5%
South Coast/Other	0.3%	1.0%	0.9%	1.5%	1.5%	0.5%	0.5%	6.4%
Santa Maria/Guad/Cuy	1.1%	2.6%	1.7%	1.5%	1.5%	0.5%	0.5%	9.6%
Lompoc	0.6%	1.5%	1.2%	1.5%	1.5%	0.5%	0.5%	7.5%
Santa Ynez	0.6%	1.5%	1.2%	1.5%	1.5%	0.5%	0.5%	7.5%

Some minor adjustments within the City of Goleta, Buellton and Guadalupe and Orcutt were made to reflect short-term growth from large residential projects under construction in those areas by shifting growth within the jurisdictions from the 2020-2025 period to the 2017-2020 period.

Table 14 - Project-based Adjustment for Short Term Growth

Jurisdiction	2017-2020	2021-2025	2018-2020	2021-2025
	Adjusted		Not Adjusted	
Carpinteria	235	256	251	242
Santa Barbara	289	2,228	309	2,104
Goleta	**249**	**320**	**25**	**772**
Buellton	**185**	**207**	**102**	396
Solvang	36	160	7	159
Lompoc	1,932	2,225	2,066	2,102
Santa Maria	3,461	9,980	3,701	9,427
Guadalupe	**270**	**188**	**142**	**482**
Unincorporated Total	786	2,134	841	2,016
County Total	7,440	17,700	7,440	17,700

The countywide annual average population growth rate has ranged from over two percent between 1980-1990 to between 0.5 and one percent from 1991-2020. The annual average is forecast to drop to less than the historical average to 0.5 percent from 2026 onward. All jurisdictions follow a similar declining trend as job growth slows.

Figure 30 - Countywide Average Annual % Population Change, 1980-2050
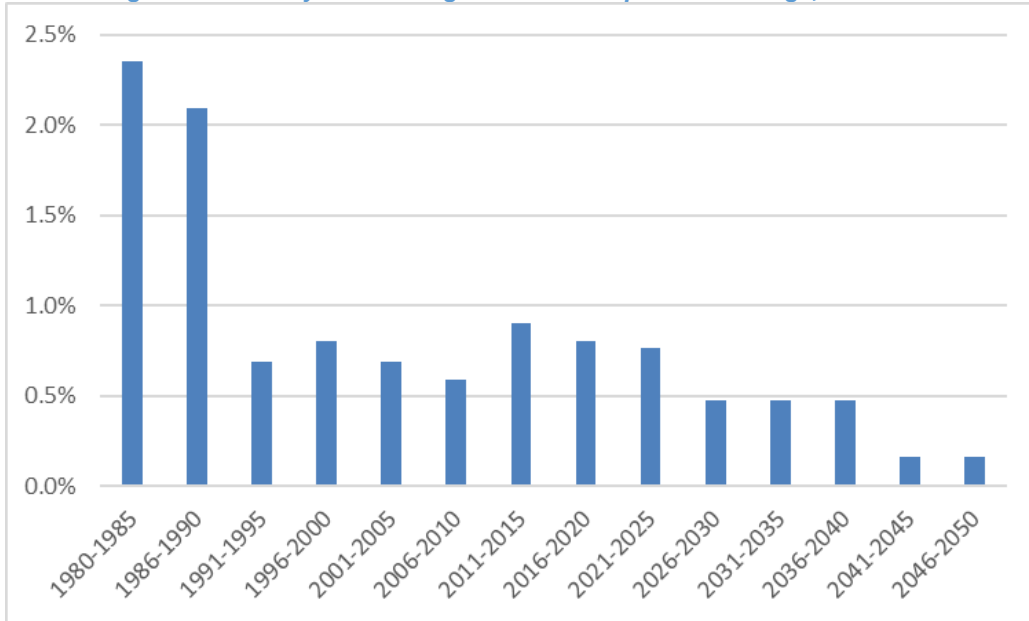

Figure 31 - City of Santa Barbara Average Annual % Population Change, 1980-2050
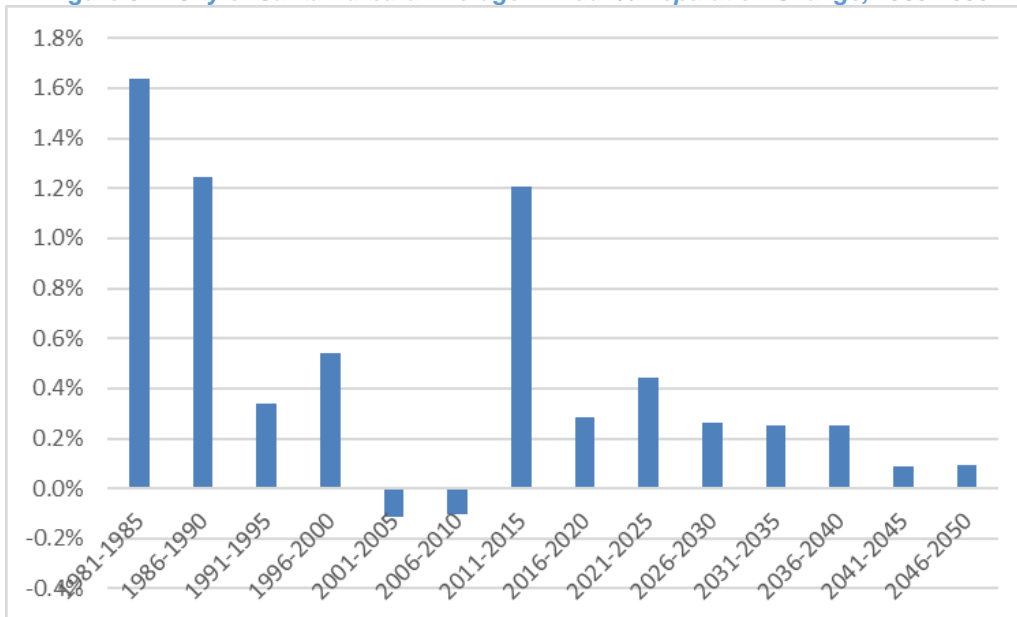
Figure 32 - City of Goleta Average Annual % Population Change, 1980-2050
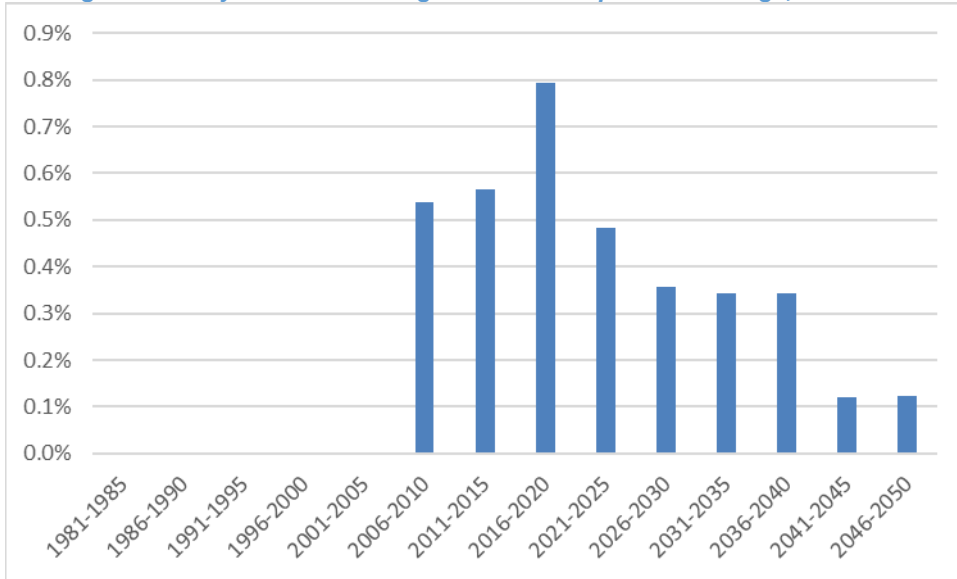
Figure 33 - City of Lompoc Average Annual % Population Change, 1980-2050
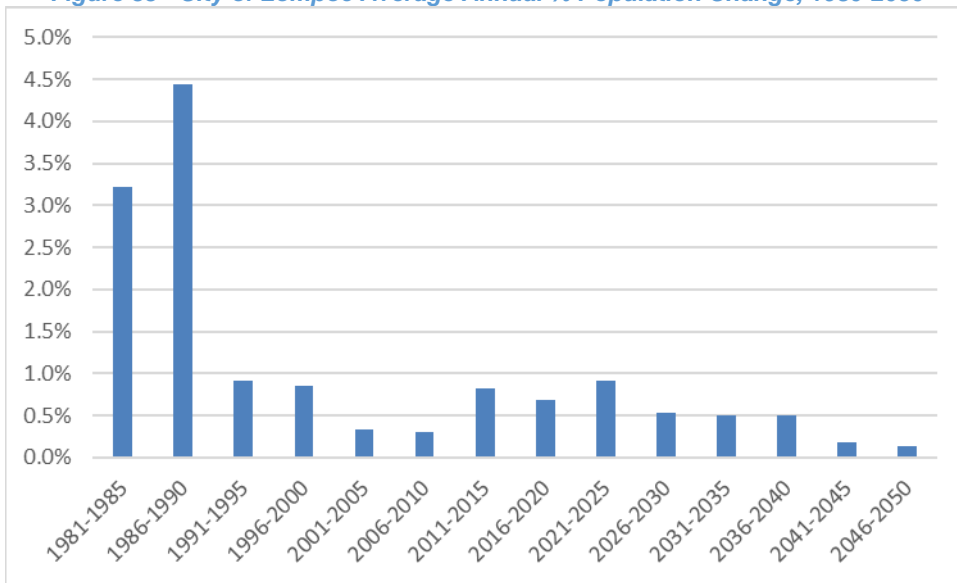
Figure 34 - City of Santa Maria Average Annual % Population Change, 1980-2050
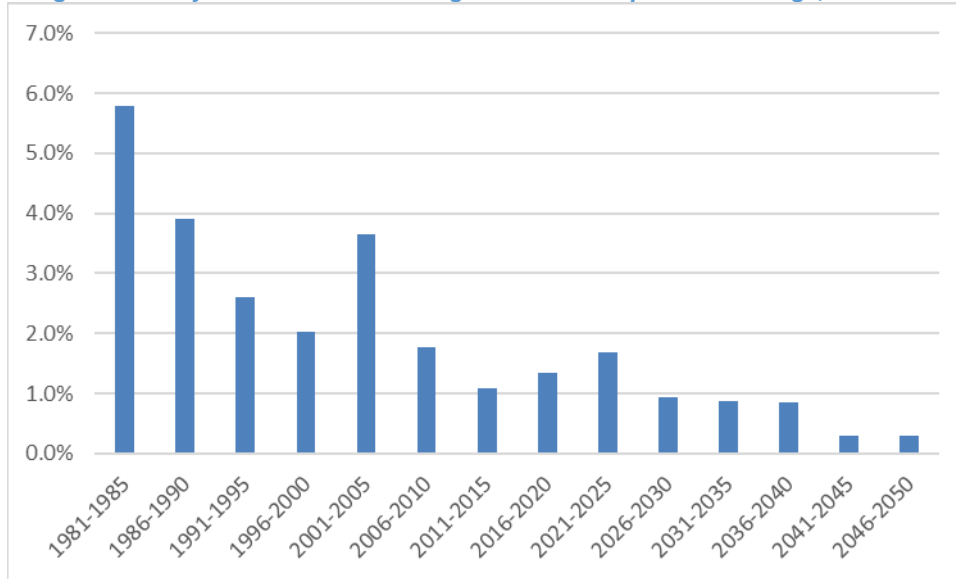
Table 15 - Annual Average % Population Change 1980-2050

