



# Southern Alameda County Integrated Rail Analysis

## *Appendix F: Equity Report*

July 20, 2023

In partnership with:



## ***Executive Summary***

Improvements that result from the SoCo Rail Study would better connect passenger rail services, improve intercity passenger rail ridership in southern Alameda County, the Bay Area, the Northern California Megaregion, and statewide, and accommodate anticipated growth more sustainably. This report considers the benefits of the proposed new intercity passenger rail service on disadvantaged communities, focusing on how the proposed service has the potential to improve the quality of life in the many communities across the Northern California Megaregion and the state with access to the new service.

The report provides a summary of the demographic, social, and travel characteristics of the various communities in the SoCo Rail Study Area as defined for this report – expanded beyond the southern Alameda County Planning Area – as well as the potential benefits as a result of the improvements proposed as part of the SoCo Rail Study.

### ***ES.1 Operating Assumptions and Equity Study Area***

With the development of improvements at the Union City BART Station, in the mid-term horizon, i.e., by 2030, three additional round trips would be operated by the San Joaquin Regional Rail Commission (SJRRRC), the owner/operator of the Altamont Corridor Express (ACE), or the San Joaquin Joint Powers Authority (SJJPA), responsible for the management of the *San Joaquins*<sup>1</sup>, would operate between Merced and Union City (2 daily trains) and between Natomas, or Chico with a northerly extension, and Union City (1 daily train).

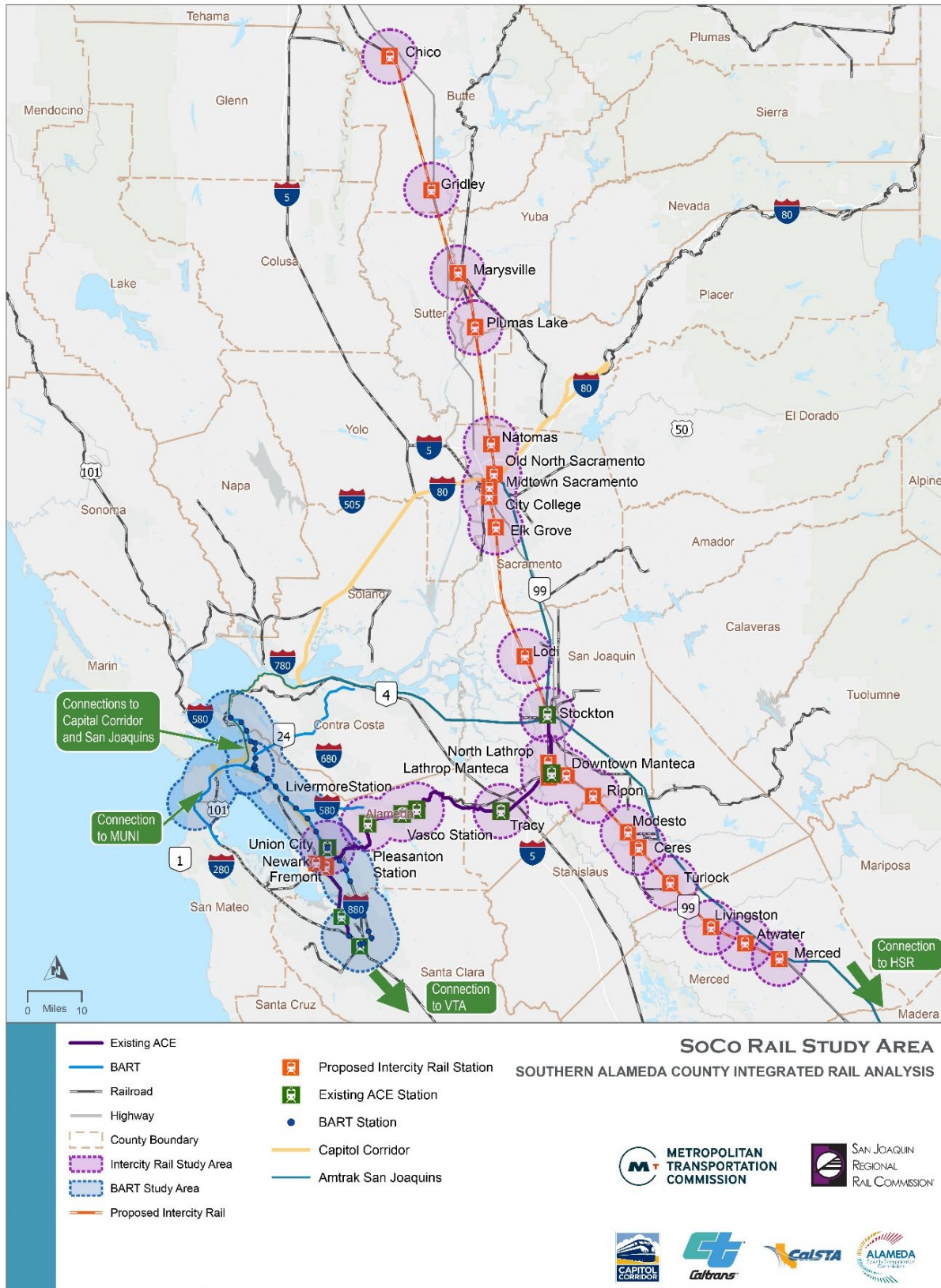
The Equity Study Area, as shown in **Figure ES-1**, is defined based on an Intercity Rail Study Area and the BART Study Area. The Intercity Rail Study Area includes a 5-mile buffer around every existing and proposed station along the SJRRRC/SJJPA Valley Rail intercity passenger rail system that would be served by the three new round trips. The BART Study Area includes a similar 5-mile buffer around every station along BART’s two rail lines that currently stop at Union City – Richmond to Berryessa/North San Jose (the orange line) and Daly City to Berryessa/North San Jose (the green line).

The operating schedule provides the ability for travel between multiple origins and destinations along the Valley Rail system and beyond – *including Southern California* – with connections to high-speed rail in Merced and BART in Union City. Additional express and local bus services at the Union City BART Station provide additional integration of the transportation network.

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<sup>1</sup> SJRRRC is also the Managing Agency for the SJJPA.

Figure ES-1. SoCo Rail Equity Study Area



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## ES.2 SJJPA Passenger and Market Research Report

The types of trips served by the SJJPA San Joaquins and SJRRC ACE services are completely different, with ACE serving daily commuters (with peak period/peak direction trains) and the intercity San Joaquins serving a more diverse travel market and a wide variety of rider needs, such as family visits and access to healthcare, education, and recreation, through 7-day-a-week long-haul routes which do not provide in-commute peak-period arrival times for the Bay Area travel markets. With new off-peak service, including weekend and holidays service, the rider profile of the proposed intercity rail service is expected to be similar to the Amtrak San Joaquins intercity service. Therefore, understanding the ridership characteristics of the San Joaquins is key to understanding the potential riders of the proposed intercity rail service due to the similarity in the type of service offered.

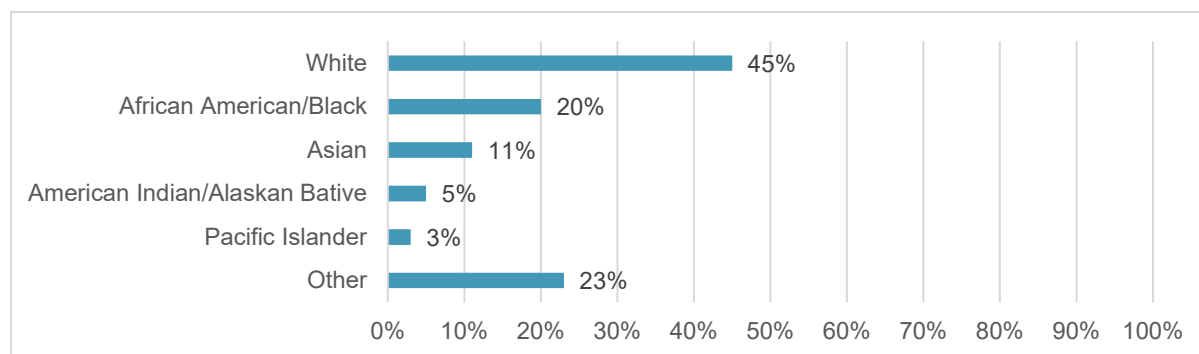
In the summer of 2019, the SJJPA conducted a market survey and an onboard survey to establish baseline levels of awareness, gauge rider perceptions, and understand the potential market of Amtrak San Joaquins service. The survey also collected a detailed profile of existing riders, including their home ZIP code, trip details, and sociodemographic information.

The Market Survey collected 499 complete questionnaires from respondents living in four regions that account for about 75% of San Joaquins ridership: the San Joaquin Valley, the Bay Area/Silicon Valley, the Sacramento Area, and the Los Angeles Area. The Onboard Survey was administered to riders aboard San Joaquins trains using tablet computers. The Onboard Survey collected 1,131 valid questionnaires from riders as they traveled. However, respondents ride the San Joaquins infrequently, with only 11% riding on a weekly basis and 21% riding on a monthly basis. By comparison, most ACE users ride frequently (and buy multi-ride or monthly passes).

### Rider Profile

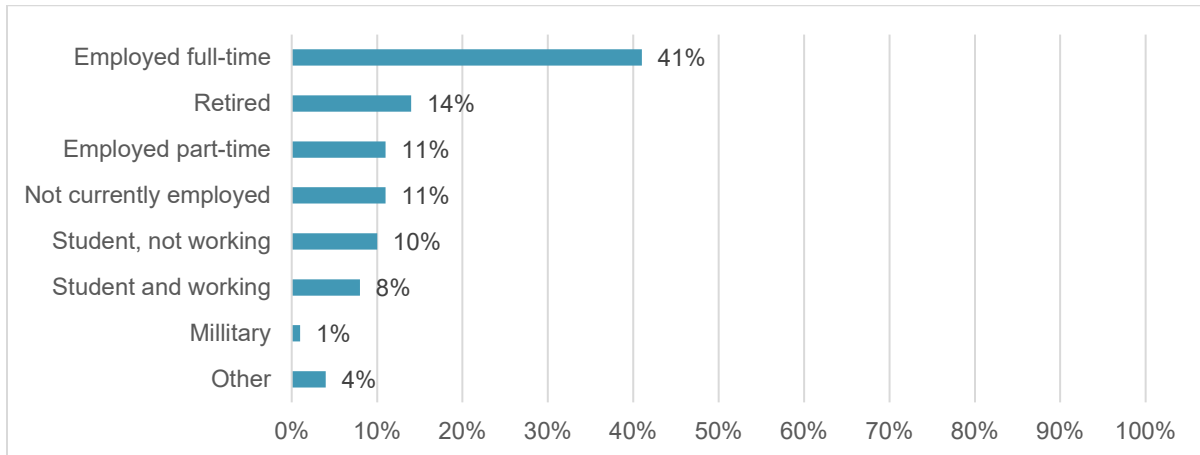
Forty percent (40%) of respondents were of Spanish, Hispanic, or Latino origin which is similar to California and the Intercity Rail Study Area overall. In total, 55% of respondents were people of color (**Figure ES-2**). The SJJPA Passenger and Market Research survey did not report on people with disabilities. The survey also did not report on nation of birth or nationality.

**Figure ES-2. San Joaquins Riders - Race**



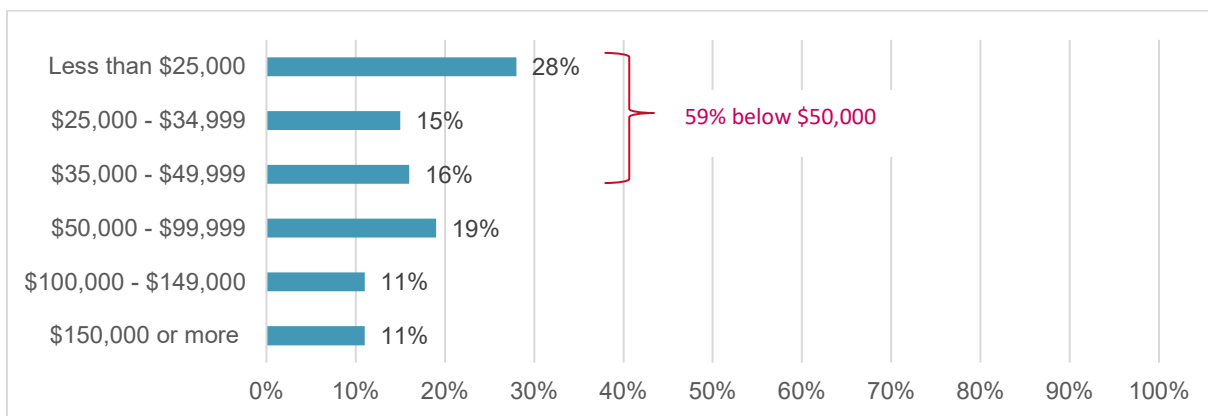
The onboard survey showed that 48% of Amtrak San Joaquins riders were not employed (**Figure ES-3**). This further illustrates that San Joaquins riders use the service for purposes other than business or commuting. As there are several universities in the San Joaquins service area 18% of the users are students. A few universities in the service area include University of Pacific in Stockton, University of California, Merced, and California State University, Fresno.

**Figure ES-3. San Joaquins Riders - Employment Status**



Reported household incomes were substantially lower for San Joaquins riders compared to the ACE riders. Fifty-nine (59%) percent of riders reported an annual household income below \$50,000 (**Figure ES-4**). Only 11% of San Joaquins riders reported annual household income more than \$150,000. The survey also showed 53% of riders aged 34 or younger and 24% of riders aged 55 or older.

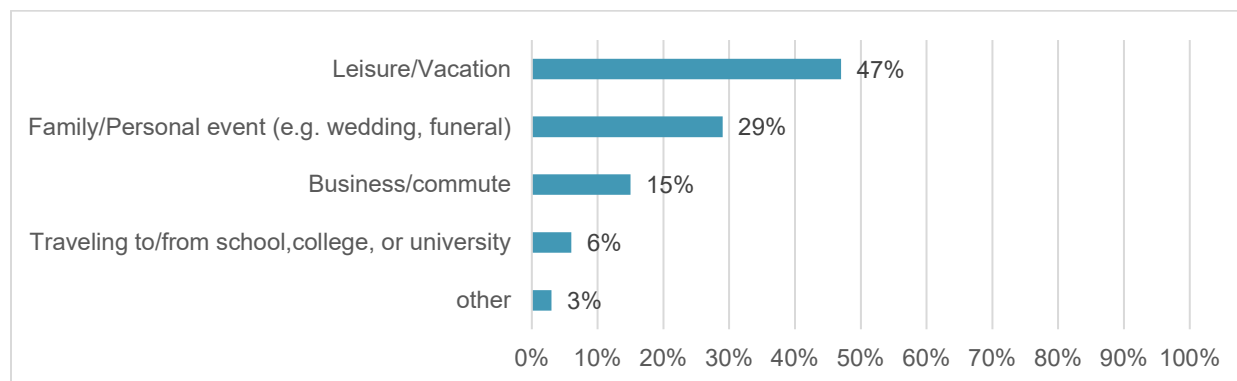
**Figure ES-4. Household Income**



### Trip Purpose and Details

**Figure ES-5** provides the distribution of trip purposes of San Joaquins users responding to the survey. Most riders (76%) were traveling for either personal events such as a wedding or funeral or for leisure. Only 15% of riders were traveling for business. Six percent (6%) were traveling to or from school.

**Figure ES-5. Primary Purpose of Trip**



**Travel Market**

Ticket sales data and onboard survey results show that the Bay Area, Northern San Joaquin Valley, and Central San Joaquin Valley were the top 2019 travel markets for the Amtrak San Joaquins service with 41% of riders. Amtrak San Joaquins ridership serves the entire San Joaquin Valley (and has Thruway bus connections to Southern California and the Northern Central Valley) compared to ACE ridership.

About half of the San Joaquins riders live in the San Joaquin Valley. **Table ES-1** shows the distribution of riders’ home location by region.

**TABLE ES-1. SJJPA SAN JOAQUINS RIDERS**

HOME REGION	SURVEY %
San Joaquin Valley	54.1%
Bay Area/Silicon Valley	11.1%
Los Angeles Area	6.2%
Sacramento Area	6.9%
Inland Empire/High Desert	3.0%
North Coast	1.6%
Central Coast	1.6%
San Diego Area	0.8%
Northern CA (Butte, Shasta, and Tehama counties)	0.4%
All Other Markets	14.5%
<b>Total</b>	<b>100.0%</b>

Most passengers (39%) were dropped off at the Amtrak station. A similar portion (35%) used public transportation including local transit, long-distance bus such as Amtrak Thruway service, or another Amtrak train to access a station. Around 5% walked or biked to the station. The SJJPA Passenger and Market Research survey did not question riders about household vehicles available.

The survey showed that nearly half (47%) of San Joaquins riders use an Amtrak Thruway bus for either station access or egress. Many of these bus connections to and from Southern California and Las Vegas occur at the Bakersfield Station. Excluding respondents who traveled to or from Bakersfield station on an Amtrak Thruway Bus, the most commonly used stations are Fresno, Stockton, and Hanford.

### ***ES.3 Demographics and Equity Populations***

An overview of baseline demographic information in the Equity Study Area, focusing on the typical characteristics of traditionally marginalized communities, also considered equity populations, is summarized below.

#### **Race and Ethnicity**

Historically, infrastructure projects have negatively affected people of color<sup>2</sup> and systemically disadvantaged communities through direct and indirect displacement, construction impacts, disruptions to community cohesion, and environmental degradation. These communities are often left out of the decision-making process and receive fewer project benefits. People of color make up 62.8% of the BART Study Area and 49.2 % of the Intercity Rail Study Area is comprised of people of color.

#### **Median Household Income**

According to a study by the American Public Transportation Association, individuals with lower incomes are more likely to use public transit than those with higher incomes. This is because lower-income individuals are more likely to rely on transit as their primary mode of transportation due to a lack of access to a personal vehicle. Median income in the Intercity Station Study Area (\$77,417) is significantly lower than in the BART Study Area (\$110,620).

#### **Women**

A growing number of studies have shown gender-based disparities and differences regarding transportation, with most current studies focusing on transportation needs of women.<sup>3</sup> Among such differences, women are more likely to chain or combine trips, take overall more trips, to travel at non-commute peak hours, and to choose more flexible modes.<sup>4</sup> In the BART Study Area and Intercity Rail Study Area, 49.9% and 50% of the population is female, respectively.

#### **Older Adults**

According to the National Center for Mobility Management,<sup>5</sup> older adults make up a large portion of the population who rely on community transportation and have diverse transportation needs, often intersecting with other key population characteristics, such as race and ethnicity, LEP, and disability

<sup>2</sup> [Overview of Socioeconomic Indicators in EJScreen | US EPA](#): People of color are defined as the percent of individuals in a block group who list their racial status as a race other than white alone and/or list their ethnicity as Hispanic or Latino. That is, all people other than non-Hispanic white-alone individuals. The word "alone" in this case indicates that the person is of a single race, not multiracial.

<sup>3</sup> Wei-Shiuen Ng & Ashley Acker, 2018. "Understanding Urban Travel Behaviour by Gender for Efficient and Equitable Transport Policies," International Transport Forum Discussion Papers 2018/01, OECD Publishing.

<sup>4</sup> LA Metro, Understanding How Women Travel, August 30, 2019. [http://libraryarchives.metro.net/DB\\_Attachments/2019-0294/UnderstandingHowWomenTravel\\_FullReport\\_FINAL.pdf](http://libraryarchives.metro.net/DB_Attachments/2019-0294/UnderstandingHowWomenTravel_FullReport_FINAL.pdf)

<sup>5</sup> <https://nationalcenterformobilitymanagement.org/by-topic/by-topic-older-adults/>

status. Nearly 13% of the Intercity Rail Study Area’s populations is over 65 years old, and 14.2% of the BART Study Area is over 65 years old.

### **Persons with a Disability**

People with disabilities face multiple barriers in travel, access to services, and opportunities. According to the Institute of Medicine,<sup>6</sup> people with disabilities report more mobility challenges and barriers in travel than those without disabilities. In the Intercity Rail Study Area 11.6% of the population have a disability and 9.4% of population in the BART Study Area have a disability.

### **Limited English Proficiency**

Limited English Proficiency (LEP) refers to people who have a limited ability to read, write, speak, or understand English, creating potential barriers for accessing services and information, such as public transportation, employment, education, and other resources. In the Intercity Station Study Area approximately 16% of households have members over 5 who have some difficulty with English and are considered LEP households, and in the BART Study Area 20% of the households are LEP.

### **Foreign-Born Population**

People born outside of the U.S. may face challenges including barriers to employment, access to health and human services, and complex government processes. Over 25% of the population in the overall Study Area is foreign born. In the Intercity Rail Study Area and BART Study Area, 25.2% and 37.1% of the population is foreign born, respectively.

## ***ES.4 Equity Evaluation of Potential Benefits***

Potential benefits to the communities across the Equity Study Area, especially the equity populations described above, are identified across four general categories – transit access, economic vitality, health and safety, and housing affordability.

### **Transit Access**

Making transportation more accessible to the equity populations in the Study Area would facilitate connections to cultural and economic centers, major hospitals, colleges and universities, airports, and areas for tourist and recreational uses. This is beneficial to communities that have faced prior systematic struggles to earn a steady wage, receive a quality education, be treated with reliable healthcare, and have access to safe, reliable, and affordable transportation. Furthermore, enhancing the region’s interconnected transportation system would spur overall economic growth.

A priority of the proposed new rail service is to offer a transit option throughout the day to midday, evening, and weekend travelers who in the past have had to rely on other modes of transportation or experience longer wait, transfer, and travel times to travel via rail. An article published by the National Academies of Science, Engineering, and Medicine discusses the role of transit, shared modes, and public policy, and discusses some of the equity implications involved. Specifically, it acknowledges that

<sup>6</sup> <https://www.ncbi.nlm.nih.gov/books/NBK11420/>



extending transit service to off-peak hours can be a reliable substitute for fixed-route service and will benefit lower-income individuals and service workers by reducing wait, transfer, and travel times throughout the day.<sup>7</sup> Another National Academies article indicates that transit-dependent groups often travel more frequently during off-peak hours and make more transfers between modes of transit than non-transit-dependent groups do.<sup>8</sup> Moreover, this article reveals that transit-dependent groups are disproportionately represented by minorities and low-income households.

For many people, public transit provides access to extended family, education, and other destinations necessary for living a healthy life. Transit is an essential mobility service, particularly for those who cannot afford or do not wish to own a car. Transit is especially important for low-income households and people with disabilities. In addition to expected beneficial outcomes of increased access, other potential benefits of public transit include increased physical activity, reduced vehicle miles travelled, and reduced emissions.

Based on these findings, the proposed new service that provides 7-day-a-week services throughout the day would enhance travel and provide greater access to destinations that would improve quality of life for transit-dependent populations and others for whom transportation costs are very high in the Equity Study Area.

### **Economic Vitality**

Through the expanded passenger rail service proposed, the investment in public transportation can potentially benefit the economy in the following ways:<sup>9</sup>

- travel and vehicle ownership cost savings for riders who use public transit instead of other modes, including driving, taxis, and ride-share services;
- reduced traffic congestion for those traveling by automobile and truck, leading to direct travel cost savings for businesses and households; and
- business productivity gained from access to broader labor markets with more diverse skills, enabled by expanded public transit service areas and reduced traffic congestion.

In the Equity Study Area, communities with many low-income households, low-wage workers, or unemployed workers would be provided an opportunity to improve the quality of life for themselves and their families. This new transit service would provide 7-day-a-week services throughout the day to residents in the San Joaquin Valley, Sacramento Region, and Alameda County, unlocking greater opportunities for travel between regions to access education, healthcare, recreation, and some job opportunities that follow non-traditional work hours, such as hospitality and education. Similar to *San Joaquins* service, the primary trip purposes for this proposed service would also be for personal reasons, such as family visits, family or friend events, or other leisure activities. In addition, when more people

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<sup>7</sup> “The Role of Transit, Shared Modes, and Public Policy in the New Mobility Landscape”, National Academies, 2021.

<sup>8</sup> “Resource Guide for Improving Diversity and Inclusion Program for the Public Transportation Industry”, National Academies, 2021.

<sup>9</sup> American Public Transportation Association, Economic Impact of Public Transportation Investment 2020 Update. <https://www.apta.com/wp-content/uploads/APTA-econ-impact-transit-investment-2020-ES.pdf>

ride transit their travel costs are lowered and funds are freed for housing, entertainment, and other living expenses – all components of an improved quality of life.

## Health and Safety

The health and safety benefits to the Equity Study Area’s communities are realized through improved air pollution, fewer traffic crashes, improved access to medical care, healthy food, and vital services, and increased physical activity.

Transit’s ability to reduce solo drivers and auto emissions improves the environment. Motor vehicles are a leading source of air pollutants that affect human health. Vehicle emissions, including PM<sub>2.5</sub>, can trigger health problems such as asthma, reduced lung capacity, and greater susceptibility to pneumonia and bronchitis.<sup>10</sup> Public transportation systems produce significantly lower emissions per passenger mile than private vehicles, especially when operating with full passenger loads.<sup>11</sup> The proposed new service would operate across long distances, providing travelers with a convenient and healthier transit alternative to driving, thus decreasing regional vehicle miles traveled and emissions with fewer automobiles on the road across both long and short distances.

Trips shifted from cars to transit also reduce traffic-related injuries and deaths on highways a substantial societal cost. As the movement toward Vision Zero grows, public transit is increasingly recognized as a core strategy to support safe mobility for all. Public transportation is one of the safest ways to travel. It is ten times safer per mile than traveling by car because it has less than a tenth the per-mile traffic casualty (injury or death) rate as automobile travel.<sup>12</sup>

Transit can also improve quality of life and mental health. According to research, high-quality public transit can reduce emotional stress by improving people’s access to education and employment opportunities, improving community cohesion, and improving access to social and recreational activities.<sup>13</sup> Transit also provides basic mobility for those who are unable, cannot afford, or choose not to drive a car. This access to essential services, such as medical care, healthy food, shopping, banking, etc. helps improve the quality of life for equity populations.<sup>14</sup>

Transit increases opportunities for active transportation as a result of the frequent need for walking or biking at the beginning or end of a transit trip.<sup>15</sup> While transit is linked to higher rates of active travel and physical activity, the physical health benefits of a more active lifestyle are weighed against potential health threats, such as exposure to vehicle traffic or emissions, walking and bicycling to transit can be riskier travel options than other modes due to their higher levels of physical and environmental exposure. For example, active travelers suffer from injuries and fatalities at a higher rate than drivers.<sup>16</sup>

<sup>10</sup> <https://www.transportation.gov/mission/health/cleaner-air>

<sup>11</sup> [Public Transportation's Role in Reducing Greenhouse Gas Emissions \(January 2010\) \(dot.gov\)](#)

<sup>12</sup> Public Transit’s Safety Benefits - American Public Transportation Association (apta.com)

<sup>13</sup> Heather Allen, Sit Next to Someone Different Every Day - How Public Transport Contributes to Inclusive Communities, 2008. [www.thredbo.itls.usyd.edu.au/downloads/thredbo10\\_papers/thredbo10-plenary-Allen.pdf](http://www.thredbo.itls.usyd.edu.au/downloads/thredbo10_papers/thredbo10-plenary-Allen.pdf)

<sup>14</sup> Todd Litman, Evaluating Public Transportation Health Benefits, 2020. [https://www.vtpi.org/tran\\_health.pdf](https://www.vtpi.org/tran_health.pdf)

<sup>15</sup> Ipek N. Senera, Richard J. Leea, and Zachary Elgartb, Potential Health Implications and Health Cost Reductions of Transit-Induced Physical Activity, 2016. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4917017/pdf/nihms763600.pdf>

<sup>16</sup> Elvik R. The Non-Linearity of Risk and the Promotion of Environmentally Sustainable Transport. Accident Analysis and Prevention, 2009

To better understand and develop strategies to minimize potential risks associated with increased active transportation to and from the rail stations offering the proposed new service, it is recommended that a traffic impact study be conducted as the proposed project advances, including a study of the activity at the highway-grade crossings.

### **Housing Affordability**

Combined housing and transportation costs for most households in the Equity Study Area are over half of the household income, with a large proportion of those costs coming from transportation. The proposed new service has the potential to lower transportation costs by providing a rail transit alternative to driving. Providing new transit service to communities that can most benefit comes with challenges. Sustainable, enhanced public transportation not only can spur development near rail stations, but is also attractive to new residents who prefer to live close to transit. Many cities also encourage transit-oriented development that creates conditions for real estate investment that results in increased land values. This may “price-out” low-income groups from accessing housing and maintaining their current residential locations.

In the Equity Study Area, Transit Priority Areas (TPAs) and Priority Development Areas (PDAs) are established in multiple locations along the BART Study Area, and in Livermore and Sacramento. In these locations, transit and sustainable community planning are prioritized, which would facilitate renters and lower-income residents to remain in their neighborhood so they can enjoy the benefits of being close to transit.

The Equity Study Area has renter-occupied households scattered across the area with some but not all proposed station locations with high percentages of renters. Based on existing trends, renter-occupied households are predominantly occupied by lower income residents. With existing affordable housing policies in cities in the Equity Study Area, there is lower risk that low-income renters would be displaced due to the proposed new service. On the other hand, low-income households in the Study Area, including those without access to a vehicle, would remain in their neighborhoods and benefit from increased access to transit to improve the quality of their lives. However, it is important to note that some actions may need to be taken in future phases of project development to maintain a low risk of residential displacements, including but not limited to: coordination with cities on updating affordable housing policies; development of community benefits agreements; and development guidelines to foster equitable transit-oriented development.

### ***ES.5 Intercity Rail Station Area Equity Analysis***

Each of the 26 proposed stations along the intercity rail service routes proposed by the SoCo Rail Study would benefit from the project. Based on an analysis of each station area, defined for this purpose as an approximately 10-minute drive time from the proposed station location, to be inclusive of walking, biking, and automobile access, several area-specific benefits are identified.

The proposed intercity rail service to and from Merced and Chico would provide rail access for communities that are traditionally underserved and more socially disadvantaged. Similar to *San Joaquins*

service users, the primary purpose of most travel along this proposed intercity rail service would be for leisure and recreation, family visits, and for school. The communities would benefit from new connections to an array of cultural, open space, historical, educational, and other destinations in Stockton, Sacramento, Chico, Modesto, and Merced, as well as points south (e.g., Fresno and Bakersfield) through HSR connections in Merced. With its connection to the BART system, this station would provide access to the San Francisco Bay Area to families, residents, and visitors up and down the proposed intercity service.

Households in poverty in the station areas experience many burdens related to transportation cost and general economic stability. The proposed intercity rail service may help to improve the quality of life for these residents by providing a lower-cost transportation option for access to many needed services, personal and family activities, and even potentially some job opportunities. Station areas with at least 15% of households considered to be in poverty include: Stockton, City College, Midtown Sacramento, Old North Sacramento, Atwater, and Merced.

Station areas with large percentages of residents that do not have access to a personal vehicle would benefit from additional public transportation that would provide access to a wide variety of destinations in the Central Valley and Bay Area. Stations with at least 4% of the population in the station area with no access to a personal vehicle include: Stockton, City College, Midtown Sacramento, Old North Sacramento, Marysville-Yuba City, Chico, Modesto, Ceres, Turlock, Livingston, Atwater, and Merced.

In station areas with large percentages of workers employed in service industries, which may include a large share of shift workers, the proposed intercity rail service has the potential to provide transportation to current or new job opportunities. Stations with at least 15% of the population in the station area employed in service industries include: Stockton, Elk Grove, Old North Sacramento, Marysville-Yuba City, Chico, and Merced.

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## **1.0 Introduction**

### **1.1. Project Background Summary**

Passenger rail is an essential element of the Bay Area’s and California’s surface transportation system. As highway congestion within the San Francisco Bay Area and Northern California Megaregion has grown, so has rail’s role as an alternative to driving. Increased rail service also fosters transit-oriented development (TOD) in areas served by passenger rail stations, which stimulates the local economy while promoting walkable communities and energy-efficient lifestyles.

The Southern Alameda County Integrated Rail Analysis (SoCo Rail Study) builds on the foundation of the 2018 California State Rail Plan (CSRP), which established a 2040 statewide vision for an integrated statewide passenger rail and express bus network that would be implemented in near-term, medium-term, and long-term phases. As part of this vision, the 2018 CSRP identified numerous rail hub stations around the state. One hub identified is an “East Bay” hub located in southern Alameda County, which sits at the nexus of the megaregional rail services from Sacramento and Central Valley and the Bay Area rail and bus services. During Phase 1 of the SoCo Rail Study, Metropolitan Transportation Commission (MTC) and its partners identified and studied several locations for the East Bay Rail Hub, and at the conclusion of that phase of the study the existing Union City Bay Area Rapid Transit District (BART) Station with a connect to intercity passenger rail was recommended as the “rail-to-rail” East Bay Rail Hub for the mid-term horizon (approximately 10 years). In the Mid-Term horizon, the East Bay Rail Hub would allow for additional intercity rail service into the Bay Area, provide an ACE-BART connection, and facilitate a high level of connectivity to key travel markets throughout the Bay Area. The recommendation of Union City BART as the East Bay Rail Hub is incorporated into the Draft 2023 CSRP, which was released on March 10, 2023. Phase 2 of the SoCo Rail Study advances planning and conceptual design of a Union City BART Station hub location.

### **1.2. Purpose of This Report**

Improvements that result from the SoCo Rail Study would better connect passenger rail services, improve intercity passenger rail ridership in southern Alameda County, the Bay Area, the Northern California Megaregion, and statewide, and accommodate anticipated growth more sustainably. This report considers the benefits of the proposed new intercity passenger rail service on disadvantaged communities, focusing on how the proposed service has the potential to improve the quality of life in the many communities across the Northern California Megaregion and the state with access to the new service.

The report provides a summary of the demographic, social, and travel characteristics of the various communities in the SoCo Rail Study Area as defined for this report – expanded beyond the southern Alameda County Planning Area – as well as the potential benefits as a result of the improvements proposed as part of the SoCo Rail Study.

### 1.3. *Operating Assumptions Considered in This Report*

As part of the SoCo Rail Phase 2 effort, an operating plan to accompany infrastructure improvements (platform, station tracks, layover facility, and pedestrian connectivity) was developed. With the development of improvements at the Union City BART Station, in the mid-term horizon, i.e., by 2030, three additional round trips would be operated by SJRRC (owner/operator of ACE) or SJJPA (responsible for the management of the *San Joaquins*<sup>17</sup>) between Merced and Union City (2 daily trains) and between Natomas, or Chico with a northerly extension, and Union City (1 daily train). The overall operating plan for ACE and San Joaquins rail service is shown in Figure 1-1 below.

In response to previous input from the public obtained through surveys (see Chapter 3 for details), SJRRC and MTC are proposing that the three additional round trips in the mid-term horizon be provided at off-peak weekday hours and during the weekend. This would broaden the range of potential riders by focusing service on intercity, non-commuter trips that include shift workers and other off-peak travelers that cannot be served with current ACE trains.

In the long-term scenario, SJRRC proposes hourly service to Union City, a plan expected to be included in the 2022 CSRP. With hourly service, including weekend service, a wider range of travel purposes can be accommodated which would increase rail ridership as population grows and highway congestion increases.

A preliminary operating schedule for the SJRRC and SJJPA Valley Rail Program has been developed with the incorporation of the three additional round trips each day to and from Union City. The proposed weekday and weekend operating schedule for the three Union City trains would be the same, as described below and detailed in Figure 1-2:

- Inbound Trains (toward the San Francisco Bay Area, terminating at Union City):
  - One train originating in Chico at 6:02 AM, arriving in Union City at 10:09 AM, stopping at 17 stations along the way
  - One train originating in Merced (with a connection to high-speed rail) at 9:50 AM, arriving in union City at 11:52 AM, stopping at 12 stations along the way
  - One train originating in Merced (with a connection to high-speed rail) at 6:50 PM, arriving in union City at 9:24 PM, stopping at 12 stations along the way
- Outbound trains (toward the Central Valley, originating at Union City):
  - One train departing Union City at 6:56 AM, arriving in Merced (with a connection to high-speed rail) at 9:56 AM, stopping at 12 stations along the way

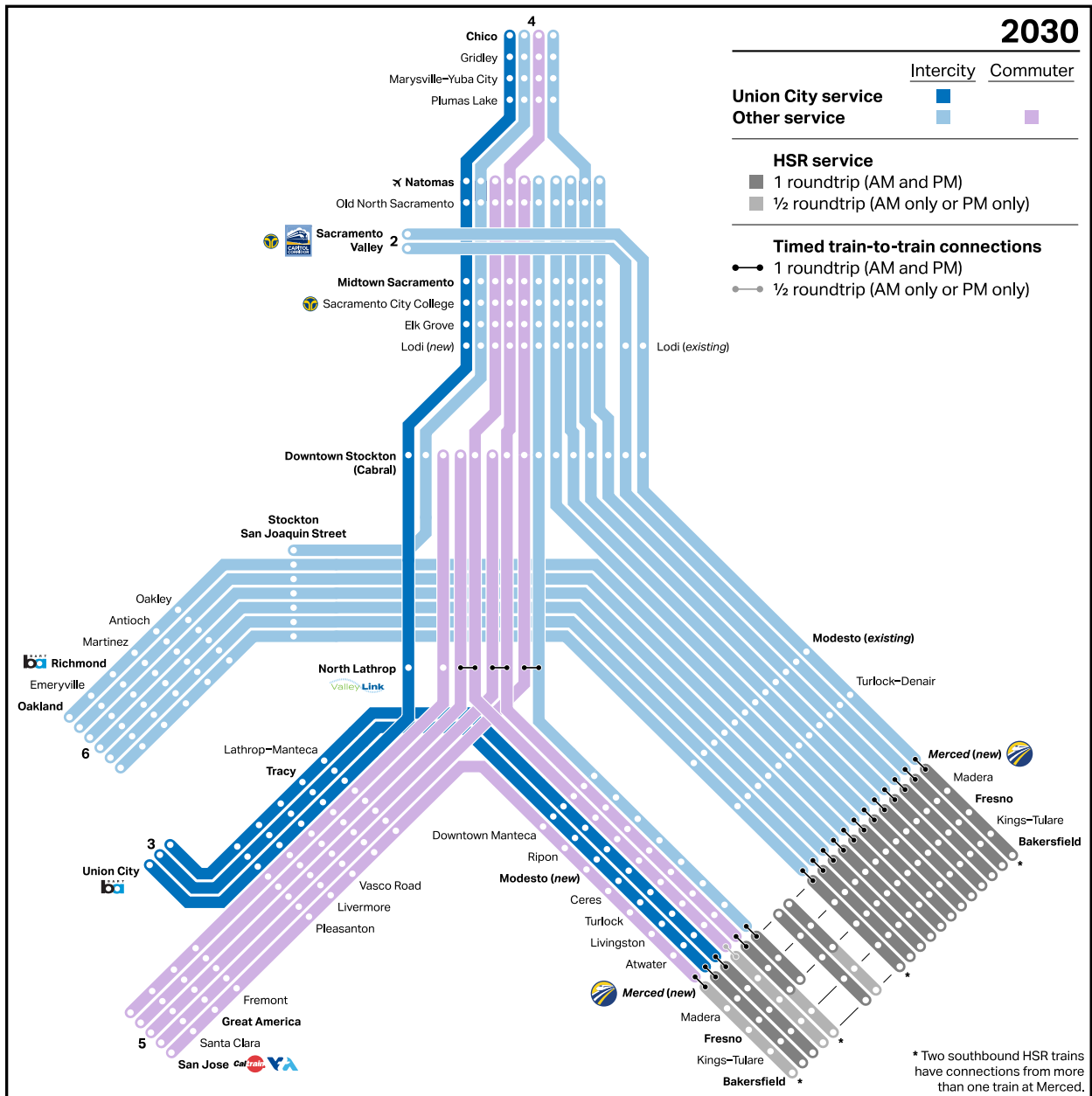
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<sup>17</sup> SJRRC is also the Managing Agency for the SJJPA.

- One train departing Union City at 3:40 PM, arriving in Chico at 7:49 PM, stopping at 17 stations along the way
- One train departing Union City at 4:14 PM, arriving in Merced (with a connection to high-speed rail) at 6:56 PM, stopping at 12 stations along the way

The operating schedule provides the ability for travel between multiple origins and destinations along the Valley Rail system and beyond – including Southern California – with connections to high-speed rail in Merced and BART in Union City.

Figure 1-1. 2030 Operating Assumptions for Intercity Rail Service to and from Union City



Source: AECOM, 2023

Figure 1-2. Preliminary Intercity Weekday Operating Schedule for Three New Round Trips to and from Union City

Inbound		Read Down	HSR EOS Service	Read Up	Outbound		
106	124				109	127	
8:19	17:19	▼	Bakersfield	▲	11:30	20:30	
8:53	17:53	▼	Kings–Tulare	▲	10:58	19:58	
9:09	18:09	▼	Fresno	▲	10:41	19:41	
9:21	18:21	▼	Madera	▲	10:30	19:30	
9:42	18:42	▼	Merced	▲	10:08	19:08	
W01	V01	U01	Union City Intercity Rail Service		U02	W02	V02
	9:50	18:50	▼	Merced ( <i>new</i> )	▲	9:56	18:56
	9:58	18:58	▼	Atwater	▲	9:47	18:47
	10:06	19:06	▼	Livingston	▲	9:40	18:40
	10:18	19:18	▼	Turlock	▲	9:27	18:27
	10:28	19:28	▼	Ceres	▲	9:17	18:17
	10:35	19:35	▼	Modesto ( <i>new</i> )	▲	9:10	18:10
	10:49	19:49	▼	Ripon	▲	8:57	17:57
	10:58	19:58	▼	Downtown Manteca	▲	8:48	17:48
6:02			▼	Chico	▲		19:49
6:26			▼	Gridley	▲		19:25
6:44			▼	Marysville–Yuba City	▲		19:06
6:54			▼	Plumas Lake	▲		18:57
7:17			▼	Natomas	▲		18:34
7:33			▼	Old North Sacramento	▲		18:25
7:39			▼	Midtown Sacramento	▲		18:19
7:44			▼	Sacramento City College	▲		18:14
7:54			▼	Elk Grove ( <i>new</i> )	▲		18:05
8:20			▼	Lodi ( <i>new</i> )	▲		17:39
8:34			▼	Downtown Stockton (Cabral)	▲		17:24
8:44			▼	North Lathrop	▲		17:13
8:51	11:06	20:06	▼	Lathrop–Manteca	▲	8:41	17:07
9:03	11:18	20:18	▼	Tracy	▲	8:22	16:48
9:32	11:47	20:47	▼	Vasco Road	▲	7:53	16:19
9:37	11:52	20:52	▼	Livermore	▲	7:48	16:14
9:45	12:00	21:00	▼	Pleasanton	▲	7:39	16:05
10:09	12:24	21:24	▼	Union City	▲	7:14	15:40

Source: AECOM, 2022

Notes:

Infrastructure improvements east of Niles Junction may be required for some trains to achieve the conceptual timetable shown here, including the running times and desired slots (times of day). The exact location and scope of such improvements will be determined in coordination with UP as part of more detailed operations planning in later phases of the project.

## 2.0 Study Area and Methodology

The SoCo Rail Study Area is generally defined as the Alameda County South County Planning Area. However, for the purpose of assessing how the improvements proposed as part of the SoCo Rail Study would provide benefits to communities and potential rail riders and affect quality of life in the region, the Northern California Megaregion, and the state, the Study Area is expanded as described below to be inclusive of all potential recipients of project effects.

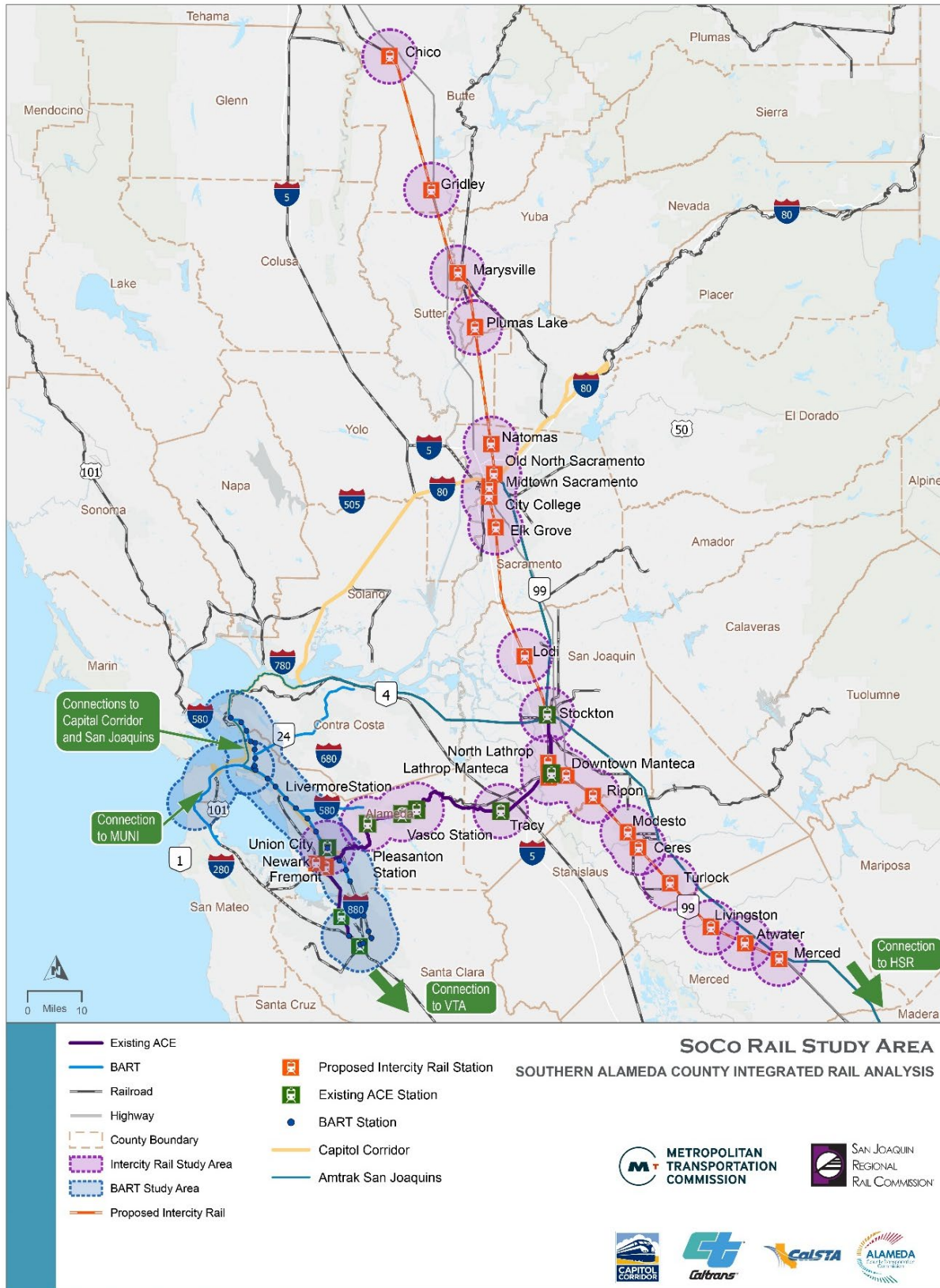
### 2.1. Equity Study Area

Figure 2-1 presents the Equity Study Area for the SoCo Rail Study. The Equity Study Area is inclusive of all existing and proposed rail stations with service directly to the Union City BART Station, the recommended location of the East Bay Hub as identified earlier in the SoCo Rail Study. The Equity Study Area is divided into two parts – the Intercity Rail Study Area and the BART Study Area. The Intercity Rail Study Area includes a 5-mile buffer around every existing and proposed station along the SJRRCS/SJPA Valley Rail intercity passenger rail system that would be served by the three new round trips (as described above and illustrated in the schedule presented in Figure 1-2). The BART Study Area includes a similar 5-mile buffer around every station along BART’s two rail lines that currently stop at Union City – Richmond to Berryessa/North San Jose (the orange line) and Daly City to Berryessa/North San Jose (the green line). The Equity Study Area in Figure 2-1 map highlights the Intercity and BART Study Areas in purple and blue, respectively.

The potential benefits of the proposed SoCo Rail service would extend beyond the Equity Study Area to many communities across Northern and Southern California, as a result of the many connections to rail and express bus services at stations in the Equity Study Area. These connecting transit services, illustrated in Figure 2-2, include:

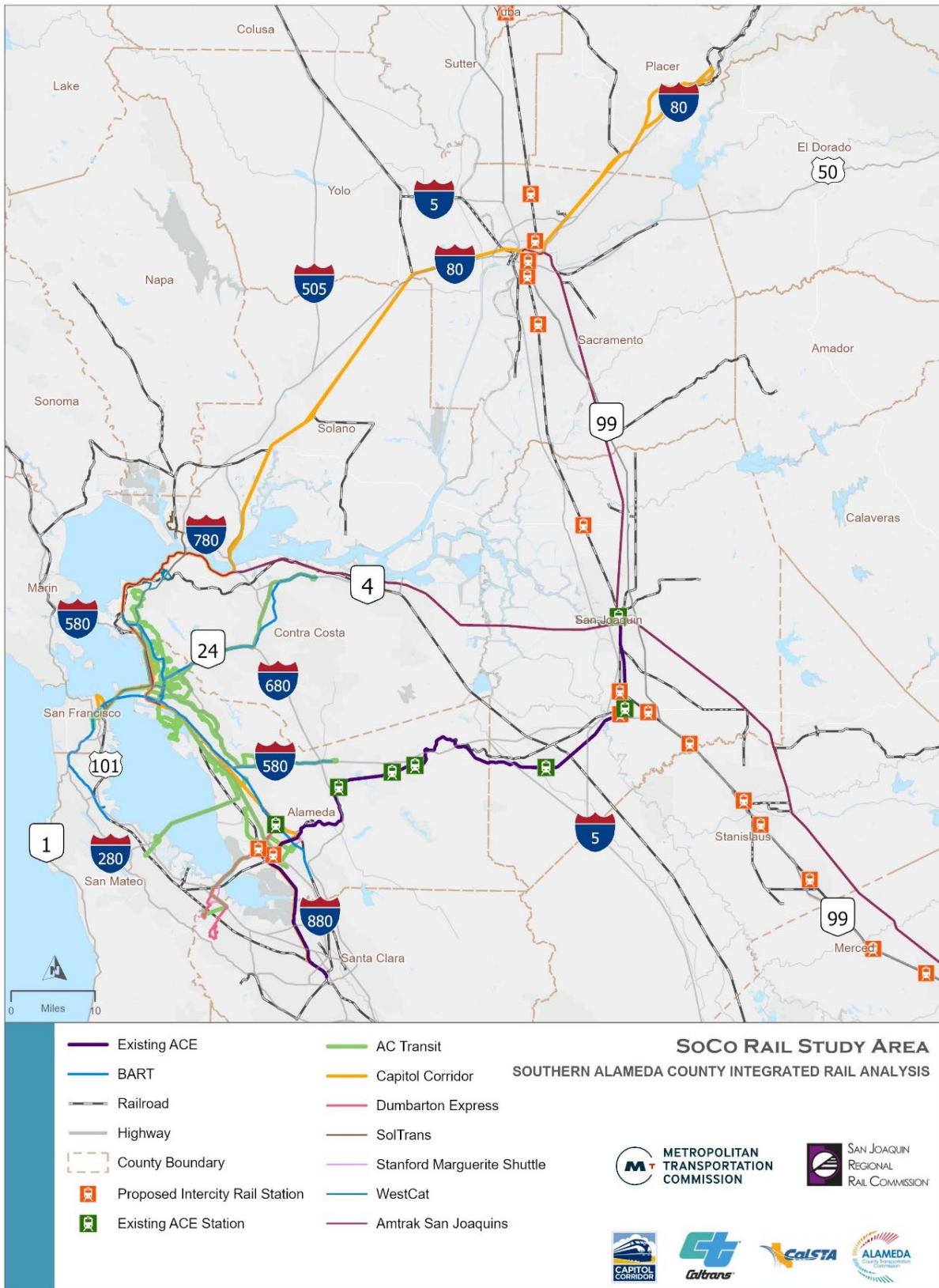
- BART – Connections from the orange and green lines that stop at Union City to every other BART service at multiple stations in Alameda County and San Francisco
- Dumbarton transbay buses – Connections can be made at the Union City BART Stations for the following transbay express buses:
  - AC Transit Line U to Palo Alto and Stanford University
  - Dumbarton Express Lines DB and DB1 to Menlo Park, Palo Alto, and Stanford University
- Californian High-Speed Rail – Connection at Merced to high-speed trains to Central Valley and Southern California
- Bay Bridge transbay buses – multiple connections from BART to the Salesforce Transit Center
- Capitol Corridor – Connections to both proposed intercity rail and BART:
  - Nearby intercity rail connection in Sacramento northeast to Roseville/Auburn and west to Suisun/Fairfield, Martinez, and other East Bay stations
  - BART connections in Richmond and Oakland Coliseum

Figure 2-1. SoCo Rail Equity Study Area



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Figure 2-2. Major Transit Connectivity in the Equity Study Area



## **2.2. *Equity Benefits Methodology***

### **2.2.1. Overview of Evaluation Framework**

The equity benefits methodology includes an overview of baseline data and qualitative analysis of potential benefits to the existing populations in the Equity Study Area based on the data presented and recent publicly available research. The analysis is based on multiple demographic characteristics of the populations within the Equity Study Area, as well as several quality-of-life indicators that fall into four categories, as described below: Transit Access; Economic Vitality; Health and Safety; and Housing Affordability.

#### **DEMOGRAPHICS OF EQUITY POPULATIONS**

This study presents many of the key demographic characteristics of the populations in the Equity Study Area, focusing on the factors that are typical among traditionally marginalized or vulnerable groups, including income, race and ethnicity (identifying percentages of people of color), women, persons over age 65, persons with a disability, limited-English proficiency (LEP) households, and foreign-born populations.

#### **TRANSIT ACCESS**

Access to transit is a critical social determinant of health. For people of color and low-income individuals, safe and affordable mobility options work to overcome health disparities and the inequitable distribution of resources and opportunities. Transit allows a greater number of residents to participate in the workforce and access critical quality of life services such as education, healthcare, and recreation. This is especially true for people with disabilities and populations with no or limited access to cars. This study presents data on zero-vehicle households who rely on transit for mobility, as well as transportation cost and travel time.

#### **ECONOMIC VITALITY**

Investment in transit provides multiple ways to improve the economic vitality in a region, including better connectivity to jobs, less traffic congestion which can improve goods movement, and more household income due to lower transportation costs. To assess the potential economic vitality benefits in the Equity Study Area, this study presents information on poverty level, unemployment rates, low wages, and internet access to identify populations for which the proposed improvements may be most impactful.

#### **HEALTH AND SAFETY**

Health and safety are two fundamental determinants of quality of life in a community. While there are multiple indicators related to health and safety, this study assesses health and safety conditions in the Equity Study Area by looking at the fine particulate matter (PM 2.5) concentrations in the air and collisions at the highway-rail grade crossings.



## HOUSING AFFORDABILITY

A key concern related to enhanced transit is the potential for communities to be displaced from neighborhoods at and near new or enhanced transit stations. With improved transit, and the many benefits derived from it as noted above, housing costs may rise. As a result, lower-income residents may be displaced either immediately with new development or over time as the prices outpace the ability for the lower-income residents to remain in the location. To assess housing affordability in the overall study area, data on affordable housing policies and requirements, renter-occupied households, and housing and transportation costs were collected and evaluated.

### 2.2.2. Data Sources

This study presents data collected through the passenger surveys to better reflect the demographics, travel behavior, and other characteristics of the actual riders of the SJPA San Joaquins and SJRRC ACE rail services. The surveys reviewed include: SJPA Passenger and Market Research Report (August 2019) and SJRRC ACE 2019 Transit Public Opinion Survey (August 2019). In addition, the results of an equity poll conducted at the outset of the Link21 Program (September 2021) are included to provide general information about transit usage in the northern California Megaregion.

The baseline conditions of the Equity Study Area were identified and summarized based on readily available quantitative data from the following sources:

- U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates at the census tract and block group levels
- Center for Neighborhood Technology (CNT 2022)
- CalEnviroScreen 4.0 by the California Office of Environmental Health and Hazard Assessment (OEHHA)
- California Department of Housing and Community Development, 2022
- Highway/Rail Grade Crossing Incidents from the Federal Railroad Administration’s (FRA), Office of Railroad Safety (2017-2021)
- U.S. Census Bureau’s Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (2019)

### 2.2.3. Equity Evaluation Methodology

The expansion of rail service and addition of an East Bay Rail Hub in Southern Alameda County is expected to attract new users and provide numerous benefits to the Northern California Megaregion and all of California. Anticipated benefits associated with increased ridership from diverting automobile users to rail and reducing total vehicle miles traveled include vehicle safety benefits, vehicle emission reductions, lower transportation costs, and increased access to numerous employment, education, recreation, and health opportunities and services. For some trips, the proposed service may result in travel time savings for existing users.

The equity benefits are described qualitatively by analyzing how the proposed service and its overall benefits would improve the quality of life of historically underserved populations – groups in the Equity Study Area who have additional needs and barriers to overcome, and community members who rely on access to public transit or other shared modes to access employment, education, healthcare, and recreational facilities. The equity populations – described in the demographics summary – are those considered low-income, people of color<sup>18</sup>, women, older adults, persons with a disability, foreign-born, and those in limited-English proficient households. In addition, equity benefits will be assessed qualitatively for persons who are unemployed, earning low wages, in households considered low-income, without access to a vehicle, and without high-quality internet, among other factors. The assessment of how the benefits of the new proposed service would potentially be experienced by the equity populations and improve the quality of life of marginalized communities is included in Chapter 4.

In addition to qualitative data, the data obtained from the SJJPA San Joaquins survey were used to inform the identification of potential benefits of the new proposed service. Prior to the COVID-19 pandemic, two surveys were conducted to understand ridership demographics and behavior on the SJRRC’s ACE service line and the SJJPA’s San Joaquins service line. Since the proposed intercity rail service will operate similarly to the San Joaquins service, the SJJPA San Joaquins survey information is most relevant to the proposed project; the ACE survey is present for comparative purposes. These surveys, as well as the results of the equity poll for the Link21 Program, are discussed in greater detail in Chapter 3.

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<sup>18</sup> “People of color” are defined similarly to “minority populations”, inclusive of all populations who are non-White and not of Hispanic/Latino origin.

## 3.0 Transit Ridership Surveys

Two surveys and one poll were analyzed to help inform the potential benefits of the new proposed service from Chico and Merced to Union City. These include the SJPA Passenger and Market Research Report, the SJRRC ACE 2019 Transit Public Opinion Survey, and the Link21 Equity Poll. These surveys are described below.

### 3.1. *SJPA Passenger and Market Research Report*

The types of trips served by the San Joaquins and ACE services are completely different, with ACE serving daily commuters (with peak period/peak direction trains) and the intercity San Joaquins serving a more diverse travel market and a wide variety of rider needs, such as family visits and access to healthcare, education, and recreation, through 7-day-a-week long-haul routes which do not provide in-commute peak-period arrival times for the Bay Area travel markets. Understanding the ridership characteristics of the San Joaquins is key to understanding the potential riders of the proposed intercity rail service due to the similarity in the type of service offered.

In the summer of 2019, the SJPA conducted a market survey and an onboard survey to establish baseline levels of awareness, gauge rider perceptions, and understand the potential market of Amtrak San Joaquins service. The survey also collected a detailed profile of existing riders, including their home ZIP code, trip details, and sociodemographic information.

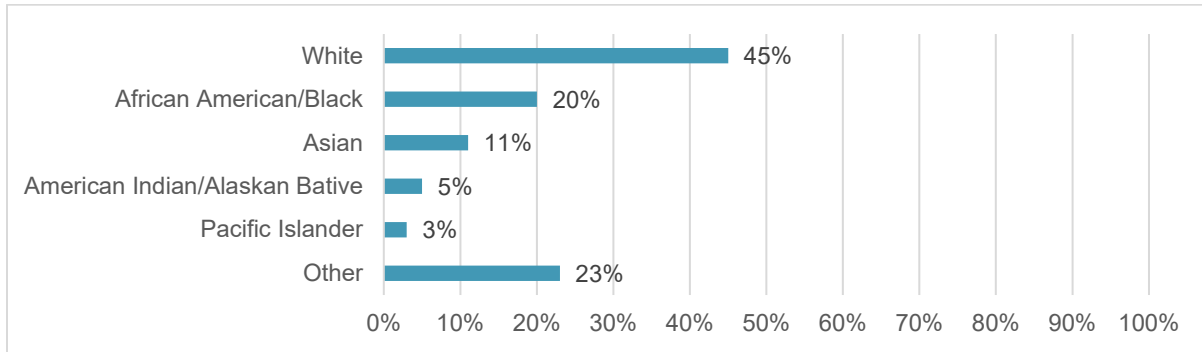
The Market Survey collected 499 complete questionnaires from respondents living in four regions that account for about 75% of San Joaquins ridership: the San Joaquin Valley, the Bay Area/Silicon Valley, the Sacramento Area, and the Los Angeles Area. The Onboard Survey was administered to riders aboard San Joaquins trains using tablet computers. The Onboard Survey collected 1,131 valid questionnaires from riders as they traveled. However, respondents ride the San Joaquins infrequently, with only 11% riding on a weekly basis and 21% riding on a monthly basis. By comparison, most ACE users ride frequently (and buy multi-ride or monthly passes).

#### RIDER PROFILE

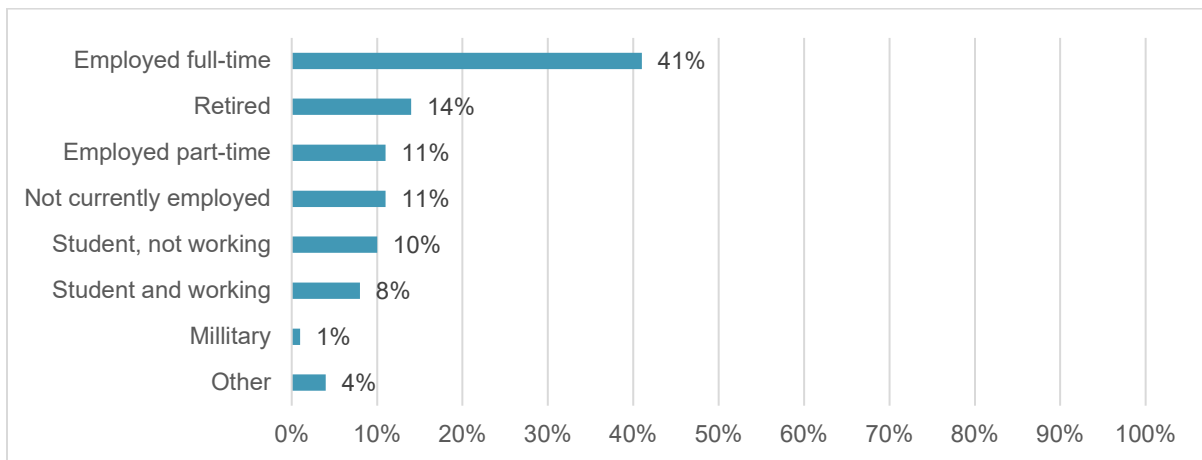
Forty percent (40%) of respondents were of Spanish, Hispanic, or Latino origin which is similar to California and the Intercity Rail Study Area overall. In total, 55% of respondents were people of color (**Figure 3-1**). The SJPA Passenger and Market Research survey did not report on people with disabilities. The survey also did not report on nation of birth or nationality.

The onboard survey showed that 48% of Amtrak San Joaquins riders were not employed (**Figure 3-2**). This further illustrates that San Joaquins riders use the service for purposes other than business or commuting. As there are several universities in the San Joaquins service area 18% of the users are students. A few universities in the service area include University of Pacific in Stockton, University of California, Merced, and California State University, Fresno.

**Figure 3-1. San Joaquins Riders - Race**

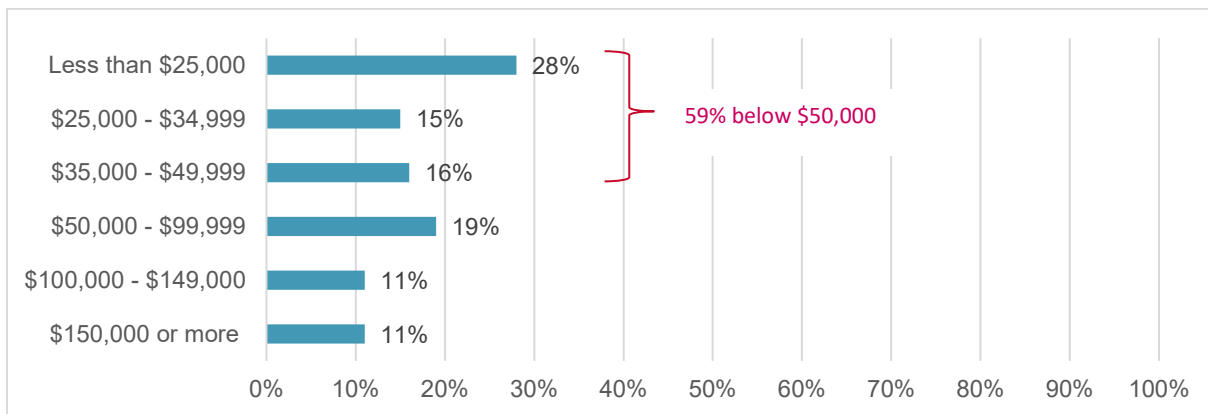


**Figure 3-2. San Joaquins Riders - Employment Status**



Reported household incomes were substantially lower for San Joaquins riders compared to the ACE riders. Fifty-nine (59%) percent of riders reported an annual household income below \$50,000 (Figure 3-3). Only 11% of San Joaquins riders reported annual household income more than \$150,000. The survey also showed 53% of riders aged 34 or younger and 24% of riders aged 55 or older.

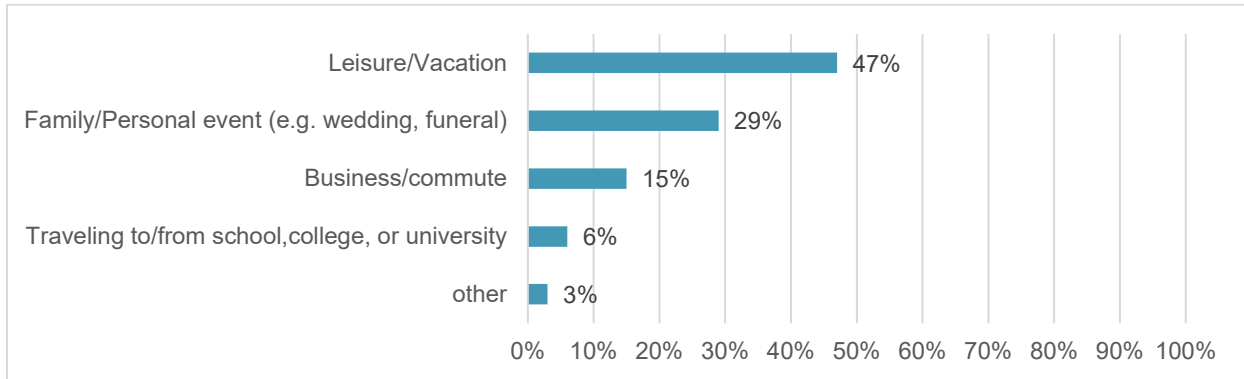
**Figure 3-3. Household Income**



**TRIP PURPOSE AND DETAILS**

**Figure 3-4** provides the distribution of trip purposes of San Joaquins users responding to the survey. Most riders (76%) were traveling for either personal events such as a wedding or funeral or for leisure. Only 15% of riders were traveling for business. Six percent (6%) were traveling to or from school. Only 3% were traveling for other purposes.

**Figure 3-4. Primary Purpose of Trip**



**TRAVEL MARKET**

Ticket sales data and onboard survey results show that the Bay Area, Northern San Joaquin Valley, and Central San Joaquin Valley were the top 2019 travel markets for the Amtrak San Joaquins service with 41% of riders. Amtrak San Joaquins ridership serves the entire San Joaquin Valley (and has Thruway bus connections to Southern California and the Northern Central Valley) compared to ACE ridership.

About half of the San Joaquins riders live in the San Joaquin Valley. **Table 3-1** shows the distribution of riders’ home location by region.

**TABLE 3-1. SJJPA SAN JOAQUINS RIDERS**

HOME REGION	SURVEY %
San Joaquin Valley	54.1%
Bay Area/Silicon Valley	11.1%
Los Angeles Area	6.2%
Sacramento Area	6.9%
Inland Empire/High Desert	3.0%
North Coast	1.6%
Central Coast	1.6%
San Diego Area	0.8%
Northern CA (Butte, Shasta, and Tehama counties)	0.4%
All Other Markets	14.5%
<b>Total</b>	<b>100.0%</b>

Most passengers (39%) were dropped off at the Amtrak station. A similar portion (35%) used public transportation including local transit, long-distance bus such as Amtrak Thruway service, or another

Amtrak train to access a station. Around 5% walked or biked to the station. The SJPA Passenger and Market Research survey did not question riders about household vehicles available.

The survey showed that nearly half (47%) of San Joaquins riders use an Amtrak Thruway bus for either station access or egress. Many of these bus connections to and from Southern California and Las Vegas occur at the Bakersfield Station. Excluding respondents who traveled to or from Bakersfield station on an Amtrak Thruway Bus, the most commonly used stations are Fresno, Stockton, and Hanford.

### **3.2. SJRRC ACE 2019 Transit Public Opinion Survey**

In the spring of 2019, SJRRC conducted an origin-destination study to compile travel behavior and demographic data for ACE riders. The presentation of results of this survey are presented in this report for comparative purposes, to illustrate the difference in the riders of the two services.

Field surveying was conducted between May 20 and May 24, 2019. Follow-up telephone surveying was conducted between May 27 and May 31, 2019. The onboard tablet survey took around five to ten minutes to complete, and a total number of 333 surveys were completed. Of note is the high rate of engagement in field survey efforts; 87% of riders approached elected to contribute their feedback. Both English and Spanish versions of the survey were provided based on demographic data for the region. All riders were asked what time they left home, the purpose of their trip, how they got to the train station where they boarded, what time they will return home after their trip, and if and when they took or are taking the exact same trip. Riders were also asked agency-specific questions including fare media and fare discount type including senior, Medicare, or discounts for persons with disabilities.

This survey effort was part of a larger MTC initiative with two primary goals. The first goal was to collect demographic data to assist with Title VI of the 1964 Civil Rights Act compliance for regional expenditures and to facilitate equity analysis. The second goal was to collect passenger travel pattern data to support the refinement of MTC partner agencies' analytical tools and regional and county-level travel demand models. The survey included traditional demographics, languages spoken, fare media, and selected attitudinal questions.

This survey confirms the Altamont Corridor Express's (ACE) role as a regional commuter service. Most ACE riders are male, high-income workers using the train to commute from lower cost housing in Alameda and northern San Joaquin County to Silicon Valley.

#### **RIDER PROFILE**

Most (87%) are choice riders who drive – *not walk* – to their first boarding point (an average distance of 6.4 miles). Riders are ethnically and linguistically diverse, with 43% of riders speaking a language other than English at home; however, the vast majority of those also said they speak English at least as well. The primary non-English languages spoken at home as a percentage of all boardings are Spanish (10%), Hindi (7%), Mandarin Chinese (4%), Telugu (3%), and Tagalog (3%).

Annual household income for 43% of ACE riders was more than \$150,000. One-quarter (26%) of riders had annual incomes between \$100,000 and \$149,999. Thirty-one percent (31%) of riders lived in

households with incomes less than \$100,000 per year. The estimated median annual household income for ACE riders was more than \$135,000. This is higher than the 2020 median household income reported by the Census Bureau for Alameda County (\$104,900) and San Joaquin County (\$68,600).

### FARES

The survey showed that 62% of ACE riders pay their fare with a 20-Ride ticket, 30% use a monthly pass, 5% pay with a round-trip ticket, and 3% use a one-way ticket. This highlights the fact that the vast majority of ACE riders are daily commuters. Most ACE riders (91%) pay a full adult fare. Discounted fares include those who receive a senior discount (3%), a discount related to disability (2%), and other work or school discounts (3%). While most ACE passengers are taking a daily round-trip, 46% of the San Joaquin riders purchase one-way tickets.

### TRAVEL MARKET

With four trips to the Bay Area in the early morning (leaving Stockton at 4:10 am, 5:35 am, 6:40 am, and 7:32 am) and four return trips in the late afternoon, the ACE market is commuter-focused, with trip origins in the San Joaquin Valley (residences) and destinations in the South Bay and Silicon Valley (jobs).

The proposed intercity rail service would not be similar to the ACE service. The proposed additional trains between the Central Valley and Union City would arrive at Union City during the late morning, early afternoon and later in the evening and would encourage lower income riders through increased access to family, education, health facilities and other “leisure” trips. An April 2020 SJRRC letter to MTC notes that the proposed passenger rail improvements will serve over 30 percent of California’s Priority Populations. These are low-income and disadvantaged communities defined by the California Air Resources Board. The SJRRC also noted that the proposed SoCo Rail intercity service will benefit low-income residents in disadvantaged communities of the San Joaquin Valley even if they do not ride the train themselves. The anticipated increase in transit mode share will benefit air quality as well as provide opportunities for affordable housing and improved economies.

### **3.3. *Link 21 Program Equity Poll***

BART and Capitol Corridor Joint Powers Authority (CCJPA) are advancing the Link21 Program to improve BART and Regional Rail connectivity with a new transbay passenger rail crossing between Oakland and San Francisco and additional network improvements to support service through the new rail crossing. The Link21 study area includes 21 counties in Northern California (referred to as the Northern California Megaregion), including counties in the San Francisco Bay Area, Northern San Joaquin County, and Sacramento Area that are also part of the SoCo Rail Study Area.

Link21 conducted an equity poll between August 19 and September 27, 2021 to inform early planning of the program. Since the proposed intercity rail service routes encompass a large portion of the Northern California Megaregion, insights culled from the poll would help inform the potential benefits of the proposed project. A total of 1,505 respondents participated in the poll, which was designed to oversample and specifically understand sentiments from people of color (79% of respondents) and low-income people (76% of respondents). Among the respondents, 13% were from Alameda County, 11%

from Sacramento County, and 9% from San Joaquin County – in total approximately 500 respondents from the SoCo Rail Equity Study Area. The equity poll illuminated several concerns as indicators of general barriers to using public transportation. The key findings are summarized below.

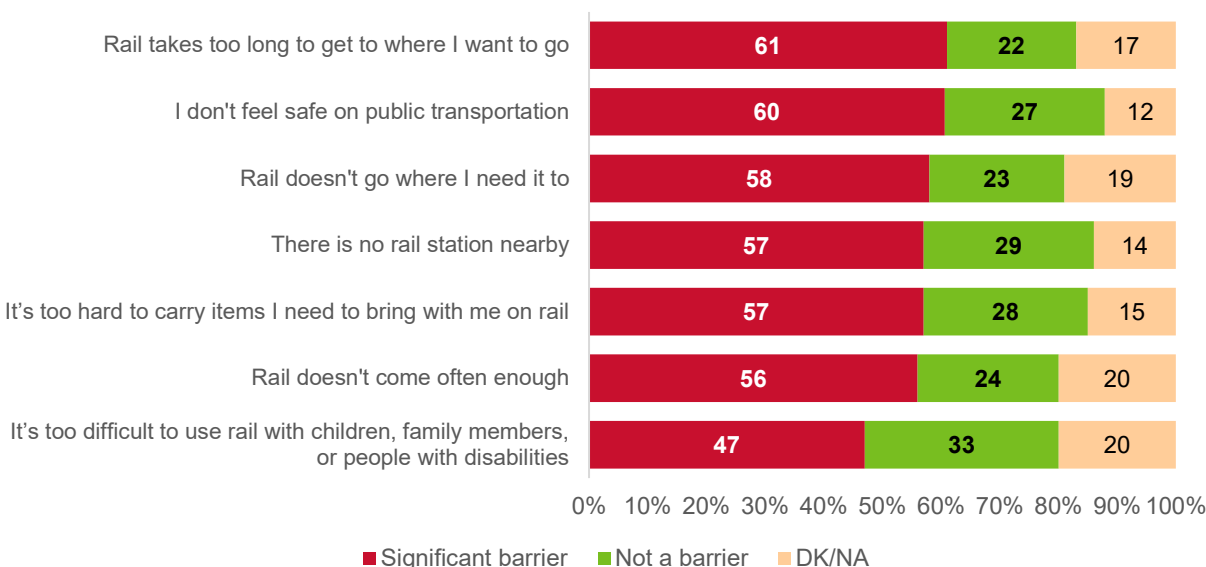
**FINANCIAL COST**

- The equity poll uncovered respondents’ overwhelming concern over the high financial cost of living in the Megaregion, with concerns related to the cost of housing and homelessness. Housing and homelessness ranked as a serious problem for 80% and 78% of respondents, respectively, for the Megaregion.
- The most important factors for residents’ quality of life were revealed to be having enough household income (54%), affordable housing costs (53%), having access to a car (32%), and affordable transportation costs (27%).

**TIME**

- When asked why respondents do not ride rail like BART or Amtrak, the majority of people stated time-related reasons, with “Rail takes me too long to where I want to go” (61%) and “Rail doesn’t come often enough” (56%) (Figure 3-5).

**Figure 3-5. Link21 Equity Poll – Reasons Cited for Not Using Rail**



**PERSONAL/PUBLIC SAFETY**

- Respondents were very concerned about personal and public safety, with 60% of people citing “I don’t feel safe on public transportation” as a key concern. It must be noted that the time period for the equity poll was during the COVID-19 pandemic, and personal/public safety regarding the pandemic most likely bolstered responses in the personal/public safety arena.



**LOCATION, CONVENIENCE, AND ACCESSIBILITY**

- Location, convenience, and accessibility play large roles in respondents' perception of their transportation options, including service area, proximity of transit stations, and accessibility for those with mobility challenges or caretaking responsibilities. Among the reasons respondents do not use rail, "Rail doesn't go to where I need it to go" (58%), "There is no rail station nearby" (57%), "It's too hard to carry items I need to bring with me on rail" (56%) and "It's too difficult to use rail with children, family members, or people with disabilities" (47%) were prominent.

