



BUILDING PROSPERITY IN THE YUBA-SUTTER REGION

APPENDIX I



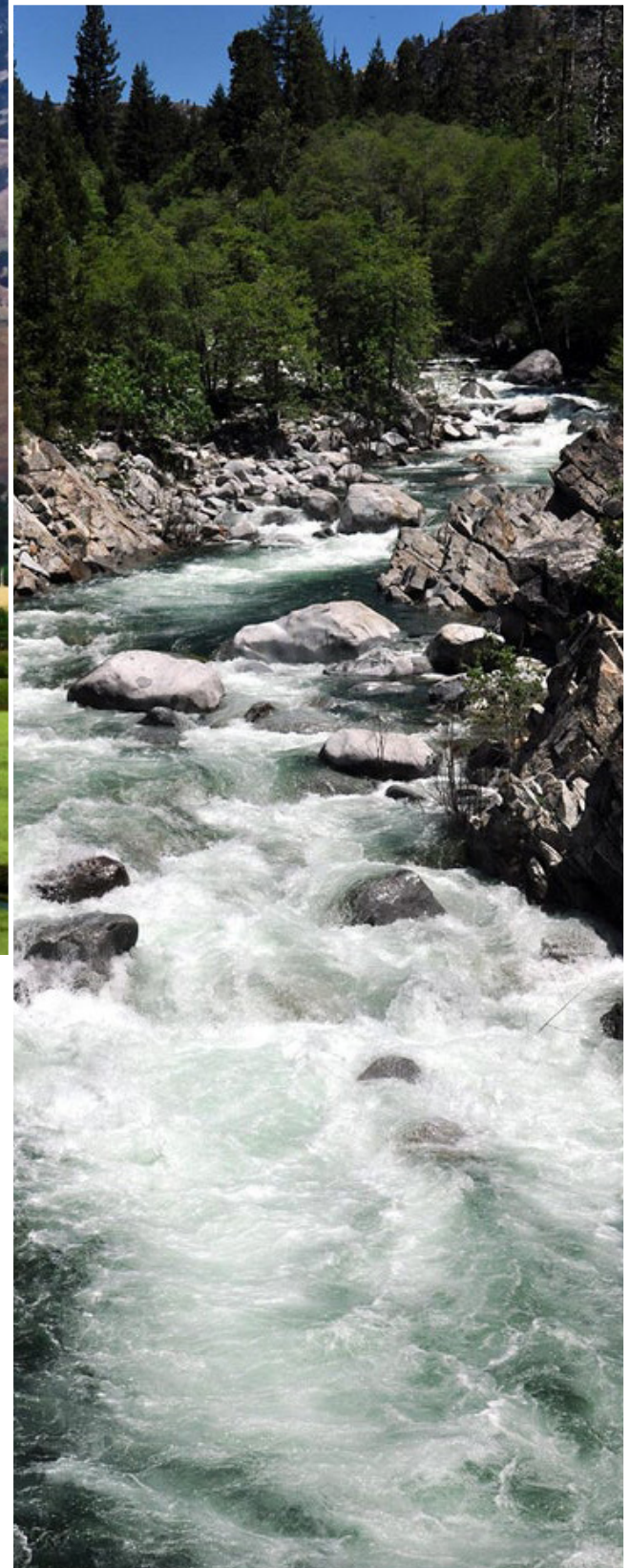
DATA PROFILES 2020-2025

COMPREHENSIVE
ECONOMIC
DEVELOPMENT
STRATEGY

Updated January 1, 2024



YUBA-SUTTER ECONOMIC DEVELOPMENT CORPORATION



ECONOMIC STRENGTH RANKING

In 2023, Yuba City, CA MSA fell to an economic strength ranking of 148 out of 384 MSAs, down from 2022’s ranking of 85

Economic strength rankings measure how the economy has behaved, not why. A local economy is defined by where people live and work, earn and spend. The criteria to determine the economic strength are industrial sectors and consistency of growth (rate or stability).

Metropolitan Statistical Areas (MSA) have at least one urbanized area with a population of at least 50,000, plus adjacent territory (counties) which have a high degree of social and economic integration with the core as measured by commuting. The Yuba-Sutter region is identified as Yuba City, CA MSA. There are 384 MSAs in the United States.

Industrial Sectors

Group 1 – Industrial sectors reflect overall growth in size and quality. The quality of the economy is based upon what people earn, as individual earnings influence a person’s “standard of living.”