	1980-1985	1986-1990	1991-1995	1996-2000	2001-2005	2006-2010	2011-2015
Carpinteria	1.8%	3.3%	0.2%	0.4%	-0.5%	-1.1%	0.8%
Santa Barbara	1.6%	1.2%	0.3%	0.5%	-0.1%	-0.1%	1.2%
Goleta						0.5%	0.6%
Buellton				2.6%	3.7%	1.3%	0.3%
Solvang		24.5%	1.0%	1.3%	-0.1%	-0.2%	0.7%
Lompoc	3.2%	4.4%	0.9%	0.9%	0.3%	0.3%	0.8%
Santa Maria	5.8%	3.9%	2.6%	2.0%	3.7%	1.8%	1.1%
Guadalupe				2.6%	3.7%	1.3%	0.3%
Unincorporated						0.6%	0.7%
County	2.4%	2.1%	0.7%	0.8%	0.7%	0.6%	0.9%

Table 16 - Annual Average % Population Change 1980-2050, continued

	2016-2020	2021-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050
Carpinteria	0.5%	0.3%	0.2%	0.2%	0.2%	0.1%	0.1%
Santa Barbara	0.3%	0.4%	0.3%	0.3%	0.3%	0.1%	0.1%
Goleta	0.8%	0.5%	0.4%	0.3%	0.3%	0.1%	0.1%
Buellton	2.0%	1.5%	0.8%	0.8%	0.8%	0.3%	0.3%
Solvang	1.3%	0.6%	0.4%	0.4%	0.4%	0.1%	0.1%
Lompoc	0.7%	0.9%	0.5%	0.5%	0.5%	0.2%	0.1%
Santa Maria	1.3%	1.7%	0.9%	0.9%	0.9%	0.3%	0.3%
Guadalupe	11.5%	1.2%	0.7%	0.7%	0.7%	0.2%	0.2%
Unincorporated	0.7%	0.3%	0.2%	0.3%	0.3%	0.1%	0.1%
County	0.8%	0.8%	0.5%	0.5%	0.5%	0.2%	0.2%

	1980-1985	1986-1990	1991-1995	1996-2000	2001-2005	2006-2010	2011-2015
Carpinteria	950	1,997	116	284	(334)	(773)	540
Santa Barbara	6,100	5,071	1,448	2,356	(521)	(444)	5,367
Goleta						788	846
Buellton			3,374	444	707	303	84
Solvang		4,741	236	335	(27)	(40)	175
Lompoc	4,233	7,149	1,749	1,705	690	641	1,735
Santa Maria	11,500	10,352	8,168	7,193	14,400	8,240	5,415
Guadalupe	3,381	3,404	3,374	444	707	303	84
Unincorporated						3,635	4,756

Table 17 - Historic Population Change

Household Forecast

Countywide Household Forecast

The countywide household forecast is determined by applying household formation rates to the forecasted population. The household population does not include group quarters (dormitories) so they are subtracted out of the total population. New households require housing and are considered a proxy for new housing units.

Forecast population growth is disaggregated into age and race using forecast age and race data. Both the household formation rates and the age and race estimates are based on Department of Finance estimates so that the RGF household forecast makes assumptions consistent with the Department of Finance regarding future race and age distributions, which have an influence on future household formation. The Department of Finance has estimated formation rates for 2020 and 2030. The difference between the two periods is an increase in the rates for persons notably over 85 years of age due to the aging of the baby boomers and more widowers living alone, both driving the rate up. A decrease in the rates for persons under 44 years of age is due in part to high housing costs delaying household formation and the tendency for foreign-born people to live in larger families.

Table 18 - DOF Household Formation Rates, 2020

Race/Ethnicity	HR: 15-24	HR: 25-34	HR: 35-44	HR: 45-54	HR: 55-64	HR: 65-74	HR: 75-84	HR: 85+
Total Population	0.1167	0.3526	0.4508	0.4989	0.5463	0.5978	0.6601	0.7145
Hispanics	0.0739	0.3033	0.4177	0.4655	0.4763	0.5091	0.5557	0.5676
White, Not Hispanic	0.1673	0.4147	0.4909	0.5356	0.5902	0.6311	0.6965	0.7703
Black, Not Hispanic	0.1658	0.4408	0.5422	0.5737	0.6142	0.7137	0.7375	0.6708
Other races, Not Hispanic	0.1895	0.3876	0.4536	0.5031	0.5188	0.5487	0.5549	0.5497

Table 19 - Change in DOF Household Formation Rates by Age and Ethnicity, 2020-2030

Race/Ethnicity	HR: 15-24	HR: 25-34	HR: 35-44	HR: 45-54	HR: 55-64	HR: 65-74	HR: 75-84	HR: 85+
Total Population	-2.1%	-1.1%	-0.1%	0.9%	0.1%	0.9%	1.2%	2.3%
Hispanics	-1.5%	0.2%	-0.4%	1.2%	1.6%	1.5%	0.3%	3.4%
White, Not Hispanic	-2.0%	-0.2%	-0.2%	1.0%	2.4%	2.7%	2.6%	3.8%
Black, Not Hispanic	-2.0%	-0.8%	-0.2%	0.4%	0.4%	3.9%	4.6%	5.5%
Other races, Not Hispanic	-1.6%	0.9%	2.2%	3.2%	4.4%	5.3%	3.3%	4.6%

Sub-county Household Forecast

The sub-county distribution of countywide household growth begins with the Department of Finance household estimates, for January 1, 2018, and then applies the sub-county proportion of population growth to the countywide household growth over the same time period assuring that new households are consistent with population growth and households resulting from changing formation rates. The City of Santa Maria is forecast to have the most significant change over the 2017 to 2050 period with a 15,300 household increase, or 53 percent.

