

A.2 DEMOGRAPHICS & ECONOMICS

INTRODUCTION

The Demographics & Economics Chapter of the Technical Background Report discusses several dimensions of demographic and economic trends for the City of Oakdale (City), and compares these to similar observations for Stanislaus County (County), other cities in the County, and the State of California. This Chapter also presents the best available estimates for future change in population and employment in the City. Topics specifically addressed include:

- Demographic and Socioeconomic Trends and Conditions
 - Population
 - Race
 - Education
- Market and Economic Conditions
 - Real Estate Market Overview
 - Housing
 - Employment
 - Retail Sector Position

The Chapter presents data on both the current City and the unincorporated lands within the larger General Plan Update Study Area (Study Area). Because many data sources report information for areas such as cities and counties, data specific to the portion of the Study Area outside of the current city limits was largely unavailable. The unincorporated portion of the General Plan Study Area consists of a combination of residential development on large lots and in subdivisions, particularly east of the City along SR 120 and north of the Stanislaus River, and agricultural uses including orchards, field crops, and dairies. In this Chapter of the Technical Background Report, references to Oakdale and “the City” mean the current incorporated area, unless otherwise noted.

The demographic and socioeconomic information presented in the Chapter was obtained from the U.S. Census Bureau and California Department of Finance. The data underlying the economics and market performance sections of this analysis comes from the California Department of Finance, the California Association of Realtors, the U.S. Census Bureau, the Federal Housing Finance Board, the California Employment Development Department, the Oakdale Chamber of Commerce, InfoUSA, the Bureau of Transportation Statistics, the Stanislaus Council of Governments (StanCOG) Traffic Study, the California Board of Equalization, and the Modesto Bee along with other real estate listing sources.

SUMMARY OF KEY FINDINGS

- Oakdale has experienced significant growth in recent years. This growth reflects the City's desirable qualities as a livable community and its success in determining the pace, location, and character of new development.
- Despite the current economic recession, Oakdale is projected to continue growing at a steady pace with its population estimated to increase from approximately 19,600 residents in 2009 to approximately 29,000 residents in 2030 or a projected 2.5 percent average annual growth rate. This growth would result in significant opportunities and challenges for the City and the need to continue to carefully manage growth.
- Residential growth has the potential to make the population more diverse and increase the level of education in the City's workforce. These trends are already underway, and the City in many respects will experience the same socioeconomic shifts seen in Modesto and the County at large, but at a later date.
- As the City grows in size, there is potential for the City to offer a greater array of public amenities, more in-town shopping, a reenergized downtown, and new employment opportunities. Smaller cities have resource limitations that larger cities can overcome.
- To accommodate Oakdale's growth of approximately 9,400 residents through 2030, significant new residential construction would be required. Housing growth has and will continue to increase demand for public services, putting pressure on the City to expand and finance those services.
- The City's share of the County's housing market grew while the rest of the County's share shrank during the difficult years of 2007, 2008, and 2009. The City has pent up demand and attracts buyers who want to live in more desirable communities like Oakdale.
- Recent decreases in home prices have, beginning in 2008, increased housing affordability relative to median household income in Oakdale. There are greater opportunities for a home purchase at the median City household income than five years ago.
- Housing development in Oakdale since 2000 has predominantly consisted of single family homes, with very little multi-family development. Increased multi-family construction may be necessary to provide more affordable housing options in Oakdale.
- Industrial activity is a major component of the City's economy. Manufacturing and food processing, packaging, and shipping companies are some of the largest employers. The City is an attractive location for these businesses because of its proximity to the major production acreage on the Valley floor and nearby rail lines that transport raw materials and agricultural products for processing and wholesale distribution. There is relatively little activity in white collar professional sectors, like information, finance, and health care.
- The City's unemployment rate in 2008 was the highest it had been in the previous eight years, increasing the need for Oakdale to secure job growth into the future. Positioning for future job growth industries will require a clear set of economic development strengths and strategies.
- The ideal balance of jobs to housing for most areas is considered to be between 1.1 and 1.5 jobs per household. The combination of recent job losses and rapid residential construction in Oakdale in recent years has led to a reduction in the jobs-housing ratio to a 2009 level of 0.76 jobs per household. At this level, a large number of Oakdale residents may face long commutes to work.

- Oakdale’s retail expenditure patterns give the City one of the highest rates of taxable sales per capita in the County, but its sales growth has increased less than some cities, suggesting clear potential for significant growth in City retail offerings. For future retail positioning, the City would need to decrease leakage in regional- and community-level retail sales to other areas, particularly Riverbank and Modesto.
- Expansion of Oakdale’s retail offerings is most likely in highway commercial uses (Mountain-Valley and Foothill-Valley trips for which Oakdale is a stopping point) and in additional regional retail outlets such as auto dealers, apparel, furniture, restaurants, and entertainment and leisure outlets. Oakdale has the potential to increase its capture of regional and highway commercial spending by identifying adequate sites meeting the traffic, access, and visibility requirements of these types of retailers.
- Retail and employment-related land uses tend to generate relatively larger tax and other revenues for cities and are associated with lower demands for public services than residential land uses. Sales tax revenue in particular is a major source of City government income. Increased retail spending generates increased sales tax revenue, which can help fund expanded City services. A 2006 fiscal impact analysis of new development in Oakdale found that for all types of new development except for retail, the cost of providing services to the development was greater than the new taxes and other revenue generated by the development.

Demographic and Socioeconomic Trends and Conditions

Demographic Summary

Estimates from the California Department of Finance indicate that the 2009 population of the City is 19,608. The City’s inhabitants comprise 3.7 percent of the County’s 2009 population of 526,383.

Population

For the City, population increased by 7,630 residents, or 64 percent between 1990 and 2009. As a whole, the County has grown faster than the state between 1990 and 2009, and the City has grown faster than the County for the same period. While the annual average rate of growth between 2005 and 2009 slowed in Stanislaus County, the growth rate increased in the City of Oakdale. This corresponds with a period of rapid housing construction in Oakdale and shows that Oakdale is a desirable community in which to live for residents of Stanislaus County.

Table A.2-1 shows the California Department of Finance estimates for the populations of Oakdale, Stanislaus County and the State of California from 1990 through 2009. Projections for the State of California and Stanislaus County come from the California Department of Finance. Population projections for the City of Oakdale were not available; therefore projections for the City of Oakdale are calculated under the assumption that the City would grow at the same annualized rate as the County.

Jurisdiction	Actual				Projected
	1990	2000	2005	2009	2030
City of Oakdale	11,978	15,503	17,393	19,608	29,024
Stanislaus County	370,522	446,997	503,157	526,383	857,893
State of California	29,758,213	33,873,086	36,676,931	38,292,687	49,240,891