- All Workers- Earnings, Jobs and Wages
- Per Capita Total Worker Earnings, Personal Income and Earnings by Residences
- Wage & Salaried Workers- Earnings
- Wage & Salaried Workers – Jobs and Wage and Salaried Worker Wages

Group 2 – These sectors reflect how the economy is behaving. Small businesses and the construction and retail industries are extremely reactive to the “flow of money” coming into an area. They typically grow or decline in direct proportion to the condition of the economy. There are, of course, exceptions. Areas, which have become destinations for retirement age individuals will have high growth numbers in both construction and retail, while they might not have a strong economy.

- Non Farm Proprietors- Earnings, Jobs and Wages
- Construction- Worker Earnings, Jobs and Wages
- Retail- Worker Earnings, Jobs and Wages

Group 3 – These sectors are negative sectors. Growth in these reflects a poor economy.

- Per Capita Income Maintenance (Welfare)
- Actual Per Capita Income Maintenance (Welfare)
- Per Capita Medical Assistance for the Poor (Medicaid)
- Actual Per Capita Medical Assistance for the Poor (Medicaid)

Consistency of Growth

Simply identifying the areas that have the fastest or slowest growth rates is insufficient when trying to determine the character of a local economy. The rate, consistency, or stability of the growth area equally important.



ECONOMIC STRENGTH RANKINGS

2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
148	85	98	99	121	181	237	274	246	253

Source: Policom, <https://policom.com/>

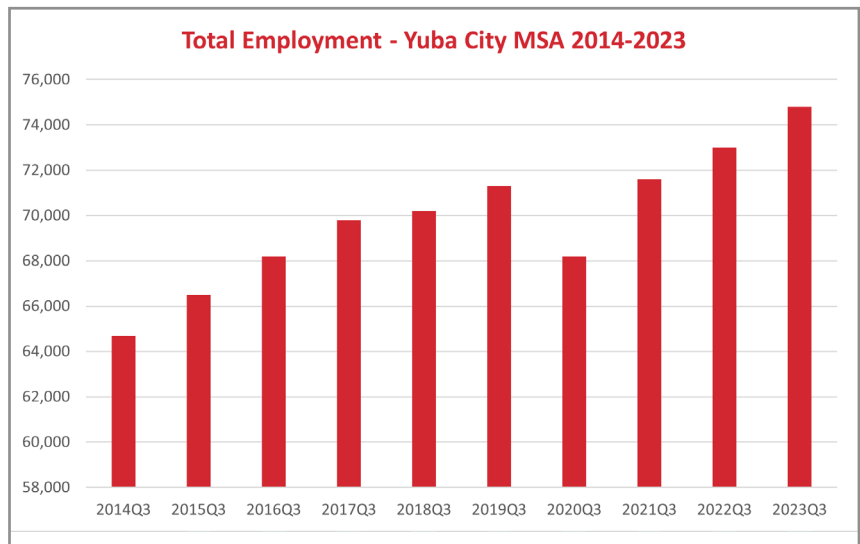
EMPLOYMENT/OCCUPATION OVERVIEW

EMPLOYMENT TRENDS

The region has a civilian labor force of 79,800 and as of 2023Q3, total employment for the Yuba City MSA was 74,800. The total industry employment was 57,800 and was up by 1.4 percent from the previous year. Yuba City MSA labor force participation rate is 58.3 percent.

UNEMPLOYMENT RATE

The unemployment rate for the Yuba City, CA MSA was 6.3 percent as of September 2023, above from the year-ago estimate of 4.9 percent. This compares with an unadjusted employment rate of 4.9 percent for California and 3.6 percent for the nation during the same period. The unemployment rate was 6.3 percent in Sutter County, and 6.2 percent in Yuba County.



WAGE TRENDS

The average worker in the Yuba City, CA MSA earned annual wages of \$55,907 as of 2023Q2. Average annual wages per worker increased 3.6 percent in the region over the preceding four quarters. For comparison purposes, annual average wages were \$70,318 in the nation as of 2022Q2.

OCCUPATION SNAPSHOT









The largest major occupation group in the Yuba City, CA MSA is Office and Administrative Support Occupations, employing 5,662 workers. The next-largest occupation groups in the region are Transportation and Material Moving Occupations (5,570 workers) and Food Preparation and Serving Related Occupations (5,032 workers). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 9.37), Educational Instruction and Library Occupations (1.40), and Healthcare

Support Occupations (1.32).