Table 20 - Household Demand Forecasts, 2017-2050

Jurisdiction	2017	2020	2025	2030	2035	2040	2045	2050
Carpinteria	4,907	5,000	5,100	5,300	5,400	5,600	5,600	5,700
Santa Barbara	37,350	37,600	38,400	39,700	40,800	42,000	42,600	43,100
Goleta	11,411	11,500	11,700	12,200	12,600	13,100	13,300	13,500
Buellton	1,894	1,900	2,100	2,200	2,300	2,500	2,500	2,600
Solvang	2,351	2,400	2,400	2,500	2,600	2,700	2,700	2,800
Lompoc	13,776	14,600	15,300	16,100	16,900	17,600	18,000	18,200
Santa Maria	28,792	30,200	33,600	36,400	39,100	41,800	43,000	44,100
Guadalupe	1,907	2,000	2,100	2,300	2,400	2,600	2,600	2,700
Unincorporated/Other	46,477	46,900	47,700	49,300	51,000	52,700	53,600	54,300
County Total	148,900	152,000	158,400	166,000	173,300	180,500	184,000	186,900

Note: Totals independently rounded

Table 21 – Household Demand Forecast Change, 2017-2050

Jurisdiction	2017-2020	2021-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	2017-2050
Carpinteria	110	90	170	150	140	80	60	800
Santa Barbara	230	780	1,300	1,190	1,130	630	500	5,760
Goleta	40	280	470	430	420	220	180	2,050
Buellton	40	140	130	130	130	60	50	680
Solvang	10	60	90	90	80	40	40	410
Lompoc	780	760	800	750	740	360	270	4,470
Santa Maria	1,420	3,390	2,810	2,710	2,710	1,200	1,080	15,310
Guadalupe	60	170	150	150	150	70	60	800
Unincorporated/Other	450	750	1,670	1,700	1,650	870	710	7,800
County Total	3,140	6,420	7,600	7,290	7,140	3,520	2,970	38,080

Table 22 - Household Demand Forecast % Change, 2017-2050

Jurisdiction	2017-2020	2021-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	2017-2050
Carpinteria	2.1%	1.8%	3.4%	3.1%	2.9%	1.6%	1.3%	16.2%
Santa Barbara	0.6%	2.1%	3.5%	3.2%	3.0%	1.7%	1.3%	15.4%
Goleta	0.4%	2.5%	4.1%	3.8%	3.7%	1.9%	1.6%	18.0%
Buellton	2.2%	7.5%	7.0%	6.7%	6.6%	3.1%	2.7%	35.8%
Solvang	0.4%	2.5%	4.0%	3.7%	3.5%	1.9%	1.5%	17.5%
Lompoc	5.7%	5.5%	5.8%	5.5%	5.4%	2.6%	2.0%	32.4%
Santa Maria	4.9%	11.8%	9.8%	9.4%	9.4%	4.2%	3.8%	53.2%
Guadalupe	3.0%	9.1%	8.0%	7.7%	7.6%	3.5%	3.1%	42.0%
Unincorporated/Other	1.0%	1.6%	3.6%	3.7%	3.5%	1.9%	1.5%	16.8%
County Total	2.1%	4.3%	5.1%	4.9%	4.8%	2.4%	2.0%	25.6%

Relative to the other jurisdictions the City of Santa Maria has the highest household growth going back to 1990. Over the 2011-2015 period, the City of Santa Barbara had significant household growth with over 1,500 new households.

Table 23 - Households, 1990-2017

Jurisdiction	1990	1995	2000	2005	2010	2015	2017
Buellton		1,292	1,433	1,676	1,761	1,760	1,894
Carpinteria	4,952	4,948	4,989	4,859	4,761	4,869	4,907
Goleta				10,930	10,903	11,016	11,411
Guadalupe	1,352	1,395	1,414	1,653	1,810	1,821	1,907
Lompoc	12,504	12,871	13,059	13,249	13,355	13,731	13,776
Santa Barbara	34,348	34,825	35,607	35,542	35,449	36,979	37,350
Santa Maria	19,995	21,344	22,146	25,362	26,908	27,886	28,792
Solvang	1,915	2,048	2,185	2,180	2,173	2,208	2,351
Unincorporated	54,736	54,407	55,789	43,842	44,984	45,464	46,477
Incorporated	75,066	78,723	80,833	95,451	97,120	100,270	102,388
County Total	129,802	133,130	136,622	139,293	142,104	145,734	148,865

*Source: DOF and Census*

Table 24 - Household Change, 1990-2017

Jurisdiction	1990-1995	1996-2000	2001-2005	2006-2010	2011-2015	2016-2018	1990-2017
Buellton		141	243	85	-1	134	602
Carpinteria	-4	41	-130	-98	108	38	-45
Goleta				-27	113	395	481
Guadalupe	43	19	239	157	11	86	555
Lompoc	367	188	190	106	376	45	1,272
Santa Barbara	477	782	-65	-93	1,530	371	3,002
Santa Maria	1,349	802	3,216	1,546	978	906	8,797
Solvang	133	137	-5	-7	35	143	436
Unincorporated	-329	1,382	-11,947	1,142	480	1,013	-8,259
Incorporated	3,657	2,110	14,618	1,669	3,150	2,118	27,322
County Total	3,328	3,492	2,671	2,811	3,630	3,131	19,063

Table 25 - % Household Change, 1990-2017

Jurisdiction	1990-1995	1996-2000	2001-2005	2006-2010	2011-2015	2016-2018	1990-2017
Buellton		11%	17%	5%	0%	8%	32%
Carpinteria	0%	1%	-3%	-2%	2%	1%	-1%
Goleta				0%	1%	4%	4%
Guadalupe	3%	1%	17%	9%	1%	5%	29%
Lompoc	3%	1%	1%	1%	3%	0%	9%
Santa Barbara	1%	2%	0%	0%	4%	1%	8%
Santa Maria	7%	4%	15%	6%	4%	3%	31%
Solvang	7%	7%	0%	0%	2%	6%	19%
Unincorporated	-1%	3%	-21%	3%	1%	2%	-18%
Incorporated	5%	3%	18%	2%	3%	2%	27%
County Total	3%	3%	2%	2%	3%	2%	13%

Countywide household growth was the highest from 1980-1990 reaching approximately 20,000 households. From 2010-2020 household growth approached approximately half of the growth experienced from 1980-1990. From 2020-2030 the Department of Finance forecasts a household demand of approximately 18,000 units compared to the SBCAG RGF 14,000 units over the same period. The RGF 2020-2030 household demand forecast is higher than recent growth but not unprecedented when compared to 1980-1990 growth. With recent housing policies enacted by the State, local Accessory Dwelling Unit Ordinances etc., there is a potential for increased household growth in the future.

Figure 35 - Countywide Household Growth 1980-2020, SBCAG RGF vs. DOF, 2020-2030 Household Demand
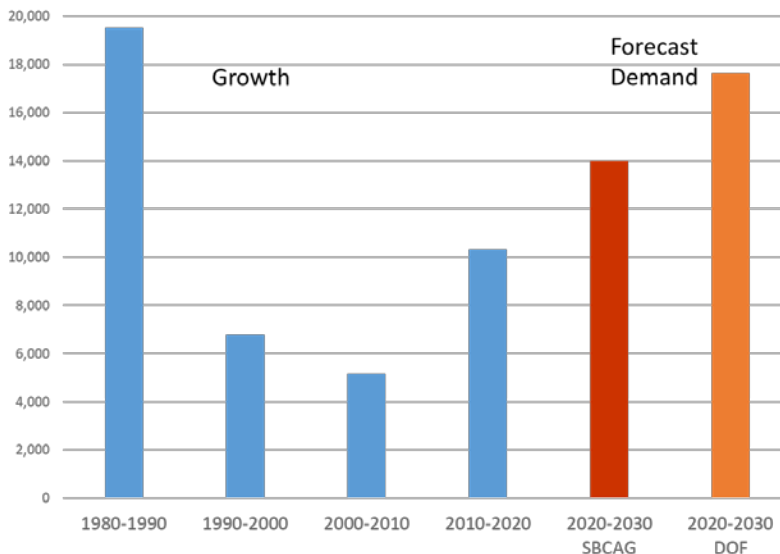
Changing household size can increase population capacity without new housing units. Household size has been increasing as individuals and families double up to defray the cost and availability of housing as household demand exceeds supply. Over the 2010-2018 period population growth countywide increased by 29 percent with the increase in household size versus 71 percent from new households. Population for the Cities of Carpinteria and Lompoc increased over 37 percent based on higher household sizes.

Table 26 - New Households vs Household Size Population Growth

Jurisdiction	Population Change 2010-2018	% Pop. Growth from Hsld. Size	% Pop. Growth from New Hslds.
Buellton	463	20%	80%
Carpinteria	660	38%	62%
Goleta	1,977	29%	71%
Guadalupe	524	26%	74%
Lompoc	1,986	37%	63%
Santa Barbara	6,397	26%	74%
Santa Maria	8,915	21%	79%
Solvang	526	18%	82%
Unincorporated	6,100	32%	68%
Incorporated	21,448	27%	73%
County Total	27,548	29%	71%

Land Use Capacity

The SBCAG UPlan land use model is used in the development of the RTP to analyze future development scenarios. The SBCAG UPlan land use model capacities represent the theoretical maximum residential capacity available based on generalized UPlan land use categories. These land uses and capacities have been reviewed by local planning staff in the preparation of the most recent RTP. The capacities may not necessarily reflect actual available capacity in adopted local General Plans. Adopted General Plans, not the RTP determine allowable land uses and actual available land use capacity in each jurisdiction. The RGF assumes that General Plans will be amended and updated over the 30-yar planning horizon. This assumption is consistent with other regional agencies approach to long-range forecasts.

