

## CURRENT 6.11.07

### Appendix 4.10 Population and Housing

#### Summary of Existing Literature & Calculations

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CMCA staff reviewed available literature on campus and regional housing, population and jobs to support analysis in Section 4.10 of this EIR, as well as to document fiscal issues. The body of existing literature reviewed included:

- Watkins. 2004. UCSB Economic, Social, and Cultural Contributions to the Santa Barbara Region (Watkins Study)
- SBCAG. 2002. Regional Growth Forecast 2000-2030 (RGF)
- Goleta General Plan. 2006
- UCSB Economic Forecast Project. 2007. Santa Barbara County Economic Outlook (Outlook)

The contents of the studies are discussed under the following categories: population, housing, and jobs. The methodology used to determine appropriate factors for various calculations in Section 4.10 is then presented, as well as the resulting factors.

#### Limitations of Data

The Watkins study was reviewed in draft form; various updates were being prepared as the EIR was being written. The base year for the study was 2002-2003. Therefore, base information is slightly out of date. For example, 2002-2003 expenditures totaled \$495.3 million. In the most current year reported (2005-2006), expenditures totaled \$554.5 million, \$59.2 million greater than the study year. However, job generation and other factors used in the Watkins study are considered relevant and are used herein.

Information regarding the 2007 LRDP was not yet available, however, a number of growth scenarios were analyzed: Scenario 1, with 23,000 students, Scenario 2, with 24,000 students, and Scenario 3, with 25,000 students. Scenario 3 reflects the buildout assumptions of the 2007 LRDP.

The RGF was completed prior to the issuance of the General Plan for the City of Goleta; therefore, all figures and assumptions for the City of Goleta are considered out of date. The RGF does include an Appendix I which acknowledges this issue, and which attempts to update certain figures. A comparison of the figures in Appendix I of the RGF and those in the Final General Plan are presented in the table below:

	RGF	Goleta GP	Difference
2030 Population	34,320	38,100	+ 3,780
2030 Households	11,290	15,495*	+ 4,205

Notes:

\* It is not clear from the Goleta General Plan projections how/whether group quarters are counted; this may be part of the discrepancy in the figures. It is also not clear how/whether the Goleta General Plan accounts for increases in household sizes, as expressed in the RGF (up from 2.81 in 2000 to 3.04 by 2030)

As outlined above, the Goleta General Plan provides a more robust buildout picture than the RGF for the City limits. The RGF includes among its policies the intent to reflect the various General Plans' buildout. The Goleta General Plan is considered the most current source of information regarding growth in the City. Note that this has the impact of rendering any South Coast subarea or County totals in the RGF partially incorrect. This is noted throughout the following discussion and analysis.

**Population**

The RGF assesses “fixed age” populations differently, accounting for institutions such as UCSB where people cycle in and out so that segment of the population does not age as is usual.

The RGF model forecasts for migration as well; while local movement to seek employment is not considered migration, certain UCSB hiring (particularly faculty positions) from out of the area may make up a part of the migration trends and counts.

The population forecast in the RGF is primarily divided between the household population and the group quarter’s population. The household population is also divided into the “aging” and “fixed age” components. The RGF does account for those currently living in the area, and expected to remain there over time; they are termed the aging population. “The aging population during any one forecast year consists of residents who currently live in the area and those who migrate into the County because of jobs or retirement.” The fixed age population consists partially of those UCSB students who live off campus – the RGF assumes approximately 13,000 of these persons in the unincorporated South Coast area. Pg 29

The RGF further assumes 2,600 population in UCSB dormitories. These populations are not part of the household demand.

The City of Santa Maria is forecast to have a larger population than the City of Santa Barbara by the year 2010. pg 33.

**Santa Barbara Subregion Population Distribution**

Area	2000	2005	2010	2015	2020	2025	2030
Unincorp SB	64,900	68,500	71,200	75,840	79,680	80,530	81,380
City of Goleta	27,500	29,900	32,300	32,960	33,420	33,870	34,320
RGF 2000 Unincorporated Subregion	92,400	98,400	103,500	108,800	113,100	114,400	115,700
RGF pg. 115							

**Housing**

Area	RGF Maximum Additional Residential Units (from 2000 levels)	General Plans	
South Coast Subregion	10,070		
City of Santa Barbara	3,200		

Santa Barbara Unincorporated Area	5,400		
Goleta *	3,880		
County Total	33,000		
Notes:			
* From 2005 levels			

The RGF assumes more workers per housing unit as time goes on, increasing the population without increasing the number of housing units

The RGF states that beyond 2015 there is not enough housing to accommodate the existing population, the natural increase (due to births minus deaths) and new in-migrants combined. (Note that this conclusion does not include new units under the Goleta General Plan – need to review based on new information)

The RGF also assumes that “a growing proportion of the population may reside in multifamily units, due to the high cost of housing.” Pg 18

Also, “In the South Coast region the business community will likely experience increased difficulty in recruiting workers due to lack of affordable housing in the area.”

