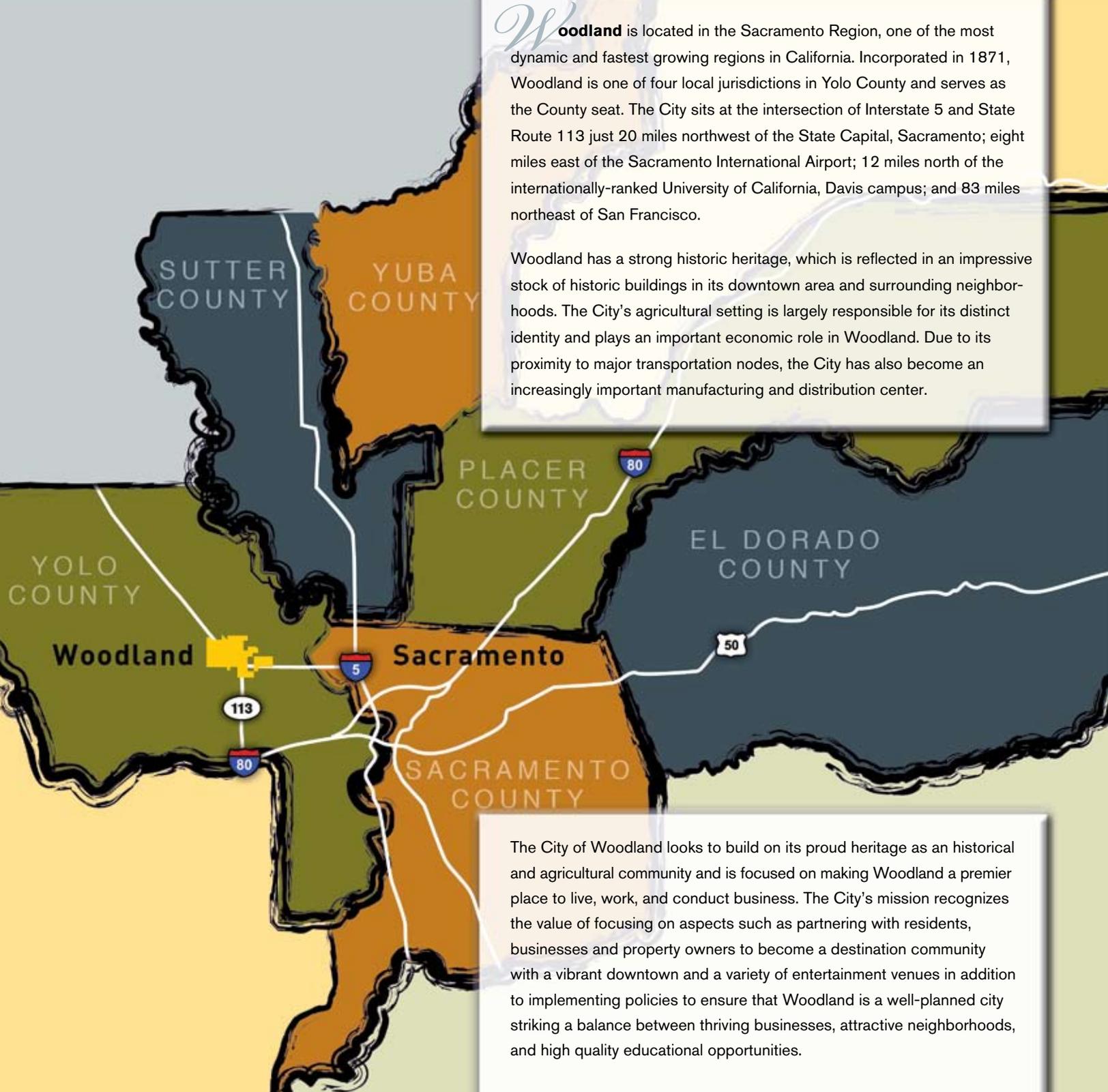


# Woodland Economic and Demographic Profile

*W*oodland is located in the Sacramento Region, one of the most dynamic and fastest growing regions in California. Incorporated in 1871, Woodland is one of four local jurisdictions in Yolo County and serves as the County seat. The City sits at the intersection of Interstate 5 and State Route 113 just 20 miles northwest of the State Capital, Sacramento; eight miles east of the Sacramento International Airport; 12 miles north of the internationally-ranked University of California, Davis campus; and 83 miles northeast of San Francisco.