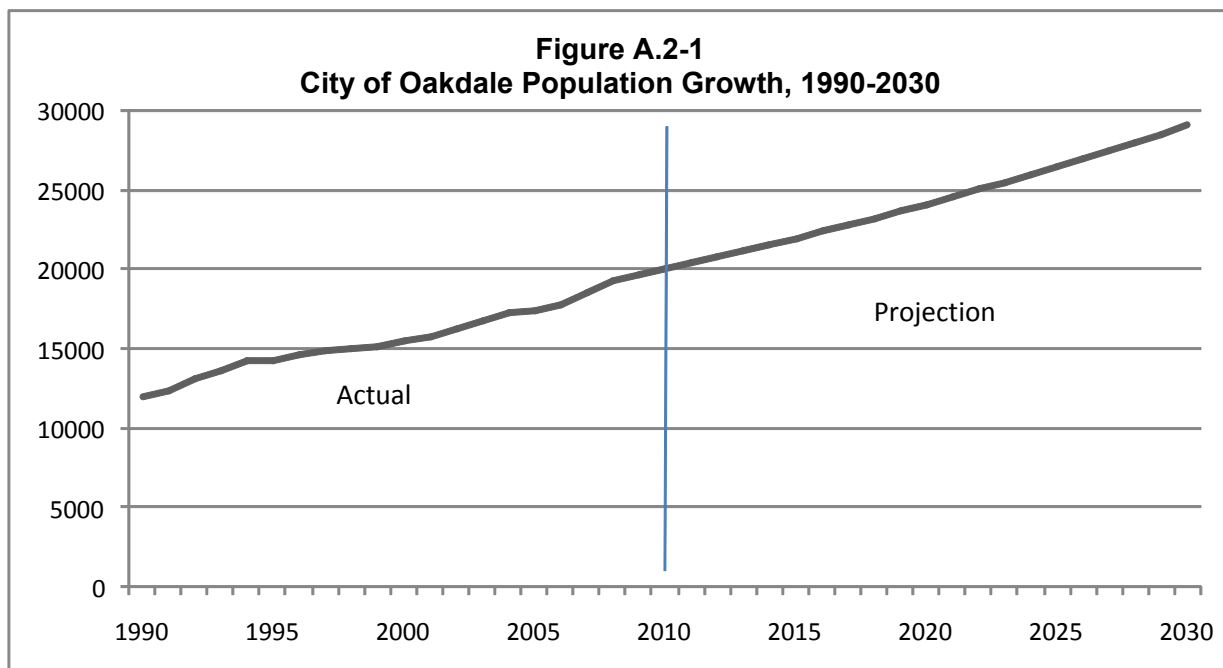
Source: California Department of Finance Tables E-1 and E-4.

Table A.2-2 shows annual average growth rates in population calculated from the California Department of Finance population estimates for past years and projections for future years. The projected annual growth rate for Stanislaus County and Oakdale through 2030 is approximately the same as the City’s actual growth rate from 1990 through 2009.

Jurisdiction	Actual Growth			Average Annual Growth All Years	Projected Growth
	1990-2000	2000-2005	2005-2009	1990-2009	2009-2030
City of Oakdale	2.6%	2.3%	3.0%	2.6%	2.5%
Stanislaus County	1.9%	2.4%	1.1%	1.8%	2.6%
State of California	1.3%	1.6%	1.1%	1.3%	1.2%

Source: California Department of Finance Tables E-1 and E-4.
 Note:
 Growth rates are average annual growth rates for each period. Population projections for Oakdale are calculated using the assumption that, for any given period, the City of Oakdale will experience change in population equal to the same annual growth rate in Stanislaus County.

Figure A.2-1 plots Oakdale’s actual and projected growth from 1990 through 2030.



Race

With the largest relative share of its citizens identifying as non-Hispanic white, Oakdale was less racially diverse than the County as a whole or the State in the year 2000. Recent data suggest that the composition of the City’s population is changing. The share of citizens identifying themselves as non-Hispanic white decreased between 1990 and 2000, while proportions of the population identifying as Hispanic (of any race) and black increased. Further diversification is expected to accompany growth in the City.

Table A.2-3 displays population, categorized by race, for the City and the County. The 2000 Census provides the most recent data available for the City; data comparisons are made using Census data from 1990 and 2000. The category “Two or More Races” did not appear in the Census before 2000.

Race	City of Oakdale			Stanislaus County		
	Share of Total 1990	Share of Total 2000	% Difference	Share of Total 1990	Share of Total 2000	% Difference
White	88.7%	83.8%	(4.9%)	80%	69%	(11.1%)
Hispanic	7.6%	8.7%	1.1%	10%	12%	2.5%
Non-Hispanic	81.1%	75.2%	(5.9%)	71%	57%	(13.5%)
Black	0.3%	0.5%	0.2%	2%	3%	0.9%
American Indian and Alaska Native	1.2%	1.1%	(0.1%)	1%	1%	0.1%
Asian or Pacific Islander	0.8%	1.3%	0.5%	5%	5%	(0.5%)
Other Race	9.1%	9.3%	0.2%	12%	17%	5.1%
Two or More Races	-	4.0%	-	-	5%	-
Total	100%	100%	-	100%	100%	-

Source: U.S. Census Bureau, 1990 and 2000 Census.

Education

Much like residents elsewhere in California, three-quarters of City residents have, at minimum, a high school diploma. Oakdale had a higher proportion of the population with a high school diploma or less than the County or State of California in 2000. However, the City had 19.6 percent of residents with an undergraduate degree or higher in 2000, while 25.1 percent of residents of the County had at least an undergraduate degree. Relatively low levels of higher education attainment may pose a challenge to the City of Oakdale. Industries in search of a more educated workforce may choose to locate outposts in cities that can offer more highly trained workers. Growth in the City’s resident population, bringing with it renters and homebuyers with higher levels of education, may help overcome this obstacle in the long run.

Table A.2-4 shows educational attainment by City residents, County residents, and residents of the State age 25 and over. The most recent data available on this topic comes from the 2000 U.S. Census.

Education	City of Oakdale		Stanislaus County		State of California	
	Number	% ¹	Number	% ¹	Number	% ¹
No High School Diploma	9,875	-	264,578	-	21,298,900	-
High School Diploma or Equivalent	7,392	74.9%	186,151	70.4%	16,356,157	76.8%
Some College (no degree)	4,153	42.1%	117,206	44.3%	12,067,705	56.7%
Undergraduate Degree	1,619	16.4%	54,713	20.7%	7,188,369	33.7%
Graduate or Professional Degree	312	3.2%	11,725	4.4%	2,029,809	9.5%

Source: U.S. Census Bureau, 2000 Census.
Note:
¹ Percentages are cumulative; values refer to residents with corresponding degree or less education.

Market and Economic Conditions

Introduction and Economic Summary

This section documents housing, employment, real estate, market performance trends and conditions in the City of Oakdale. To provide context for the conditions in the City of Oakdale, comparisons are made to other cities in Stanislaus County, the County as a whole, and the State of California. Annual housing unit construction is discussed to provide a sense of residential development trends over time. The percent shares of homes built by County in the San Joaquin Valley are presented to assess how much of total regional residential construction centers in each area. Oakdale's share of housing unit development is compared to the other small cities in Stanislaus County to assess the City's performance in the County market. Home price information for Oakdale and other cities shows which areas have maintained large shares of pre-recession home prices and which have not. A housing affordability estimate establishes a relationship between regional incomes and home prices, showing whether or not the median income household can afford to purchase the median priced home. Market conditions for retail, office, and industrial space in Oakdale are discussed.

Employment information in this section illustrates changes in total and sector-by-sector jobs within the city of Oakdale, as well as labor force composition, unemployment, top employers and patterns in regional commuting. Projections for employment growth through 2030 also appear in this section. Household income in Oakdale is compared to income levels in the County and the State.

Oakdale's taxable sales per capita are compared to other cities in Stanislaus County. This data shows that Oakdale has a relatively high level of sales per capita, but its sales growth has increased less than some other cities, suggesting that the City may need to work to improve the availability of sites for retail development. Increased retail spending generates increased sales tax revenue, which can help fund expanded City services.

The number of jobs per housing unit, referred to as the jobs-housing ratio, assesses the relative levels of employment and housing in an area. Because overall employment declined severely in the City between 2005 and 2008, the City's jobs-housing ratio has fallen from 0.96 in 2005—a ratio showing a local economy nearly in balance—to 0.76 in 2008, a ratio showing a local economy that is becoming housing rich. In comparison, the County's jobs to housing ratio has fallen by a small amount during the same period and is estimated to be 0.99 for 2008. The ideal balance of jobs to housing for most areas is considered to be between 1.1 and 1.5 jobs per household. A decline in this ratio can be from either of two changes: first, this can occur if home building vastly outpaces employment growth throughout an area. Second, the ratio will reflect a decline in the event of severe employment contraction. During the last decade, Oakdale has experienced both.