**3.4. Key Takeaways**

With new off-peak service, including weekend and holidays service, the rider profile of the proposed intercity rail service is expected to be similar to the Amtrak San Joaquins intercity service.

Primary trip purposes for an intercity rail service are for a variety of needs, including but not limited to leisure, recreation, and family visits; however, with a commuter service such as ACE, the primary trip purpose is peak-hour commuting to employment centers. Ridership numbers are very high for San Joaquins on Fridays, weekends and holidays compared to ACE due to the primary trip purpose being leisure and family visits. The proposed intercity rail service would operate similarly to the San Joaquins and is expected to attract large numbers of riders, including new riders, at off-peak times, including weekends and holidays, as does the San Joaquins service.

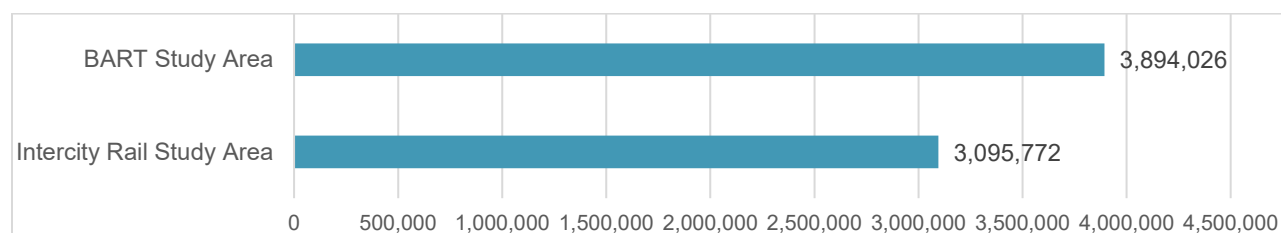
## 4.0 Demographics and Equity Populations

This section provides baseline information on the demographics of the Equity Study Area, focusing on the typical characteristics of traditionally marginalized communities, also considered equity populations.

### 4.1. Population Density

According to ACS 5-year estimates, there are over 3 million people in the Equity Study Area and a population density of 6,640 people per square mile. The breakdown of population in the BART Study Area and Intercity Rail Study Area is shown in Figure 4-1. Figure 4-2 illustrates pockets of densely settled areas scattered throughout the urbanized part of the Equity Study Area, reflecting both historic settlement patterns and the influence of more recent land use policies to concentrate development in centers and along transit and transportation corridors.

**Figure 4-1. Total Population in the Equity Study Areas**



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

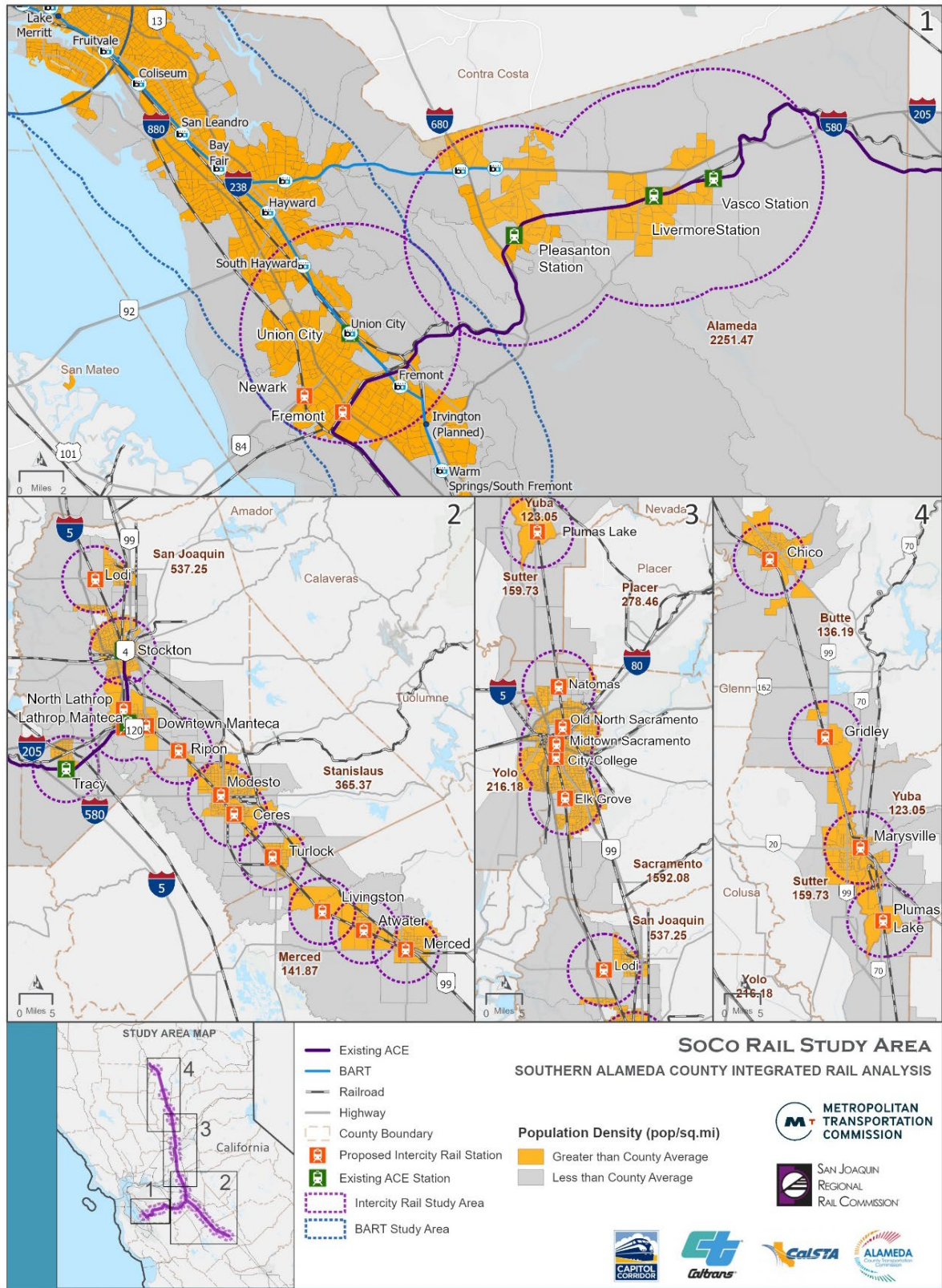
### 4.2. Race and Ethnicity

Historically, infrastructure projects have negatively affected people of color and systemically disadvantaged communities through direct and indirect displacement, construction impacts, disruptions to community cohesion, and environmental degradation. These communities are often left out of the decision-making process and receive fewer project benefits. People of color make up 62.8% of the BART Study Area and 49.2 % of the Intercity Rail Study Area is comprised of people of color. People of color are defined as the percent of individuals in a block group who list their racial status as a race other than white alone and/or list their ethnicity as Hispanic or Latino. That is, all people other than non-Hispanic white-alone individuals. The word "alone" in this case indicates that the person is of a single race, not multiracial.<sup>19</sup>

To illustrate geographic distribution within the three analysis areas, Figure 4-3 shows the percentage of people of color above the county average in each census block group in the Equity Study Area. From the map's findings, people of color in the Intercity Rail Study Area are more likely to be located outside of major cities compared to the BART Study Area.

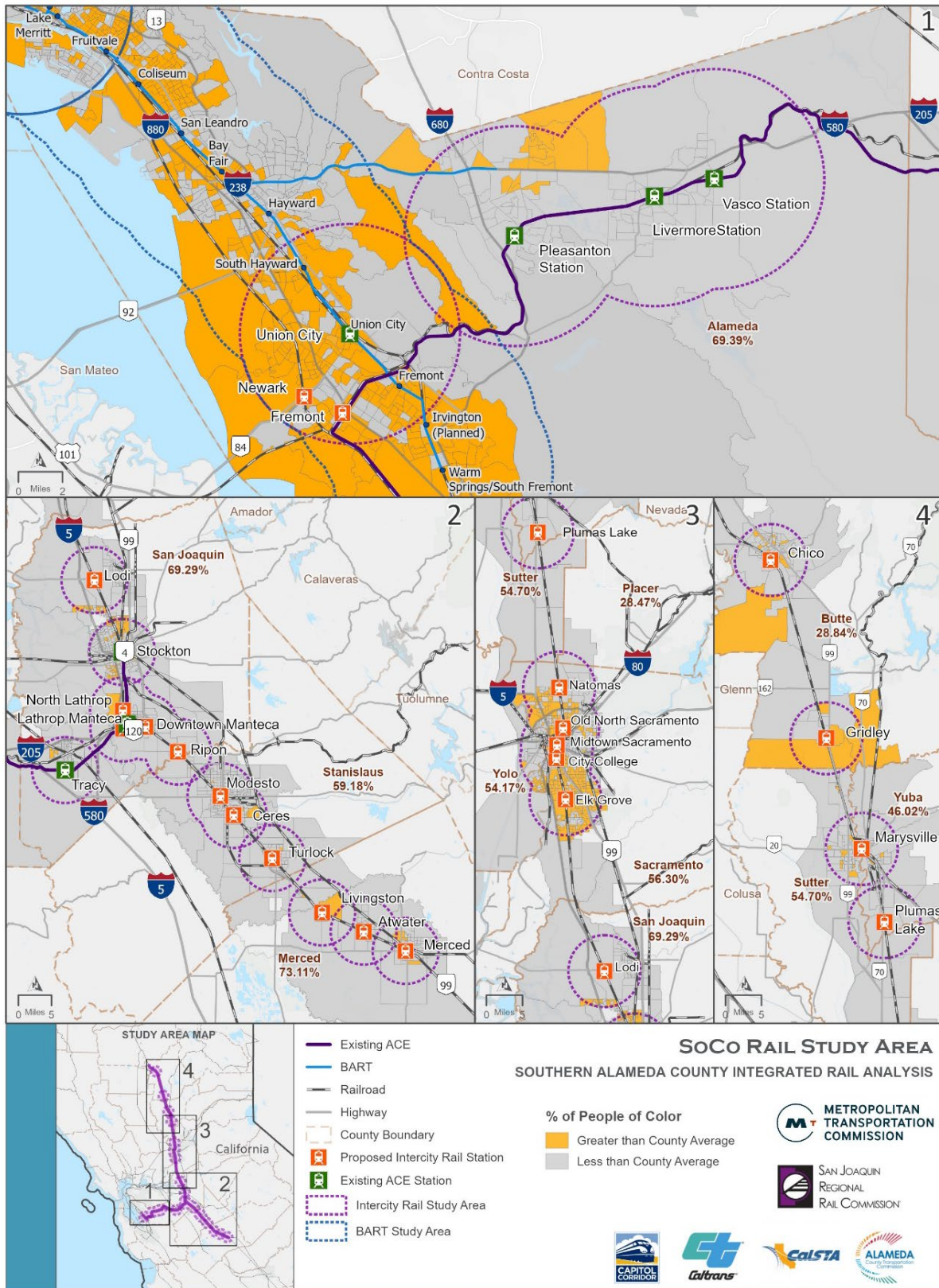
<sup>19</sup> [Overview of Socioeconomic Indicators in EJScreen | US EPA](#)

Figure 4-2. Population Density in the Equity Study Area



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Figure 4-3. People of Color in the Equity Study Area



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

### 4.3. *Median Household Income*

According to a study by the American Public Transportation Association, individuals with lower incomes are more likely to use public transit than those with higher incomes. This is because lower-income individuals are more likely to rely on transit as their primary mode of transportation due to a lack of access to a personal vehicle. Another study by the Brookings Institution found that transit use is higher in cities with lower median incomes and greater income inequality. These findings highlight the importance of designing transit systems that prioritize accessibility and affordability, particularly for those with lower incomes.

Median income in the Intercity Station Study Area (\$77,417) is significantly lower than in the BART Study Area (\$110,620). To illustrate geographic distribution within the Study Area, **Figure 4-4** shows the census block groups where the median income is higher than the county average.

### 4.4. *Women*

A growing number of studies have shown gender-based disparities and differences regarding transportation, with most current studies focusing on transportation needs of women.<sup>20</sup> Among such differences, women are more likely to chain or combine trips, take overall more trips, to travel at non-commute peak hours, and to choose more flexible modes.<sup>21</sup> In the BART Study Area and Intercity Rail Study Area, 49.9% and 50% of the population is female, respectively. **Figure 4-5** shows the geographical distribution of females in the Equity Study Area, illustrating the census block groups where the percentage of females is higher percentage than the county average.

### 4.5. *Older Adults*

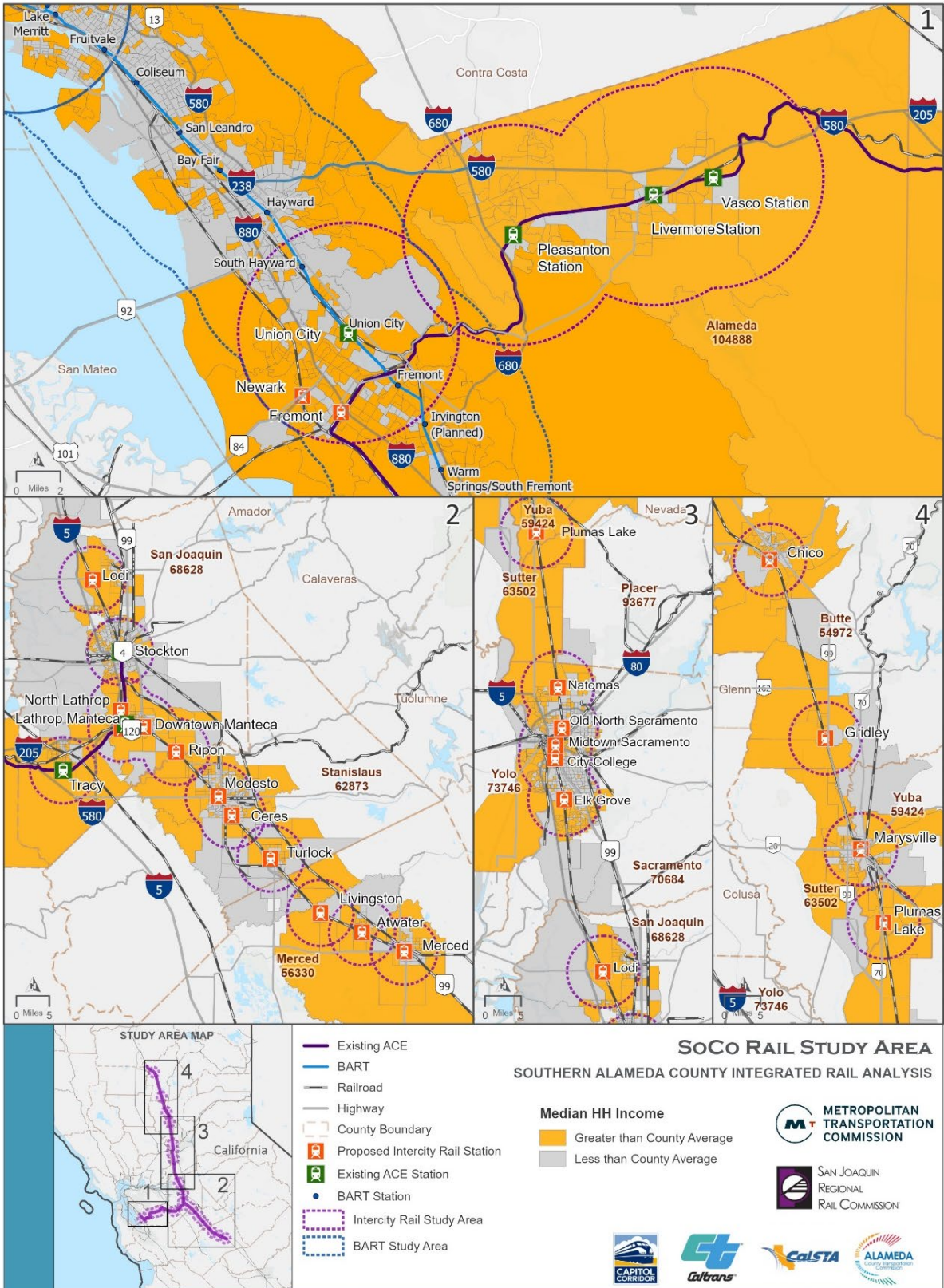
According to the National Center for Mobility Management,<sup>22</sup> older adults make up a large portion of the population who rely on community transportation and have diverse transportation needs, often intersecting with other key population characteristics, such as race and ethnicity, LEP, and disability status. Nearly 13% of the Intercity Rail Study Area's populations is over 65 years old, and 14.2% of the BART Study Area is over 65 years old. To illustrate geographic distribution within the three analysis areas, **Figure 4-6** shows the percentage of older adults above the county average in each census block group. From the map's findings, older adults in the Equity Study Area seem to be more likely to be located outside of major cities within the Equity Study Area.

<sup>20</sup> Wei-Shiuen Ng & Ashley Acker, 2018. "Understanding Urban Travel Behaviour by Gender for Efficient and Equitable Transport Policies," International Transport Forum Discussion Papers 2018/01, OECD Publishing.

<sup>21</sup> LA Metro, Understanding How Women Travel, August 30, 2019. [http://libraryarchives.metro.net/DB\\_Attachments/2019-0294/UnderstandingHowWomenTravel\\_FullReport\\_FINAL.pdf](http://libraryarchives.metro.net/DB_Attachments/2019-0294/UnderstandingHowWomenTravel_FullReport_FINAL.pdf)

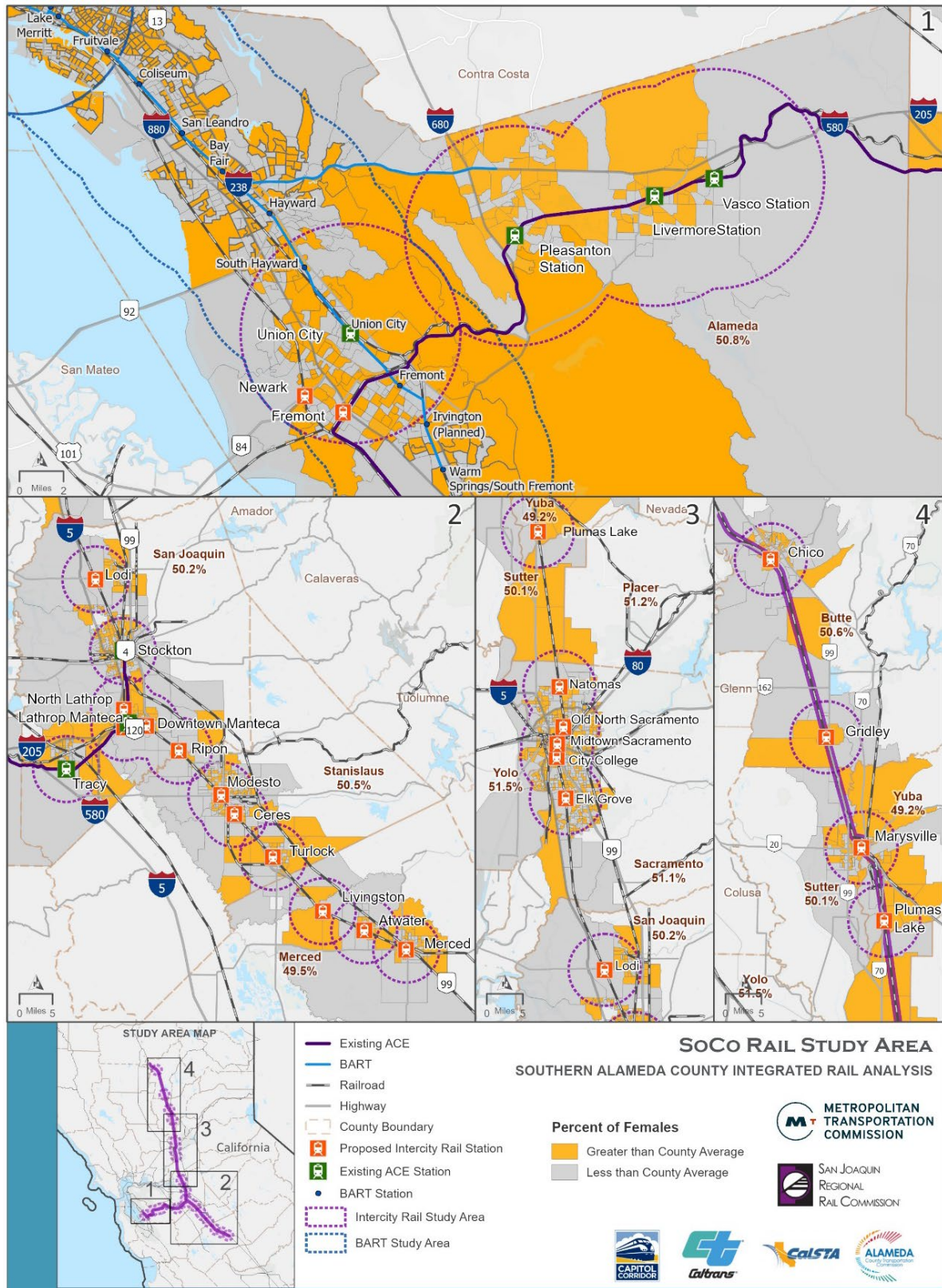
<sup>22</sup> <https://nationalcenterformobilitymanagement.org/by-topic/by-topic-older-adults/>

Figure 4-4. Median Household Income in the Equity Study Area



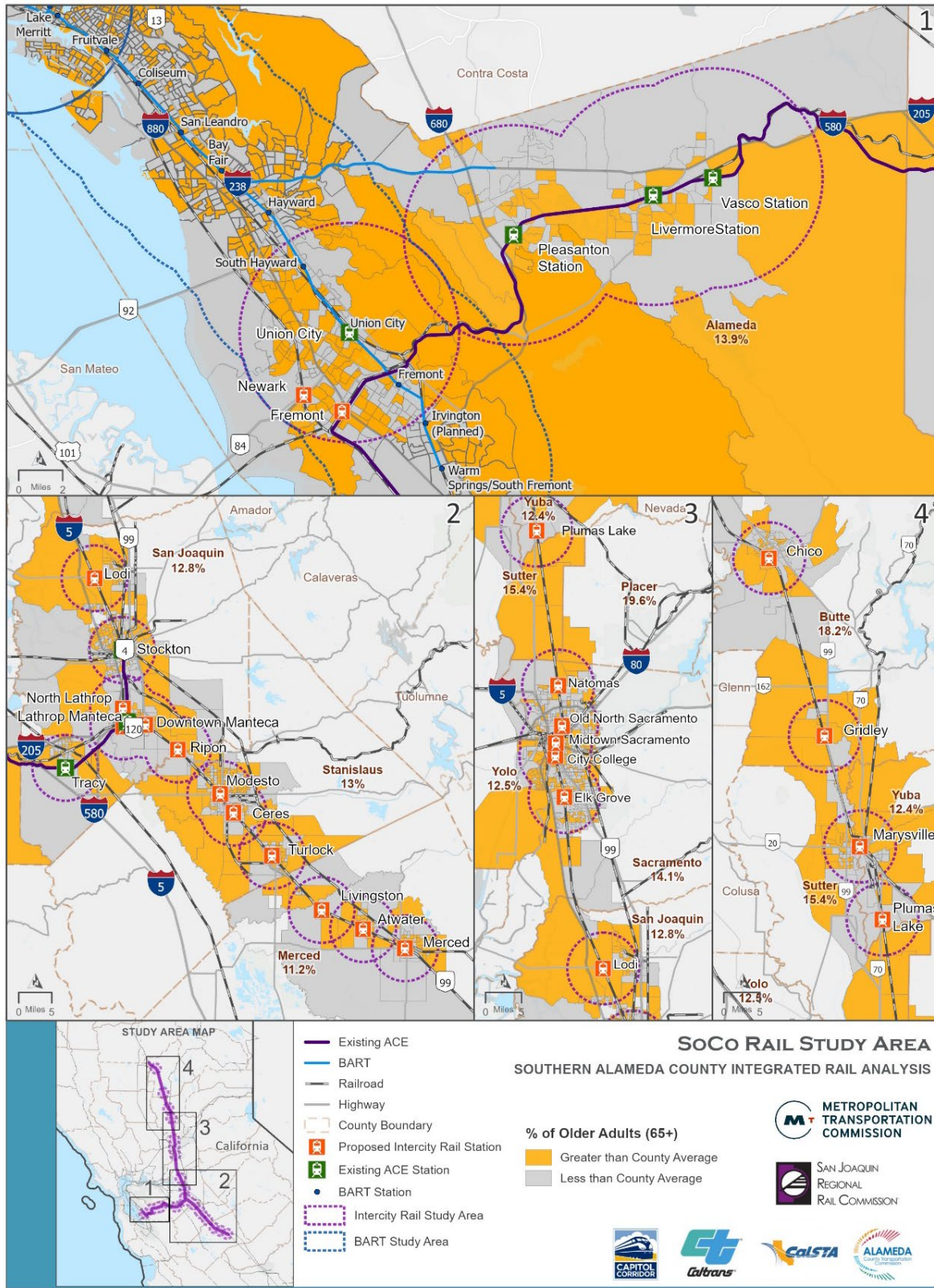
Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Figure 4-5. Female Population in the Equity Study Area



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Figure 4-6. Older Adults in the Equity Study Area



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates



#### **4.6. *Persons with a Disability***

People with disabilities face multiple barriers in travel, access to services, and opportunities. According to the Institute of Medicine,<sup>23</sup> people with disabilities report more mobility challenges and barriers in travel than those without disabilities. In the Intercity Rail Study Area 11.6% of the population have a disability and 9.4% of population in the BART Study Area have a disability. **Figure 4-7** shows the geographical distribution of populations with disabilities in the Equity Study Area highlighting census tracts where percentage of populations with disabilities are greater than the county average.

#### **4.7. *Limited English Proficiency***

Limited English Proficiency (LEP) refers to people who have a limited ability to read, write, speak, or understand English, creating potential barriers for accessing services and information, such as public transportation, employment, education, and other resources. In the Intercity Station Study Area approximately 16% of households have members over 5 who have some difficulty with English and are considered LEP households, and in the BART Study Area 20% of the households are LEP. To illustrate geographic distribution within the overall Study Area, **Figure 4-8** shows the census block groups in the Equity Study Area where high percentage of LEP households are located.

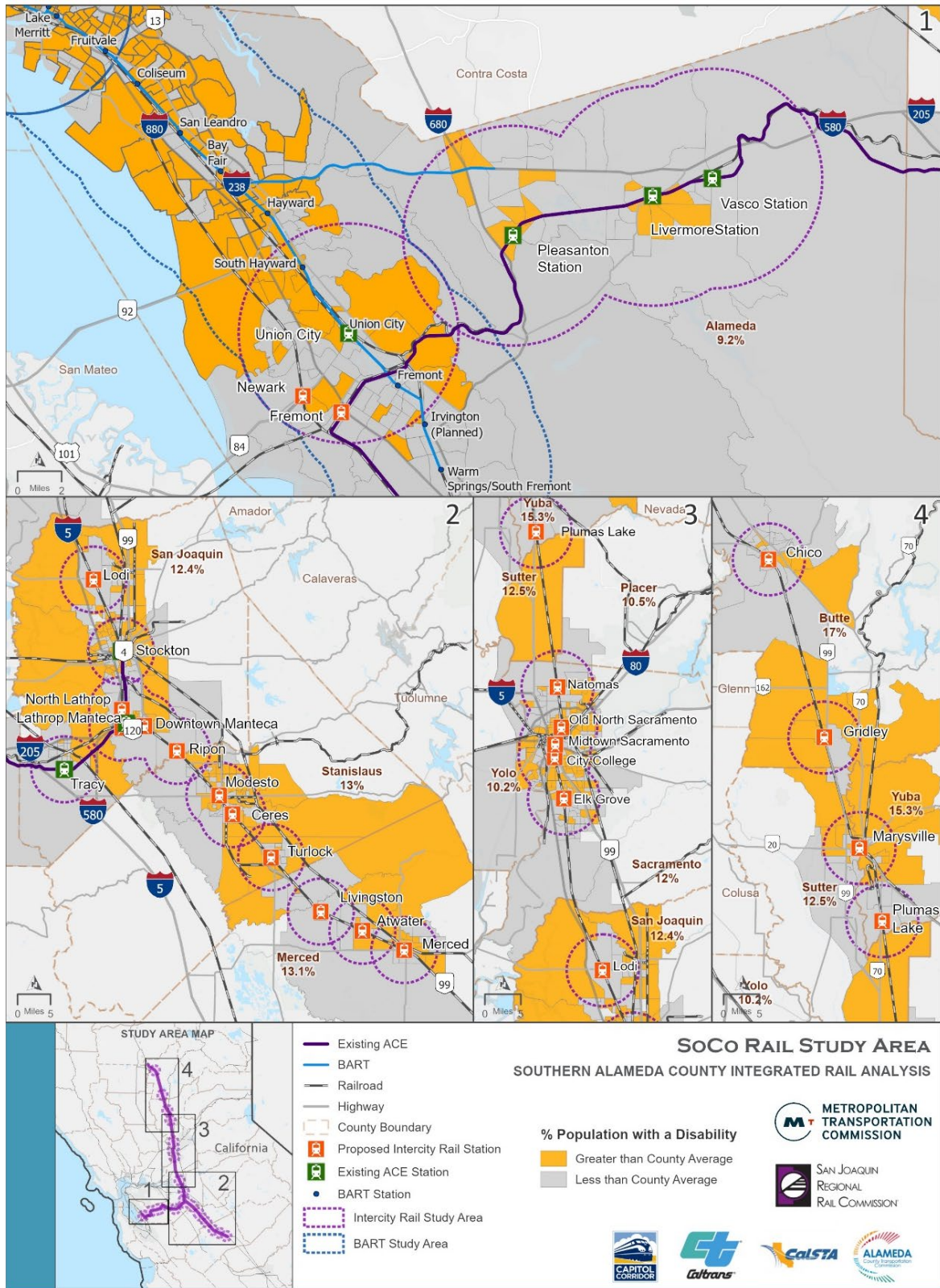
#### **4.8. *Foreign-Born Population***

People born outside of the U.S. may face challenges including barriers to employment, access to health and human services, and complex government processes. Over 25% of the population in the overall Study Area is foreign born. In the Intercity Rail Study Area and BART Study Area, 25.2% and 37.1% of the population is foreign born, respectively. To illustrate geographic distribution within the Equity Study Area, **Figure 4-9** shows the census block groups where the percentage of foreign-born population is higher than the county average.

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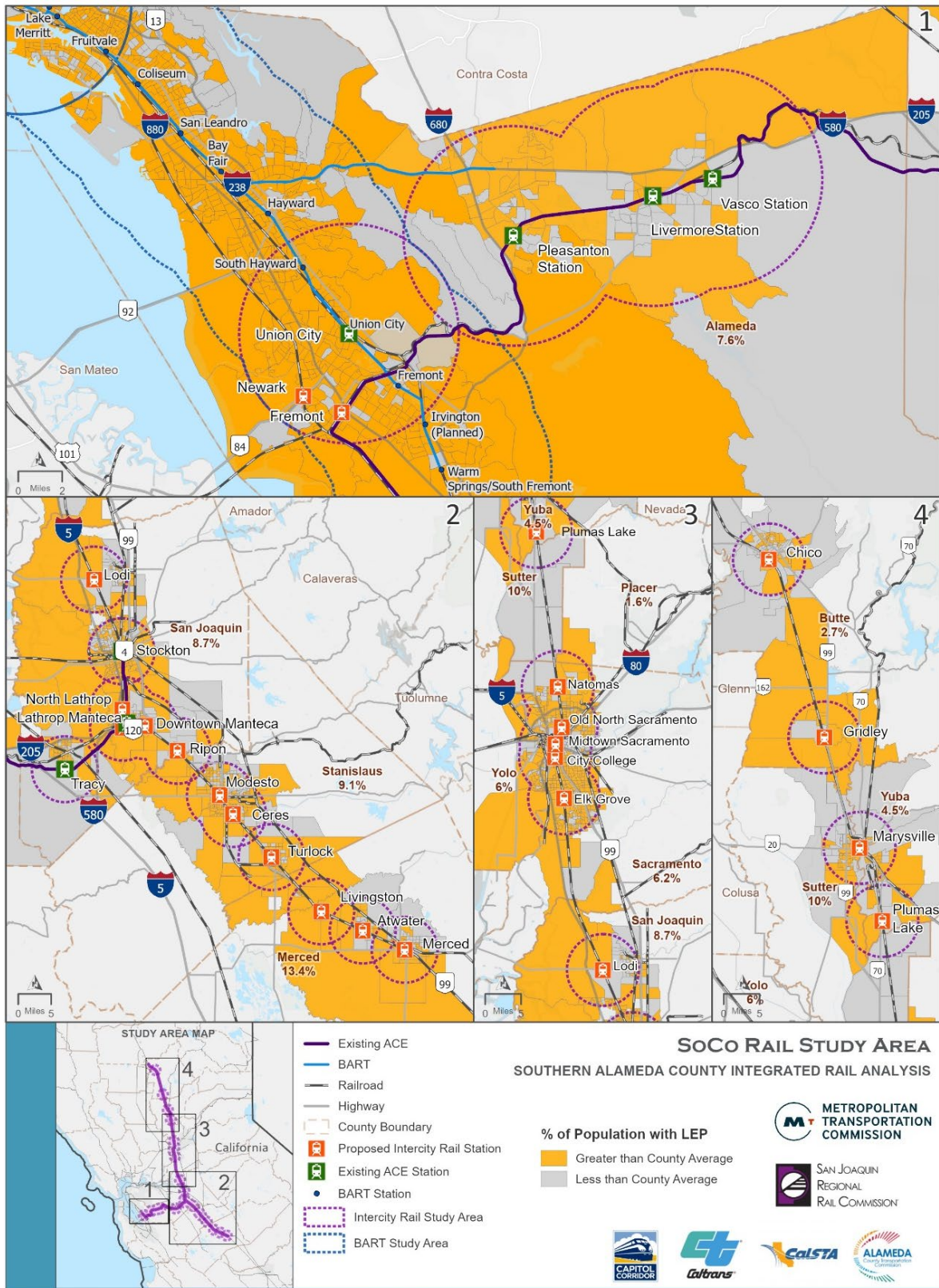
<sup>23</sup> <https://www.ncbi.nlm.nih.gov/books/NBK11420/>

Figure 4-7. Persons with a Disability in the Equity Study Area



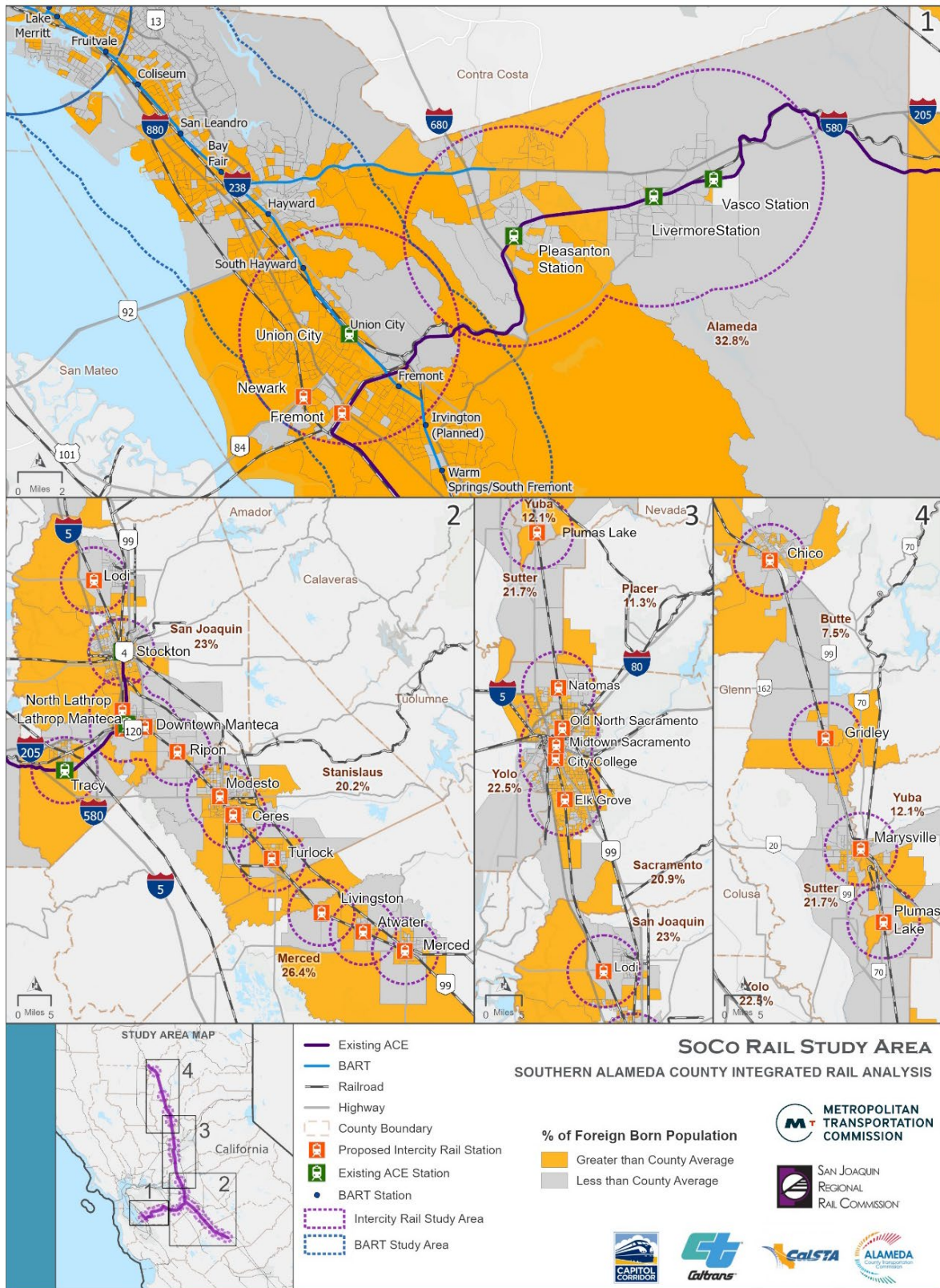
Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Figure 4-8. Limited English Proficiency Households in the Equity Study Area



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Figure 4-9. Foreign-Born Population in the Equity Study Area



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

## 5.0 Equity Evaluation of Potential Benefits

This chapter presents several social, economic, mobility, housing, and other characteristics of the populations in the Equity Study, focusing on burdened and disadvantaged community characteristics, that have the potential to be affected by the proposed SoCo Rail service improvements. Potential benefits to these communities are identified across four general categories – transit access, economic vitality, health and safety, and housing affordability.

### 5.1. Transit Access

To assess the potential benefits to the Equity Study Area communities' access to transit, the percentage of households without access to a personal vehicle and transportation costs – *two typical barriers to access transportation* – are considered. In addition, travels times in the Equity Study Area are also considered.

#### 5.1.1. Zero-Vehicle Households

Lack of access to a personal or household vehicle means that a household relies on transit to access essential destinations, both work and non-work. Access to reliable and high-quality transit is essential for these households to meet their needs. Over 6% in the Intercity Station Study Area and 14.2% in the BART Study Area are zero-vehicle households that could benefit from the proposed intercity rail service. To illustrate geographic distribution within the Equity Study Area, Figure 5-1 shows the census block groups where the percentage of zero-vehicle households is higher than the county average.

#### 5.1.2. Transportation Costs and Travel Times

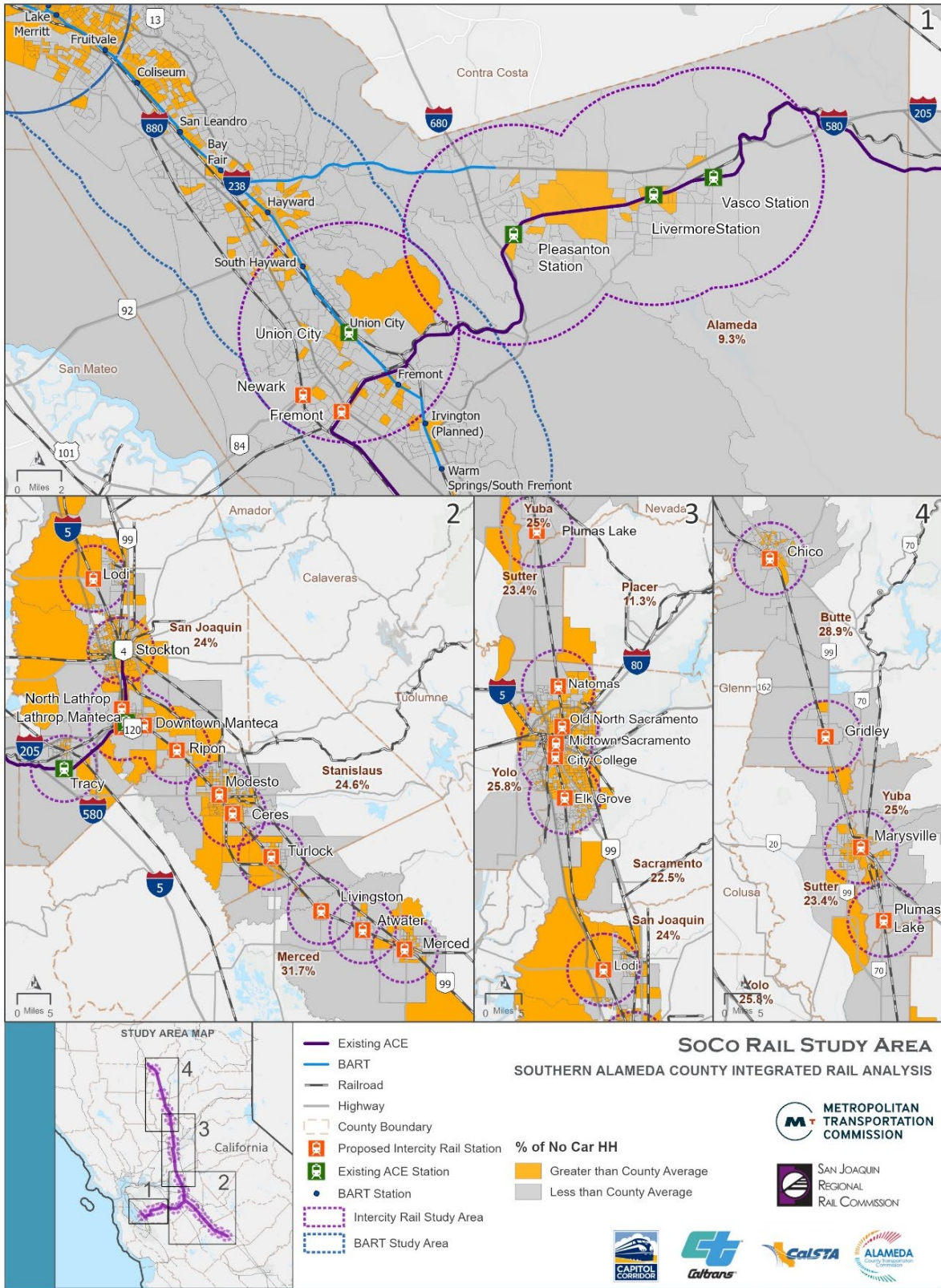
The cost of transportation can be a huge burden to households with lower income. Those who live in more affordable areas may have a lower housing cost burden; however, transportation costs may be higher due to a reliance on automobile travel (lack of transit options) and longer trips. Generally, no more than 45% of household income should be spent on housing and transportation, with up to 15% spent on transportation to be considered affordable. Section 5.4 presents additional information on housing and transportation cost burdens throughout the Equity Study Area.

Due to the high cost of housing throughout the Equity Study Area, there has been a significant increase in travel times in recent years as workers have moved or been pushed farther away from the Bay Area's job centers.<sup>24</sup> Due to the lack of affordable housing in various metro areas, people are moving towards suburban areas that have better housing options and becoming more reliant on their personal vehicles to go longer distances between affordable housing and jobs.<sup>25</sup>

<sup>24</sup> Bay Area Equity Atlas, 2022. <https://bayareaequityatlas.org/>

<sup>25</sup> Institute for Transportation and Development Policy, The High Cost of Transportation in the United States, 2019. <https://www.itdp.org/2019/05/23/high-cost-transportation-united-states/>

Figure 5-1. Zero-Vehicle Households in the Equity Study Area



PATH: Y:\GIS\PROJECTS\SOCO\_RAIL\2\_WIP\MAP\_DOCS\REPORT\_SOCO\_RAIL\_ACCESS\_TO\_TRANSIT\_GRIDMAP\_NEW.APRX

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

People who have long travel times to destinations, defined as over 90 minutes in one direction, are shown to have higher adverse physical and mental health conditions.<sup>26</sup> In addition, longer travel times can negatively affect the public due to increased congestion, greenhouse gas emissions, and poor air quality. In the Intercity Rail Study Area 6.3% of travelers have long commutes.

**Table 5-1** presents a trip-planning scenario for select trips, showing the total cost and current duration using existing transit services in the morning off-peak hours. Origin-destination pairs include Sacramento to Union City, Merced to Union City, and Modesto to Downtown Oakland, and Stockton to Menlo Park. As the table illustrates, these trips require multiple services, would take several hours, and would be very costly. These factors are a current deterrent to travelers who may need to take similar trips midday or on weekends but are unable to afford the cost or bear the burden of the excessive travel time.

**TABLE 5-1. SELECT TRAVEL TIMES AND COST DURING OFF-PEAK PERIODS IN THE EQUITY STUDY AREA**

Origin-Destination	Origin Service and Transfers	Approximate Time of Departure	Trip Duration	Total Fare
Sacramento To Union City	Capital Corridor - Sacramento Valley Station to Richmond BART – Richmond to Union City	9:55 AM – 11:21 AM	2 hours 40 minutes	\$32.60
Merced to Union City	San Joaquins – Merced to Sacramento Valley Station Capital Corridor – Sacramento to Oakland Coliseum BART - Coliseum to Union City	9:23AM – 11:49 AM	5 hours 5 minutes	\$57.05
Merced to Union City	San Joaquins - Merced to Richmond BART - Richmond to Union City	11:23AM – 1:54 PM	3 hours and 39 minutes	\$31.60
Modesto to Downtown Oakland	Stanislaus Regional Transit Authority “S” Route 90 – Modesto Downtown Transit Center to BART Dublin BART – Dublin to Coliseum BART – Coliseum to 12 <sup>th</sup> St Oakland	9:45 AM – 11:35 AM	2 hours 41 minutes	\$6.90
Modesto to Downtown Oakland	San Joaquins- Modesto to Richmond BART – Richmond to 12 <sup>th</sup> St Oakland	12:03 PM – 1:54 PM	2 hours 29 minutes	\$24.20
Stockton to Menlo Park	San Joaquins – Stockton – Richmond BART – Richmond to Millbrae Caltrain- Millbrae to Menlo Park	12:40 PM -1:54 PM	3 hours to 33 minutes	\$21.35

### 5.1.3. Transit Access Benefits

Making transportation more accessible to the equity populations in the Study Area would facilitate connections to cultural and economic centers, major hospitals, colleges and universities, airports, and areas for tourist and recreational uses. This is beneficial to communities that have faced prior systematic struggles to earn a steady wage, receive a quality education, be treated with reliable healthcare, and have access to safe, reliable, and affordable transportation. Furthermore, enhancing the region’s interconnected transportation system would spur overall economic growth.

A priority of the proposed new rail service is to offer an off-peak transit option to midday, evening, and weekend travelers who in the past have had to rely on other modes of transportation or experience longer wait, transfer, and travel times to travel via rail. An article published by the National Academies

<sup>26</sup> Hoehner CM, Barlow CE, Allen P, Schootman M., Commuting Distance, Cardiorespiratory Fitness, and Metabolic Risk, 2012. <https://pubmed.ncbi.nlm.nih.gov/22608372/>

of Science, Engineering, and Medicine discusses the role of transit, shared modes, and public policy, and discusses some of the equity implications involved. Specifically, it acknowledges that extending transit service to off-peak hours can be a reliable substitute for fixed-route service and will benefit lower-income individuals and service workers by reducing wait, transfer, and travel times during off-peak hours.<sup>27</sup> Another National Academies article indicates that transit-dependent groups often travel more frequently during off-peak hours and make more transfers between modes of transit than non-transit-dependent groups do.<sup>28</sup> Moreover, this article reveals that transit-dependent groups are disproportionately represented by minorities and low-income households.

For many people, public transit provides access to extended family, education, and other destinations necessary for living a healthy life. Transit is an essential mobility service, particularly for those who cannot afford or do not wish to own a car. Transit is especially important for low-income households and people with disabilities. In addition to expected beneficial outcomes of increased access, other potential benefits of public transit include increased physical activity, reduced vehicle miles travelled, and reduced emissions. Public transportation systems produce significantly lower emissions per passenger mile than private vehicles, especially when operating with full passenger loads<sup>29</sup>.

Based on these findings, the proposed new service that provides off-peak and weekend options would enhance travel and provide greater access to destinations that would improve quality of life for transit-dependent populations and others for whom transportation costs are very high in the Equity Study Area.

## 5.2. *Economic Vitality*

To assess the potential benefits to the Equity Study Area communities' economic vitality, low-income status, unemployment rates, low-wage jobs, and access to broadband internet are considered.

### 5.2.1. **Poverty Status**

Per the Federal Transit Administration's Circular 4703.1 (2012), household income at or below 150% of the federal poverty level is to be used as the threshold for "low-income" unless a local or regional percentage is in use. The poverty guidelines updated periodically in the Federal Register by the U.S. Department of Health and Human Services under the authority of 42 U.S.C. 9902(2) are shown in **Table 5-2**.

In the Bay Area, household income at or below 200% of the federal poverty level is the threshold for low-income status; therefore, this analysis uses 200% of the federal poverty level in San Francisco Bay Area to determine low-income status. For the other counties in the Equity Study Area, household income at or below 150% of the federal poverty level is used to determine low-income status. In the Intercity Rail Study Area, 23.4% of the households are below the poverty level, and in the BART Study Area, 20.8% of the households are below poverty level. **Figure 5-2** shows the geographical distribution

<sup>27</sup> "The Role of Transit, Shared Modes, and Public Policy in the New Mobility Landscape", National Academies, 2021.

<sup>28</sup> "Resource Guide for Improving Diversity and Inclusion Program for the Public Transportation Industry", National Academies, 2021.



of households below the poverty level thresholds as defined above in the Study Area, highlighting census block groups where the percentage is greater than the county average.

**TABLE 5-2. 2020 POVERTY GUIDELINES**

Persons in Family / Household	Poverty Level (Annual Income to be Considered in Poverty)
1	\$12,760
2	\$17,240
3	\$21,720
4	\$26,200
5	\$30,680
6	\$35,160
7	\$39,640
8	\$44,120

For families/households with more than 8 persons, add \$4,480 for each additional person.

### 5.2.2. Unemployment Rate

Employment is the predominant source of income for most people, and unemployment is strongly associated with poverty. The lack of accessible and affordable transportation is an economic barrier to the poor or unemployed who may need to travel to different job markets and explore employment opportunities. Research suggests that transit improvements are positively associated with increases in median household income and decreases in unemployment rate.<sup>30</sup> While the focus of the proposed intercity rail service is not on job access, some riders may use the service for employment or other business travel, especially if the off-peak hours of operation align with their needs. In the Intercity Rail Study Area, 6.8% of the population in the labor force is unemployed and in the BART Study Area 4.7% of the population in the labor force is unemployed. Figure 5-3 illustrates the census block groups with unemployment rates greater than the county average.

### 5.2.3. Low-Wage Jobs

According to the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics, earnings fall into three classifications: \$1,250 per month or less (considered low wages), between \$1,251 and \$3,333 per month, and greater than \$3,333 per month.<sup>31</sup> Low wages create barriers for paying for basic needs and may push people to work multiple jobs and many hours. This may affect an individual’s mobility options and travel behaviors given that they may have more time constraints, diverse travel patterns, or both. In recent years, there has been an increase in low-wage earners working in ride hailing and other flexible gig economy jobs to supplement their income; these jobs have significant impacts on regional travel behaviors. In the Intercity Rail Study Area, nearly 20% of

30 Robbin Deboosere, Geneviève Boisjoly and Ahmed El-Geneidy, Understanding the relationship between changes in accessibility to jobs, income and unemployment in Toronto, 2018. <https://tram.mcgill.ca/Research/Publications/AccessAndIncome.pdf>

31 [https://lehd.ces.census.gov/applications/help/onthemap.html#!report\\_terms](https://lehd.ces.census.gov/applications/help/onthemap.html#!report_terms)

the jobs are low-wage jobs, and in the BART Study Area, 15.6% of the jobs are low wages jobs. Figure 5-4 illustrates the census tracts with percentage of low-wage jobs greater than the county average.

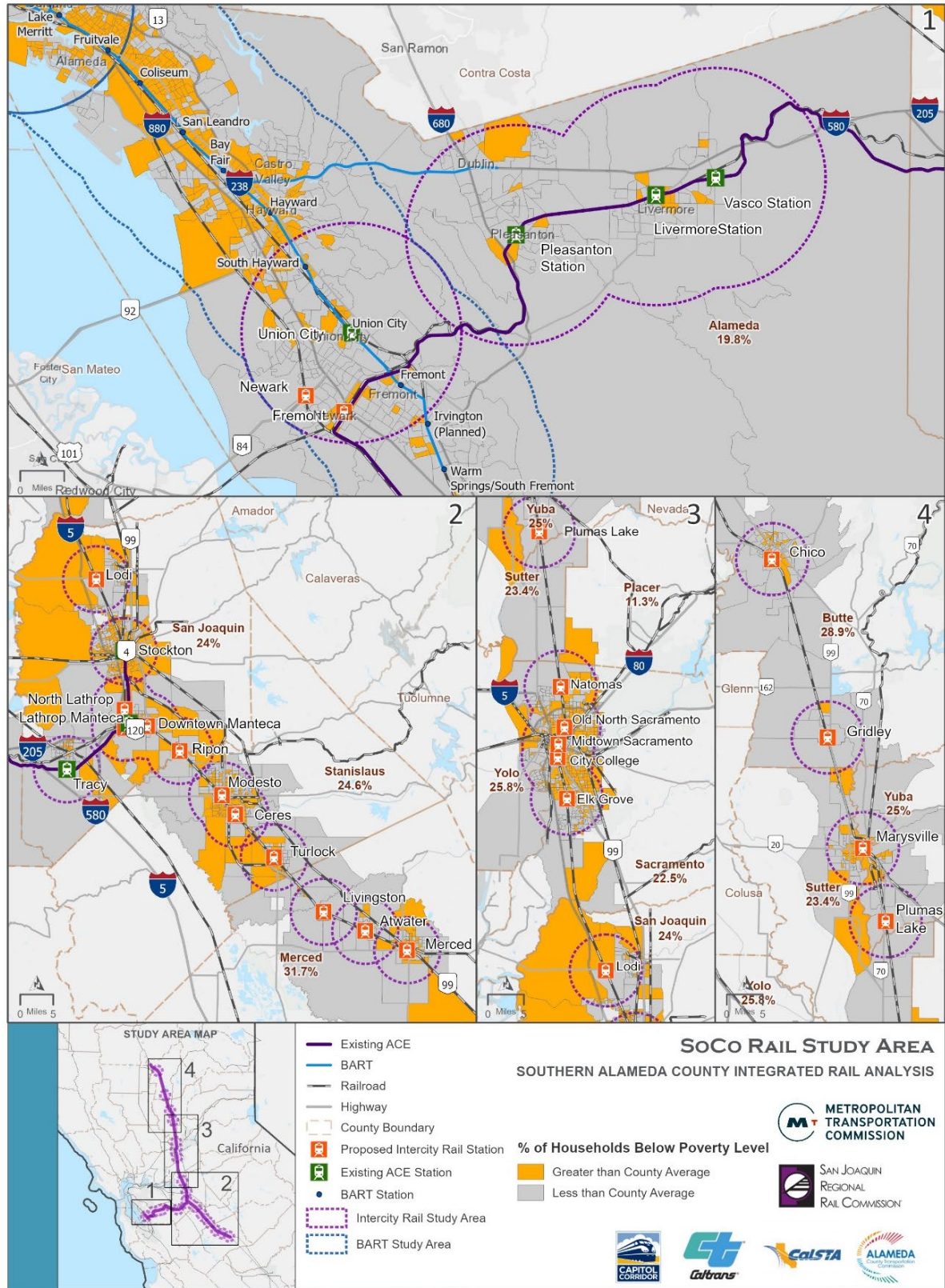
### **5.2.1. Internet Access**

As evidenced with COVID-19, poor internet, phone, or other technology options can limit educational, social, and economic opportunities. Moreover, as smart mobility options such as e-scooters, e-bikes, and transit passes that require the use of smart digital devices are emerging and being quickly adopted across the U.S., low-income populations without access to a smart device might be left out. These disparities are significant barriers to the equitable transition to smart mobility and employment and need to be addressed for the needs of transportation-disadvantaged communities.<sup>32</sup> Nearly 6% of households in the Intercity Station Study Area and 4.8% in the BART Study Area do not have access to a broadband internet connection or do not have a computer at home. Figure 5-5 illustrates the census block groups in the Equity Study Area with households without internet access greater than the county average.

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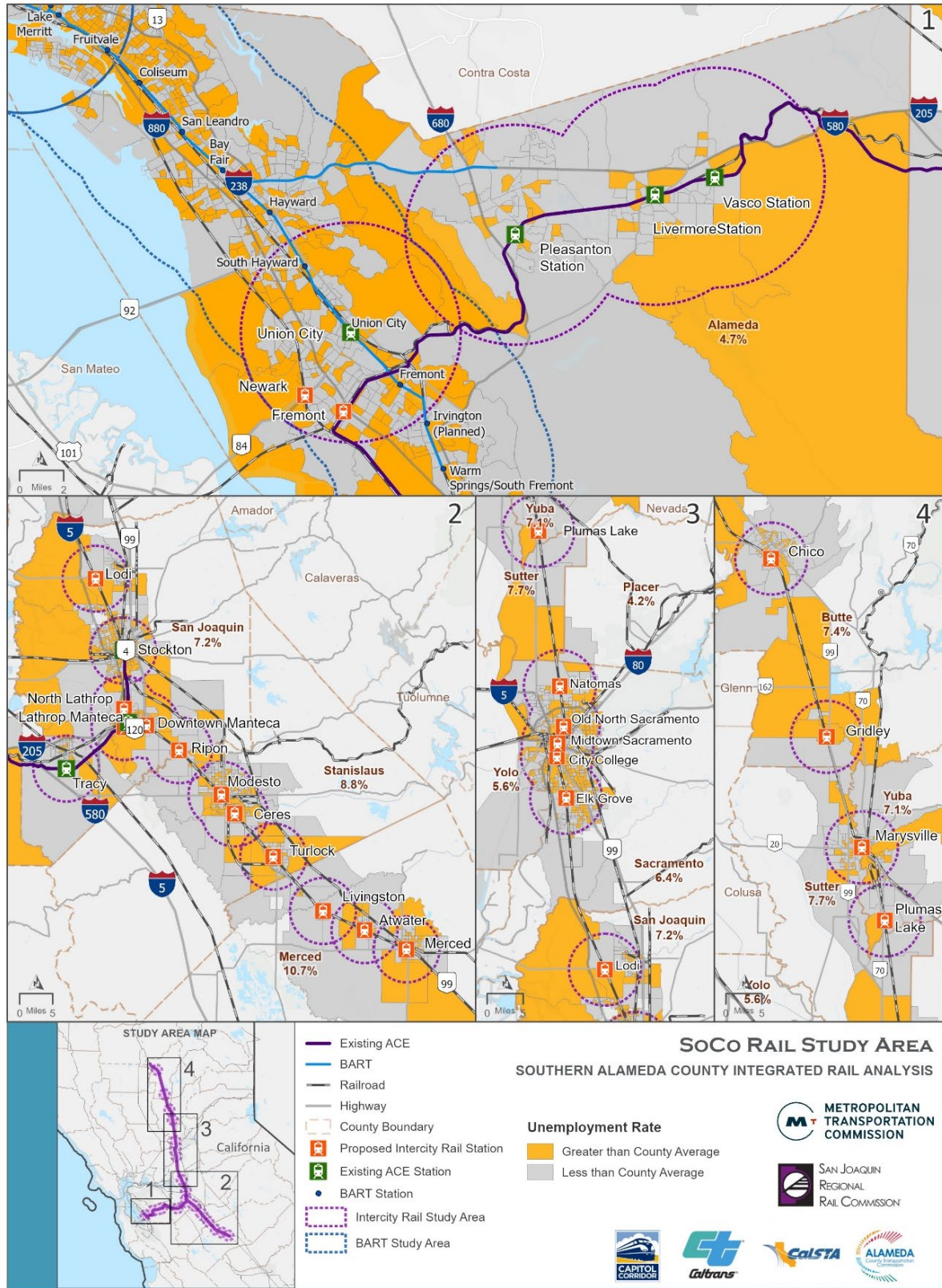
32 Golub, A., Satterfield, V., Serritella, M., Singh, J., & Phillips, S. Assessing the barriers to equity in smart mobility systems: A case study of Portland, Oregon. Case Studies on Transport Policy, 2019.  
[https://ppms.trec.pdx.edu/media/project\\_files/Golub\\_et\\_al\\_2019\\_Equity\\_smart\\_mobility\\_Portland\\_CaseStudiesTransPolicy\\_PREPRINT.pdf](https://ppms.trec.pdx.edu/media/project_files/Golub_et_al_2019_Equity_smart_mobility_Portland_CaseStudiesTransPolicy_PREPRINT.pdf)

Figure 5-2. Households with Incomes Below Poverty Level in the Equity Study Area



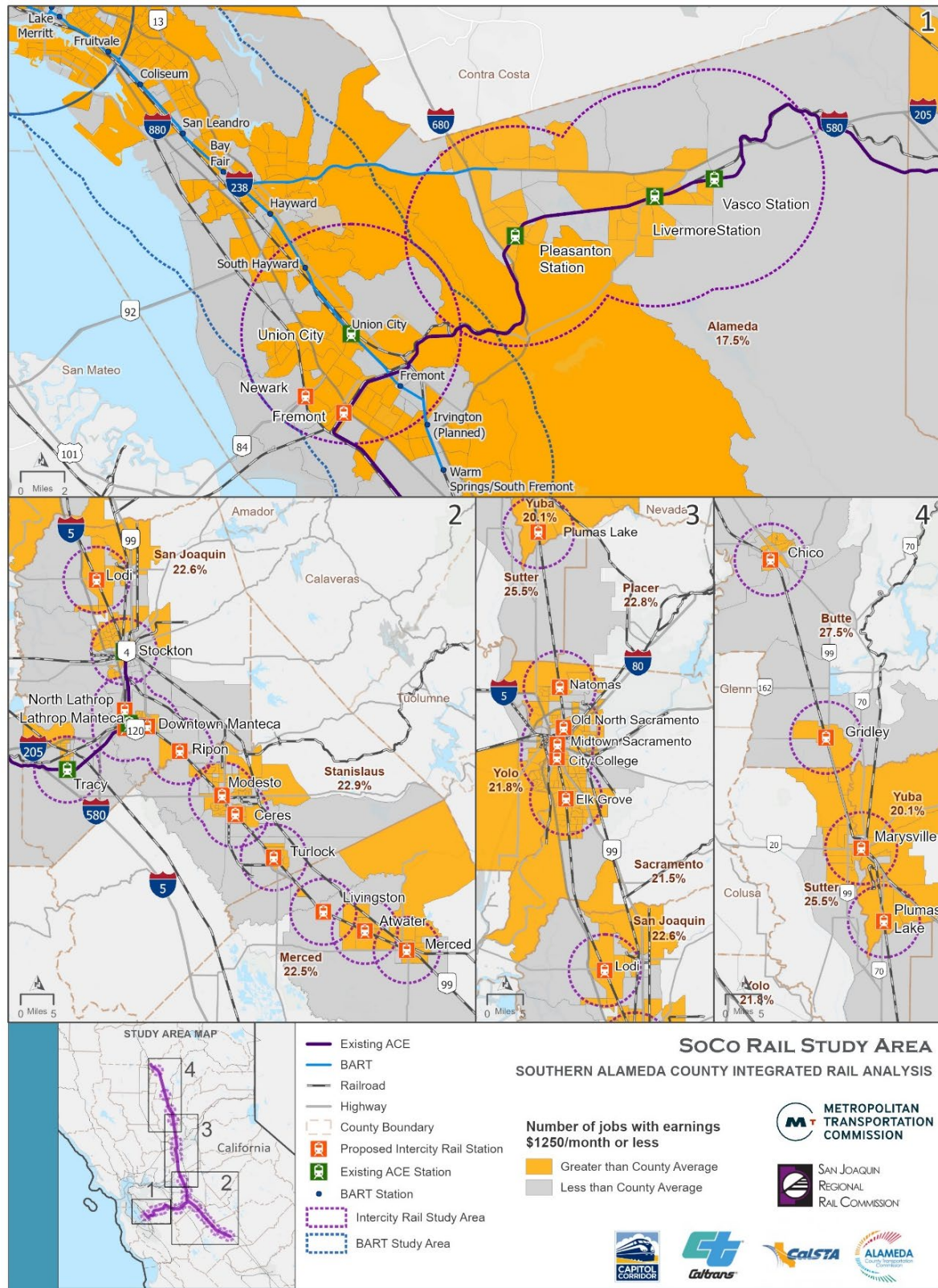
Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Figure 5-3. Unemployment Rates in the Equity Study Area



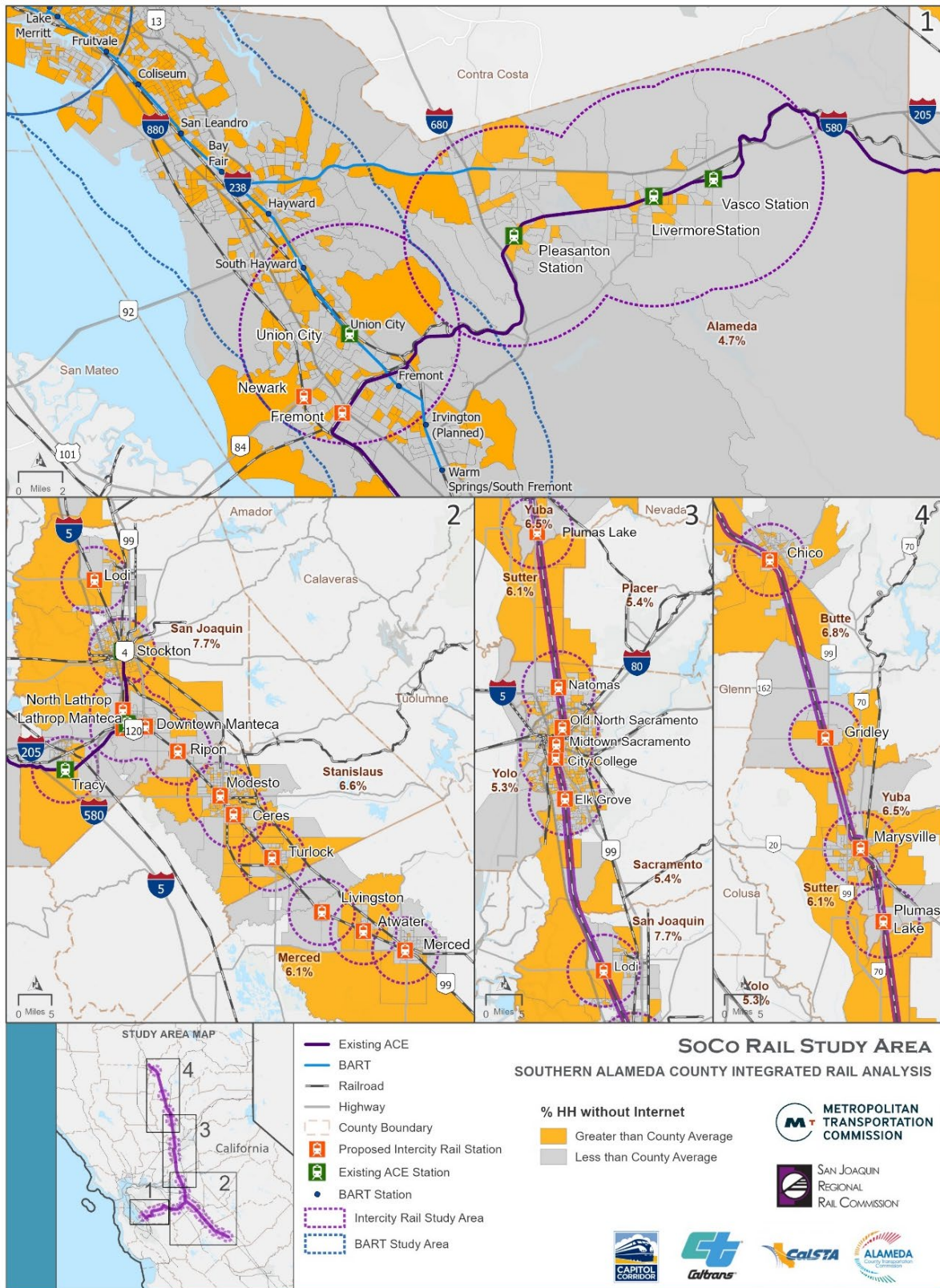
Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Figure 5-4. Low-Wage Jobs in the Equity Study Area



Source: U.S. Census Bureau’s Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (2019)

Figure 5-5. Households without Internet Access in the Equity Study Area



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

### 5.2.2. Economic Vitality Benefits

Through the expanded passenger rail service proposed, the investment in public transportation can potentially benefit the economy in the following ways:<sup>33</sup>

- travel and vehicle ownership cost savings for riders who use public transit instead of other modes, including driving, taxis, and ride-share services;
- reduced traffic congestion for those traveling by automobile and truck, leading to direct travel cost savings for businesses and households; and
- business productivity gained from access to broader labor markets with more diverse skills, enabled by expanded public transit service areas and reduced traffic congestion.

In the Equity Study Area, communities with many low-income households, low-wage workers, or unemployed workers would be provided an opportunity to improve the quality of life for themselves and their families. This new transit service would provide off-peak services to residents in the San Joaquin Valley, Sacramento Region, and Alameda County, unlocking greater opportunities for travel between regions to access education, healthcare, recreation, and some job opportunities that follow non-traditional work hours, such as hospitality and education. Similar to San Joaquin service, the primary trip purposes for this proposed service would also be for personal reasons, such as family visits, family or friend events, or other leisure activities. In addition, when more people ride transit their travel costs are lowered and funds are freed for housing, entertainment, and other living expenses – all components of improved quality of life.

## 5.3. Health and Safety

Key health and safety conditions in the Equity Study Area are highlighted in this section, including air quality and highway-rail grade-crossing collisions.

### 5.3.1. Air Quality

Particulate matter 2.5 (PM<sub>2.5</sub>) are fine inhalable particles with diameters that are generally 2.5 micrometers and smaller. PM<sub>2.5</sub> is associated with transportation emissions (US EPA)<sup>34</sup> and has been determined to reduce visibility, cause haze, and be linked to long-term health impacts such as asthma, heart disease, increased hospital visits, and death. People of color and lower-income people are exposed to more PM<sub>2.5</sub>, related to asthma, heart disease, and other metrics, as a result of historic environmental injustice, redlining, and health care access inequities.<sup>35</sup>

33 American Public Transportation Association, Economic Impact of Public Transportation Investment 2020 Update.

<https://www.apta.com/wp-content/uploads/APTA-econ-impact-transit-investment-2020-ES.pdf>

34 Particulate Matter (PM<sub>2.5</sub>) Trends | US EPA

35 Miranda, M. L., Edwards, S. E., Keating, M. H., & Paul, C. J. (2011). Making the environmental justice grade: the relative burden of air pollution exposure in the United States. *International journal of environmental research and public health*, 8(6), 1755-1771. Accessed at: <https://www.mdpi.com/25032>

Figure 5-6 provides PM<sub>2.5</sub> concentrations across the Equity Study Area, illustrating those that are under 12 µg/m<sup>3</sup> (considered healthy with minimal risk from exposure) and those over 12 µg/m<sup>3</sup> (considered unhealthy with increased risk from exposure). As the figure shows, the areas with unhealthy exposure are primarily located in Atwater, Merced, Turlock, and unincorporated Merced County.

### 5.3.2. Highway-Rail Grade Crossings

The intersections of freight and passenger rail services with communities at grade crossings presents potential safety hazards for pedestrians, bicyclists, and motorists. Trespassing on railroad property is an urgent safety concern as it is the leading cause of all rail-related deaths in the United States, where more people are struck and killed by trains each year than in motor vehicle collisions with trains at crossings.<sup>36</sup> Trespassing is also a significant safety concern between crossings, with many of the collisions associated with people walking along tracks to access various destinations within the study area. These accidents and fatalities have social, economic, and environmental impacts on the surrounding communities.

In the five-year analysis period (2017-2021), there were total 112 crashes at highway rail grade crossings in the Intercity Rail Study Area and 79 crashes in the BART Study Area. Figure 5-7 illustrates the prevalence of highway-rail grade crossing crashes in the Equity Study Areas between 2017 and 2021. The figure shows that several crossings near Stockton, Modesto, and Turlock had five or more grade crossing crashes in the last five years.

### 5.3.3. Health and Safety Benefits

The health and safety benefits to the Equity Study Area’s communities are realized through improved air pollution, fewer traffic crashes, improved access to medical care, healthy food, and vital services, and increased physical activity.

Transit’s ability to reduce solo drivers and auto emissions improves the environment. Motor vehicles are a leading source of air pollutants that affect human health. Vehicle emissions, including PM<sub>2.5</sub>, can trigger health problems such as asthma, reduced lung capacity, and greater susceptibility to pneumonia and bronchitis.<sup>37</sup> Public transportation systems produce significantly lower emissions per passenger mile than private vehicles, especially when operating with full passenger loads.<sup>38</sup> The proposed new service would operate across long distances, providing travelers with a convenient and healthier transit alternative to driving, thus decreasing regional vehicle miles traveled and emissions with fewer automobiles on the road across both long and short distances.