Occupation groups in the Yuba City, CA MSA with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$115,400), Management Occupations (\$113,300), and Computer and Mathematical Occupations (\$107,400).

Over the next year, the fastest growing occupation group in the Yuba City, CA MSA is expected to be Healthcare Support Occupations with a +2.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+75 jobs) and Transportation and Material Moving Occupations (+44). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (951 jobs) and Transportation and Material Moving Occupations (768).

**2018-2028
FASTEST GROWING OCCUPATIONS**

- 
Hotel, Motel & Resort Clerks
487.5%
- 
Maids & Housekeeping Cleaners
148.4%
- 
Housekeeping & Janitorial Supervisors
75%
- 
Building Cleaning & Pest Control Workers
62.8%
- 
Heavy Truck Drivers
62.8%
- 
Building & Ground Maintenance Occupations
48%
- 
Veterinary Assistants/ Laboratory Animal Care
40%
- 
Motor Vehicle Operators
39%

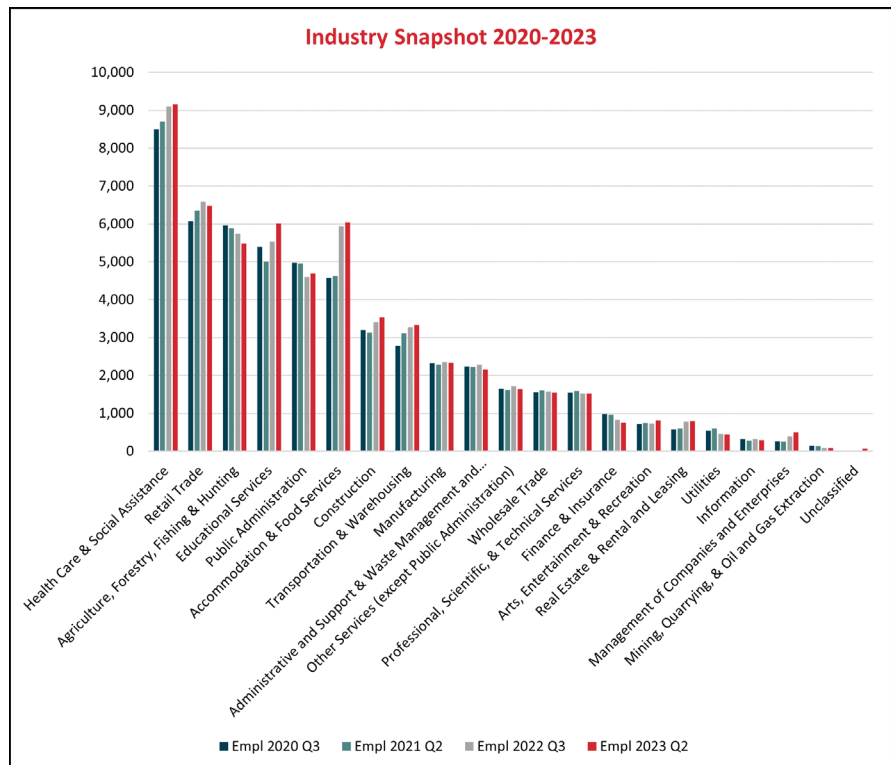
INDUSTRY SNAPSHOT



The largest major occupation group in the Yuba City, CA MSA is Office and Administrative Support Occupations, (5,646 workers). The next-largest occupation groups in the region are Transportation and Material Moving Occupations (5,527 workers) and Sales and Related Occupations (4,995). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 9.53), Educational Instruction and Library Occupations (1.34), and Healthcare Support Occupations (1.30).