Most of the City's absolute job losses occurred in the agriculture, real estate, and education industries. The sectors to lose most of their share of economic production were construction, food and lodging (tourism), and government industries. In addition to these losses in resident incomes, the City's greater dependence on manufacturing and tourism compared to the County's broader employment base contributes to the City's below average household income.

Bright spots include the City's ability to capture significantly greater market share of housing production despite a weakening housing market. This accomplishment indicates strong community fundamentals for the residential buyer. These factors may include quality of life factors such as good schools, a low crime rate, community amenities such as parks, and pleasant natural surroundings. To have strong housing growth, a community also needs to offer employment opportunities within a reasonable commuting distance.

For retail real estate buyers and sellers, prospects are also strong for the City to maintain and expand its above average retail spending if additional space is brought to market to serve highway commercial and regional retail uses. Although developers in nearby Riverbank have secured many regional and super community retailers without a similar level of retail development in Oakdale, the next round of growth in Oakdale would enhance the chances for the City to fill in gaps in its retail sales categories, adding apparel, furniture, restaurants, and other specialty and entertainment establishments.

Real Estate Market Overview

Industrial Sector Performance

Industrial activity is a major component of the City's economy. Manufacturing and food processing, packaging, and shipping companies are some of the largest employers. The City is an attractive location for these businesses because of its proximity to the major production acreage on the Valley floor and nearby rail lines that transport raw materials and agricultural products for processing and wholesale distribution.

Industrial land uses are concentrated in the southern portion of the City, along the rail lines and South Yosemite Avenue. Existing factories and agricultural processing facilities in the City include the Ball Western Can Company's food container manufacturing plant, the ConAgra Foods tomato processing plant, and the Sconza Candy Company. Much of the City's industrial area is in Enterprise Zone 40, which provides tax credits to businesses within the zone.

A review in the summer of 2009 of industrial property listings in the City found warehouse space available for rent for small and medium floorplate users in the vicinity of South Yosemite Avenue. The listed rent was in the range of \$4.50 to \$5.50 per square foot per year.

Office Sector Performance

Office space is distributed through the City along and near the major thoroughfares of F Street and Yosemite Avenue. Office properties house businesses like insurance agencies, real estate agencies, and medical and dental practices. The City also has several banks, including the headquarters of Oak Valley Bancorp.

Most buildings with office space are fairly small, in the 2,000 to 5,000 square foot range. Downtown Oakdale has a small number of larger office block buildings. The listed rent for office space in the City ranged from approximately \$1.00 per square foot per month for a suite in a shopping center to \$2.00 per square foot per month for space in a new building downtown. Rent information was gathered from summer 2009 listings, which represent the listed prices. Several developers and property managers working in the Oakdale area have suggested that final rents for office space are not reaching the top of this range. Higher end office space in Oakdale was renting for roughly \$1.35 per square foot per month in the summer of 2009.

Retail Sector Performance

Retail activity in the City is healthy, with a key community retail cluster located at the intersection of East F Street (SR 108/120) and Maag Avenue, at the eastern end of the City. Anchor tenants at this intersection include a Kmart, a Save Mart, and a Raley's. Outparcels contain other minor tenants.

The City's auto dealers are located just west of Maag Avenue, along East F Street. There are two new car dealers, Haidlen Ford and Steves Chevrolet-Buick. Smaller shops, markets, and restaurants are located throughout the City along F Street and along Yosemite Avenue. According to listings of retail space available for lease, rents in the City ranged from approximately \$0.80 to \$2.00 per square foot per month in the summer of 2009. Rent information was gathered from current listings, which represent the listed prices. Several developers and property managers working in the Oakdale area have stated that actual rents for retail space are not reaching the top of this range at this time. Higher end retail space in Oakdale was renting for roughly \$1.25 per square foot per month in the summer of 2009.

Non-Residential Vacancy

Real estate brokers and property managers report that non-residential vacancy rates have increased over the last two years, corresponding with the economic recession. Table A.2-5 shows the current square footage of property for rent and for sale in Oakdale, based on 2009 listings. It should be noted that data on total commercial property square footage was not available. Thus, vacancy rates could not be computed. Vacancy in current non-residential property would likely have to decrease before property owners can command higher rents and before significant amounts of new non-residential development would be economically feasible.

Table A.2-5	
Square Feet of Available Space	
Building Square Feet	
Sale	
Industrial	128,972 Sq. Ft.
Office	63,904 Sq. Ft.
Retail	2,519 Sq. Ft.
Lease	
Industrial	14,780 Sq. Ft.
Office	30,631 Sq. Ft.
Retail	20,006 Sq. Ft.
Source: LoopNet, Central Valley Leasing Brokers Monthly Listings.	
Note: Data corresponds to listings as of July 2009.	

Housing

The following sections discuss change in available housing units over time as well as market share of new homes built annually by area for the City of Oakdale and Stanislaus County. Trends in market prices for homes in the City of Oakdale are presented in later tables.

Market Shares

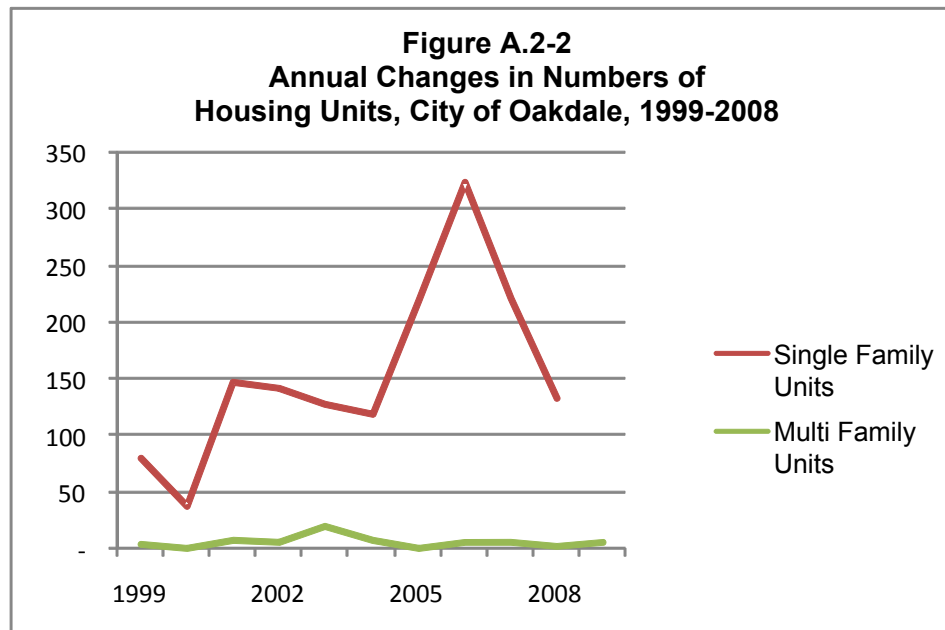
At the regional level, Stanislaus County contributes a small share of the San Joaquin Valley's total single family housing output (Table A.2-6). Fresno, San Joaquin, and Tulare Counties have produced the lion's share over the past nine years.

Table A.2-6			
Share of Single Family Housing Units in San Joaquin Valley, 1999-2008			
Jurisdiction	High	Low	Average
Stanislaus County	3.3%	0.5%	1.9%
Fresno County	35.6%	17.6%	26.6%
Kings County	5.3%	1.8%	3.6%
Madera County	8.1%	3.2%	5.7%
Merced County	11.0%	3.2%	7.1%
San Joaquin County	27.1%	13.5%	20.3%
Tulare County	16.8%	8.5%	12.6%
Source: California Department of Finance Table E-5.			