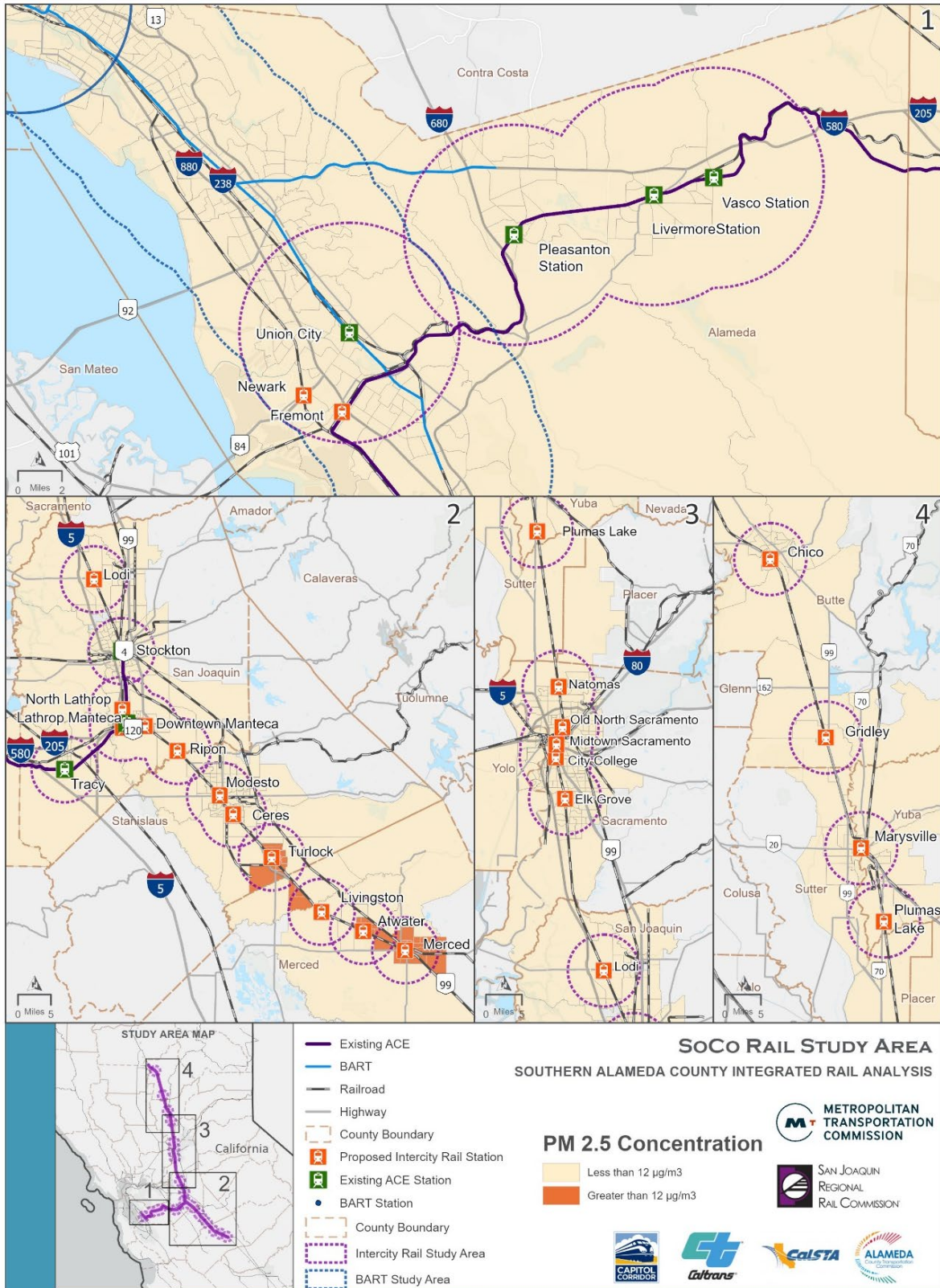
<sup>36</sup> U.S. Department of Transportation. (2018, October). National Strategy to Prevent Trespassing on Railroad Property. Federal Railroad Administration. Retrieved from [ROA 6310005 Congress TrespasserPreventionStrategy 2018.pdf \(dot.gov\)](https://www.fra.dot.gov/ROA/6310005/Congress_TrespasserPreventionStrategy_2018.pdf)

<sup>37</sup> <https://www.transportation.gov/mission/health/cleaner-air>

<sup>38</sup> [Public Transportation’s Role in Reducing Greenhouse Gas Emissions \(January 2010\) \(dot.gov\)](https://www.transportation.gov/mission/health/cleaner-air)



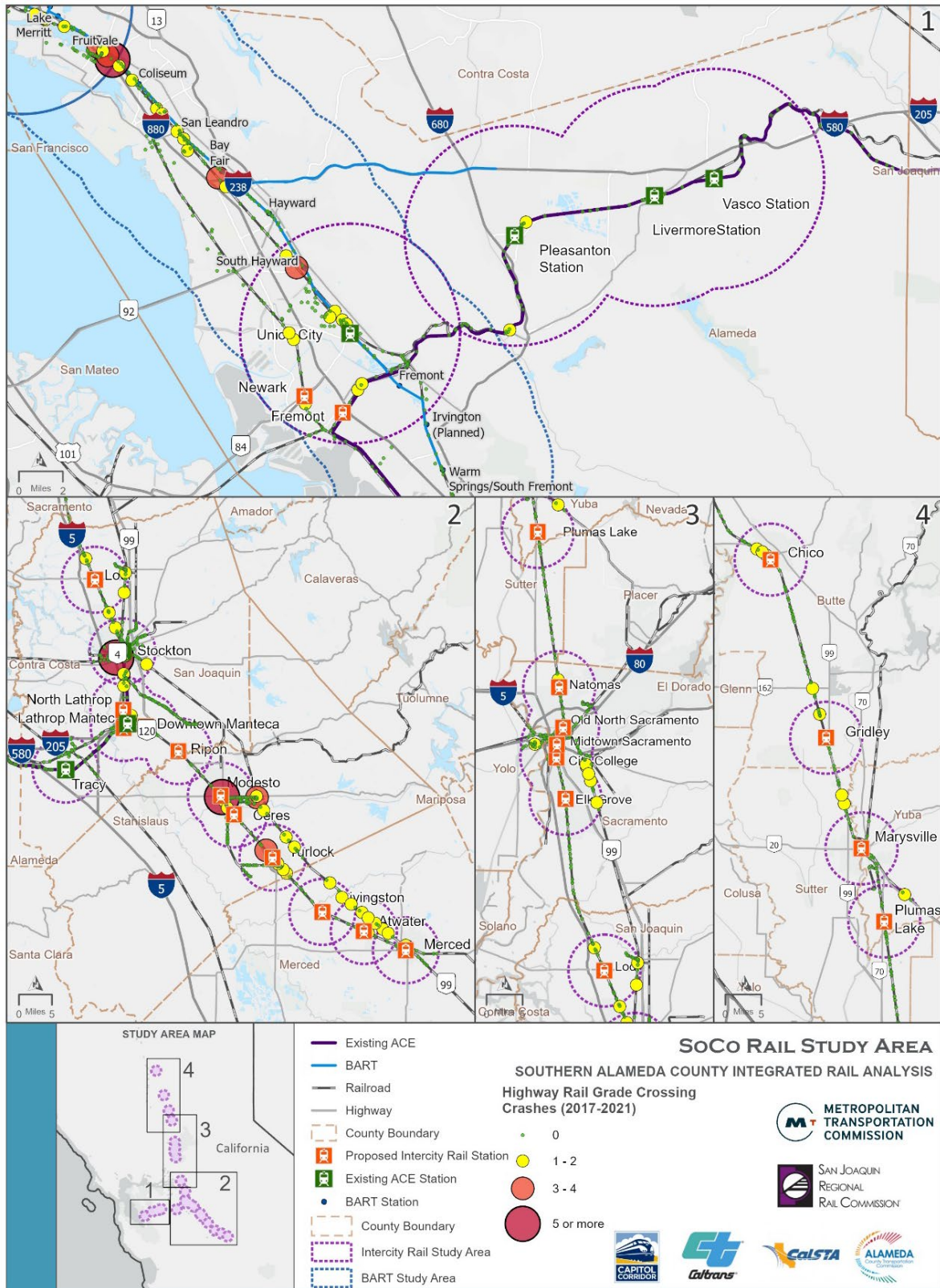
Figure 5-6. PM2.5 Concentrations within the Equity Study Area



PATH: Y:\GIS\PROJECTS\SOOCO\_RAIL\2\_WIP\MAP\_DOCS\REPORT\_SOOCO\_RAIL\_HEALTHANDSAFETY\_AIRQUALITY\_GRIDMAP\_UPDSA.APRX

Source: CalEnviro Screen 4.0 CALEPA

Figure 5-7. Highway-Rail Grade Crossing Crashes in the Equity Study Area (2017-2021)



PATH: Y:\GIS\PROJECTS\SOCO\_RAIL\7\_2\_WIP\MAP\_DOCS\REPORT\_SOCO\_RAIL\_HEALTHANDSAFETY\_RAILCROSSINGCRASH\_GRIDMAP\_UPDSA.APRX

Source: Highway/Rail Grade Crossing Incidents from the FRA, Office of Railroad Safety (2017-2021)

Trips shifted from cars to transit also reduce traffic-related injuries and deaths on highways a substantial societal cost. As the movement toward Vision Zero grows, public transit is increasingly recognized as a core strategy to support safe mobility for all. Public transportation is one of the safest ways to travel. It is ten times safer per mile than traveling by car because it has less than a tenth the per-mile traffic casualty (injury or death) rate as automobile travel.<sup>39</sup>

Transit can also improve quality of life and mental health. According to research, high-quality public transit can reduce emotional stress by improving people’s access to education and employment opportunities, improving community cohesion, and improving access to social and recreational activities.<sup>40</sup> Transit also provides basic mobility for those who are unable, cannot afford, or choose not to drive a car. This access to essential services, such as medical care, healthy food, shopping, banking, etc. helps improve the quality of life for equity populations.<sup>41</sup>

Transit increases opportunities for active transportation as a result of the frequent need for walking or biking at the beginning or end of a transit trip.<sup>42</sup> While transit is linked to higher rates of active travel and physical activity, the physical health benefits of a more active lifestyle are weighed against potential health threats, such as exposure to vehicle traffic or emissions, walking and bicycling to transit can be riskier travel options than other modes due to their higher levels of physical and environmental exposure. For example, active travelers suffer from injuries and fatalities at a higher rate than drivers.<sup>43</sup> To better understand and develop strategies to minimize potential risks associated with increased active transportation to and from the rail stations offering the proposed new service, it is recommended that a traffic impact study be conducted as the proposed project advances, including a study of the activity at the highway-grade crossings.

## **5.4. Housing Affordability**

This section considers the potential effects of the proposed new service on housing affordability by presenting information on housing policies and requirements, renter-occupied households, and housing and transportation costs in the Equity Study Area.

### **5.4.1. Affordable Housing**

Affordable housing near rail stations is important to protect residents from displacement and to maintain equitable transit-oriented development that benefits all populations. Rising housing costs that often result from investments in transit infrastructure, especially new rail stations, combined with a lack of tenant protections, can result in families having to relocate to distant, more affordable communities.

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39 Public Transit's Safety Benefits - American Public Transportation Association (apta.com)

40 Heather Allen, Sit Next to Someone Different Every Day - How Public Transport Contributes to Inclusive Communities, 2008. [www.thredbo.itls.usyd.edu.au/downloads/thredbo10\\_papers/thredbo10-plenary-Allen.pdf](http://www.thredbo.itls.usyd.edu.au/downloads/thredbo10_papers/thredbo10-plenary-Allen.pdf)

41 Todd Litman, Evaluating Public Transportation Health Benefits, 2020. [https://www.vtpi.org/tran\\_health.pdf](https://www.vtpi.org/tran_health.pdf)

42 Ipek N. Sener, Richard J. Leea, and Zachary Elgartb, Potential Health Implications and Health Cost Reductions of Transit-Induced Physical Activity, 2016. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4917017/pdf/nihms763600.pdf>

43 Elvik R. The Non-Linearity of Risk and the Promotion of Environmentally Sustainable Transport. Accident Analysis and Prevention, 2009

Since 1969, California has required that all local governments (cities and counties) adequately plan to meet the housing needs of everyone in the community. California’s local governments meet this requirement by adopting housing plans as part of their “general plan” (also required by the state). California’s Housing Element Law acknowledges that local governments must adopt plans and regulatory systems that provide opportunities for and do not unduly constrain housing development to address the housing needs and demand.

The Regional Housing Needs Allocation (RHNA) process assists local governments in understanding how much housing should be included in plans. Housing allocations are subdivided by income levels and the number of units assigned to each income level in each jurisdiction will vary based on the areas’ anticipated population growth. The income levels used for housing allocation determination are:

- Very Low: 0% – 50% of area median income
- Low: 50% – 80% of area median income
- Moderate: 80% – 120% of area median income
- Above Moderate: greater than 120% of area median income

The distribution of the RHNA across all four income categories factor in a social equity adjustment, which allocates a lower portion of lower-income RHNA jurisdictions that already have high concentrations of such households in comparison to each county, and inversely, allocates a greater proportion of said households to jurisdictions lacking an existing concentration of lower-income households. The social equity adjustment also includes the goal to Affirmatively Further Fair Housing (AFFH), which adjusted the distribution of RHNA in jurisdictions in either very low or very high resource areas.

**Table 5-3** shows the current RHNA data for the jurisdictions in the Equity Study Area with existing or potential future rail stations. The jurisdictions with stations each have substantial percentages of housing allocated for low or very low-income households, ranging from 33.7% combined in Sacramento County (Natomas) to 51.6% in Elk Grove.

The California Department of Housing and Community Development's Annual Progress Reports (APR) Dashboard provides an in-depth view of each area’s progress in attaining their housing goals; however, it does not identify which housing units are associated with Transit-Oriented Developments (TOD).<sup>44</sup> Data on affordable housing and TOD were compiled through a review of policies that encourage affordable housing in or around TOD sites, such as Transit Priority Areas and Priority Development Areas.

A “Transit Priority Area” (TPA) is defined in California Public Resource Code, Section 21099 as an area within one-half mile of a major transit stop that is existing or planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program or applicable regional transportation plan. “Priority Development Areas” (PDAs) are places near public

<sup>44</sup> <https://www.hcd.ca.gov/planning-and-community-development/housing-open-data-tools/housing-element-implementation-and-apr-dashboard>

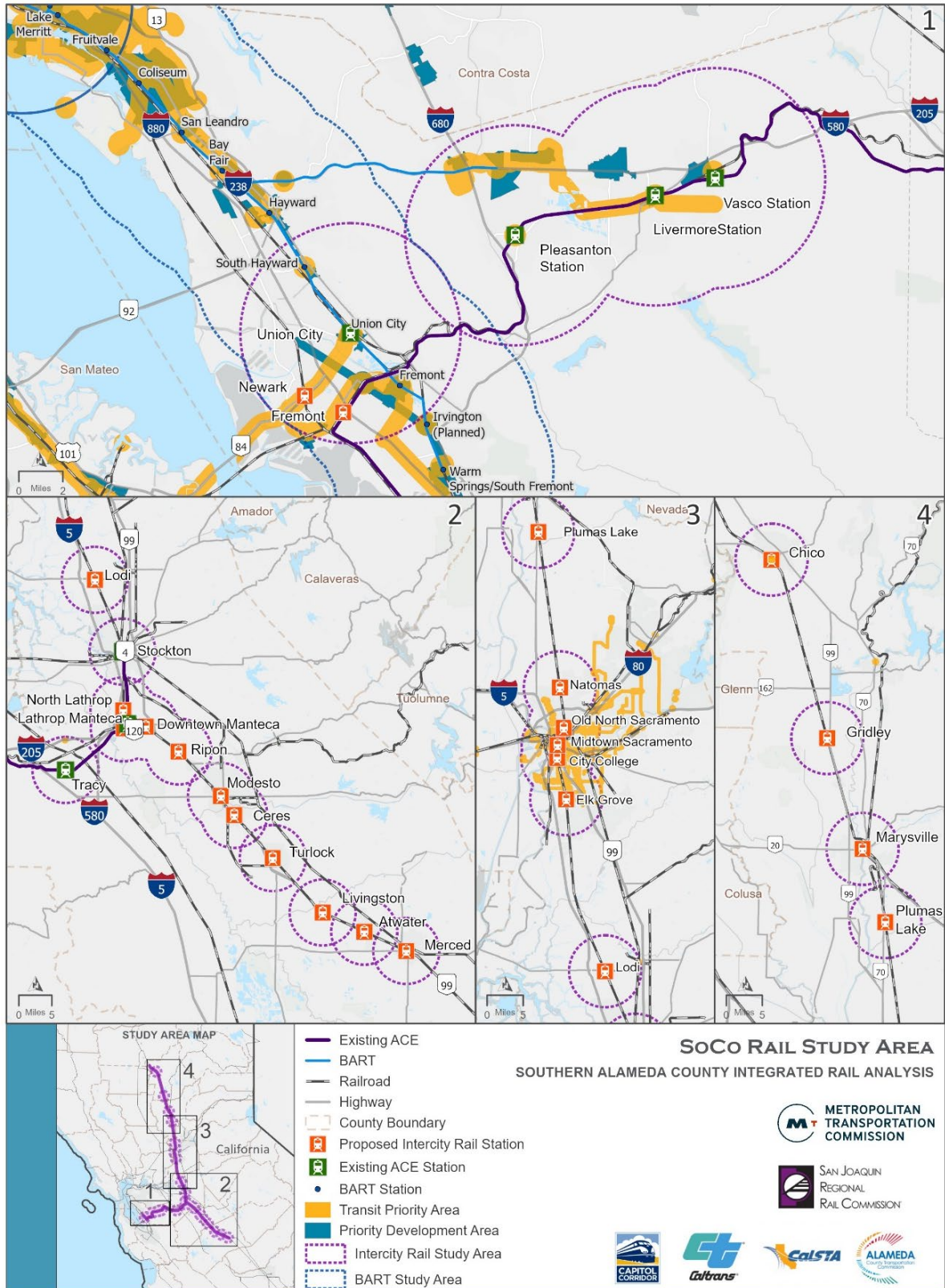
transit that are planned for new homes, jobs, and community amenities. By bringing transit, jobs, and housing together often around rail stations, PDAs can help reduce greenhouse gas emissions and increase access to housing, and economic and cultural opportunities. Since they are located in places with existing transit infrastructure, they make the most of public investments and limit development impacts on communities and the environment. With a variety of options for getting around, PDAs enable people to live a car-free or car-light lifestyle. TPAs and PDAs in the Equity Study Area are shown in Figure 5-8.

**TABLE 5-3. REGIONAL HOUSING NEEDS ALLOCATION IN EQUITY STUDY AREA CITIES**

City	Station(s)	% of Very Low-Income Housing Allocation	% of Low-Income Housing Allocation
Union City	Union City	31.6%	18.2%
Pleasanton	Pleasanton	29.3%	16.9%
Livermore	Livermore	28.8%	16.6%
Tracy	Tracy	19.7%	14.2%
Lathrop	Lathrop Manteca, North Lathrop	19.8%	14.7%
Manteca	Lathrop Manteca, Downtown Manteca	21.0%	15.7%
Stockton	Stockton	26.7%	16.9%
Ripon	Ripon	20.8%	14.5%
Modesto	Modesto	24.3%	15.6%
Ceres	Ceres	24.2%	15.5%
Turlock	Turlock	24.2%	15.5%
Livingston	Livingston	17.4%	17.4%
Atwater	Atwater	24.3%	17.4%
Merced	Merced	24.4%	17.4%
Lodi	Lodi	25.7%	17.1%
Elk Grove	Elk Grove	32.2%	19.4%
Sacramento	City College, Midtown Sacramento, Old North Sacramento	23.0%	13.8%
Sacramento County	Natomas	21.0%	12.7%
Yuba County	Plumas Lake	22.9%	13.8%
Marysville	Marysville	22.8%	13.9%
Gridley	Gridley	34.2%	11.9%
Chico	Chico	31.6%	14.5%

Source: California Department of Housing and Community Development Housing Element Implementation and Annual Progress Reports Dashboard (APR Dashboard)

Figure 5-8. Transit Priority Areas and Priority Development Areas in the Equity Study Area



Source: MTC and SACOG Transit Priority Areas and Priority Development Areas

### 5.4.2. Renter-Occupied Households

Improved enhanced transit, including the proposed new rail service, has the potential to indirectly spur development at the rail stations along the service lines. This may result in changes in property values, which can be perceived as an adverse impact for renters who may not be able to absorb increases in their housing cost. Renters without rent control or strong tenant protections are more vulnerable to increases in housing costs. In addition to younger workers, people without vehicle access, people of color, and lower-income individuals and families, renters have disproportionately high rates of transit usage. As investments in transit infrastructure tend to increase property values in the vicinity, homeowners may benefit; however, renters who rely more on the new transit service may need to move to a less expensive neighborhood with less transit access.<sup>45</sup>

In the Intercity Rail Study Area 43.7% of all households are renter-occupied and in the BART Study Area 51.4% of the households are renter-occupied. Figure 5-9 illustrates the locations of census block groups with renter-occupied households greater than county averages. High rental areas are scattered throughout the Equity Study Area and are not necessarily around the proposed rail station areas. However, there is not a predominance of renter-occupied households around the train stations in many cities in the Study Area.

### 5.4.3. Housing and Transportation Costs

The traditional measure of affordability recommends that housing cost no more than 30% of household income. Under this view, a little over half (55%) of U.S. neighborhoods are considered “affordable” for the typical household. However, that benchmark fails to consider transportation costs, which are typically a household’s second-largest expenditure. When transportation costs are factored into the equation, the number of affordable U.S. neighborhoods drops to 26%.<sup>46</sup> The Household + Transportation (H+T) index combines housing and transportation costs and sets the benchmark at no more than 45% of household income for affordability. Housing and transportation affordability impacts households’ ability to provide themselves and their families many basic essentials. If the H+T cost burden is too high, households have less to spend on food and health care.<sup>47</sup>

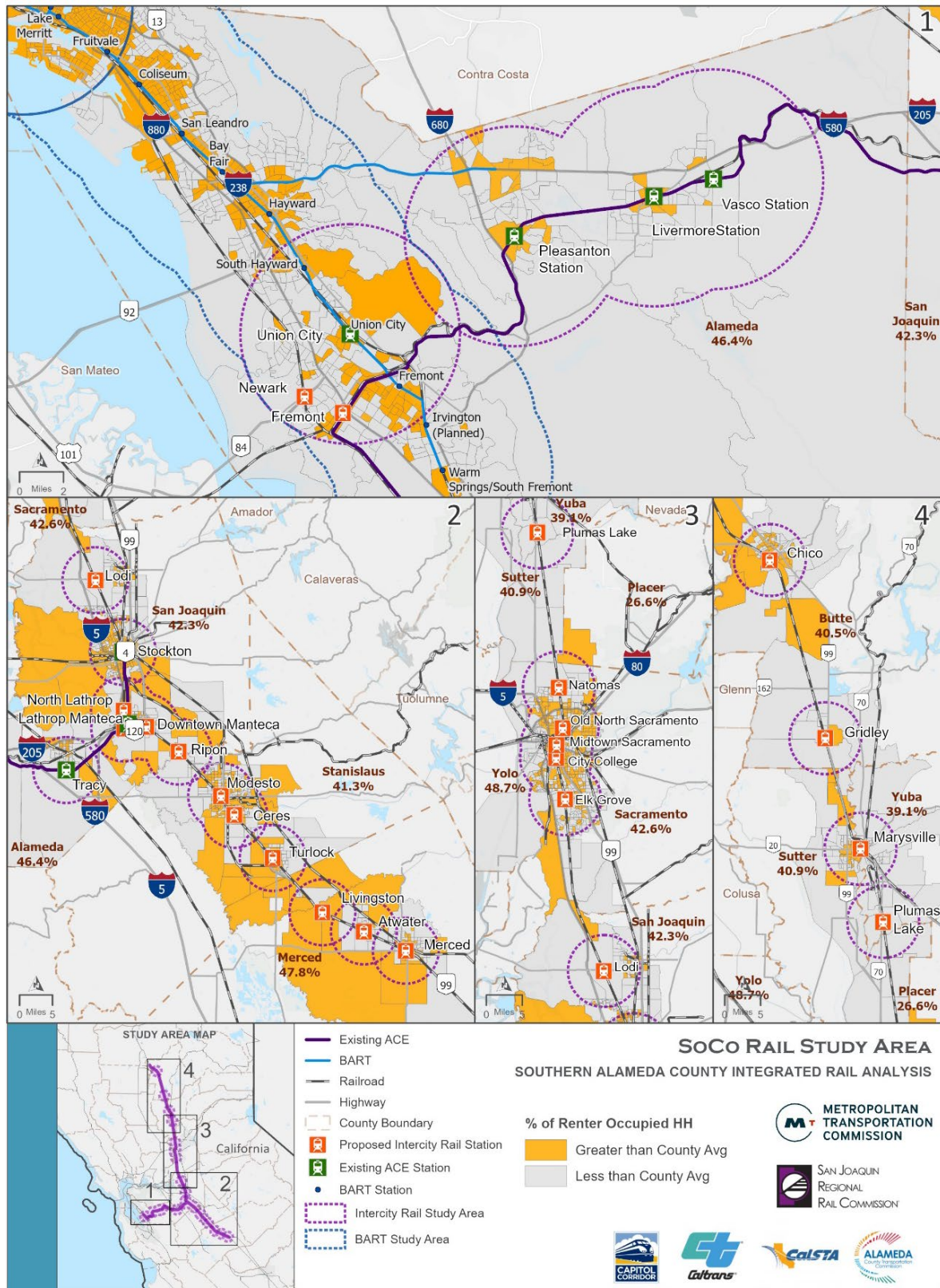
**Table 5-4** presents data on the average percentage of household income spent on housing, transportation, and combined housing and transportation for each jurisdiction in which the proposed new service station is located. The table shows transportation costs, on average, exceed 15% of a household’s income in every location. Housing costs, on average, exceed 30% of a household’s income in Pleasanton, Livermore, Tracy, Lathrop, Ripon, Elk Grove, and Chico. The combined H+T cost percentage exceeds 45% across all locations.

<sup>45</sup> <https://www.asanet.org/wp-content/uploads/savvy/journals/CC/Jun13CCFeature.pdf>

<sup>46</sup> <https://cnt.org/tools/housing-and-transportation-affordability-index>

<sup>47</sup> *ibid*

Figure 5-9. Renter-Occupied Households in the Equity Study Area



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates



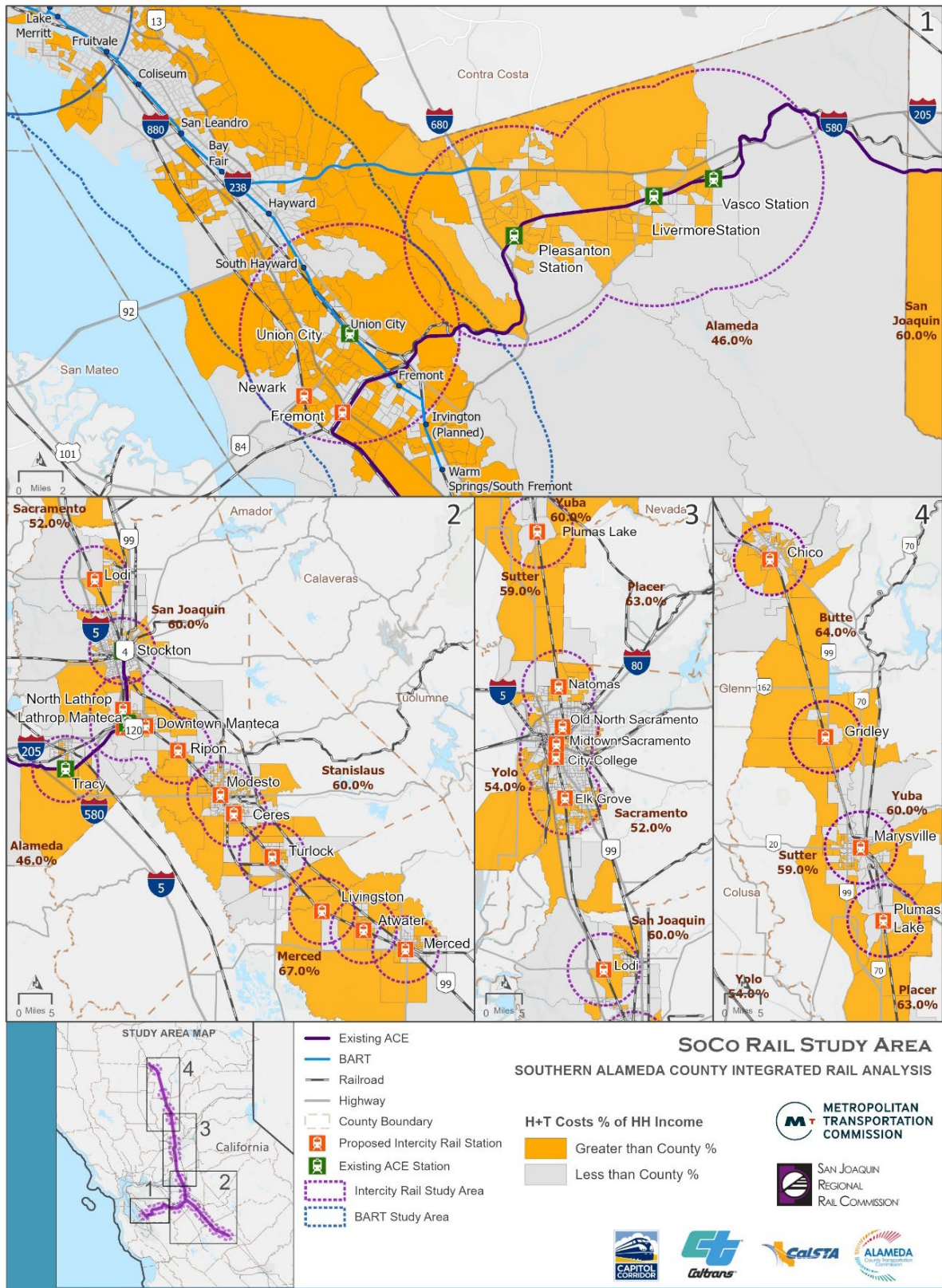
TABLE 5-4. HOUSING AND TRANSPORTATION COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME IN EQUITY STUDY AREA CITIES

City	Station(s)	Housing Cost Percentage	Transportation Cost Percentage	Total H+T Percentage
Union City	Union City	30%	16%	46%
Pleasanton	Pleasanton	35%	16%	51%
Livermore	Livermore	31%	16%	47%
Tracy	Tracy	38%	27%	64%
Lathrop	Lathrop Manteca, North Lathrop	35%	28%	63%
Manteca	Lathrop Manteca, Downtown Manteca	31%	25%	57%
Stockton	Stockton	26%	23%	49%
Ripon	Ripon	33%	26%	59%
Modesto	Modesto	28%	24%	52%
Ceres	Ceres	27%	27%	54%
Turlock	Turlock	29%	25%	54%
Livingston	Livingston	20%	32%	52%
Atwater	Atwater	26%	30%	56%
Merced	Merced	26%	26%	52%
Lodi	Lodi	28%	23%	51%
Elk Grove	Elk Grove	34%	23%	57%
Sacramento	City College, Midtown Sacramento, Old North Sacramento	26%	20%	46%
Sacramento County	Natomas	28%	21%	49%
Yuba County	Plumas Lake	29%	29%	58%
Marysville	Marysville	25%	24%	49%
Gridley	Gridley	27%	28%	55%
Chico	Chico	31%	25%	56%

Source: Center for Neighborhood Technology, H+T Map, <https://htaindex.cnt.org/map/>

In the Intercity Rail Study Area, 54.2% of the households are housing and transportation cost burdened and in the BART Study Area 44.1% of the households are housing and transportation cost burdened. The percentage of housing and transportation cost burdened households are significantly higher in the Intercity Rail Study Area compared to the BART Study Area due to lower median incomes and longer commute lengths. Figure 5-10 shows the geographical distribution of housing and transportation cost burdened households greater than the county average in the Equity Study Area.

Figure 5-10. Households with High Housing and Transportation Costs in the Equity Study Area



Source: H+T Index Center for Neighborhood Technology (CNT 2022)

#### 5.4.4. Housing Affordability Effects

Combined housing and transportation costs for most households in the Equity Study Area are over half of the household income, with a large proportion of those costs coming from transportation. The proposed new service has the potential to lower transportation costs by providing a rail transit alternative to driving. Providing new transit service to communities that can most benefit, however, comes with challenges. Sustainable, enhanced public transportation not only can spur development near rail stations, but is also attractive to new residents who prefer to live close to transit. Many cities also encourage transit-oriented development that creates conditions for real estate investment that results in increased land values. This may “price-out” low-income groups from accessing housing and maintaining their current residential locations.

In the Equity Study Area, TPAs and PDAs are established in multiple locations along the BART Study Area, and in Livermore and Sacramento. In these locations, transit and sustainable community planning are prioritized, which would facilitate renters and lower-income residents to remain in their neighborhood so they can enjoy the benefits of being close to transit.

The Equity Study Area has renter-occupied households scattered across the area with some but not all proposed station locations with high percentages of renters. Based on existing trends, renter-occupied households are predominantly occupied by lower income residents. With the existing affordable housing policies in cities in the Equity Study Area, as described in Section 5.4.1, there is lower risk that low-income renters would be displaced due to the proposed new service. On the other hand, low-income households in the Study Area, including those without access to a vehicle, would remain in their neighborhoods and benefit from increased access to transit to improve the quality of their lives. However, it is important to note that some actions may need to be taken in future phases of project development to maintain a low risk of residential displacements, including but not limited to: coordination with cities on updating affordable housing policies; development of community benefits agreements; and development guidelines to foster equitable transit-oriented development.

## **6.0 Intercity Rail Station Area Equity Analysis**

This chapter provides a brief summary of the overall composition of the communities in the station areas along the proposed new intercity rail service route. Statistics were derived from the 2016-2020 American Community Survey and Esri 2022 and are based on an approximately 10-minute drive time from the proposed station location (described below as “station areas” due to the walking, biking, and automobile access to each station). The vulnerable population groups considered include the following: households at or below poverty level; minority populations (people of color); people with disabilities; persons over age 65; zero-car households; and Limited English proficiency households. Information on these populations is included, as well as other select, descriptive information. Full descriptions of these station areas are included in Appendix A.

In addition to the community summaries below, it is helpful to understand the types of major destinations that transit riders may be able to access using the new proposed service route.

The proposed intercity rail service to and from Merced and Chico would provide rail access for communities that are traditionally underserved and more socially disadvantaged. Similar to San Joaquins service users, the primary purpose of most travel along this proposed intercity rail service would be for leisure and recreation, family visits, and for school. The communities would benefit from new connections to an array of cultural, open space, historical, educational, and other destinations in Stockton, Sacramento, Chico, Modesto, and Merced, as well as points south (e.g., Fresno and Bakersfield) through HSR connections in Merced. With its connection to the BART system, this station would provide access to the San Francisco Bay Area to families, residents, and visitors up and down the proposed intercity service.

Some examples of major destinations for these trips include:

- Stockton: Little Manila, University of the Pacific
- Sacramento: California State Railroad Museum, Sutter’s Fort
- Chico: California State University, Chico, Bidwell Park and Mansion
- Modesto: Tuolumne River Trail, Virginal Corridor Trailway
- Merced: University of California, Merced, Lake Yosemite
- Fresno: California State University, Fresno, Fresno Chaffee Zoo
- Bakersfield: California Living Museum, Mechanics Bank Arena, Theater and Convention Center

### **6.1. Union City**

Located in Alameda County, Union City is the proposed East Bay Rail Hub and is key to the new intercity service as a terminus, providing connections to the BART system and several buses at the co-located intermodal station. The Union City station area has a 2020 population of 164,709 and 5,000 businesses. Union City Transit, AC Transit, and Dumbarton Express provide bus service through and to Union City.

Asians comprise the largest racial/ethnic group with 55%, followed by people of Hispanic origin at 20.73%. Nearly 5% indicate they are part of LEP households. Fifteen percent (15%) of the population is over age 65. Union City is mostly a white-collar community (75%) with 9% of employment considered “services.” Half of all adults hold a Bachelors’ degree or higher, and only 5% of households are below the poverty level. Median income is \$143,036, and 68% of households earn more than \$100,000. This station area has more households in the upper income brackets than Alameda County overall. The median home value is \$938,000. Only 2% of households do not have any vehicle. According to the Journey to Work data, 66% of people in the station area drove alone, 10% carpooled, 10% took public transportation, and 12% worked from home.

## **6.2. Pleasanton**

Located in Alameda County, the Pleasanton station area has a population of 86,063, with 6,700 businesses. It is currently served by ACE, providing service between Stockton and San Jose. “White alone” is the largest racial and ethnic group at 43%, and there is a large Asian population (40%). Only 2.5% have indicated they are part of an LEP household and 16% are aged 65 or older.

Pleasanton is a predominantly white-collar community, with 67% of residents holding a Bachelors’ degree or higher. Median income is \$175,964, with 61% of households earning more than \$150,000 a year, and only 5% of households are below poverty level. The median home value is over \$1 million. Only 2% of households do not have any vehicle. According to the Journey to Work data, 66% of people in the station area drove alone to work, 12% worked from home, and 11% took public transportation. Access to transit for residents and workers in the Pleasanton station area is good, especially for those commuting to and from Stockton or San Jose.

The proposed intercity rail service to and from Merced and Chico would provide new access to the Pleasanton station area for communities that are traditionally underserved and more socially disadvantaged. It would provide new access to intercity travel markets and HSR connections to Fresno and Bakersfield (and Southern California) via Merced, and direct transit connections to and from jobs, healthcare, and educational institutions in Sacramento, Merced and Modesto. The proposed new service would also directly connect the Pleasanton station area to Union City and BART.

## **6.3. Livermore**

Located in Alameda County, the Livermore station area has a population of 81,728 with 3,700 businesses. It is currently served by ACE, providing service between Stockton and San Jose. “White alone” is the largest racial and ethnic group at 59%. Asians make up 14%, and people of Hispanic origin represent 22%. Only 2.6% of households are LEP and 15% of the population is age 65 or older.

Livermore is a predominantly white-collar community, with 49% holding a Bachelors’ degree or higher. Median income is \$153,706, with 52% of households earning more than \$150,000 a year, and 4% of households are below the poverty level. Around 3% are unemployed. The median home value is over \$888,000. Two percent (2%) of households do not have any vehicle. According to the Journey to Work

data, 74% of people in the station area drove alone to work, 10% worked from home, and 4% took public transportation. Access to transit for residents and workers in the Livermore station area is good, especially for those commuting to and from Stockton or San Jose.

The proposed intercity rail service to and from Merced and Chico would provide new access to the Livermore station area for communities that are traditionally underserved and more socially disadvantaged. It would provide new access to intercity travel markets and HSR connections to Fresno and Bakersfield (and Southern California) via Merced, and direct transit connections to and from jobs, healthcare, and educational institutions in Sacramento, Merced, and Modesto. The proposed new service would also directly connect the Livermore station area to Union City and BART.

#### **6.4. Vasco**

Located in Alameda County, the Vasco Road station area has 63,266 people, with 3,500 businesses, and is currently served by ACE, providing service between Stockton and San Jose. “White alone” is the largest racial and ethnic group at 57%. Asians make up 16% of the population, and 23% are of Hispanic origin. Around 3% of households are LEP and 14% of the population is age 65 or older.

Vasco Road station area is a predominantly white-collar community, with 46% holding a Bachelors’ degree or higher. Median income is \$147,710, with 49% of households earning more than \$150,000 a year, and 4% of households are below the poverty level, which is higher than Alameda County where the station is located. Just over 3% of adults are unemployed. The median home value is over \$868,000. Two percent (2%) of households do not have any vehicle. According to the Journey to Work data, 74% of people in the station area drove alone to work, 10% worked from home, and 4% took public transportation. Access to transit for residents and workers in Vasco Road station area is good, especially for those commuting to and from Stockton or San Jose.

The proposed intercity rail service to and from Merced and Chico would provide new access to the Vasco Road station area for communities that are traditionally underserved and more socially disadvantaged. It would provide new access to Amtrak and HSR connections to Fresno and Bakersfield (and Southern California) via Merced, and direct transit connections to and from jobs, healthcare, and educational institutions in Sacramento, Merced, and Modesto. The proposed new service would also directly connect the Vasco station area to Union City and BART.

#### **6.5. Tracy**

Located in San Joaquin County, the Tracy station area population is 77,409 with 2,300 businesses, and it is currently served by ACE, providing service between Stockton and San Jose. Those of Hispanic origin represent the largest racial and ethnic group at 38%, and 19% identify as “other race,” although these are both less than San Joaquin County as a whole. Just under 5% of all households are LEP and 10% of the population is age 65 or older.

The employment makeup in this station area is mostly white-collar, with 12% classified as services. Unemployment is at 5%, 12% do not have a high school diploma, and 8% of households are below the poverty level. The majority of households earn between \$100,000 and \$199,999 per year, and the median home value is \$488,000. Two percent (2%) of households do not have any vehicle. According to the Journey to Work data, 76% of people in the station area drove alone to work and 2% took public transportation. Access to transit for residents and workers in Tracy station area is good, especially for those commuting to and from Stockton or San Jose.

The proposed intercity rail service to and from Merced and Chico would provide new access to the Tracy station area for communities that are traditionally underserved and more socially disadvantaged. It would provide new access to intercity travel markets and HSR connections to Fresno and Bakersfield (and Southern California) via Merced, and direct transit connections to and from jobs, healthcare, and educational institutions in Sacramento, Merced, and Modesto. The proposed new service would also directly connect the Pleasanton station area to Union City and BART.

## **6.6. *Lathrop-Manteca***

Located in San Joaquin County, the Lathrop-Manteca station area population is 96,620, with 2,800 businesses. The station is currently served by ACE, providing service between Stockton and San Jose. Those of Hispanic origin represent the largest racial and ethnic group at 42%, and Whites make up 38%, which is similar to San Joaquin County. Around 5% of all households are LEP, and 13% of the population is age 65 or older.

The employment makeup in this station area is split between white-collar (55%) and blue-collar (32%), with 12% classified as services. The combination of blue-collar and service-related employment could imply a larger share of shift workers. Unemployment is 6%, but only 10% of households are below the poverty level. The majority of households earn between \$75,000 and \$149,999 per year, which is somewhat higher than San Joaquin County. The median home value is \$433,000. Two percent (2%) of households do not have any vehicle. According to the Journey to Work data, 78% of people in the station area drove alone to work and 2% took public transportation. Access to transit for residents and workers in Lathrop-Manteca station area is good, especially for those commuting to and from Stockton or San Jose.

The fairly large minority community, including blue-collar workers that may be shift workers or off-peak commuters, in Lathrop-Manteca would benefit further from proposed intercity rail service to and from Merced and Chico. It would also provide new access to the Lathrop-Manteca station area for communities that are traditionally underserved and more socially disadvantaged. It would provide new access to Amtrak and HSR connections to Fresno and Bakersfield via Merced, and direct transit connections to and from jobs, healthcare, and educational institutions in Sacramento, Merced, and Modesto. The proposed new service would also directly connect the Pleasanton station area to Union City and BART.

## **6.7. North Lathrop**

Located in San Joaquin County, the North Lathrop station area population is 72,569 and there are 1,900 businesses. It is currently served by ACE, providing service between Stockton and San Jose. There is also a connection to the proposed Valley Link line at this station. Those of Hispanic origin represent the largest racial and ethnic group at 43%, with White making up 37%. Around 5% of households are LEP, and 14% of the population is age 65 or older.

The majority (54%) of jobs are white-collar, and 12% are classified as services. Unemployment is 6%, 15% do not have a high school diploma, and 10% of households are below the poverty level. Median income is \$84,184 and the median home value is \$424,500. Two percent (2%) of households do not have any vehicle. According to the Journey to Work data, 79% of people in the station area drove alone to work, 13% carpooled and 2% took public transportation. Access to transit for residents and workers in North Lathrop station area is good, especially for those commuting to and from Stockton or San Jose.

The new intercity train service that would directly connect residents in this station area, including many who ate traditionally underserved, to extended family, healthcare, and educational institutions in Stockton, Sacramento, and Chico, as well as to BART connections in Union City. A rail connection at Lathrop-Manteca would also provide access to points south, including a HSR connection at Merced.

## **6.8. Stockton**

Located in San Joaquin County, the Downtown Stockton (Cabral) Station area has a 2020 population of 174,456 with 5,700 businesses. Current ACE commuter trains at this station provide service between Stockton and San Jose. In addition, this station is served by Amtrak San Joaquins service north to Sacramento and south to Bakersfield. There is a separate Stockton passenger rail station (San Joaquin Street Station) that provides service between Oakland to the west and Bakersfield. The proposed new service would stop at the Downtown Stockton (Cabral) Station, providing access to many parts of the Megaregion.

Nearly 60% of the Stockton station area is of Hispanic origin, and over 12% of households have limited English proficiency. Twelve percent (12%) of the population is over age 65. Employment is evenly split between white- and blue-collar, with 15% considered “services” which may imply a higher percentage of shift workers. In this station area, 30% of the population does not hold a high school diploma, 8% are unemployed, and 23% of households are below the poverty level. Median income is \$48,363 and 71% of households earn less than \$75,000 per year. The median home value is \$282,000. About 4% of households do not have any vehicle. According to the Journey to Work data, 81% of people in the proposed station area drove alone, and only 2% took public transportation despite having commuter train, intercity passenger rail, and local bus service.

This high minority and low-income community would benefit from improved access to extended family, educational institutions and healthcare in communities up and down the new intercity train service to Chico, Sacramento, and Union City. They would also be provided with direct connections to the BART



system in Union City. A rail connection at Lathrop-Manteca would also provide access to points south, including a HSR connection at Merced. Additionally, lower-income residents who use the intercity service could benefit with the improved connection to cultural and leisure activities in the Bay Area.

### **6.9. Lodi**

Located in San Joaquin County, Lodi currently has Amtrak San Joaquins rail service between Sacramento and Bakersfield, with stops in Stockton, Modesto, Turlock, and Merced. The Lodi station area for the proposed new service is proposed as part of the SJRRC/SJIPA Valley Rail Program’s extension to Sacramento. This area has a population of 89,617 with nearly 3,000 businesses. Whites make up the largest racial and ethnic group at 46%, and 32% are of Hispanic origin. Five percent (5%) of households are LEP and 17% of the population is over age 65.

This is a mostly white-collar community, with 13% considered “services.” Twenty-eight percent (28%) hold a Bachelors’ degree or higher, and 10% of households are below the poverty level. Median income is \$86,809 and 57% of households earn more than \$100,000 per year. The median home value is \$423,000. Only 2% of households do not have any vehicle. According to the Journey to Work data, 79% of people in the proposed station area drove alone and only 1% took public transportation.

This community would benefit from more access to cultural and leisure activities, educational institutions, and healthcare in communities up and down the new intercity train service between Chico and Union City and its BART connection in the Bay Area. A rail connection at Lathrop-Manteca would provide additional access to points south, including a HSR connection at Merced.

### **6.10. Elk Grove**

Located in Sacramento County, the Elk Grove station area has a large population of 223,631 with 4,290 businesses. This station is proposed as part of the SJRRC/SJIPA Valley Rail Program’s extension to Sacramento. Elk Grove has a high percentage of minority population, with the largest racial and ethnic groups as Asian and those of Hispanic origin (30% and 28%, respectively), and 6% in LEP households. Whites make up 23% of the population and 14% of the population is over age 65.

This is a mostly white-collar community, with 15% of jobs considered “services”. Just under one-third of adults (32%) holds a Bachelors’ degree or higher, and 13% of households are below the poverty level. Median household income is \$77,413; however, income is fairly evenly split from \$35,000 all the way to \$200,000 or more. Approximately 6% are unemployed and the median home value is \$418,000.

Two percent (2%) of households do not have any vehicle. According to the Journey to Work data, 74% of people in the proposed station area drove alone and 3% took public transportation. Portions of Elk Grove are served by Sacramento Regional Transit light rail and bus.

This densely populated and diverse community would benefit from improved direct access to cultural and leisure activities, educational institutions, and healthcare in communities up and down the new intercity service between Chico, Sacramento, and Union City, as well as the BART connection in Union

City. A rail connection at Lathrop-Manteca would provide access to points south, including a HSR connection at Merced.

### **6.11. City College (Sacramento)**

Located in Sacramento County, the Sacramento City College station area has a population of 196,832, as well as over 9,500 businesses. The Sacramento City College station is proposed as part of the SJRRC/SJJPA Valley Rail Program’s extension to Sacramento. The area is densely populated, both in terms of residences and employment opportunities, with the College itself providing many jobs. It is well served by both Sacramento Regional Transit light rail and bus. Although the largest racial and ethnic group is White (39%) it has a high percentage of minority population, with 15% of the population as Asian, 31% of Hispanic origin, and 6% in LEP households. Sixteen percent (16%) of the population is over age 65, and 57% are less than 42 years of age (Millennials, Gen-Z and Alpha groups).

This is a mostly white-collar community, with 14% of jobs considered “services”. Around 38% of adults hold a Bachelors’ degree or higher; however, 16% of households are below the poverty level. Median household income is \$65,077, and income is fairly evenly split from less than 15,000 all the way to \$200,000 or more, with 55% earning less than \$75,000 a year. This station area has more households in the lower income brackets than Sacramento County overall, and 6% are unemployed. The median home value is \$465,000. Five percent (5%) of households do not have any vehicle. According to the Journey to Work data, 68% of people in the proposed station area, 10% carpooled, 8% either biked or walked to work, and 4% took public transportation.

The City College community of white-collar, relatively young, and well-educated residents appear to view alternative modes of transportation favorably, as evidenced by higher percentages of transit, carpooling, biking, walking. It is conceivable that they would be inclined to use new intercity service, and others outside of the area needing to access the college and station area for work, education or other uses would be better served if the intercity service were available. The new intercity train service would connect them to cultural and leisure activities, healthcare, educational institutions in Chico, Stockton, Union City, as well as other locations in the Bay Area with the BART connection in Union City. A rail connection at Lathrop-Manteca would provide additional access to points south, including a HSR connection at Merced.

### **6.12. Midtown Sacramento**

Located in Sacramento County, the Midtown Sacramento station area has a population of 158,021, as well as over 13,500 businesses. The Midtown Sacramento station is proposed as part of the SJRRC/SJJPA Valley Rail Program’s extension to Sacramento. The area is densely populated, both in terms of residences and employment opportunities. It is well served by both bus and light rail. Although the largest racial and ethnic group is White (50%) it has a high percentage of minority population, with 27% of Hispanic origin and 3% in LEP households. Sixteen percent (16%) of the population is over age 65, and 57% is younger than 42 years of age (Millennials, Gen-Z and Alpha groups).

This is a mostly white-collar community in the heart of Sacramento. Almost half (46%) of the adults hold a Bachelors’ degree or higher, yet 17% of households are below the poverty level. Median income is \$70,083, and the average household size is only 2.1. Household income is fairly evenly split from less than \$15,000 to over \$200,000. This station area has fewer households in the upper income brackets than Sacramento County overall, and 5% are unemployed. The median home value is \$509,000. Five percent (5%) of households do not have any vehicle. According to the Journey to Work data, 66% of people in the proposed station area, 8% carpooled, 11% either biked or walked to work, 4% took public transportation, and 10% worked from home.

The Midtown Sacramento community of white-collar, relatively young, and well-educated residents appear to view alternative modes of transportation favorably, as evidenced by higher percentages of transit, carpooling, biking, walking. It is conceivable that they would be inclined to use new intercity train service, and users south of Stockton needing to access Sacramento for work, education or other uses would be better served if service were available. The new intercity train service would connect them to cultural and leisure activities, healthcare, educational institutions in Chico, Stockton, Union City, as well as other locations in the Bay Area with the BART connection in Union City. A rail connection at Lathrop-Manteca would provide additional access to points south, including a HSR connection at Merced.

### **6.13. Old North Sacramento**

Located in Sacramento County, the Old North Sacramento station area has a 2020 population of 162,956, as well as over 11,700 businesses. The Old North Sacramento station is proposed as part of the SJRRC/SJPPA Valley Rail Program’s extension to Sacramento. The area is densely populated, both in terms of residences and employment opportunities. It is well served by both bus and light rail. It is almost equally White and Hispanic, with each racial group making up about 35% of the station area, and 5% of households considered LEP. Twelve percent (12%) of the population is over age 65 and 63% is younger than 42 years of age (Millennials, Gen-Z and Alpha groups).

This is a mostly white-collar community, with 16% of jobs considered “services”. Fifteen percent (15%) of residents do not have a high school diploma, and 21% of households are below the poverty level. Median household income is \$54,618, and income is fairly evenly split from less than \$15,000 all the way to \$200,000 and over. This station area has fewer households in the upper income brackets than Sacramento County overall, and 7% are unemployed. The median home value is \$352,000. Four percent (4%) of households do not have any vehicle. According to the Journey to Work data, 72% of people in the proposed station area, 8% carpooled, 7% either biked or walked to work, 3% took public transportation, and 8% worked from home.

This community could benefit from new intercity train service that would connect residents to cultural and leisure activities, healthcare, educational institutions in Chico, Stockton, Union City, as well as other locations in the Bay Area with the BART connection in Union City. A rail connection at Lathrop-Manteca would provide additional access to points south, including a HSR connection at Merced.

### **6.14. Natomas**

Located in Sacramento County, the Natomas station area has a 2020 population of 94,016 and nearly 2,700 businesses. It does not currently have any rail service; however, the Natomas station is proposed as part of the SJRRC/SJJPA Valley Rail Program’s extension to Sacramento. Several racial and ethnic groups are prevalent in this station area, including White (35%), Asian (23%), and Hispanic origin (26%). In addition, 4% of households are considered LEP. Twelve percent (12%) of the population is over age 65, and 63% is younger than 42 years of age (Millennials, Gen-Z and Alpha groups).

This is a mostly white-collar community, with 12% of jobs considered “services”. Over a third (35%) of residents have a Bachelors’ degree or higher, and 11% of households are below the poverty level. The median income is \$85,853 and the largest income group is between \$100,000 and \$149,999. The median home value is \$442,000. One percent (1%) of households do not have any vehicle. According to the Journey to Work data, 79% of people in the proposed station area drove to work alone, 2% took public transportation, and 10% worked from home.

This community has a large minority population and many low-income households that could benefit from new intercity train service that would connect residents to jobs (primarily in the Sacramento region), cultural and leisure activities, healthcare, educational institutions in Chico, Stockton, Union City, as well as other locations in the Bay Area with the BART connection in Union City. A rail connection at Lathrop-Manteca would provide additional access to points south, including a HSR connection at Merced.

### **6.15. Plumas Lake**

Plumas Lake is an unincorporated area of Yuba County, 30 miles north of Sacramento. The Plumas Lake station area has very small population of 7,347, but the County recently approved plans to expand residential development in this community. There are fewer than 40 businesses in this station area, but the major employer is nearby Beale Air Force Base. It does not currently have any rail service. The station area is predominately White (57%), and 25% of the population is of Hispanic origin, which is lower than Yuba County. Only 1% of households are LEP and 7% of the population is over age 65.

Plumas Lake is mostly white-collar employment, with 10% considered “services.” Over 90% of residents have at least a high school diploma or higher, and only 5% of households are below the poverty level. Median income is \$110,217 and the largest group of income by household is \$100,000 to \$149,999 a year. Less than 4% of adults are unemployed and the median home value is approximately \$330,500. Three percent (3%) of households do not have any vehicle. Access to transit is limited. According to the Journey to Work data, 78% of people in the proposed station area drove alone to work, and zero percent took any form of public transportation.

This community could benefit from new intercity train service that would connect residents to jobs (primarily in the Sacramento region), cultural and leisure activities, healthcare, educational institutions in Chico, Stockton, Union City, as well as other locations in the Bay Area with the BART connection in

Union City. A rail connection at Lathrop-Manteca would provide additional access to points south, including a HSR connection at Merced. Additionally, lower-income residents who use the new service could benefit from a connection to this community that has more affordable housing. Workers at Beale Air Force Base could have connections to other communities along the new intercity train line, potentially providing more housing options for them.

### **6.16. Marysville/Yuba City**

Located in Yuba County, the Marysville/Yuba City station area has a population of 59,724 with 3,000 businesses and no current rail service. The area is 47% White and 37% of Hispanic origin, with 8% of households considered LEP. Fourteen percent (14%) of the population is over age 65.

Maryville is split between white- and blue-collar employment, with 15% considered “services”. Many residents (22%) do not have a high school diploma, and 21% of households are below the poverty level. Median income is \$48,378, with more households in lower income brackets compared to Yuba County as a whole. Over 6% of adults are unemployed and the median home value is \$271,000. Three percent (3%) of households do not have any vehicle. Access to transit is limited; Yuba-Sutter Transit provides regional bus service but there are no connections to rail. According to the Journey to Work data, 77% of people in the proposed station area drove alone to work and 1% took any form of public transportation.

This community has a substantially higher minority and lower-income population that could benefit from new intercity train service that would connect residents to jobs (primarily in the Sacramento region), cultural and leisure activities, healthcare, educational institutions in Chico, Stockton, Union City, as well as other locations in the Bay Area with the BART connection in Union City. A rail connection at Lathrop-Manteca would provide additional access to points south, including a HSR connection at Merced. Additionally, lower-income residents who use the new service from other communities along the line could benefit from a connection to more affordable housing in Maryville.

### **6.17. Gridley**

Located in Butte County, the Gridley station area has very small population of 13,796 with less than 500 businesses and no current rail service. The City of Gridley itself is very small, with fewer than 7,500 people. This station would also serve the City of Oroville population via a bus connection to the proposed station. While the station area is predominately White (55%), it has a high percentage of minority population, with 43% of the population of Hispanic origin, much higher than the rest of Butte County, and over 6% of the households considered LEP. Eighteen percent (18%) of the population is over age 65.

Gridley is split between white- and blue-collar employment, with 11% considered “services.” Many residents (19%) do not have a high school diploma, but only 7% of households are below the poverty level. The median income is \$69,625 and there are fewer households in lower income brackets compared to Butte County as a whole. Over 6% of adults are unemployed and the median home value is \$315,000.

With few 500 businesses in this station area, many residents are traveling outside of this area for work. Three percent (3%) of households do not have any vehicle and access to transit is limited. Butte Regional Transit provides bus service to and from the Chico Transit Center, connecting to other bus routes and the one Amtrak train. According to the Journey to Work data, 78% of people in the proposed station area drove alone to work and zero percent took any form of public transportation.

This community has a substantial higher minority and lower-income population that could benefit from new intercity train service that would connect residents to jobs (primarily in the Sacramento region), cultural and leisure activities, healthcare, educational institutions in Chico, Stockton, Union City, as well as other locations in the Bay Area with the BART connection in Union City. A rail connection at Lathrop-Manteca would provide additional access to points south, including a HSR connection at Merced.

### **6.18. Chico**

Located in Butte County, the Chico station area has a population of 78,412, as well as over 4,500 businesses. Chico is currently served by Amtrak’s Coast Starlight train, providing connections to the Bay Area, Los Angeles, and other cities on the West Coast. It is a predominately White community (69%) and the vast majority speak English without limitations. Fifteen percent (15%) of the population is over age 65, and 62% is younger than 42 years of age (Millennials, Gen-Z and Alpha groups).

Employment in the Chico station is mostly white-collar, with 16% considered “services”. The area is home to the Californian State University, Chico. Forty percent (40%) of residents hold a Bachelors’ degree or higher, yet 23% of households are below the poverty level. The median income is \$61,481, and compared to Butte County a whole, there are more households that earn less than \$15,000. In addition, 5.4% are unemployed. The median home value is \$403,625. Only 2% of households do not have any vehicle. There is currently only one Amtrak train per day serving Chico, and access to transit is limited. Butte Regional Transit provides bus service to residents. According to the Journey to Work data, 72% of people in the proposed station area drove alone to work, 10% carpooled, and 10% either biked or walked to work. Only 1% took public transportation.

The Chico community of white-collar, relatively young, and well-educated residents appear to view alternative modes of transportation favorably, as evidenced by higher percentages of carpooling, biking and walking. Although only 1% currently take public transit, a new intercity train service to Sacramento, Stockton, and Union City may draw more transit users. The new service would connect them to jobs (primarily in the Sacramento region), cultural and leisure activities, healthcare, and other educational opportunities across the Megaregion (including the BART connection at Union City). Chico is also a strong market for San Joaquins Thruway bus service largely to access California State University, Chico. A rail connection at Lathrop-Manteca would provide additional access to points south, including a HSR connection at Merced.

## **6.19. Downtown Manteca**

The Downtown Manteca station area has a 2020 population of 86,062 and 2,500 businesses. Manteca is not currently served by rail; however, it is served by bus through the San Joaquin Regional Transit District and Altamont Corridor Express shuttle. The Downtown Manteca station is proposed as part of the SJRRC/SJIPA Valley Rail Program’s extension to Merced. Racial and ethnicity characteristics are split fairly evenly between White (42%) and Hispanic origin (41%), with only 4% of households reporting as LEP. Fourteen percent (14%) of the population is over age 65.

Employment in the Downtown Manteca station is mostly White Collar (58%). Only 10% of households are below the poverty level. Forty-three percent (43%) of households earn more than \$100,000/year which is comparable to San Joaquin County, and 5% are unemployed. Median home values are \$441,738. Only 2% of households do not have any vehicle. According to the Journey to Work data, 79% of people in the proposed station area drove alone to work and 2% took public transportation.

The relatively large minority community in Downtown Manteca would benefit from the proposed new intercity rail service by providing opportunities to locations along the routes to Merced and Union City. It will provide new access to HSR connections in Merced, and direct transit connections to and from cultural and leisure activities, healthcare, and educational institutions in Merced, Modesto, Union City, as well as the connection from BART.

## **6.20. Ripon**

Located in San Joaquin County, the Ripon station area has a population of 64,915 and 2,500 businesses. Ripon is not currently served by rail, but by bus through the San Joaquin Regional Transit District. The Ripon station is proposed as part of the SJRRC/SJIPA Valley Rail Program’s extension to Merced. Ripon has quite a large population reporting as Hispanic origin (38%), and 4% of households is LEP. Fourteen percent (14%) of the population is over age 65.

Employment in the Ripon station area is mostly white-collar (62%), and 88% of residents have a high school diploma or higher. Only 9% of households are below the poverty level. Median income is \$83,104 and 5% are unemployed. The median home value is \$434,000. Only 1% of households do not have any vehicle. According to the Journey to Work data, 80% of people in the proposed station area drove alone to work and 1% took public transportation.

The large minority populations in Ripon would benefit from the proposed new intercity rail service by providing opportunities to locations along the routes to Merced and Union City. It will provide new access to HSR connections in Merced, and direct transit connections to and from cultural and leisure activities, healthcare, and educational institutions in Merced, Modesto, Union City, as well as the connections from BART.

## 6.21. *Modesto*

Located in Stanislaus County, the Modesto station area has a population of 175,702, as well as over 7,000 businesses. It is densely populated, both in terms of residences and employment opportunities. Modesto is currently served today by Amtrak San Joaquins service between Sacramento and Bakersfield and between Oakland and Merced, and the Stanislaus Regional Transit Authority provides bus service through and to Modesto. People of Hispanic origin make up the largest racial/ethnic group (51%), followed by White (42%). Over 7% of households is considered LEP. Fifteen percent (15%) of the population is over age 65, and nearly 60% is younger than 42 years of age (Millennials, Gen-Z and Alpha groups).

Employment is split between white- and blue-collar (53% and 33%, respectively) with 13% considered “services”. Twenty-one percent (21%) of residents do not have a high school diploma, and 16% of households are below the poverty level. Median income is \$57,216, and this station area has fewer households in the upper income brackets than Stanislaus County overall. Moreover, 7.5% are unemployed. The median home value is \$332,000, making it one of the more affordable communities in terms of housing. Three percent (3%) of households do not have any vehicle. According to the Journey to Work data, 79% of people in the proposed station area and 1% took public transportation, despite having access to transit.

The large minority and lower income populations in Modesto could benefit from new connections to Union City and BART, and additional intercity train service that would connect them cultural and leisure activities, healthcare, educational institutions, and HSR connections in Merced to points south. A rail connection at Lathrop-Manteca would provide additional access to points north, including Stockton, Sacramento, and Chico. There are many jobs in the Modesto station area itself, and new service would provide access to lower income and people of color who reside in other communities on the line. Additionally, lower-income workers in other station areas could benefit from a connection to this community that has more affordable housing.

## 6.22. *Ceres*

Located in Stanislaus County, the Ceres station area has a population of 163,343, as well as over 6,000 businesses, making it one of the more populated proposed station areas in terms of people and jobs, despite not currently have any rail service. The Ceres station is proposed as part of the SJRRC/SJPA Valley Rail Program’s extension to Merced. The area has a high percentage of minority population, with 62% of the population of Hispanic origin, and nearly 10% of households considered LEP. Twelve percent (12%) of the population is over age 65.

Ceres is split between white- and blue-collar employment, with 14% considered “services”. A quarter of the residents do not have a high school diploma, and 18% of households are below the poverty level. Sixty-three percent (63%) of households earn less than \$75,000 a year and more than 8% of adults are unemployed. The median home value is \$324,000, making it one of the more affordable communities on the proposed intercity train service. Three percent (3%) of households do not have any vehicle. Access



to transit is limited; however, Stanislaus Regional Transit Authority provides bus service to and from the existing Modesto Transit Center where intercity rail service to Stockton, Oakland and Sacramento is currently available. According to the Journey to Work data, 81% of people in the proposed station area drove alone to work and one percent took public transportation.

The large minority and lower income populations in the Ceres station area could benefit from new connections to Union City and BART, and additional intercity train service that would connect them to cultural and leisure activities, healthcare, educational institutions, and HSR connections in Merced to points south. Additionally, lower-income workers in other station areas could benefit from a connection to this community that has more affordable housing.

### **6.23. Turlock**

Located in Stanislaus County, the Turlock station area has a population of 78,324 and 2,600 businesses. Turlock is currently served today by Amtrak San Joaquins service between Sacramento and Bakersfield and between Oakland and Merced, and Turlock Transit provides bus service through and to Turlock, including to the Amtrak station. While Turlock is predominately White (52%), people of Hispanic origin make up a large racial and ethnic group (42%). Over 6% of households is considered LEP. Fifteen percent (15%) of the population is over age 65, and 60% is younger than 42 years of age (Millennials, Gen-Z and Alpha groups).

Employment is 59% white-collar. Seventeen percent (17%) of residents do not have a high school diploma, and 17% of households are below the poverty level. The median income is \$66,906 and this station area has more households in the lower income brackets than Stanislaus County overall. In addition, 5.6% are unemployed and the median home value is \$381,000. Three percent (3%) of households do not have any vehicle. According to the Journey to Work data, 82% of people in the proposed station area drove alone and 1% took public transportation, despite having access to transit.

The large lower-income community in Turlock could benefit from new connections to Union City and BART, and additional intercity train service that would connect them cultural and leisure activities, healthcare, educational institutions, and HSR connections in Merced to points south.

### **6.24. Livingston**

Located in Merced County, the Livingston station area has a population of 27,513 and does not currently have any rail service. The Livingston station is proposed as part of the SJRRC/SJPA Valley Rail Program’s extension to Merced. It has a high percentage of minority population, with 72% of the population of Hispanic origin, and over 13% of households considered LEP. Ten percent (10%) of the population is over age 65.

Livingston is split between white- and blue-collar employment, with 9% considered “services.” Many residents (38%) do not have a high school diploma, and 17% of households are below the poverty level. The largest household income share is between \$25,000 and \$75,000, with median income around

\$58,000, and 5.4% of adults are unemployed. The median home value is approximately \$311,000, making it one of the more affordable communities on the proposed intercity train service.

There are fewer than 600 businesses in this station area, which means that many workers are traveling outside of this area for employment. Three percent (3%) of households do not have any vehicle. Access to transit is limited, with Merced Transit Authority providing bus service to and from the Merced Transportation Center. According to the Journey to Work data, 76% of people in the proposed station area drove alone to work and zero percent took any form of public transportation.

The large minority and lower income populations in the Livingston station area could benefit from new connections to Union City and BART, and additional intercity train service that would connect them cultural and leisure activities, healthcare, educational institutions, and HSR connections in Merced to points south.

### **6.25. Atwater**

Located in Merced County, the Atwater station area has a population of 71,339. The Atwater station is proposed as part of the SJRRC/SJIPA Valley Rail Program’s extension to Merced. It has a high percentage of minority population, with 63% of the population being of Hispanic origin and 31% identifying as some other race. Over 10% of households is LEP and 12% of the population is over age 65.

Atwater is fairly evenly split between white- and blue-collar employment, with 11% considered “services.” Many residents (28%) do not have a high school diploma, and 19% of households are below the poverty level. Median income is \$62,120 and nearly 60% of households earn less than \$75,000 a year. Nearly 7% of adults are unemployed. The median home value is below \$299,000, making it one of the more affordable communities on the proposed intercity train service.

There are fewer than 1,500 businesses in this station area, which means that many workers are traveling outside of this area for employment. Four percent (4%) of households do not have any vehicle. There is currently no rail service in Atwater, and access to transit is limited. Merced Transit Authority provides bus service to and from the Merced Transportation Center where intercity rail service is located. According to the Journey to Work data, 82% of people in the proposed station area drove alone to work and zero percent took any form of public transportation.

The large minority and lower income populations in the Atwater station area could benefit from new connections to Union City and BART, and additional intercity train service that would connect them cultural and leisure activities, healthcare, educational institutions, and HSR connections in Merced to points south.

### **6.26. Merced**

Merced is one of the proposed terminus stations for the proposed new service and would provide connections to HSR services to points south, including southern California. The Merced station area has a population of 97,332 and 2,800 businesses. People of Hispanic origin make up the largest racial and

ethnic group with 57.1%, followed by White at 34.9%. Over 8% of households is considered LEP. Twelve percent (12%) of the population is over age 65, and 75% is younger than 42 years of age (Millennials, Gen-Z and Alpha groups).

Employment is split between white- and blue-collar (53% and 32%, respectively), with 16% considered “services”. Almost a quarter of residents do not have a high school diploma, and 23% of households are below the poverty level. The median household income is \$58,279 and this station area has fewer households in the upper income brackets than Merced County overall. Over 7% are unemployed and the median home value is \$287,000. Four percent (4%) of households do not have any vehicle. According to the Journey to Work data, 80% of people in the proposed station area drove alone, 7% carpooled, and 1% took public transportation, despite having access to transit. The Merced Transit Authority provides bus service through and to Merced and the greater Merced area.

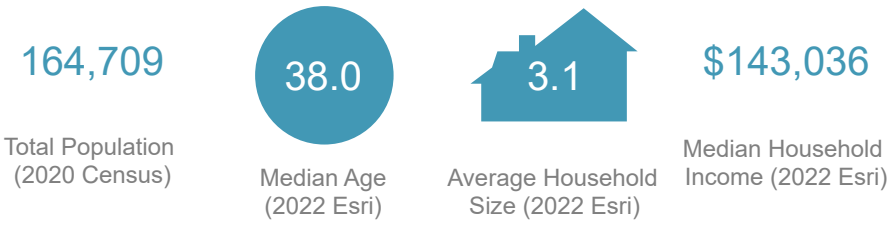
This lower-income and higher minority community could benefit from new connections to jobs, healthcare, educational institutions at the communities along the proposed intercity route and Union City, as well as those accessible through BART. Being a terminal station, the Merced station provides access to cultural and leisure activities, healthcare, and educational opportunities in Merced to people up and down the new intercity service route. With relatively affordable housing, it would provide lower-cost housing options to residents along the new intercity train service.

