KEYSER MARSTON ASSOCIATES.

ADVISORS IN PUBLIC/PRIVATE REAL ESTATE DEVELOPMENT

MEMORANDUM

ADVISORS IN:
REAL ESTATE
AFFORDABLE HOUSING
ECONOMIC DEVELOPMENT

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To: Jonathan Veach, Housing Manager
             City of Santa Clara

From: Debbie Kern

Date: June 11, 2020

Subject: Review of Santa Clara Demographic Characteristics

Pursuant to your request, Keyser Marston Associates, Inc. (KMA) has assembled demographic data on the residents of the City of Santa Clara, the people who work in Santa Clara, and the geographic area of the labor pool. The City of Santa Clara is considering establishing a preference program for processing applications from households to rent or purchase new affordable housing units that will be built, in part, with financial assistance from the City. The purpose of the demographic data analysis is to identify any differences that may exist between the characteristics of the people who would qualify for the proposed affordable housing preference program and the general population in the market area. The demographic metrics that are relevant to this review are the metrics that pertain to race and sex. While religious affiliation is also a protected class, the U.S. Census Bureau does not collect data on religious affiliation.

The proposed affordable housing preference categories consist of:

- People who currently live in the City of Santa Clara; and

- People who either operate a business or are employed by a business / agency in the City of Santa Clara

Demographic data was obtained from the U.S. Census Bureau, American Community Survey (ACS).

A. Demographics of the Residential Market Area

Based on the rationale that people tend to want to live in proximity to their place of employment, KMA analyzed commute data to estimate the market area for drawing new residents to the City of Santa Clara. The U.S. Census tabulates commute data from the

American Community Survey results; the most recent data available is based on the 2012-2016 Five Year Estimates. The data indicate that 95% of the people who work in Santa Clara live in one of six counties. The distribution is shown in Exhibit A.

Exhibit A. Market Area for the City of Santa Clara	
	Percent of Santa Clara Workers Who Reside in County
Santa Clara County	77%
Alameda County	9%
San Mateo County	5%
Contra Costa County	2%
Santa Cruz County	2%
San Francisco County	2%
Total, Six Counties	95%

Given this distribution, the 6-county region is the predominant pool of potential residents to Santa Clara and is a fair representation of the market area for housing in the City of Santa Clara.

The key demographic characteristics of each county within the market area are presented in Table 1. All demographic data are drawn from the U.S. Census' 2018 Five-Year ACS Estimates. The key demographic characteristics for the market area as a whole are presented in Exhibit B below.

Exhibit B. Market Area Demographics	
Total Population	*6,608,891*
Demographic	***Percent of Population***
Female	50%
Hispanic/Latino	24%
White	48%
African American/Black	6%
American Indian, Alaska Native	1%
Asian	29%
Native Hawaiian, Pacific Islander	1%
Some Other Race	10%
Two or More Races	6%

B. Comparison of Demographics of Santa Clara Residents to the Market Area

Table 2 presents the key demographics of The City's current residents and employment base and a comparison with the demographics of the Market Area. The table below

compares the demographics of current Santa Clara residents to the demographics of the market area's residents.

Exhibit C. Demographics of Santa Clara Residents Compared to Market Area		
	City of Santa Clara Residents	**Six-County Market Area Population**
Total	*126,209*	*6,608,891*
Demographic	**Percent of Population**	
Female	48%	50%
Hispanic/Latino	*17%*	*24%*
White	43%	48%
African American/Black	3%	6%
American Indian, Alaska Native	0%	1%
Asian	41%	29%
Native Hawaiian, Pacific Islander	1%	1%
Some Other Race	6%	10%
Two or More Races	5%	6%

The data indicate that the composition of the residents of the City of Santa Clara with respect to sex (48% female) is consistent with the composition of the market area (50% female).

With respect to race and ethnicity, the classification in which the percentage of the population within the target groups is notably less than the percent within the market area is "Hispanic/Latino". As shown, 17% of the City's resident population is Hispanic/Latino compared with 24% of the residents within the market area. Santa Clara residents are also less likely to be White (43% versus 48%) and more likely to be Asian (41% versus 29%) than the six-county area.