*Table 27 - Land Use Capacity and Household Demand Comparison*

Jurisdiction	UPlan Land Use Capacity	RGF 2017-2050	Total UPlan Land Use Capacity Minus RGF
	Total Units	Total Household Demand	Remaining Units
Carpinteria	410	800	(390)
Santa Barbara	14,953	5,760	9,193
Goleta	6,611	2,050	4,561
Solvang	1,363	410	953
Buellton	1,322	680	642
Lompoc	6,199	4,470	1,729
Santa Maria	16,500	15,310	1,190
Guadalupe	1,014	800	214
Unincorporated Total	13,932	7,800	6,132
County Total	62,302	38,080	24,222

Source: SBCAG. 2017 Regional Transportation Plan, Fast Forward 2040, UPlan Land Use Model

# Population Characteristics

The Department of Finance uses a method to forecast the future population by age and race using birth and deaths with estimates of net-migration. Several factors will contribute to the slowing of population growth in the future. The number of births is forecast to hold fairly constant at approximately 5,000 births annually, however overall birth rates have been declining as young adults delay forming households and having children. The birth rates are at or near replacement rates approximately 2.1 children per household. Mortality is on the rise as the baby-boomers continue to age in mass. The total deaths are forecast to come within a few hundred of the total births so the net increase of births over deaths will not be as significantly to overall growth. Net-in migration is forecast to slowly decline to approximately 500 annual in-migrants. Based on births-deaths and net-migration overall annual growth will decrease from 3,500 in 2017 to 800 by 2060.

Figure 36 - S.B. County, Births, Deaths, and Net-migration, 2010-2060
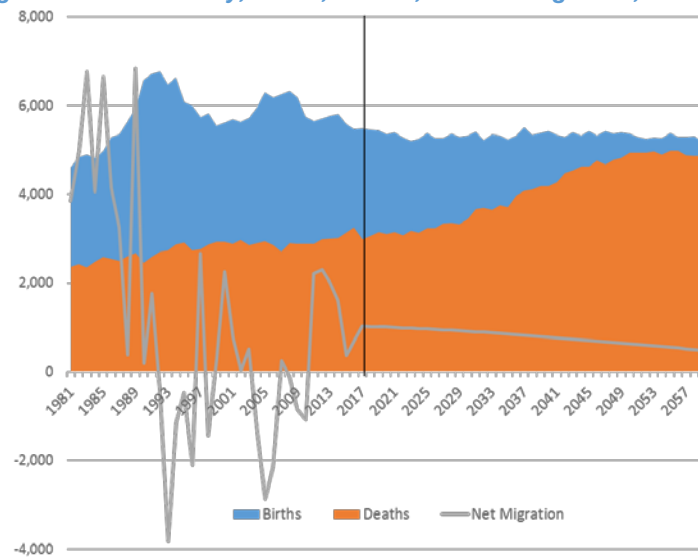
As a result of the slowdown in births over time, school enrollment is not forecast to increase significantly. The forecast is for a 2,500-student enrollment increase over a 10-year period from 2016-2026.

Figure 37 - S.B. County, K-12 Enrollment by School Year, 1974-2026
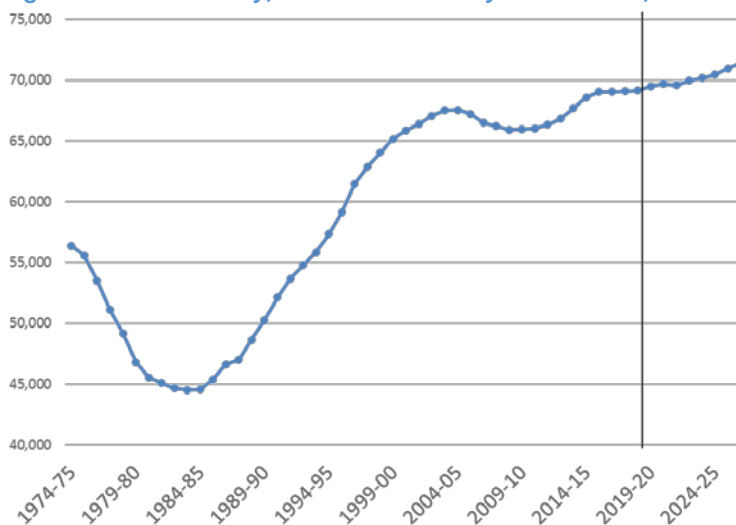
A comparison of the 2010 and 2060 forecast of the Race and Hispanic Origin population indicates an increase in the Hispanic Origin by 13 percent countywide by 2060. Other races are forecast to increase by three percent contributing to the increasing multiracial make-up of the county.

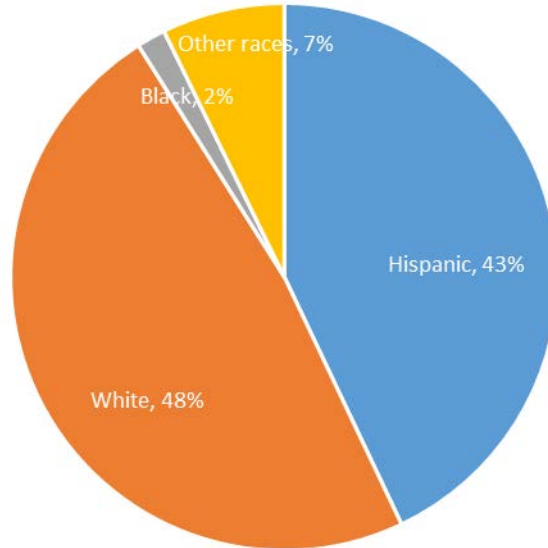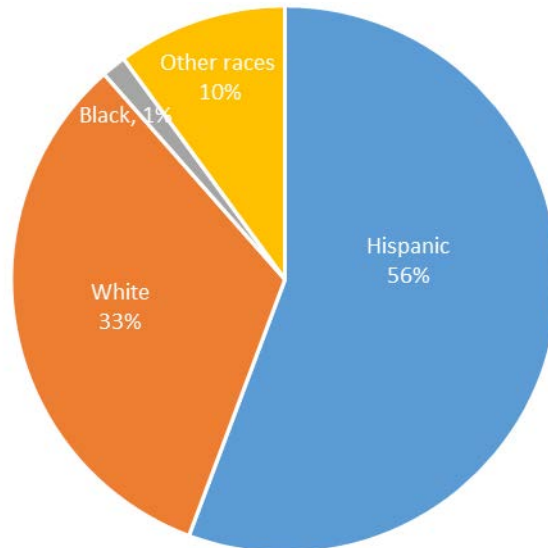*Figure 38 - S.B. County, Race and Hispanic Origin, 2010*

Figure 39 - S.B. County, Race and Hispanic Origin, 2060

A comparison of the 2010 and 2060 forecast age distribution indicates a continuing decline in the proportion of those persons age 54 and under. As a result of the continuing aging of the baby boomers, an increase is forecast in the proportion of those persons age 65 and over. The highest percentage increase is for persons age 75-84 from four percent in 2010 to nine percent by 2060.
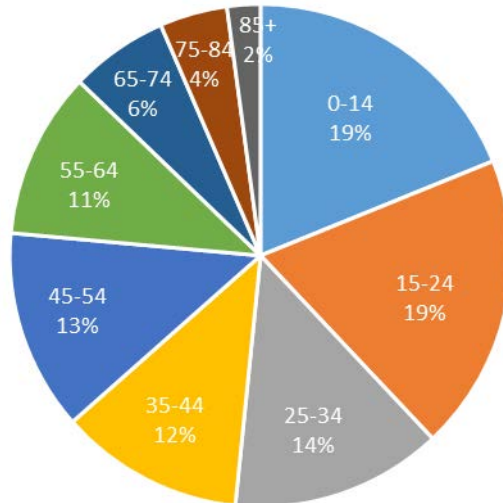
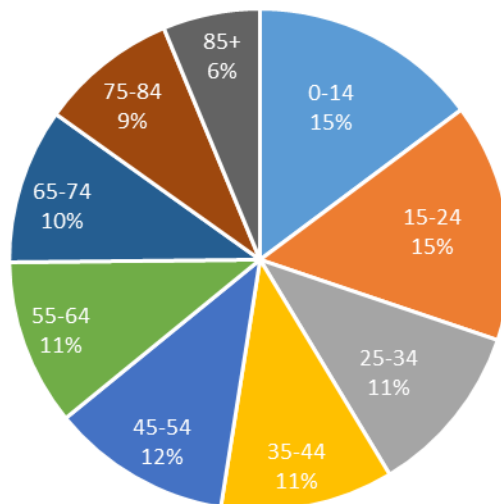*Figure 40 - S.B. County, Age Distribution, 2010*

Figure 41 - S.B. County, Age Distribution, 2060

Forecast Comparisons

Comparing forecasts is difficult because of the different assumptions and methodologies employed by different sources. The SBCAG RGF is derived from the CCSCE jobs forecasts and assumed population-to-jobs ratios. Jobs drive total population growth. By contrast, the DOF, and to some extent the California Economic Forecast Project forecasts are based on a demographic model that ages the population, subtracting deaths and adding births and new in-migration population. The SBCAG forecast also makes a provisional assumption about the growth in net in-commuters, whereas the DOF and California Economic Forecast Project forecasts do not.