Woodland has a strong historic heritage, which is reflected in an impressive stock of historic buildings in its downtown area and surrounding neighborhoods. The City's agricultural setting is largely responsible for its distinct identity and plays an important economic role in Woodland. Due to its proximity to major transportation nodes, the City has also become an increasingly important manufacturing and distribution center.



The City of Woodland looks to build on its proud heritage as an historical and agricultural community and is focused on making Woodland a premier place to live, work, and conduct business. The City's mission recognizes the value of focusing on aspects such as partnering with residents, businesses and property owners to become a destination community with a vibrant downtown and a variety of entertainment venues in addition to implementing policies to ensure that Woodland is a well-planned city striking a balance between thriving businesses, attractive neighborhoods, and high quality educational opportunities.



## Residents

Woodland contains nearly 56,000 residents. Over the past five years, the City added over 4,000 residents, posting a population growth rate stronger than the statewide average, but somewhat more limited than Yolo County and the Sacramento Region. During the next five years, Woodland's population growth is projected to remain at a pace slower than the Sacramento Region, but exceed both the statewide average and Yolo County. Projections for the City show close to 61,000 residents in 2013.

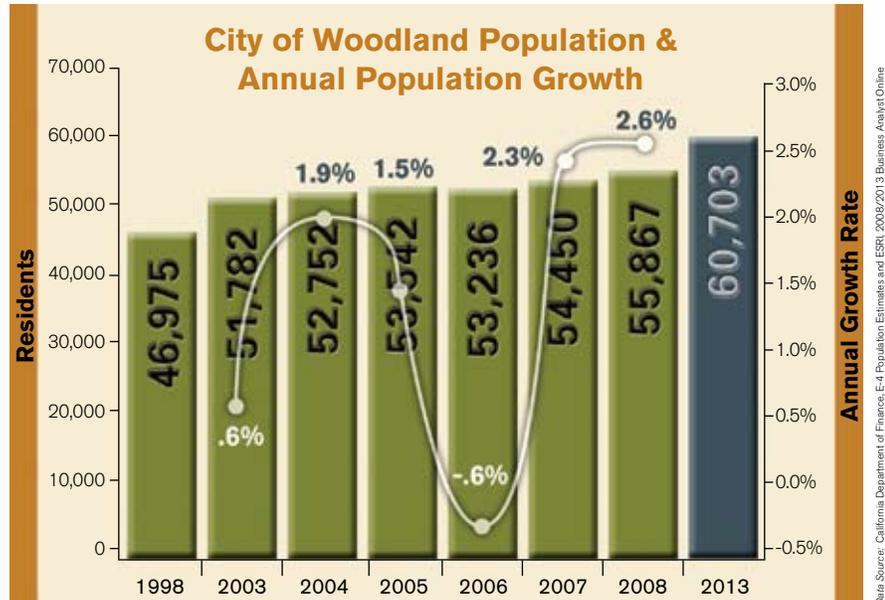
Population Growth		
	2003 - 2008	2008 - 2013
City of Woodland	7.9%	8.7%
Yolo County	9.5%	8.5%
Sacramento Region	9.8%	12.0%
California	6.7%	6.8%

*Data Sources:* California Department of Finance, E-4 Population Estimates and ESRI, 2008/2013 Business Analyst Online

Per Capita Income		
	2008	2013
City of Woodland	\$22,309	\$25,802
Yolo County	\$26,063	\$31,000
Sacramento Region	\$28,429	\$34,270
California	\$29,536	\$35,546
United States	\$28,151	\$33,519

*Data Source:* ESRI, 2008/2013 Business Analyst Online

Woodland's per capita income is just over \$22,000. Although this income level is lower than the regional, statewide, and national averages, it is comparable to many of the smaller jurisdictions in the Sacramento Region. By 2013, per capita income in the City is projected to reach close to \$26,000.