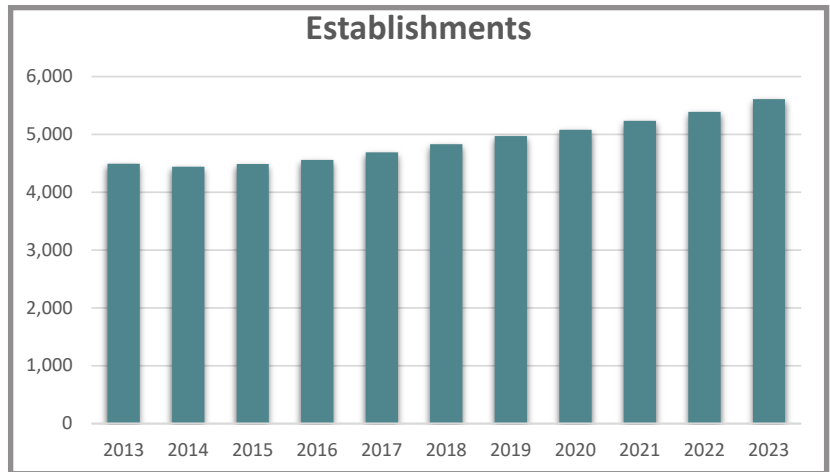
Occupation groups in the Yuba City, CA MSA with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$114,400), Management Occupations (\$107,000), and Computer and Mathematical Occupations (\$102,900). The unemployment rate in the region varied among the major groups from 1.8% among Healthcare Practitioners and Technical Occupations to 10.6% among Food Preparation and Serving Related Occupations.

Over the next one year, the fastest growing occupation group in the Yuba City, CA MSA is expected to be Healthcare Support Occupations with a +2.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+84 jobs) and Food Preparation and Serving Related Occupations (+82). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (959 jobs) and Transportation and Material Moving Occupations (765).



BUSINESS ESTABLISHMENTS

The Yuba-Sutter region’s number of covered employment establishments, (Businesses whose employees are covered by unemployment insurance benefits), grew 24.95 percent over the past 10 years from 4,492 to 5,613. There was a substantial dip in the growth in 2012 as a direct result of the 2009 recession which came a bit slower to the area. However the region recuperated steadily in the following years and continues to grow.



TOP 10 EMPLOYERS - SUTTER COUNTY (2023)

Company Name	No. of Employees*	Industry Type
Yuba City Unified School District	1,416	Education
Sutter County	1,019	Government, Local
Legend Transportation, Inc	1,000	Transportation
Sunsweet Growers Inc.	600	Food Processing
Sutter North Medical Group Yuba City	475	Healthcare
Sysco Sacramento, Inc.	460	Food Distribution
Rush Personnel	400	Employment Services
Walmart - Yuba City	384	Retail - General
Express Employment Professionals	315	Employment Services
City of Yuba City	300	Government, Local

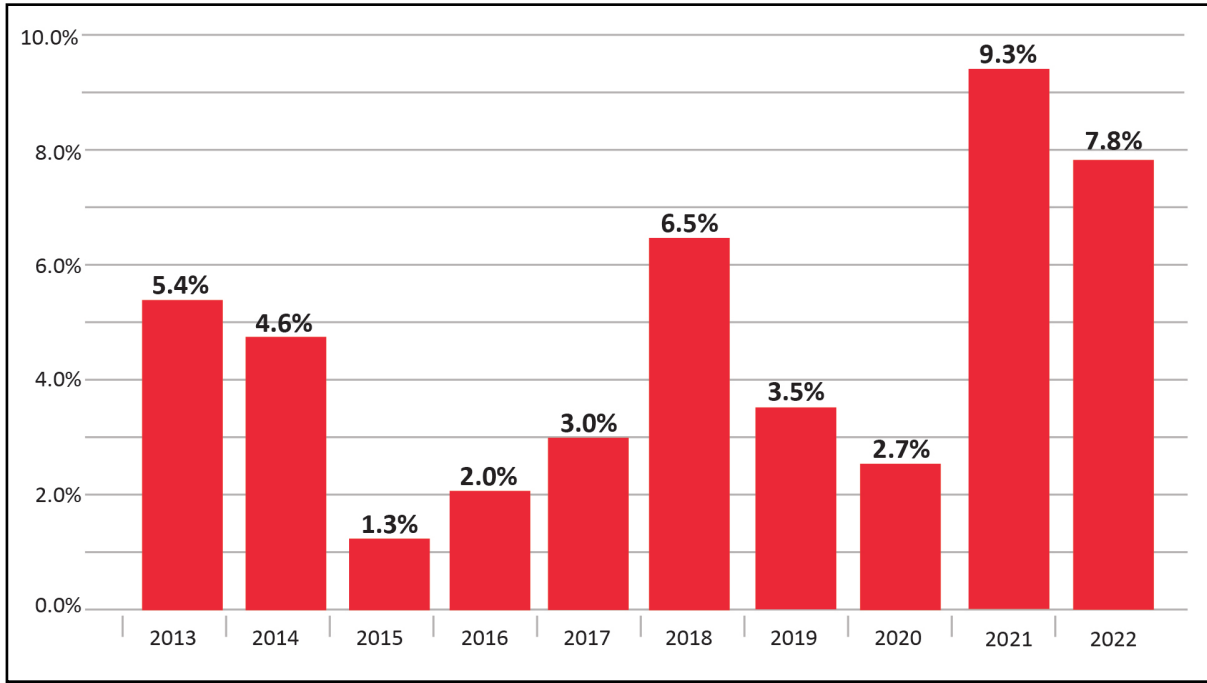
TOP 10 EMPLOYERS - YUBA COUNTY (2023)