With respect to population and job forecasts, SBCAG staff is aware of the following long-range forecast sources:

- **CCSCE-Steve Levy**: The SBCAG consultant who developed the State and County-level employment forecasts upon which SBAG's employment and population forecasts are based.

- **California Economic Forecast Project:** Develops Countywide employment and population forecasts for use in long-range transportation planning under contract from Caltrans published every two years and revised as new economic indicators become available.

- **Department of Finance:** State and County population forecasts are used for statewide planning activities and are updated approximately every 2 years.

Population Comparisons

The SBCAG RGF 2018 population is lower in the long-term as compared to the Department of Finance and the Caltrans forecasts.

- The SBCAG RGF population is higher than the DOF forecasts by 2,400 persons in 2025 and lower by 7,500 persons in 2050.

- The SBCAG RGF population is higher than the current California Economic Forecast Project (Caltrans) forecasts in 2025 by 4,000 persons and lower by 8,000 persons in 2050.

- The SBCAG RGF change from 2025 to 2050 is lower by 10,000 persons than the California Economic Forecast Project.

- The SBCAG RGF population is higher than the 2012 SBCAG RGF forecasts by 8,200 persons in 2025 and lower by 6,700 persons in 2040.

Figure 42 - Population Forecast Comparisons, SBCAG 2012 and 2018 RGF, Department of Finance, Caltrans
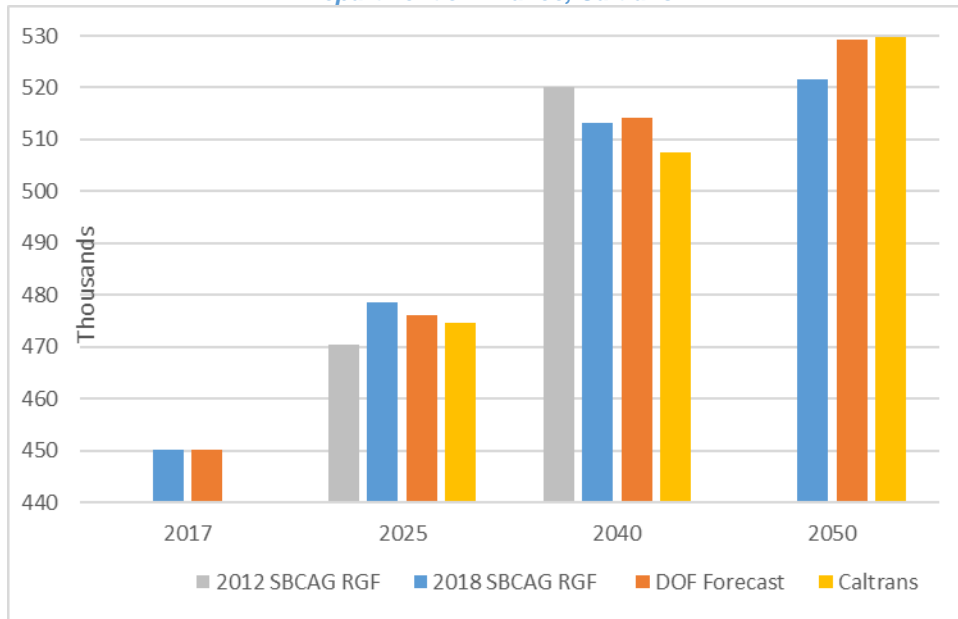
Comparative DOF population growth figures for Santa Barbara, Ventura, and San Luis Obispo Counties suggest a similar slowing in population growth over the long term.

Figure 43 - Historic Population Growth and Department of Finance Forecasts for San Luis Obispo, Santa Barbara and Ventura Counties, 1940-2050
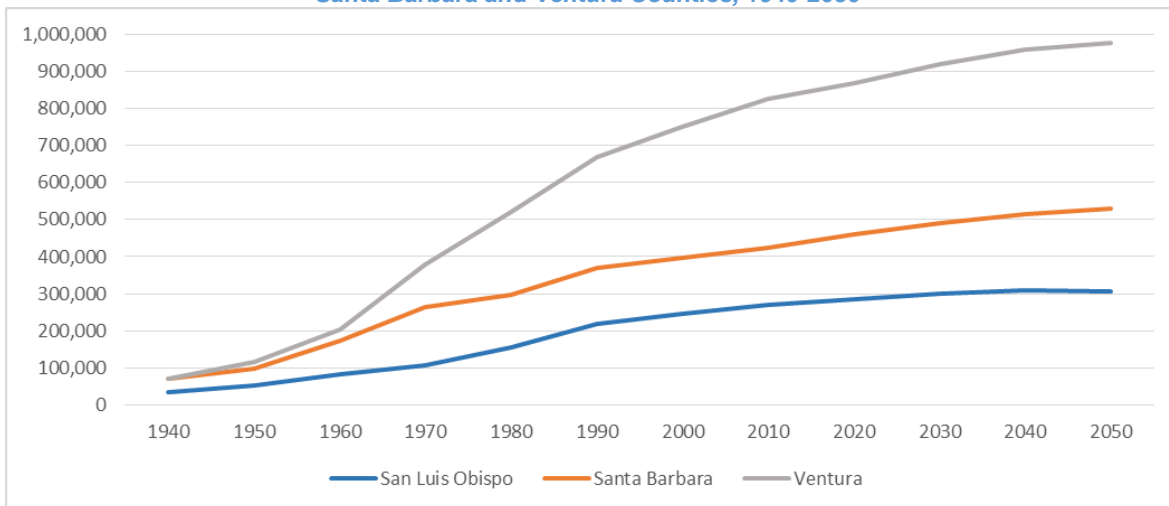
Figure 44 - Annual Average Historic Population Growth and Department of Finance Forecasts for San Luis Obispo, Santa Barbara and Ventura Counties, 1940-2050
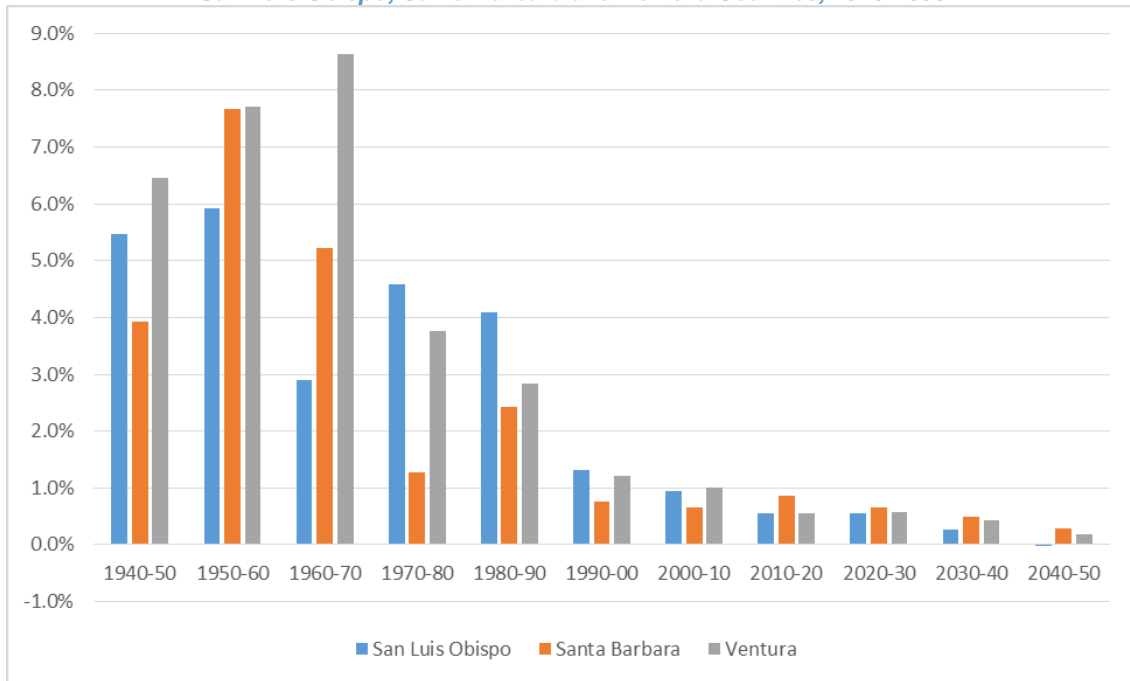
A comparison of the SBCAG 2010 and 2018 RFG population growth between 2020 and 2030 indicates that for the majority of jurisdictions the population growth over the 10-year period is less in the 2018 RGF, the only exception being the City of Lompoc.