## Economy

Nearly 25,000 jobs are supported by public and private sector businesses and organizations in Woodland. The Trade, Transportation, & Utilities sector contains one-quarter of the City's employment. This major sector covers activities such as retail trade, wholesale trade, warehousing and distribution, truck transportation, and electricity services. Other large employment sectors in Woodland include Educational & Health Services and Manufacturing. This employment structure reflects Woodland's role as a hub of manufacturing and distribution activities in the Sacramento Region as well as its ability to provide the surrounding population with retail, educational, and health care offerings.



Woodland also benefits from a strong network of educational institutions. **Woodland Joint Unified School District** provides kindergarten through high school public education in the City (with 12 elementary schools, three middle schools, and two high schools)—the District’s nearly 11,000 students benefit from many highly-regarded programs as well as the focus on academic standards and career preparation. **Woodland Community College**, a recently accredited campus within the Yuba Community College District, provides a number of academic, transfer, and enrichment programs to over 3,000 students throughout Yolo County and beyond. The **University of California, Davis**, one of the world’s top-ranked research universities, is also in close proximity to Woodland and enrolls more than 30,000 students in undergraduate and graduate programs. The larger Sacramento Region is also home to California State University, Sacramento, the four Los Rios Community College District campuses, Sierra College, other campuses in the Yuba Community College District, and several private educational institutions.

Woodland is served by **Woodland Memorial Hospital**, a 108-bed general acute care hospital. This hospital is part of the Woodland Healthcare network, an affiliate of Catholic Healthcare West, which also includes the Woodland Clinic Medical Group and Woodland Healthcare-Davis and provides health services to Woodland, Davis, and other proximate communities. There are 19 other general acute care hospitals within the larger Sacramento Region with some of the largest supporting more than 300 beds.

Woodland boasts a total of 18 parks, nine athletic fields and two recreational swimming pools. The City is endowed with a wealth of more than 160 acres of recreational parks, soccer fields, and baseball fields. One particularly noteworthy amenity is the Community Sports Park facility, which includes four lighted synthetic combination softball/soccer fields, one lighted synthetic turf soccer field, a concession stand, picnic areas, benches, drinking fountains, and walkways. The facility has a state-of-the-art field cooling system to help reduce fatigue and increase comfort for the spectators and athletes. The site also incorporates a \$32 million Community Center that is 62,000 square feet and includes a fitness center, double gym, senior center, youth center, banquet room, arts and craft room, and conference center.

**Pacific Gas & Electric Company (PG&E)**, one of the largest utilities of its kind in the country, provides electricity and natural gas services in Woodland with a system that is reinforced to serve future demand. Electricity prices are competitive with other major utility companies in the state and, according to 2008 California Energy Commission information, range from 13 to 18 cents per kilowatt-hour for commercial, industrial, and agricultural customer classes. More than half of the electricity the company delivers within its service territory originates from carbon-free sources. PG&E natural gas schedules (effective November 1, 2008) show that for the first 4,000 therms small commercial customer (up to 20,800 therms per month) rates range from 97 cents to \$1.03 in the summer and winter, respectively, while larger commercial customer (above 20,800 therms per month) rates range from 93 to 99 cents. Water and wastewater services are provided by the City of Woodland’s **Public Works Utilities Group**, which monitors capacity and flow. The Group recently expanded waste water capacity by one-third and has plans for a regional surface water project to improve water quality and reduce the use of groundwater. The monthly water service rate is \$11.34 for a two inch meter and a \$1.51 commodity rate is available per 100 cubic feet.



Median Home Sale Price		
	Dec -03	Dec -08
City of Woodland	\$290,500	\$260,000
Yolo County	\$294,500	\$275,000
California	\$305,770	\$281,100

*Data Source: California Association of Realtors*

City of Woodland Commercial Real Estate			
Q3 2008	Inventory	Vacancy	Rate
Retail	2,765,336 sf	7.1%	\$18.20/nnn
Office	922,808 sf	13.2%	\$17.31/fs
Warehouse	15,465,535 sf	11.1%	\$3.54/nnn
Flex	221,603 sf	20.1%	\$7.13/nnn

*Data Source: CB Richard Ellis*

Woodland is one of the largest industrial real estate sub-markets in the Sacramento Region with nearly 15.7 million square feet of leasable general warehouse and flex space. The industrial vacancy rate is higher than the market average and above the equilibrium level while annual lease rates for these property types are quite competitive within the Sacramento Region. While the office market is one of the smallest in the Region at around 923,000 square feet, vacancy rates are lower than the regional average, which is above the market equilibrium rate. Office property annual lease rates are also below the regional average. Retail space in Woodland has increased notably in the past few years, reaching close to 2.8 million square feet (an average size market within the Region). The retail market is holding its own with very competitive rents and vacancy rates below both the equilibrium level and the regional average.