Table A.2-7 uses California Department of Finance housing estimates to track year to year changes in the number of housing units for the City and the County, along with the City's share of new homes in the County market.

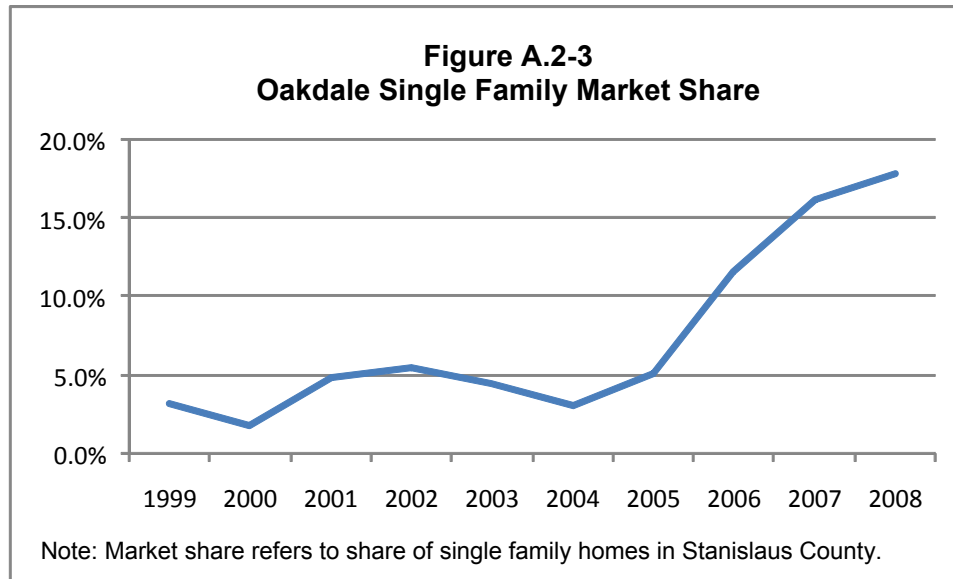
Table A.2-7			
Year To Year Changes in Housing Units, 1999-2008			
	City of Oakdale	Stanislaus County	Oakdale Share of Stanislaus County
Single Family Units			
1999	80	2,536	3.2%
2000	37	2,132	1.7%
2001	147	3,057	4.8%
2002	141	2,565	5.5%
2003	128	2,914	4.4%
2004	119	3,878	3.1%
2005	220	4,308	5.1%
2006	324	2,783	11.6%
2007	222	1,369	16.2%
2008	132	738	17.9%
Average	155	2,628	5.9%
Multi Family Units			
1999	3	(107)	(2.8%)
2000	-	303	0.0%
2001	8	160	5.0%
2002	6	193	3.1%
2003	20	224	8.9%
2004	8	179	4.5%
2005	-	271	0.0%
2006	5	491	1.0%
2007	5	121	4.1%
2008	1	199	0.5%
Average	6	203	2.8%
Source: California Department of Finance Table E-5.			
Note:			
Values indicate change from previous year, rather than total housing units in a given year.			

In the City, construction of single family units peaked between 2005 and 2007. For the County, 2006 and 2007 were years of heaviest home-building. While the numbers of new homes built in more recent years are smaller than output at its peak, new home construction in the City is still above 2000 levels. Year to year changes in single and multi-family units for the City appear in Figure A.2-2.



Two residential development areas contributed to the significant increase in single family housing units – the Burchell Hill Specific Plan and the Bridle Ridge Specific Plan. Approved in 1997, the Burchell Hill Specific Plan is a 104 acre residential area located in the northeast part of the City. Burchell Hill contains 320 homes and is 100 percent built-out. The Bridle Ridge Specific Plan, approved in 1999, is a 509 acre development area that includes 1,800 residential units. The Bridle Ridge development area is located in the southwest quadrant of the City adjacent to SR 108. Of the 1,800 units in the Specific Plan, approximately 1,200 have been built as of 2009 and approximately 600 remain to be built. In addition to residential units, parks and open space are included in the Specific Plan. The Specific Plan also includes retail development at the intersection of Crane Road and SR 108 that has not yet been developed.

Figure A.2-3 shows the City's share of the new single family home market in the County between 1999 and 2008. A significant capture of additional market share after the housing market tumbled in late 2006 indicates that the City has pent up demand and attracts buyers who want to live in more desirable communities like Oakdale.



The City’s potential future market share for single family housing in the County is shown in Table A.2-8. Oakdale ranks among a group of small cities in the County capable of capturing more than 16 percent of the County’s market share, including production in Modesto and other unincorporated sites. At the low point of the 1999 to 2008 period, Oakdale built only 1.7 percent of the County’s output of single family units.

The present downturn notwithstanding, construction of housing and associated retail uses is likely to continue as development continues in the Bridle Ridge Specific Plan and as other specific plan areas are developed. To accommodate Oakdale’s growth of approximately 9,400 residents through 2030, significant new residential construction would be required.

**Table A.2-8
Share of Single Family Housing Units in Stanislaus County, 1999-2008**

Jurisdiction	High	Low	Average
Oakdale	17.9%	1.7%	9.8%
Ceres	16.6%	2.1%	9.4%
Hughson	5.7%	(0.1%)	2.8%
Newman	49.5%	14.6%	32.0%
Patterson	7.8%	0.1%	4.0%
Riverbank	21.5%	0.8%	11.2%
Turlock	13.7%	0.7%	7.2%
Waterford	24.5%	7.5%	16.0%

Source: California Department of Finance Table E-5.

Prices and Affordability

Beginning in 2008, declining home prices have increased housing affordability relative to median household income in Oakdale and Stanislaus County. Table A.2-9 ranks cities close to Oakdale within the County from the highest median resale home price to the lowest for 2009 year to date. The City of Oakdale ranks at the top of the list for 2009, and holds a second place only to the City of Riverbank for the minimum percentage decline in median home prices since 2005.

Every city in the area shows significant declines in median home price going forward from 2005. The cities of Patterson and Modesto show the largest average decline in home prices over the period, with a 67 percent overall decline. This value is 54 percent for the City of Oakdale, which indicates a modest cushion of market desirability that has deferred or avoided the full losses seen nearby in other cities (Table A.2-9).

Table A.2-10 presents a calculation for housing affordability in the City for each year between 2005 and 2008. The methodology for this calculation is detailed below. Calculating housing affordability required the use of recent income estimates for the City.

Because no income estimates were available after the 2000 Census release, household income for the City was estimated under the assumption that median household income in the City grew at the same annual rate as the County. For the County, income changes were based on the year to year percent change in median household income reported by the Census Bureau Small Area Income Estimates.

Housing affordability is calculated by adopting the methodology used by the National Association of Realtors. An affordability index can be represented as: (median household income / qualifying income).