Company Name	No. of Employees*	Industry Type
Beale Air Force Base - Military & Civilian	4,237	Military
Adventist Health + Rideout	2,400	Healthcare
Marysville Joint Unified School District	1,653	Education
Hard Rock Hotel & Casino	1,012	Hospitality
Yuba County	891	Government, Local
Caltrans DOT Transportation Dept.	720	Government, State
Yuba College (Marysville Campus)	691	Education
Bishops Pumpkin Farm*	450	Agriculture
Walmart - Marysville	390	Retail - General
Frank M. Booth	350	Construction

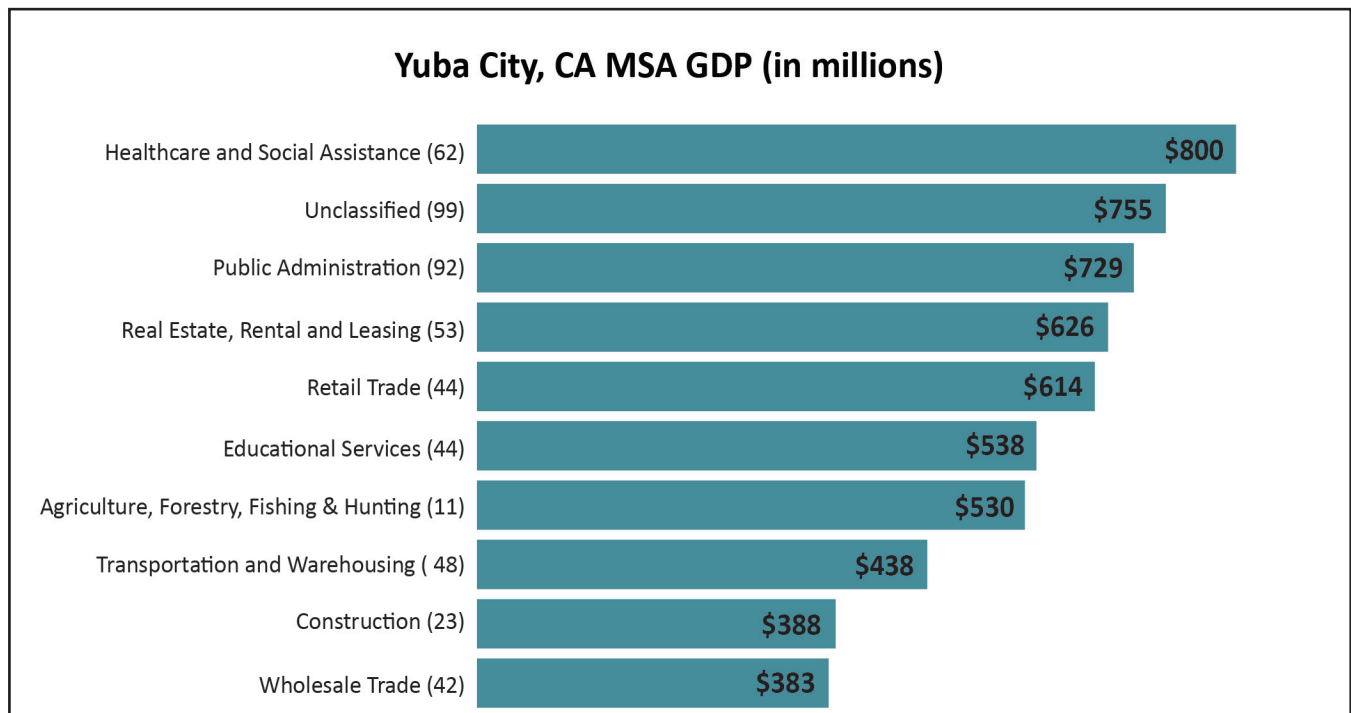
* Number of employees includes part-time and seasonal workers

GROSS DOMESTIC PRODUCT

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2022, nominal GDP in the Yuba City, CA MSA expanded 7.8 percent. This follows growth of 9.3 percent in 2021. As of 2022, total GDP in the Yuba City, CA MSA was \$7,432,139,000.