There are several projects in progress or being planned that will enhance Woodland's real estate market, including:

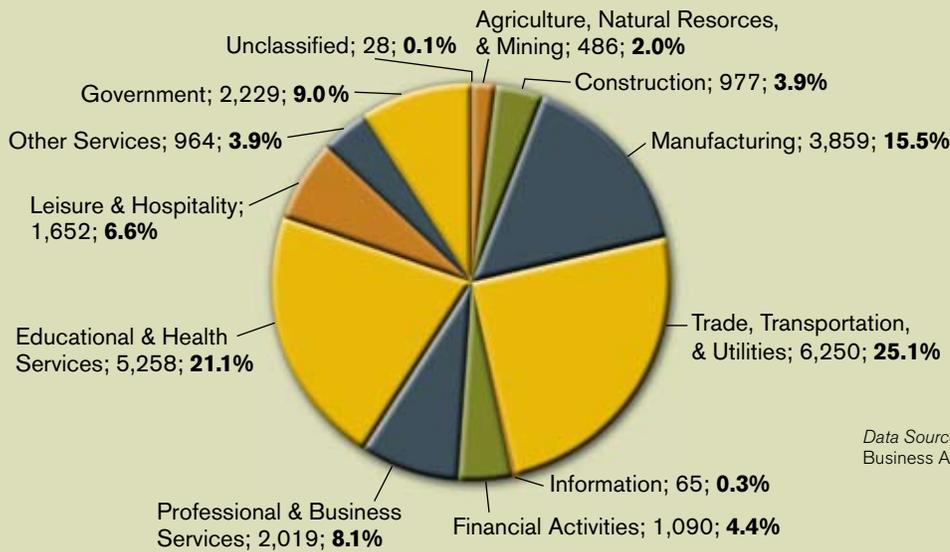
- **Davis-Woodland Innovation Technology Park**—renovation of historic rice storage facility to 56,000 square foot technology incubator
- **City Center Lofts**—redevelopment of historic auto dealership to 20,000 square feet of mixed use commercial and 280 residential units (100 of which will be affordable, all senior units) within historic downtown
- **Historic Capital Hotel**—redevelopment of historic downtown building to include restaurant, medical professional, and residential loft space with on-site parking—this building is a contributor to the City's status as a National Historic District
- **Spring Lake Specific Plan**—development of 1,100 acres for more than 4,000 homes (of which 650 have been completed), public schools, community amenities, and commercial centers
- **Woodland Gateway Shopping Center**—55-acre regional retail development anchored by Costco and Target with recent tenant additions including Michaels, Best Buy, and Famous Footwear

## Infrastructure and Utilities

Woodland businesses and residents have access to all major modes of transportation. **Interstate 5** runs through Woodland providing north-south access while **State Route 113** connects Woodland with **Interstate 80** providing east-west access. Two important road projects are incorporated in the City's capital improvement plan including improvements to the south-bound I-5 / SR-113 connector and expansion of the I-5 / County Road 102 interchange (a vital connection to some of the City's newest development areas). California Northern Railroad and Sierra Northern Railroad (operating as Yolo Shortline Railroad for freight) provide freight services to a number of the City's industrial parks while Amtrak provides passenger service to the nearby Davis station. Public transit is widely available throughout Yolo County via Yolo Bus, which also offers routes to downtown Sacramento and the **Sacramento International Airport**. The airport offers over 150 scheduled domestic and international passenger flights daily as well as air freight, mail, private operation services. The **Port of Sacramento**, located 79 nautical miles northeast of San Francisco and approximately 20 miles from Woodland, handles a variety of bulk and break-bulk cargoes within its five berths.