# ***APPENDIX A***

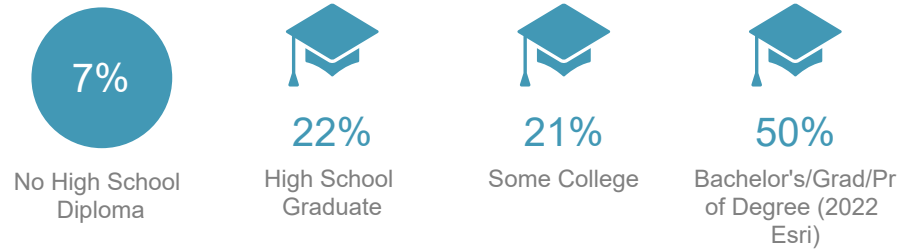
# Demographic and Socioeconomic Profile

Union City 10-Minute Drive Time

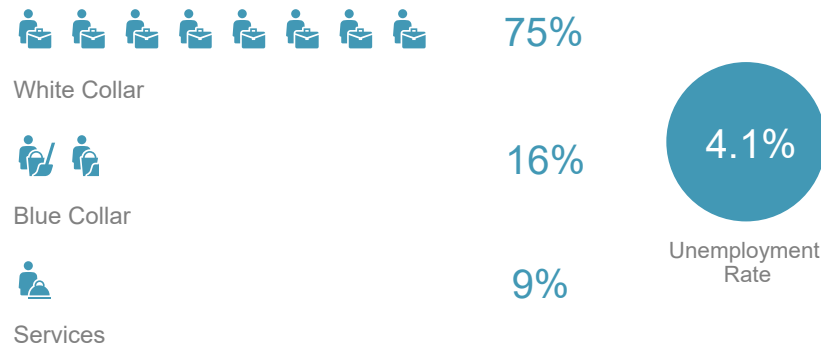
## KEY FACTS



## EDUCATION (2022 Esri)



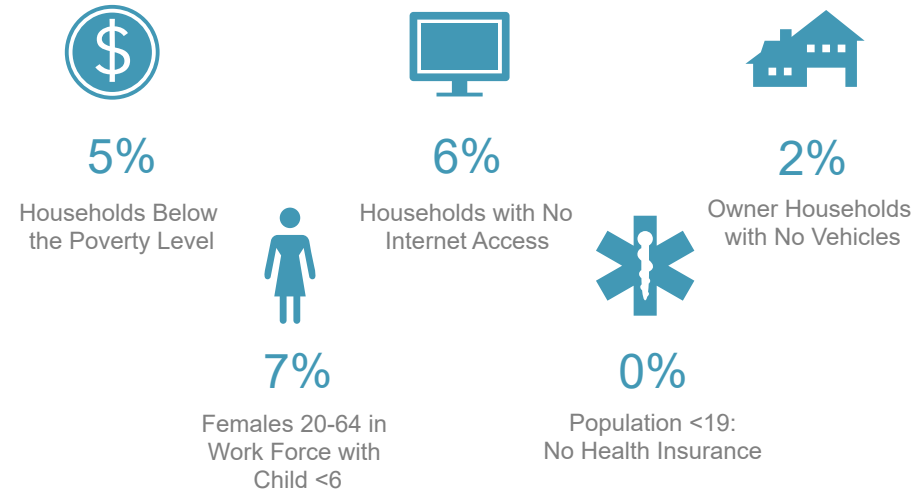
## EMPLOYMENT (2022 Esri)



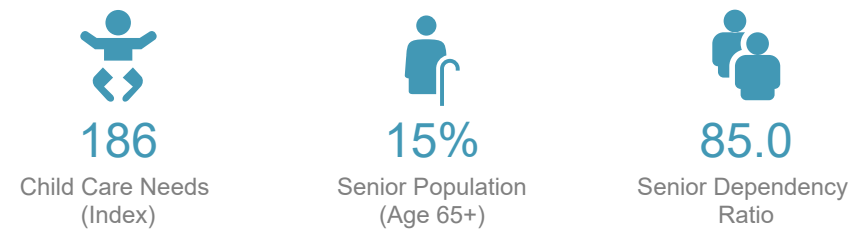
## BUSINESS (2022 Esri)



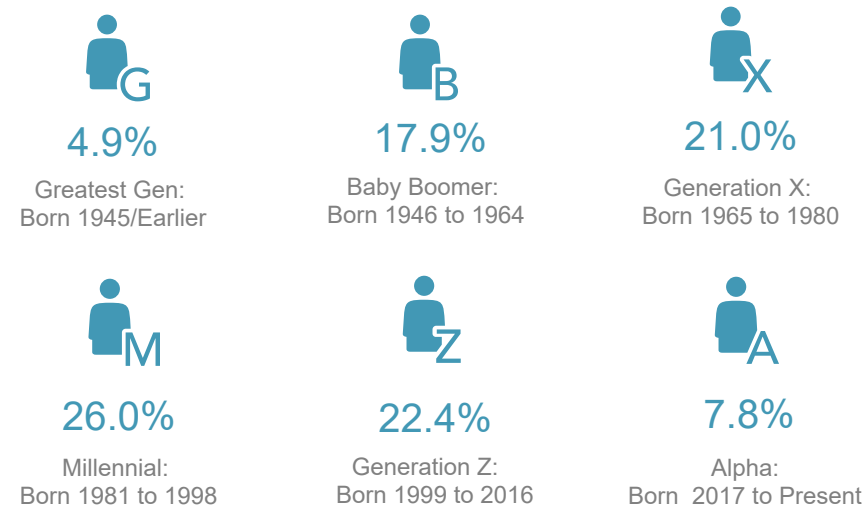
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



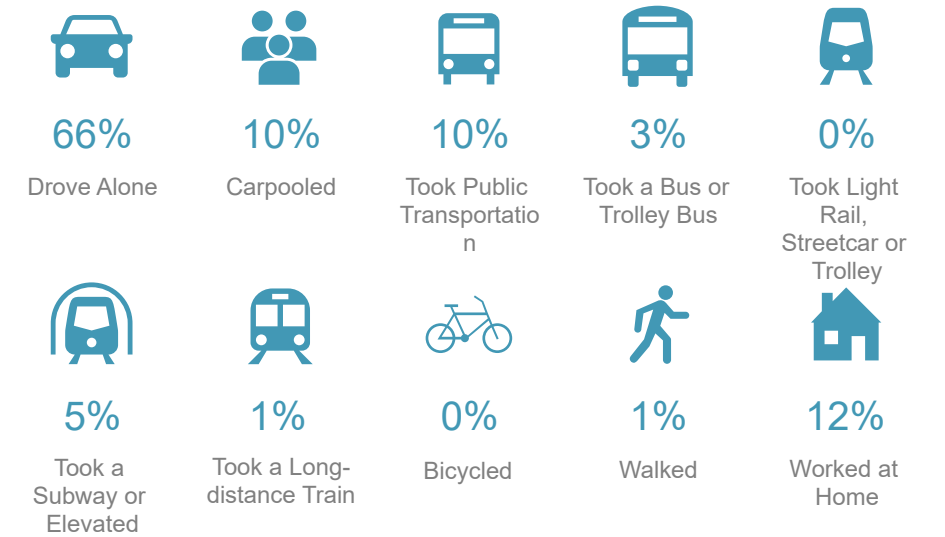
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$200,000+ (29.9%)

The smallest group: \$15,000 - \$24,999 (2.5%)

Indicator ▲	Value	Diff
<\$15,000	3.2%	-3.2%
\$15,000 - \$24,999	2.5%	-1.7%
\$25,000 - \$34,999	2.7%	-1.4%
\$35,000 - \$49,999	4.6%	-1.2%
\$50,000 - \$74,999	9.1%	-1.6%
\$75,000 - \$99,999	9.5%	-0.3%
\$100,000 - \$149,999	20.5%	+1.9%
\$150,000 - \$199,999	18.0%	+3.1%
\$200,000+	29.9%	+4.4%

Bars show deviation from Alameda County

# Race, Ethnicity, and Language Profile

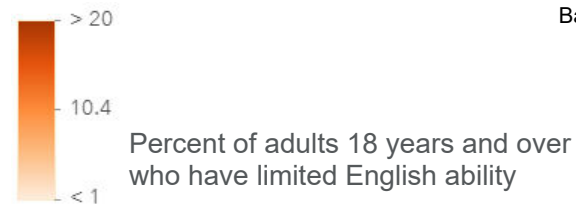
Union City 10-Minute Drive Time

## Race and Ethnicity

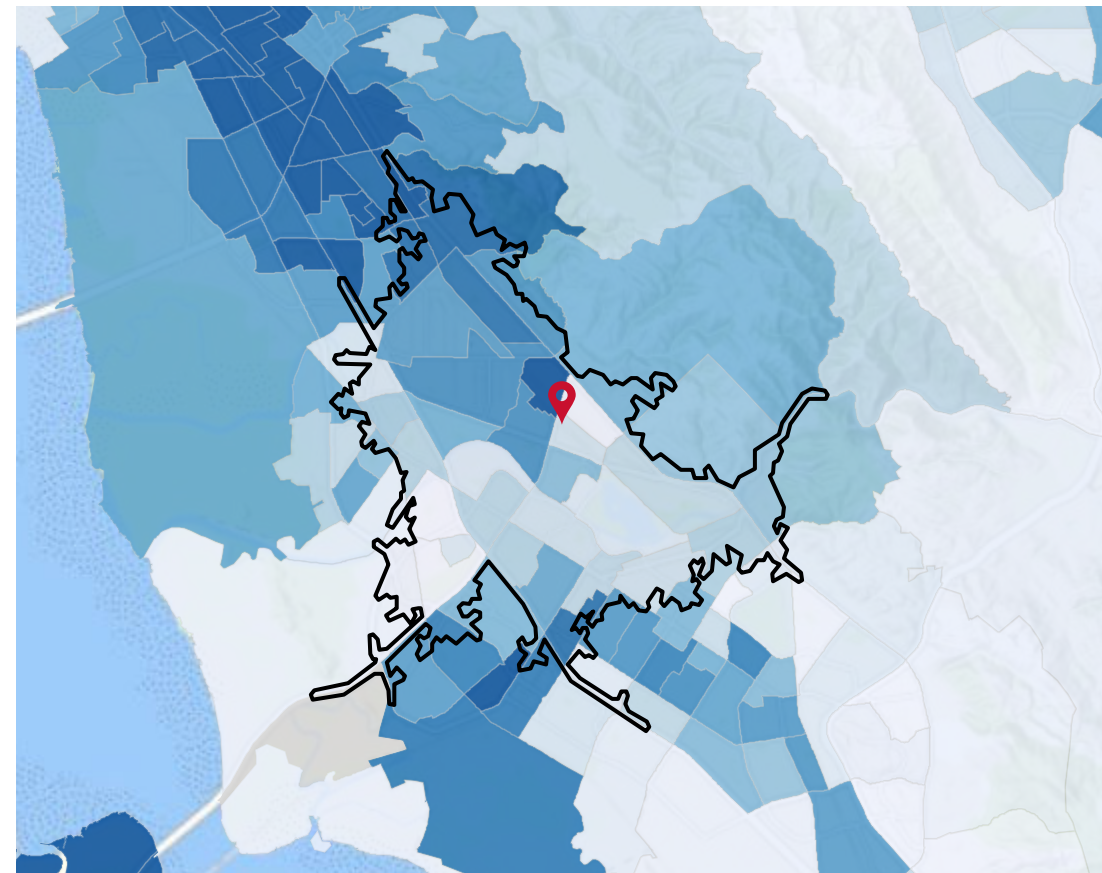
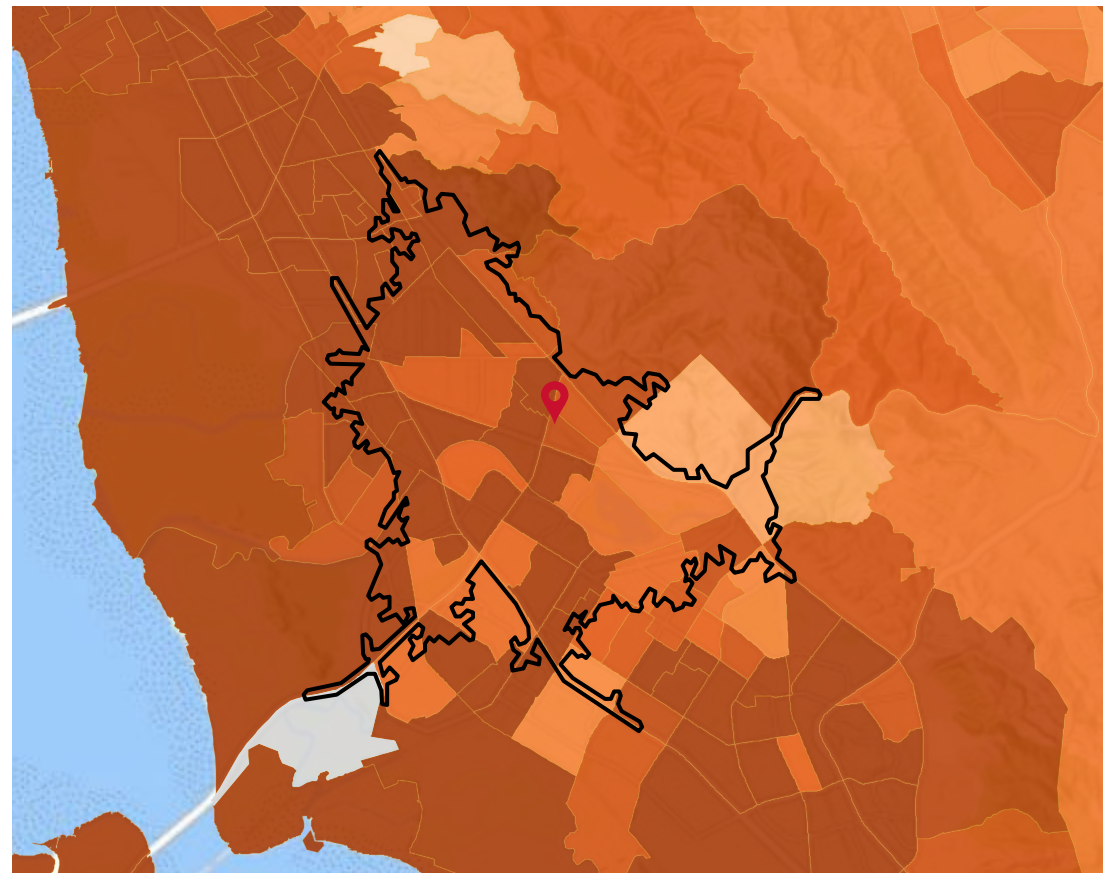
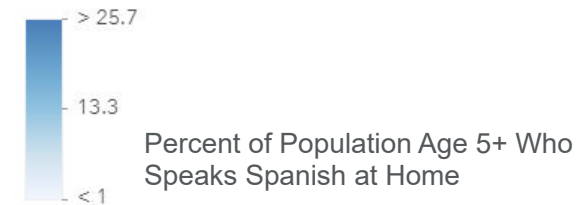
The largest group: Asian Alone (54.86)

The smallest group: American Indian/Alaska Native Alone (1.00)

Indicator ▲	Value	Diff
White Alone	17.69	-12.65
Black Alone	4.02	-5.57
American Indian/Alaska Native Alone	1.00	-0.20
Asian Alone	54.86	+21.47
Pacific Islander Alone	1.07	+0.23
Other Race	11.49	-1.86
Two or More Races	9.88	-1.42
Hispanic Origin (Any Race)	20.73	-2.50



Bars show deviation from Alameda County



## SPANISH ACTIVITIES



5%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.16%
Speak Spanish & English Not Well	1.15%
Speak Indo-European & No English	0.06%
Speak Indo-European & English Not Well	0.70%
Speak Asian-Pacific Island & No English	0.47%
Speak Asian-Pacific Island & English Not Well	2.15%
Speak Other Language & No English	0.02%
Speak Other Language & English Not Well	0.03%

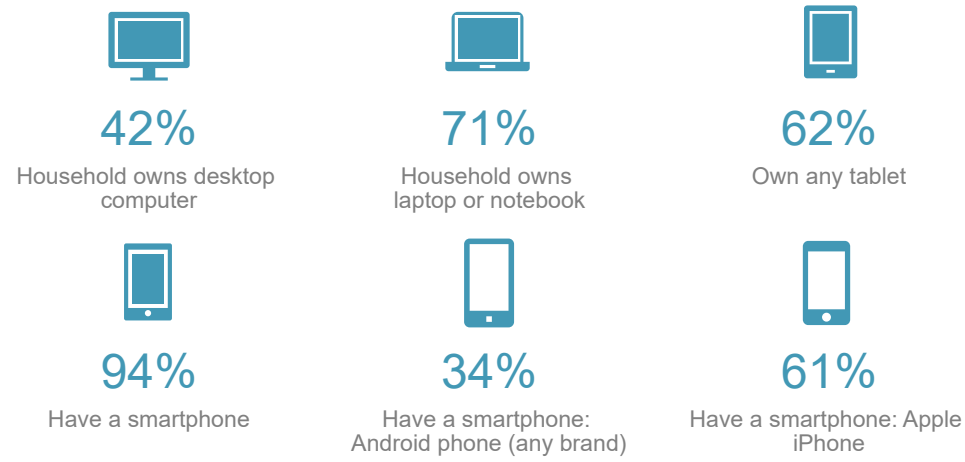
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.05%
Speak Spanish & English Not Well	0.29%
Speak Indo-European & No English	0.27%
Speak Indo-European & English Not Well	0.33%
Speak Asian-Pacific Island & No English	0.73%
Speak Asian-Pacific Island & English Not Well	1.37%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

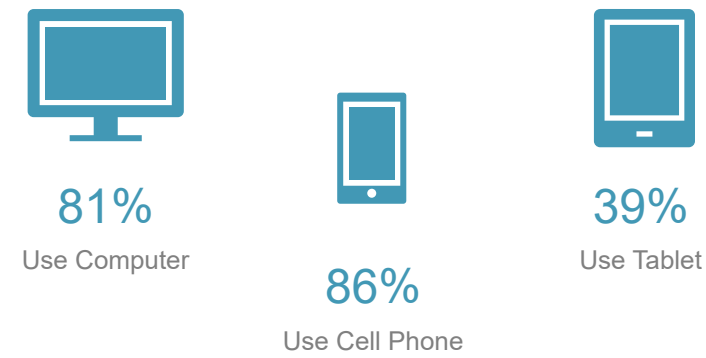
# Digital Usage Profile

Union City 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

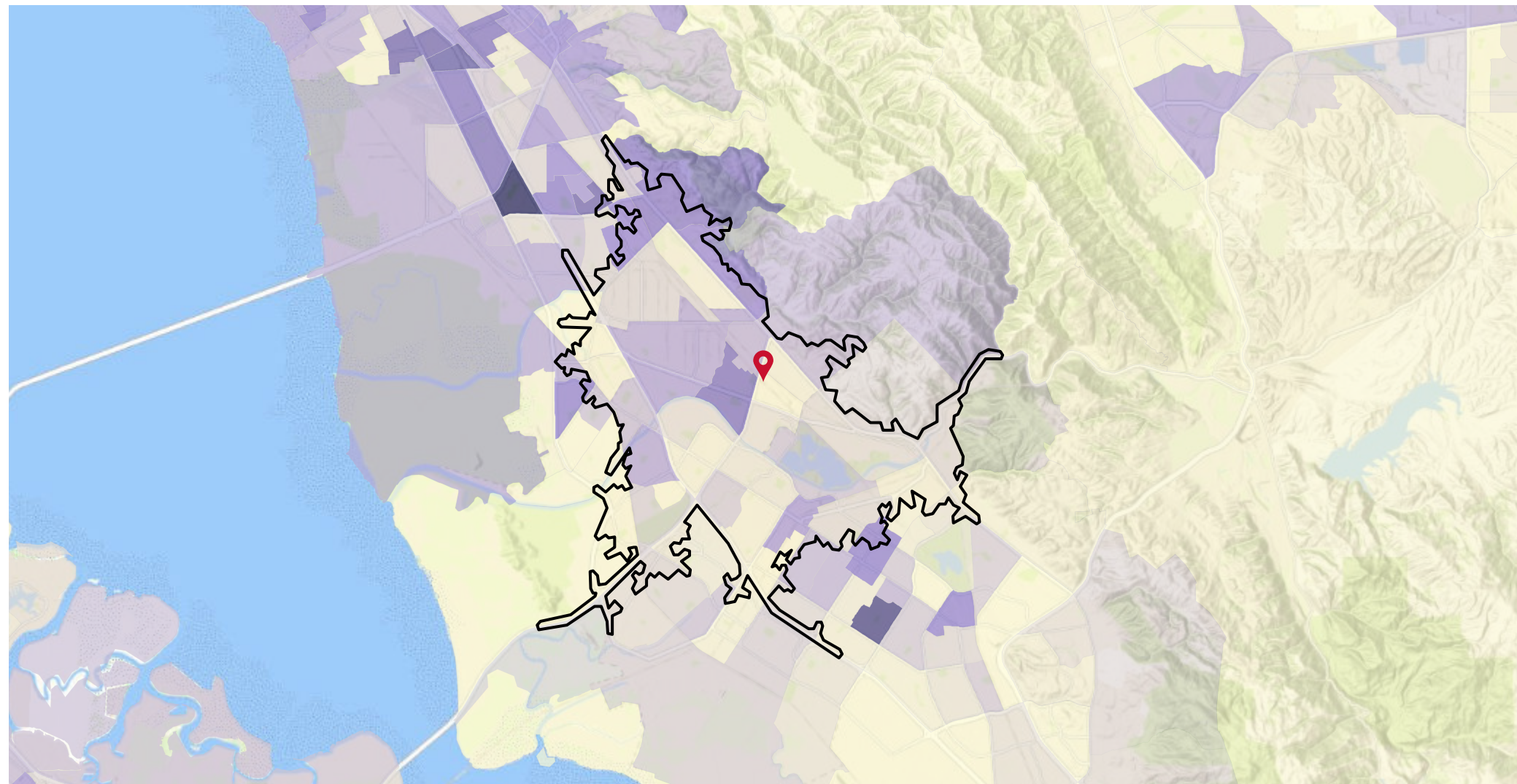


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	97%
Connect to Internet at home via cable modem (%)	46%
Connect to Internet at home via DSL (%)	7%
Connect to Internet at home via fiber optic (%)	24%
Access Internet at home via high speed connection (%)	94%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	15%
Watched TV program online (%)	23%
Used Spanish language website in last app (%)	5%
Facebook.com (%)	61%
Instagram.com (%)	44%
Linkedin.com (%)	18%
Tumblr.com (%)	2%
Twitter.com (%)	21%
Youtube.com (%)	59%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	9%
Search engine: google.com (%)	88%
Search engine: yahoo.com (%)	19%



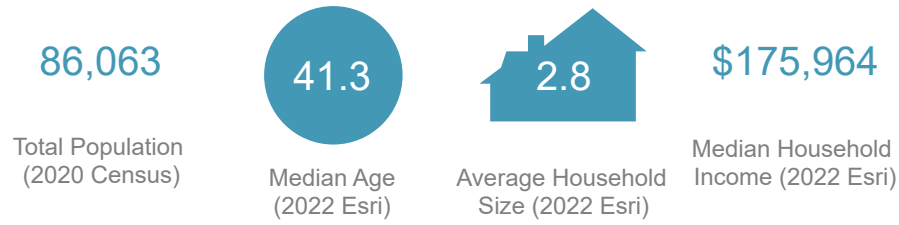
## Percent of Households with No Internet Access



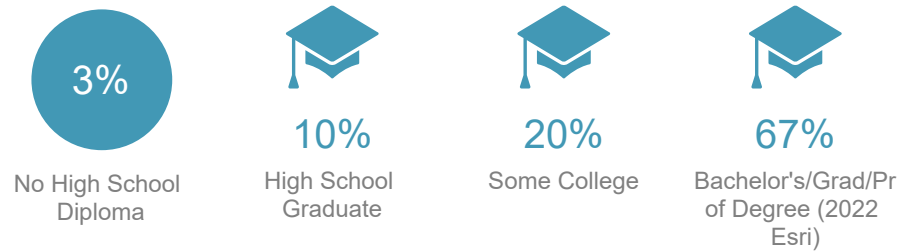
# Demographic and Socioeconomic Profile

Pleasanton 10-Minute Drive Time

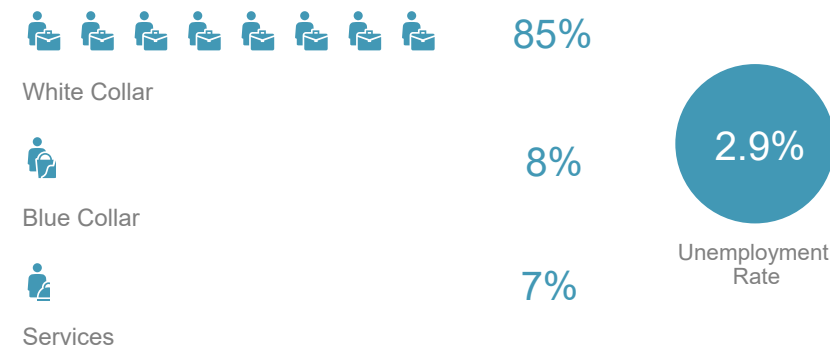
## KEY FACTS



## EDUCATION (2022 Esri)



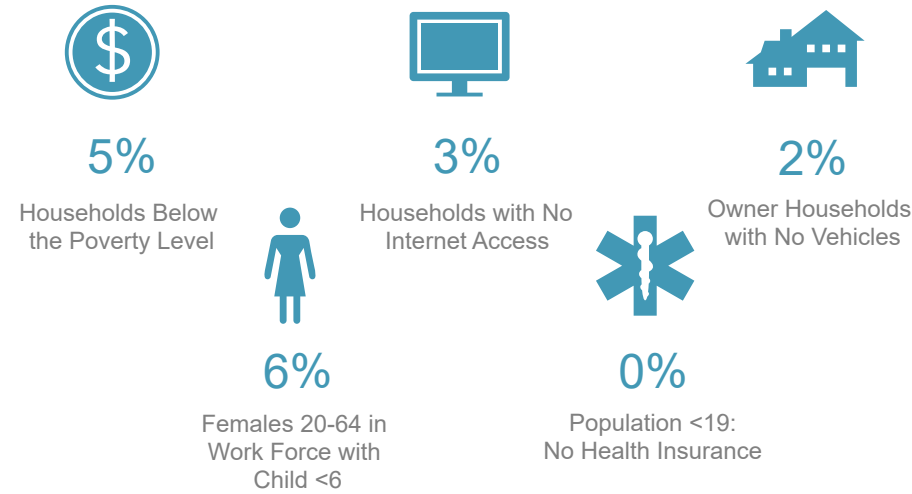
## EMPLOYMENT (2022 Esri)



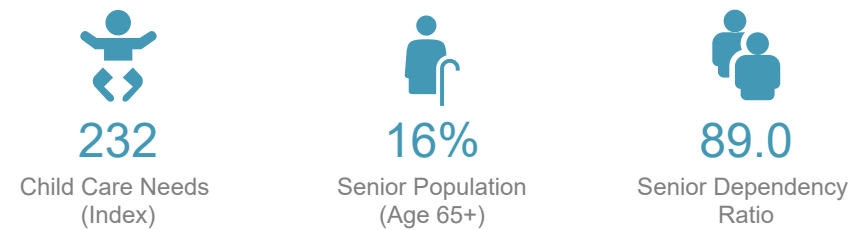
## BUSINESS (2022 Esri)



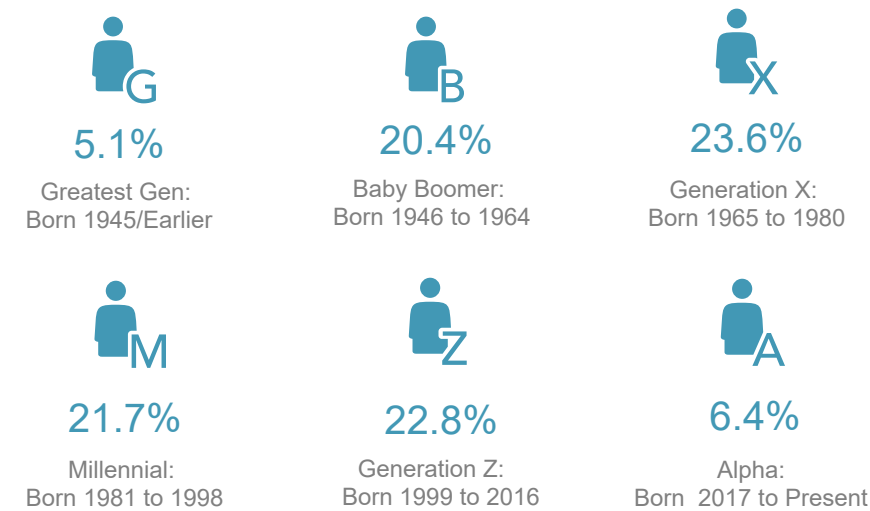
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



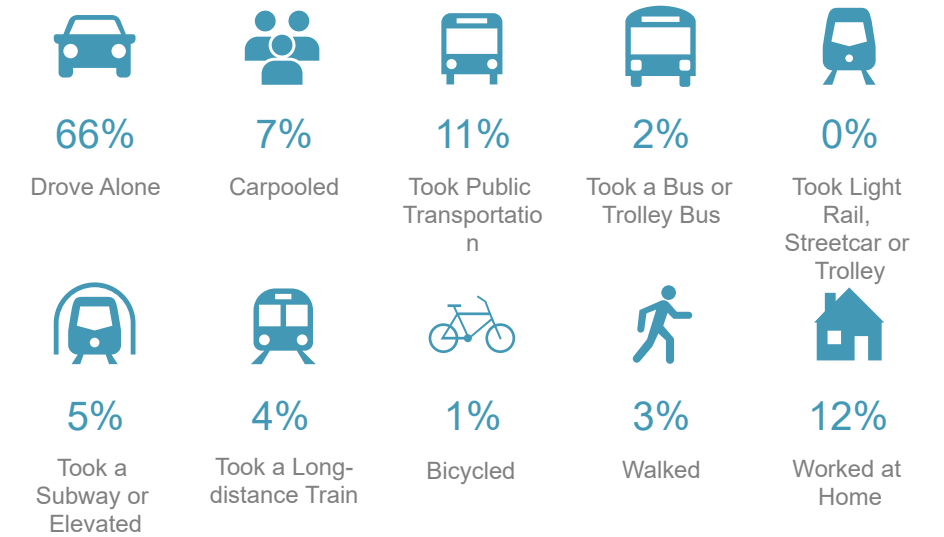
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$200,000+ (42.7%)

The smallest group: \$25,000 - \$34,999 (1.8%)

Indicator ▲	Value	Diff
<\$15,000	2.5%	-3.9%
\$15,000 - \$24,999	2.5%	-1.7%
\$25,000 - \$34,999	1.8%	-2.3%
\$35,000 - \$49,999	3.0%	-2.8%
\$50,000 - \$74,999	5.1%	-5.6%
\$75,000 - \$99,999	7.5%	-2.3%
\$100,000 - \$149,999	16.7%	-1.9%
\$150,000 - \$199,999	18.3%	+3.4%
\$200,000+	42.7%	+17.2%

Bars show deviation from Alameda County



# Race, Ethnicity, and Language Profile

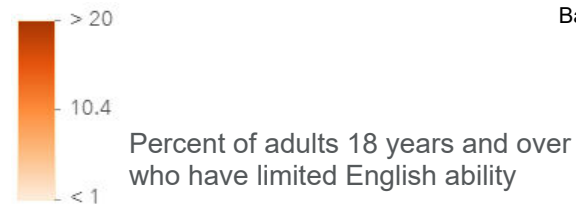
Pleasanton 10-Minute Drive Time

## Race and Ethnicity

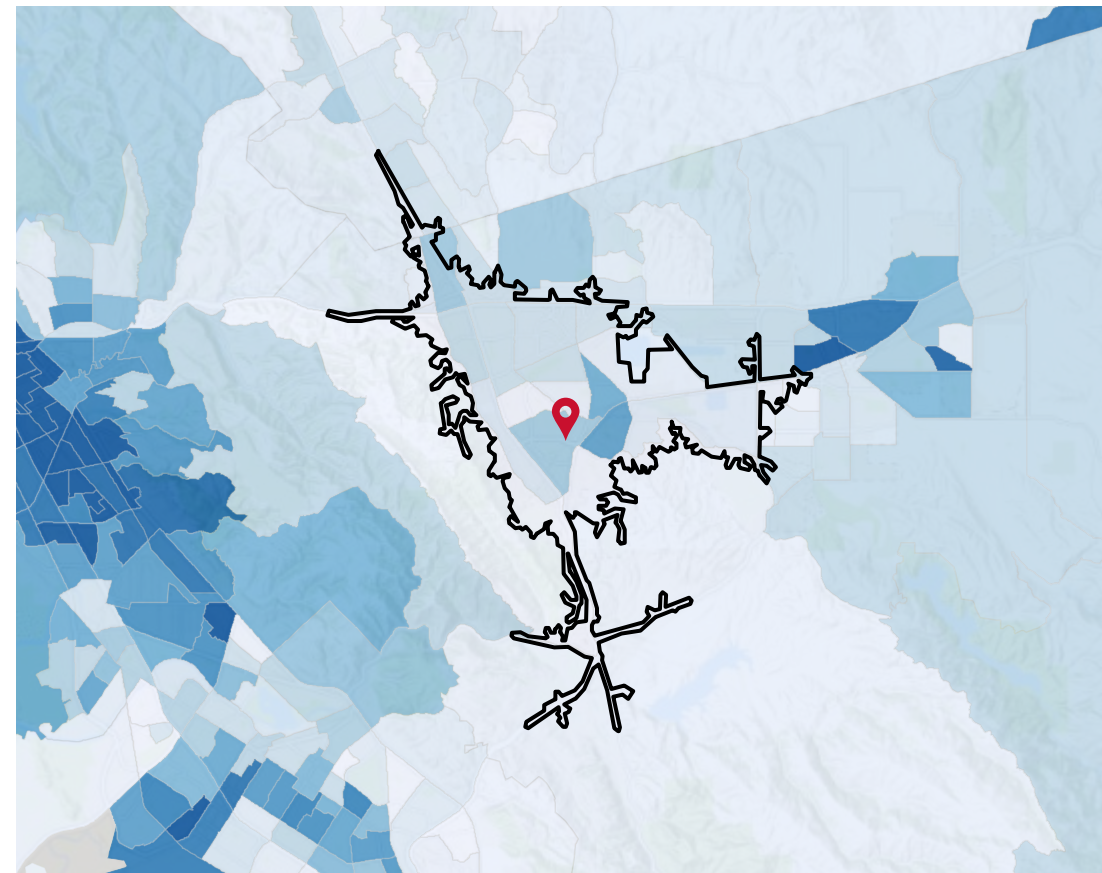
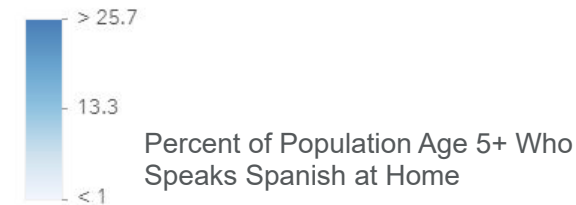
The largest group: White Alone (43.45)

The smallest group: Pacific Islander Alone (0.20)

Indicator ▲	Value	Diff
White Alone	43.45	+13.11
Black Alone	2.01	-7.58
American Indian/Alaska Native Alone	0.41	-0.79
Asian Alone	39.78	+6.39
Pacific Islander Alone	0.20	-0.64
Other Race	4.25	-9.10
Two or More Races	9.89	-1.41
Hispanic Origin (Any Race)	11.23	-12.00



Bars show deviation from Alameda County



## SPANISH ACTIVITIES



3%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.15%
Speak Spanish & English Not Well	0.28%
Speak Indo-European & No English	0.24%
Speak Indo-European & English Not Well	0.27%
Speak Asian-Pacific Island & No English	0.17%
Speak Asian-Pacific Island & English Not Well	1.42%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

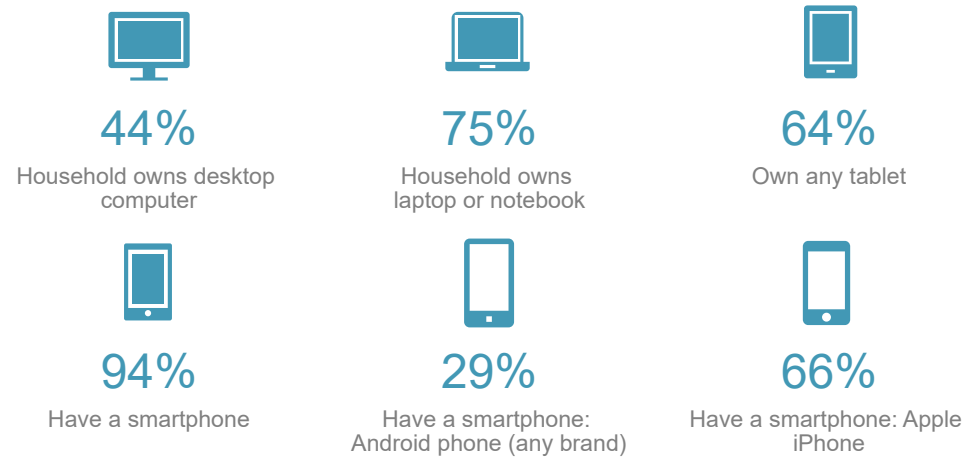
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.01%
Speak Spanish & English Not Well	0.05%
Speak Indo-European & No English	0.02%
Speak Indo-European & English Not Well	0.27%
Speak Asian-Pacific Island & No English	0.38%
Speak Asian-Pacific Island & English Not Well	0.86%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.01%

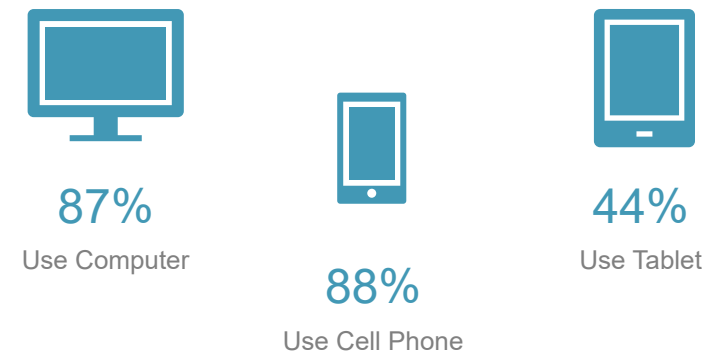
# Digital Usage Profile

Pleasanton 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

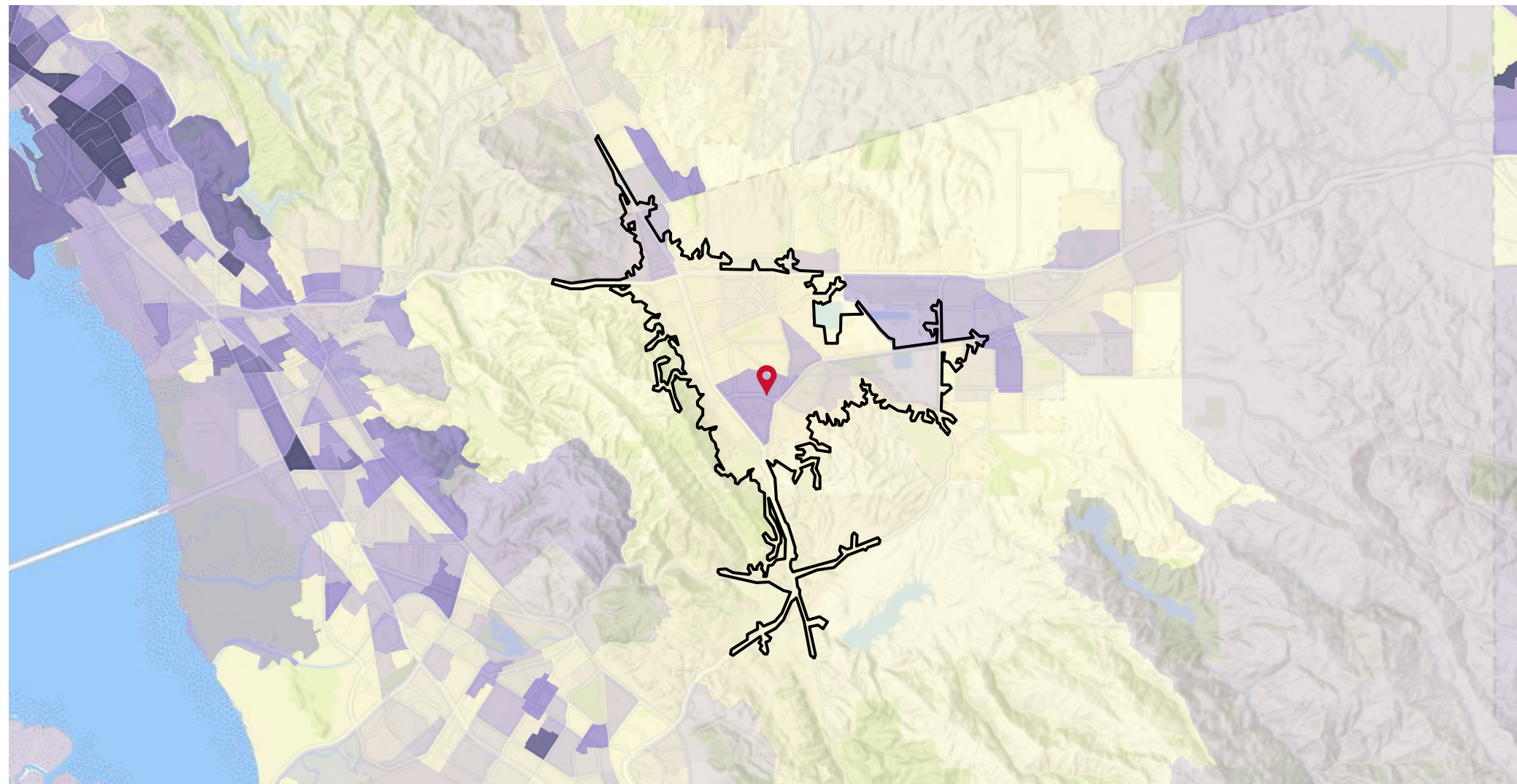


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	98%
Connect to Internet at home via cable modem (%)	48%
Connect to Internet at home via DSL (%)	7%
Connect to Internet at home via fiber optic (%)	27%
Access Internet at home via high speed connection (%)	96%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	15%
Watched TV program online (%)	26%
Used Spanish language website in last app (%)	3%
Facebook.com (%)	63%
Instagram.com (%)	43%
Linkedin.com (%)	23%
Tumblr.com (%)	2%
Twitter.com (%)	21%
Youtube.com (%)	58%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	10%
Search engine: google.com (%)	90%
Search engine: yahoo.com (%)	18%



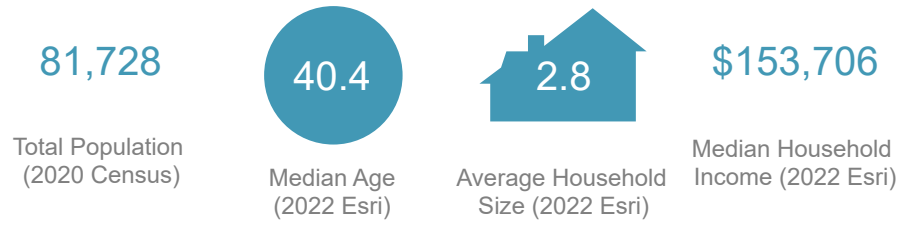
## Percent of Households with No Internet Access



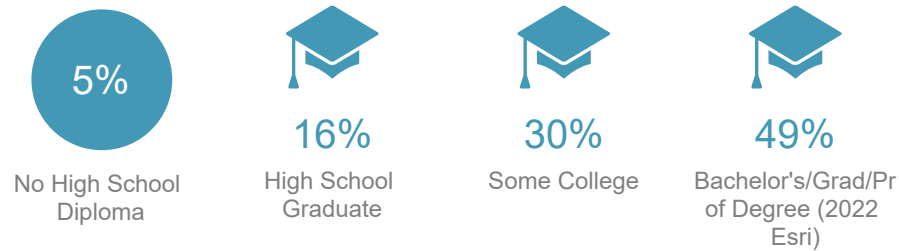
# Demographic and Socioeconomic Profile

Livermore 10-Minute Drive Time

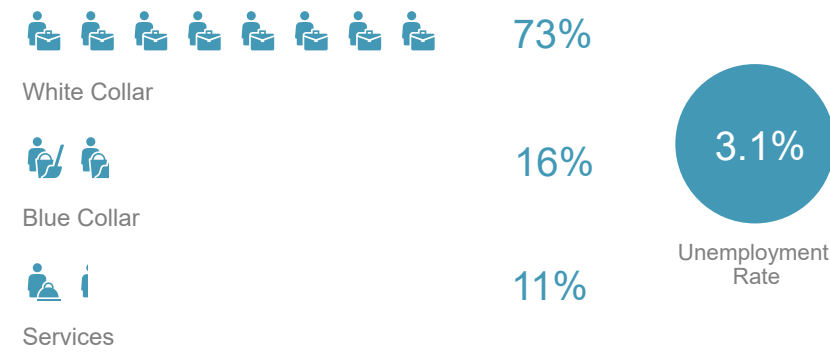
## KEY FACTS



## EDUCATION (2022 Esri)



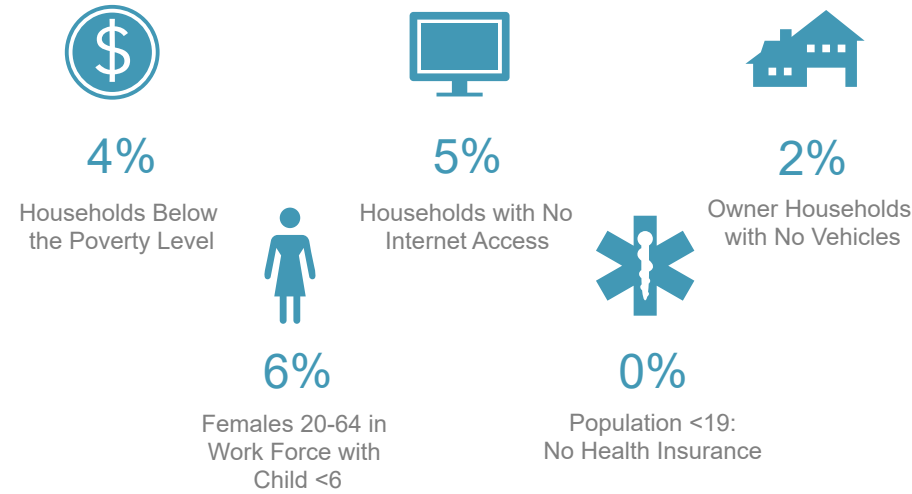
## EMPLOYMENT (2022 Esri)



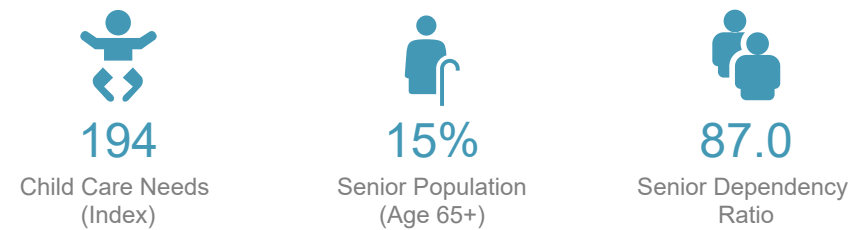
## BUSINESS (2022 Esri)



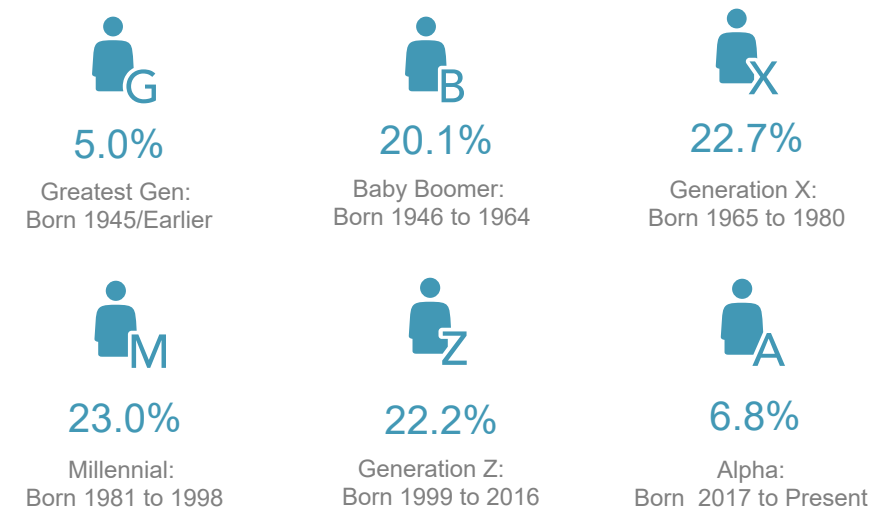
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



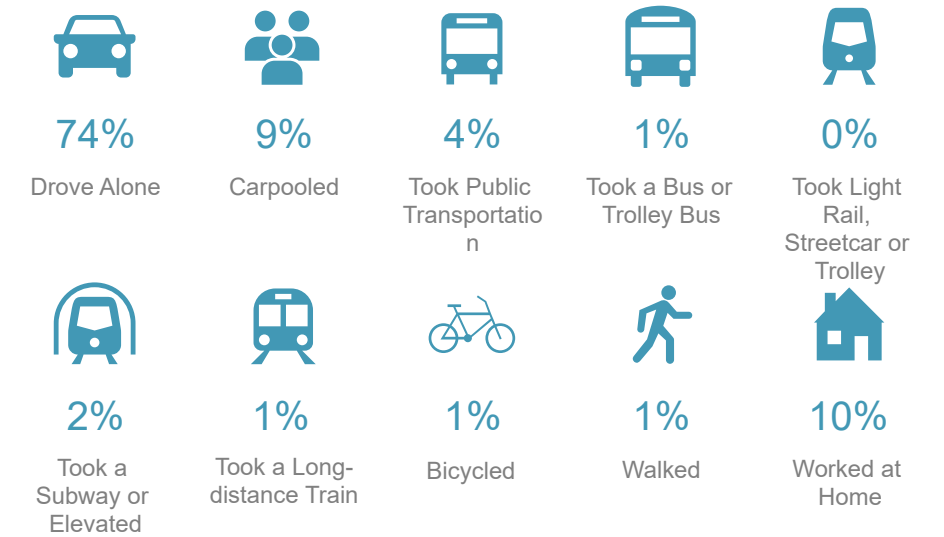
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$200,000+ (32.6%)

The smallest group: \$15,000 - \$24,999 (2.2%)

Indicator ▲	Value	Diff
<\$15,000	2.6%	-3.8%
\$15,000 - \$24,999	2.2%	-2.0%
\$25,000 - \$34,999	2.4%	-1.7%
\$35,000 - \$49,999	4.8%	-1.0%
\$50,000 - \$74,999	8.6%	-2.1%
\$75,000 - \$99,999	8.3%	-1.5%
\$100,000 - \$149,999	19.0%	+0.4%
\$150,000 - \$199,999	19.4%	+4.5%
\$200,000+	32.6%	+7.1%

Bars show deviation from Alameda County

# Race, Ethnicity, and Language Profile

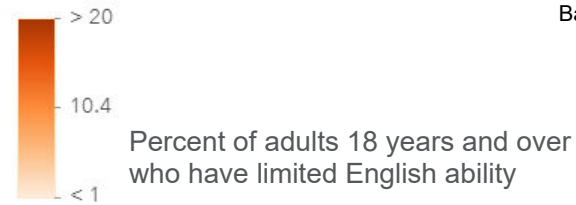
Livermore 10-Minute Drive Time

## Race and Ethnicity

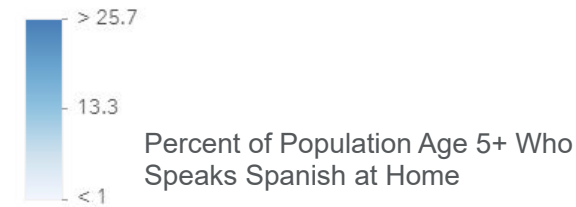
The largest group: White Alone (59.34)

The smallest group: Pacific Islander Alone (0.28)

Indicator ▲	Value	Diff
White Alone	59.34	+29.00
Black Alone	1.93	-7.66
American Indian/Alaska Native Alone	0.88	-0.32
Asian Alone	14.32	-19.07
Pacific Islander Alone	0.28	-0.56
Other Race	8.97	-4.38
Two or More Races	14.28	+2.98
Hispanic Origin (Any Race)	21.90	-1.33



Bars show deviation from Alameda County



## SPANISH ACTIVITIES



4%

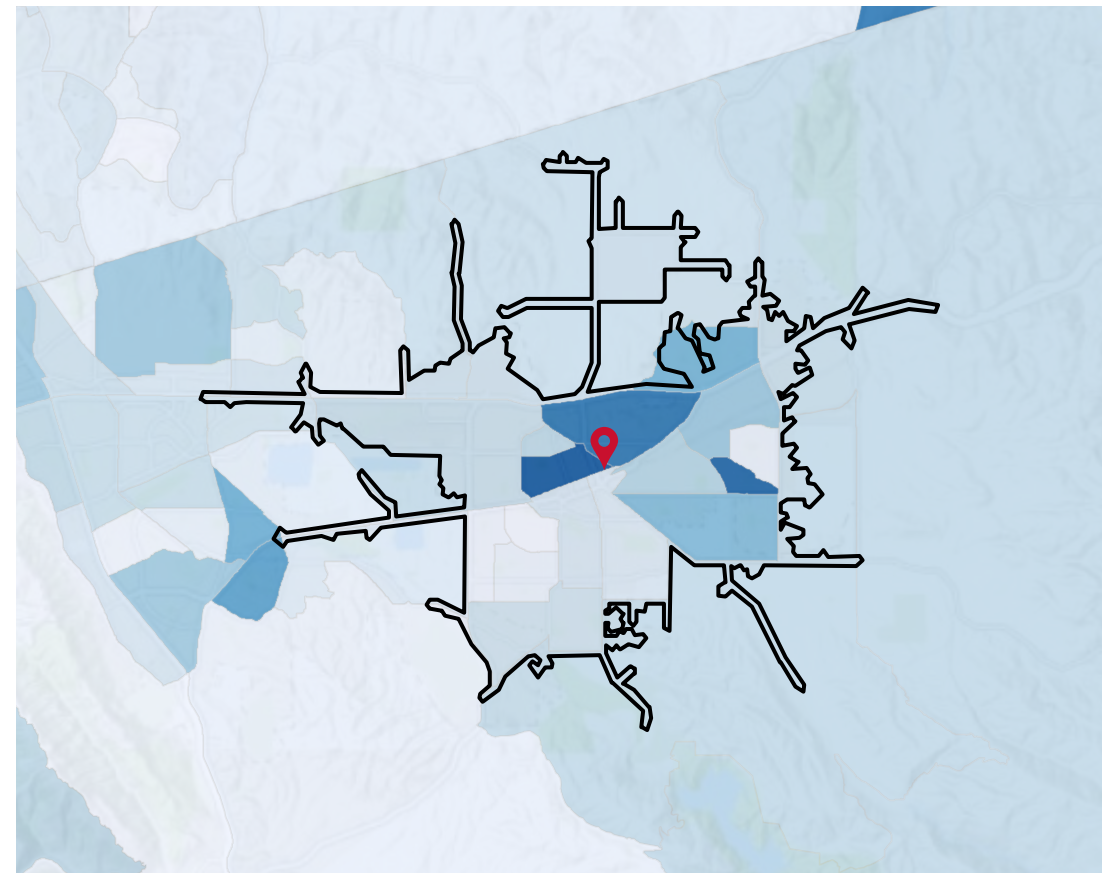
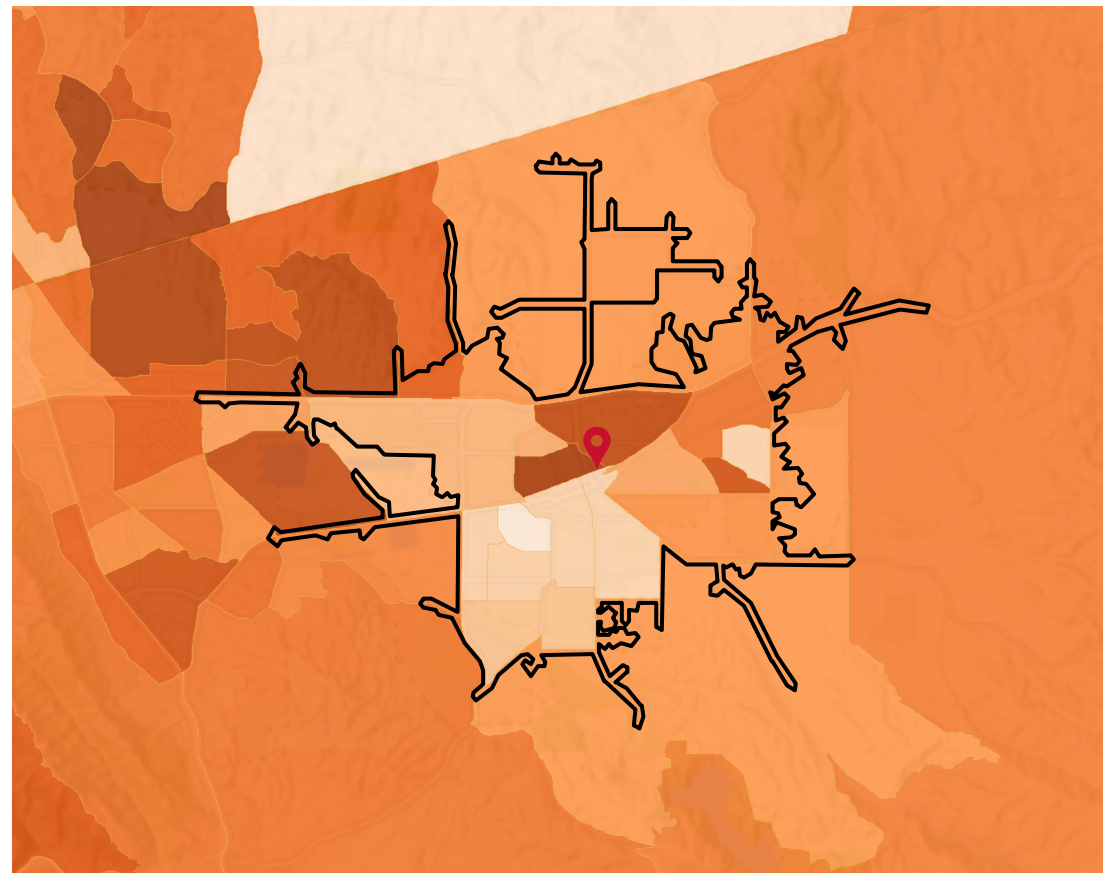
Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.51%
Speak Spanish & English Not Well	1.68%
Speak Indo-European & No English	0.01%
Speak Indo-European & English Not Well	0.05%
Speak Asian-Pacific Island & No English	0.20%
Speak Asian-Pacific Island & English Not Well	0.17%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

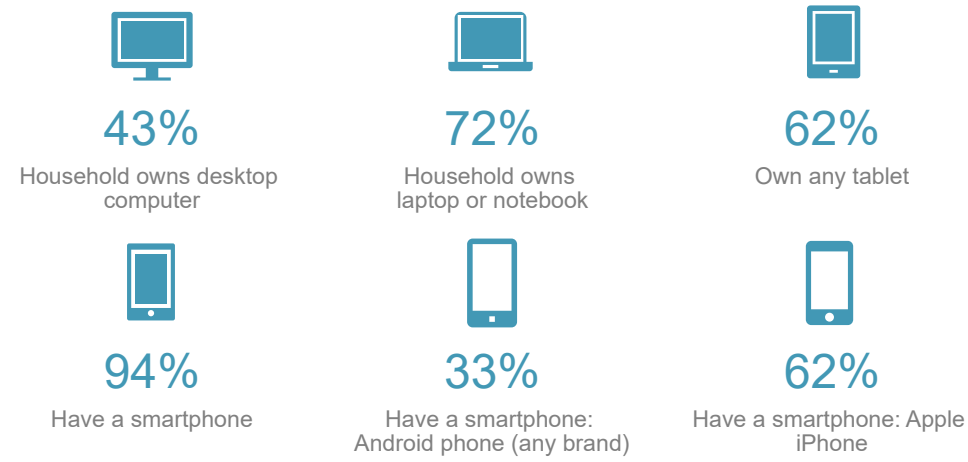
Speak Spanish & No English	0.08%
Speak Spanish & English Not Well	0.22%
Speak Indo-European & No English	0.04%
Speak Indo-European & English Not Well	0.18%
Speak Asian-Pacific Island & No English	0.16%
Speak Asian-Pacific Island & English Not Well	0.12%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.01%



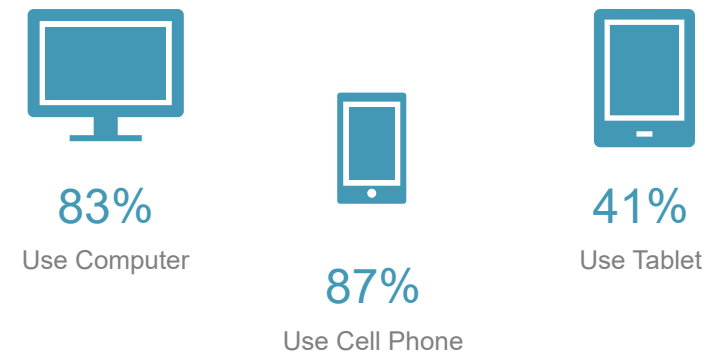
# Digital Usage Profile

Livermore 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

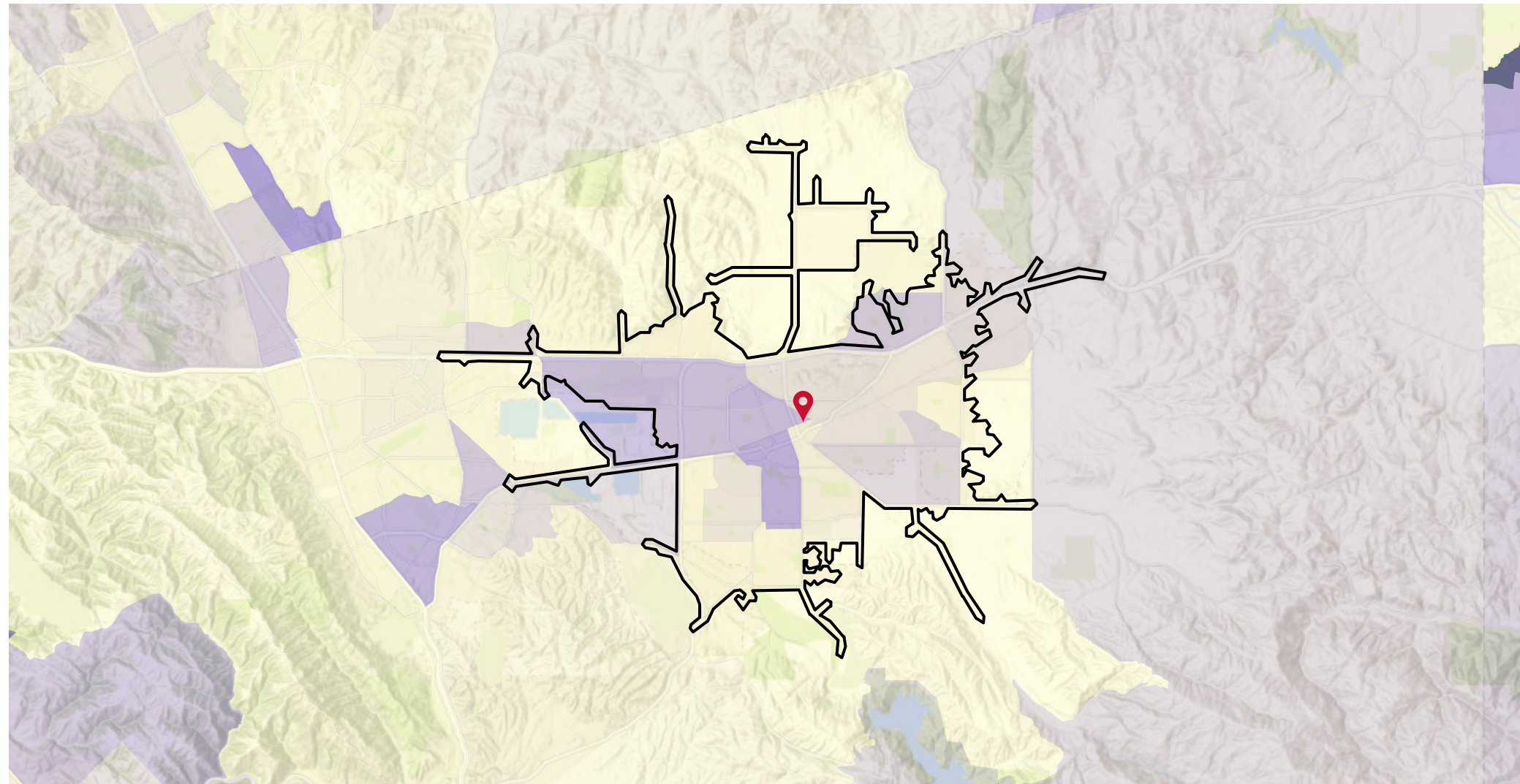


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	97%
Connect to Internet at home via cable modem (%)	48%
Connect to Internet at home via DSL (%)	7%
Connect to Internet at home via fiber optic (%)	24%
Access Internet at home via high speed connection (%)	95%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	14%
Watched TV program online (%)	23%
Used Spanish language website in last app (%)	4%
Facebook.com (%)	64%
Instagram.com (%)	43%
Linkedin.com (%)	19%
Tumblr.com (%)	2%
Twitter.com (%)	20%
Youtube.com (%)	57%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	9%
Search engine: google.com (%)	88%
Search engine: yahoo.com (%)	18%



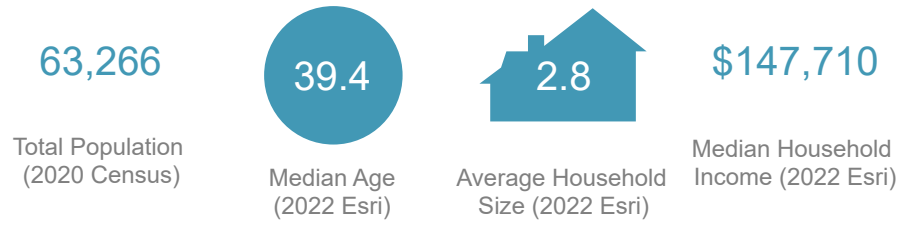
Percent of Households with No Internet Access



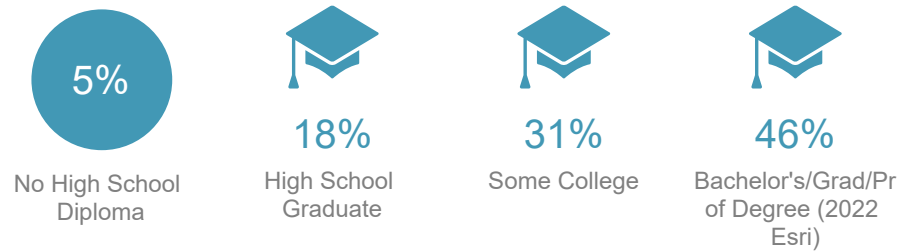
# Demographic and Socioeconomic Profile

Vasco 10-Minute Drive Time

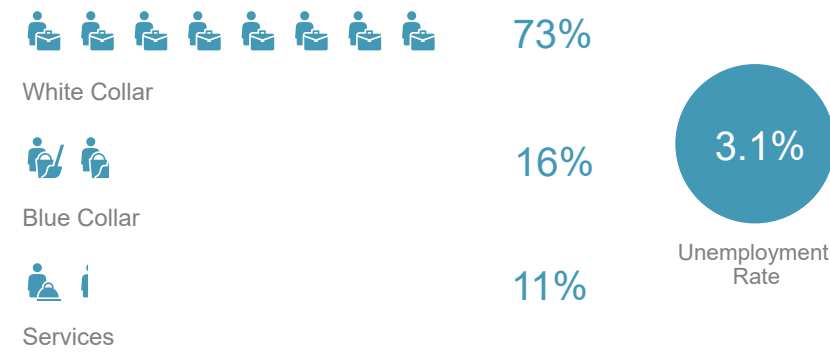
## KEY FACTS



## EDUCATION (2022 Esri)



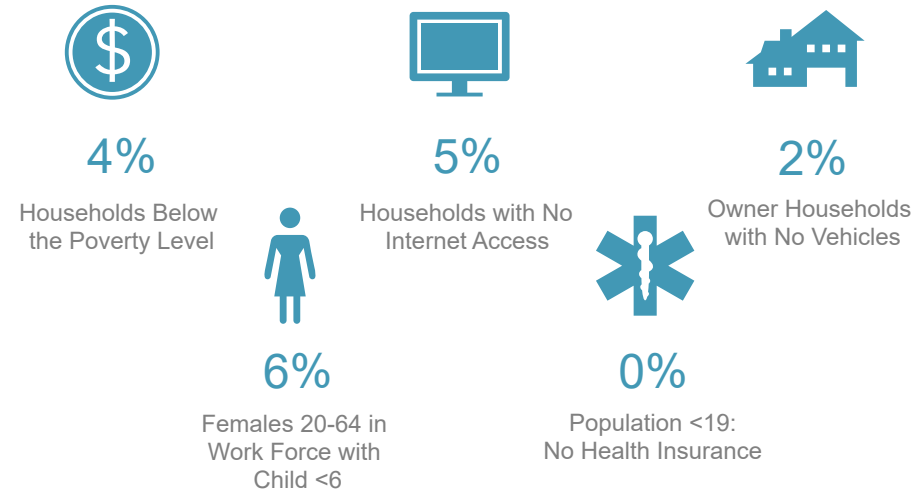
## EMPLOYMENT (2022 Esri)



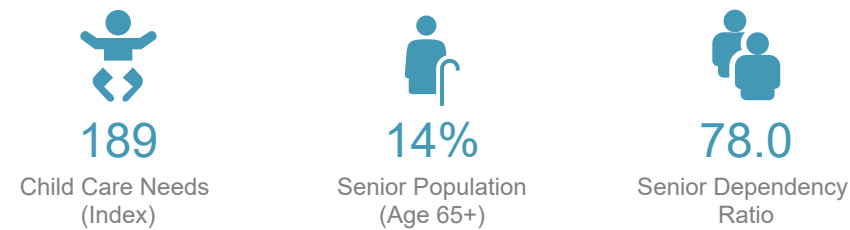
## BUSINESS (2022 Esri)



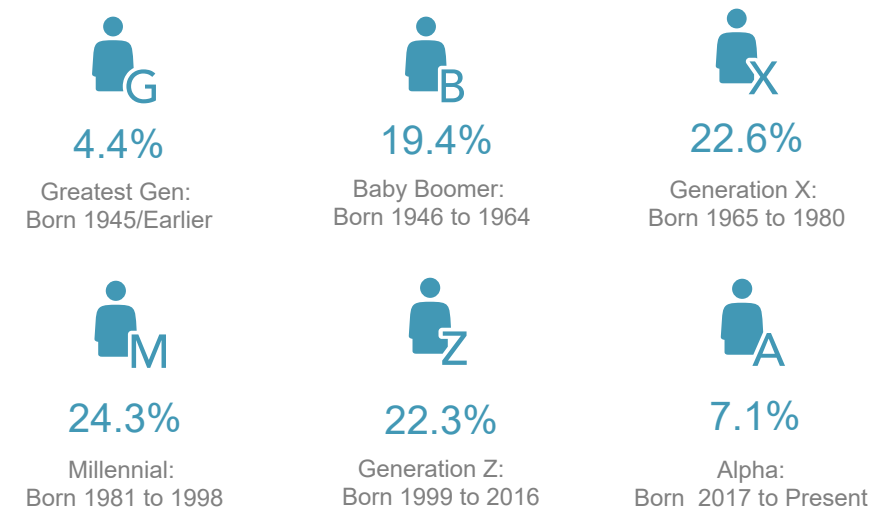
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



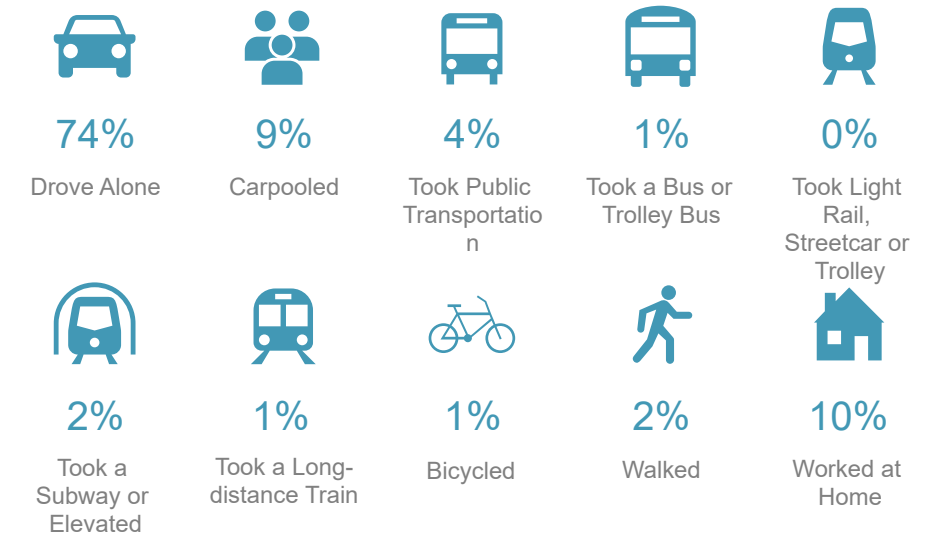
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$200,000+ (30.4%)

The smallest group: \$15,000 - \$24,999 (2.3%)

Indicator ▲	Value	Diff
<\$15,000	3.0%	-3.4%
\$15,000 - \$24,999	2.3%	-1.9%
\$25,000 - \$34,999	2.5%	-1.6%
\$35,000 - \$49,999	5.0%	-0.8%
\$50,000 - \$74,999	8.9%	-1.8%
\$75,000 - \$99,999	8.8%	-1.0%
\$100,000 - \$149,999	20.0%	+1.4%
\$150,000 - \$199,999	19.0%	+4.1%
\$200,000+	30.4%	+4.9%

Bars show deviation from Alameda County

# Race, Ethnicity, and Language Profile

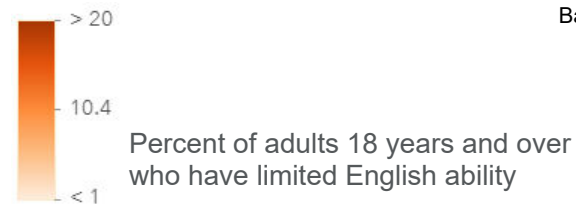
## Vasco 10-Minute Drive Time

### Race and Ethnicity

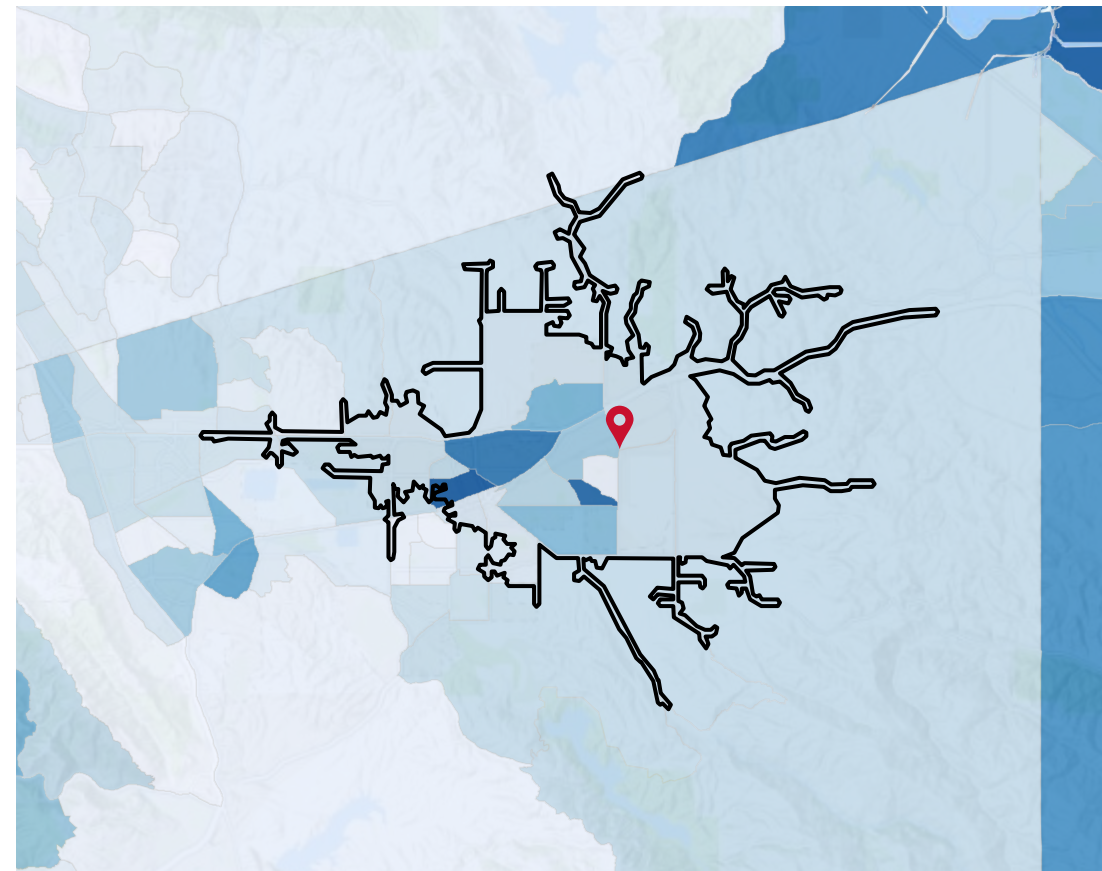
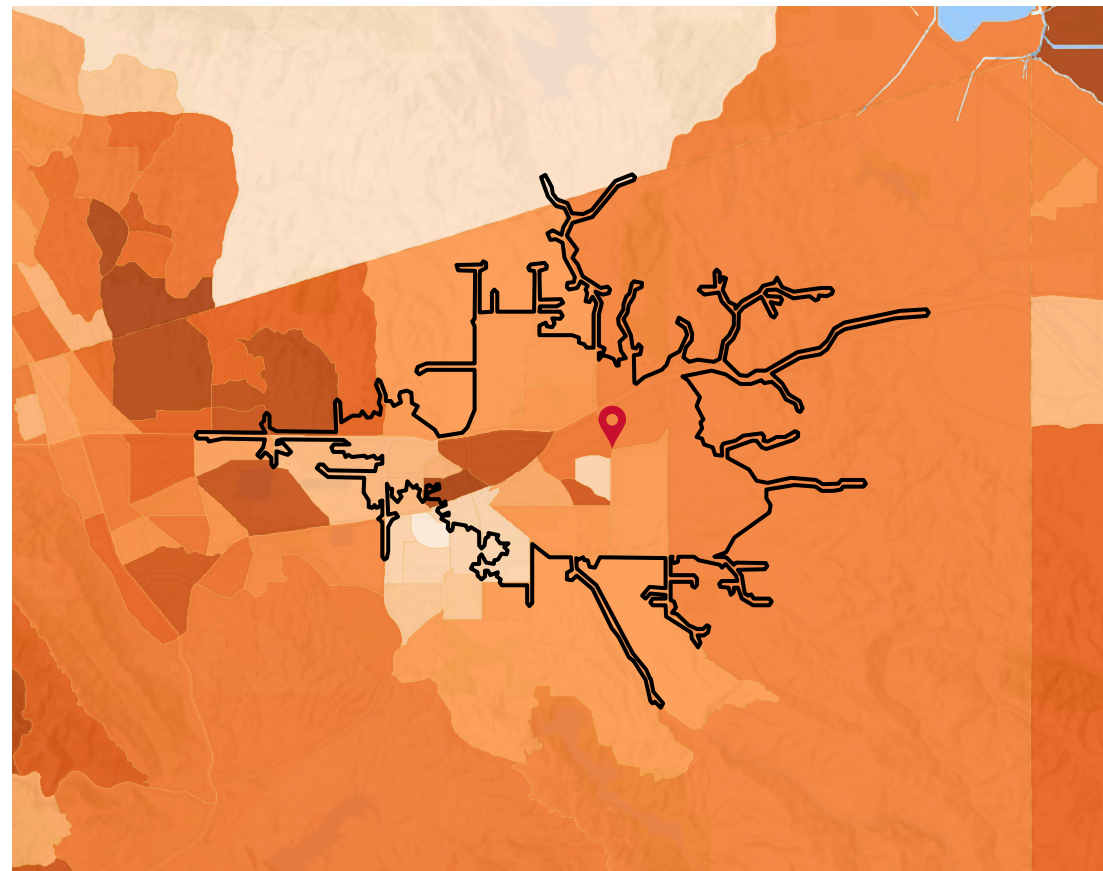
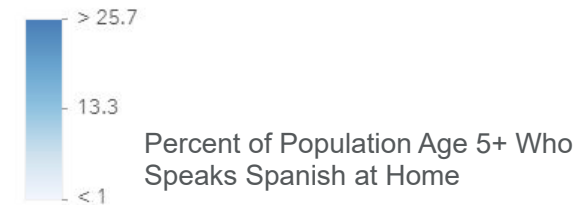
The largest group: White Alone (56.61)

The smallest group: Pacific Islander Alone (0.28)

Indicator ▲	Value	Diff
White Alone	56.61	+26.27
Black Alone	2.20	-7.39
American Indian/Alaska Native Alone	0.97	-0.23
Asian Alone	15.37	-18.02
Pacific Islander Alone	0.28	-0.56
Other Race	10.08	-3.27
Two or More Races	14.48	+3.18
Hispanic Origin (Any Race)	23.45	+0.22



Bars show deviation from Alameda County



### SPANISH ACTIVITIES



4%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

### LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	0.55%
Speak Spanish & English Not Well	2.01%
Speak Indo-European & No English	0.01%
Speak Indo-European & English Not Well	0.06%
Speak Asian-Pacific Island & No English	0.18%
Speak Asian-Pacific Island & English Not Well	0.24%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

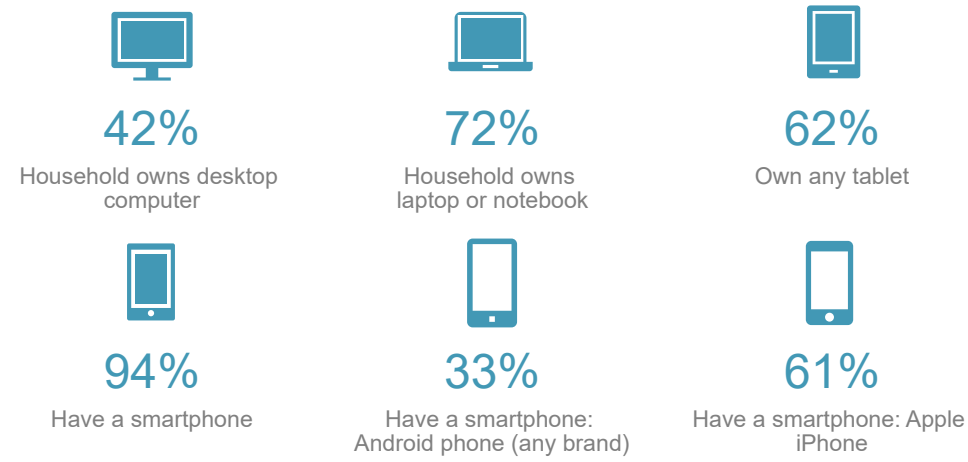
### LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	0.09%
Speak Spanish & English Not Well	0.25%
Speak Indo-European & No English	0.06%
Speak Indo-European & English Not Well	0.16%
Speak Asian-Pacific Island & No English	0.20%
Speak Asian-Pacific Island & English Not Well	0.15%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.01%

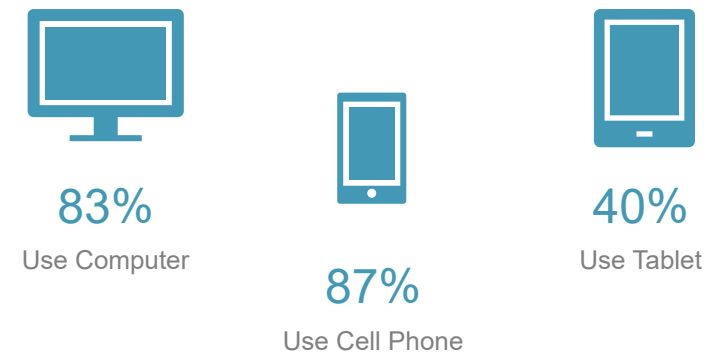
# Digital Usage Profile

Vasco 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

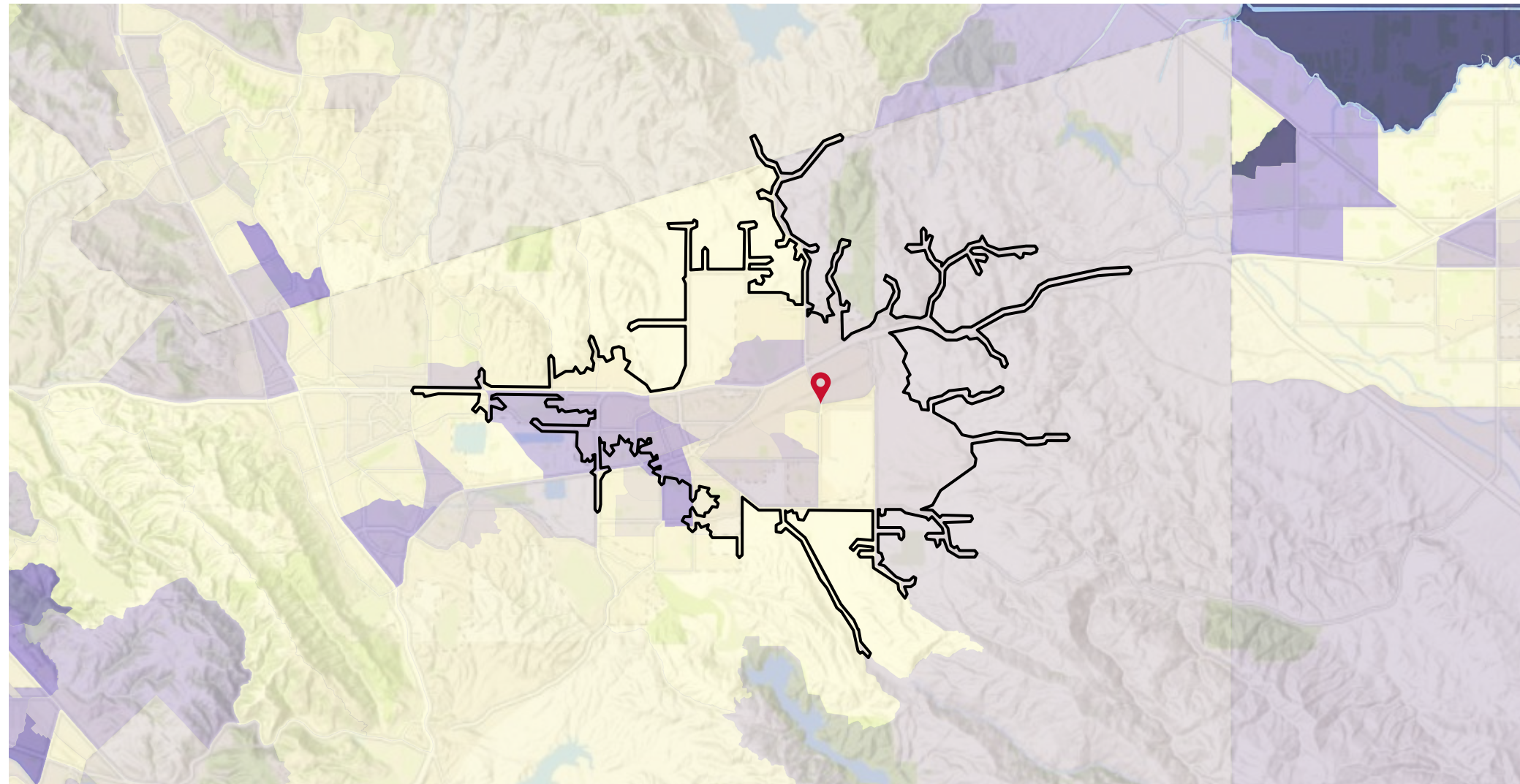


## INTERNET CONNECTIVITY (2022 Esri)

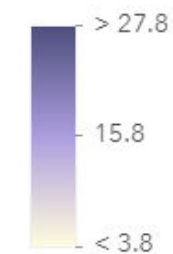
	HH %
Have access to Internet at home (%)	97%
Connect to Internet at home via cable modem (%)	48%
Connect to Internet at home via DSL (%)	8%
Connect to Internet at home via fiber optic (%)	24%
Access Internet at home via high speed connection (%)	95%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	14%
Watched TV program online (%)	23%
Used Spanish language website in last app (%)	4%
Facebook.com (%)	64%
Instagram.com (%)	43%
Linkedin.com (%)	19%
Tumblr.com (%)	2%
Twitter.com (%)	20%
Youtube.com (%)	57%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	9%
Search engine: google.com (%)	88%
Search engine: yahoo.com (%)	18%