Table A.2-9 Median Resale Home Price in Oakdale and Nearby Cities, 2005-2009					
	Median Home Price	Year to Year Percent Change		Median Home Price	Year to Year Percent Change
Oakdale			Patterson		
2005	\$391,875	-	2005	\$458,646	-
2006	437,406	11.6%	2006	502,436	9.5%
2007	373,750	(14.6)%	2007	387,174	(22.9)%
2008	255,521	(31.6)%	2008	222,479	(42.5)%
2009 YTD	181,850	(28.8)%	2009 YTD	150,200	(32.5)%
2005-2009	-	(53.6)%	2005-2009	-	(67.3)%
Riverbank			Ceres		
2005	\$359,792	-	2005	\$356,087	-
2006	380,017	5.6%	2006	395,292	11.0%
2007	331,585	(12.7)%	2007	344,545	(12.8)%
2008	230,458	(30.5)%	2008	200,977	(41.7)%
2009 YTD	170,750	(25.9)%	2009 YTD	146,600	(27.1)%
2005-2009	-	(52.5)%	2005-2009	-	(58.8)%

	Median Home Price	Year to Year Percent Change		Median Home Price	Year to Year Percent Change
Turlock			Stanislaus County		
2005	\$355,479	-	2005	\$354,083	-
2006	366,664	3.1%	2006	374,667	5.8%
2007	331,479	(9.6)%	2007	324,833	(13.3)%
2008	231,667	(30.1)%	2008	201,361	(38.0)%
2009 YTD	162,400	(29.9)%	2009 YTD	135,850	(32.5)%
2005-2009	-	(54.3)%	2005-2009	-	(61.6)%
Salida			Modesto		
2005	\$380,208	-	2005	\$325,558	-
2006	385,625	1.4%	2006	339,686	4.3%
2007	338,350	(12.3)%	2007	307,167	(9.6)%
2008	194,167	(42.6)%	2008	176,021	(42.7)%
2009 YTD	151,095	(22.2)%	2009 YTD	107,200	(39.1)%
2005-2009	-	(60.3)%	2005-2009	-	(67.1)%

Source: Source: California Association of Realtors, Historical Housing Price Data
<http://www.car.org/economics/marketdata/housingdata/>.

	2005		2006		2007		2008	
	City of Oakdale	Stanislaus County	City of Oakdale	Stanislaus County	City of Oakdale	Stanislaus County	City of Oakdale	Stanislaus County
Median HH Income	\$45,933	\$46,769	\$47,389	\$48,252	\$49,467	\$50,367	\$51,635	\$52,575
Monthly Payment for Median Priced Home	1,890	1,707	2,239	1,918	1,898	1,649	1,257	991
Annual Qualifying Income	75,587	68,298	89,578	76,729	75,910	65,975	50,292	39,632
Median HH Income as % of Qualifying (Affordability Index)	61%	68%	63%	53%	65%	76%	103%	133%

Sources: Census Bureau, Federal Housing Finance Board, California Association of Realtors.
 Note:
 Median household income as a percent of qualified income is calculated according to the National Association of Realtors Methodology. This assumes a 20% down payment and that monthly payments cannot exceed 30% of household income. Effective interest rates are the annual effective interest rates reported by the Federal Housing Finance Board for the corresponding year. Income data for Oakdale is calculated using the assumption that income will grow at an annualized rate equal to income growth in Stanislaus County.

Calculating qualifying income for a loan at a given home price requires some assumptions. The National Association of Realtors assumes that a 20 percent down payment is required for the purchase of a home, and that monthly payments on a home cannot exceed 30 percent of household income. Those assumptions are adopted here. The effective interest rate used in this calculation is the rate published by the Federal Housing Finance Board. An effective interest rate is a rate that captures the amortization of initial fees and charges for purchasing a home. Since the qualifying income is based on whether or not a household qualified to make monthly payments, monthly payment amounts are calculated by applying a monthly compound interest formula to the remaining 80 percent of the home price after the down payment. The affordability index gives some indication of whether or not the median income earning family in an area can afford the median priced home. The first instance of median household income exceeding qualifying income for the median priced home in either Oakdale or the County occurred in 2008, resulting from a significant decline in home prices. Before this, the median household income as a share of qualifying income was between 60 and 64 percent for the City and between 68 and 77 percent for the County. This housing affordability data shows that, particularly after the recent decline in home prices, housing is reasonably affordable in Oakdale. Households at and below median income levels can afford to purchase many of the homes sold in Oakdale.

Oakdale has several programs to increase housing affordability for some buyers. The City of Oakdale participates in the Community Development Block Grant Program, which is administered through the US Department of Housing and Urban Development. Funding from this program contributes to state and local governments in hopes of achieving affordable housing, blight prevention and other types of community development. Oakdale also receives and distributes federal HOME funds to parties who wish to build, purchase or rehabilitate affordable homes for rent or sale. Oakdale collects and distributes special grant funds from the federal government and State of California, as well as local housing redevelopment funds.

Rental Housing

Table A.2-11 displays a breakdown of renter and owner occupied dwellings by region. Since multi-family units made up an average of no more than 20 percent of total dwelling units in Oakdale between 1990 and 2000, this data indicates that many rental properties in Oakdale are single family homes, rather than apartments.

Table A.2-11 Housing Tenure		
	1990	2000
City of Oakdale		
Owner Occupied	56%	59%
Renter Occupied	44%	41%
Stanislaus County		
Owner Occupied	61%	62%
Renter Occupied	39%	38%
State of California		
Owner Occupied	57%	56%
Renter Occupied	44%	43%
Source: U.S. Census Bureau, 1990 and 2000 Census. Note: Data represents share of total homes in sample by category.		

Table A.2-12 presents current rents for apartments and rental homes based on a July 2009 survey of rental listings. For a given number of bedrooms, apartment rents were less than single family home rents. This data shows that at 2009 home sales prices, the cost of renting a single family home is roughly similar to the monthly payment on an owner-occupied home. As shown in Table A.2-10, above, the monthly payment for the median price home was estimated at \$1,257. The average rent for a three-bedroom rental home was \$1,236.

	Average Rent	Rent per Bedroom
Apartment		
1 Bedroom	\$603	\$603
2 Bedroom	\$676	\$338
3 Bedroom	\$966	\$322
Home		
2 Bedroom	\$846	\$423
3 Bedroom	\$1,236	\$412
4 Bedroom	\$1,614	\$403
5 Bedroom	\$1,625	\$325
Sources: http://www.trulia.com , Modesto Bee, and http://www.places4rent.com .		

Employment

The following sections present labor force, employment, income, and industry information for the City of Oakdale, Stanislaus County, and State of California.

Clusters and Recent Shifts

Table A.2-13 displays the number of jobs within the City and the County for the years 2005 and 2008, while Table A.2-14 shows industry shares of total employment. The California Employment Development Department currently has data available through the first three quarters of 2008. Quarterly data for 2005 was averaged to produce an annual estimate for 2005, and data for the final quarter of 2007 was averaged with the first three quarters of 2008 to derive an annual estimate for 2008.

Between 2005 and 2008, employment in most sectors of the economy declined, as shown in Table A.2-13. The largest declines were in the accommodation and food services, government, construction, transportation and warehousing, information, and construction sectors. Several employment sectors experienced employment growth in the City of Oakdale, including finance and insurance and other services except public administration.

As shown in Table A.2-14, manufacturing, accommodation and food services and government are the sectors with the largest shares of employment in the City. The economy of Oakdale is primarily centered around manufacturing goods and food products, retail sales, and providing accommodation and food services to residents and visitors. There is relatively little activity in white collar professional sectors, like information, finance, and health care. While accommodation and food services represent a smaller share of employment in 2008 relative to 2005, the manufacturing and government shares of total employment gained in this period.

One notable employment occurrence for the City was the February 2008 closure of the Hershey factory, which had previously employed 575 people. While well received, the new tenant of the plant, Sconza Candies, currently has only 86 employees.

In Stanislaus County, government, manufacturing, retail trade, and health care were the largest sectors of the economy based on number of employees. The health care and social assistance sector is much larger in the County as a whole than in Oakdale, while manufacturing and accommodations and food services comprise smaller shares of the County economy than the Oakdale economy. In the County, employment shifted among sectors, but had virtually no total change over this period. While employment in the County's construction, wholesale trade, and information industries declined significantly, growth occurred in educational services, health care and social assistance, accommodation and food service, and other services except public administration to offset these declines. Government, retail trade, and manufacturing represent the largest shares of employment Countywide. Of these, only retail trade shows a lower share of employment in 2008 relative to 2005.

