

2019 Sonoma County Latino Scorecard

About The Scorecard

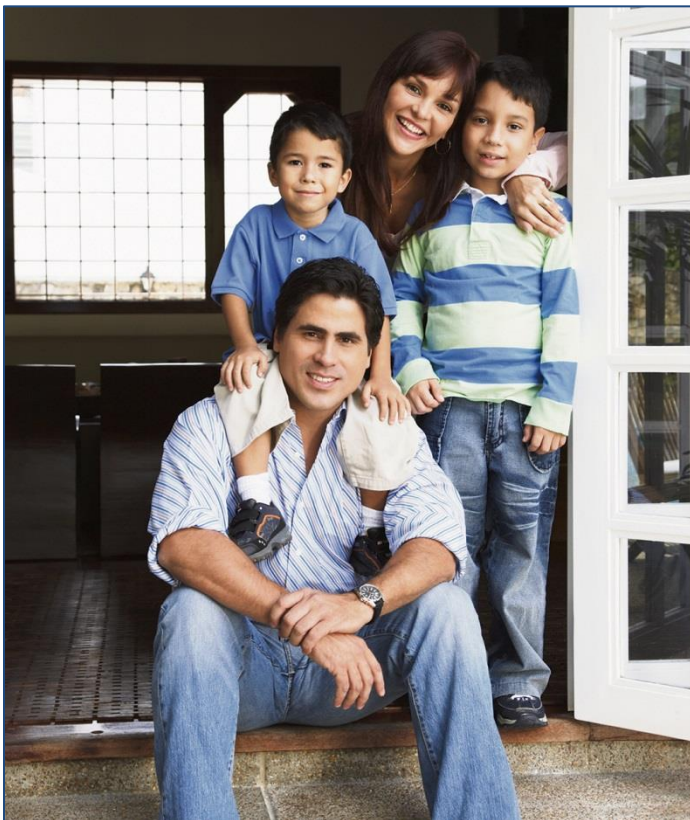
The Sonoma County Latino Scorecard includes ten high-level, public facing indicators that highlight opportunities and disparities within the Latino community in the following areas:

- Political participation & representation
- Education
- Financial stability
- Neighborhood engagement
- Health & environment

Los Cien of Sonoma County will use the scorecard to engage community stakeholders to build knowledge around major factors--positive, negative, historical, and contextual--contributing to indicator trends. Los Cien will collaborate with key partners to identify solutions to address entrenched and persistent community disparities. Solutions may include easy wins, as well as longer-term strategies that address systemic issues.

Essential to the scorecard is Los Cien's commitment to explore each indicator deeply over time. Los Cien's monthly luncheon meetings--which draw an average of 200 diverse community members from government, community-based and grassroots organizations, and business and philanthropic communities--will look closely at each of the ten indicators. Los Cien will track the bi-annual progress of each indicator over the next decade.

We hope to make measureable change in the lives of Latinos in Sonoma County by educating ourselves and our community on the challenges facing Latinos, and by bringing together diverse local leaders to discuss innovative ways for Latinos to thrive.



Latinos in Sonoma County

- Approximately 132,000 Latinos live in Sonoma County. The median age of Latinos is 27 years old (compared to 49 years old for white residents).
- Latinos make up 27% of Sonoma County's labor force, predominately working in agriculture, grounds and building maintenance, construction, food processing, and textiles and furnishings.
- There are approximately 6,760 Latino-owned businesses in Sonoma County, making up about 13% of all businesses in the County.
- The estimated aggregate household income for Latinos in Sonoma County is \$2.31 billion.

Source: Sonoma County Economic Development Board;
Latino Entrepreneurship in Sonoma County Research Brief, 2019.

2019 Sonoma County Latino Scorecard

The Latino Scorecard tracks key drivers of socio-economic mobility and well-being of Latino residents in Sonoma County in five main areas



Political Participation & Representation



Education



Financial Stability



Neighborhood Engagement



Health & Environment

Sonoma County Data

Data Source; Year(s)

Latino | White | All Sonoma County



Political Participation & Representation

Citizens (18+) registered to vote

59% | NA | 77%

Bay Area Equity Atlas; 2016

Local Elected Officials

Includes County board of supervisors & city councils; school board data will be added next year

11% | 89% | --

Primary data collection; Aug 2018



Education

Children ready for kindergarten

25% | 46% | 39%

READY KSEP data; 2018-19

Adults with a BA degree or higher

11% | 39% | 33%

Bay Area Equity Atlas; 2011-15



Financial Stability

Median household income

\$59K | \$76K | \$72K

American Community Survey; 2013-17

Home ownership

38% | 65% | 60%

Race Counts; 2010-14



Neighborhood Engagement

Low neighborhood resources

High poverty rates, lower educational attainment, high traffic density, air pollution & drinking water contaminants

65% | 36% | 44%

Bay Area Equity Atlas; 2010-19

Linguistic Isolation

Limited English speaking households

30% | 6% | 4.5%

Bay Area Equity Atlas; 2011-15



Health & Environment

Children with 2 or more adverse experiences
Children ages 0-17

NA | NA | 15%

Kidsdata; 2016

Adult Obesity

Adults 18+ with a body mass index 30 or higher

33% | 23% | 25%

CA Health Interview Survey; 2014