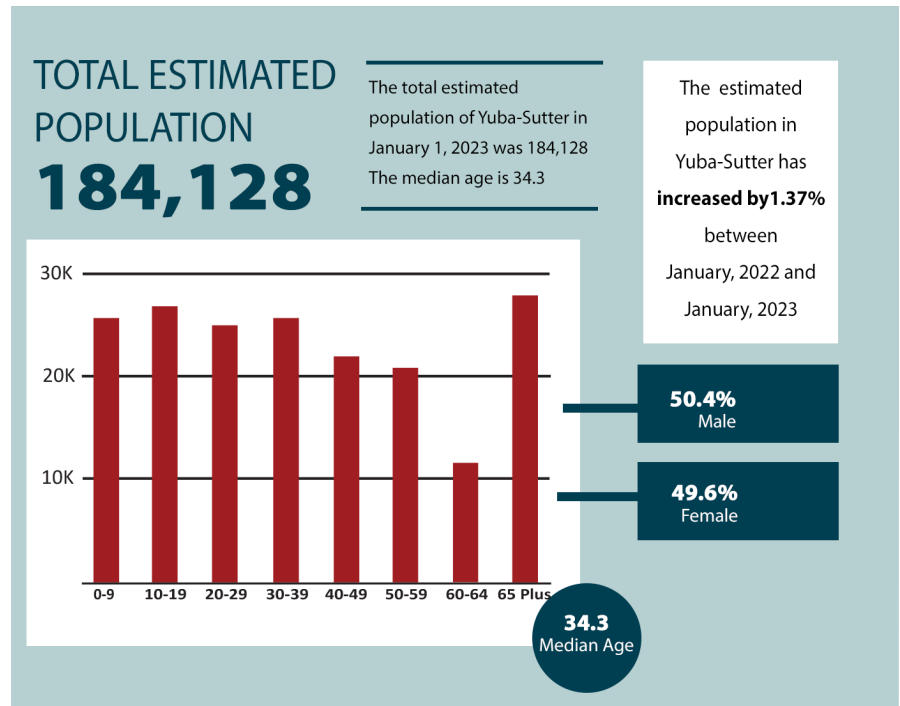
Of the sectors in the Yuba City, CA MSA, Health Care and Social Assistance contributed the largest portion of GDP in 2022, \$800,232,000. The next-largest contributions came from Unclassified (\$755,386,000); Public Administration (\$728,757,000); and Real Estate and Rental and Leasing (\$625,653,000).



Gross Domestic Product data is provided by the Bureau of Economic Analysis

POPULATION, AGE & HOUSEHOLDS

According to the California Department of Finance, Sutter County's preliminary estimated population for January 2023 was 98,952 an increase of 0.4 percent over January 2022 data. About 70.3 percent or 69,478 Sutter County residents reside in Yuba City, the county seat and largest city. The population of City of Yuba City decreased by 0.2 percent from the previous year. Yuba City serves as the center for shopping and business for Sutter and Yuba counties as well as parts of Butte and Colusa counties. Sutter County's total population is projected to reach 104,005 residents by the year 2030, an increase of 4.7 percent over Census 2020 figures. The county's population is projected to decrease to 103,147 (-0.83 percent) by 2060.



Yuba County's preliminary estimated population for January 2023 was 82,275, an increase over 2022 data of 0.4 percent. The largest city within the county, Marysville, is the county seat and one of California's most historic cities. Its history as a community dates to California's Gold Rush era. Much of Yuba-Sutter's agricultural, recreational, educational and industrial activities are located within Yuba County. Of the Yuba County population, nearly 80 percent reside in the unincorporated areas. The population in Yuba County is projected to reach 87,172 by the year 2030, an increase of 6.6 percent above the 2020 census. Yuba County's population is projected to increase to 96,176 (16.3 percent) by 2060.