	City of Oakdale				Stanislaus County			
	2005	2008	Absolute Difference	%Change 2005-2008	2005	2008	Absolute Difference	%Change 2005-2008
Agriculture, Forestry, Fishing and Hunting	117	65	(52)	(44.7)%	13,843	13,335	(508)	(3.7)%
Construction	334	265	(69)	(20.6)%	13,246	9,675	(3,571)	(27.0)%
Manufacturing	1,701	1,614	(87)	(5.1)%	22,536	22,818	282	1.3%
Wholesale Trade	121	103	(17)	(14.2)%	6,211	5,935	(277)	(4.5)%
Retail Trade	740	669	(71)	(9.6)%	22,176	21,526	(650)	(2.9)%
Transportation and Warehousing	172	93	(79)	(46.0)%	4,669	N/A	N/A	N/A
Information	N/A	N/A	N/A	N/A	2,519	2,108	(411)	(16.3)%
Finance and Insurance	153	189	36	23.2%	3,911	3,791	(121)	(3.1)%
Real Estate and Rental and Leasing	78	52	(26)	(33.5)%	2,289	2,250	(39)	(1.7)%
Professional, Scientific, and Technical Services	75	79	4	5.9%	5,203	5,237	34	0.6%
Management of Companies and Enterprises	N/A	N/A	N/A	N/A	1,743	1,922	179	10.3%
Administrative and Support and Waste Management and Remediation Services	66	57	(9)	(13.5)%	7,900	7,371	(529)	(6.7)%
Educational Services	53	31	(22)	(41.2)%	886	992	106	11.9%
Health Care and Social Assistance	227	199	(28)	(12.4)%	18,181	20,135	1,954	10.7%
Arts, Entertainment, and Recreation	N/A	N/A	N/A	N/A	1,647	1,649	2	0.1%
Accommodation and Food Services	864	712	(152)	(17.6)%	13,044	13,807	763	5.9%

	City of Oakdale				Stanislaus County			
	2005	2008	Absolute Difference	%Change 2005-2008	2005	2008	Absolute Difference	%Change 2005-2008
Other Services (except Public Administration)	115	143	28	24.7%	7,276	7,779	502	6.9%
Not Classified ¹	N/A	9	N/A	N/A	12	473	461	N/A
Government	1,269	1,173	(96)	(7.6)%	26,381	27,831	1,450	5.5%
Total, All Industries	6,146	5,480	(666)	(10.8)%	173,937	174,002	65	0.0%

Sources: California Employment Development Department, Labor Market Information Division.

Note:

Data for some industries suppressed in order to preserve confidentiality.

¹ The category "Not Classified" appears in the EDD data beginning in 2007.

² The QCEW provides an industry classified list of economic activities conducted at local, state, and federal government levels. "Government" refers to total activity in all industries for local, state, and federal government. Only private ownership is reported for categories in the rest of the table.

	City of Oakdale			Stanislaus County		
	Share of Total 2005	Share of Total 2008	% Difference 2005-2008	Share of Total 2005	Share of Total 2008	% Difference 2005-2008
Agriculture, Forestry, Fishing and Hunting	1.9%	1.2%	(0.7)%	8.0%	7.7%	(0.3)%
Construction	5.4%	4.8%	(0.6)%	7.6%	5.6%	(0.7)%
Manufacturing	27.7%	29.5%	0.1%	13.0%	13.1%	0.0%
Wholesale Trade	2.0%	1.9%	(0.1)%	3.6%	3.4%	(0.2)%
Retail Trade	12.0%	12.2%	0.0%	12.7%	12.4%	(0.4)%
Transportation and Warehousing	2.8%	1.7%	(1.1)%	2.7%	N/A	N/A
Information	N/A	N/A	N/A	1.4%	1.2%	(0.2)%
Finance and Insurance	2.5%	3.4%	0.4%	2.2%	2.2%	0.0%
Real Estate and Rental and Leasing	1.3%	0.9%	(0.3)%	1.3%	1.3%	0.0%
Professional, Scientific, and Technical Services	1.2%	1.4%	0.2%	3.0%	3.0%	0.0%
Management of Companies and Enterprises	N/A	N/A	N/A	1.0%	1.1%	0.1%
Administrative and Support and Waste Management and Remediation Services	1.1%	1.0%	0.9%	4.5%	4.2%	(0.3)%
Educational Services	0.9%	0.6%	(0.3)%	0.5%	0.6%	0.1%
Health Care and Social Assistance	3.7%	3.6%	(0.1)%	10.5%	11.6%	1.1%

	City of Oakdale			Stanislaus County		
	Share of Total 2005	Share of Total 2008	% Difference 2005-2008	Share of Total 2005	Share of Total 2008	% Difference 2005-2008
Arts, Entertainment, and Recreation	N/A	N/A	N/A	0.9%	0.9%	0.0%
Accommodation and Food Services	14.1%	13.0%	(1.1)%	7.5%	7.9%	0.4%
Other Services (except Public Administration)	1.9%	2.6%	0.7%	4.2%	4.5%	0.3%
Not Classified ¹	N/A	0.2%	N/A	0.0%	0.3%	0.3%
Government	20.6%	21.4%	0.8%	15.2%	16.0%	0.8%
Total, All Industries	100%	100%		100%	100%	

Sources: California Employment Development Department, Labor Market Information Division.
Note:
Data for some industries suppressed in order to preserve confidentiality.
¹ The category "Not Classified" appears in the EDD data beginning in 2007.
² The QCEW provides an industry classified list of economic activities conducted at local, state, and federal government levels. "Government" refers to total activity in all industries for local, state, and federal government, Only private ownership is reported for categories in the rest of the table.

Employment Leaders

Table A.2-15 lists employers in the City with 75 or more employees, including sales volume for the firm and a ratio of sales per employee. The largest employers in 2009 include several manufacturing and agricultural processing companies, the Oak Valley Hospital, and the Oakdale Unified School District.¹ Retail stores including Kmart and Save Mart also make the list of largest employers.

Name	Industry Description	Employees	Sales Volume	Sales per Employee
Con Agra Foods Inc.	Canning (Mfrs)	1,100	\$537,900,000	\$489,000
Oak Valley Hospital	Hospitals	500	53,000,000	106,000
Oakdale Unified School District	Schools	482	-	-
Ball Metal Food Container	Metal Cans (Mfrs)	300	254,700,000	849,000
California-Oregon Seed Inc.	Greenhouses	150	27,900,000	186,000
Gilton Solid Waste Mgmt Inc	Garbage Collection	150	15,900,000	106,000
Oak Valley Bankcorp	Holding Companies (Bank)	123	-	-

¹ Note that this table lists Oak Valley Hospital as having 500 employees, while the Employment Development Department data shown in Table A.2.14 above lists only 199 employees in the Health Care and Social Assistance sector. This apparent inconsistency likely results from the EDD not classifying all employment at the Oak Valley Hospital in the health care sector.

Name	Industry Description	Employees	Sales Volume	Sales per Employee
AL Gilbert Co	Feed Concentrates & Supplements (Whis)	120	153,000,000	1,275,000
Kmart	Department Stores	120	19,440,000	162,000
Oak Valley Care Ctr	Convalescent Homes	120	8,400,000	70,000
Burchell Nursery Inc	Nurserymen	100	27,300,000	270,000
Gambini Farms	Nuts-Edible	100	11,900,000	119,000
Save Mart	Grocers-Retail	88	21,736,000	247,000
Sconza Candies	Candy and Other Confectionary Products	86	N/A	N/A
Old Country Roofing	Roofing Service Consultants	75	15,450,000	206,000
Sward Trucking Inc	Trucking	75	11,325,000	151,000

Source: InfoUSA, City of Oakdale Chamber of Commerce.