### Percent of Households with No Internet Access

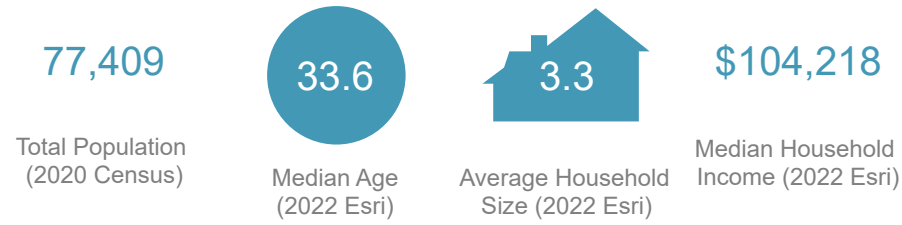




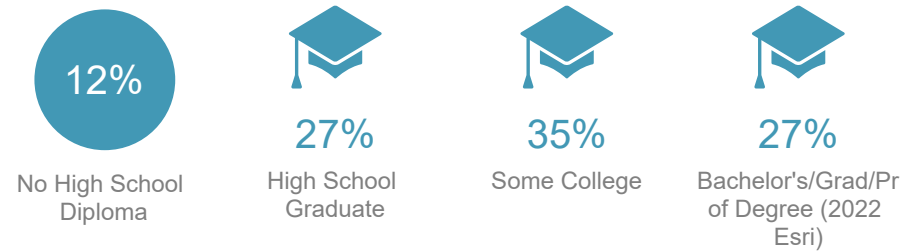
# Demographic and Socioeconomic Profile

Tracy 10-Minute Drive Time

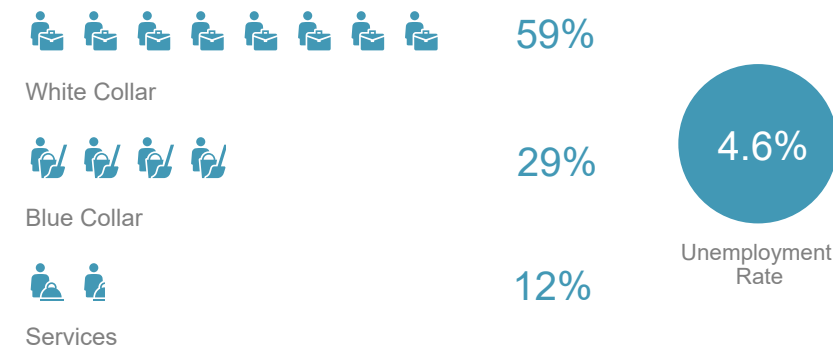
## KEY FACTS



## EDUCATION (2022 Esri)



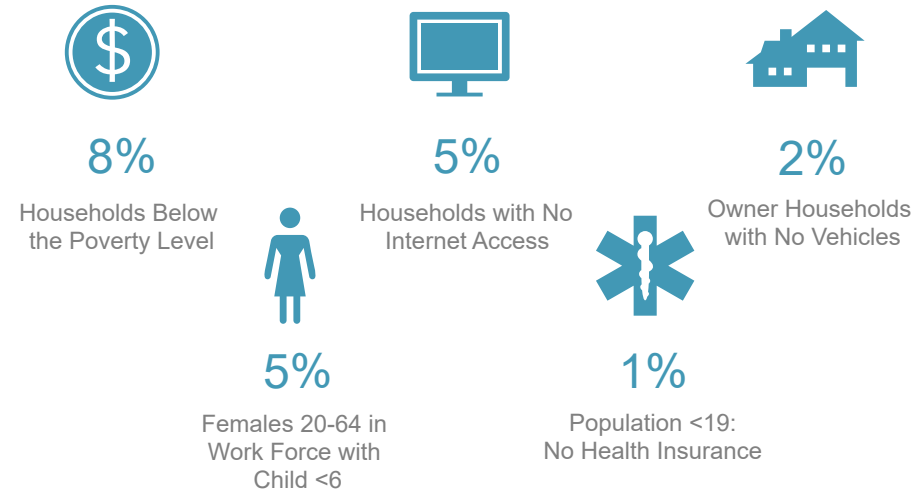
## EMPLOYMENT (2022 Esri)



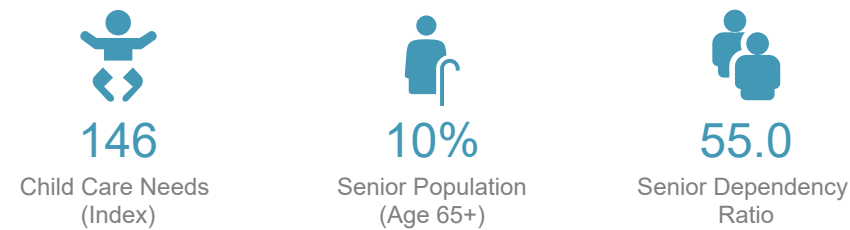
## BUSINESS (2022 Esri)



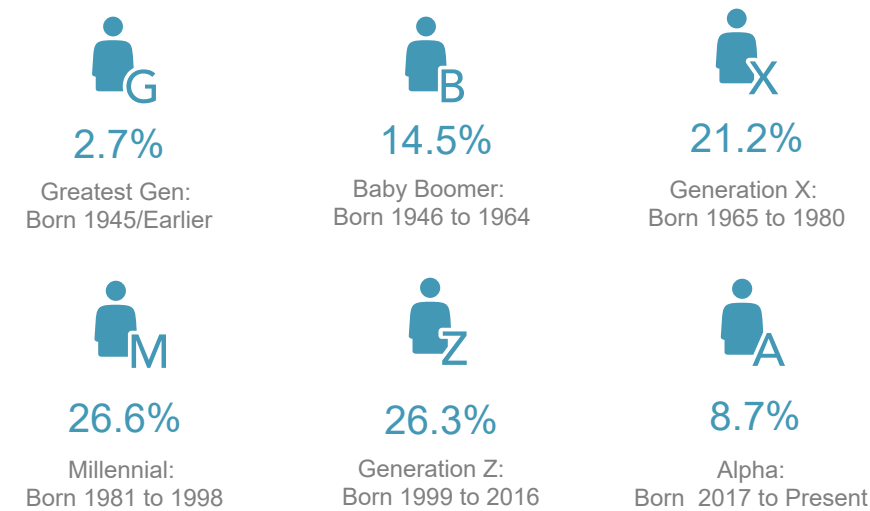
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



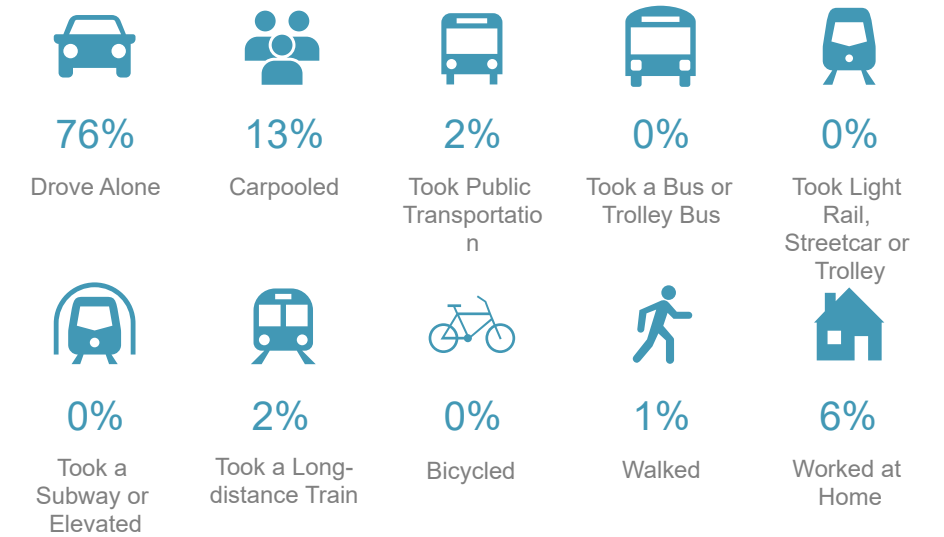
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (23.5%)  
The smallest group: <\$15,000 (3.0%)

Indicator ▲	Value	Diff
<\$15,000	3.0%	-3.7%
\$15,000 - \$24,999	3.5%	-3.4%
\$25,000 - \$34,999	3.3%	-4.1%
\$35,000 - \$49,999	7.1%	-3.0%
\$50,000 - \$74,999	14.7%	-3.4%
\$75,000 - \$99,999	15.4%	+2.8%
\$100,000 - \$149,999	23.5%	+5.2%
\$150,000 - \$199,999	16.4%	+5.8%
\$200,000+	13.2%	+3.8%

Bars show deviation from San Joaquin County

# Race, Ethnicity, and Language Profile

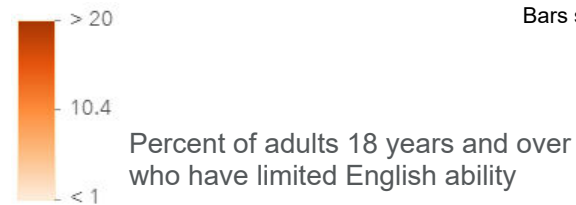
Tracy 10-Minute Drive Time

## Race and Ethnicity

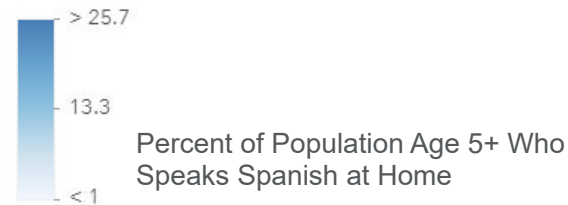
The largest group: Hispanic Origin (Any Race) (37.59)

The smallest group: Pacific Islander Alone (1.02)

Indicator ▲	Value	Diff
White Alone	34.86	+1.37
Black Alone	6.34	-1.39
American Indian/Alaska Native Alone	1.32	-0.26
Asian Alone	21.16	+2.66
Pacific Islander Alone	1.02	+0.30
Other Race	18.64	-4.87
Two or More Races	16.65	+2.18
Hispanic Origin (Any Race)	37.59	-4.12



Bars show deviation from San Joaquin County



## SPANISH ACTIVITIES



5%

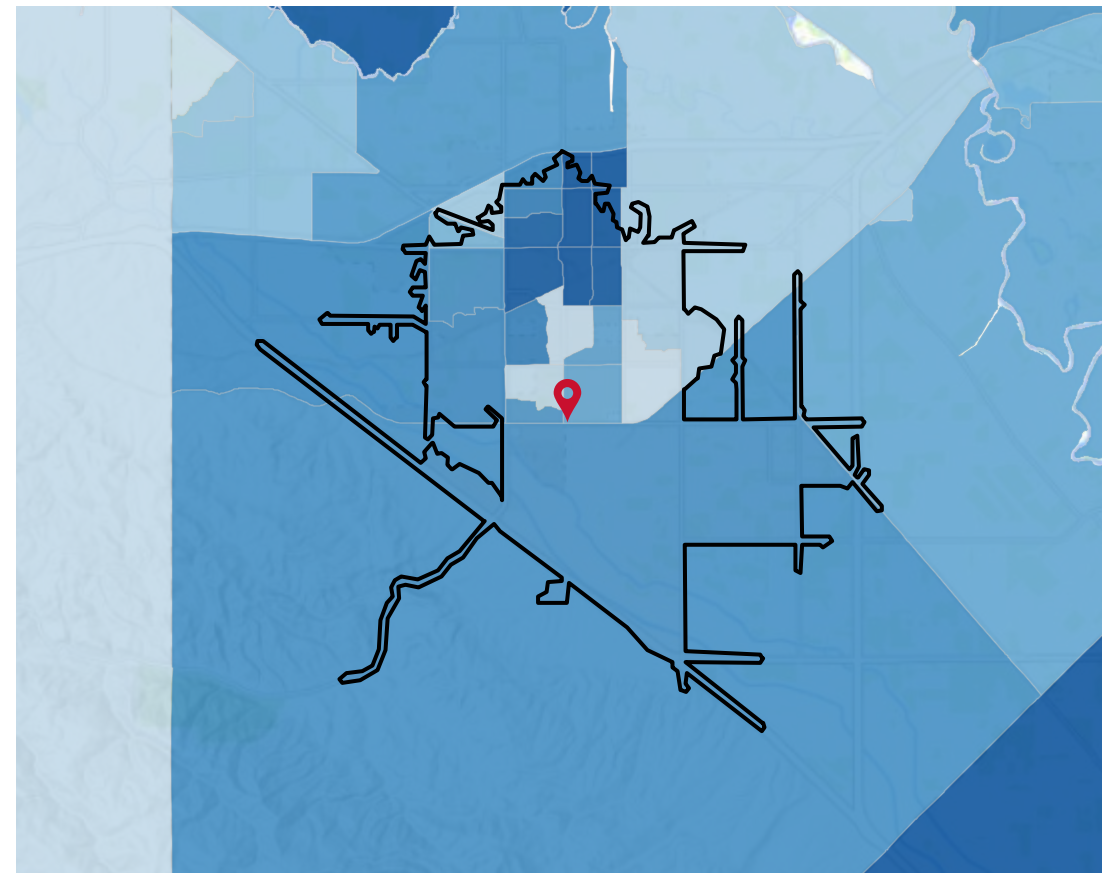
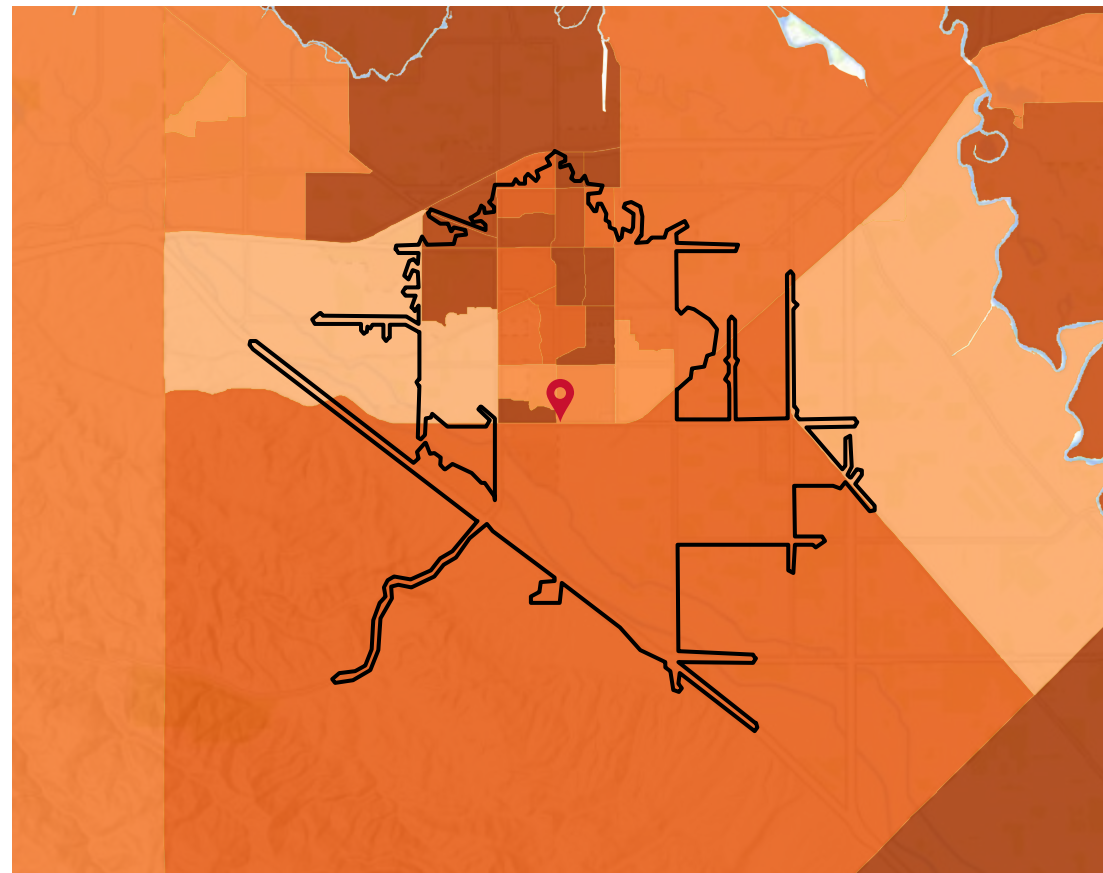
Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.71%
Speak Spanish & English Not Well	2.30%
Speak Indo-European & No English	0.17%
Speak Indo-European & English Not Well	0.33%
Speak Asian-Pacific Island & No English	0.09%
Speak Asian-Pacific Island & English Not Well	1.16%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.01%

## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

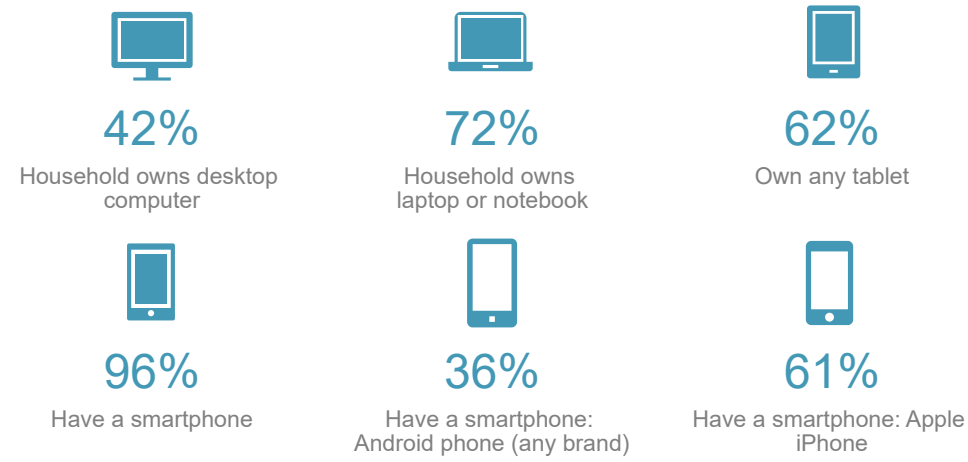
Speak Spanish & No English	0.27%
Speak Spanish & English Not Well	0.34%
Speak Indo-European & No English	0.28%
Speak Indo-European & English Not Well	0.29%
Speak Asian-Pacific Island & No English	0.02%
Speak Asian-Pacific Island & English Not Well	0.16%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.01%



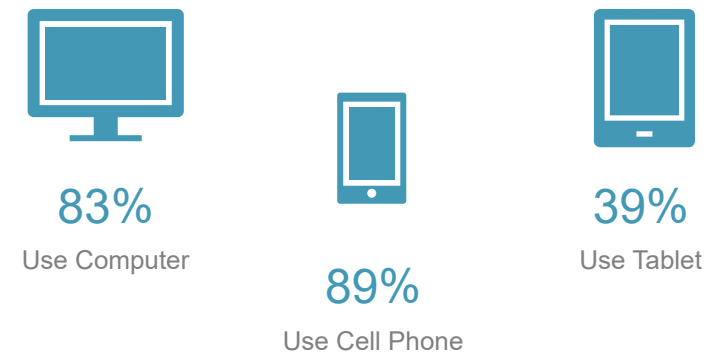
# Digital Usage Profile

Tracy 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

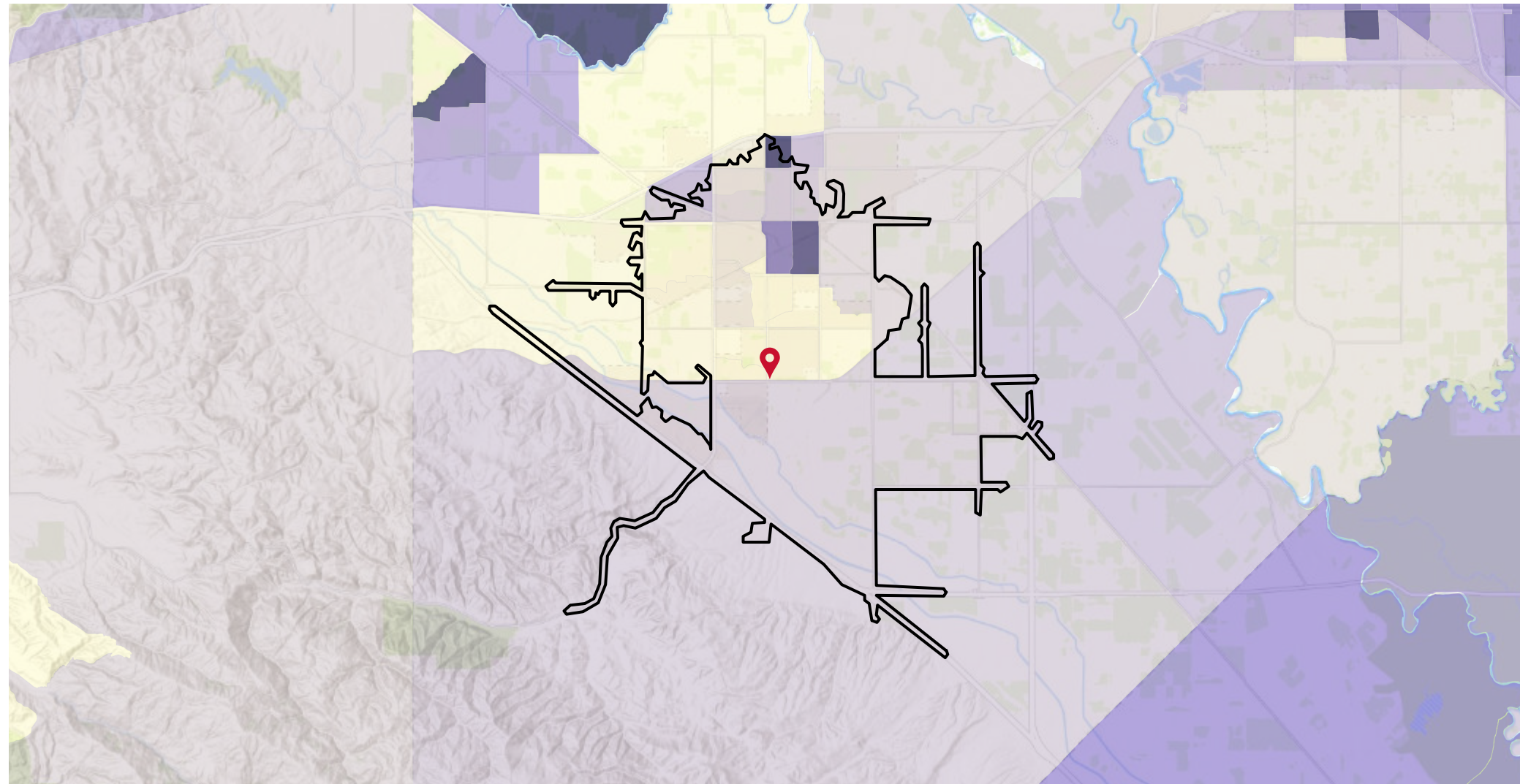


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	97%
Connect to Internet at home via cable modem (%)	48%
Connect to Internet at home via DSL (%)	8%
Connect to Internet at home via fiber optic (%)	22%
Access Internet at home via high speed connection (%)	95%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	14%
Watched TV program online (%)	26%
Used Spanish language website in last app (%)	5%
Facebook.com (%)	66%
Instagram.com (%)	44%
Linkedin.com (%)	19%
Tumblr.com (%)	2%
Twitter.com (%)	21%
Youtube.com (%)	59%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	10%
Search engine: google.com (%)	90%
Search engine: yahoo.com (%)	19%



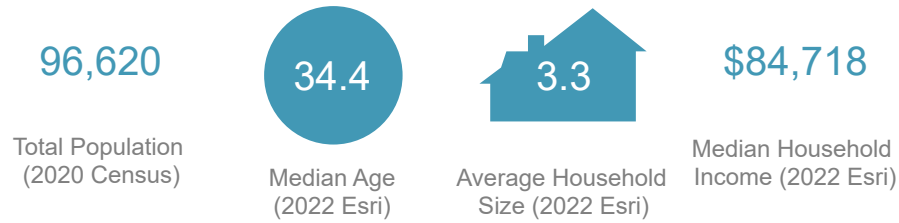
## Percent of Households with No Internet Access



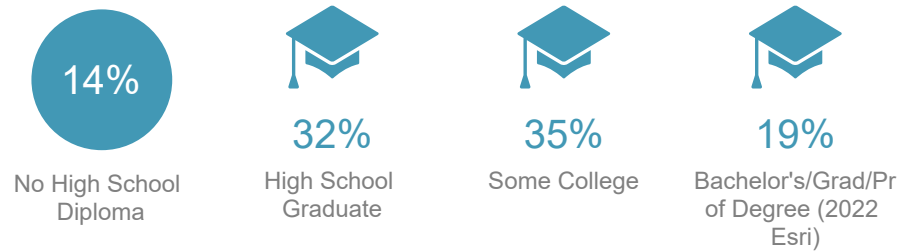
# Demographic and Socioeconomic Profile

Lathrop Manteca 10-Minute Drive Time

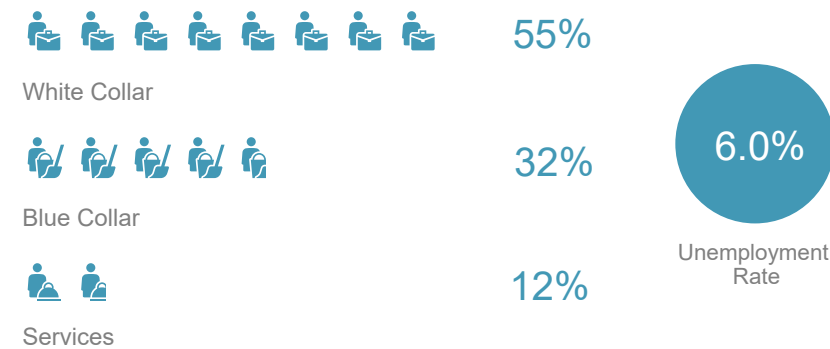
## KEY FACTS



## EDUCATION (2022 Esri)



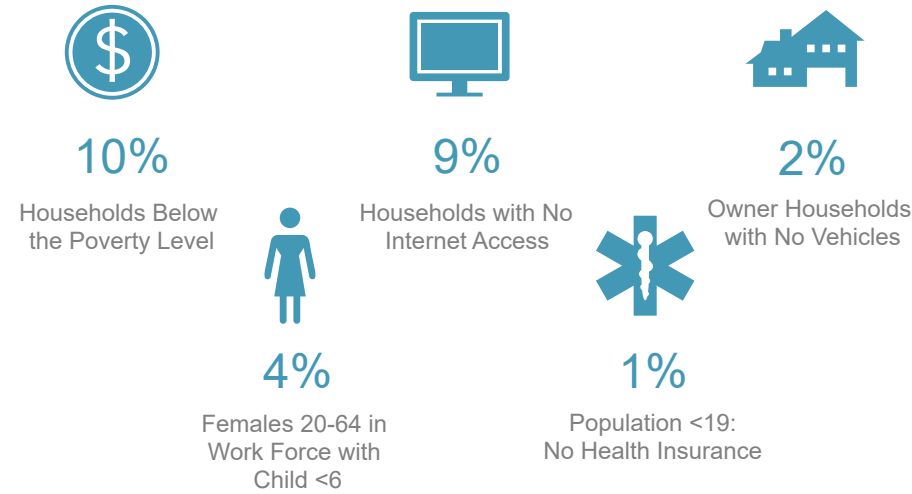
## EMPLOYMENT (2022 Esri)



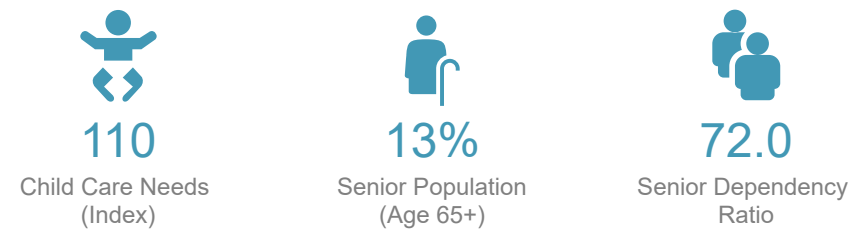
## BUSINESS (2022 Esri)



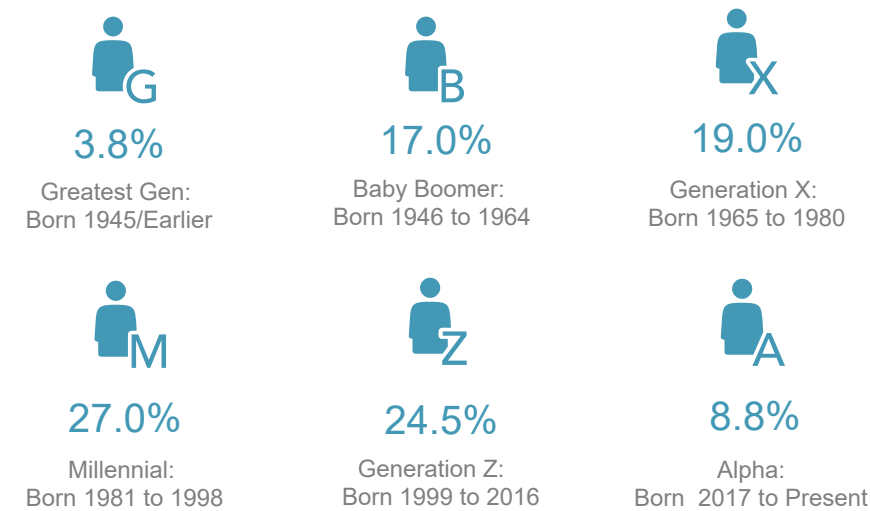
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



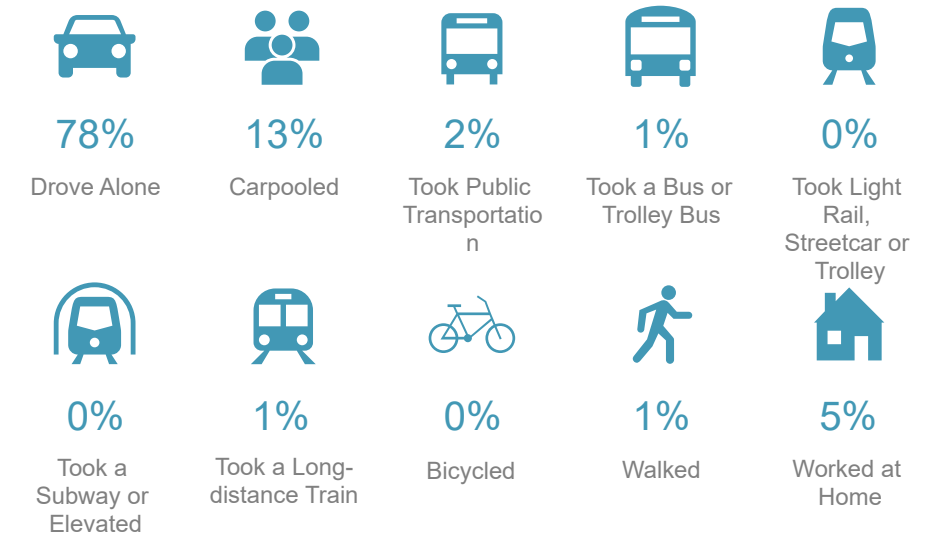
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (21.8%)  
The smallest group: <\$15,000 (4.3%)

Indicator ▲	Value	Diff
<\$15,000	4.3%	-2.4%
\$15,000 - \$24,999	5.1%	-1.8%
\$25,000 - \$34,999	5.8%	-1.6%
\$35,000 - \$49,999	8.9%	-1.2%
\$50,000 - \$74,999	18.9%	+0.8%
\$75,000 - \$99,999	15.0%	+2.4%
\$100,000 - \$149,999	21.8%	+3.5%
\$150,000 - \$199,999	12.3%	+1.7%
\$200,000+	7.8%	-1.6%

Bars show deviation from San Joaquin County

# Race, Ethnicity, and Language Profile

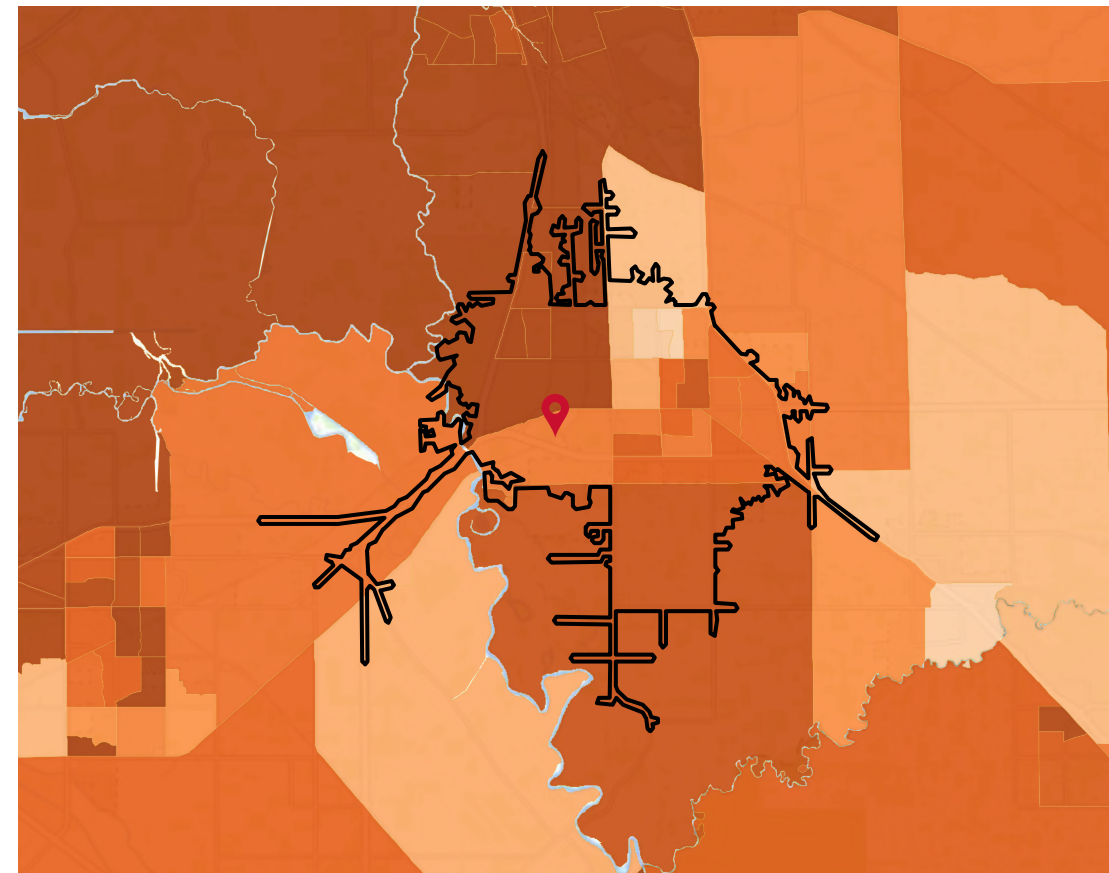
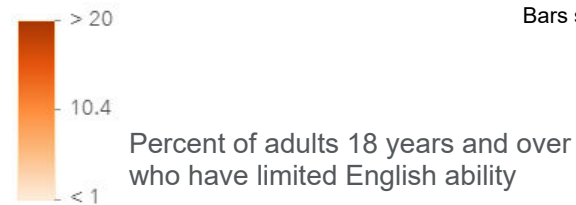
Lathrop Manteca 10-Minute Drive Time

## Race and Ethnicity

The largest group: Hispanic Origin (Any Race) (42.22)

The smallest group: Pacific Islander Alone (0.91)

Indicator ▲	Value	Diff		
White Alone	37.49	+4.00		
Black Alone	5.00	-2.73		
American Indian/Alaska Native Alone	1.75	+0.17		
Asian Alone	17.26	-1.24		
Pacific Islander Alone	0.91	+0.19		
Other Race	22.25	-1.26		
Two or More Races	15.34	+0.87		
Hispanic Origin (Any Race)	42.22	+0.51		

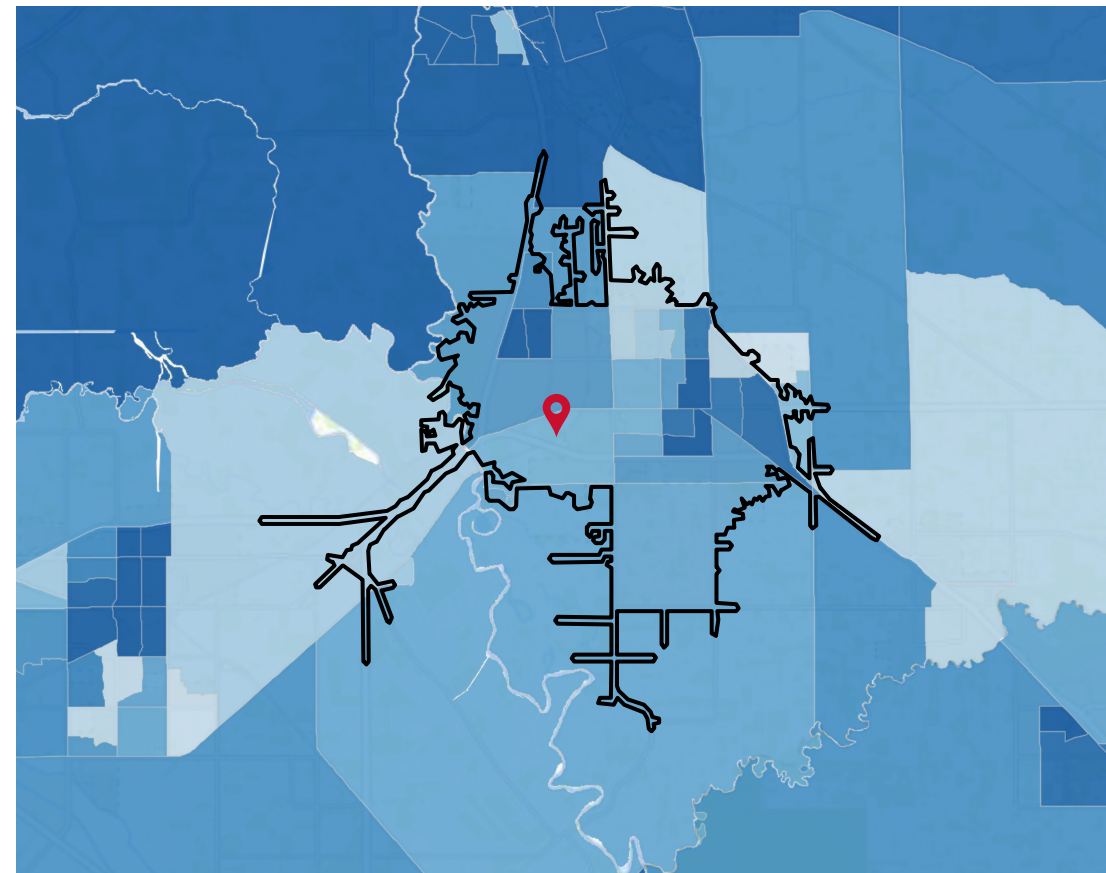
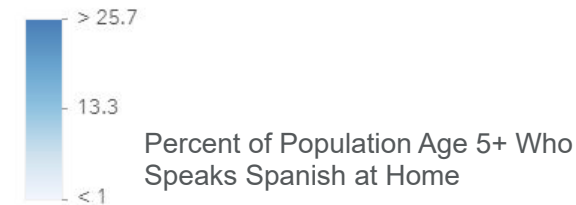


## SPANISH ACTIVITIES



7%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	0.67%
Speak Spanish & English Not Well	2.60%
Speak Indo-European & No English	0.20%
Speak Indo-European & English Not Well	0.40%
Speak Asian-Pacific Island & No English	0.03%
Speak Asian-Pacific Island & English Not Well	0.58%
Speak Other Language & No English	0.01%
Speak Other Language & English Not Well	0.03%

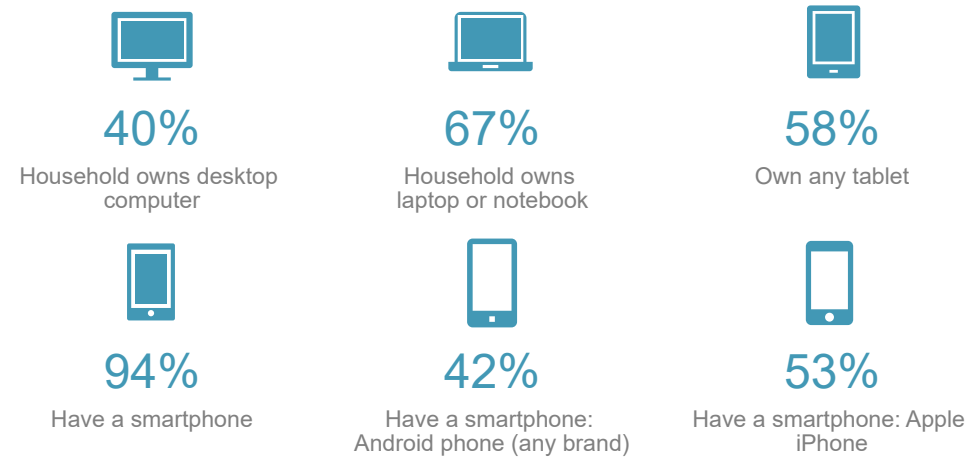
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	0.16%
Speak Spanish & English Not Well	0.50%
Speak Indo-European & No English	0.09%
Speak Indo-European & English Not Well	0.14%
Speak Asian-Pacific Island & No English	0.03%
Speak Asian-Pacific Island & English Not Well	0.38%
Speak Other Language & No English	0.01%
Speak Other Language & English Not Well	0.00%

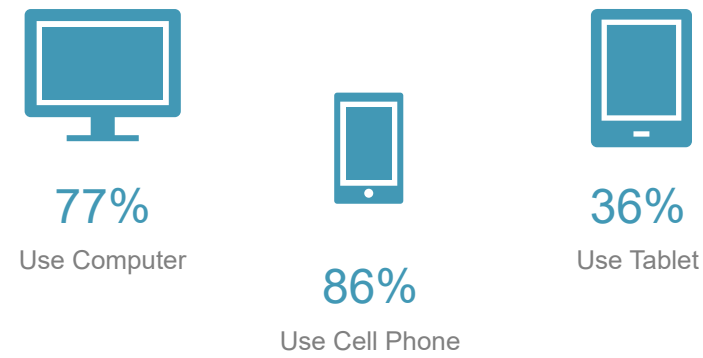
# Digital Usage Profile

Lathrop Manteca 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

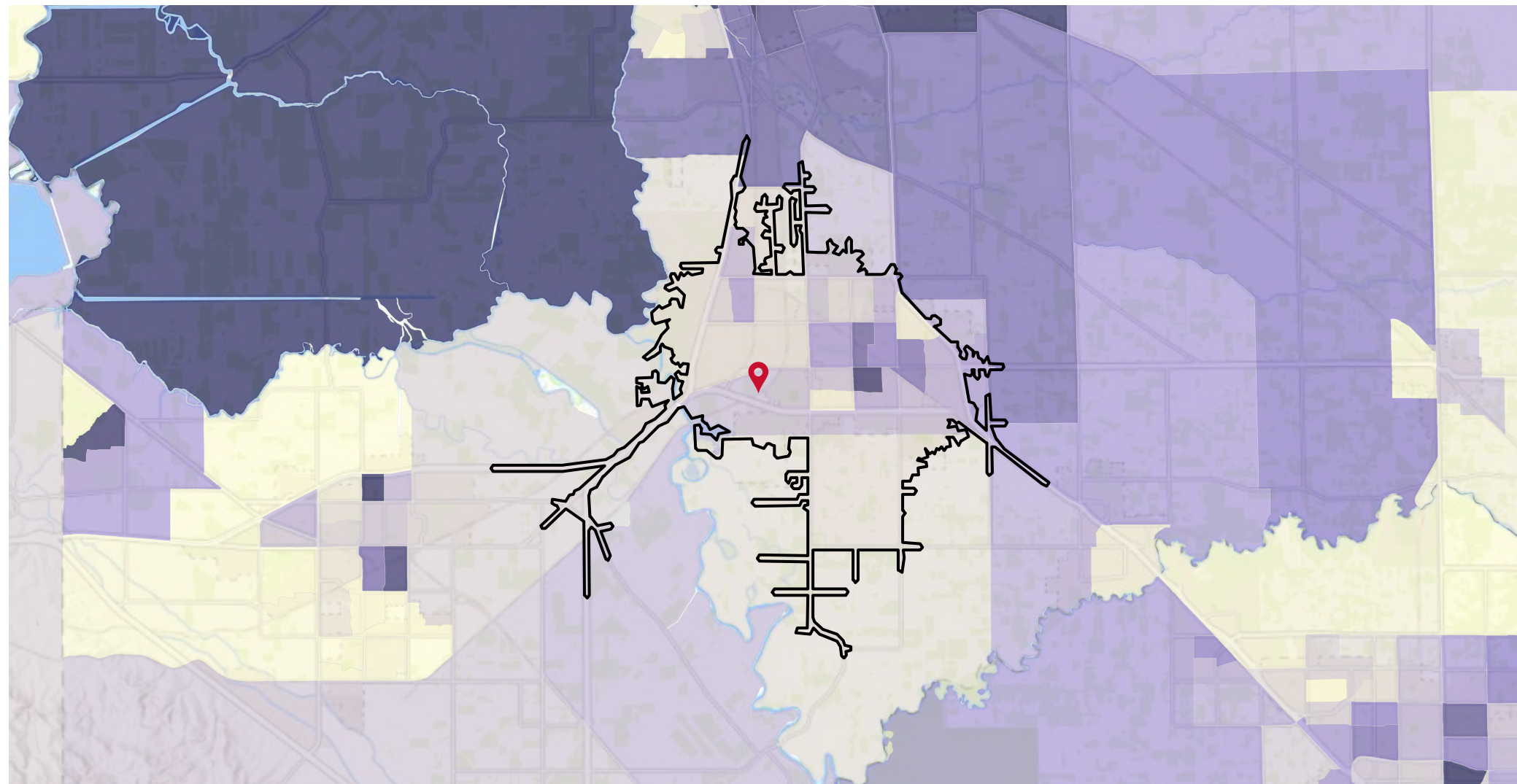


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	96%
Connect to Internet at home via cable modem (%)	47%
Connect to Internet at home via DSL (%)	10%
Connect to Internet at home via fiber optic (%)	17%
Access Internet at home via high speed connection (%)	93%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	12%
Watched TV program online (%)	22%
Used Spanish language website in last app (%)	7%
Facebook.com (%)	66%
Instagram.com (%)	39%
Linkedin.com (%)	12%
Tumblr.com (%)	2%
Twitter.com (%)	18%
Youtube.com (%)	57%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	10%
Search engine: google.com (%)	88%
Search engine: yahoo.com (%)	18%



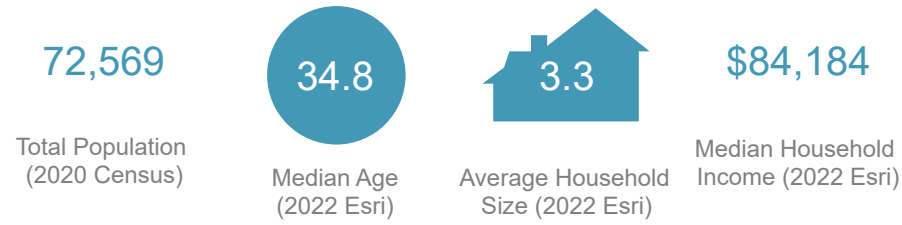
Percent of Households with No Internet Access



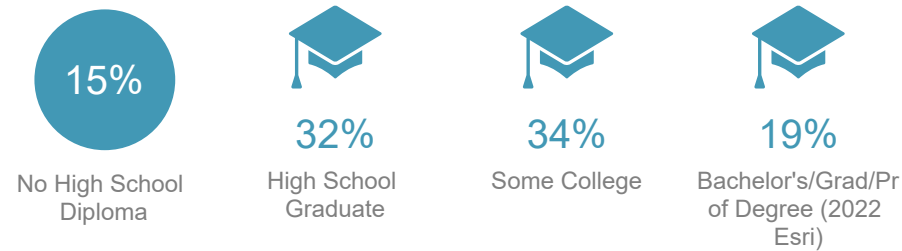
# Demographic and Socioeconomic Profile

North Lathrop 10-Minute Drive Time

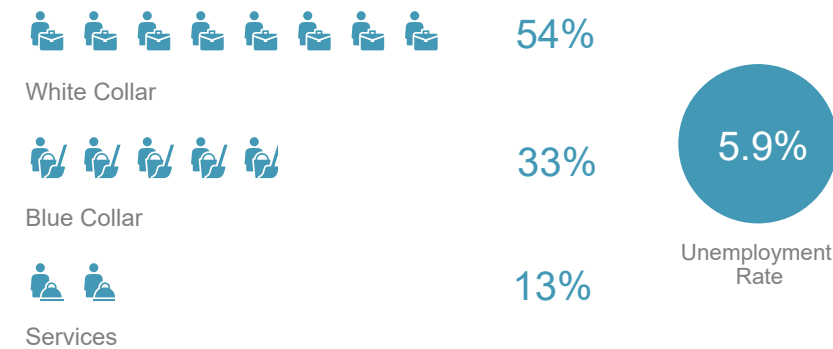
## KEY FACTS



## EDUCATION (2022 Esri)



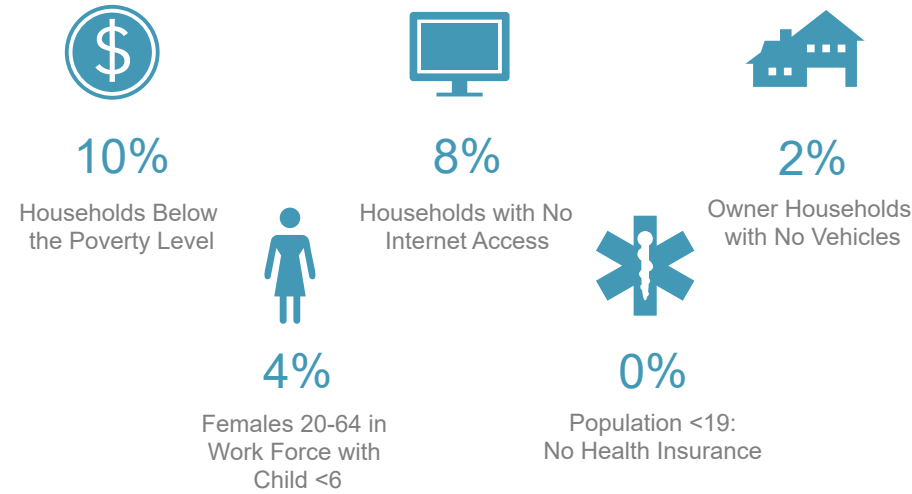
## EMPLOYMENT (2022 Esri)



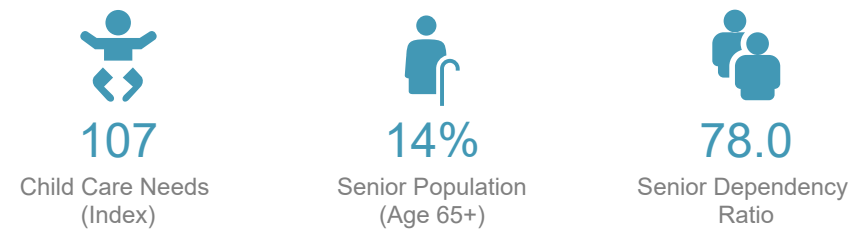
## BUSINESS (2022 Esri)



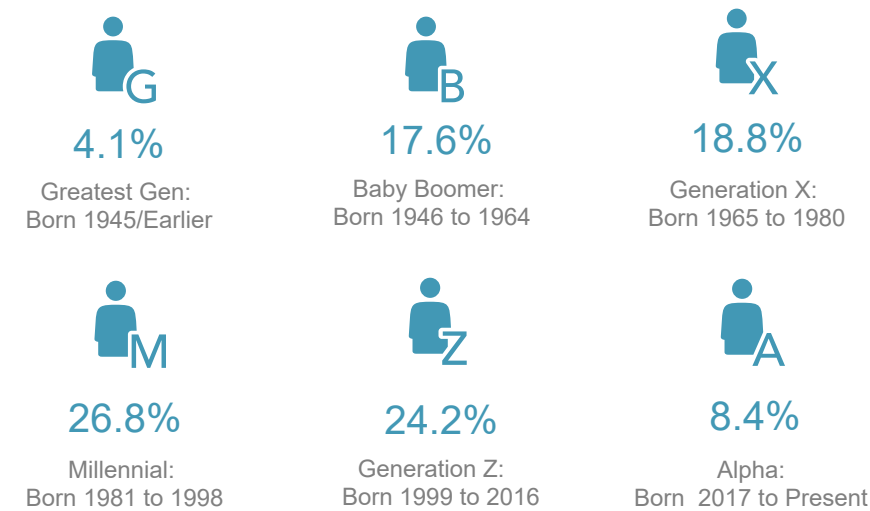
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



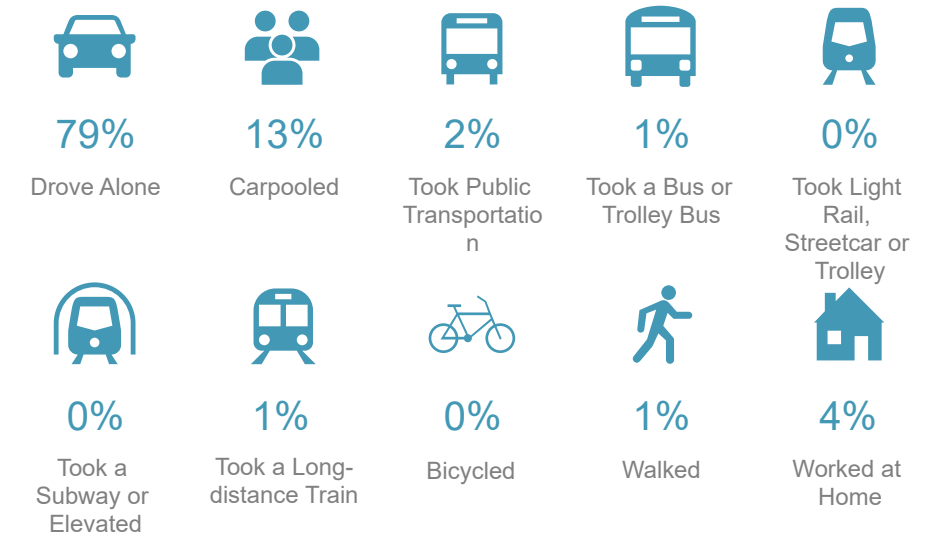
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (22.0%)  
The smallest group: <\$15,000 (4.4%)

Indicator ▲	Value	Diff
<\$15,000	4.4%	-2.3%
\$15,000 - \$24,999	4.7%	-2.2%
\$25,000 - \$34,999	5.8%	-1.6%
\$35,000 - \$49,999	8.8%	-1.3%
\$50,000 - \$74,999	19.8%	+1.7%
\$75,000 - \$99,999	14.7%	+2.1%
\$100,000 - \$149,999	22.0%	+3.7%
\$150,000 - \$199,999	12.5%	+1.9%
\$200,000+	7.3%	-2.1%

Bars show deviation from San Joaquin County

# Race, Ethnicity, and Language Profile

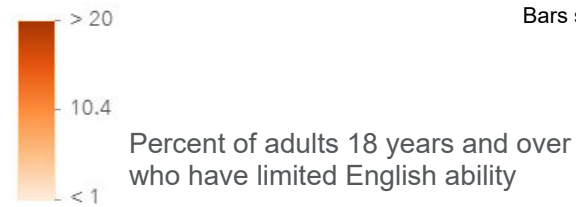
North Lathrop 10-Minute Drive Time

## Race and Ethnicity

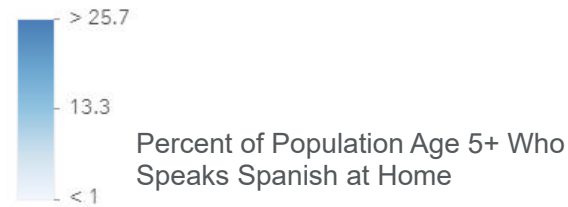
The largest group: Hispanic Origin (Any Race) (42.92)

The smallest group: Pacific Islander Alone (0.86)

Indicator ▲	Value	Diff
White Alone	37.12	+3.63
Black Alone	5.49	-2.24
American Indian/Alaska Native Alone	1.63	+0.05
Asian Alone	16.75	-1.75
Pacific Islander Alone	0.86	+0.14
Other Race	23.43	-0.08
Two or More Races	14.74	+0.27
Hispanic Origin (Any Race)	42.92	+1.21



Bars show deviation from San Joaquin County



## SPANISH ACTIVITIES



7%

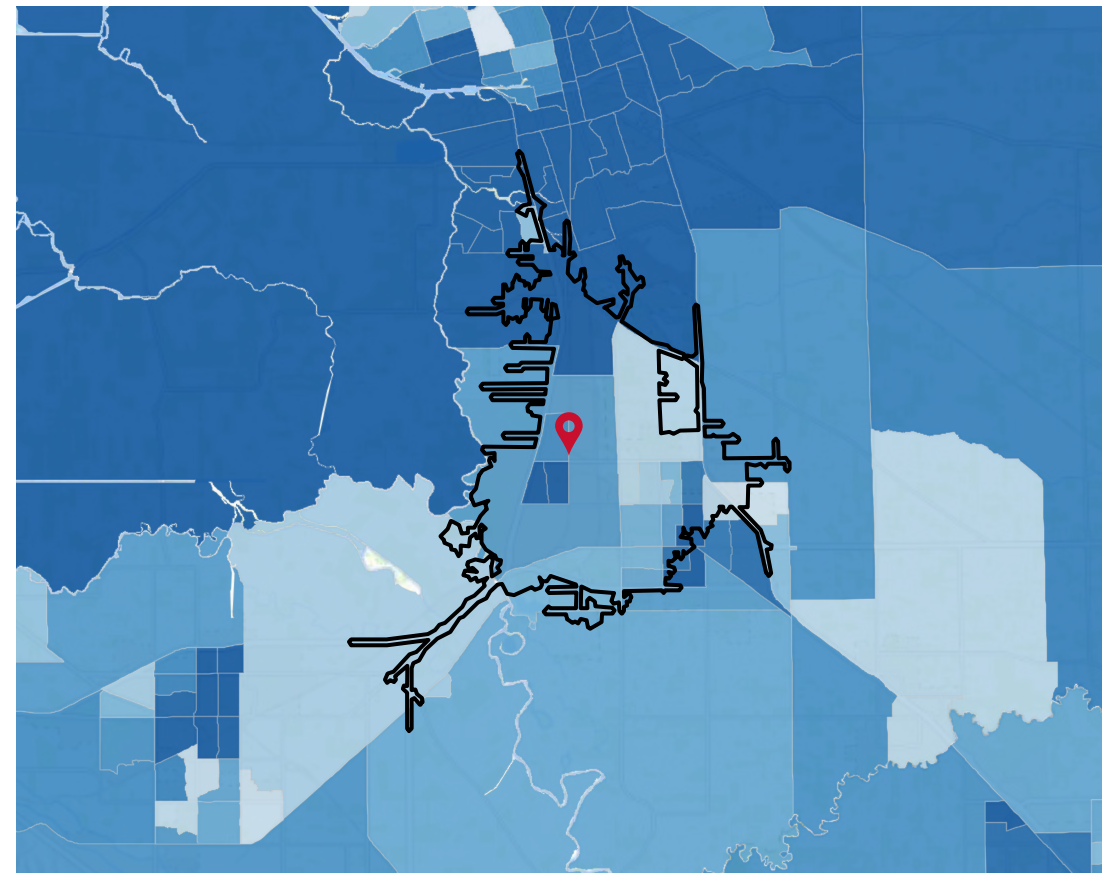
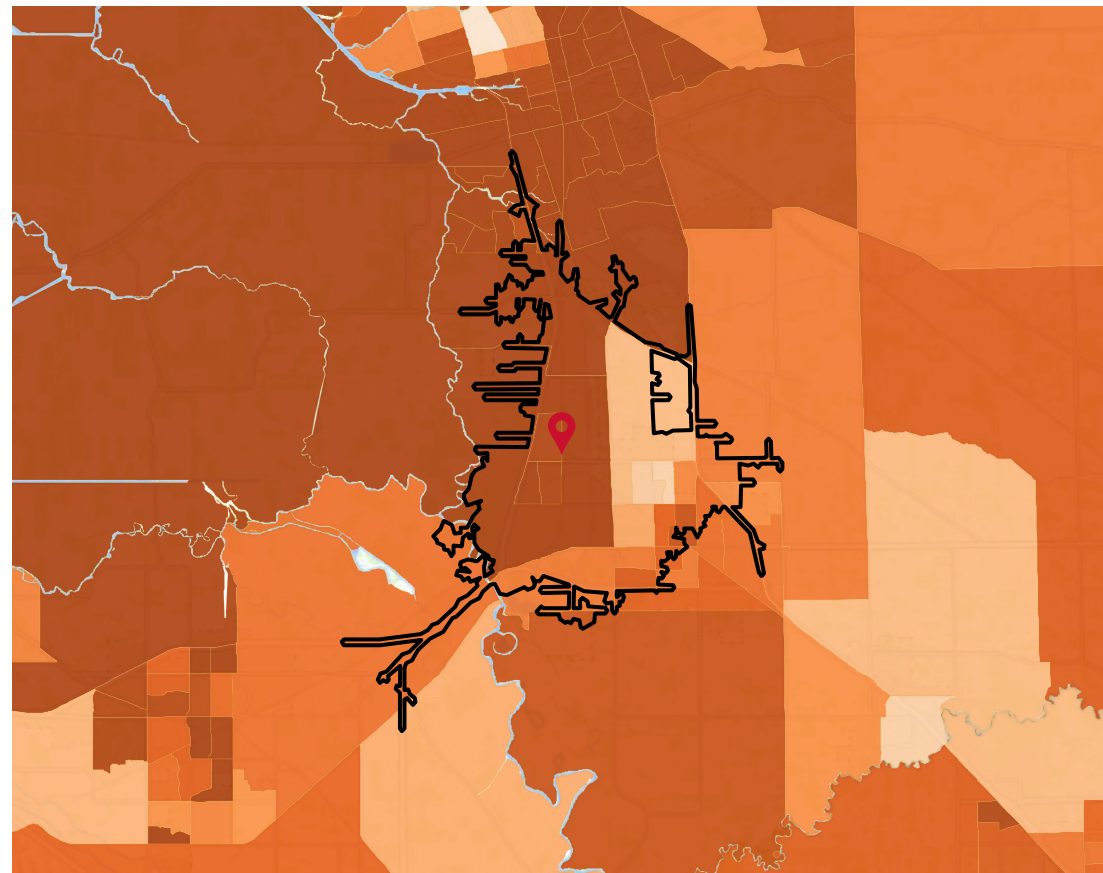
Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	1.06%
Speak Spanish & English Not Well	2.48%
Speak Indo-European & No English	0.15%
Speak Indo-European & English Not Well	0.36%
Speak Asian-Pacific Island & No English	0.02%
Speak Asian-Pacific Island & English Not Well	0.61%
Speak Other Language & No English	0.02%
Speak Other Language & English Not Well	0.04%

## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	0.28%
Speak Spanish & English Not Well	0.58%
Speak Indo-European & No English	0.10%
Speak Indo-European & English Not Well	0.12%
Speak Asian-Pacific Island & No English	0.01%
Speak Asian-Pacific Island & English Not Well	0.31%
Speak Other Language & No English	0.02%
Speak Other Language & English Not Well	0.00%

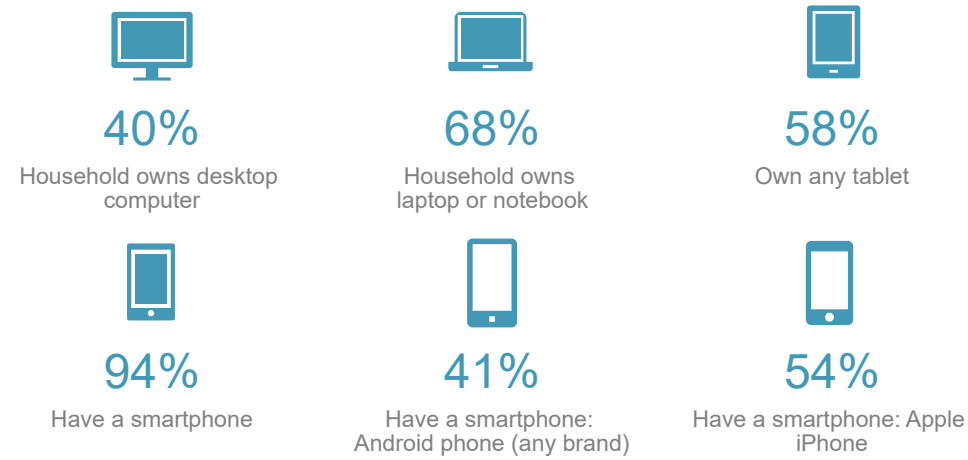




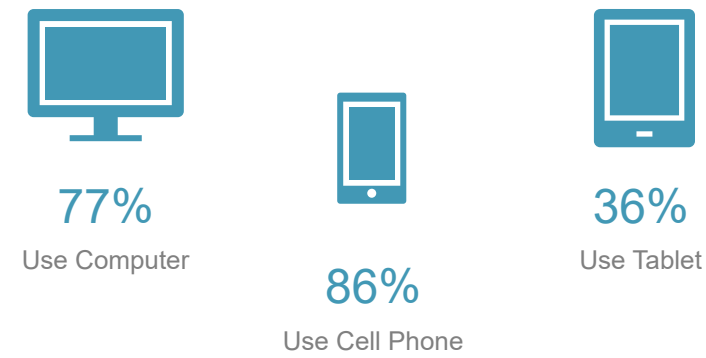
# Digital Usage Profile

North Lathrop 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

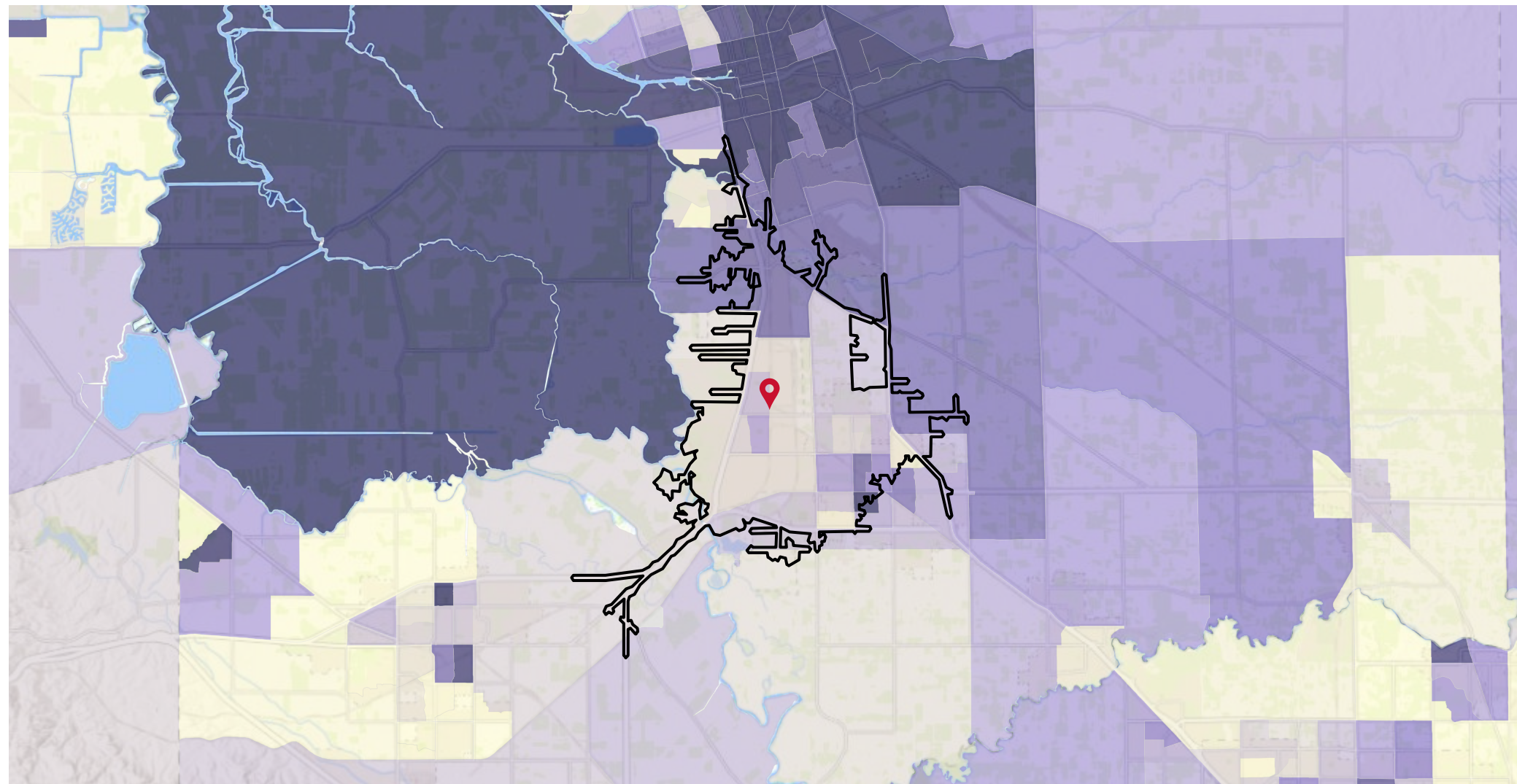


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	96%
Connect to Internet at home via cable modem (%)	47%
Connect to Internet at home via DSL (%)	9%
Connect to Internet at home via fiber optic (%)	17%
Access Internet at home via high speed connection (%)	93%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	12%
Watched TV program online (%)	22%
Used Spanish language website in last app (%)	7%
Facebook.com (%)	65%
Instagram.com (%)	39%
Linkedin.com (%)	12%
Tumblr.com (%)	2%
Twitter.com (%)	18%
Youtube.com (%)	56%
Social network used to track current events (%)	15%
Search engine: bing.com (%)	10%
Search engine: google.com (%)	88%
Search engine: yahoo.com (%)	19%



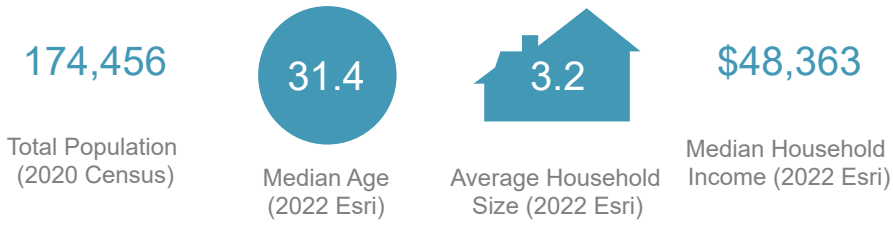
## Percent of Households with No Internet Access



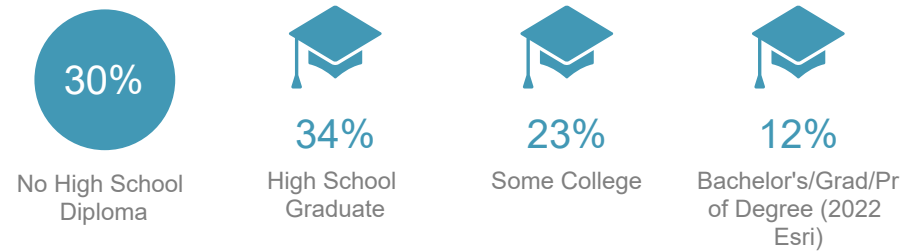
# Demographic and Socioeconomic Profile

Stockton 10-Minute Drive Time

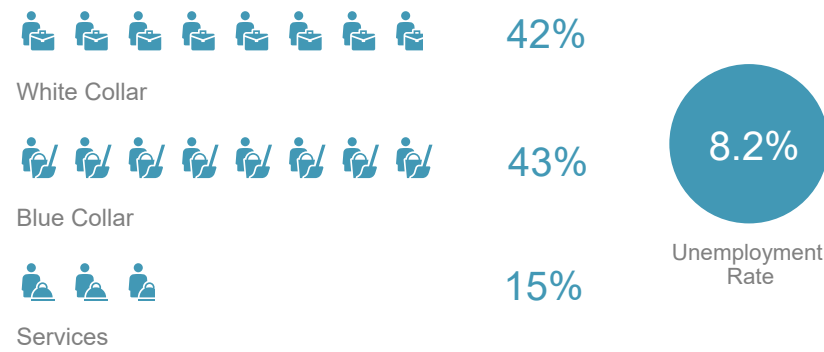
## KEY FACTS



## EDUCATION (2022 Esri)



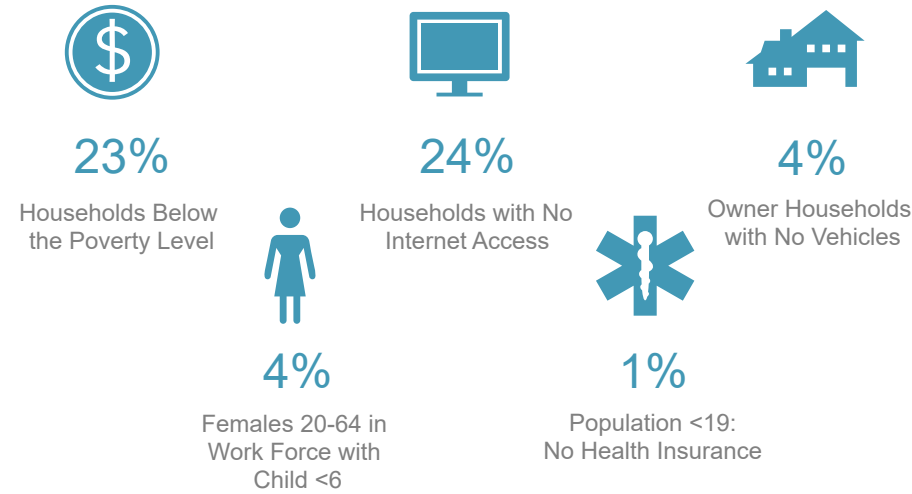
## EMPLOYMENT (2022 Esri)



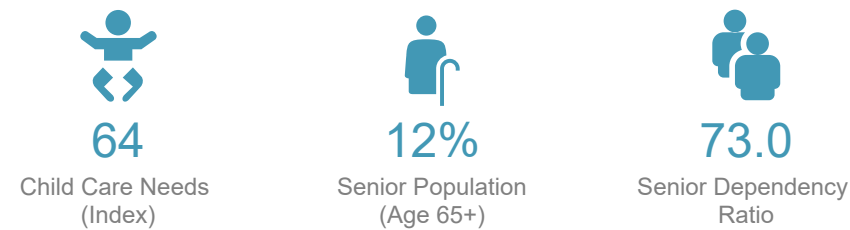
## BUSINESS (2022 Esri)



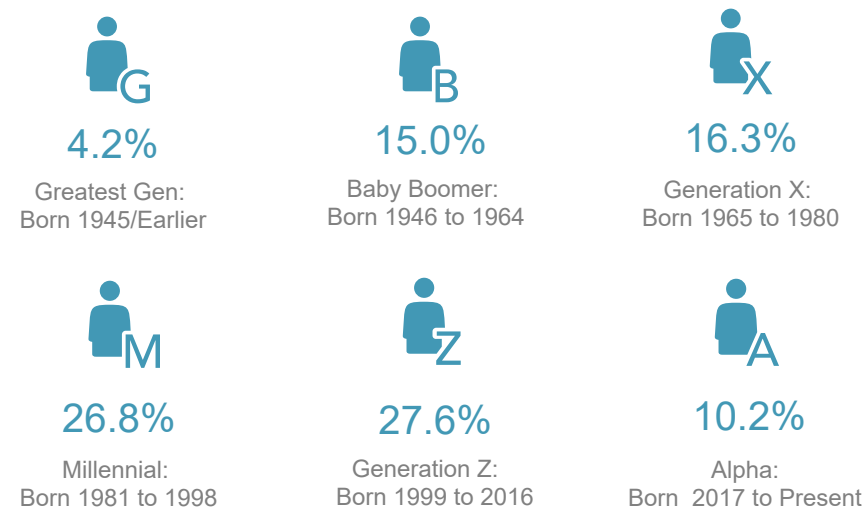
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