### City of Woodland 2008 Employment by Industry

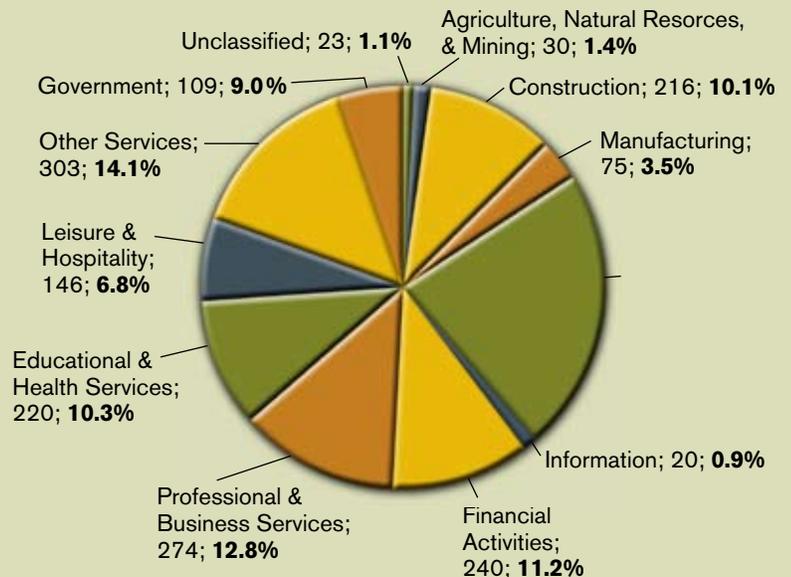


Data Source: ESRI, 2008/2013 Business Analyst Online

There are about 2,100 business establishments in Woodland. With close to 23 percent of the total, the Trade, Transportation, & Utilities sector houses the greatest number of the City's establishments. The Professional & Business Services (e.g. legal services, architecture and engineering, and business support) and Other Services (e.g. repair and maintenance, personal services, and social and civic organizations) sectors also contain large shares of the business establishments, demonstrating the availability of professional, business, and personal services in Woodland.

Among the types of occupations supported by establishments in Woodland, those falling within the Office & Administrative Support category make up nearly 18 percent of all jobs.

### City of Woodland 2008 Establishments by Industry



Data Source: ESRI, 2008/2013 Business Analyst Online



This occupational category includes support jobs such as financial clerks, communications equipment operators, information and record clerks, and administrative assistants. The Sales & Related and Transportation & Material Moving occupational categories are the next largest in terms of jobs—in line with the City's industry employment structure. Average annual market wages for these top three categories range from about \$32,000 to \$38,000, which is around the statewide average for these occupations.

Major private sector employers in Woodland represent activities related to distribution, health services, agriculture, retail, and manufacturing. A few of these employers support more than 500 jobs within the City including the Target and Walgreens distribution centers, the Woodland Healthcare system, and Pacific Coast Producers (with a large surge of seasonal employment).

## Workforce

Woodland has a civilian labor force totaling close to 28,000 people. Recent estimates show nearly 25,000 people in the civilian labor force are employed, resulting in an unemployment rate of 8.8 percent. This rate is below the statewide average, but above similar estimates for Yolo County, the Sacramento Region, and the national average. Projections for 2013 show

Woodland's unemployment rate lowering to 8.3 percent as the total labor force increases to nearly 30,000 people (with more than 27,000 employed).

### Unemployment Rate

	2008	2013
City of Woodland	8.8%	8.3%
Yolo County	7.8%	7.3%
Sacramento Region	8.1%	7.6%
California	8.6%	8.2%
United States	6.6%	6.1%

Data Source: ESRI, 2008/2013 Business Analyst Online

### City of Woodland Occupational Structure 2007 Employment and 2008 Average Annual Market Wage

Occupational Category	Jobs	% Total Jobs	Annual Wage
Office and administrative support	3,220	17.6%	\$35,559
Sales and related	2,155	11.8%	\$38,354
Transportation and material moving	1,512	8.3%	\$31,940
Production	1,460	8.0%	\$34,035
Construction and extraction	1,106	6.0%	\$48,541
Food preparation and serving related	1,084	5.9%	\$20,494
Management	1,074	5.9%	\$97,913
Installation, maintenance, and repair	824	4.5%	\$45,395
Education, training, and library	809	4.4%	\$52,361
Building and grounds cleaning and maintenance	805	4.4%	\$25,843
Business and financial operations	748	4.1%	\$61,833
Farming, fishing, and forestry	745	4.1%	\$24,152
Personal care and service	462	2.5%	\$25,484
Computer and mathematical science	421	2.3%	\$71,557
Healthcare practitioners and technical	404	2.2%	\$78,551
Arts, design, entertainment, sports, and media	301	1.6%	\$49,407
Healthcare support	266	1.5%	\$30,423
Architecture and engineering	251	1.4%	\$75,936
Protective service	250	1.4%	\$47,310
Community and social services	189	1.0%	\$48,864
Life, physical, and social science	136	0.7%	\$64,574
Legal	76	0.4%	\$87,483