The RGF accounts for group quarter’s population but does not consider them part of the household population that requires a housing unit. Pg 3

The RGF does assume increases in group quarters for the Unincorporated Santa Barbara County area (UCSB) of 1,783 (assume beds) pg 42

Where housing supply falls short of demand, “population is allocated elsewhere to other jurisdictions within Santa Barbara County or to Ventura or San Luis Obispo County.” pg. 3

See also housing - Maximum Residential Units for SB City – 3,200, SB Unincorp total of 5,400 includes 2,400 units for Goleta, 972 1 room apts and 84-144 3 bd. Units for UCSB, 600 other area units, 1,400 units for Goleta. Pg. 65

The RGF states that the City of Santa Barbara will have a remaining capacity of 1,350 housing units after 2030. The unincorporated area of Santa Barbara is anticipated to reach housing buildout at 2020. pg. 74

The RGF states that factors such as the high cost of land, development constraints, and other, “may...make redevelopment and higher densities in existing uses more attractive. The interplay of these market forces is difficult to predict.” Pg. 75

“...For example, in the Santa Barbara airport business park and the lower State Street area high land costs, increased demand, and appropriate zoning has made it feasible to build higher density projects. With a 20 percent increase in existing densities for the Santa Barbara subregion 26,000 workers can potentially be accommodated. This reduces the need for additional land to accommodate more workers. The extent to which this will occur was the subject of some debate among the technical staff representatives.” Pg. 79

“The forecast of households is estimated by dividing projected household population by forecast household sizes.” Pg. 92

Revised Subregion Household Distribution

Area	2000	2005	2010	2015	2020	2025	2030
Unincorp SB	21,456	22,273	22,820	24,257	25,346	25,346	25,346
City of Goleta	9,780	10,400	11,290	11,290	11,290	11,290	11,290
RGF 2000 Unincorporated Subregion	31,236	32,673	34,110	35,547	36,636	36,636	36,636
RGF pg. 115							

**Household Occupancy**

The RGF assumes a high occupancy rate over time for reasons mentioned previously – the City of Santa Barbara household occupancy increased from 2.47 in 2000 to 2.71 in 2030, and the Santa Barbara unincorporated area household occupancy increases from 2.72 in 2000 and 2.90 in 2030. pg 91

Also pg 114, Appendix I, shows Goleta household size increasing from 2.81 in 2000 and 3.04 and 2030.

**Campus-Specific Household Occupancy Calculations**

The LRDP plans for the addition of 300 additional faculty and 1,400 additional staff over the plan’s lifetime.

The LRDP plans for 1,798 additional faculty and staff housing units, sufficient to cover new hires, and ostensibly, their spouses and children - .

The LRDP plans for 5,000 additional students

The LRDP plans for 4,816 additional bedspaces, and 184 additional student family units – total of 5,000 spaces, sufficient to cover new enrollment, and ostensibly, spouses and children.

So we need to focus on indirect and induced, not faculty and staff or students -

**Jobs**

The RGF performs employment forecasts on a subregional basis only – the South Coast Subregion includes the City of Carpenteria, the City of Santa Barbara, the Unincorporated Carpenteria Valley, Unincorporated Santa Barbara, and the City of Goleta.