Figure 45 - Population Growth 2020-2040, RGF 2018 vs. 2012 RGF 2012
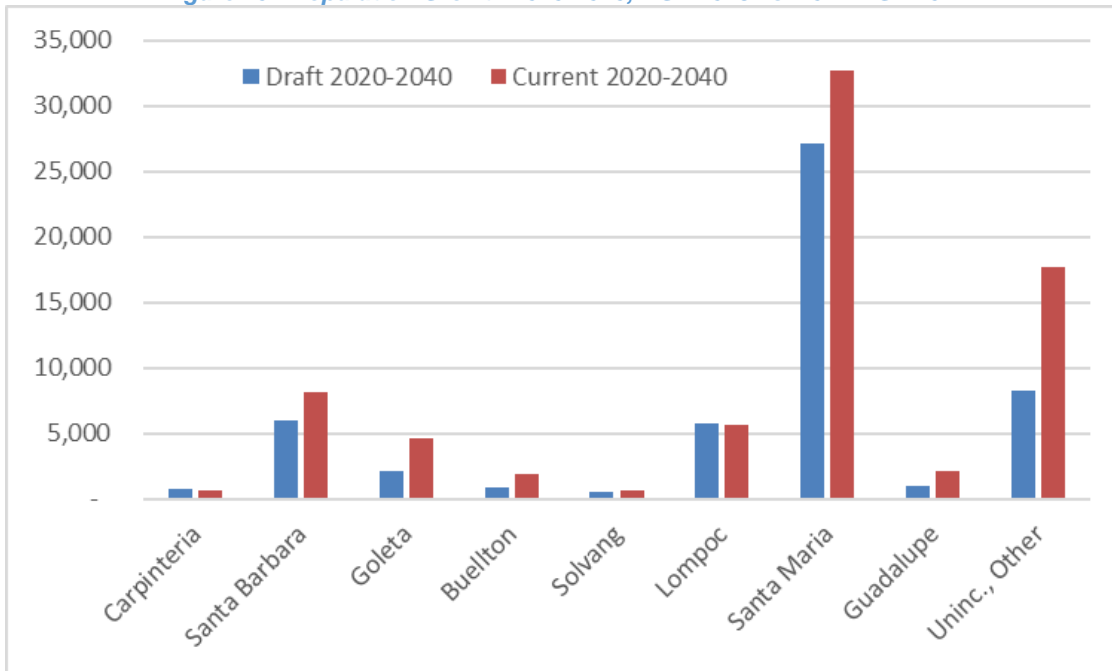
A comparison of prior SBCAG RGF's population forecasts in 1985, 1989, 1994, 2002, 2007 and 2012, with actual population suggests that it has been overly optimistic in the 1994 and 2002 SBCAG RGF's. These prior forecasts did not anticipate or account for an increase in net in-commuting and as a result the population and households that lived outside the county and commute were accounted for in the county as new population growth. The 2007 and later RGF's are more consistent if not conservative in their forecast of future population. As a result of the net in-commute, the household demand forecast is also overly optimistic as compared to the actual households in these prior forecasts.

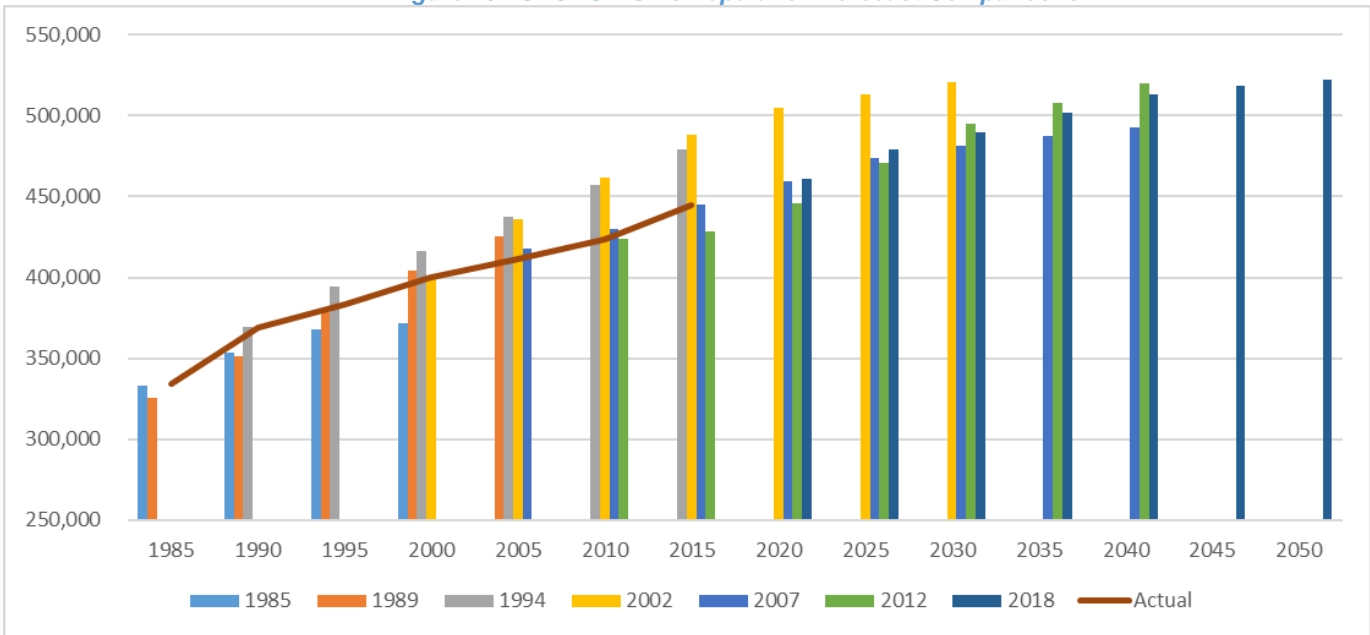*Figure 46 - SBCAG RGF's Population Forecast Comparisons*

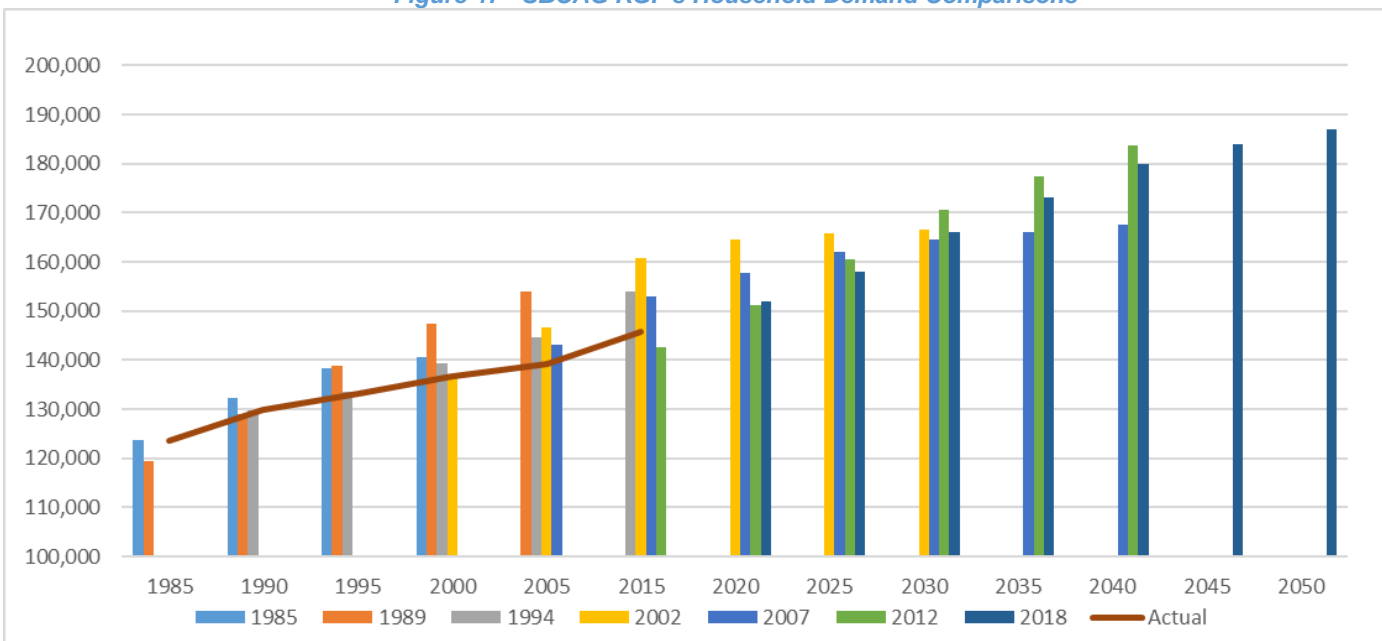*Figure 47 - SBCAG RGF's Household Demand Comparisons*

Table 28 - Comparative Population Forecasts

Population Forecasts	2020	2025	2030	2035	2040	2045	2050	2025-2050
National (in millions)								
Census Bureau Forecasts	332.555	344.056	354.840	364.529	373.121	380.900	388.335	44.27
State (in millions)								
Department of Finance 2017	40.63	42.32	43.93	45.44	46.80	48.00	49.07	6.75
California Economic Forecast Project 2017	40.53	41.85	43.17	44.48	45.68	46.85	47.99	6.14
County								
SBCAG 2018 RGF	460,900	478,600	489,000	501,000	513,300	517,500	521,700	43,100
SBCAG 2012 RGF	445,900	470,400	495,000	507,500	520,000			
SBCAG 2007 RGF	459,600	473,400	481,400	487,000	492,800			
California Economic Forecast Project 2017	461,171	474,647	485,903	496,550	507,573	518,676	529,733	55,086
Department of Finance 2017	460,444	476,227	491,032	503,866	514,691	523,118	529,780	53,553

*California Economic Forecast Project develops the Caltrans County and State Level Forecasts.