Jobs-Housing Ratio

Table A.2-16 presents the ratio of jobs within the City and the County to housing units in both areas. Employment estimates from the California Department of Economic Development are divided by housing estimates from the California Department of Finance to obtain this ratio.

	City of Oakdale	Stanislaus County
2005	0.96	1.04
2008	0.76	0.99

Sources: California Department of Finance Table E-5, 2000-2009 and California Employment Development Department, U.S. Census Bureau.
 Note:
 The 2008 jobs to housing ratios were calculated using employment data from 2007 Q4 and the first three quarters of 2008.

With less than one job per household, the City has a lower ratio of jobs to households than the County in both periods. This ratio decreased for both areas between 2005 and 2008. For the City, overall employment declined between 2005 and 2008, while new housing construction led to an increase in the number of households, reducing the jobs-housing ratio.

The current ratio of 0.76 jobs per household is lower than the range of 1.1 to 1.5 targeted by most areas. The jobs-housing ratio is an important statistic for cities because it reflects the need for residents to travel outside of the city for employment. At the current level, a large number of Oakdale residents may face long commutes to work (see below for commuting data). In addition, the City must provide services to a relatively large residential population without as much revenue support from employment-related land uses.

Employment-related land uses tend to generate relatively larger tax and other revenues for cities and are associated with lower demands for public services than residential land uses. A 2006 fiscal impact analysis of new development in Oakdale found that for all types of new development except for retail, the cost of providing services to the development was greater than the new taxes and other revenue generated by the development.

Median Household Income

Both City and County median households earned less than counterpart households in the State of California for the year 2000. Median household income was slightly lower for the City than for the County in both Census years. This is consistent with the mix of sectors in the Oakdale economy, which has a large number of manufacturing, accommodation and food services, and retail trade jobs. Wages in these sectors tend to be lower than in white collar professional sectors. However, Oakdale had a higher rate of income growth between 1990 and 2000 than the County or the State. Table A.2-17 shows 1990 and 2000 Census estimates for median household income.

Jurisdiction	1990	2000	Net Change 1990-2000
City of Oakdale	\$27,230	\$29,625	8.8%
Stanislaus County	\$29,793	\$30,200	1.4%
State of California	\$35,798	\$35,767	(0.1%)

Source: U.S. Census Bureau, 1990 and 2000 Census.
Note:
Amounts are indexed to inflation using BLS CPI data for California State. Base year is 1990.

Table A.2-18 features a cross section of income distribution in the City, the County and State of California based on 2000 Census estimates. The income distribution for Oakdale was approximately the same as for Stanislaus County, but Oakdale has a lower proportion of high income households than the State. In 2000, 71 percent of Oakdale households earned less than \$60,000 per year, while 60 percent of households statewide had an income of less than \$60,000. The largest share single income range for households in the City, County, and the State was \$20,000 to \$39,000.

	City of Oakdale	Stanislaus County	State of California
Less than \$20,000	21%	23%	20%
\$20,000-\$39,999	30%	27%	23%
\$40,000-\$59,999	20%	20%	18%
\$60,000-\$99,999	22%	21%	22%
\$100,000-\$199,999	6%	7%	14%
\$200,000 or more	1%	2%	4%

Source: U.S. Census Bureau, 1990 and 2000 Census.

Labor Force and Unemployment

Table A.2-19 shows unemployment rate estimates for the City and the County. Here, the unemployment rate refers to those members of the labor force currently out of work. The phrase "labor force" refers to residents of the City or the County who are working or looking for work. The term "employment" signifies the number of city residents who are employed. This employment figure differs from the data on employment by sector shown above, which is the number of jobs physically located in the City.

Unemployment has increased significantly in both the City and the County between 2000 and 2008, and unemployment rates for 2008 are the highest annual rates for the period in both areas. The most recent Employment Development Department release data for May 2009 is included here, suggesting unemployment rates are currently extraordinarily high in both regions. This is not, however, an annualized unemployment rate and may reflect substantial seasonal variation.

Jurisdiction	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
City of Oakdale	6.8%	7.3%	8.5%	8.7%	8.1%	7.4%	7.0%	7.6%	9.8%	14.5%
Stanislaus County	7.8%	8.3%	9.7%	9.9%	9.2%	8.5%	8.0%	8.7%	11.1%	16.3%

Source: California Employment Development Department Data File.
 Note:
 2009 estimates come from the California Economic Development estimates for the month of May. These are not annualized and may reflect seasonal changes.

Employment Projections

Table A.2-20 contains total employment projections for the City and the County through the year 2030. Employment projections specific to the City of Oakdale were not available. Therefore, future change in total employees in the City is calculated under the assumption that employment for the City would change by the same annualized growth rate as the County. Growth rates are derived from County employment projections provided by the Stanislaus Council of Governments. Projections are based on 2005 employment, rather than 2008 employment, because 2008 employment has reduced significantly with the current recession. Employment in 2005 reflects a level that is less impacted by the recession and is likely to be more representative of long term trends.

	City of Oakdale	Stanislaus County	Annual Growth Rate
Actual			
2005	6,146	188,860	--
Projected			
2020	8,015	246,269	1.8%
2030	9,663	296,931	1.9%

Source: California Employment Development Department, StanCOG Traffic Study, Willdan Financial Services.
 Note:
 2005 observation is actual data from the California Employment Development Department. Projections for the City of Oakdale are calculated assuming that the labor force grows at the same annual rate as Stanislaus County.

Employment is projected to grow more slowly than population in Oakdale through 2030, which may indicate a worsening ratio of jobs to housing. However these projections impose countywide employment growth projections onto Oakdale, and may not accurately reflect future changes in Oakdale because the calculations are constrained by data availability.

Economic Development Programs

Oakdale and Stanislaus County have programs to facilitate economic development and attract businesses and employment. The Stanislaus Development Economic and Workforce Alliance works to promote economic development in Stanislaus County. The Alliance is a nonprofit organization that works to attract and retain businesses in Stanislaus County by providing services including job training, helping businesses identify suitable sites to locate to in the County, providing counseling and advice to entrepreneurs and small business owners, and helping to match businesses with suitable workers.

As noted above, much of the City's industrial area is in Enterprise Zone 40, which provides tax incentives for hiring low income and disadvantaged workers and conducting business in this area.

Commute Patterns

This section discusses commuting patterns between Oakdale and other cities. Table A.2-21 shows Census Bureau estimates for commuters into the City by location. Table A.2-22 shows Census Bureau estimates for workers commuting out of the City by location. Places with 100 or more workers commuting to or from Oakdale are listed individually, whereas all other locations are aggregated by county. The 2000 Census Transportation Planning Package Survey constructed these estimates by asking participants their location of residence and location of work. Since 2000 both employment among City residents and jobs within City limits have declined.

Place of Residence	Number of Workers	Share of Total
Oakdale, City	2,360	34.5%
Unclassified	1,209	17.7%
Modesto, City	1,175	17.2%
Riverbank, City	430	6.3%
East Oakdale, CDP, CA	370	5.4%
Other Stanislaus County	249	3.6%
Other San Joaquin County	164	2.4%
Turlock, City	160	2.3%
All Other Counties	158	2.3%
Ceres, City	155	2.3%
Waterford, City	155	2.3%
Merced County	130	1.9%
Escalon, City	120	1.8%
Total Commuters in Sample	6,835	100%
Sources: Bureau of Transportation Statistics, Census Transportation Planning Package 2000. Note: CDP refers to Census Designated place.		