C. Comparison of Demographics of People who Work in Santa Clara to the Market Area

Table 2 presents the key demographics of people who are employed by businesses or agencies in Santa Clara (regardless of where they live) compared to the residents of the Market Area.

Exhibit D. Demographics of Santa Clara Employees Compared to Market Area		
	People who Work within City of Santa Clara	**Six-County Market Area Population**
Total	*120,377*	*6,608,891*
Demographic	***Percent of Population***	
Female	*37%*	*50%*
Hispanic/Latino	20%	24%
White	44%	48%
African American/Black	3%	6%
American Indian, Alaska Native	n/a	1%
Asian	41%	29%
Native Hawaiian, Pacific Islander	n/a	1%
Some Other Race	8%	10%
Two or More Races	3%	6%

The data indicate that females comprise a notably smaller percentage of employees in Santa Clara than they comprise of the market area's population (37% compared to 50%). Employees are also less likely to be Hispanic/Latino than the population of the market area, (20% versus 24%), but the difference is less than 5 percentage points. And, similarly to the characteristics of the City's residential base, employees are less likely to be White (44% versus 48%) and more likely to be Asian (41% versus 29%) than residents in the general market area.

Table 1.

Demographic Characteristics of the Residential Market Area for the City of Santa Clara

Santa Clara Demographics Study

City of Santa Clara, CA

	Santa Clara Residential Market Area	Santa Clara County	Alameda County	San Mateo County	Contra Costa County	Santa Cruz County	San Francisco County
Commute Data[1]							
Number of Residents Who Work in Santa Clara		87,095	9,595	5,390	1,965	1,770	1,745
Percent of Santa Clara (City) Workers[3]	95%	77%	9%	5%	2%	2%	2%
Demographic Data[2]							
Total Population	6,608,891	1,922,200	1,643,700	765,935	1,133,247	273,765	870,044
I. Sex							
Male	50%	51%	49%	49%	49%	50%	51%
Female	50%	50%	51%	51%	51%	50%	49%
II. Race/Ethnicity							
One race	94%	95%	94%	94%	93%	95%	95%
White	48%	45%	42%	51%	57%	76%	47%
Black or African American	6%	3%	11%	2%	9%	1%	5%
American Indian and Alaska Native	1%	1%	1%	0%	1%	1%	0%
Asian	29%	36%	30%	28%	16%	5%	34%
Native Hawaiian and Other Pacific Islander	1%	0%	1%	1%	1%	0%	0%
Some other race	10%	11%	10%	11%	10%	13%	8%
Two or more races	6%	5%	6%	6%	7%	5%	5%
Hispanic or Latino origin (of any race)	24%	26%	23%	25%	25%	34%	15%

1. U.S. Census Bureau, American Community Survey 2012-2016 Five-year estimates. Special Tabulation: Census Transportation Planning

2. U.S. Census Bureau, American Community Survey 2018 Five-Year Estimates.

3. 95% of Santa Clara workers live in one of the six counties identified.

Table 2.

Demographic Characteristics of Santa Clara Residents and Employees

Santa Clara Demographics Study

City of Santa Clara, CA

	Santa Clara Residents	Santa Clara Employees	Residential Market Area
Total Population / Workers	126,209	120,377	6,608,891
I. Sex			
Male	*52%*	*63%*	*50%*
Female	*48%*	*37%*	*50%*
II. Race/Ethnicity			
One race	95%	97%	94%
White	43%	44%	48%
Black or African American	3%	3%	6%
American Indian and Alaska Native	0%	n/a	1%
Asian	41%	41%	29%
Native Hawaiian and Other Pacific Islander	1%	n/a	1%
Some other race	6%	8%	10%
Two or more races	5%	3%	6%
Hispanic or Latino origin (of any race)	*17%*	*20%*	*24%*

U.S. Census Bureau, American Community Survey 2018 Five-Year Estimates.