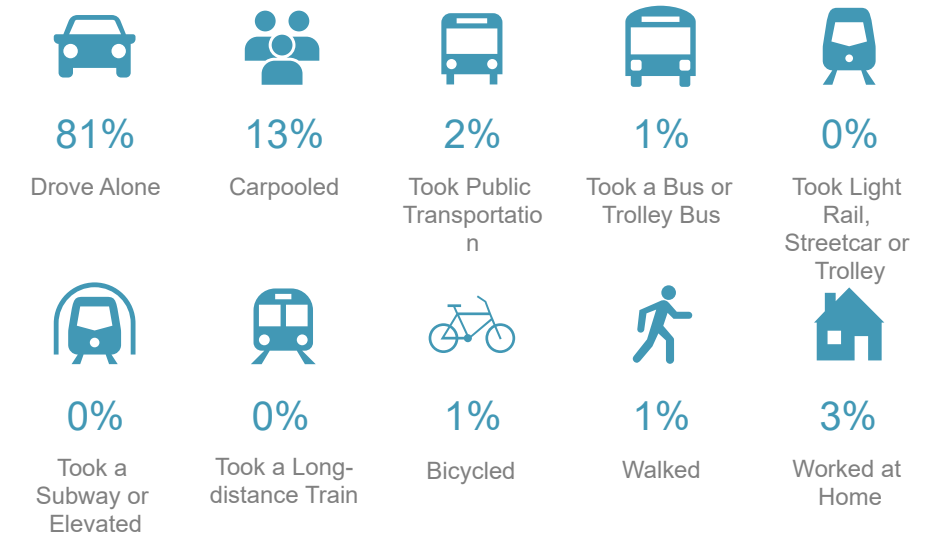
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (20.4%)

The smallest group: \$200,000+ (3.4%)

Indicator ▲	Value	Diff
<\$15,000	13.9%	+7.2%
\$15,000 - \$24,999	11.6%	+4.7%
\$25,000 - \$34,999	11.5%	+4.1%
\$35,000 - \$49,999	14.1%	+4.0%
\$50,000 - \$74,999	20.4%	+2.3%
\$75,000 - \$99,999	10.2%	-2.4%
\$100,000 - \$149,999	11.1%	-7.2%
\$150,000 - \$199,999	3.7%	-6.9%
\$200,000+	3.4%	-6.0%

Bars show deviation from San Joaquin County

# Race, Ethnicity, and Language Profile

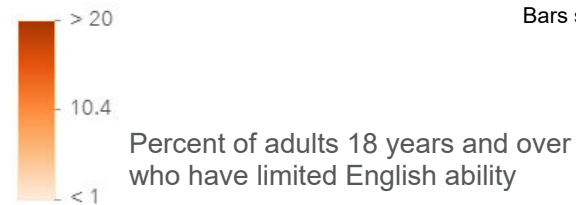
Stockton 10-Minute Drive Time

## Race and Ethnicity

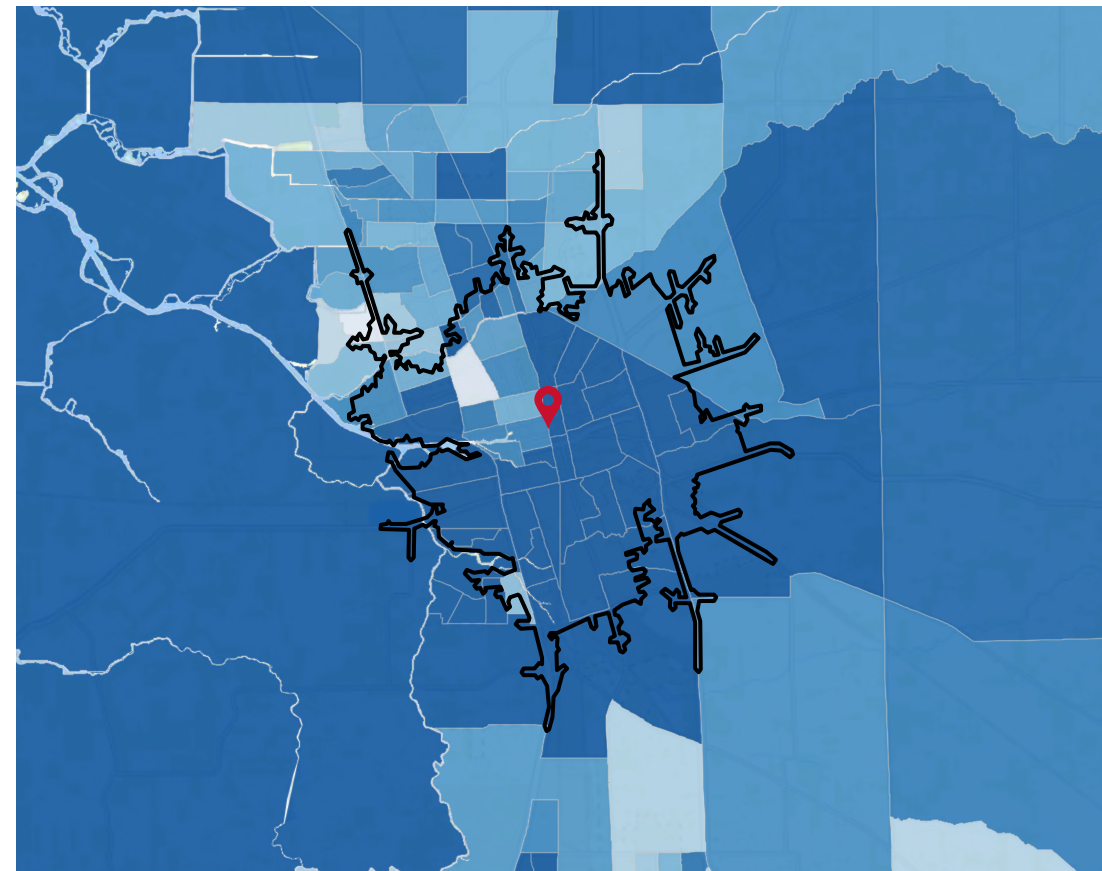
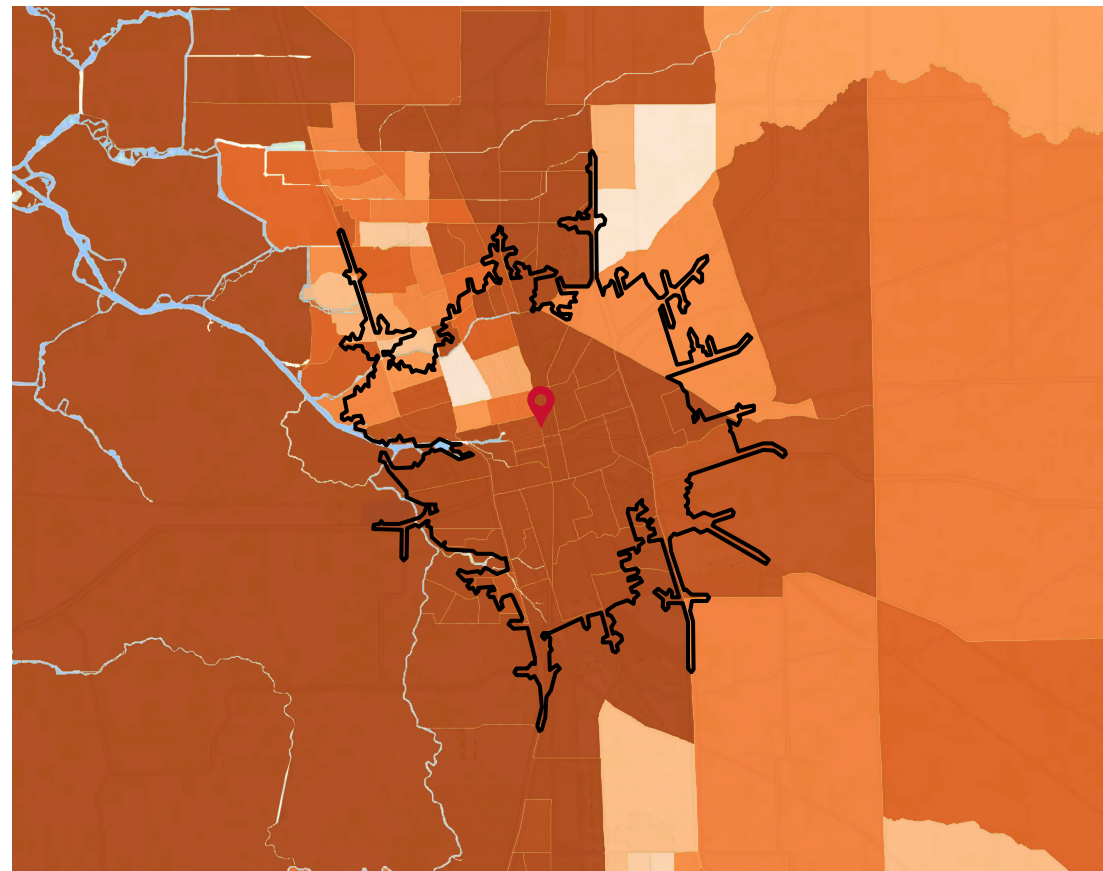
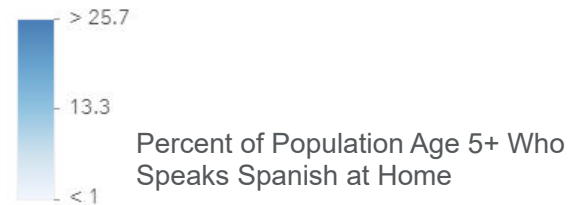
The largest group: Hispanic Origin (Any Race) (59.88)

The smallest group: Pacific Islander Alone (0.53)

Indicator ▲	Value	Diff
White Alone	22.46	-11.03
Black Alone	10.59	+2.86
American Indian/Alaska Native Alone	2.38	+0.80
Asian Alone	11.53	-6.97
Pacific Islander Alone	0.53	-0.19
Other Race	37.31	+13.80
Two or More Races	15.20	+0.73
Hispanic Origin (Any Race)	59.88	+18.17



Bars show deviation from San Joaquin County



## SPANISH ACTIVITIES



11%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	4.69%
Speak Spanish & English Not Well	6.56%
Speak Indo-European & No English	0.03%
Speak Indo-European & English Not Well	0.17%
Speak Asian-Pacific Island & No English	0.27%
Speak Asian-Pacific Island & English Not Well	0.77%
Speak Other Language & No English	0.10%
Speak Other Language & English Not Well	0.03%

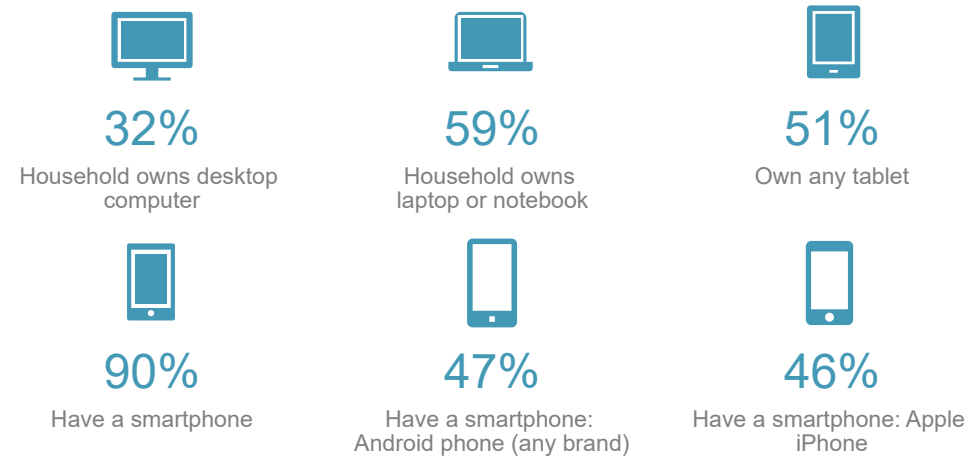
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.82%
Speak Spanish & English Not Well	0.90%
Speak Indo-European & No English	0.03%
Speak Indo-European & English Not Well	0.03%
Speak Asian-Pacific Island & No English	0.19%
Speak Asian-Pacific Island & English Not Well	0.44%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.01%

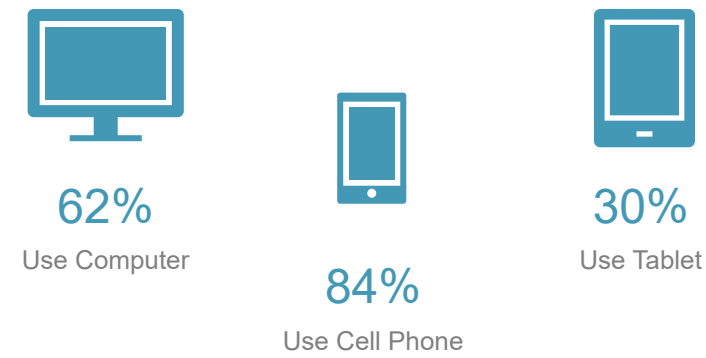
# Digital Usage Profile

Stockton 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

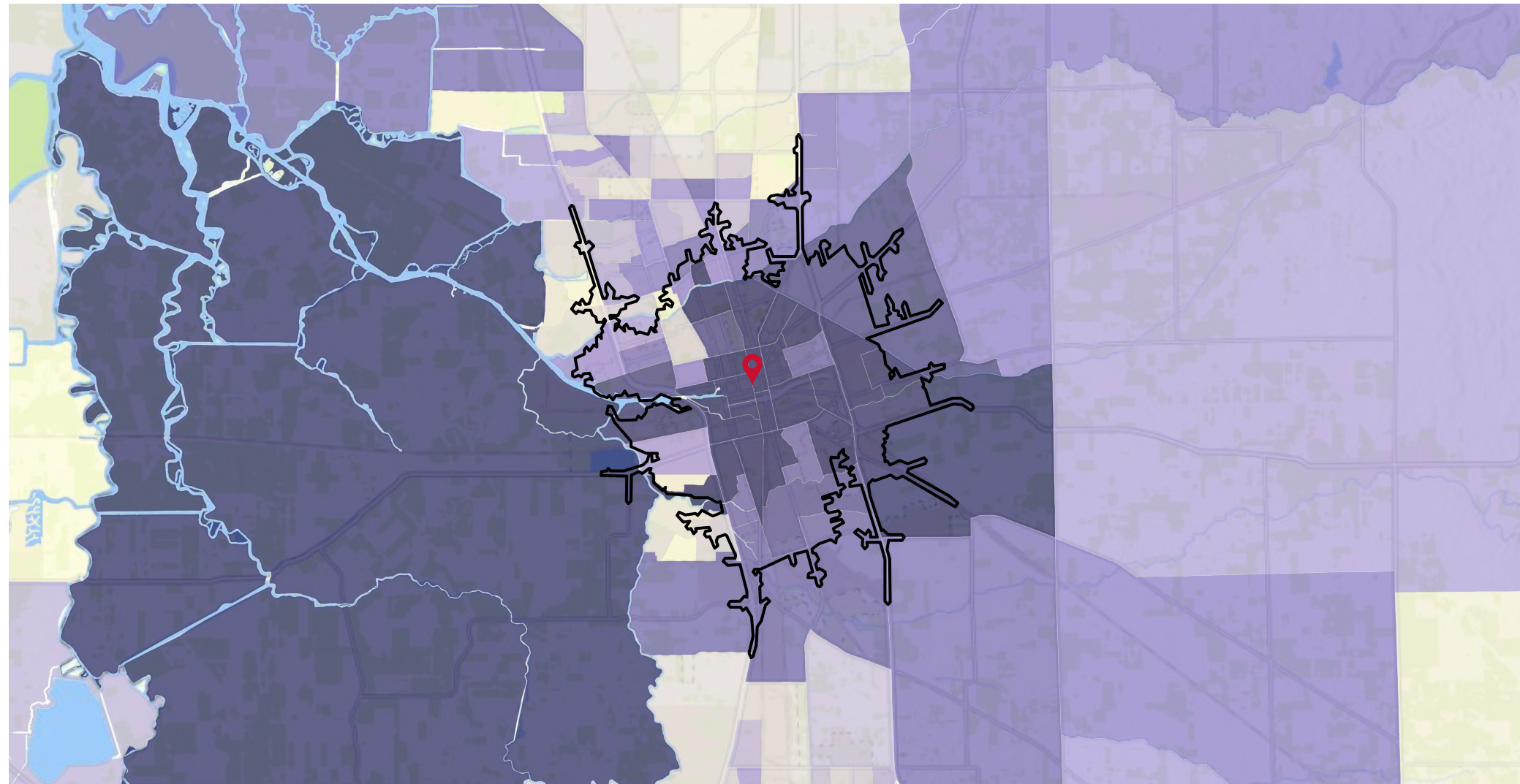


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	92%
Connect to Internet at home via cable modem (%)	40%
Connect to Internet at home via DSL (%)	8%
Connect to Internet at home via fiber optic (%)	15%
Access Internet at home via high speed connection (%)	89%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	9%
Watched TV program online (%)	20%
Used Spanish language website in last app (%)	11%
Facebook.com (%)	63%
Instagram.com (%)	38%
Linkedin.com (%)	8%
Tumblr.com (%)	2%
Twitter.com (%)	17%
Youtube.com (%)	54%
Social network used to track current events (%)	18%
Search engine: bing.com (%)	7%
Search engine: google.com (%)	84%
Search engine: yahoo.com (%)	17%



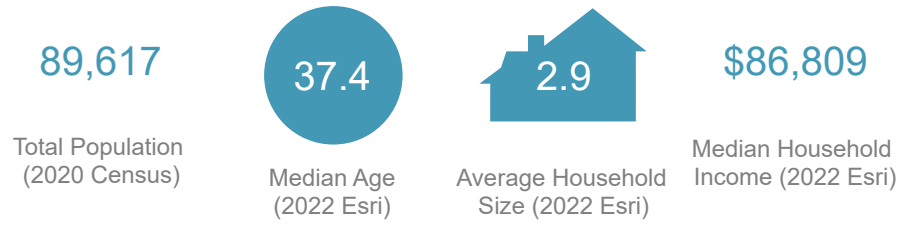
Percent of Households with No Internet Access



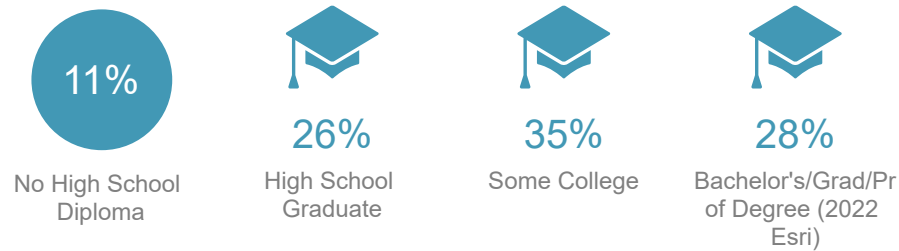
# Demographic and Socioeconomic Profile

Lodi 10-Minute Drive Time

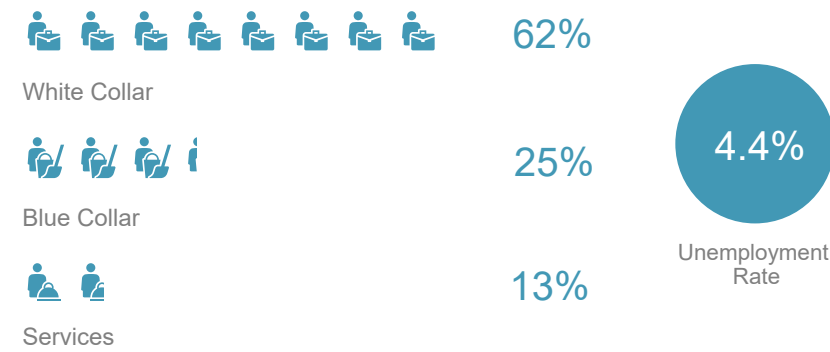
## KEY FACTS



## EDUCATION (2022 Esri)



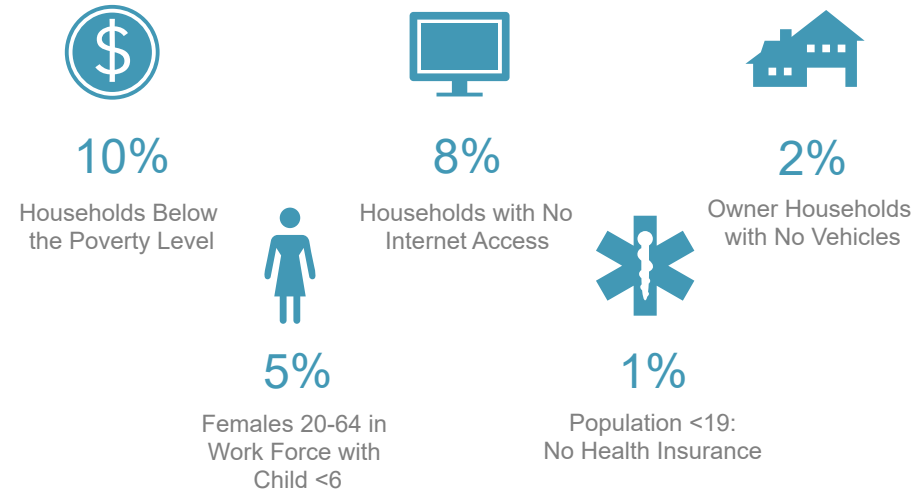
## EMPLOYMENT (2022 Esri)



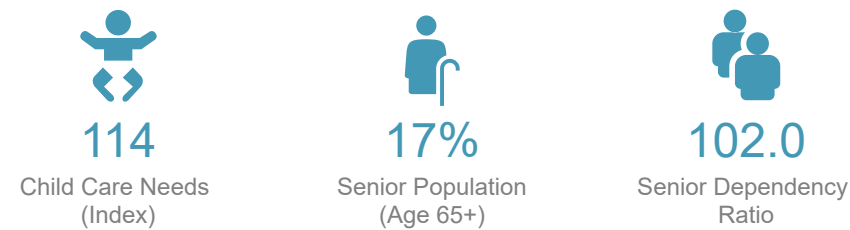
## BUSINESS (2022 Esri)



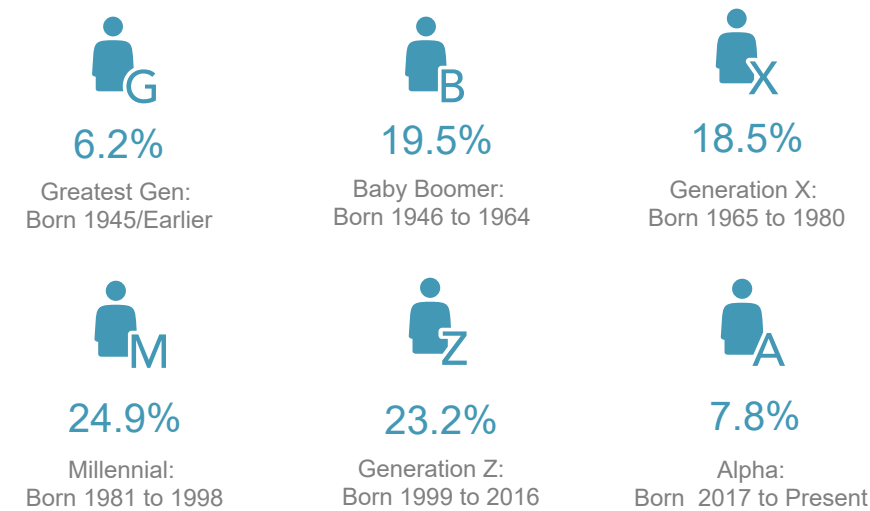
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



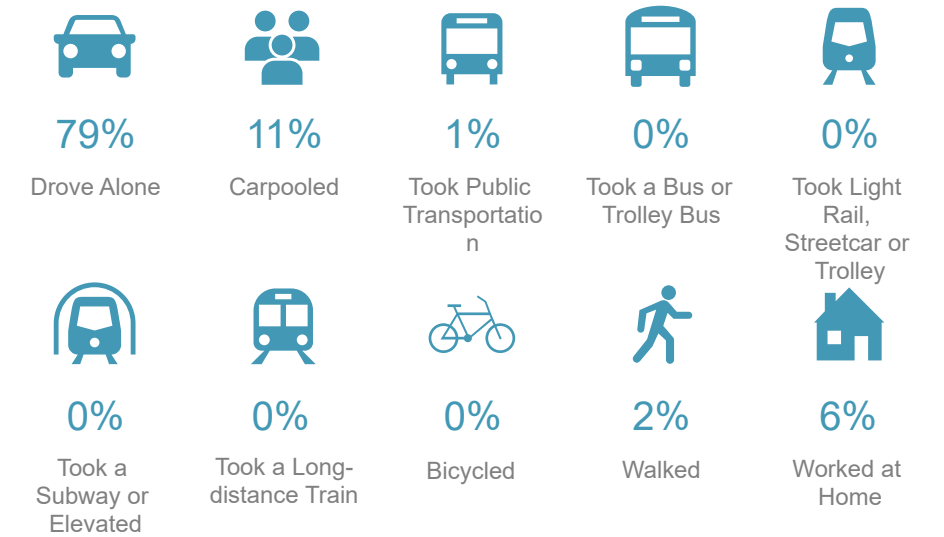
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (20.8%)

The smallest group: <\$15,000 (4.0%)

Indicator ▲	Value	Diff
<\$15,000	4.0%	-2.7%
\$15,000 - \$24,999	6.0%	-0.9%
\$25,000 - \$34,999	6.1%	-1.3%
\$35,000 - \$49,999	9.2%	-0.9%
\$50,000 - \$74,999	17.4%	-0.7%
\$75,000 - \$99,999	13.4%	+0.8%
\$100,000 - \$149,999	20.8%	+2.5%
\$150,000 - \$199,999	12.7%	+2.1%
\$200,000+	10.4%	+1.0%

Bars show deviation from San Joaquin County

# Race, Ethnicity, and Language Profile

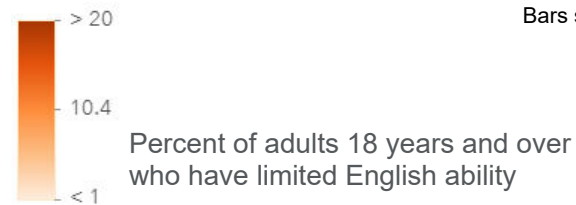
Lodi 10-Minute Drive Time

## Race and Ethnicity

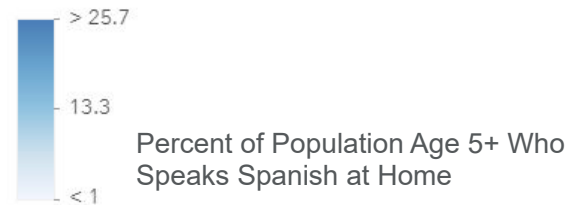
The largest group: White Alone (46.16)

The smallest group: Pacific Islander Alone (0.46)

Indicator ▲	Value	Diff
White Alone	46.16	+12.67
Black Alone	5.25	-2.48
American Indian/Alaska Native Alone	1.09	-0.49
Asian Alone	16.84	-1.66
Pacific Islander Alone	0.46	-0.26
Other Race	16.24	-7.27
Two or More Races	13.96	-0.51
Hispanic Origin (Any Race)	32.12	-9.59



Bars show deviation from



## SPANISH ACTIVITIES



5%

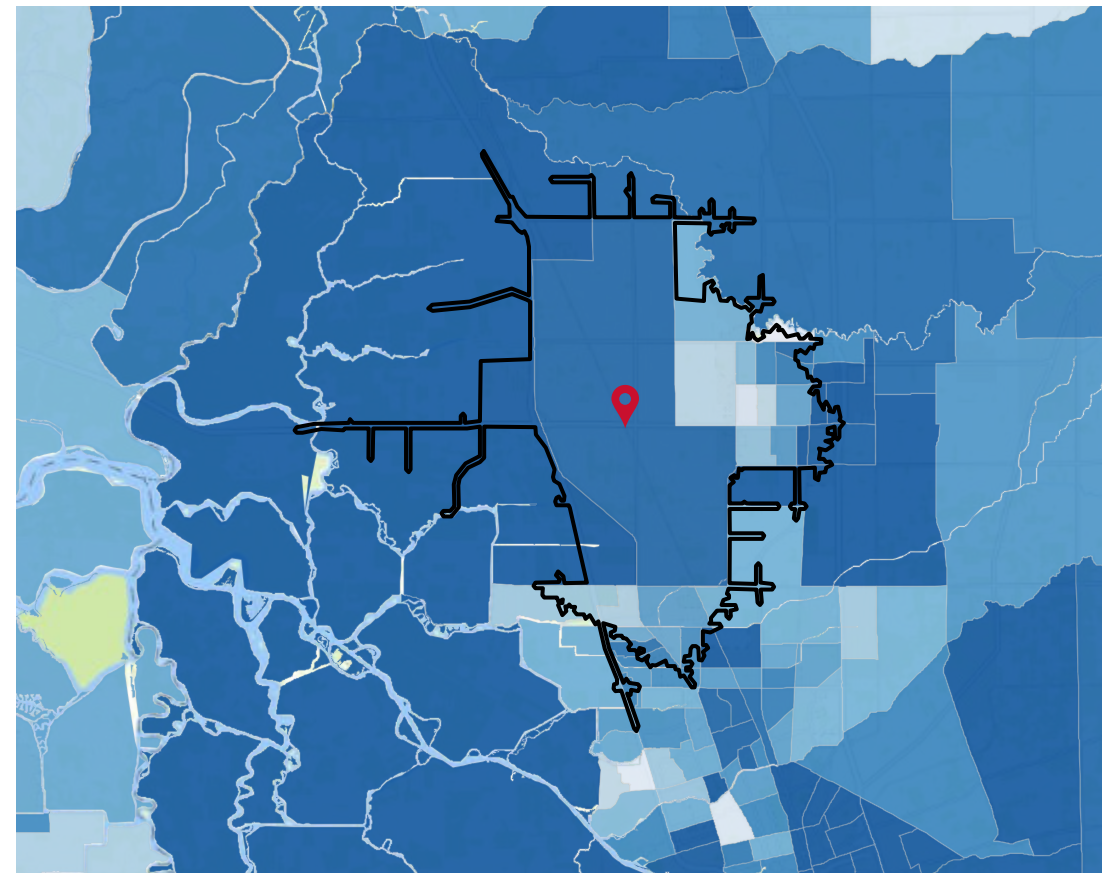
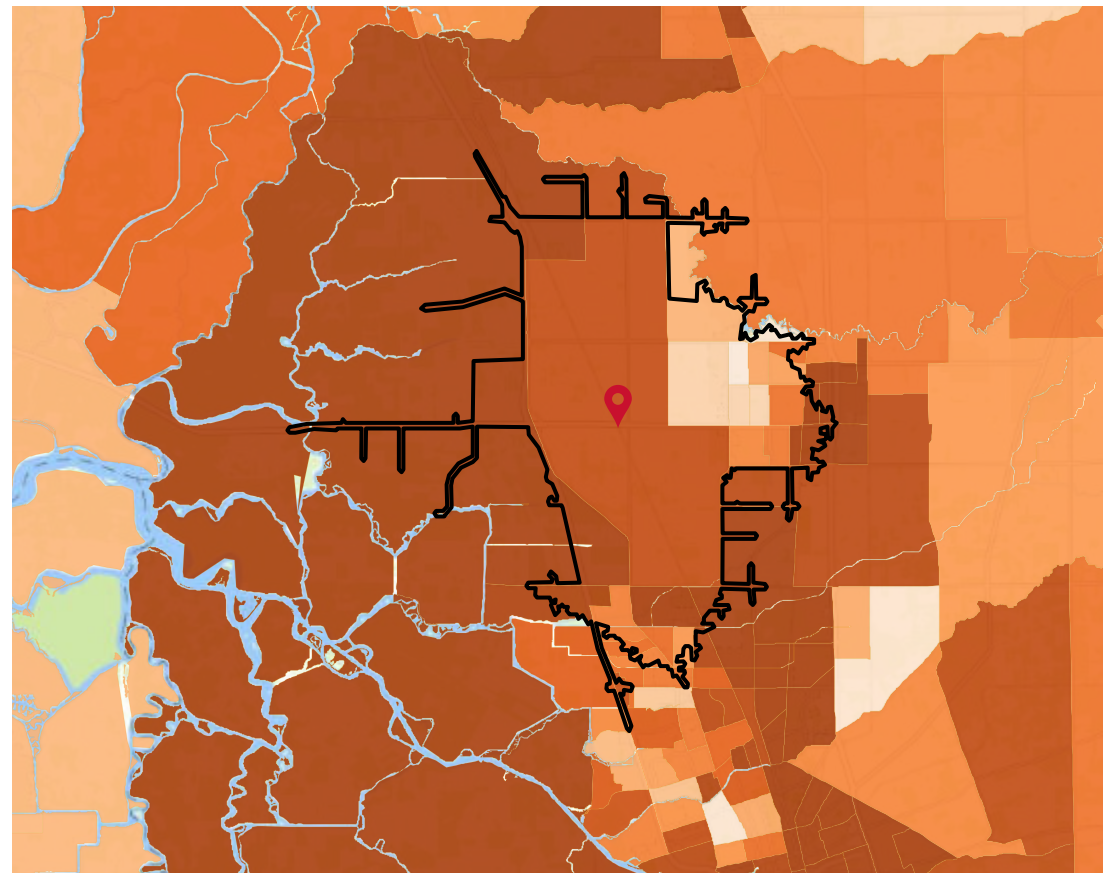
Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	1.01%
Speak Spanish & English Not Well	1.52%
Speak Indo-European & No English	0.21%
Speak Indo-European & English Not Well	0.66%
Speak Asian-Pacific Island & No English	0.15%
Speak Asian-Pacific Island & English Not Well	0.96%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS)

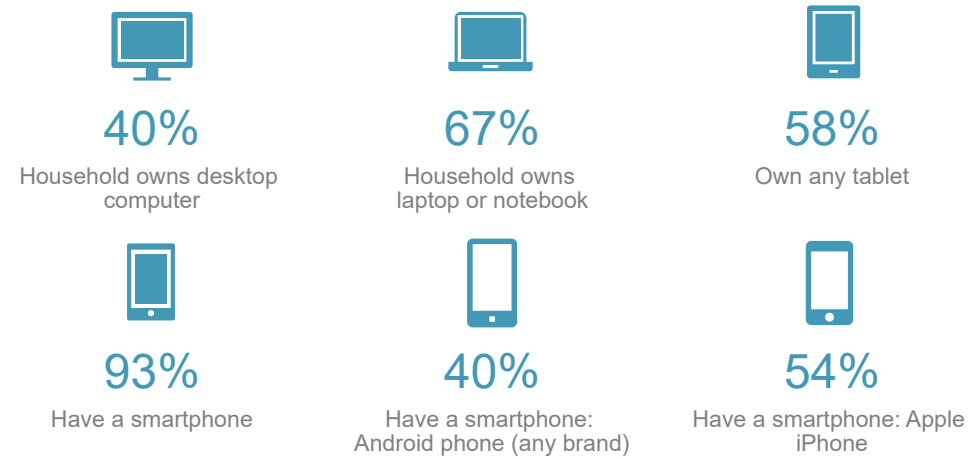
Category	HH %
Speak Spanish & No English	0.15%
Speak Spanish & English Not Well	0.24%
Speak Indo-European & No English	0.07%
Speak Indo-European & English Not Well	0.23%
Speak Asian-Pacific Island & No English	0.23%
Speak Asian-Pacific Island & English Not Well	0.25%
Speak Other Language & No English	0.01%
Speak Other Language & English Not Well	0.00%



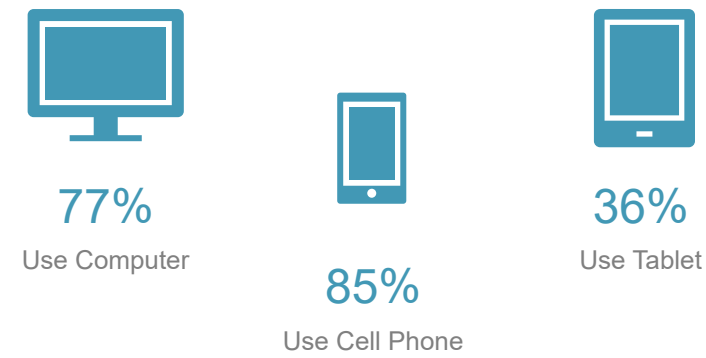
# Digital Usage Profile

Lodi 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

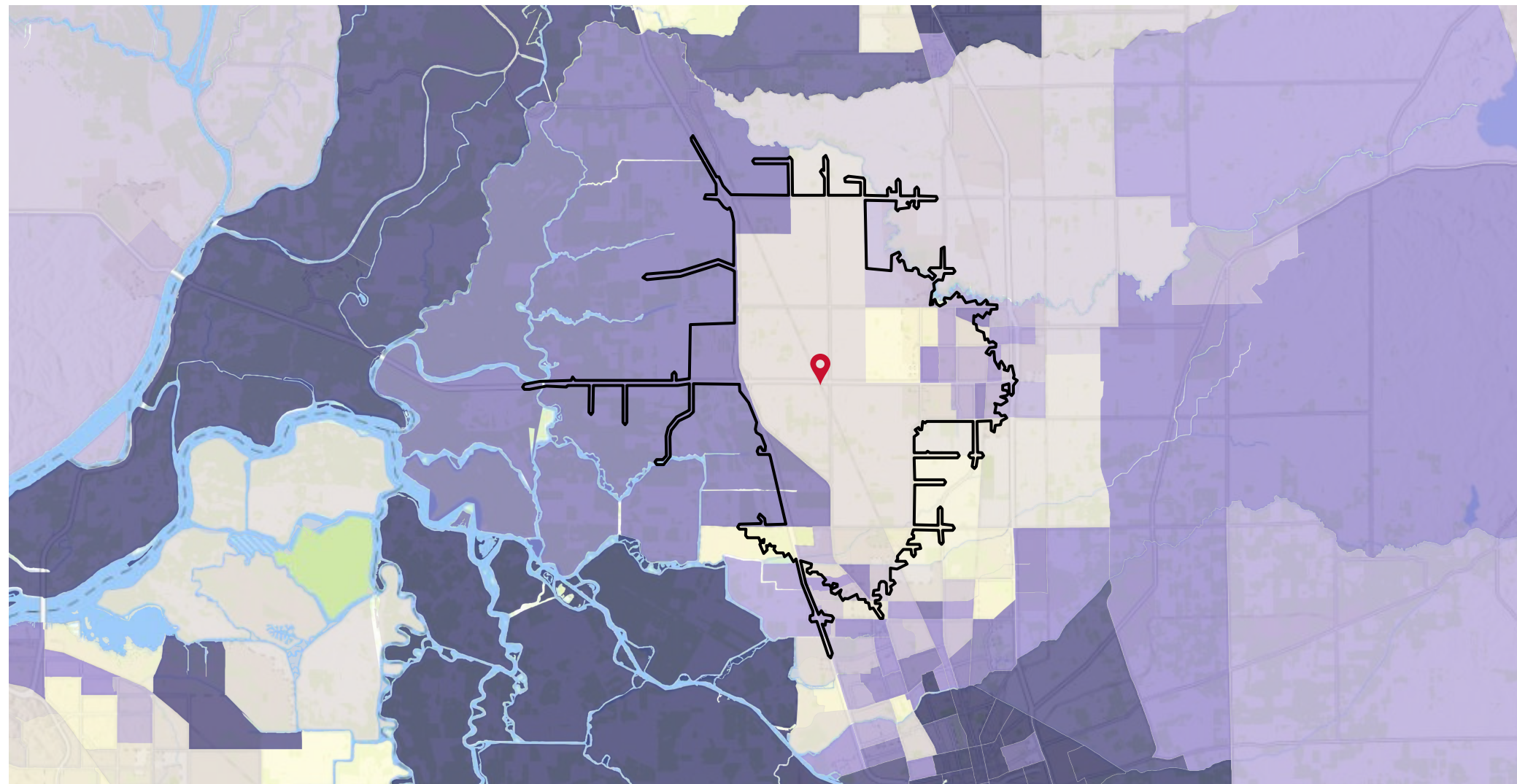


## INTERNET CONNECTIVITY (2022 Esri)

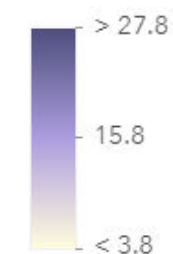
	HH %
Have access to Internet at home (%)	96%
Connect to Internet at home via cable modem (%)	47%
Connect to Internet at home via DSL (%)	9%
Connect to Internet at home via fiber optic (%)	17%
Access Internet at home via high speed connection (%)	93%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	12%
Watched TV program online (%)	22%
Used Spanish language website in last app (%)	5%
Facebook.com (%)	65%
Instagram.com (%)	38%
Linkedin.com (%)	13%
Tumblr.com (%)	2%
Twitter.com (%)	17%
Youtube.com (%)	56%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	10%
Search engine: google.com (%)	87%
Search engine: yahoo.com (%)	18%



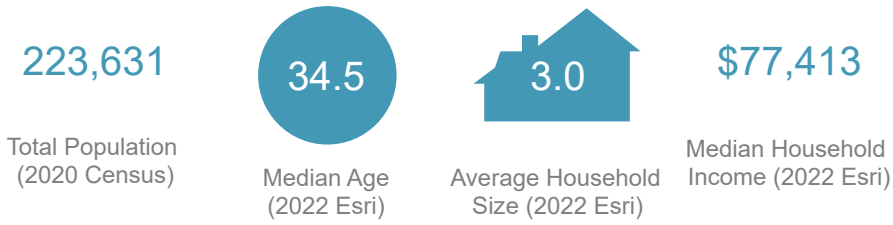
Percent of Households with No Internet Access



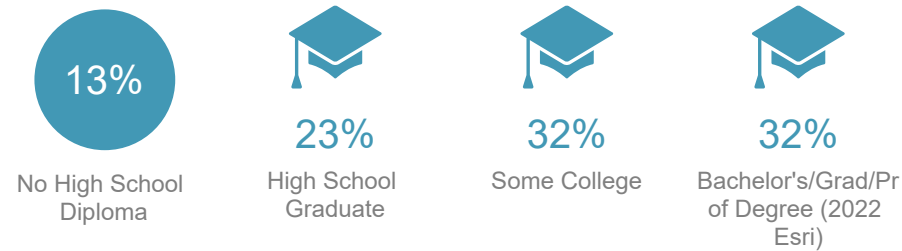
# Demographic and Socioeconomic Profile

Elk Grove 10-Minute Drive Time

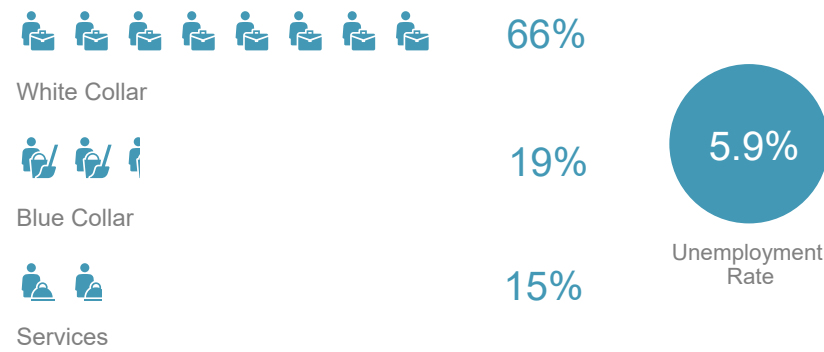
## KEY FACTS



## EDUCATION (2022 Esri)



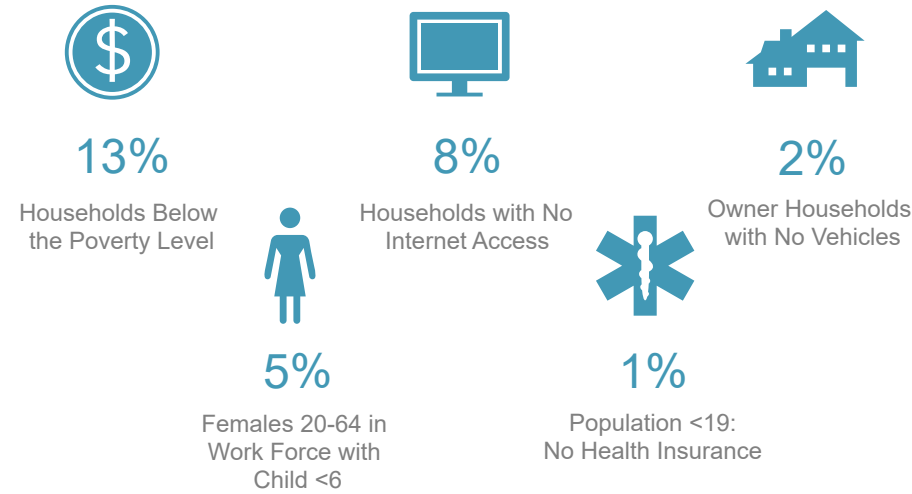
## EMPLOYMENT (2022 Esri)



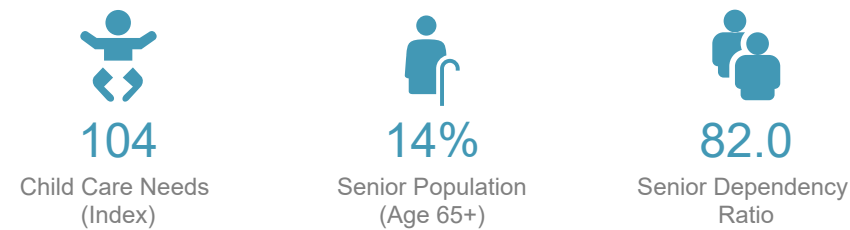
## BUSINESS (2022 Esri)



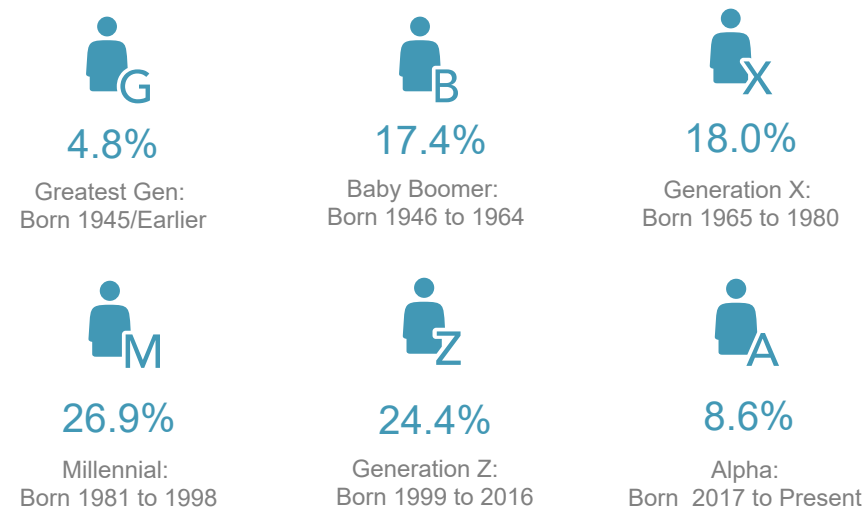
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



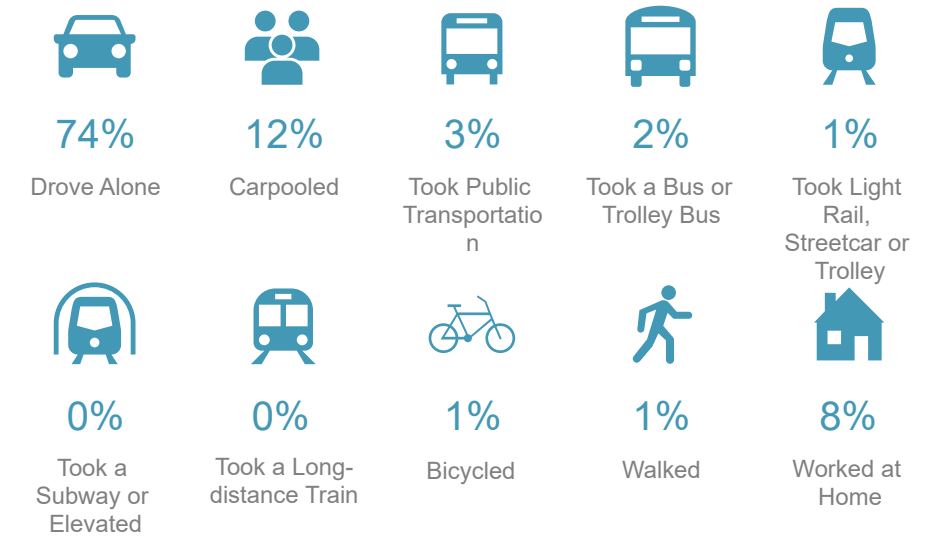
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (18.1%)  
The smallest group: \$15,000 - \$24,999 (6.0%)

Indicator ▲	Value	Diff
<\$15,000	6.6%	-0.6%
\$15,000 - \$24,999	6.0%	-0.1%
\$25,000 - \$34,999	7.2%	+0.4%
\$35,000 - \$49,999	10.5%	+0.4%
\$50,000 - \$74,999	17.8%	+0.9%
\$75,000 - \$99,999	14.6%	+0.7%
\$100,000 - \$149,999	18.1%	-0.7%
\$150,000 - \$199,999	10.4%	+0.4%
\$200,000+	8.8%	-1.4%

Bars show deviation from Sacramento County



# Race, Ethnicity, and Language Profile

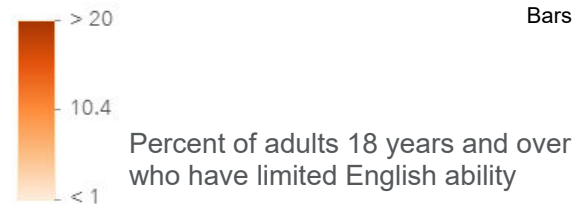
Elk Grove 10-Minute Drive Time

## Race and Ethnicity

The largest group: Asian Alone (30.09)

The smallest group: American Indian/Alaska Native Alone (1.07)

Indicator ▲	Value	Diff
White Alone	23.04	-21.33
Black Alone	15.77	+6.19
American Indian/Alaska Native Alone	1.07	-0.11
Asian Alone	30.09	+11.68
Pacific Islander Alone	2.40	+1.19
Other Race	14.36	+2.53
Two or More Races	13.27	-0.16
Hispanic Origin (Any Race)	26.38	+2.82



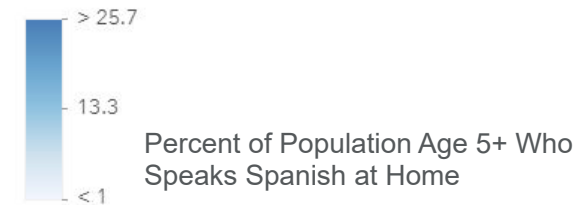
Bars show deviation from Sacramento County

## SPANISH ACTIVITIES



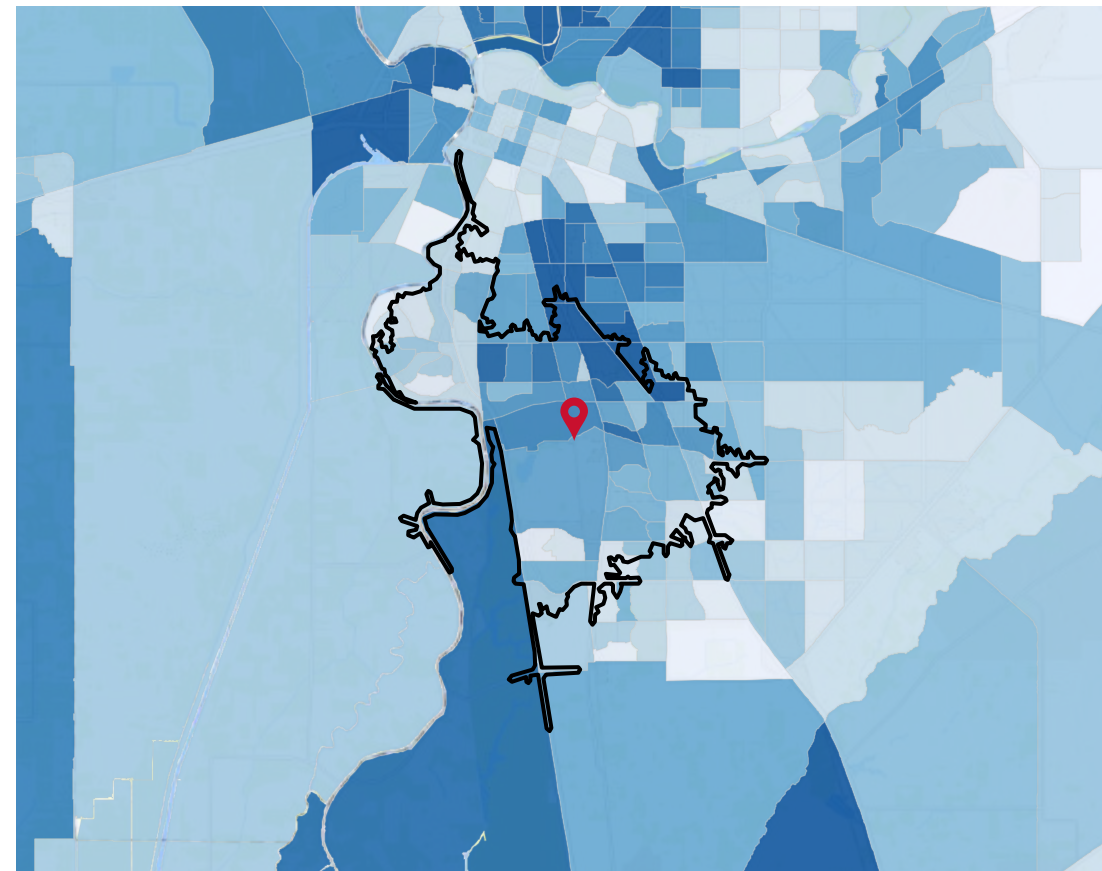
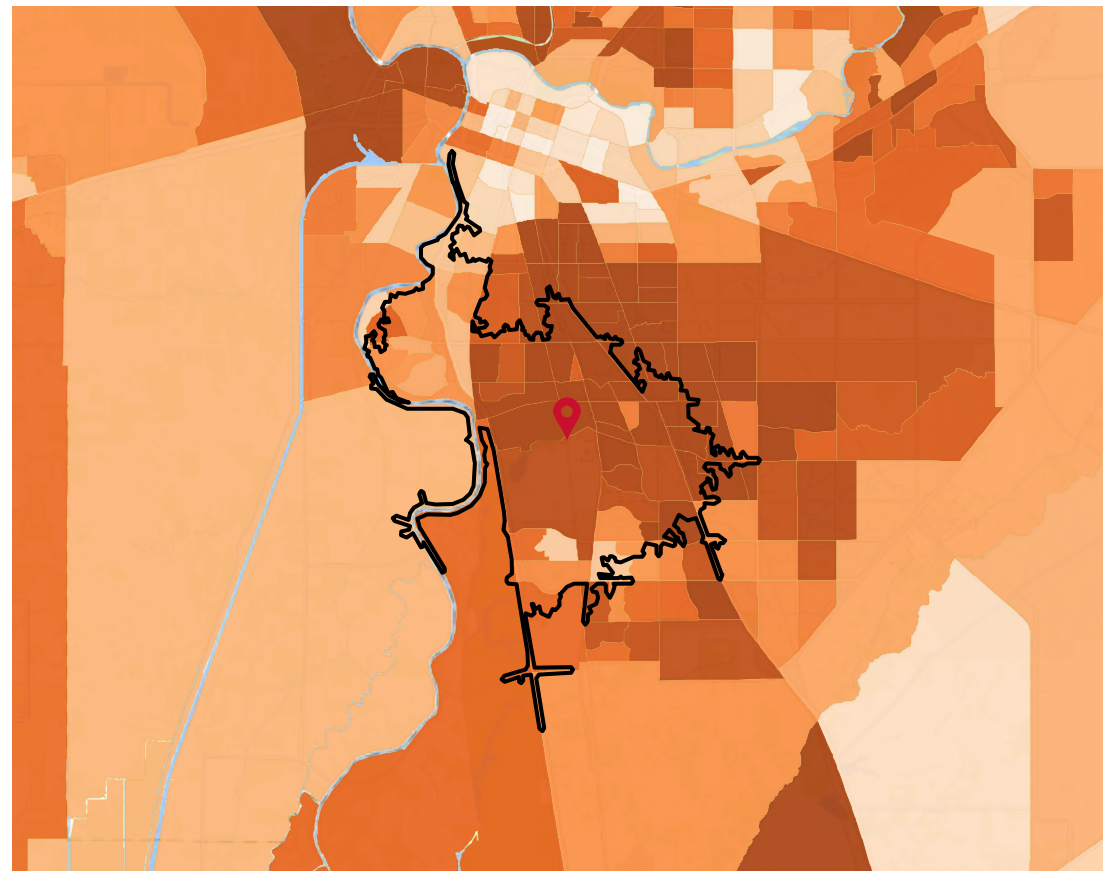
7%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.69%
Speak Spanish & English Not Well	1.89%
Speak Indo-European & No English	0.14%
Speak Indo-European & English Not Well	0.38%
Speak Asian-Pacific Island & No English	0.83%
Speak Asian-Pacific Island & English Not Well	2.14%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.05%



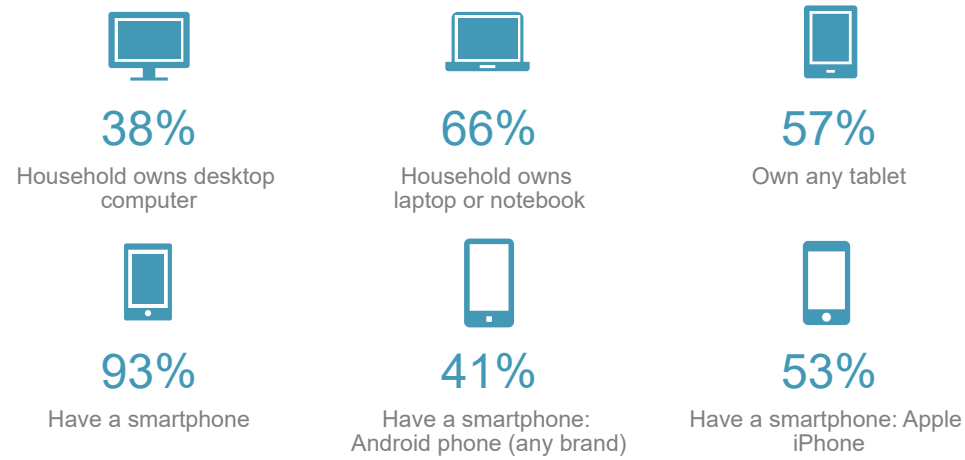
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.23%
Speak Spanish & English Not Well	0.22%
Speak Indo-European & No English	0.10%
Speak Indo-European & English Not Well	0.27%
Speak Asian-Pacific Island & No English	0.66%
Speak Asian-Pacific Island & English Not Well	1.00%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

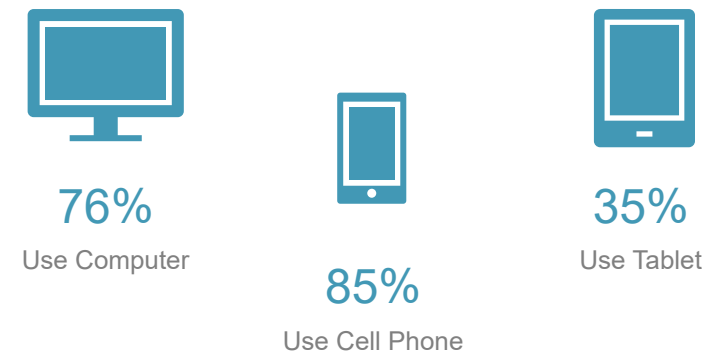
# Digital Usage Profile

Elk Grove 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

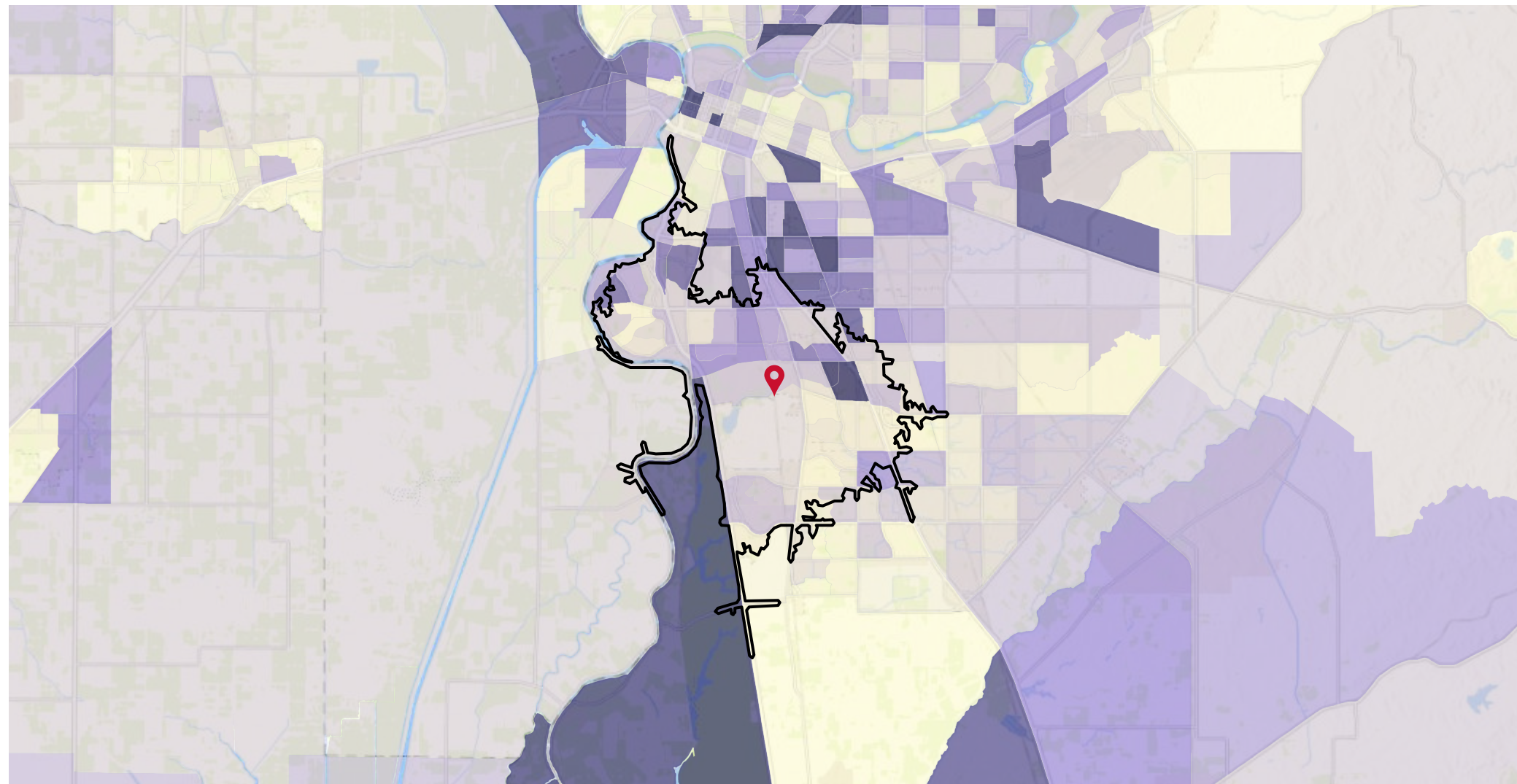


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	95%
Connect to Internet at home via cable modem (%)	47%
Connect to Internet at home via DSL (%)	9%
Connect to Internet at home via fiber optic (%)	18%
Access Internet at home via high speed connection (%)	93%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	12%
Watched TV program online (%)	22%
Used Spanish language website in last app (%)	7%
Facebook.com (%)	64%
Instagram.com (%)	40%
Linkedin.com (%)	13%
Tumblr.com (%)	2%
Twitter.com (%)	18%
Youtube.com (%)	57%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	9%
Search engine: google.com (%)	87%
Search engine: yahoo.com (%)	18%



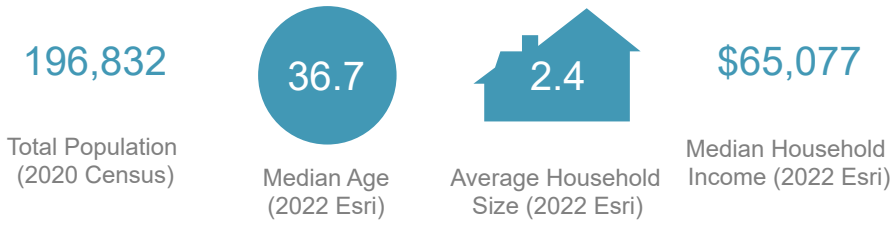
Percent of Households with No Internet Access



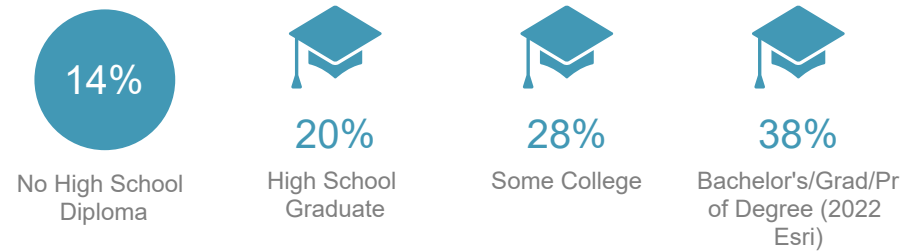
# Demographic and Socioeconomic Profile

City College 10-Minute Drive Time

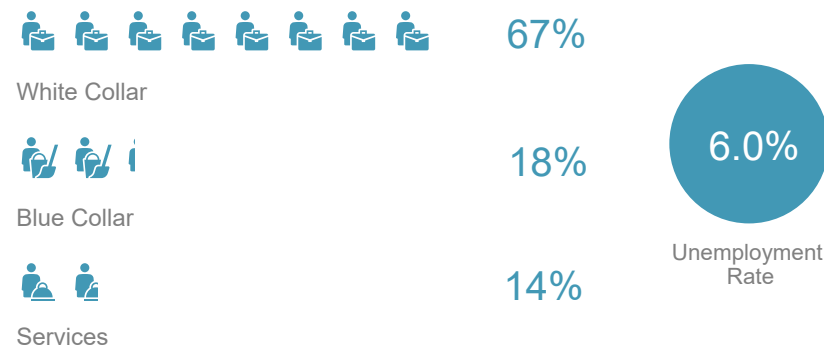
## KEY FACTS



## EDUCATION (2022 Esri)



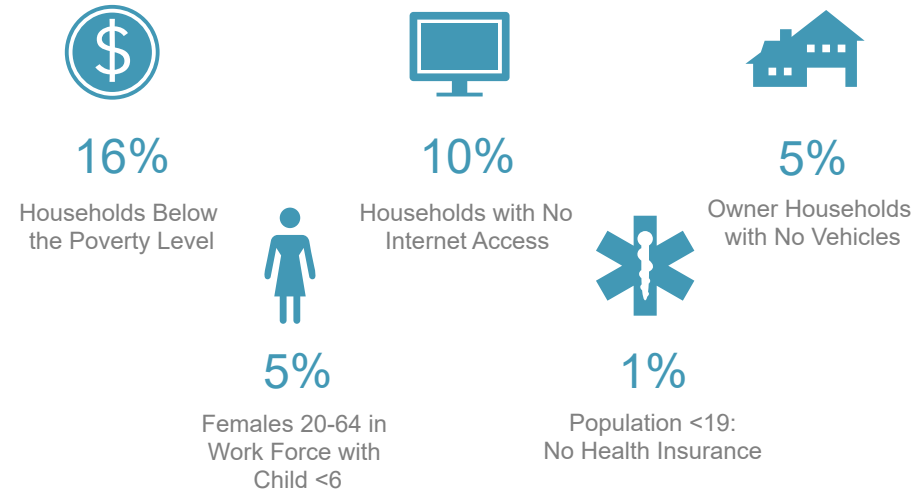
## EMPLOYMENT (2022 Esri)



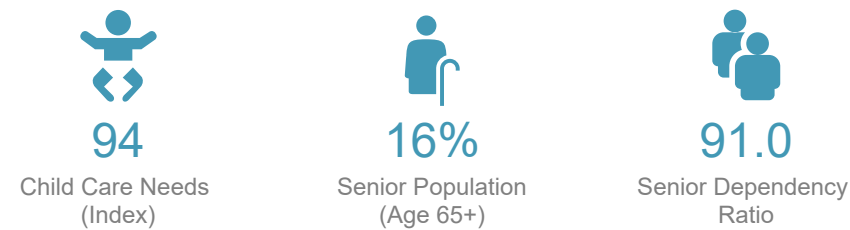
## BUSINESS (2022 Esri)



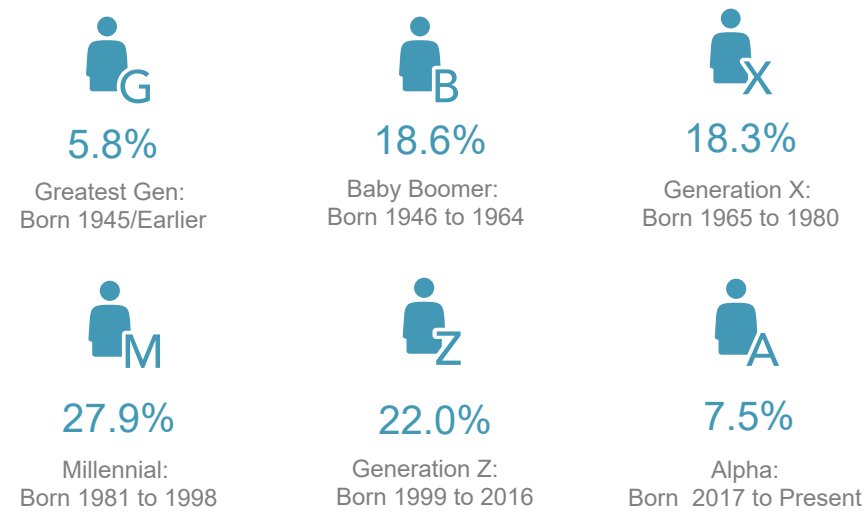
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



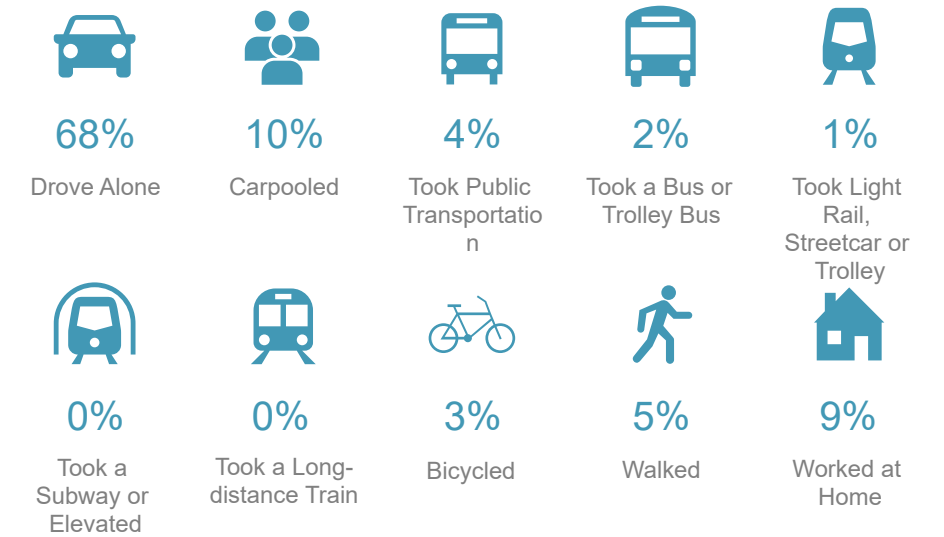
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (17.2%)  
The smallest group: \$150,000 - \$199,999 (7.3%)

Indicator ▲	Value	Diff
<\$15,000	10.8%	+3.6%
\$15,000 - \$24,999	8.6%	+2.5%
\$25,000 - \$34,999	7.6%	+0.8%
\$35,000 - \$49,999	11.2%	+1.1%
\$50,000 - \$74,999	17.2%	+0.3%
\$75,000 - \$99,999	12.9%	-1.0%
\$100,000 - \$149,999	15.6%	-3.2%
\$150,000 - \$199,999	7.3%	-2.7%
\$200,000+	8.7%	-1.5%

Bars show deviation from Sacramento County

# Race, Ethnicity, and Language Profile

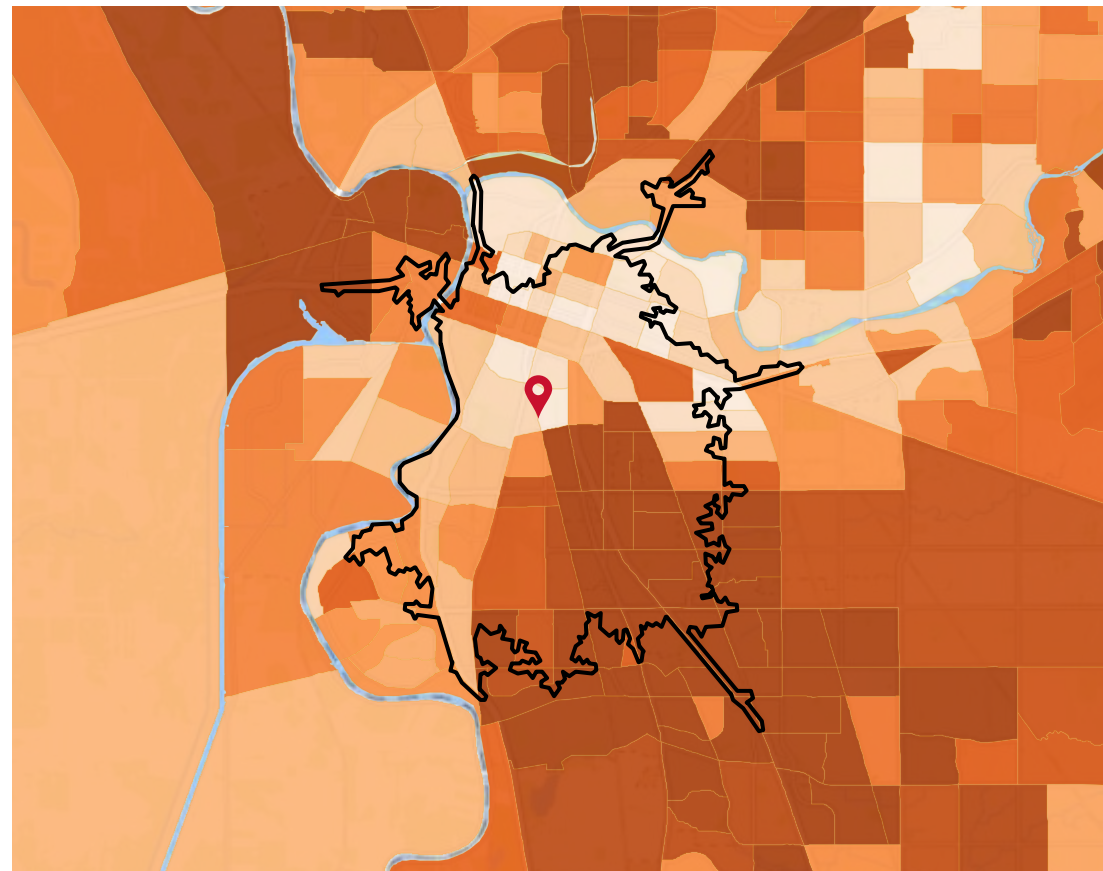
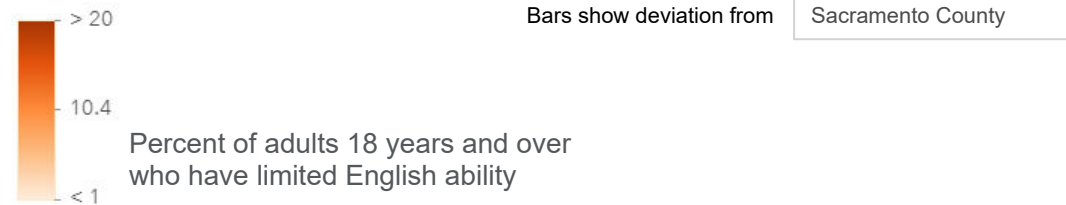
City College 10-Minute Drive Time

## Race and Ethnicity

The largest group: White Alone (39.40)

The smallest group: Pacific Islander Alone (1.54)

Indicator ▲	Value	Diff
White Alone	39.40	-4.97
Black Alone	11.18	+1.60
American Indian/Alaska Native Alone	1.57	+0.39
Asian Alone	15.46	-2.95
Pacific Islander Alone	1.54	+0.33
Other Race	17.03	+5.20
Two or More Races	13.81	+0.38
Hispanic Origin (Any Race)	30.70	+7.14

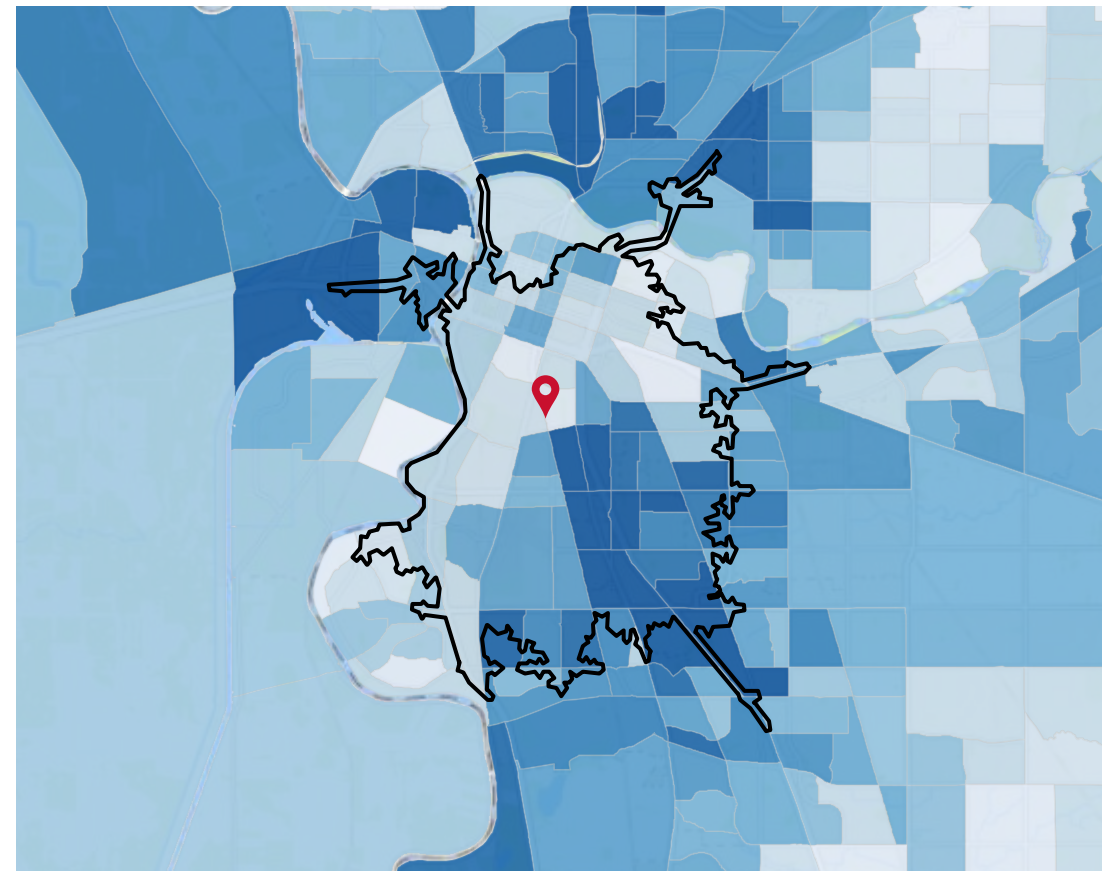
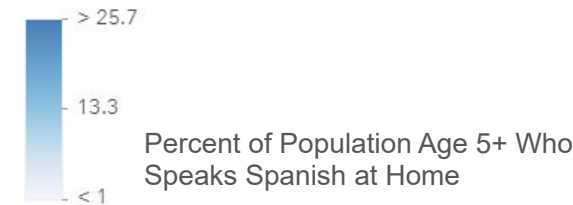