Data Sources: California Employment Development Department, Occupational Employment Statistics and ESRI, 2008/2013 Business Analyst Online

### City of Woodland Major Private Sector Employers

Company	Description	Employment
Target Distribution Center	Distribution Center	800
Woodland Healthcare	Health Services	773
Pacific Coast Producers*	Growers & Cannery	750
Walgreens Distribution Center	Distribution Center	713
Rite Aid	Pharmacies & Drug Stores	480
Pepsi Bottling Group	Bottling & Distribution	400
Demetrio Campos	Farm Labor Contractors	250
Costco Wholesale	Membership Warehouse	170
Alderson's Convalescent	Nursing Home	150
Nugget Markets	Supermarkets	145
Truck Accessories Group	Auto Accessories Manufacturer	143
Ames Company	Fitting & Valve Manufacturer	140

Data Sources: City of Woodland; ReferenceUSA; and Sacramento Business Journal, 2008 Book of Lists  
\*Note: Employment includes 300 year-round employees.

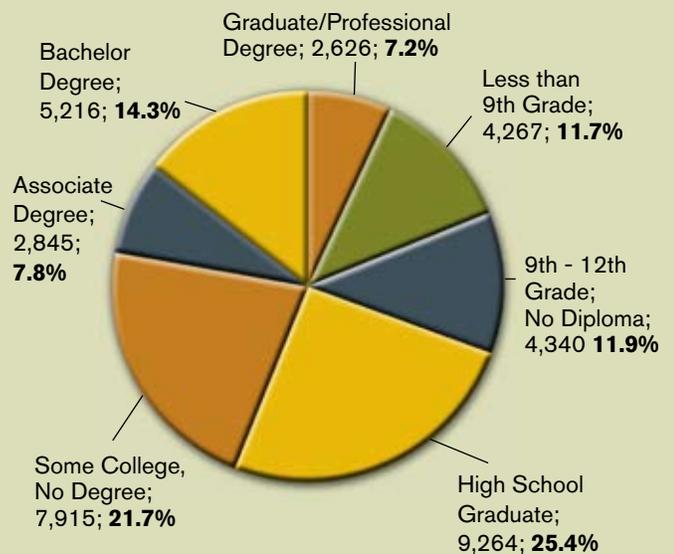


According to the U.S. Census Bureau's 2005-2007 American Community Survey estimates, the average commute time for Woodland's working residents is around 19 minutes, which is notably lower than Yolo County (21 minutes) as well as the statewide and national averages (27 and 25 minutes, respectively). Nearly 77 percent of the City's working residents travel to work within Yolo County and close to 3 percent work from home.

Woodland offers a low- to moderate-skilled workforce with just under one-half of residents age 25 and above reaching a high school graduate or some college with no degree educational attainment level. This current workforce profile closely corresponds with the City's economic structure

where there is a strong demand for this segment of the labor pool. About 29 percent of Woodland's residents have a college degree (associate or above)—when the larger Sacramento Region workforce is considered, this measure reaches over 37 percent, which is above the statewide and national averages.

### City of Woodland 2008 Educational Attainment Population Age 25+



Data Source: ESRI, 2008/2013 Business Analyst Online

#### Associate Degree & Above Educational Attainment 2008 Population Age 25+

City of Woodland	29%
Yolo County	43.1%
Sacramento Region	37.3%
California	36.5%
United States	33.9%

Data Source: ESRI, 2008/2013 Business Analyst Online

## Real Estate

Woodland has over 20,000 housing units, approximately 72 percent of which are single-family residences. The majority of all housing units are owner-occupied (around 58 percent), but the City offers substantial renter options with almost 38 percent of housing units renter-occupied and close to 4 percent vacant. In the past five years, the number of residential building permits granted has increased over 53 percent. The majority of the permitted units have been single-family with multi-family activity picking-up in 2003 and 2006 (the two most recent peak years for building activity in the City). The housing stock is projected to reach nearly 22,000 units by 2013, maintaining a similar tenure profile.