Job Comparisons

Comparative job forecasts suggest that the SBCAG RGF job forecasts are higher than the California Economic Forecast by approximately 9,000 jobs in 2025 and 8,000 jobs in 2050 due to differing assumptions of job growth; however, the change from 2025 to 2050 of 31,000 jobs is similar.

Figure 48 - Jobs (wage and salary) Forecast Comparisons, SBCAG 2012 and 2018 RGF, Caltrans
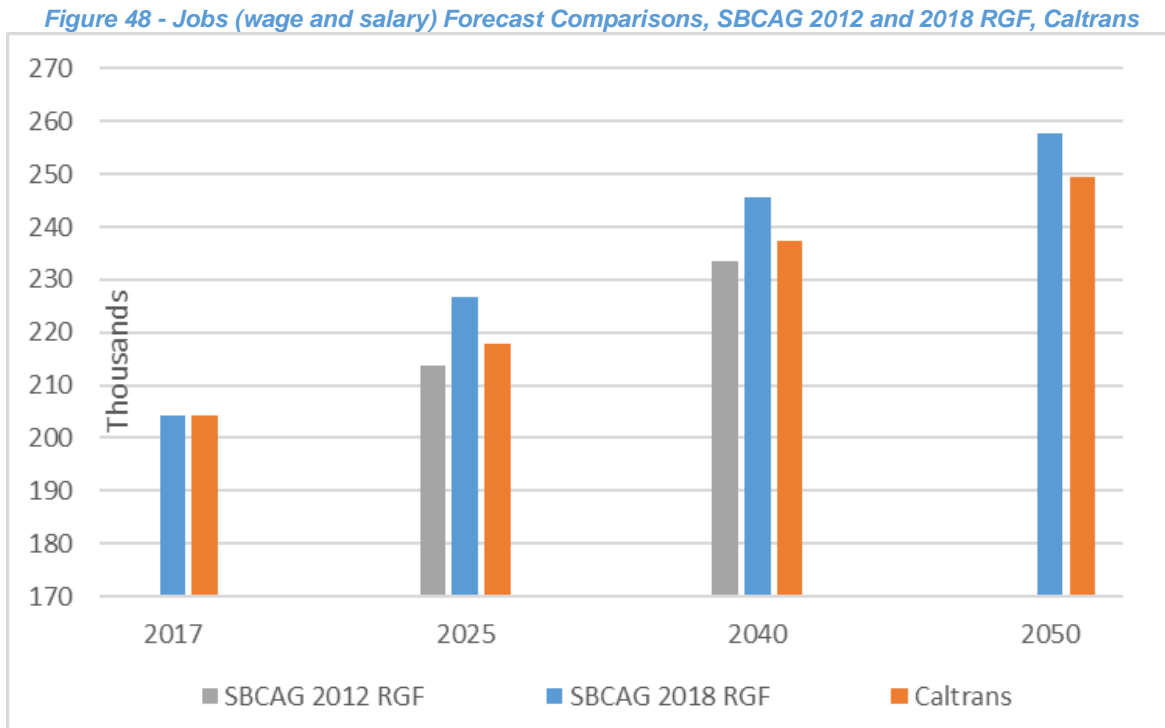

While the job shares among industries in Santa Barbara County are structurally different than the nation and state for some major sectors, the SBCAG/CCSCE projections are in line with national and state industry growth trends. Also, the specific SBCAG/CCSCE sector-by-sector predictions are aligned with the California Economic Forecast Project's 2017 sector-by-sector predictions.

The following figure compares the 2050 employment by economic sectors for the SBCAG/CCSCE forecast and the Caltrans forecast. There are differences in the industry job forecasts between CCSCE and Caltrans though the total in 2050 is close with the CCSCE forecast being slightly higher.

National and state forecasts show a sharp decline in farm jobs. Recent trends and local input argue for a better performance in the county but the sharp increase projected by Caltrans seems unlikely given rising labor costs and shortages and mechanization increasing over time. The higher CCSCE forecast for Information is based on the proximity to U.C. Santa Barbara and the attractiveness of the region for tech jobs. The other major difference is in the health care sector where the CCSCE forecast reflects national trends and the desirability of the county for relatively affluent senior residents.

Figure 49 - Comparison of SBCAG and the California Economic Forecast, Employment by Sector, 2050 (1,000's)
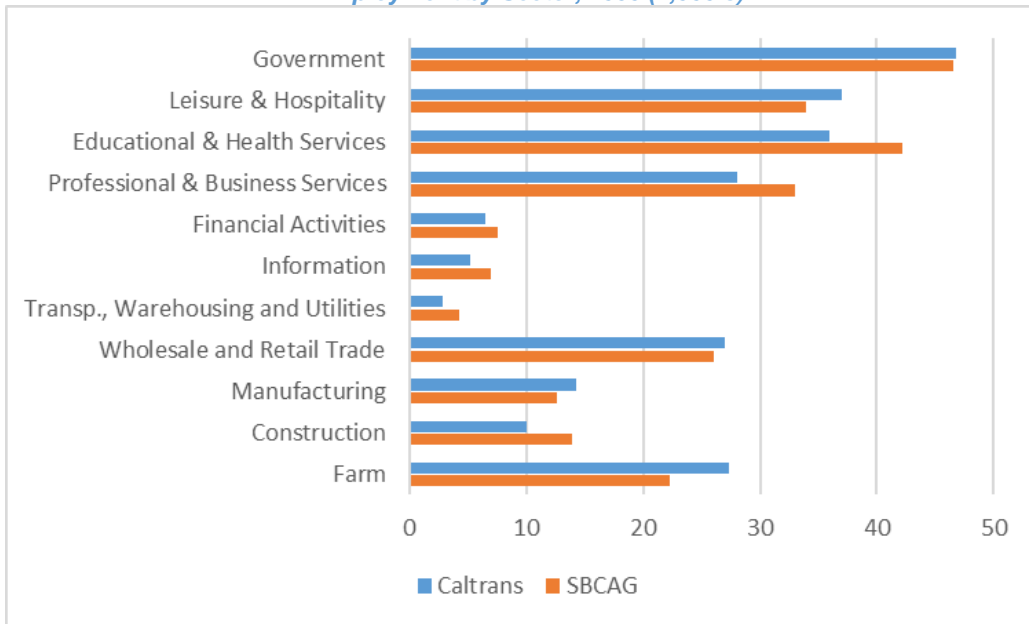
A comparison of prior SBCAG RGF's employment forecasts in 1985, 1989, 1994, 2002, 2007 and 2012, with actual employment suggests that it has been conservatively forecast.
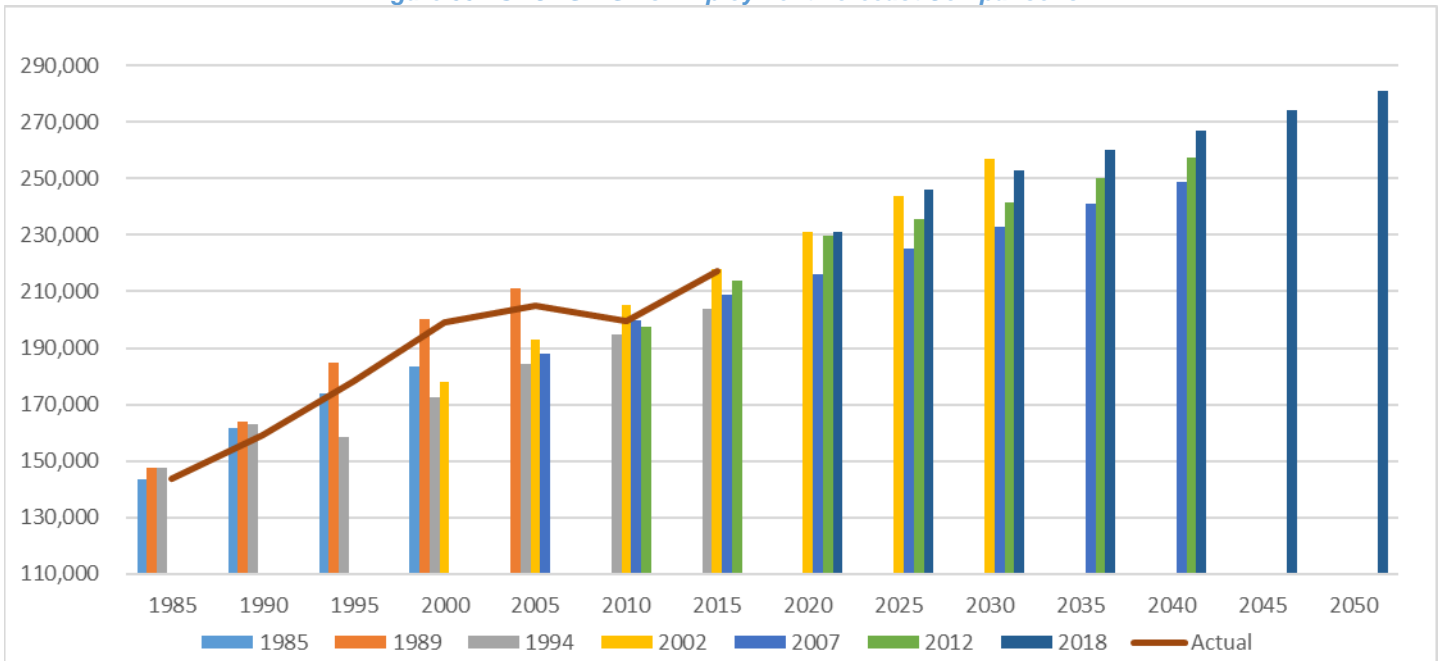
Figure 50 - SBCAG RGF's Employment Forecast Comparisons