As the area's population is expected to increase 9.74 percent over the next 30 years, the cities and counties are working to manage this growth by improving infrastructure elements such as roads, water, wastewater, and levee systems. Special attention to major transportation arteries will be especially critical.

Households

According to the U.S. Census Bureau, the average number of persons per household is 2.98 and 70.6 percent are family households and 49.4 percent are married couples. The California Department of Finance estimates that there are 65,775 housing units in the region with 1.3 percent homeowner vacancy and 3.1 percent rental vacancy. There are 39.81 percent homes that are rental occupied and 60.19 percent are owner occupied.

INCOME AND SPENDING

Households in Yuba and Sutter Counties earn a median annual income of \$71,066 and 33.72 percent of the households earn more than the national households average each year. Household expenditures average \$70,066 per year.

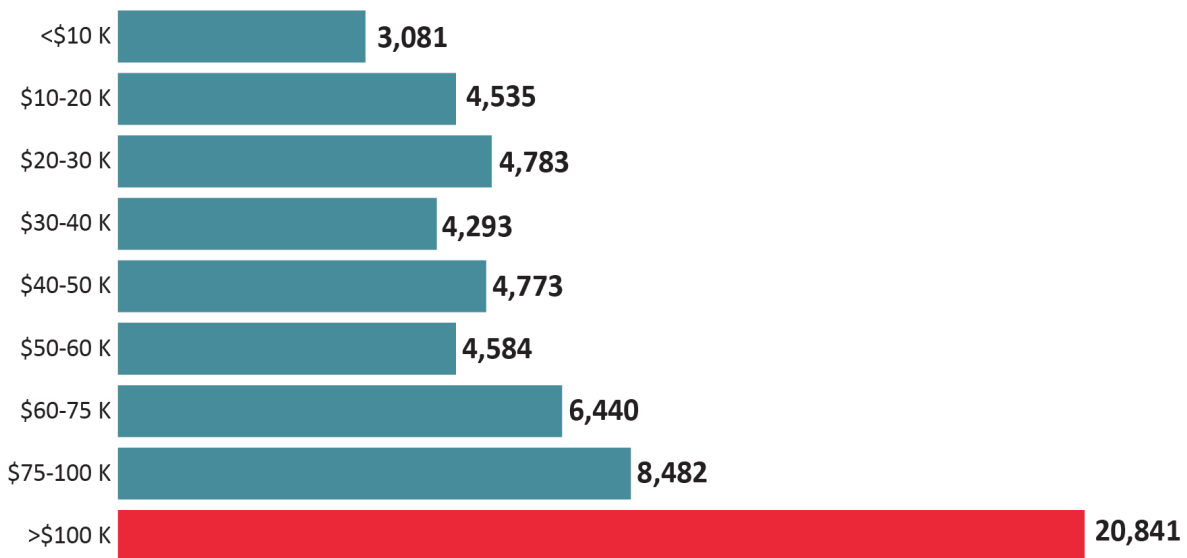
\$71,066

Median Household Income

26% less than the state

6% less than the nation

Household Income Distribution



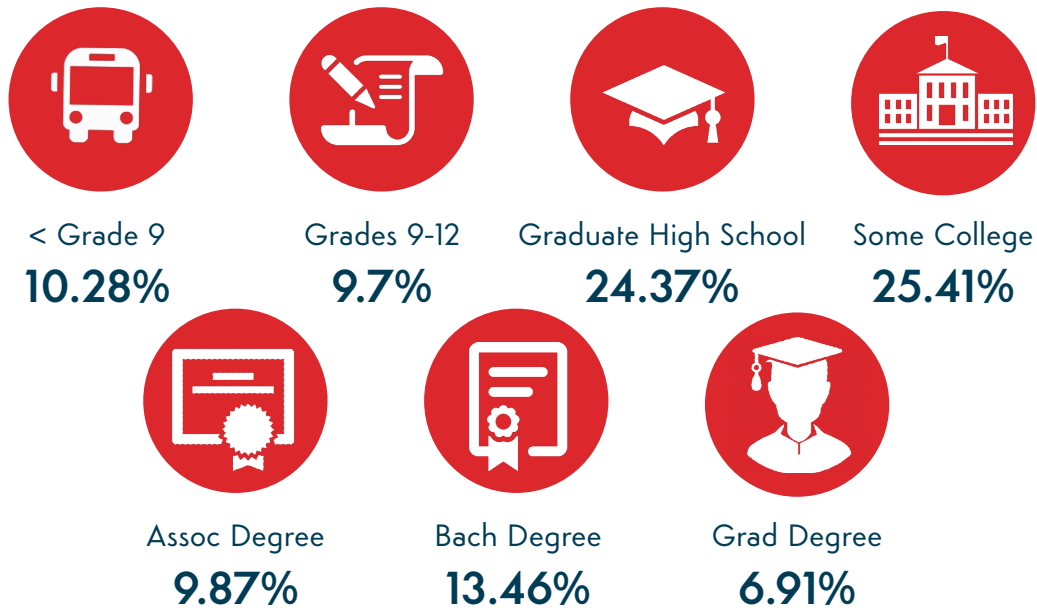
The majority of earnings get spent on shelter, transportation, food and beverages, healthcare, and utilities. Consumer expenditures increased 14.7 percent over the previous year and reflect the increase in the cost of living. For comparison purposes, the cost of living in Yuba City MSA is 11.1 percent higher than the U.S. average and 30 percent lower than the State of California.