At \$260,000, the median home sale price for Woodland is below both Yolo County and the state as a whole. Following the general statewide trend, prices have decreased close to 11 percent in the past five years, a somewhat greater decline than Yolo County (around 7 percent) and the statewide average (over 8 percent). According to DQNews, 856 homes were sold in Woodland in 2008, down slightly from sales activity five years prior.

#### City of Woodland Housing Units 2008

Total Housing Units	20,120
Single-Family	72.2%
Multi-Family	27.8%
Owner-Occupied	58.3%
Renter-Occupied	37.8%
Vacant	3.9%

Data Sources: California Department of Finance, E-5 Housing Estimates and ESRI, 2008/2013 Business Analyst Online

## Economic Development Programs

The City of Woodland's primary Economic Development mission is to focus on specific actions that provide the engine to stimulate private business and industry retention, expansion and development. The goals and objectives are highlighted below:

- To enhance the quality of the local economic base;
- Improve community infrastructure for economic development;
- Promote Woodland with a positive image;
- Develop leadership and cooperation for local economic development;
- Provide partnerships for local economic development efforts; and
- Assist developers and businesses through the entitlement and planning process.

There are a number of programs available to assist companies interested in establishing and growing their business in Woodland. Woodland's Economic Development staff is available to facilitate businesses through all the processes necessary to locate, expand, and do business in the City. The Redevelopment Agency focuses on enabling the City to grow inward through the improvement and re-use of existing structures and properties and supports businesses interested in developing and utilizing these facilities. Several valuable programs have been developed to assist new and expanding businesses, some of which are highlighted below:

- **Business Appreciation / Goodwill Program** — City and Chamber of Commerce outreach with businesses to proactively facilitate interactions with the City and address business climate issues
- **Development Impact Fee Reduction and Deferral Program** — recent reduction of development impact fees by approximately 20 percent and opportunity to defer fees for 12 months for residential projects and 24 months for commercial projects
- **Employment Training Panel** — funds to offset the costs of job skills training programs for current and new employees at specific types of companies
- **Greater Sacramento Small Business Development Center** — business consulting and training for existing small businesses and new entrepreneurs (offices are housed in the Chamber of Commerce)
- **Industrial Development Bonds** — tax-exempt securities issued by a governmental entity to provide money for the acquisition, construction, rehabilitation and equipping of manufacturing and processing facilities for private companies
- **Net Operating Loss Carryover** — permits businesses that experience a loss for the year to carry it over to the next year to offset income in the following years
- **New Markets Tax Credit** — allows taxpayers to receive a credit against federal income taxes for qualified equity investments in designated Community Development Entities
- **Research and Development Tax Credit** — allows companies to receive credit against their tax liability for in-house and outsourced research and experimental development expenses
- **Small Business Administration CDC/504 Loan Program** — provides partial financing to assist with small business expansion as well as building costs and equipment purchases
- **Small Business Loan Guarantee Program** — permits the use of state funds to guarantee loans made by banks or financial institutions, allowing businesses to secure loans and establish a favorable credit history
- **Tools for Business Success** — online business assistance program providing templates, contacts, and tutorial videos aimed at small business and entrepreneurs ([www.toolsforbusiness.info/success/index.cfm?cx=woodland](http://www.toolsforbusiness.info/success/index.cfm?cx=woodland))
- **UC Davis InnovationAccess** — business development and technology transfer services connecting university research to the marketplace
- **Woodland Business Prospector** — interactive web site with commercial real estate for sale and lease listings and site-specific economic and demographic data ([www.woodlandbiz.org](http://www.woodlandbiz.org))
- **Yolo Business Ascent** — part of the Golden Capital Venture Communities initiative to foster entrepreneurship by companies with the resources, expertise, capital, and connections that they need to succeed ([www.yolo.businessascent.com](http://www.yolo.businessascent.com))
- **Yolo County Workforce Investment Board** — services to screen and test job applicants, arrange training, obtain research, and receive out-placement assistance

To learn more about Woodland and its economic development opportunities, please contact:



Wendy Ross, Economic Development Manager

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