## SPANISH ACTIVITIES



6%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.94%
Speak Spanish & English Not Well	2.30%
Speak Indo-European & No English	0.05%
Speak Indo-European & English Not Well	0.26%
Speak Asian-Pacific Island & No English	0.51%
Speak Asian-Pacific Island & English Not Well	1.43%
Speak Other Language & No English	0.03%
Speak Other Language & English Not Well	0.02%

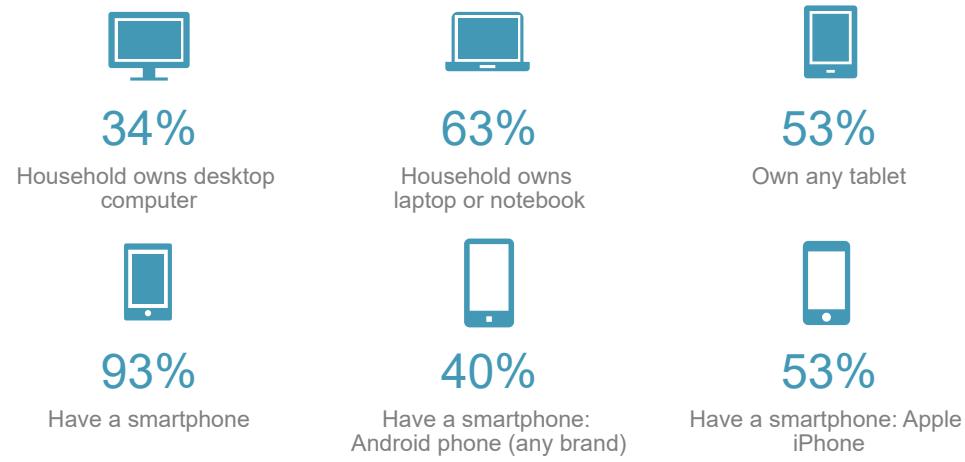
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.28%
Speak Spanish & English Not Well	0.32%
Speak Indo-European & No English	0.21%
Speak Indo-European & English Not Well	0.25%
Speak Asian-Pacific Island & No English	0.43%
Speak Asian-Pacific Island & English Not Well	0.78%
Speak Other Language & No English	0.01%
Speak Other Language & English Not Well	0.00%

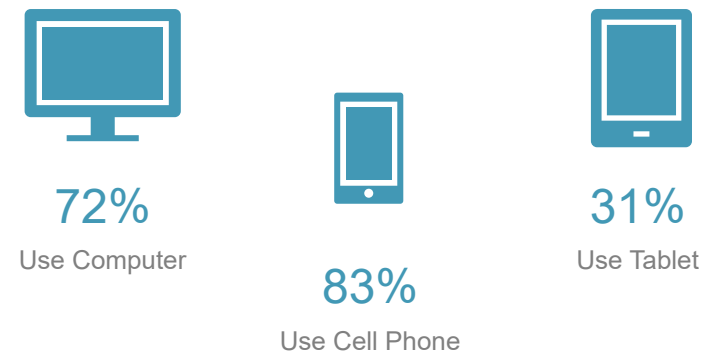
# Digital Usage Profile

City College 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

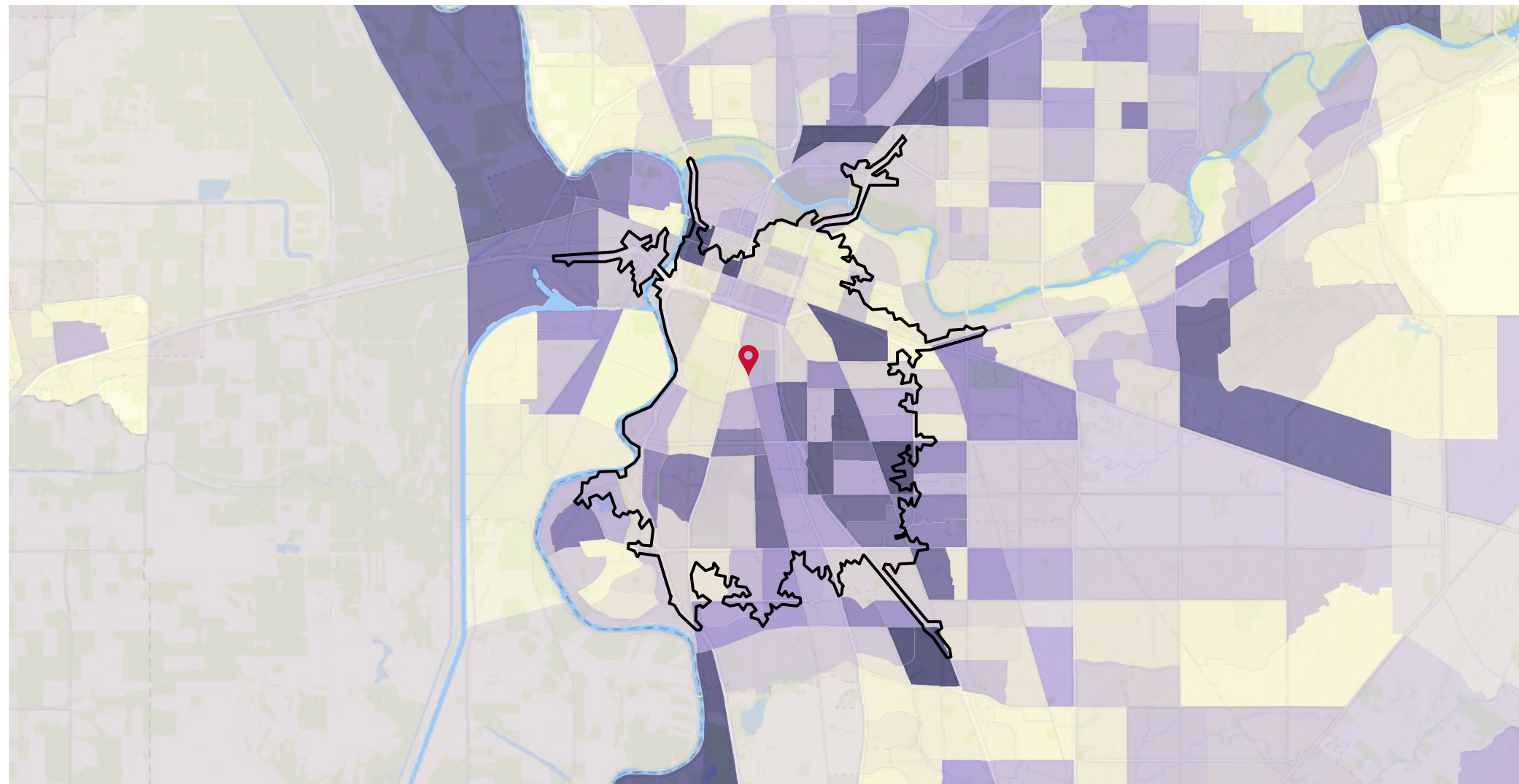


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	94%
Connect to Internet at home via cable modem (%)	46%
Connect to Internet at home via DSL (%)	7%
Connect to Internet at home via fiber optic (%)	17%
Access Internet at home via high speed connection (%)	91%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	14%
Watched TV program online (%)	24%
Used Spanish language website in last app (%)	6%
Facebook.com (%)	64%
Instagram.com (%)	41%
Linkedin.com (%)	15%
Tumblr.com (%)	3%
Twitter.com (%)	20%
Youtube.com (%)	58%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	8%
Search engine: google.com (%)	84%
Search engine: yahoo.com (%)	17%



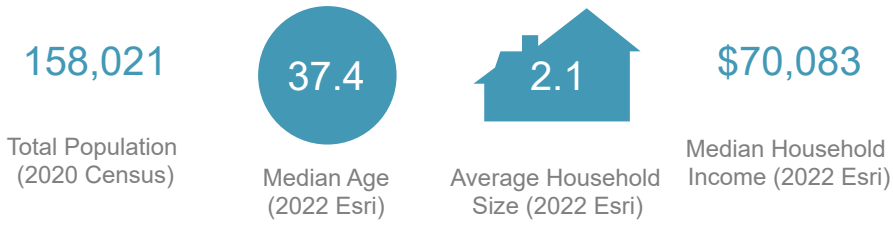
Percent of Households with No Internet Access



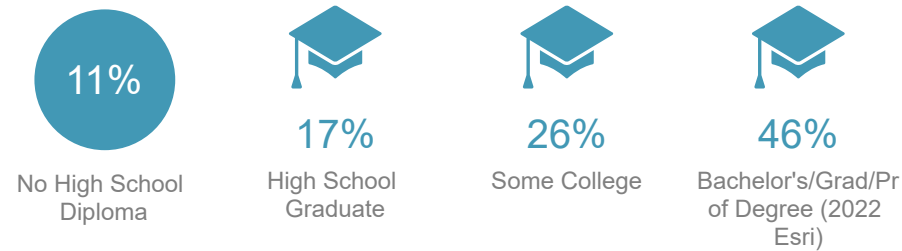
# Demographic and Socioeconomic Profile

Midtown Sacramento 10-Minute Drive Time

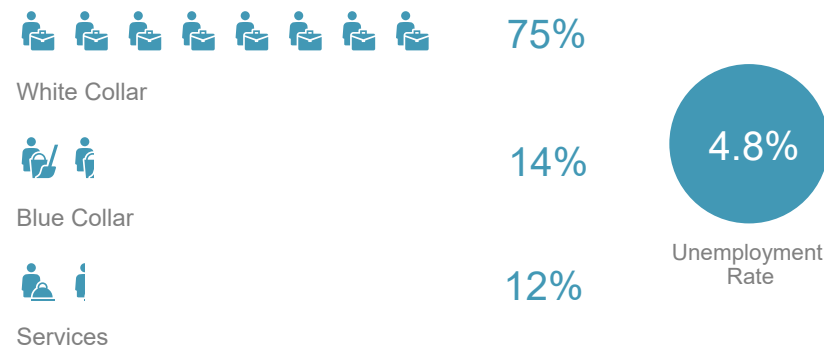
## KEY FACTS



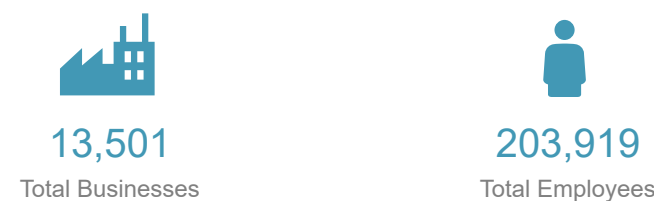
## EDUCATION (2022 Esri)



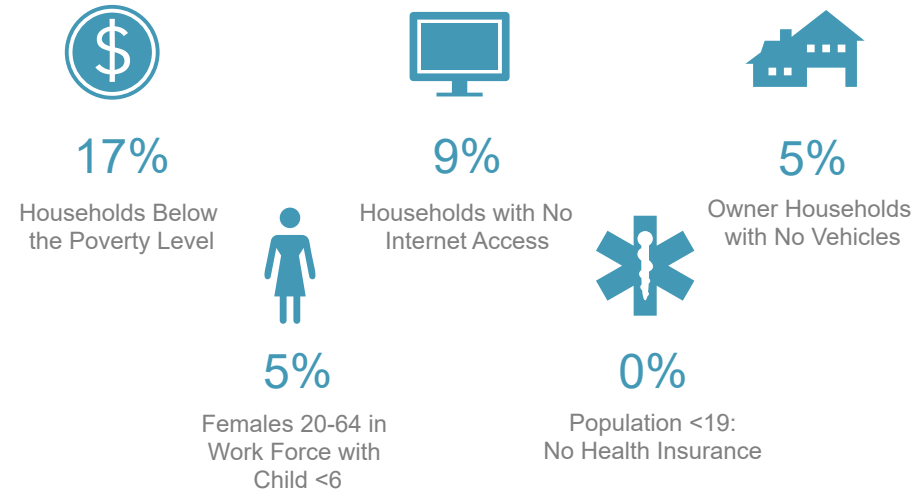
## EMPLOYMENT (2022 Esri)



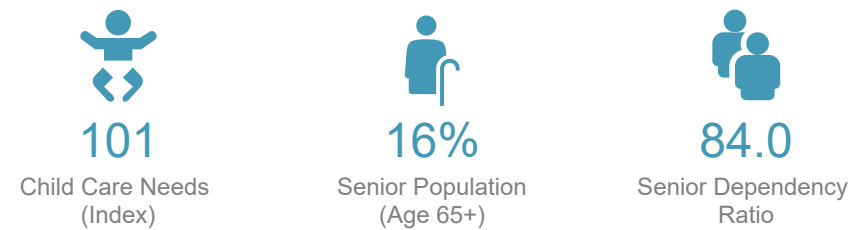
## BUSINESS (2022 Esri)



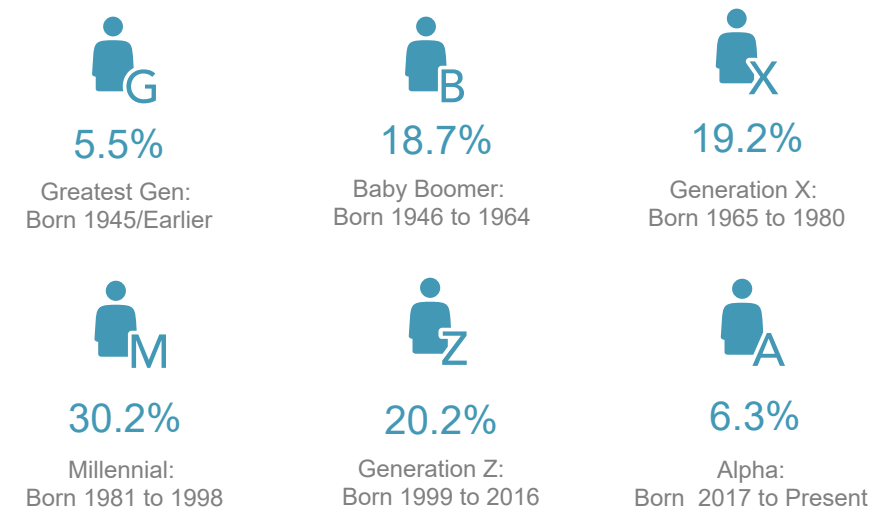
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



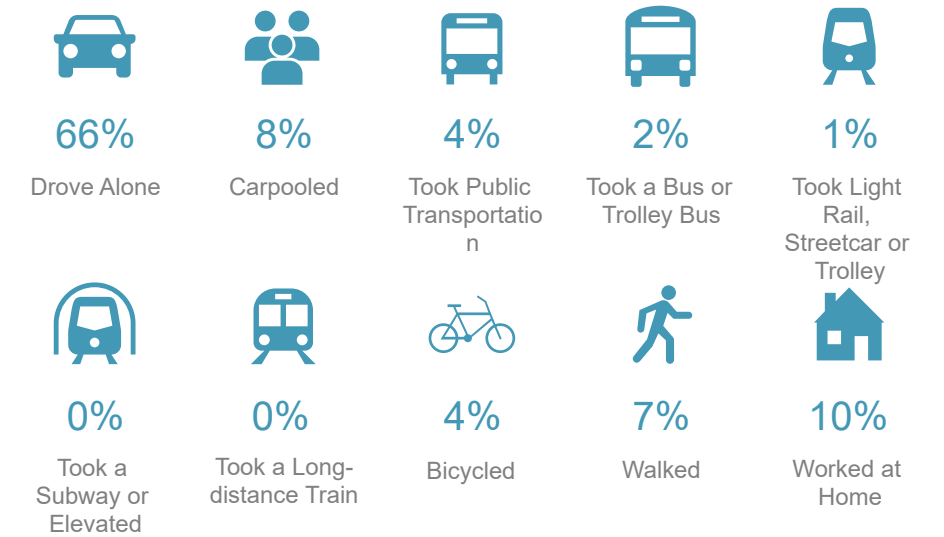
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (16.9%)

The smallest group: \$25,000 - \$34,999 (6.5%)

Indicator ▲	Value	Diff
<\$15,000	11.5%	+4.3%
\$15,000 - \$24,999	8.0%	+1.9%
\$25,000 - \$34,999	6.5%	-0.3%
\$35,000 - \$49,999	9.7%	-0.4%
\$50,000 - \$74,999	16.7%	-0.2%
\$75,000 - \$99,999	12.8%	-1.1%
\$100,000 - \$149,999	16.9%	-1.9%
\$150,000 - \$199,999	7.7%	-2.3%
\$200,000+	10.2%	0

Bars show deviation from Sacramento County

# Race, Ethnicity, and Language Profile

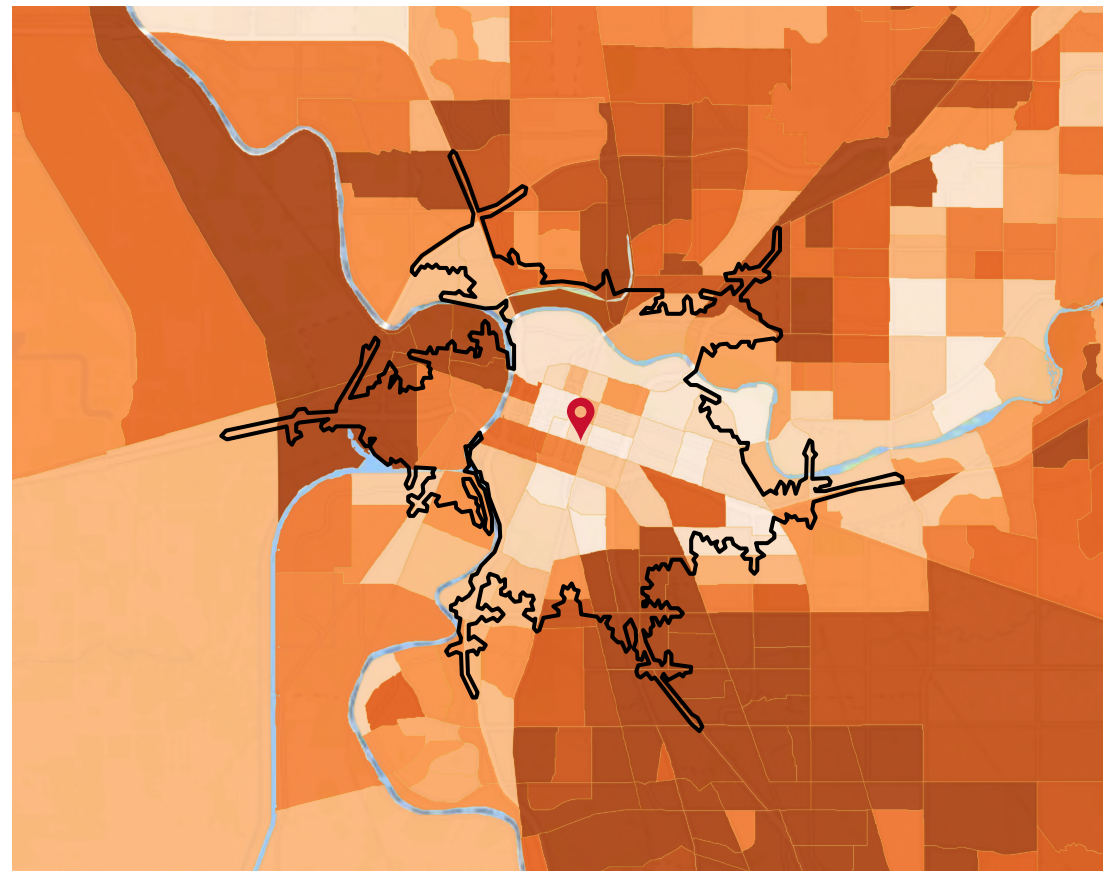
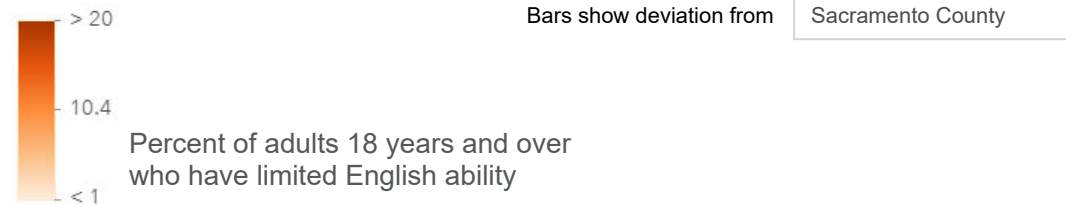
Midtown Sacramento 10-Minute Drive Time

## Race and Ethnicity

The largest group: White Alone (50.40)

The smallest group: Pacific Islander Alone (0.81)

Indicator ▲	Value	Diff	
White Alone	50.40	+6.03	
Black Alone	9.36	-0.22	
American Indian/Alaska Native Alone	1.55	+0.37	
Asian Alone	10.43	-7.98	
Pacific Islander Alone	0.81	-0.40	
Other Race	12.90	+1.07	
Two or More Races	14.54	+1.11	
Hispanic Origin (Any Race)	26.52	+2.96	

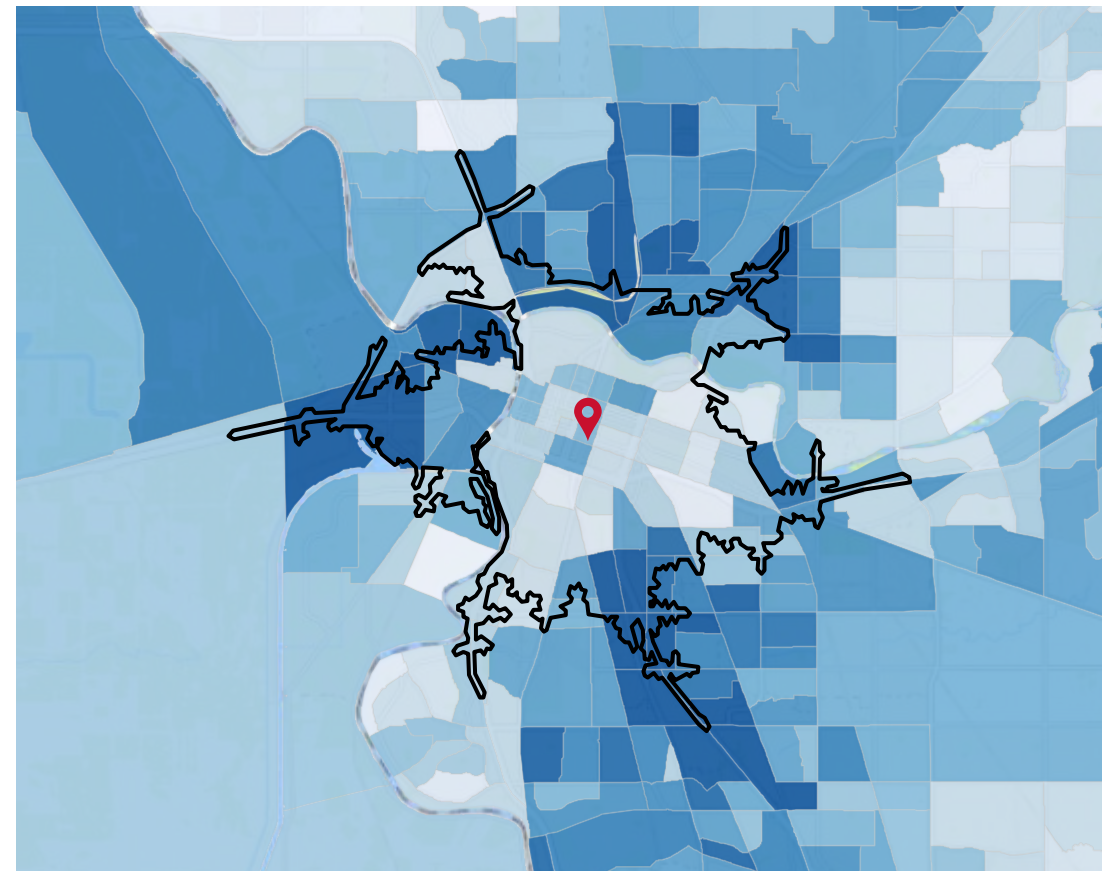
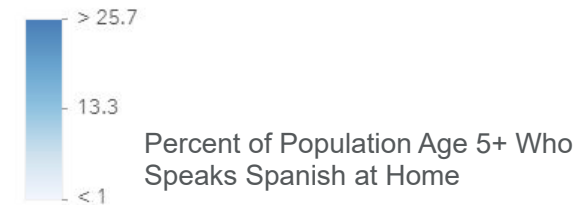


## SPANISH ACTIVITIES



5%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.56%
Speak Spanish & English Not Well	1.63%
Speak Indo-European & No English	0.09%
Speak Indo-European & English Not Well	0.27%
Speak Asian-Pacific Island & No English	0.27%
Speak Asian-Pacific Island & English Not Well	0.41%
Speak Other Language & No English	0.03%
Speak Other Language & English Not Well	0.00%

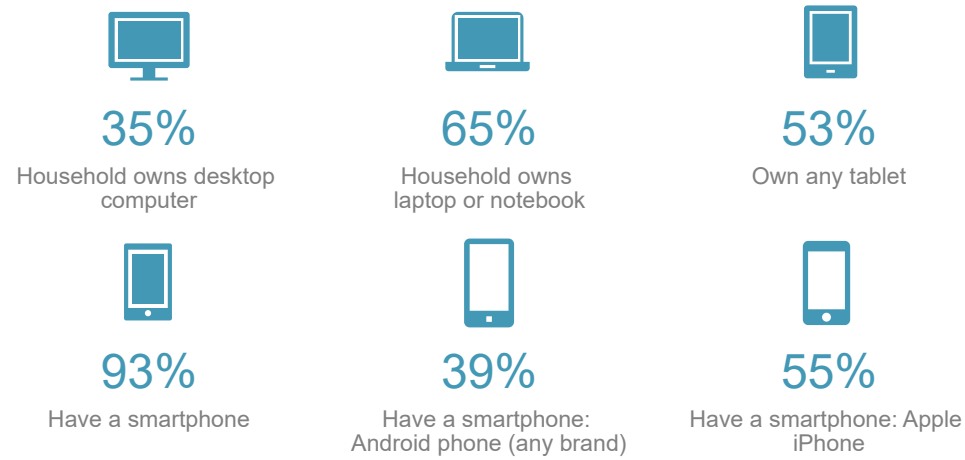
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.28%
Speak Spanish & English Not Well	0.28%
Speak Indo-European & No English	0.43%
Speak Indo-European & English Not Well	0.14%
Speak Asian-Pacific Island & No English	0.27%
Speak Asian-Pacific Island & English Not Well	0.51%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

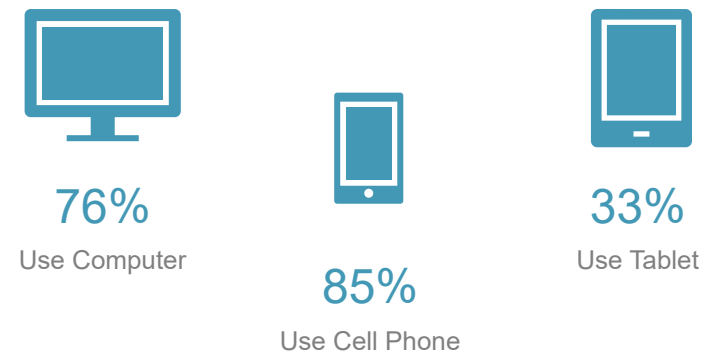
# Digital Usage Profile

Midtown Sacramento 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

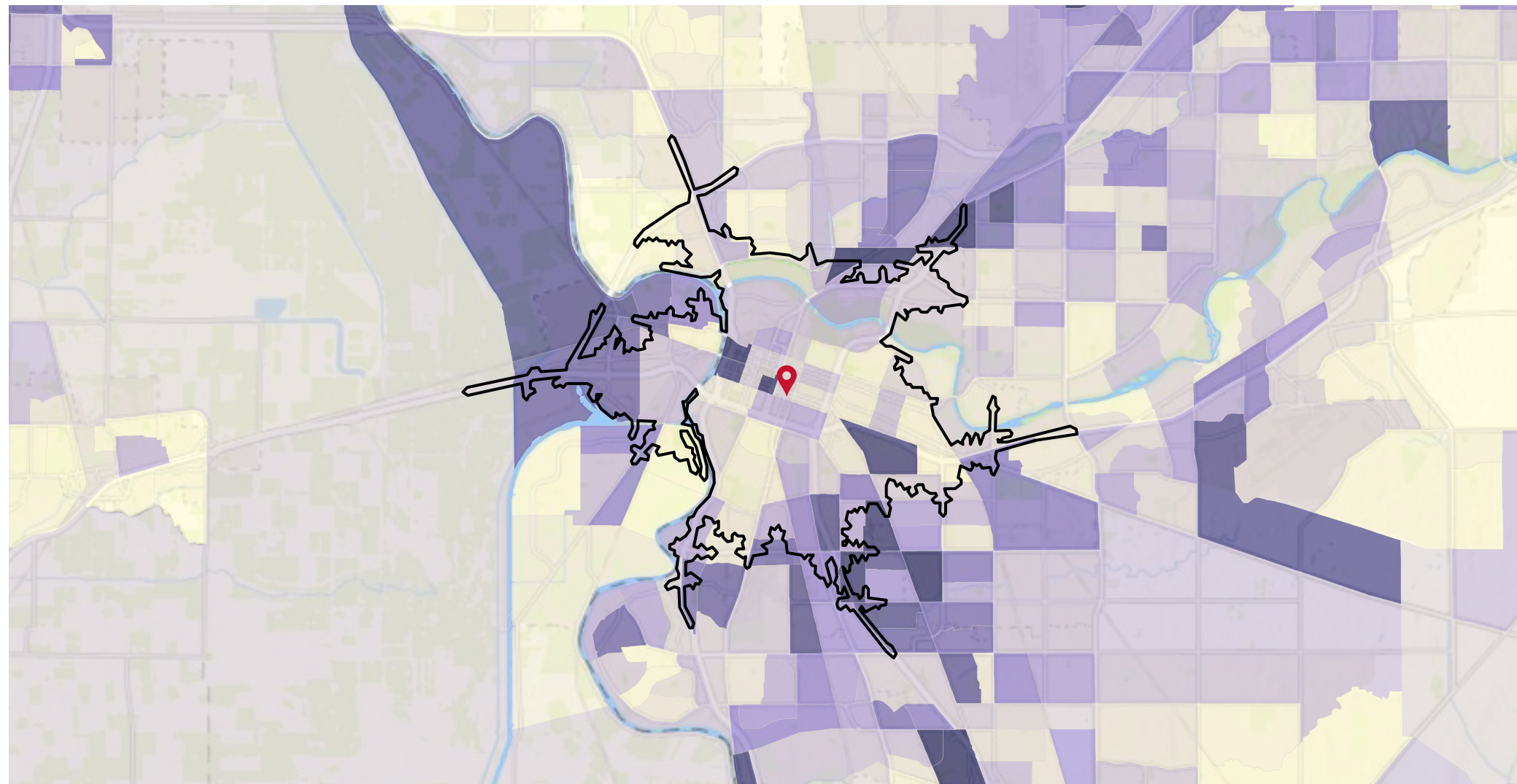


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	95%
Connect to Internet at home via cable modem (%)	49%
Connect to Internet at home via DSL (%)	8%
Connect to Internet at home via fiber optic (%)	17%
Access Internet at home via high speed connection (%)	92%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	16%
Watched TV program online (%)	26%
Used Spanish language website in last app (%)	5%
Facebook.com (%)	66%
Instagram.com (%)	43%
Linkedin.com (%)	19%
Tumblr.com (%)	3%
Twitter.com (%)	22%
Youtube.com (%)	60%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	9%
Search engine: google.com (%)	87%
Search engine: yahoo.com (%)	16%



### Percent of Households with No Internet Access

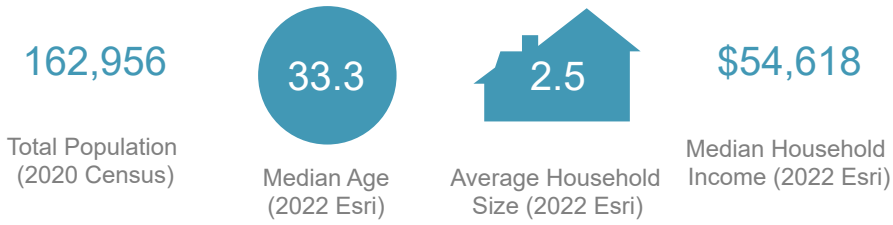




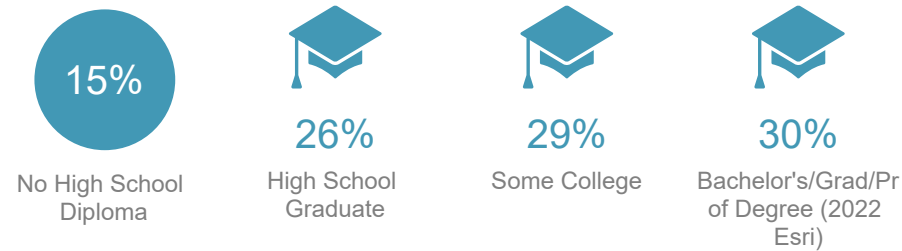
# Demographic and Socioeconomic Profile

Old North Sacramento 10-Minute Drive Time

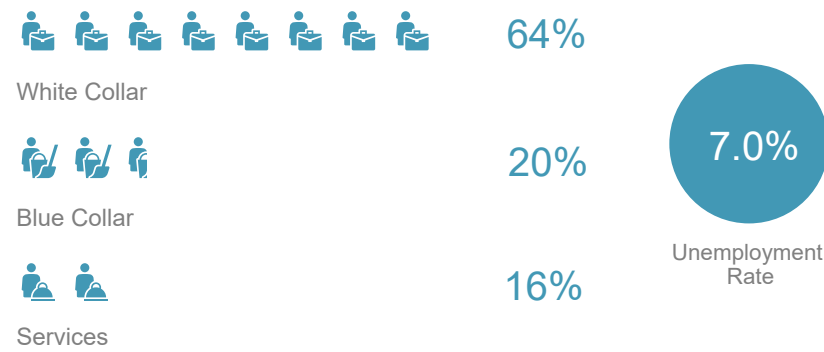
## KEY FACTS



## EDUCATION (2022 Esri)



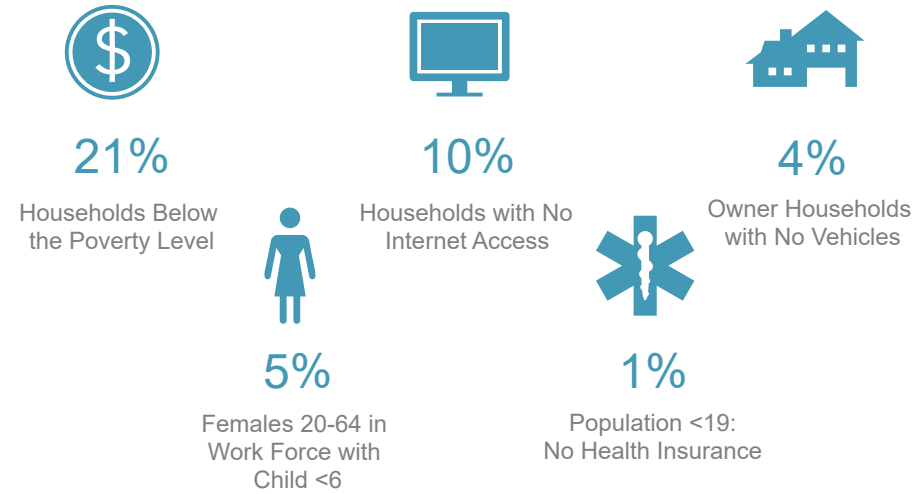
## EMPLOYMENT (2022 Esri)



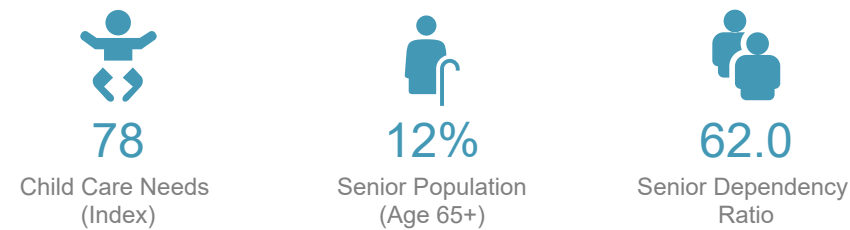
## BUSINESS (2022 Esri)



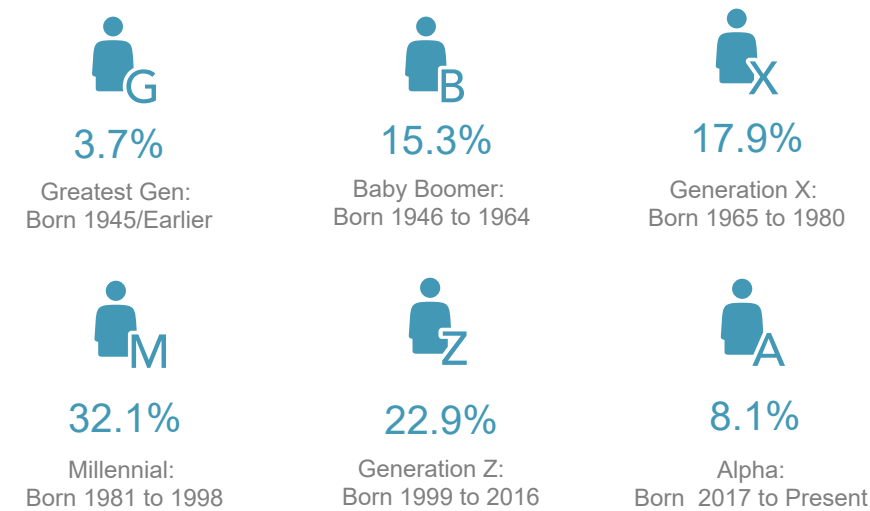
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



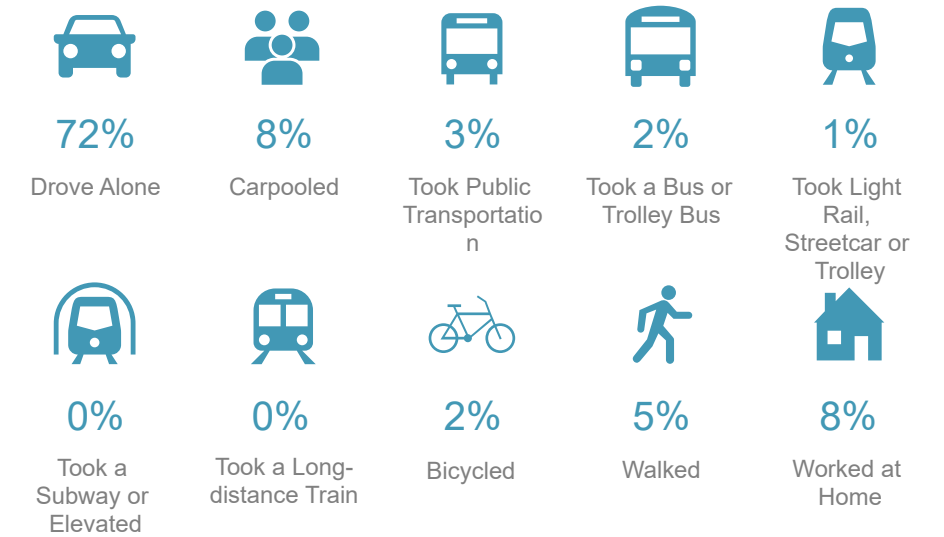
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (18.0%)  
The smallest group: \$150,000 - \$199,999 (4.9%)

Indicator ▲	Value	Diff
<\$15,000	14.4%	+7.2%
\$15,000 - \$24,999	9.5%	+3.4%
\$25,000 - \$34,999	8.9%	+2.1%
\$35,000 - \$49,999	12.7%	+2.6%
\$50,000 - \$74,999	18.0%	+1.1%
\$75,000 - \$99,999	12.8%	-1.1%
\$100,000 - \$149,999	13.7%	-5.1%
\$150,000 - \$199,999	4.9%	-5.1%
\$200,000+	5.3%	-4.9%

Bars show deviation from Sacramento County

# Race, Ethnicity, and Language Profile

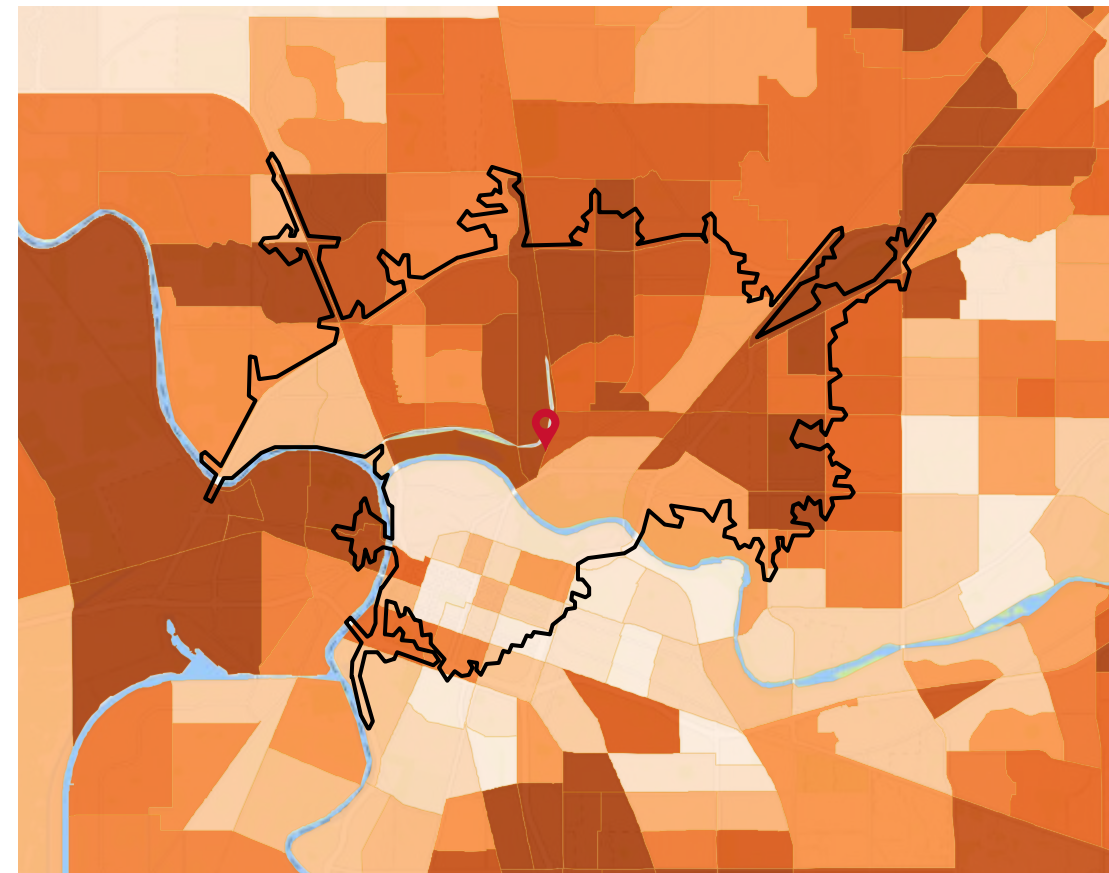
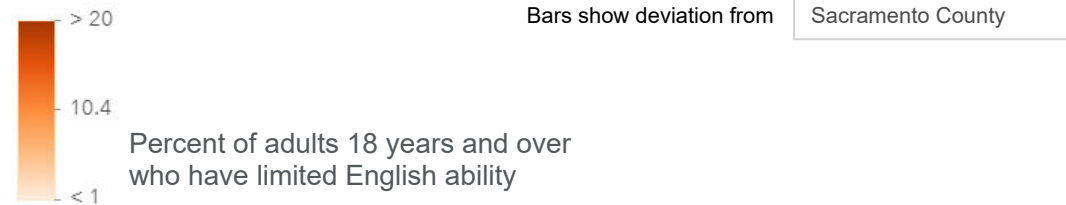
Old North Sacramento 10-Minute Drive Time

## Race and Ethnicity

The largest group: White Alone (35.35)

The smallest group: Pacific Islander Alone (1.28)

Indicator ▲	Value	Diff
White Alone	35.35	-9.02
Black Alone	14.00	+4.42
American Indian/Alaska Native Alone	1.76	+0.58
Asian Alone	13.53	-4.88
Pacific Islander Alone	1.28	+0.07
Other Race	18.95	+7.12
Two or More Races	15.12	+1.69
Hispanic Origin (Any Race)	33.76	+10.20

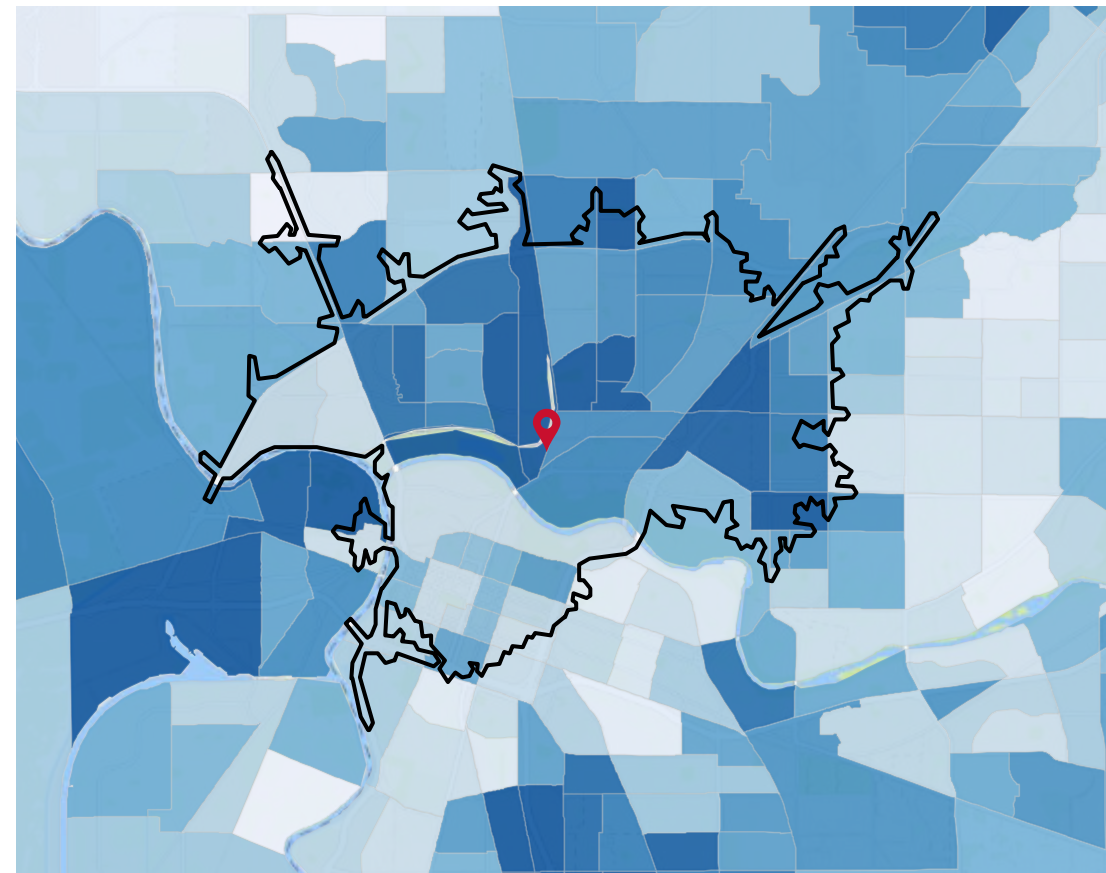
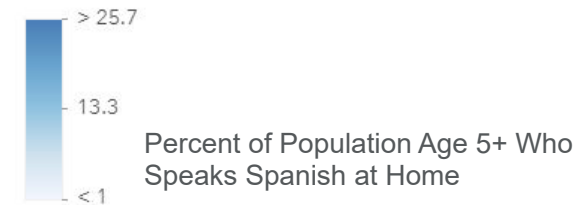


## SPANISH ACTIVITIES



7%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.93%
Speak Spanish & English Not Well	2.16%
Speak Indo-European & No English	0.20%
Speak Indo-European & English Not Well	0.67%
Speak Asian-Pacific Island & No English	0.20%
Speak Asian-Pacific Island & English Not Well	0.48%
Speak Other Language & No English	0.06%
Speak Other Language & English Not Well	0.09%

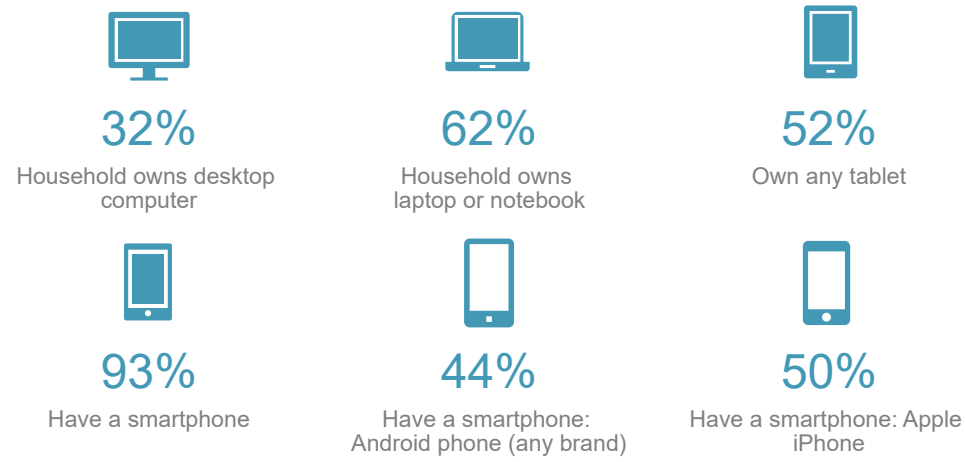
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.24%
Speak Spanish & English Not Well	0.44%
Speak Indo-European & No English	0.15%
Speak Indo-European & English Not Well	0.15%
Speak Asian-Pacific Island & No English	0.23%
Speak Asian-Pacific Island & English Not Well	0.35%
Speak Other Language & No English	0.01%
Speak Other Language & English Not Well	0.00%

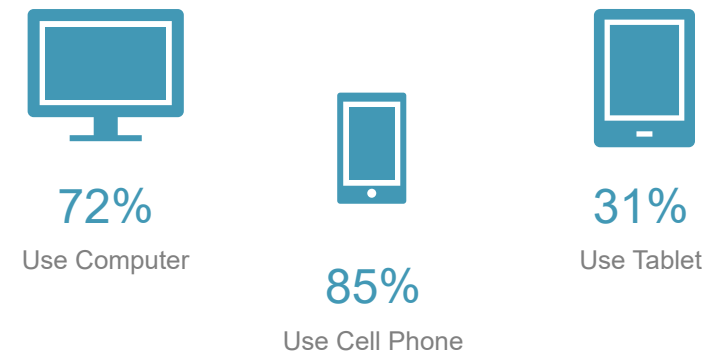
# Digital Usage Profile

Old North Sacramento 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

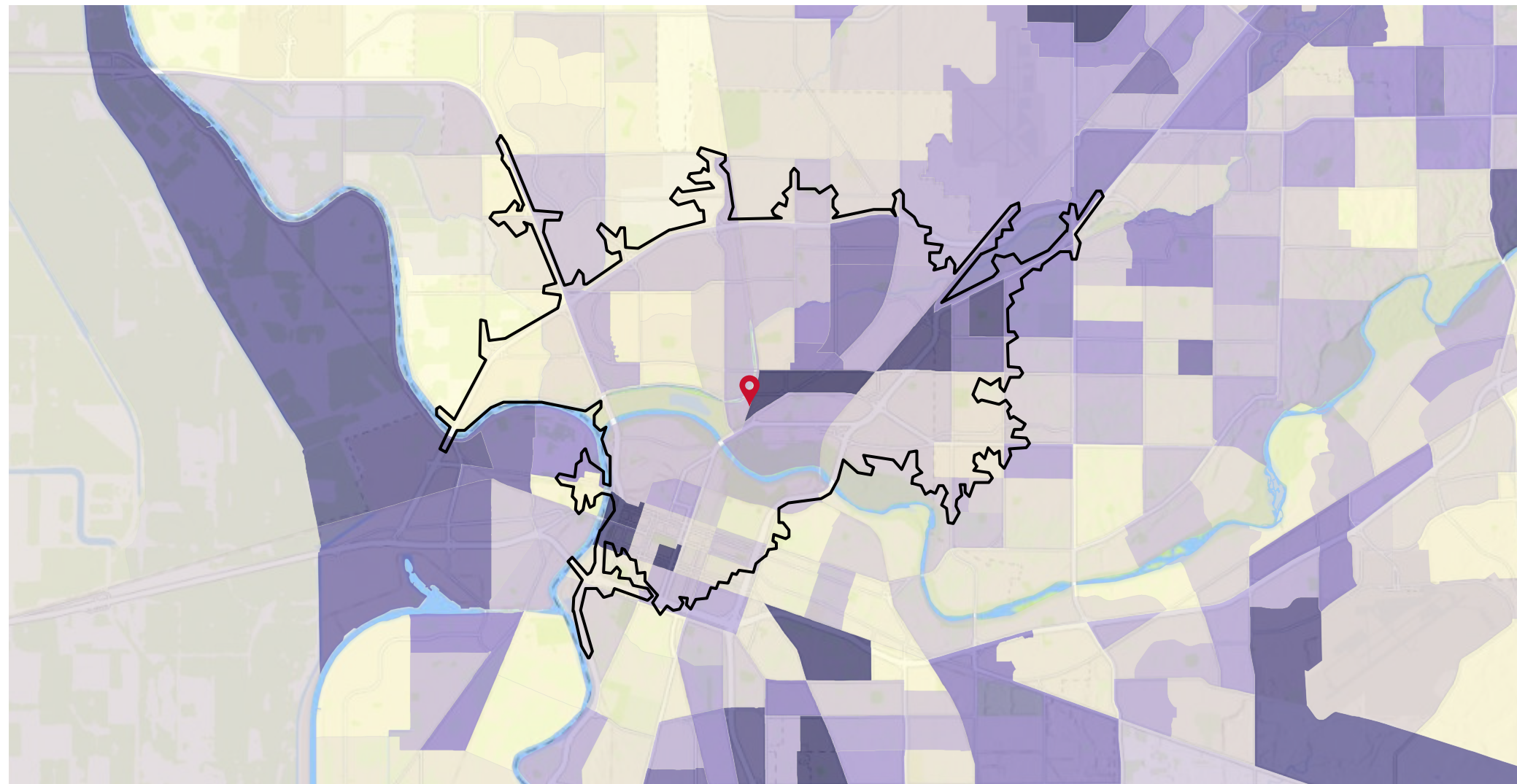


## INTERNET CONNECTIVITY (2022 Esri)

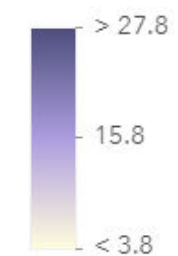
	HH %
Have access to Internet at home (%)	94%
Connect to Internet at home via cable modem (%)	46%
Connect to Internet at home via DSL (%)	8%
Connect to Internet at home via fiber optic (%)	16%
Access Internet at home via high speed connection (%)	91%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	14%
Watched TV program online (%)	24%
Used Spanish language website in last app (%)	7%
Facebook.com (%)	65%
Instagram.com (%)	42%
Linkedin.com (%)	15%
Tumblr.com (%)	3%
Twitter.com (%)	21%
Youtube.com (%)	59%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	8%
Search engine: google.com (%)	86%
Search engine: yahoo.com (%)	17%



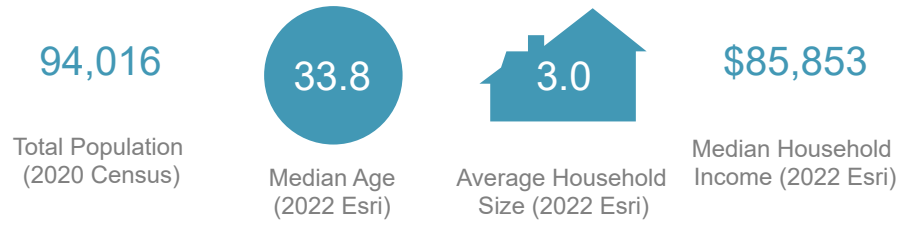
## Percent of Households with No Internet Access



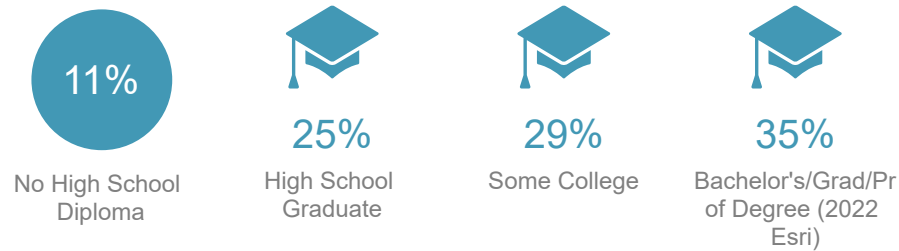
# Demographic and Socioeconomic Profile

Natomas 10-Minute Drive Time

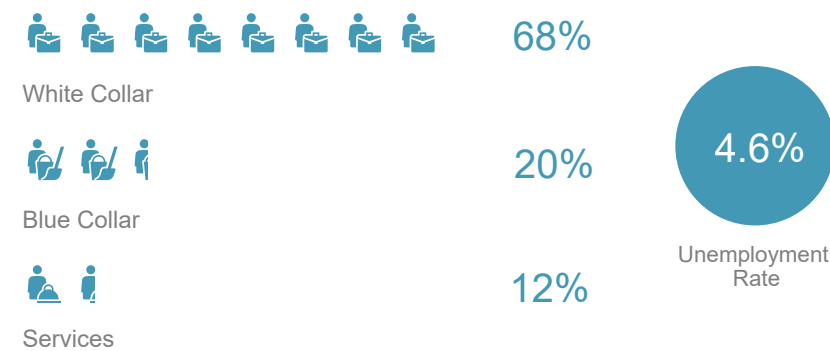
## KEY FACTS



## EDUCATION (2022 Esri)



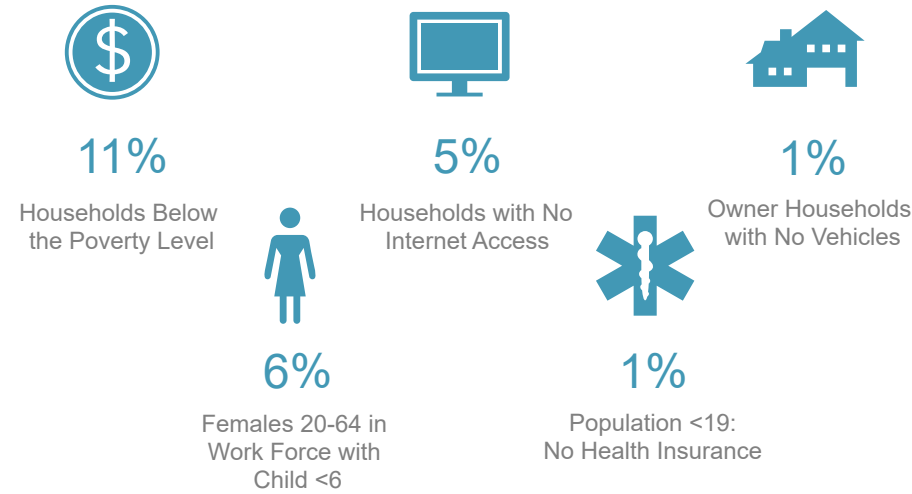
## EMPLOYMENT (2022 Esri)



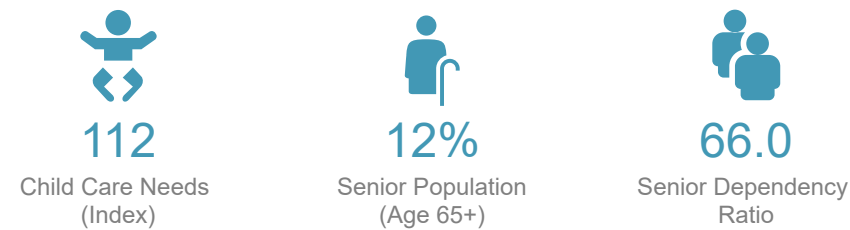
## BUSINESS (2022 Esri)



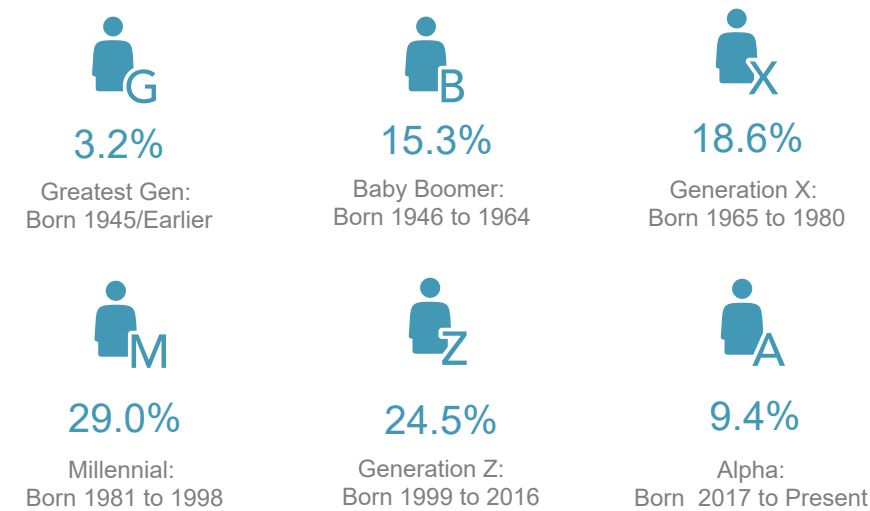
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



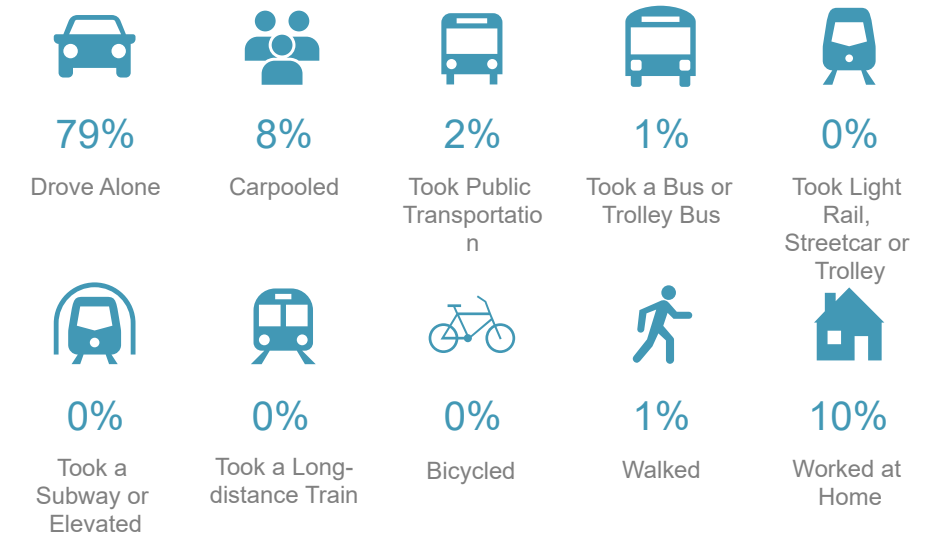
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (22.7%)  
The smallest group: <\$15,000 (5.2%)

Indicator ▲	Value	Diff
<\$15,000	5.2%	-2.0%
\$15,000 - \$24,999	5.6%	-0.5%
\$25,000 - \$34,999	6.7%	-0.1%
\$35,000 - \$49,999	9.1%	-1.0%
\$50,000 - \$74,999	16.1%	-0.8%
\$75,000 - \$99,999	14.5%	+0.6%
\$100,000 - \$149,999	22.7%	+3.9%
\$150,000 - \$199,999	10.7%	+0.7%
\$200,000+	9.4%	-0.8%

Bars show deviation from Sacramento County

# Race, Ethnicity, and Language Profile

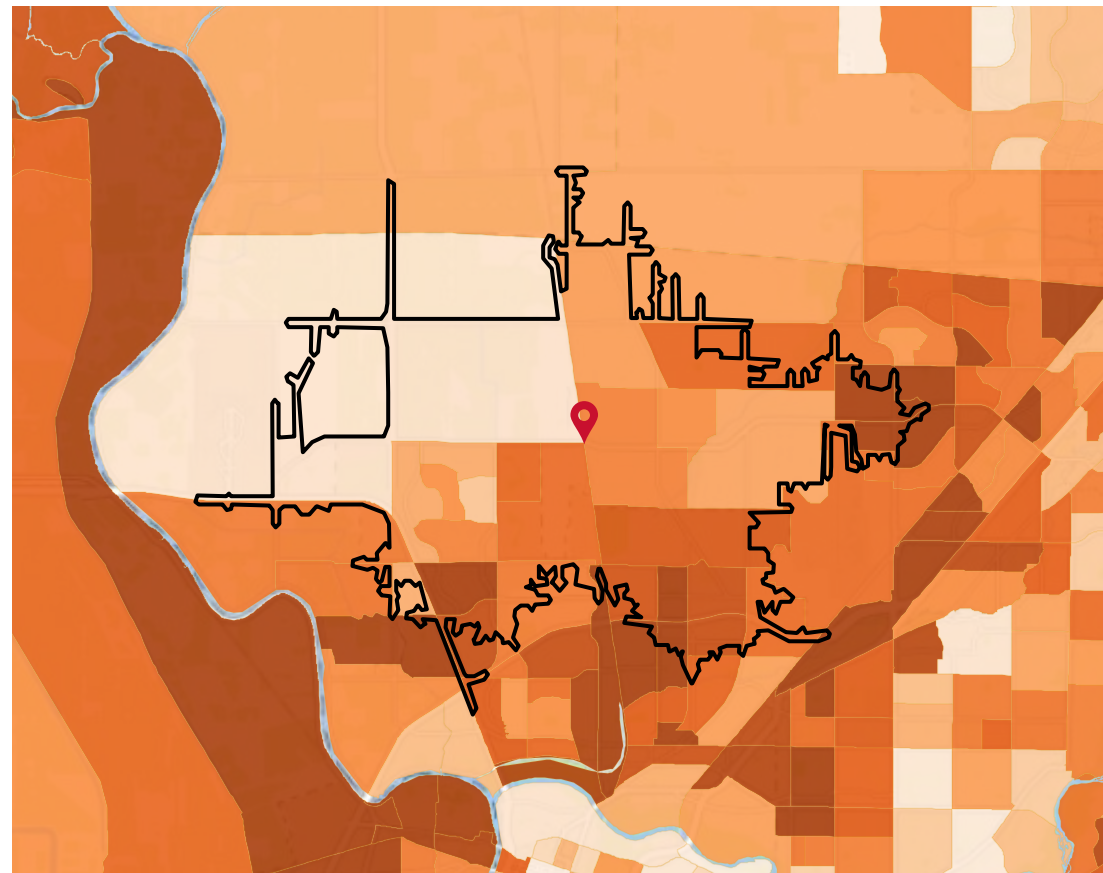
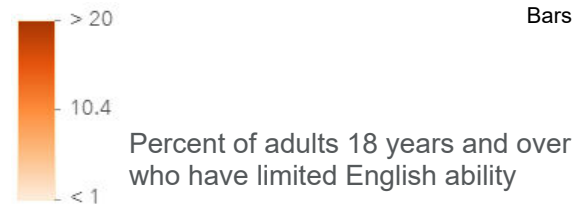
Natomas 10-Minute Drive Time

## Race and Ethnicity

The largest group: White Alone (35.44)

The smallest group: American Indian/Alaska Native Alone (1.17)

Indicator ▲	Value	Diff
White Alone	35.44	-8.93
Black Alone	12.43	+2.85
American Indian/Alaska Native Alone	1.17	-0.01
Asian Alone	22.88	+4.47
Pacific Islander Alone	1.34	+0.13
Other Race	13.35	+1.52
Two or More Races	13.39	-0.04
Hispanic Origin (Any Race)	25.55	+1.99

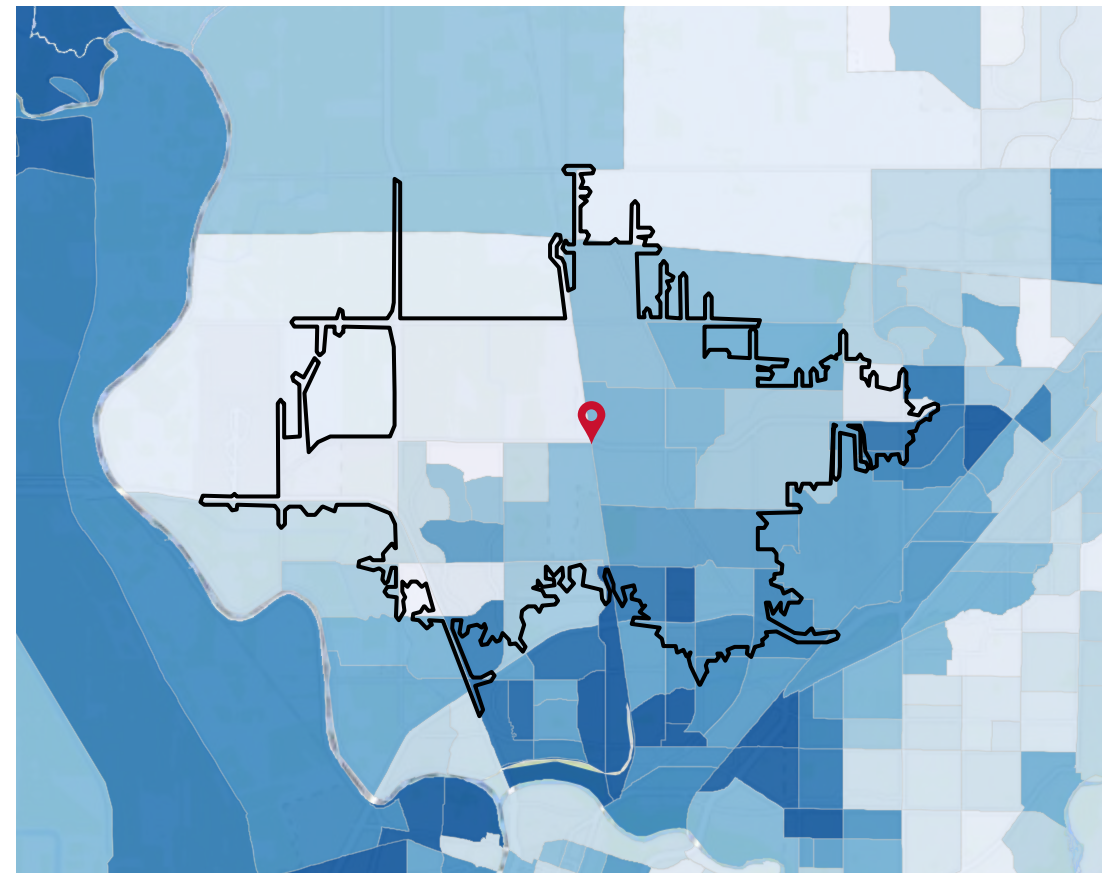
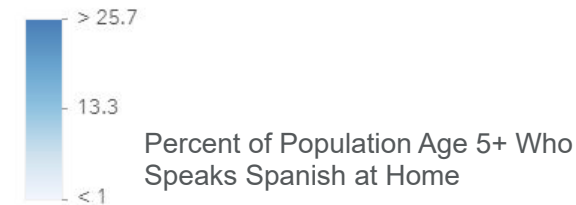


## SPANISH ACTIVITIES



7%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	0.31%
Speak Spanish & English Not Well	1.15%
Speak Indo-European & No English	0.19%
Speak Indo-European & English Not Well	0.80%
Speak Asian-Pacific Island & No English	0.09%
Speak Asian-Pacific Island & English Not Well	1.10%
Speak Other Language & No English	0.05%
Speak Other Language & English Not Well	0.00%

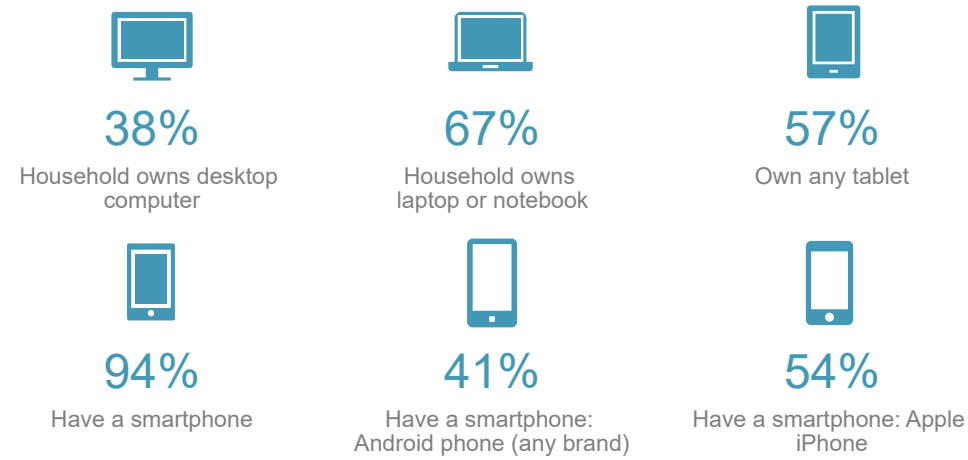
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	0.09%
Speak Spanish & English Not Well	0.24%
Speak Indo-European & No English	0.28%
Speak Indo-European & English Not Well	0.22%
Speak Asian-Pacific Island & No English	0.47%
Speak Asian-Pacific Island & English Not Well	0.57%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

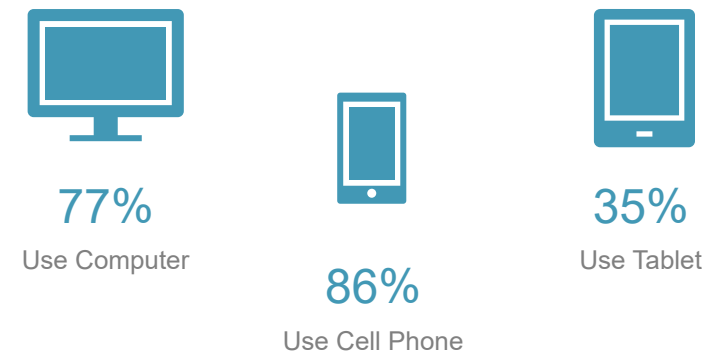
# Digital Usage Profile

Natomas 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

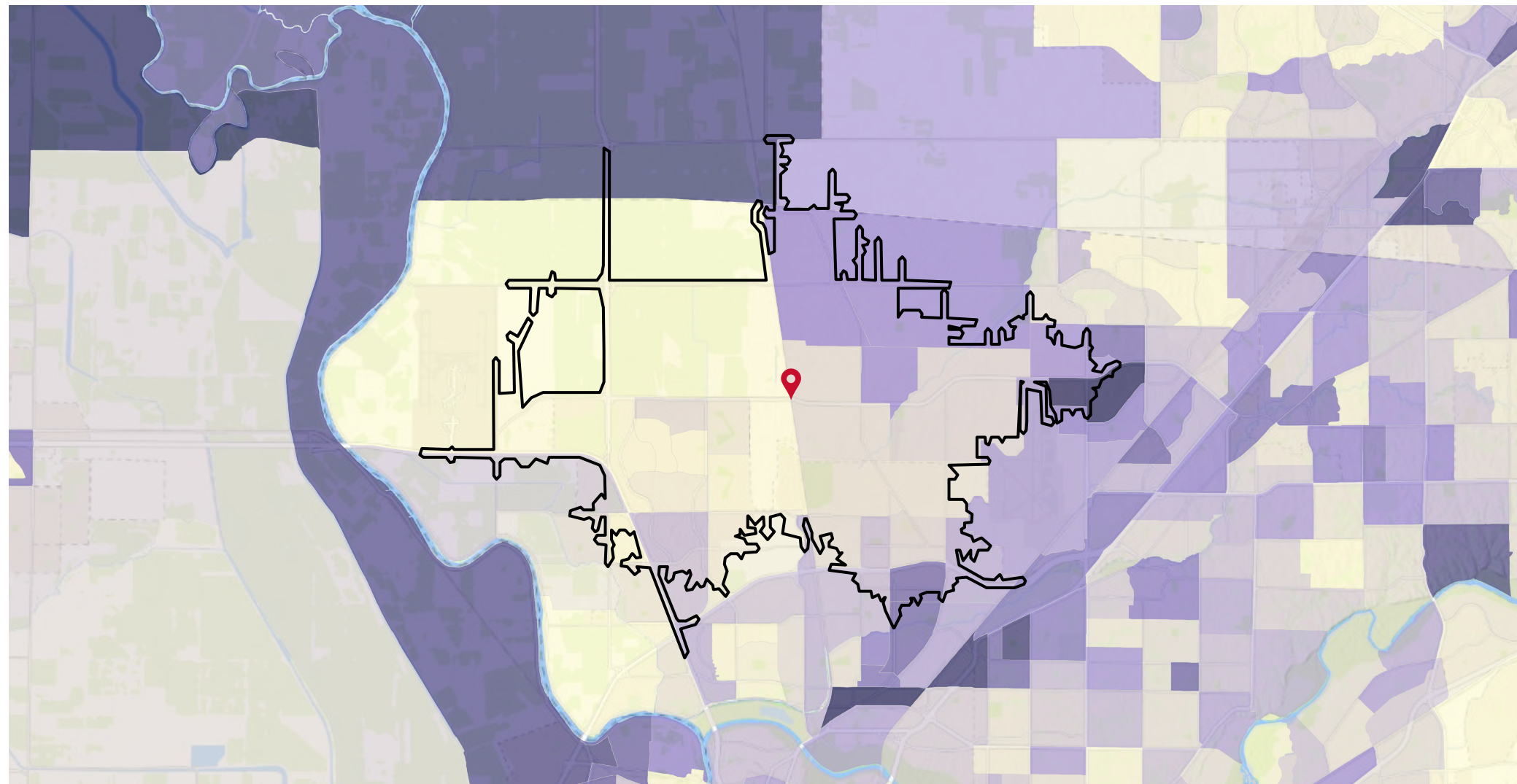


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	96%
Connect to Internet at home via cable modem (%)	47%
Connect to Internet at home via DSL (%)	9%
Connect to Internet at home via fiber optic (%)	18%
Access Internet at home via high speed connection (%)	93%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	12%
Watched TV program online (%)	23%
Used Spanish language website in last app (%)	7%
Facebook.com (%)	65%
Instagram.com (%)	41%
Linkedin.com (%)	13%
Tumblr.com (%)	2%
Twitter.com (%)	19%
Youtube.com (%)	57%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	9%
Search engine: google.com (%)	87%
Search engine: yahoo.com (%)	18%