The RGF states that “the change in age distribution can have implications such as a higher demand for health care services for the growing proportion of those aged 60 and over, and for the labor force with the decline of those aged 20-58 which make up the majority of the working population.” Pg 14

Countywide Employment		
Year	Employment	Percent Change (Five year period)
2000	178,000	
2005	193,000	8.4%
2010	205,000	6.2%

2015	218,000	6.3%
2020	231,000	6.0%
2025	244,000	5.6%
2030	257,000	5.3%
2000-2030	79,000	44.0%
RGF, pg 47		

RGF categorizes UCSB employment as “Services” and assumes 9,175 jobs. Pg. 48

The employment projections state there will be \$28 million in campus renovations and a \$28 million dormitory addition at UCSB. Pg. 55

South Coast Jobs		
Year	Employment	Percent Change (Five Year Period)
2000	108,207	
2005	116,678	8.4%
2010	125,539	6.2%
2015	132,245	6.3%
2020	140,081	6.0%
2025	147,622	5.6%
2030	155,331	5.3%
Total Change	47,124	44.4%
RGF pg 56		

\* No data on specific assumptions RE: UCSB

South Coast Jobs – Service Category		
Year	Jobs	
2000	35,642	
2005	38,766	
2010	41,890	
2015	45,014	
2020	48,138	
2025	51,262	
2030	54,386	
RGF		

RGF assumptions of workers per household – City of Santa Barbara 1.24 (2000) and 1.44 (2030), Santa Barbara Unincorporated 1.35 (2000) and 1.52 (2030), South Coast Subregion 1.28 (2000) and 1.47 (2030). Pg. 93

Increase in Workers			
Subregion	2000	2030	Difference
South Coast Subregion	94,817	120,043	25,226
City of Santa Barbara	44,082	53,113	9,031
SB Valley – Uninc.	42,046	55,687	13,641
RGF page 94			

The Watkins Study reports a “total employment impact [of] 12,088 jobs for the University exclusive of student and visitor impacts. This is based on 7,247 jobs in direct employment impacts, 21 jobs in indirect employment impacts, and 4,820 in induced employment impacts.” Pg. 50

## DEFINED TERMS

**Direct Effects** – The effects of direct spending by an establishment, such as payroll expenditures and purchases of goods and services

**Indirect Effects** – As an establishment undertakes activity, it purchases goods from local businesses, which in turn, because of this new demand are able to employ workers and expend revenues on wages and salaries. Thus there are indirect effects of the first round of expenditures on jobs and additional local spending.

**Induced effects** – While direct and indirect effects measure the impacts of business to business interactions, induced effects are specific to the behavior of the employees of the businesses. Induced effects are a measure of the effects generated as employees of the initial establishment and related businesses spend their earnings in the local economy on food, transportation, housing, medical, and so on.

“The direct employment multiplier was 1.25, the indirect was zero, the induced was 0.83, resulting in a total employment multiplier for direct University activities of 2.08.

This means that each additional job at the University of California Santa Barbara generates (on average) more than another job in Santa Barbara County. Relating the jobs impact to the University’s expenditures, the University helped create about 33 Santa Barbara County jobs on average for every \$1 million in expenditures in 2002-2003.” pg. 51

“For each additional \$1 million in student expenditures 11 jobs on average are created in Santa Barbara County.” pg. 52

**Visitor Impact** – The economic impacts of visitors were not only reported monetarily, but were “also represented by 334 direct jobs, 57 indirect jobs, and 230 induced jobs, for a total of 621 jobs in Santa Barbara County. For each additional \$1 million in visitors’ expenditures about 26 jobs on average are created in Santa Barbara County.” pg. 52

Pg 55. “The biggest job impacts are in the Government sector, Retail trade, Other services, and Leisure/Hospitality Services. Santa Barbara County sectors with very little job benefit include Agriculture, Mining, Manufacturing, Wholesale Trade, Transportation/Warehousing/Utilities, and Information Services.”

Pg. 56 – Total of 19,080 current job impact

Pg. 58 – “5,000 more students results in a real output impact of \$1,292.1 million and 25,350 jobs. This is a 32.8 percent real output impact increase and a 32.9 percent jobs impact increase.”

Broken down on page 59 14,278 direct, 1,068 indirect, and 10,003 induced

NOTE: direct consists of employed faculty and staff, indirect is first, induced more distant

Graduates entering the workforce – page 74 interesting but not totally informative because Santa Barbara is included in the Greater Los Angeles area, also, only those in science/engineering fields –

Region	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Greater LA	1,273	1,309	1,345	1,383	1,422	1,462	1,502	1,544	1,588	1,632	1,678

**Jobs Housing Balance**

The RGF best presents data on a countywide basis – however, the South Coast is presented as having an excess of jobs when compared to both workers and housing. This trend is projected to continue through 2030- pg. 99

“Workers are growing faster than households due to new workers associated with new housing and a greater worker density is existing households.” Pg. 102

Many workers in the South Coast region commute there from other areas pg. 103

NOTE: Of importance is the rate of growth, not the figures alone