Table 29 - Comparative Job Forecasts

National (in millions)	2020	2025	2030	2035	2040	2045	2050	2025-2050
CCSCE, Steve Levy		168.52			181.09		192.951	24.40
State (in millions)								
CCSCE, Steve Levy		20.394			22.36		23.773	3.38
California Economic Forecast Project	17.631	18.37	19.137	19.924	20.710	21.522	22.771	4.40
County (in thousands**)**								
2018 SBCAG/CCSCE Total Employment (Includes self-employed)	231.1	245.9	252.7	259.7	266.9	273.7	280.7	34.80
2018 SBCAG/CCSCE Employment (Wage and salary, no self-employed)		226.7			245.5		257.8	31.1
2012 SBCAG/CCSCE Total Employment (Includes self-employed)	229.9	235.6	241.3	250.0	257.6			
2012 SBCAG/CCSCE (Wage and salary, no self-employed)	208.7	213.8	218.9	226.7	233.5			
California Economic Forecast Project* 2017 (Wage and salary no self-employment)	210.5	218.0	224.2	231.1	237.3	243.5	249.6	31.6
California EDD Total Employment (Includes self-employed)		249.5						

*California Economic Forecast Project develops the Caltrans County Level Forecasts, data from 2017 report.

2018 MEMBERSHIP ROSTER
SANTA BARBARA COUNTY ASSOCIATION OF GOVERNMENTS

SUPERVISORS	Member	Supervisorial District
	DAS WILLIAMS	FIRST DISTRICT
	JANET WOLF	SECOND DISTRICT
	JOAN HARTMANN (Chair)	THIRD DISTRICT
	PETER ADAM	FOURTH DISTRICT
	STEVE LAVAGNINO	FIFTH DISTRICT

CITIES	Member	Alternate
BUELLTON	HOLLY SIERRA Mayor	ED ANDRISEK Councilmember
CARPINTERIA	AL CLARK Councilmember	WADE NOMURA Councilmember
GOLETA	MICHAEL BENNETT Councilmember	ROGER ACEVES Councilmember
GUADALUPE	JOHN LIZALDE Mayor	ARISTON JULIAN Councilmember
LOMPOC	JAMES MOSBY Councilmember	VICTOR VEGA Councilmember
SANTA BARBARA	CATHY MURILLO Mayor	None
SANTA MARIA	ALICE PATINO (Vice Chair) Mayor	ETTA WATERFIELD Councilmember
SOLVANG	JIM RICHARDSON Mayor	JOAN JAMIESON Councilmember

EX-OFFICIO (NON-VOTING) MEMBERS

CALTRANS DISTRICT 5	TIM GUBBINS
19th SENATE DISTRICT	HANNAH BETH JACKSON
35th ASSEMBLY DISTRICT	JORDAN CUNNINGHAM
37th ASSEMBLY DISTRICT	MONIQUE LIMON

SBCAG Staff

MARJIE KIRN, Executive Director
MICHAEL BECKER, Director of Planning
BRIAN BRESOLIN, Senior Transportation Planner

TECHNICAL PLANNING ADVISORY COMMITTEE
2018 MEMBERSHIP ROSTER

JURISDICTION	MEMBER	ALTERNATE
BUELLTON 107 West Highway 246 Buellton, CA 93427 (805) 686-0137	ANDREA KEEFER Planning Director	MARC BIERDZINSKI **Chair** City Manager
CARPINTERIA 5775 Carpinteria Avenue Carpinteria, CA 93013 (805) 684-5405	STEVE GOGGIA Community Development Director	NICK BOBROFF Senior Planner
GOLETA 130 Cremona Goleta, CA 93117 (805) 961-7500	ANNE WELLS **Chair** Advance Planning Manager	ANDY NEWKIRK Senior Planner Advance Planning Manager
GUADALUPE 918 Obispo Street Guadalupe, CA 93434 (805) 343-1340	CRUZ RAMOS City Administrator	LILY RUDOLPH Senior Project Manager Rincon Consultants
LOMPOC 100 Civic Center Plaza Lompoc, CA 93436 (805) 736-1261	BRIAN HALVORSON Planning Manager	GREG STONES Principal Planner
SANTA BARBARA 630 Garden St. Santa Barbara, CA 93101 (805) 564-5470	TIMOTHY 'TIMMY' BOLTON Assistant Planner	DEBRA ANDALORO Principal Planner
SANTA MARIA 110 East Cook Street Santa Maria, CA 93454 (805) 925-0951 x 369	RYAN HOSTETTER Planning Manager (eff 12/6/17)	CHUEN NG Director of Community Development
SOLVANG 1644 Oak St. Solvang, CA 93463 (805) 688-5575	HOLLY OWEN Planning Director **Vice-Chair**	BRYNDA MESSER Associate Planner
COUNTY OF SANTA BARBARA 123 E. Anapamu St. Santa Barbara, CA 93101 (805)568-2072	DAN KLEMANN Deputy Director Long Range Planning	SELENA EVILSIZOR Supervising Planner Long Range Planning

SPECIAL DISTRICT REPRESENTATIVES

SB COUNTY AIR POLLUTION CONTROL DISTRICT 260 N. San Antonio Rd., Ste. A Santa Barbara, CA 93110 (805)961-8800	ALEX ECONOMOU Air Quality Specialist	MOLLY PEARSON (1/30/18) Planning Division Manager

TECHNICAL TRANSPORTATION ADVISORY COMMITTEE
2018 MEMBERSHIP ROSTER (Updated 4/12/18)

JURISDICTION	MEMBER	ALTERNATE
BUELLTON 107 West Highway 246 Buellton, CA 93427 - (805) 686-0137	ROSE HESS Public Works Director	KENT YANKEE Deputy City Engineer
CARPINTERIA 5775 Carpinteria Avenue Carpinteria, CA 93013 - (805) 684-5405	CHARLIE EBELING Public Works Director	MATT MAECHLER Civil Engineer
GOLETA 130 Cremona Goleta, CA 93117 - (805) 961-7500	JAMES WINSLOW Senior Project Engineer	JOHN GENTRY Deputy Public Works Director
GUADALUPE 918 Obispo Street Guadalupe, CA 93434 - (805) 343-1340	CRUZ RAMOS City Administrator	VACANT
LOMPOC 100 Civic Center Plaza Lompoc, CA 93436 - (805) 736-1261	MICHAEL LUTHER Assistant Public Works Director/City Engineer	CRAIG DIERLING Principal Civil Engineer
SANTA BARBARA 735 Anacapa Street Santa Barbara, CA 93101 - (805) 564-5318	ROB DAYTON Transportation Planning and Parking Mgr	JOHN EWASIUK (effective 6/1/17)
SANTA MARIA 110 East Cook Street Santa Maria, CA 93454 - (805) 925-0951	STEVE KAHN Director of Public Works	AUSTIN O'DELL Transit Services Mgr., SMAT
SOLVANG 411 2nd St. Solvang, CA 93463 - (805) 688-5575	MATT VAN DER LINDEN Public Works Director	BRIDGET ELLIOTT Associate Engineer
COUNTY OF SANTA BARBARA Public Works Department 123 E. Anapamu St. Santa Barbara, CA 93101 - (805) 568-3035	BRITTANY HEATON **Chair** Engineer	CHRIS SNEDDON Deputy Director Transportation

SPECIAL DISTRICT REPRESENTATIVES

SB METROPOLITAN TRANSIT DISTRICT 550 Olive St. Santa Barbara, CA 93101 - (805) 963-3364	STEVE MAAS **Vice-Chair** Manager of Government Relations & Compliance	HILLARY BLACKERBY Marketing and Community Relations Manager
SB COUNTY AIR POLLUTION CONTROL DISTRICT 260 N. San Antonio Rd., Ste. A Santa Barbara, CA 93110 - (805)961-8800	ALEX ECONOMOU Air Quality Specialist	MOLLY PEARSON Planning Division Manager
CALTRANS) DISTRICT V 50 Higuera Street San Luis Obispo, CA 93401 - (805)549-3130	HANA MENGSTEAB Regional Planner	TERRI PERSONS Branch Chief, D5 Transportation Planning South

Member Agencies
Buellton • Carpinteria • Goleta • Guadalupe • Lompoc • Santa Barbara • Santa Maria • Solvang • Santa Barbara County

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