

CENTER FOR CONTINUING STUDY OF THE CALIFORNIA ECONOMY

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DATE: January 31, 2014

TO: Palo Alto Staff and Others

FROM: Stephen Levy

SUBJECT: Palo Alto by the Numbers

Staff, Council and the Planning Commission are initiating efforts to engage the public in planning decisions that affect current conditions in Palo Alto but also will shape our future. Voices are heard at public meetings, in correspondence to staff and elected and appointed officials and through the local media and Core Values outreach.

The purpose of this memo is to understand who lives in Palo Alto, how our demographics compare to neighboring areas and what the future might bring. Hopefully, we can identify voices who represent large numbers in Palo Alto but who might not be heard and will need extra outreach effort and consideration.

The data in this memo come from 1) the 2010 Census for population by race/ethnicity, changes from 2000 and renter/owner status; 2) the 2013 demographic estimates of the State Department of Finance for total population and housing stock characteristics; 3) the 2008-2012 American Community Survey for other socio-economic characteristics and other sources as noted.

I am attaching several files that I used in compiling the data.

My overall impression is that “who we are” differs from common perception and that many voices in who we are do not regularly show up at city meetings nor participate in online activities. This gives staff the challenge of finding and hearing these voices in the 2014 outreach activities and I hope this data helps point the way.

At the end of the memo I will share some thoughts about future trends based on my work for and with ABAG in the Plan Bay Area projections to 2040.

Before publishing any of these numbers I encourage staff to check them and assume staff has some of this data already.

Who We Are in the 2013 State Department of Finance (DOF) estimates

On January 1, 2013 Palo Alto had 66,368 residents. For comparison (I will compare these cities below) neighboring cities had

Redwood City 79,074
Menlo Park 32,679
East Palo Alto 28,675
Mountain View 76,260
Los Altos 29,792
Sunnyvale 145,973
Cupertino 59, 620
Santa Clara 120,284

Atherton, Woodside, Portola Valley all had far fewer residents and San Jose had far more.

Palo Alto had 3.6% of the county's population.

I will use these cities to make comparison tables for selected data.

In Palo Alto 16,385 or 57.6% of the housing units were detached single family homes compared to 54.1% in the county and 58.1% statewide.

Who We Are—the 2010 Census

Total population 64,403 of which 39,052 (60.6%) were White Non-Hispanic 17,404 (27.0%) were Asian Non-Hispanic (9,680 were Chinese) 1,131 (1.8%) were Black Non-Hispanic, 3,974 (6.2%) were Hispanic and 2,842 (4.4%) were another race or two or more races.

Between 2000 and 2010 the city's population increased by 5,805 and the Asian population increased by 7,371 (Chinese by 4,230). The Hispanic population increased by 1,252.

Who We Are by Age Group

Palo Alto had 15,079 residents under 18—23.4% of the population compared to 24.1% in Santa Clara County and 25.0% statewide.

We had 11,006 residents aged 65 and over (17.1% of the population) compared to 11.1% in Santa Clara County and 11.4% statewide.

So Palo Alto had an average number of children and a substantially above average number of residents 65+.

Who We Are by Housing and Household Characteristics

Palo Alto had 8,359 households out of 26,493 (31.6%) with children under 18 compared to 34.3% in Santa Clara County and 33.0% statewide. More than 2 in 3 Palo Alto households do not include school age children.

Palo Alto had 62.1% family households and 37.1% nonfamily (single person or unrelated individual) HH in 2010 or lower than the 70.5% for the county and 68.7% for the state.

Palo Alto housing is occupied by 11,727 (44.3%) renters compared to 42.4% for the county and 44.1% statewide.

Comparisons to Neighboring Cities

Palo Alto has an above average share of residents aged 65 and above. For all other characteristics shown below, the city is close to the county and state average.

Comparison of Age and Housing Characteristics

	Under 18	65+	Renters	With Kids	SF Detached
Redwood City	23.7%	10.6%	49.4%	33.0%	48.3%
Menlo Park	24.4%	14.3%	43.9%	31.5%	55.3%
East Palo Alto	31.9%	5.9%	57.2%	45.3%	47.3%
Palo Alto	23.4%	17.1%	44.3%	31.6%	57.6%
Mountain View	19.7%	10.6%	58.3%	25.7%	30.8%
Los Altos	26.1%	20.0%	16.2%	36.8%	83.0%
Cupertino	27.6%	12.5%	47.4%	46.0%	57.2%
Sunnyvale	22.4%	11.2%	52.0%	32.6%	38.0%
Santa Clara	31.3%	10.0%	54.1%	31.1%	42.0%
SM County	22.2%	13.4%	40.6%	30.8%	57.1%
SC County	24.1%	11.1%	42.4%	34.8%	54.1%
California	25.0%	11.4%	44.1%	33.0%	58.1%

Data from 2010 Census except Single Family Detached from January 1, 2013 DOF estimates

Who We Are from the 2008-2012 American Community Survey (ACS)

The ACS is now the primary source of all data except for basic population and household data, which is still collected by the decennial Census. The 2008-2012 ACS pools data from five years to give a more robust profile for small areas. The

ACS is also updated each year and thus provides intercensal estimates. The data include the % Asians in the population, the % with Bachelor's degrees or higher, the poverty rate for all persons, the median household income, the % foreign-born and the unemployment rate, which came from state Employment Development Department estimates.