EDUCATIONAL ATTAINMENT

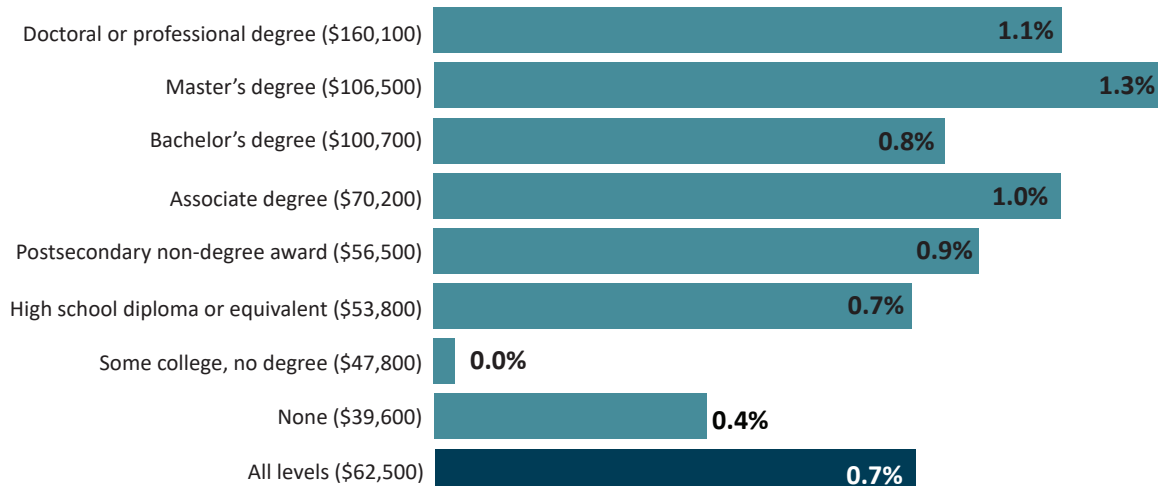
School enrollment for the population, ages three years and older in Yuba City MSA, includes nursery and preschool, kindergarten, elementary, high school, college and graduate school. In 2022, U.S. Census Bureau American Community Survey five-year estimates indicate there was 49,222 or 27.1 percent of the region’s population in school.

30.24 percent of the population in Yuba and Sutter Counties have an Associate’s Degree or higher. This attainment was about the same as the previous year. 55.65% have completed some college or higher.



Expected growth rates for occupations vary by the education and training required. While all employment in the Yuba City, CA MSA is projected to grow 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.1% per year, those requiring a bachelor’s degree are forecast to grow 0.8% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.0% per year.

Annual Average Projected Job Growth by Training Required for Yuba City, CA MSA



Employment by occupation data are estimates as of 2023Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

POVERTY

Poverty thresholds (U.S. Census Bureau) represent a federal government estimate of the point below which a household of a given size has pre-tax cash income insufficient to meet minimal food and other basic needs. The poverty rate for the Yuba-Sutter region typically has been higher than both national and state levels. American Community Survey 2022 poverty estimates the percentage of Yuba-Sutter’s families for which poverty status is determined to be at 15.4 percent compared to the state’s percentage of 12.2 percent and USA’s level of 12.6 percent. The overall poverty rate (15.4 percent) for the region is trending down after peaking in 2015 (19.85 percent) and decreased 1 percent from 2021 levels.