**Table A.2-22
Place of Work for Residents, 2000**

Place of Residence	Number of Workers	Share of Total
Oakdale, City	2,360	36.9%
Modesto, City	1,370	21.4%
Unclassified	1,070	16.7%
All Other Counties	469	7.3%
Other San Joaquin County	293	4.6%
Stockton, City	210	3.3%
Riverbank, City	180	2.8%
Turlock, City	120	1.9%
East Oakdale, CDP, CA	115	1.8%
Other Stanislaus County	109	1.7%
Salida CDP, CA	100	1.6%
Total Commuters in Sample	6,396	100%
Sources: Bureau of Transportation Statistics, Census Transportation Planning Package 2000. Note: CDP refers to Census Designated place.		

According to the survey, the largest number of Oakdale workers also live in Oakdale. The survey reported that 2,360 people both lived and worked in Oakdale. As the largest city in the County, Modesto is the most common destination for Oakdale residents commuting to jobs outside of the City. Modesto is also the most common place of residence for outside workers commuting to Oakdale. After Modesto, commuting is most common between Oakdale and other places in Stanislaus County, including Riverbank. East Oakdale supplies a large number of workers to the City. A significant number of Oakdale residents work in Stockton. Workers also leave and enter from other San Joaquin County places, Merced, Alameda, Tuolumne and Contra Costa Counties.

Retail Sector Position

Per capita taxable sales in the City are noticeably higher than those in surrounding cities. Per capita taxable sales in retail and all outlets have shown growth between 2000 and 2007. Comparing taxable sales by type of business between the City and the County shows areas where Oakdale stores are relatively successful and areas where they are relatively weak. For types of stores where per capita sales in the City are higher than the County average, the City is likely to be capturing spending by non-residents. For types of establishments where per capita sales in the City are lower than the County average, Oakdale residents are likely to be traveling outside of the City to make these purchases. This is referred to as retail leakage.

The City has high levels of sales per capita in several areas, including motor vehicle sales and parts, service stations, food stores, and eating and drinking places. The City's sales per capita are significantly lower than the County average for apparel stores, general merchandise stores, and other retail stores.²

² The "other retail stores" category includes office supplies and computer stores, sporting goods stores, farm and garden supply stores, stationary and book stores, liquor stores, and several other types of outlets.

General merchandise and other retail comprise large portions of total taxable sales for both regions. A comparison of Oakdale and Stanislaus County taxable sales by retail category appears in Table A.2-23.

	City of Oakdale	Stanislaus County
Retail Stores		
Apparel stores	\$47	\$443
General merchandise stores	\$1,492	\$1,637
Food stores	\$1,437	\$651
Eating and drinking places	\$1,420	\$997
Home furnishing and appliances	\$279	\$336
Building materials	\$1,129	\$918
Motor vehicles and parts	\$3,372	\$1,967
Service stations	\$2,565	\$1,201
Other retail stores	\$886	\$1,532
Retail Stores Total	\$12,628	\$9,835
All Other Outlets	\$3,408	\$3,505
All Outlets	\$16,036	\$13,780
Sources: California Board of Equalization, "Taxable Sales in California," 2000-2007.		

In 2007, the year for which the taxable sales data in Table A.2-23 applies, three car dealerships were operating in Oakdale, resulting in stronger sales in the motor vehicle sales and parts category by comparison. Since then, one dealership has closed. Taxable sales data for 2009 would likely show weaker performance in this category.

The City's strength in sales by eating and drinking places and service stations may indicate that businesses in the City are successfully capturing spending by tourists traveling to Oakdale or passing through the City to access Yosemite National Park and other destinations in the Sierra Nevada and foothills. There may be opportunities to develop additional businesses to serve this tourist traffic. The high level of sales per capita by food stores may also result in part from sales to residents of communities to the east, as there are no supermarkets between Oakdale and Sonora.

The low level of sales per capita in apparel stores, general merchandise stores, and other retail stores is likely the result of a lack of retail outlets in the City in these categories, combined with the accessibility to Oakdale residents of apparel, general merchandise, and other retail stores in nearby Modesto and Riverbank, which are within the City's market area. While the City's major general merchandise retailer is a Kmart, Riverbank provides a Target, and a Kohls Department Store, and Modesto has numerous retail outlets, including a regional mall.

Table A.2-24 shows taxable sales in the City, the County, and other small cities in the County, as reported by the State Board of Equalization. The figures are from 2007, the last year for which a full year of data was available. An analysis of taxable sales allows an assessment of the condition of the City's retail sector.

Overall, the City has approximately 16 percent higher taxable sales per capita than the County as a whole. Recent growth in taxable sales in the City, however, lags all but three similar size cities. Turlock now has similar sales per capita after it grew its retail base by more than three times Oakdale's rate between 2000 and 2007. Riverbank and Waterford also began with much smaller retail bases but also grew at a more rapid rate. Countywide, retail sales grew at 2.9 percent, or 50 percent higher than Oakdale's 1.7 percent average annual rate of increase. Oakdale has potential to increase its capture of regional and highway commercial spending by identifying adequate sites meeting the traffic, access, and visibility requirements of these types of retailers, just as Turlock, Modesto, Waterford, and Riverbank have done. In sum, a healthy retail sector is important to the success of store owners and retail workers. Retail jobs make up approximately 12 percent of the employment in the City. In addition, sales tax revenue is a major source of City government income.

Table A.2-24			
Taxable Sales per Capita, 2000-2007			
	2000	2007	Growth 200-2007
Oakdale			
Retail	11,200	12,628	1.7%
All Outlets	15,618	16,036	0.4%
Riverbank			
Retail	2,608	8,037	16.1%
All Outlets	4,712	9,327	9.8%
Turlock			
Retail	8,426	12,796	6.0%
All Outlets	11,331	15,390	4.4%
Waterford			
Retail	2,570	3,820	5.7%
All Outlets	3,382	4,312	3.5%
Hughson			
Retail	4,016	5,368	4.1%
All Outlets	5,173	6,875	4.1%
Ceres			
Retail	7,384	8,487	2.0%
All Outlets	9,298	10,894	2.3%
Modesto			
Retail	9,641	10,355	1.0%
All Outlets	11,529	12,353	1.0%
Patterson			
Retail	4,552	4,952	1.2%
All Outlets	6,058	5,682	(0.9)%
Newman			
Retail	4,246	3,498	(2.8)%
All Outlets	5,072	4,479	(1.8)%

Table A.2-24			
Taxable Sales per Capita, 2000-2007			
	2000	2007	Growth 200-2007
Stanislaus County			
Retail	8,018	9,835	2.9%
All Outlets	11,622	13,780	2.4%5
Source: Sources: California Board of Equalization, "Taxable Sales in California," 2000-2007, California Department of Finance, Table E-5.			
Note: Growth refers to annualized rate of growth for the period.			

REGULATORY CONTEXT

There is no regulatory context for the Demographics & Economics Chapter.

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KEY TERMS

Effective Interest Rate. The effective interest rate is an interest rate that captures the amortization of initial fees and charges for purchasing a home

Employment. The term employment refers to jobs within a certain area.

Housing Affordability Index. The housing affordability index measures the ratio of median household income to qualifying income for the purchase of a home.

Labor Force. The labor force is the population of residents eligible for, working or seeking work in a given area.

Ratio of Jobs to Housing, or Job to Housing Balance. This refers to the number of jobs within an area divided by the number of housing units within the same area.

Retail Capture. Retail capture refers to the amount of revenue in retail sales collected within an area.

Standard Industrial Classification (SIC). Coding system used to identify categories and subcategories of economic activity.

StanCOG. Stanislaus Council of Governments.

Unemployment Rate. The unemployment rate refers to the percent surplus of labor force over employment in a region. In other words, the percent difference over labor between labor force and employment.