Selected Socio-Economic Characteristics

	% Asian	% BA or +	Poverty	Median HH Inc	Foreign Born	UE Rate
Redwood City	10.7%	39.9%	9.1%	\$77,488	31.1%	4.5%
Menlo Park	9.9%	69.2%	6.5%	\$113,774	24.4%	3.6%
East Palo Alto	3.8%	15.2%	18.0%	\$47,950	40.1%	11.2%
Palo Alto	27.1%	79.5%	4.9%	\$122,482	31.0%	3.0%
Mountain View	26.0%	59.6%	8.2%	\$92,987	37.9%	4.2%
Los Altos	23.5%	77.4%	4.5%	\$154,821	23.1%	2.8%
Sunnyvale	40.9%	57.5%	7.2%	\$96,884	44.5%	4.9%
Cupertino	63.3%	74.2%	4.2%	\$127,534	50.1%	3.6%
Santa Clara	37.7%	50.5%	9.0%	\$92,188	39.3%	5.2%
SM County	24.7%	43.9%	7.4%	\$87,751	34.2%	4.6%
SC County	32.0%	46.0%	9.7%	\$90,747	36.8%	5.7%
California	13.0%	30.5%	15.3%	\$61,400	27.1%	7.9%

Data from the 2008-2012 ACS except for Unemployment Rates which were for Dec 2013 not seasonally adjusted from EDD

Just Released Today from the ACS

Voting Age Citizens

Palo Alto 41,710

Hispanic 2,435

Asian 8,655

Black 1,295

White 28,640 (could include some Hispanic residents)

Jobs versus Population and Housing—Data from Plan Bay Area

The comparison of population to the number of jobs in Palo Alto is part of many public policy discussions in Palo Alto. The table below compares data for Palo Alto

for 2010 from Plan Bay Area with that of neighboring cities. The population estimates are from the 2010 Census and the job estimates are from the National Establishment Time Series (NETS) database and are for the city jurisdiction.

The regional population/jobs ratio is that there are approximately 2 residents for every job. Palo Alto is the only city shown here where there are more jobs than people. Santa Clara has a close balance.

Another comparison is between each city's share of their county's jobs and population. Palo Alto had 3.6% of Santa Clara County population and 9.7% of the county jobs. Santa Clara had 12.2% of county jobs and 6.5% of population. Most other cities including some smaller neighboring cities has a close balance between their share of county jobs and population.

Population and Jobs in 2010

	Jobs	Population	Ratio Pop/Jobs	% of Cty Jobs	% of Cty Pop
Redwood City	27,957	76,815	2.75	10.8%	10.7%
Menlo Park	12,347	32,026	2.59	4.8%	4.5%
East Palo Alto	6,940	28,155	4.06	2.7%	3.9%
Palo Alto	89,690	64,403	0.72	9.7%	3.6%
Mountain View	47,950	74,066	1.54	5.2%	4.2%
Los Altos	14,760	28,976	1.96	1.6%	1.6%
Cupertino	26,090	58,302	2.23	2.8%	3.3%
Sunnyvale	74,810	140,081	1.87	8.1%	7.9%
Santa Clara	112,890	116,468	1.03	12.2%	6.5%
SM County	257,837	718,451	2.79		
SC County	926,270	1,781,642	1.92		
Bay Area	3,385,300	7,150,739	2.11		
Atherton	2,610	6,914	2.65	1.0%	1.0%
Portola Valley	1,500	4,353	2.90	0.6%	0.6%
Woodside	1,760	5,287	3.00	0.7%	0.7%
Los Altos Hills	2,060	7,869	3.82	0.2%	0.4%

Data from Plan Bay Area

What the Future Will Bring

Between 2014 and 2030 the number and share of residents aged 65 and above will increase and the average age of these residents will increase with most above age 75 after 2020.

Job and population growth will continue at regional growth rates somewhat below 1% a year but that totals over 1 million jobs, 2 million people and 700,000 households by 2040.

Immigration, largely Asian in the Bay Area, will be an important source of growth in population and workers and, as a result, the Asian population share of residents throughout the region will continue to increase.

The university and its affiliated activities will and employees and activity levels.

The share of single family detached homes will continue to decline. More than 70% of all new residential permits in San Mateo and Santa Clara counties in 2012 and 2013 were for units in multi-family structures.

This is not to say that the renter proportion will increase. Owners live in condos and renters live in single family homes.

Incorporating the Voices of Palo Alto residents in Our Planning

Palo Alto has a large population of renters, a large population of Asians, and a large population of foreign born residents. None of these characteristics is much different from the profile of neighboring communities but these folks are either underrepresented or missing in most public venues.

We had Yiaway Yeh on the council and I was optimistic he could connect the Asian and foreign born residents better into public voice but he has left since.

We, like our neighbors, are not primarily a city of families with children in school.

We have an above average share of older residents and they will age more over the next 15 years. How do we balance their desires today versus planning for their needs down the road?

We are the center of Stanford's many activities. How do their voices get incorporated into our planning?

We have a far above average number of employers and jobs than neighboring communities relative to our population. Unless the owners are residents they do not vote. How are their voices to be incorporated?

How do we anticipate the needs and implications of people and businesses yet to arrive in Palo Alto into our planning, especially since most planning decisions are only partly about "today" but mostly plans and investments that will last 30 years or more/?

Data not shown that could be Interesting to collect

Number of Stanford students

Residents by length of time in the city and by living arrangements

Cross tabs on who rents and who owns (not all renters live in multi-story buildings and not all owners own single family homes)

Information on the living conditions and profile of recent residents

Staff could compile data on changes between 2000 and 2010 for Census data. I did only for Asian population growth.