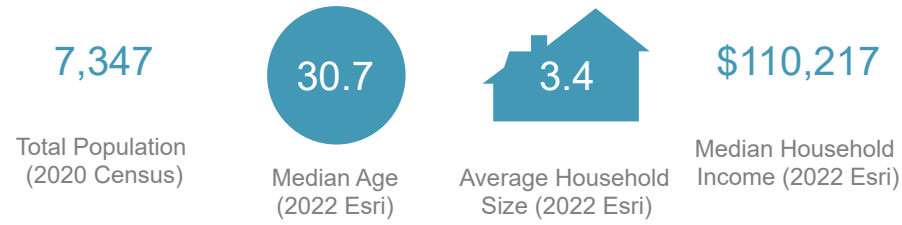
Percent of Households with No Internet Access



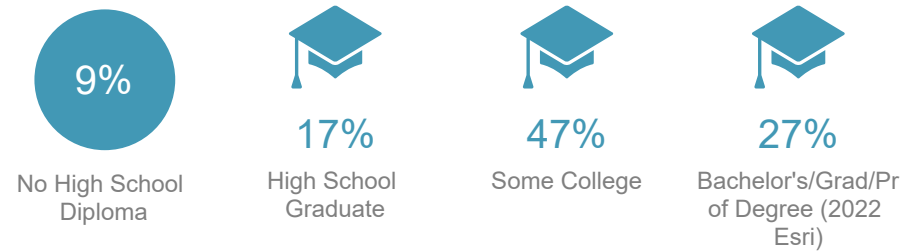
# Demographic and Socioeconomic Profile

Plumas Lake 10-Minute Drive Time

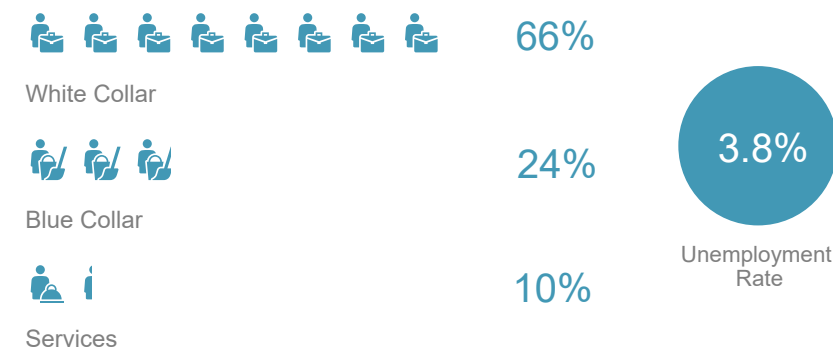
## KEY FACTS



## EDUCATION (2022 Esri)



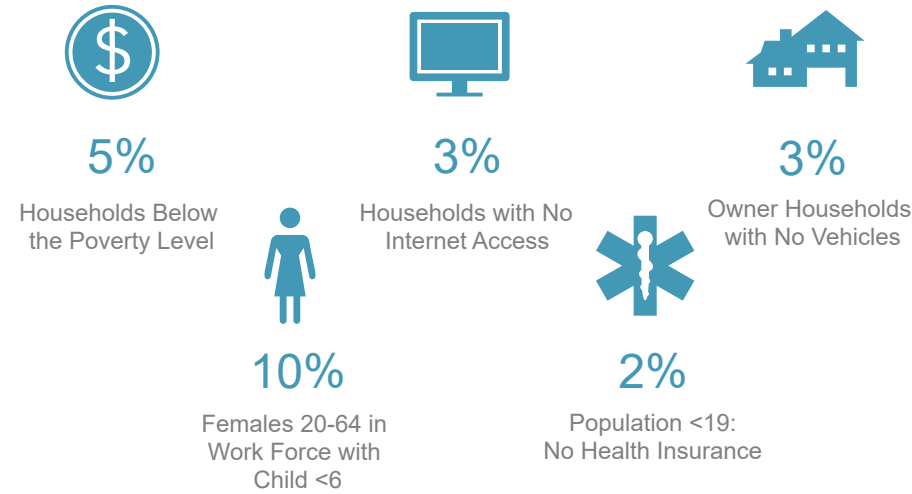
## EMPLOYMENT (2022 Esri)



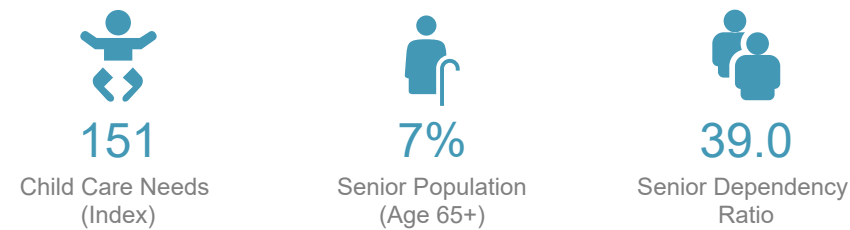
## BUSINESS (2022 Esri)



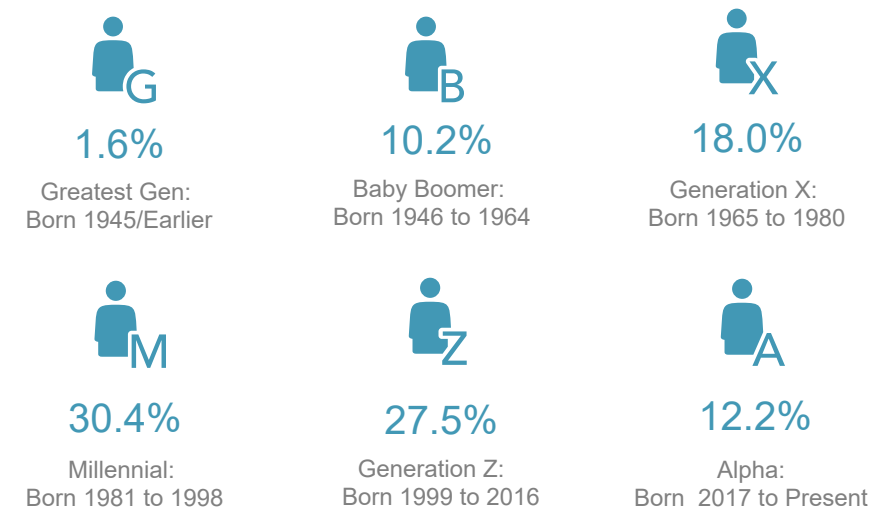
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



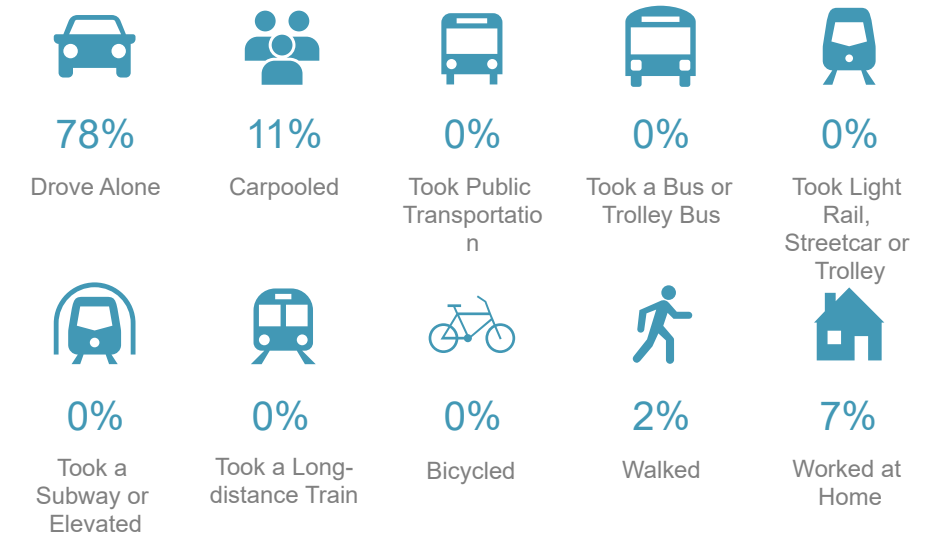
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (29.3%)  
The smallest group: \$25,000 - \$34,999 (2.5%)

Indicator ▲	Value	Diff
<\$15,000	2.7%	-9.9%
\$15,000 - \$24,999	2.7%	-3.5%
\$25,000 - \$34,999	2.5%	-4.7%
\$35,000 - \$49,999	6.5%	-5.7%
\$50,000 - \$74,999	13.2%	-7.0%
\$75,000 - \$99,999	13.4%	+1.3%
\$100,000 - \$149,999	29.3%	+13.1%
\$150,000 - \$199,999	15.7%	+8.6%
\$200,000+	13.9%	+7.5%

Bars show deviation from Yuba County

# Race, Ethnicity, and Language Profile

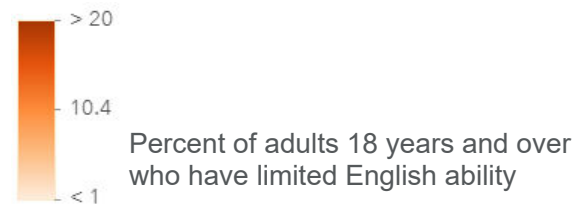
Plumas Lake 10-Minute Drive Time

## Race and Ethnicity

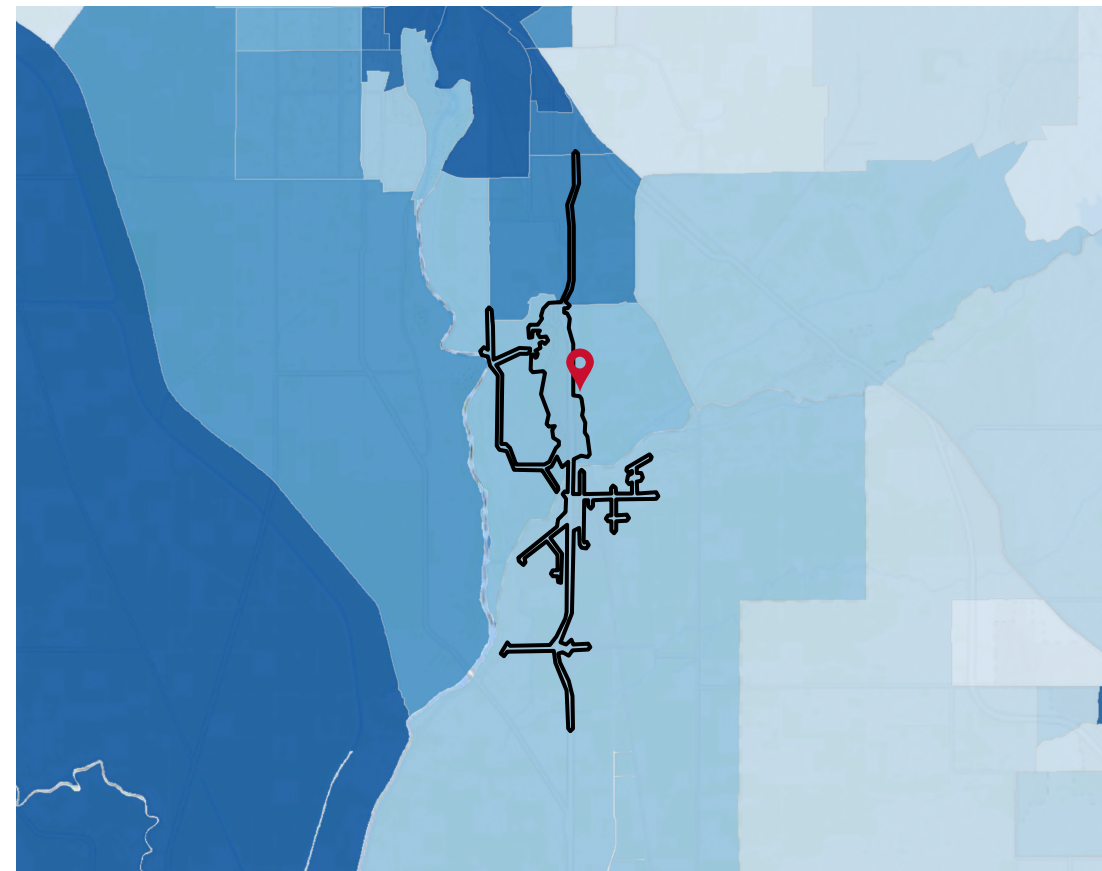
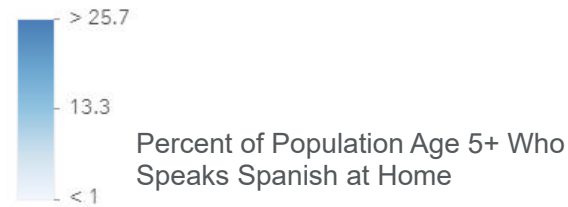
The largest group: White Alone (56.92)

The smallest group: Pacific Islander Alone (0.84)

Indicator ▲	Value	Diff
White Alone	56.92	+0.43
Black Alone	5.15	+1.38
American Indian/Alaska Native Alone	1.36	-0.78
Asian Alone	8.97	+1.67
Pacific Islander Alone	0.84	+0.34
Other Race	8.36	-6.85
Two or More Races	18.39	+3.81
Hispanic Origin (Any Race)	24.64	-4.26



Bars show deviation from Yuba County



## SPANISH ACTIVITIES



7%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.64%
Speak Spanish & English Not Well	0.27%
Speak Indo-European & No English	0.00%
Speak Indo-European & English Not Well	0.00%
Speak Asian-Pacific Island & No English	0.00%
Speak Asian-Pacific Island & English Not Well	0.20%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

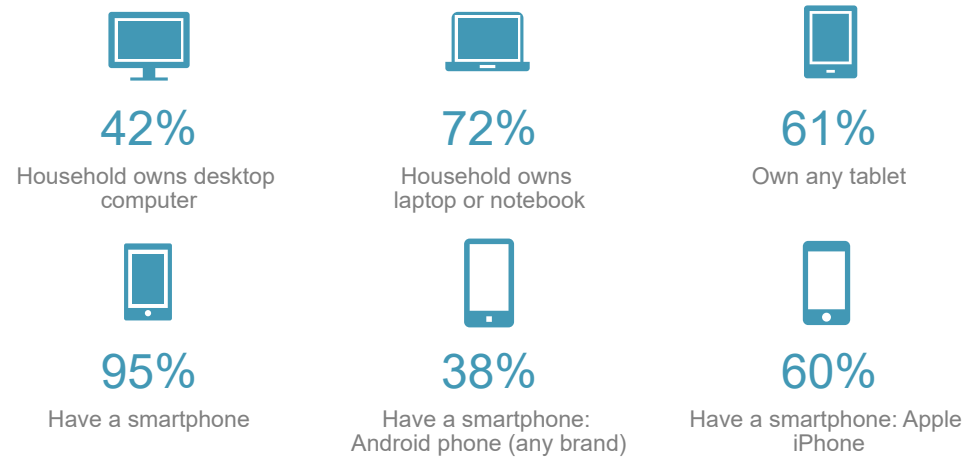
Speak Spanish & No English	0.00%
Speak Spanish & English Not Well	1.56%
Speak Indo-European & No English	0.00%
Speak Indo-European & English Not Well	0.00%
Speak Asian-Pacific Island & No English	0.00%
Speak Asian-Pacific Island & English Not Well	0.08%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%



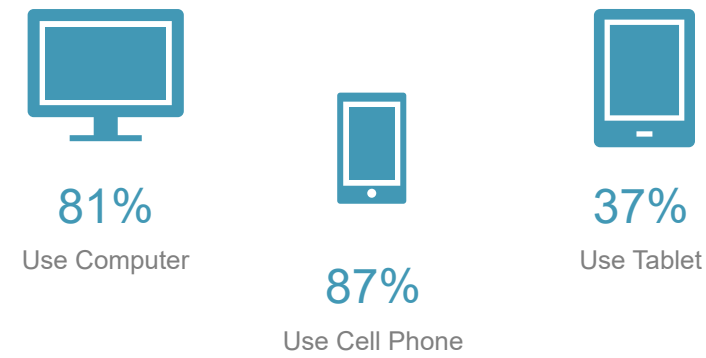
# Digital Usage Profile

Plumas Lake 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

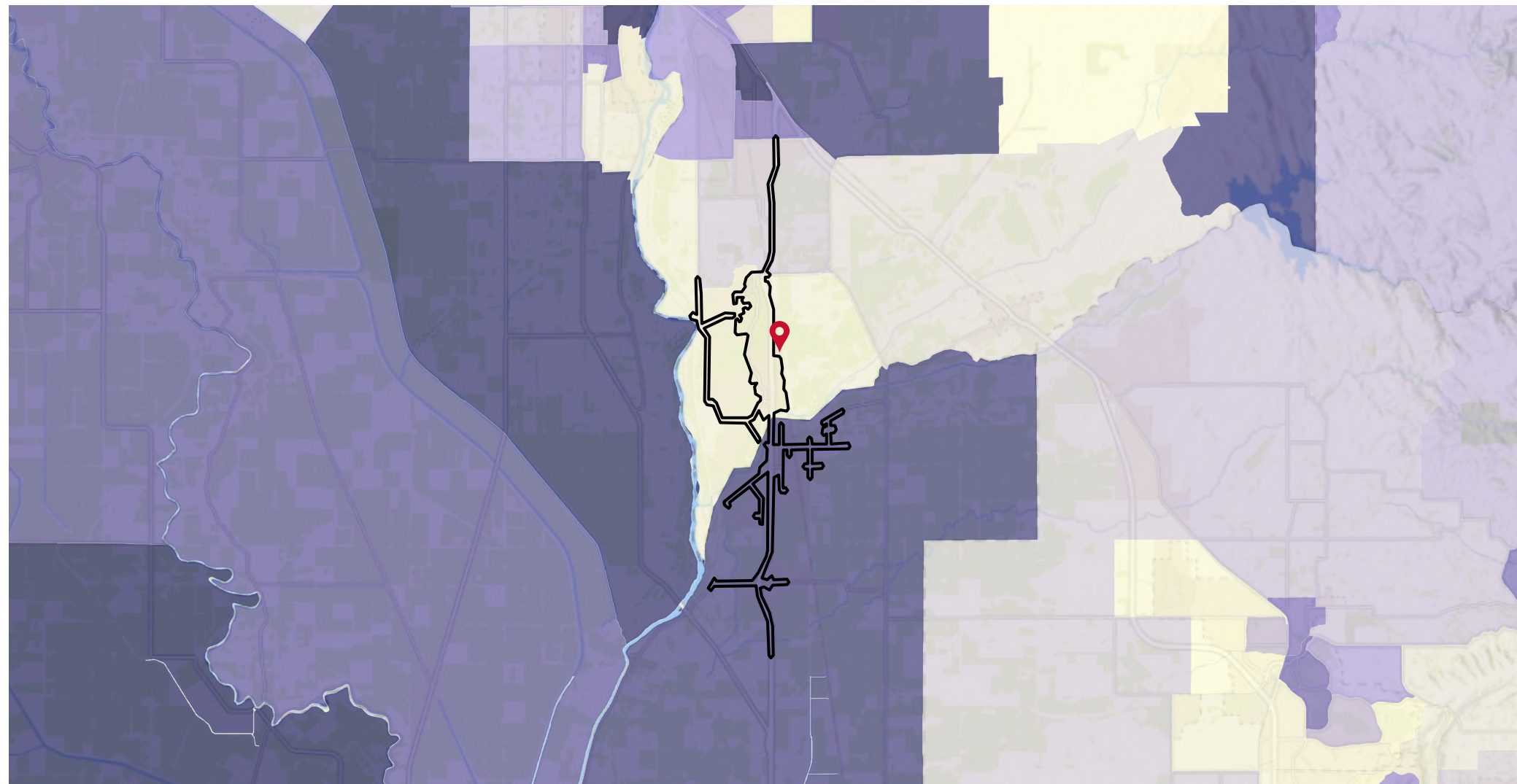


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	97%
Connect to Internet at home via cable modem (%)	48%
Connect to Internet at home via DSL (%)	10%
Connect to Internet at home via fiber optic (%)	19%
Access Internet at home via high speed connection (%)	95%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	13%
Watched TV program online (%)	24%
Used Spanish language website in last app (%)	7%
Facebook.com (%)	64%
Instagram.com (%)	42%
Linkedin.com (%)	14%
Tumblr.com (%)	2%
Twitter.com (%)	19%
Youtube.com (%)	60%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	9%
Search engine: google.com (%)	88%
Search engine: yahoo.com (%)	18%



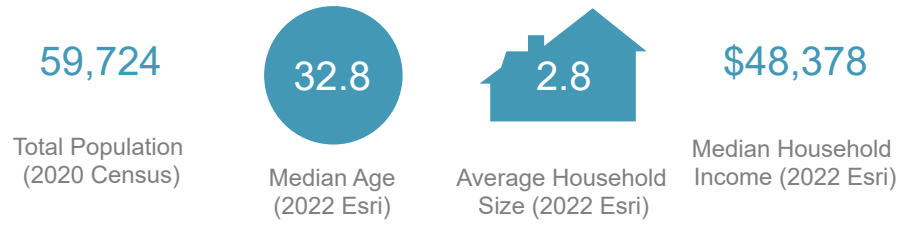
## Percent of Households with No Internet Access



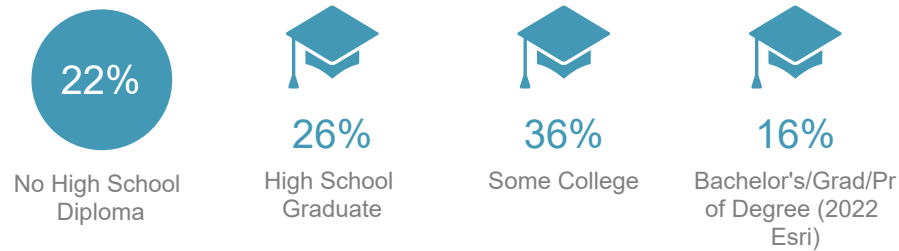
# Demographic and Socioeconomic Profile

Marysville 10-Minute Drive Time

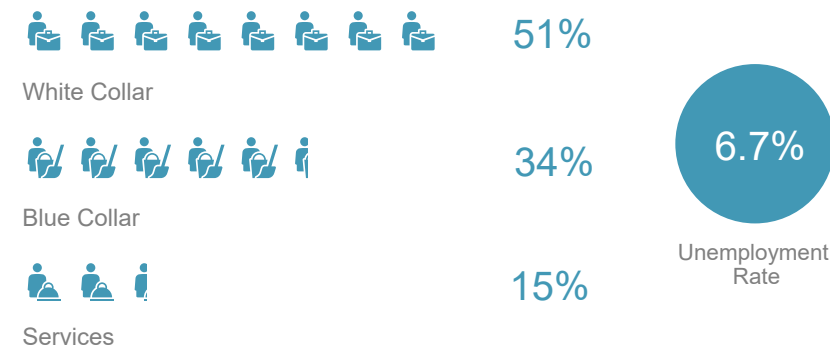
## KEY FACTS



## EDUCATION (2022 Esri)



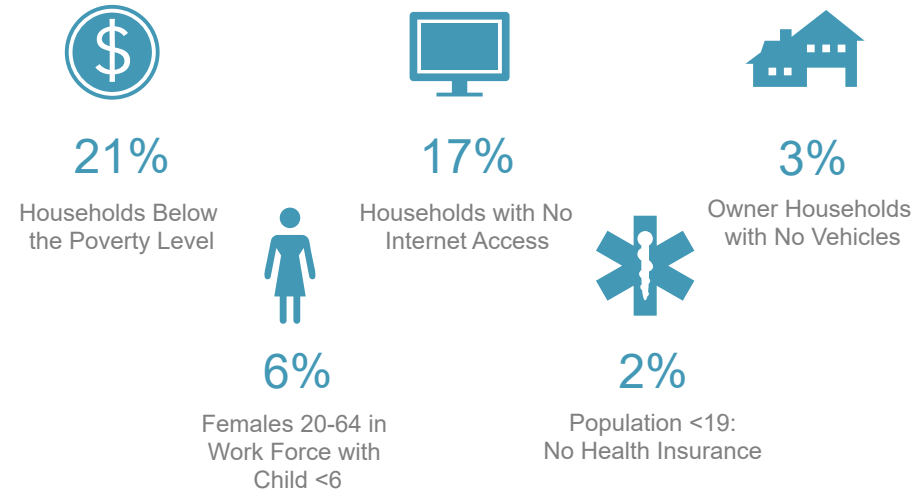
## EMPLOYMENT (2022 Esri)



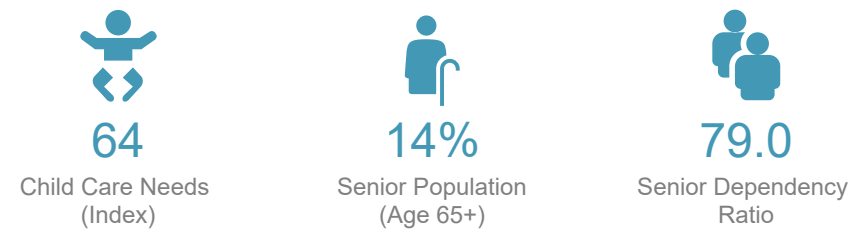
## BUSINESS (2022 Esri)



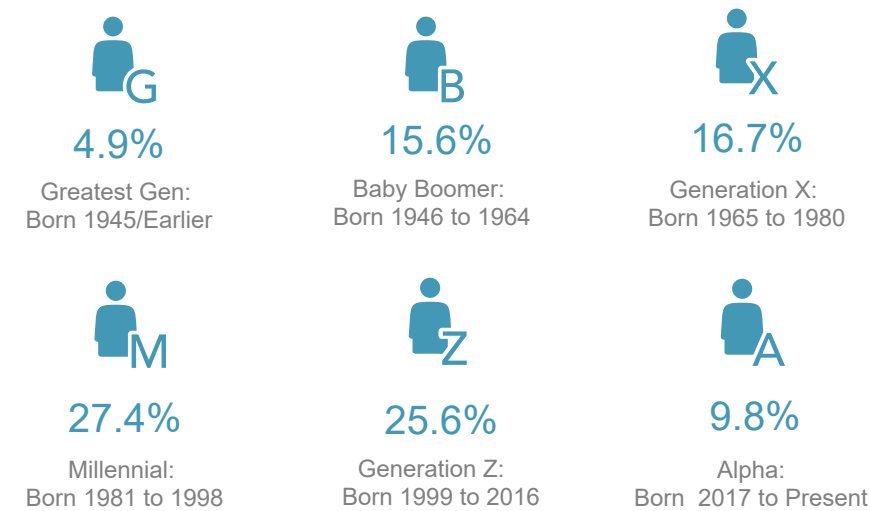
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



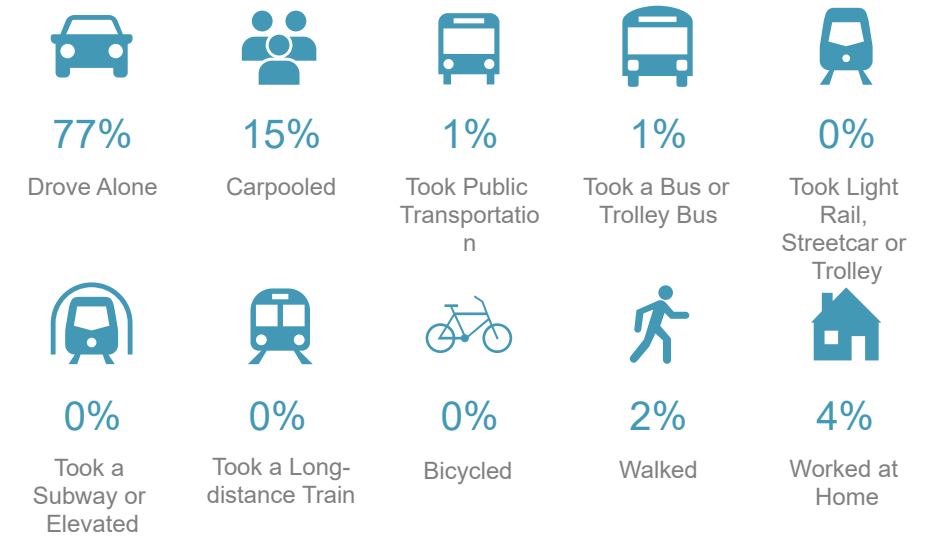
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (20.2%)  
The smallest group: \$200,000+ (2.6%)

Indicator ▲	Value	Diff
<\$15,000	14.4%	+1.8%
\$15,000 - \$24,999	9.7%	+3.5%
\$25,000 - \$34,999	11.7%	+4.5%
\$35,000 - \$49,999	15.4%	+3.2%
\$50,000 - \$74,999	20.2%	0
\$75,000 - \$99,999	10.1%	-2.0%
\$100,000 - \$149,999	11.4%	-4.8%
\$150,000 - \$199,999	4.5%	-2.6%
\$200,000+	2.6%	-3.8%

Bars show deviation from Yuba County

# Race, Ethnicity, and Language Profile

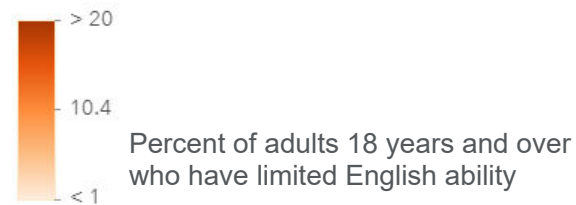
Marysville 10-Minute Drive Time

## Race and Ethnicity

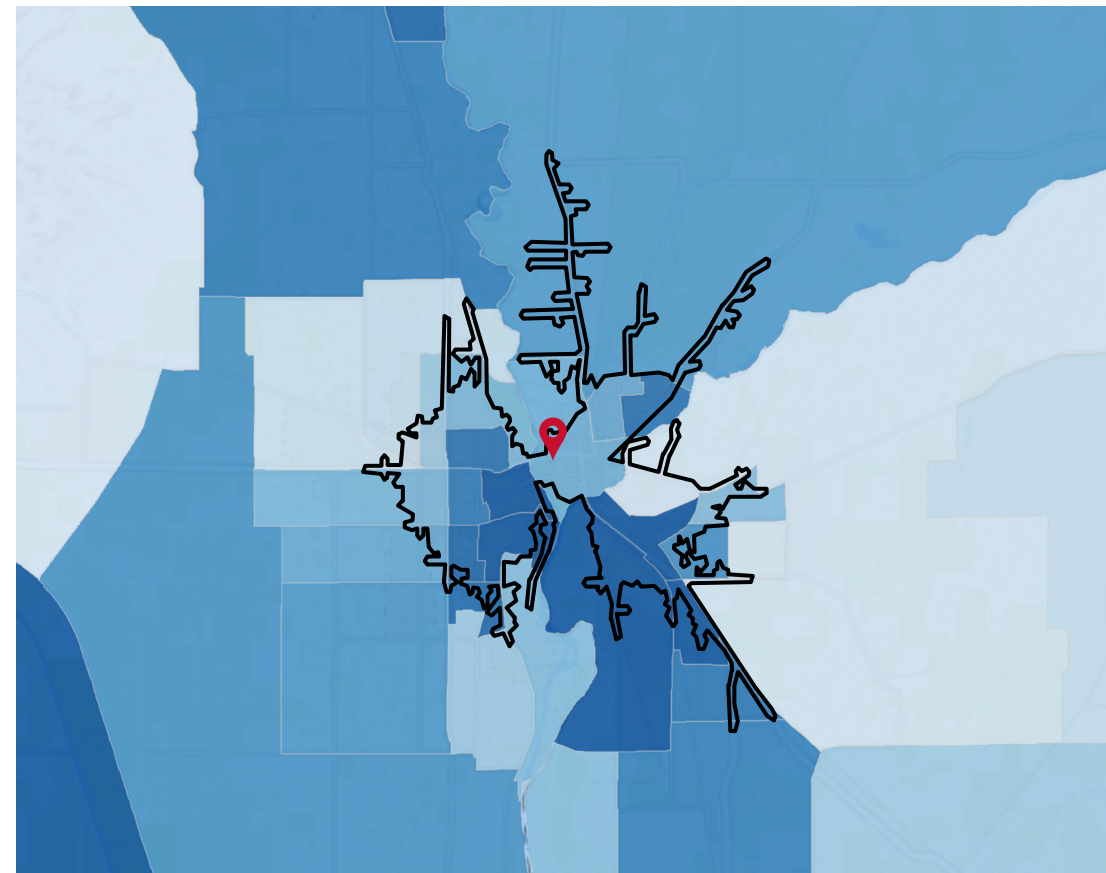
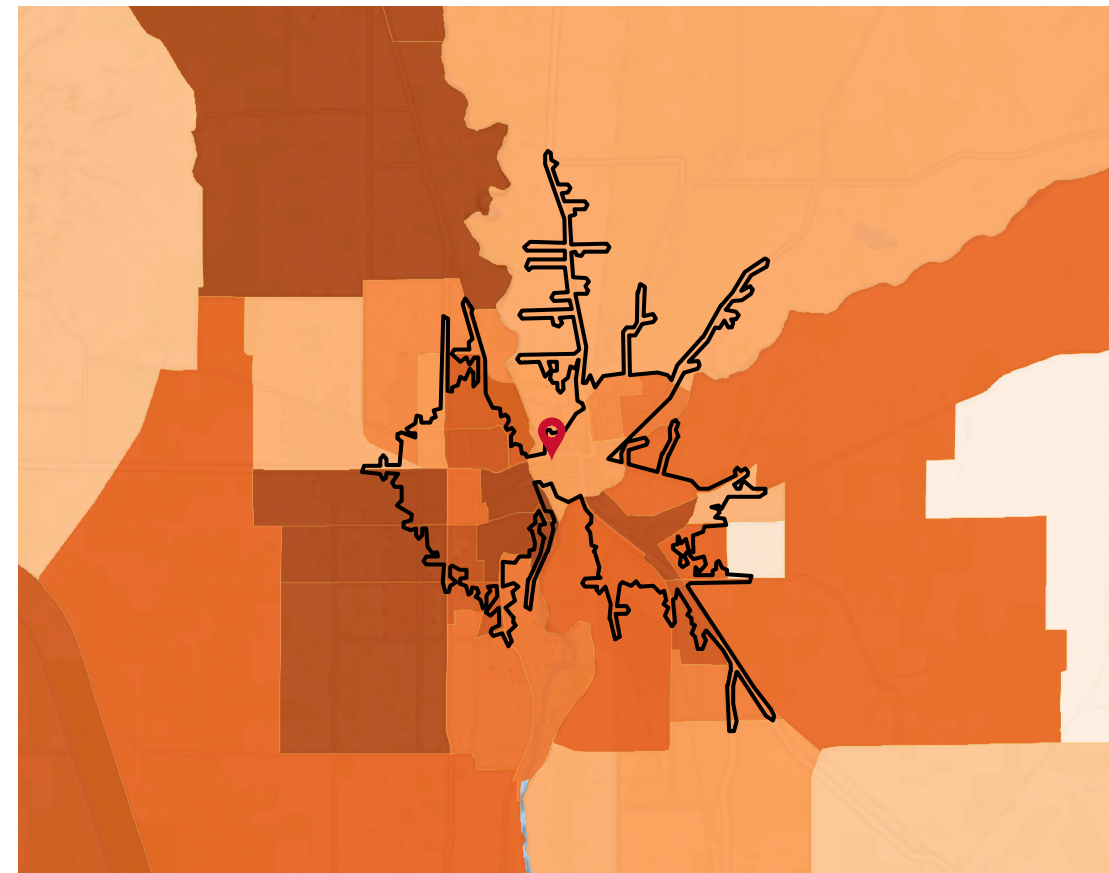
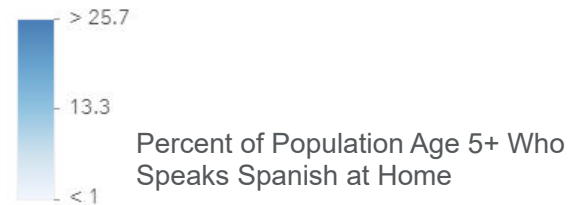
The largest group: White Alone (46.52)

The smallest group: Pacific Islander Alone (0.36)

Indicator ▲	Value	Diff
White Alone	46.52	-9.97
Black Alone	3.46	-0.31
American Indian/Alaska Native Alone	2.56	+0.42
Asian Alone	11.53	+4.23
Pacific Islander Alone	0.36	-0.14
Other Race	21.72	+6.51
Two or More Races	13.85	-0.73
Hispanic Origin (Any Race)	37.10	+8.20



Bars show deviation from Yuba County



## SPANISH ACTIVITIES



7%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	1.96%
Speak Spanish & English Not Well	4.69%
Speak Indo-European & No English	0.24%
Speak Indo-European & English Not Well	0.91%
Speak Asian-Pacific Island & No English	0.08%
Speak Asian-Pacific Island & English Not Well	0.23%
Speak Other Language & No English	0.01%
Speak Other Language & English Not Well	0.00%

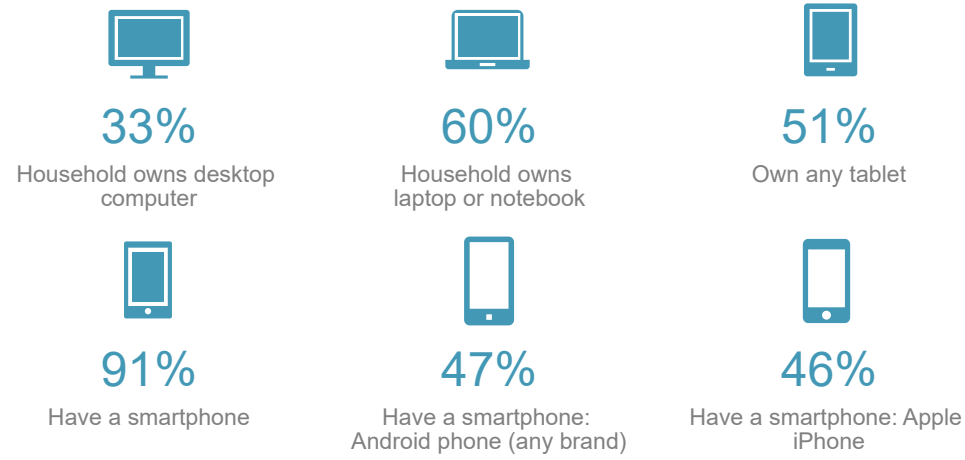
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.14%
Speak Spanish & English Not Well	0.43%
Speak Indo-European & No English	0.48%
Speak Indo-European & English Not Well	0.46%
Speak Asian-Pacific Island & No English	0.04%
Speak Asian-Pacific Island & English Not Well	0.06%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

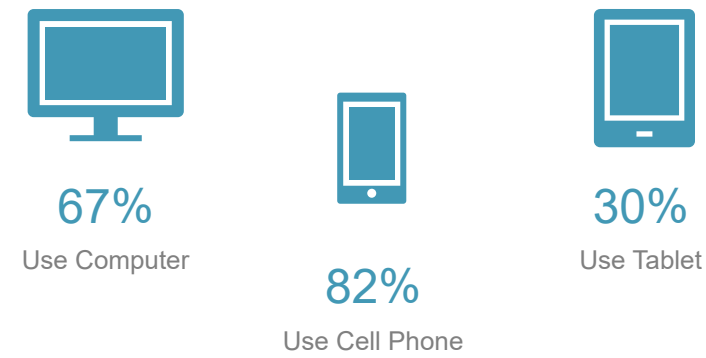
# Digital Usage Profile

Marysville 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

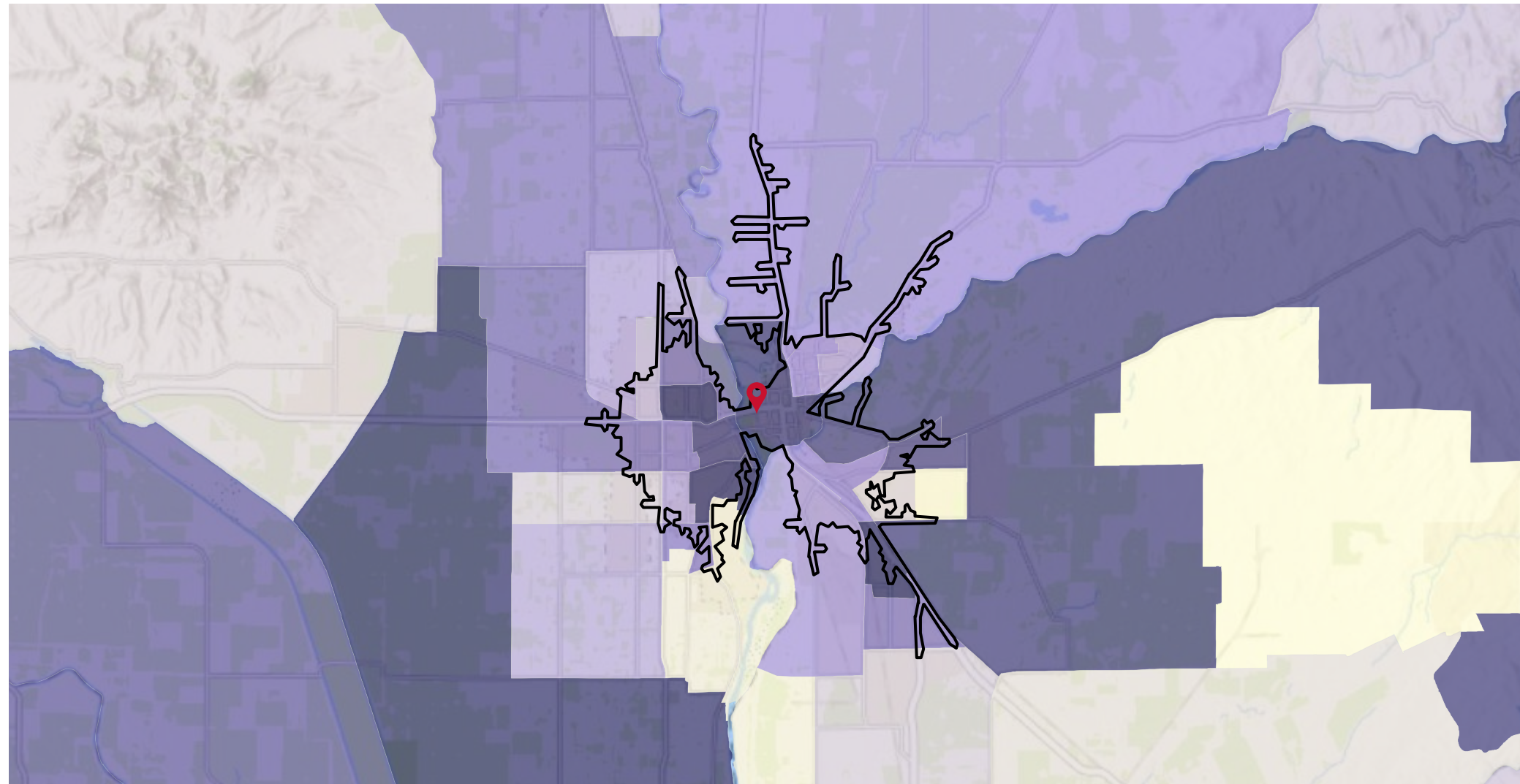


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	93%
Connect to Internet at home via cable modem (%)	45%
Connect to Internet at home via DSL (%)	8%
Connect to Internet at home via fiber optic (%)	14%
Access Internet at home via high speed connection (%)	90%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	10%
Watched TV program online (%)	21%
Used Spanish language website in last app (%)	7%
Facebook.com (%)	65%
Instagram.com (%)	36%
Linkedin.com (%)	9%
Tumblr.com (%)	2%
Twitter.com (%)	16%
Youtube.com (%)	54%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	8%
Search engine: google.com (%)	84%
Search engine: yahoo.com (%)	17%



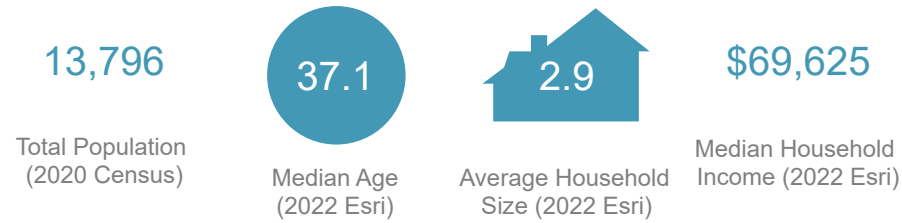
### Percent of Households with No Internet Access



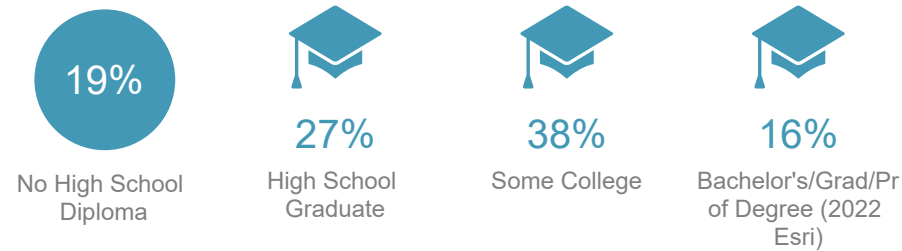
# Demographic and Socioeconomic Profile

Gridley 10-Minute Drive Time

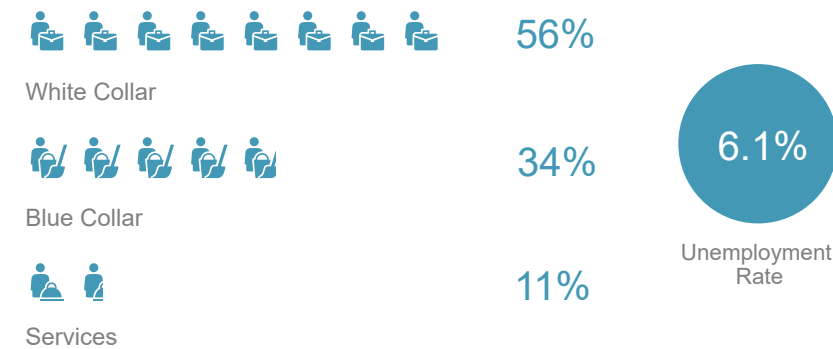
## KEY FACTS



## EDUCATION (2022 Esri)



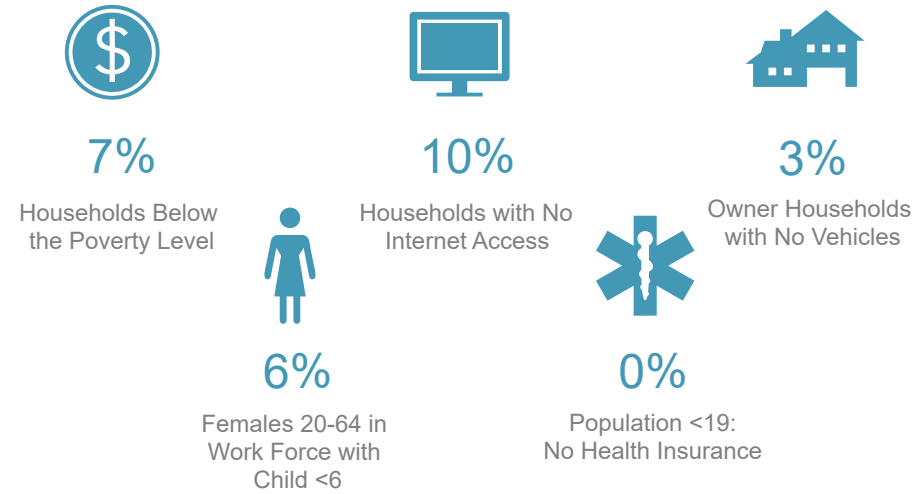
## EMPLOYMENT (2022 Esri)



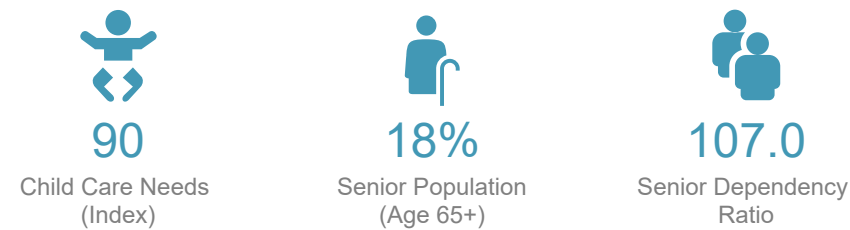
## BUSINESS (2022 Esri)



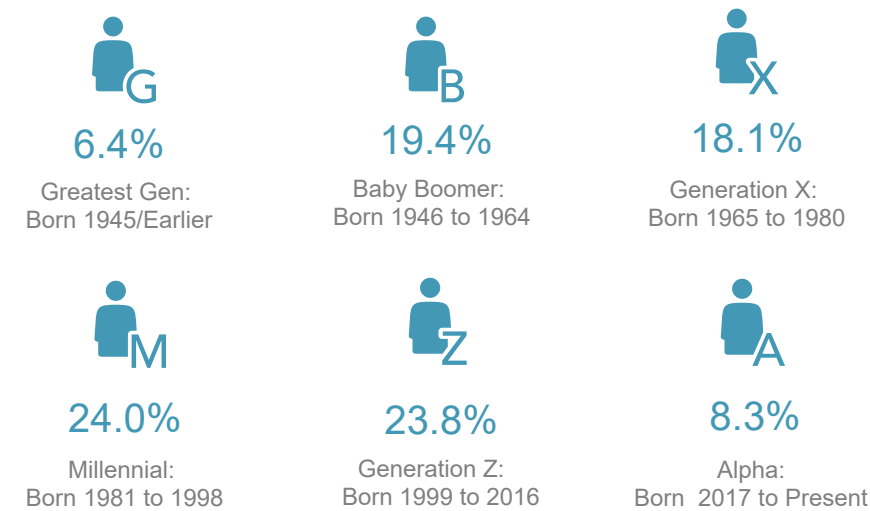
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



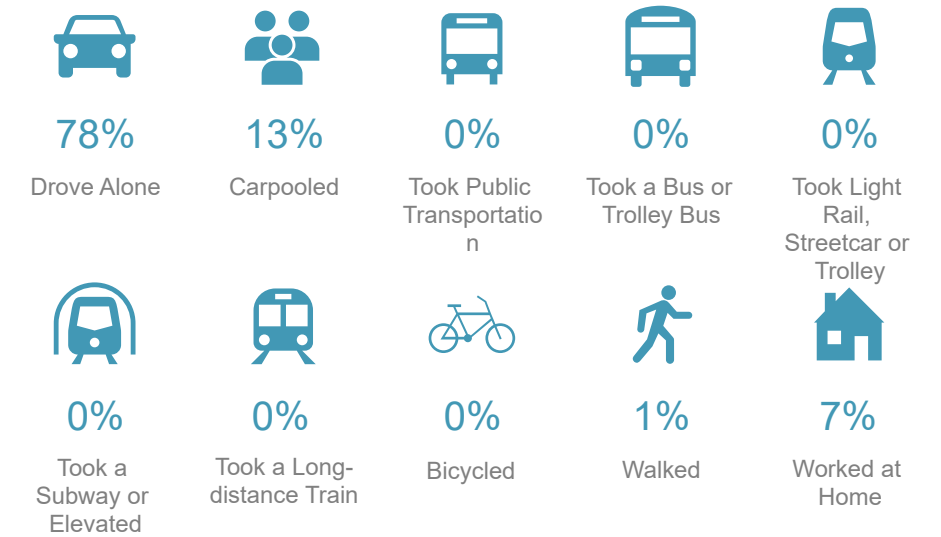
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (20.3%)  
The smallest group: \$150,000 - \$199,999 (5.8%)

Indicator ▲	Value	Diff
<\$15,000	6.8%	-4.3%
\$15,000 - \$24,999	7.0%	-1.6%
\$25,000 - \$34,999	8.6%	-1.0%
\$35,000 - \$49,999	10.5%	+0.4%
\$50,000 - \$74,999	20.3%	+4.0%
\$75,000 - \$99,999	15.9%	+2.3%
\$100,000 - \$149,999	15.8%	+0.8%
\$150,000 - \$199,999	5.8%	-0.3%
\$200,000+	9.4%	-0.2%

Bars show deviation from Butte County

# Race, Ethnicity, and Language Profile

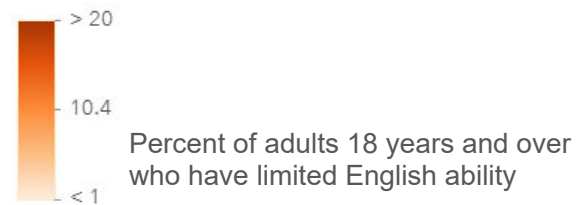
Gridley 10-Minute Drive Time

## Race and Ethnicity

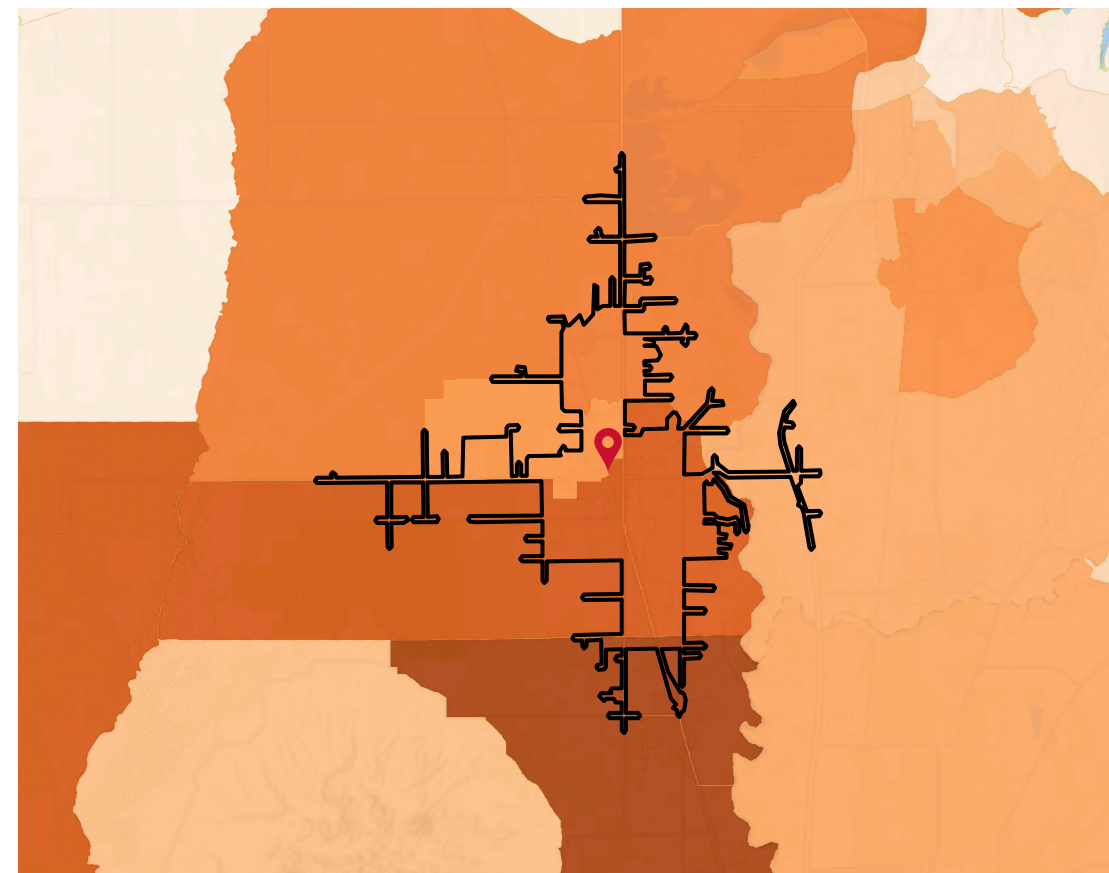
The largest group: White Alone (54.37)

The smallest group: Pacific Islander Alone (0.14)

Indicator ▲	Value	Diff
White Alone	54.37	-15.61
Black Alone	0.83	-0.90
American Indian/Alaska Native Alone	1.82	-0.31
Asian Alone	3.80	-1.37
Pacific Islander Alone	0.14	-0.14
Other Race	25.55	+16.76
Two or More Races	13.49	+1.57
Hispanic Origin (Any Race)	43.39	+24.24



Bars show deviation from Butte County

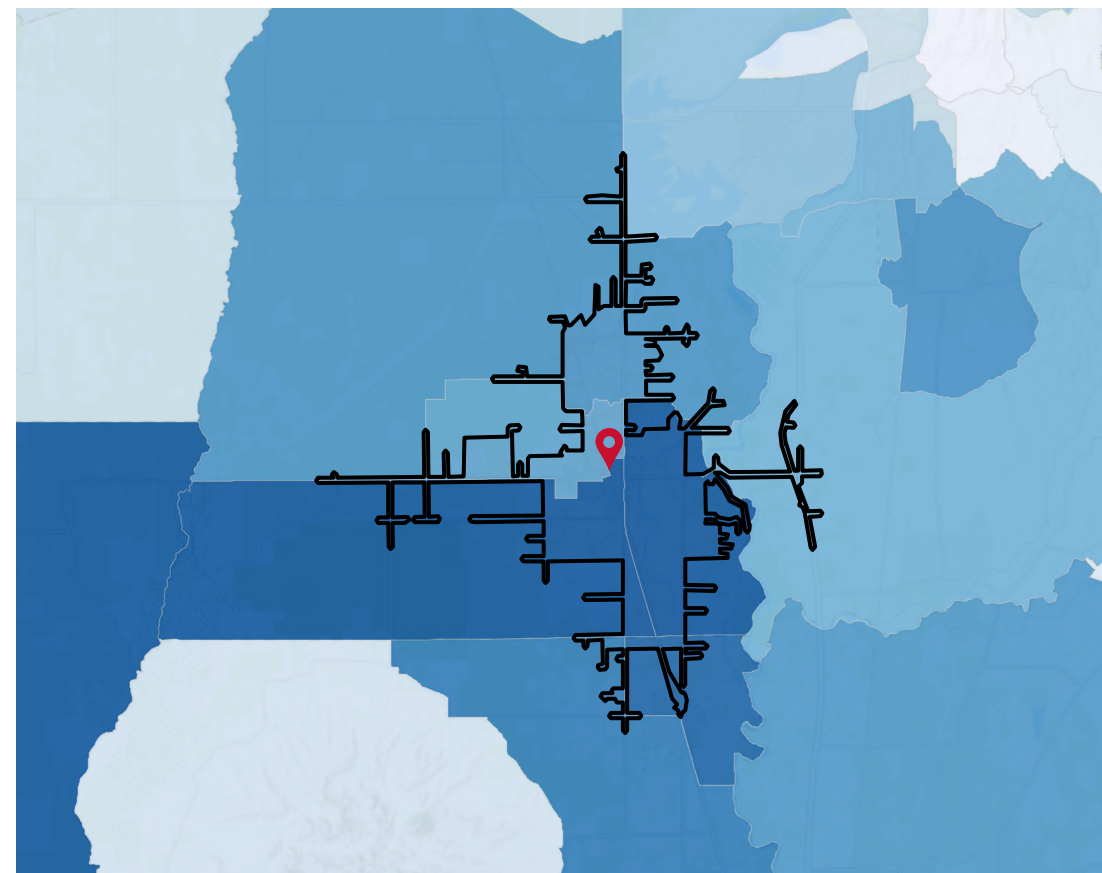
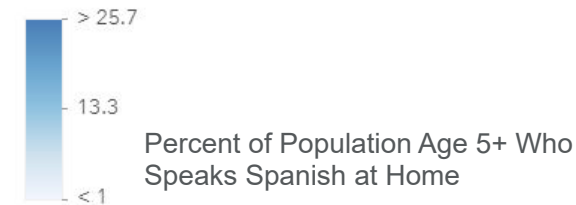


## SPANISH ACTIVITIES



11%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	1.19%
Speak Spanish & English Not Well	4.89%
Speak Indo-European & No English	0.06%
Speak Indo-European & English Not Well	0.04%
Speak Asian-Pacific Island & No English	0.00%
Speak Asian-Pacific Island & English Not Well	0.00%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

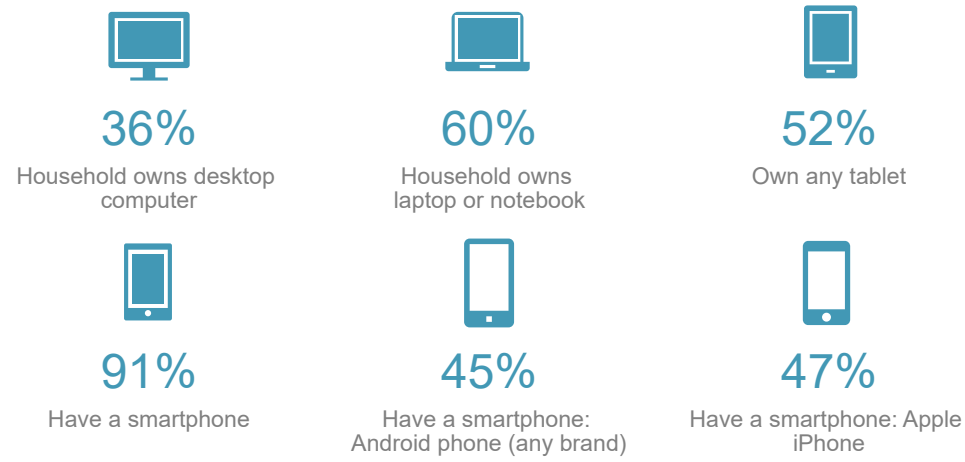
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.28%
Speak Spanish & English Not Well	0.75%
Speak Indo-European & No English	0.05%
Speak Indo-European & English Not Well	0.00%
Speak Asian-Pacific Island & No English	0.00%
Speak Asian-Pacific Island & English Not Well	0.00%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

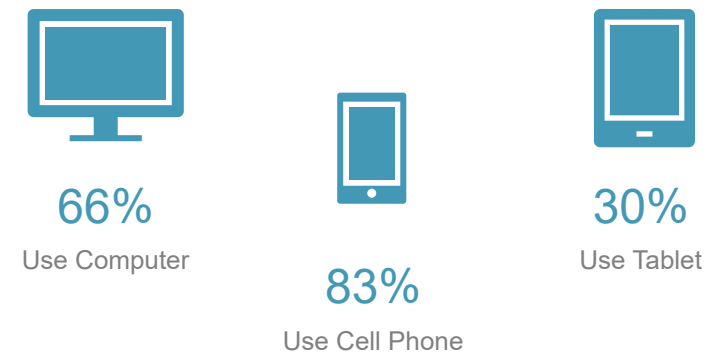
# Digital Usage Profile

Gridley 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

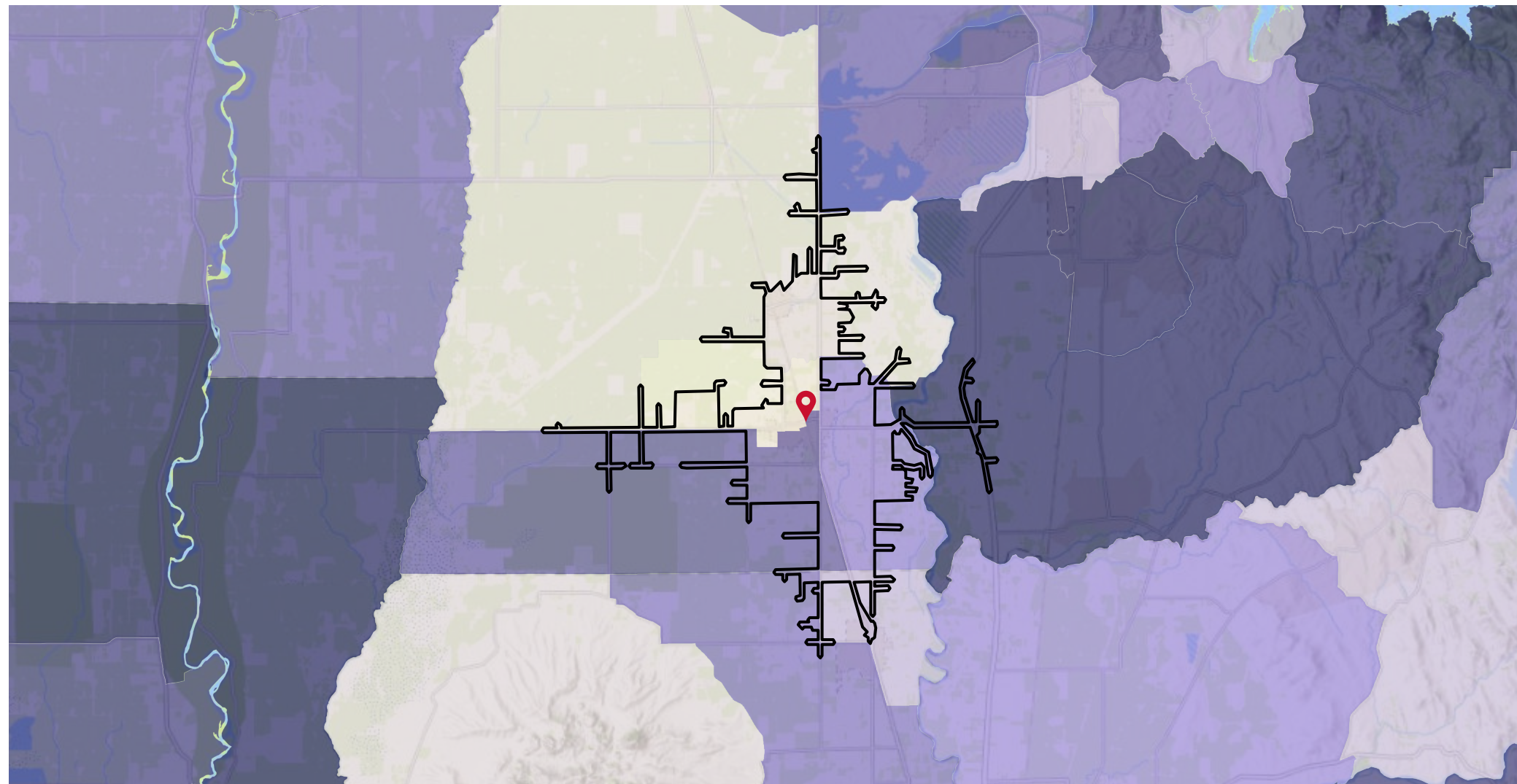


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	91%
Connect to Internet at home via cable modem (%)	38%
Connect to Internet at home via DSL (%)	11%
Connect to Internet at home via fiber optic (%)	14%
Access Internet at home via high speed connection (%)	88%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	9%
Watched TV program online (%)	18%
Used Spanish language website in last app (%)	11%
Facebook.com (%)	64%
Instagram.com (%)	36%
Linkedin.com (%)	7%
Tumblr.com (%)	2%
Twitter.com (%)	15%
Youtube.com (%)	55%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	8%
Search engine: google.com (%)	82%
Search engine: yahoo.com (%)	17%



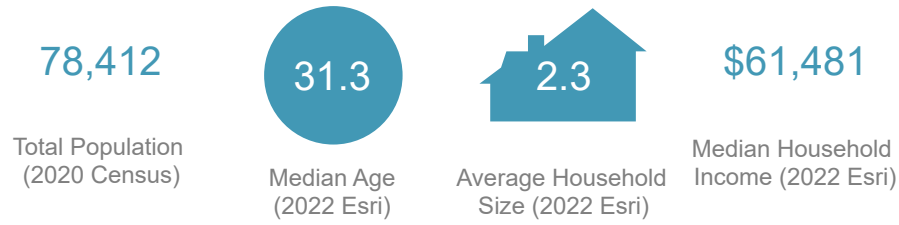
Percent of Households with No Internet Access



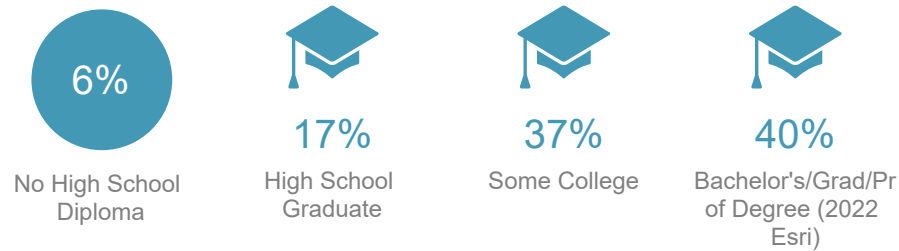
# Demographic and Socioeconomic Profile

Chico 10-Minute Drive Time

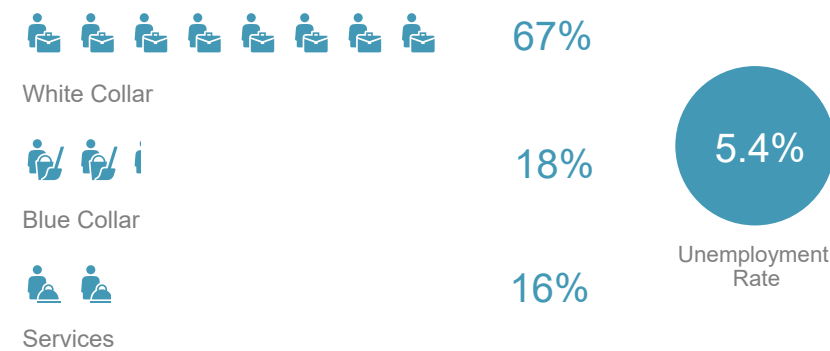
## KEY FACTS



## EDUCATION (2022 Esri)



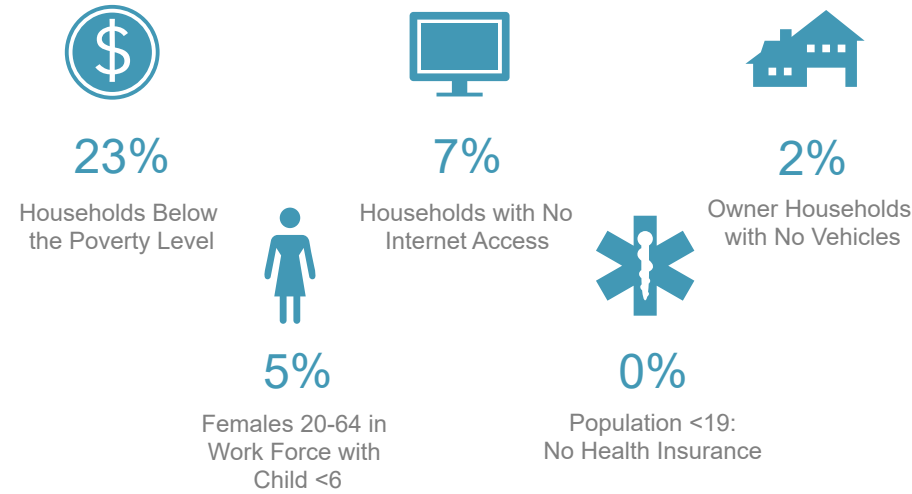
## EMPLOYMENT (2022 Esri)



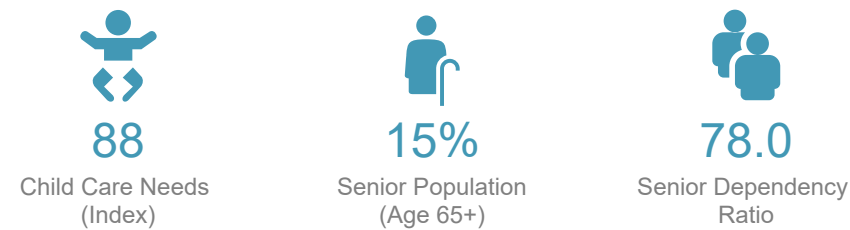
## BUSINESS (2022 Esri)



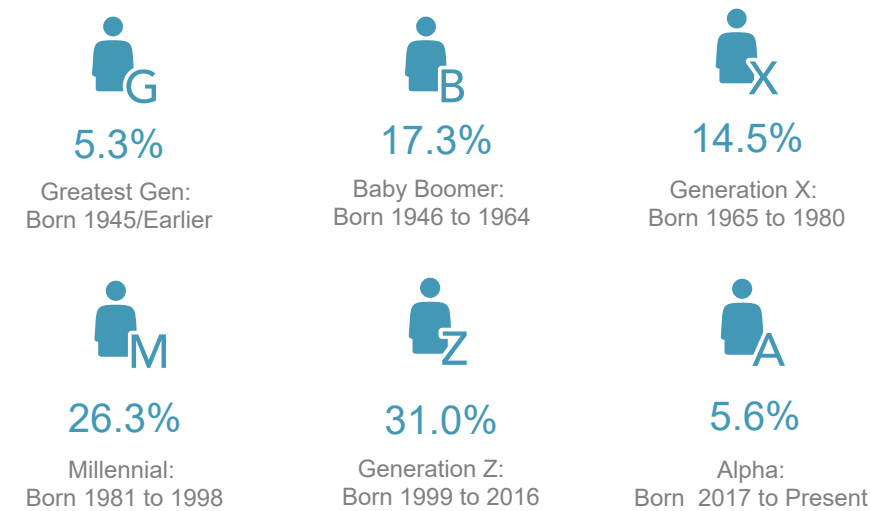
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



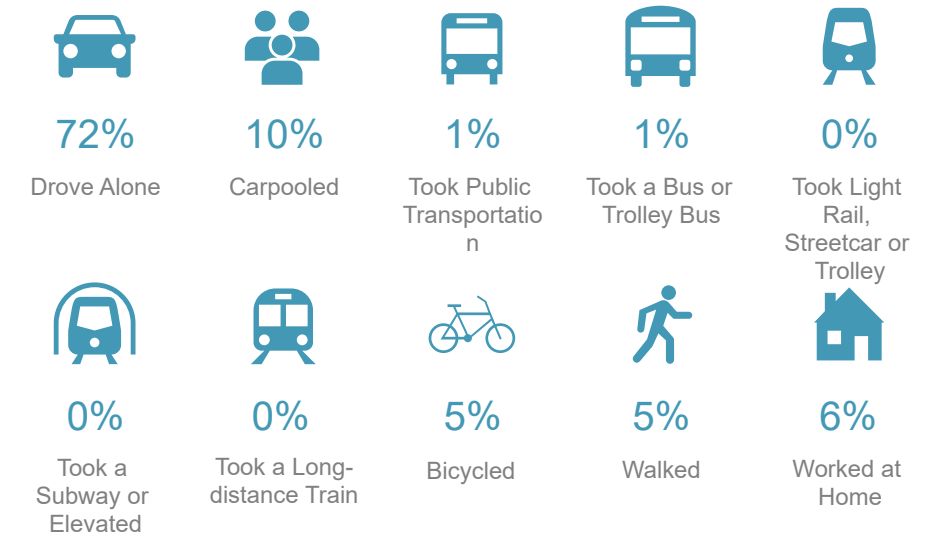
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (14.9%)  
The smallest group: \$150,000 - \$199,999 (6.3%)

Indicator ▲	Value	Diff
<\$15,000	14.6%	+3.5%
\$15,000 - \$24,999	8.6%	0
\$25,000 - \$34,999	8.6%	-1.0%
\$35,000 - \$49,999	10.0%	-0.1%
\$50,000 - \$74,999	14.9%	-1.4%
\$75,000 - \$99,999	12.8%	-0.8%
\$100,000 - \$149,999	14.3%	-0.7%
\$150,000 - \$199,999	6.3%	+0.2%
\$200,000+	9.8%	+0.2%

Bars show deviation from Butte County



# Race, Ethnicity, and Language Profile

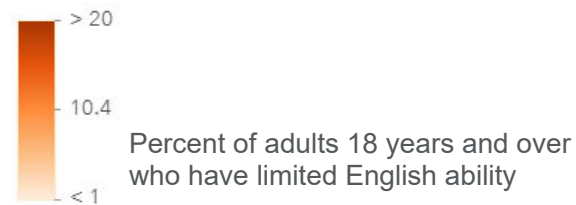
Chico 10-Minute Drive Time

## Race and Ethnicity

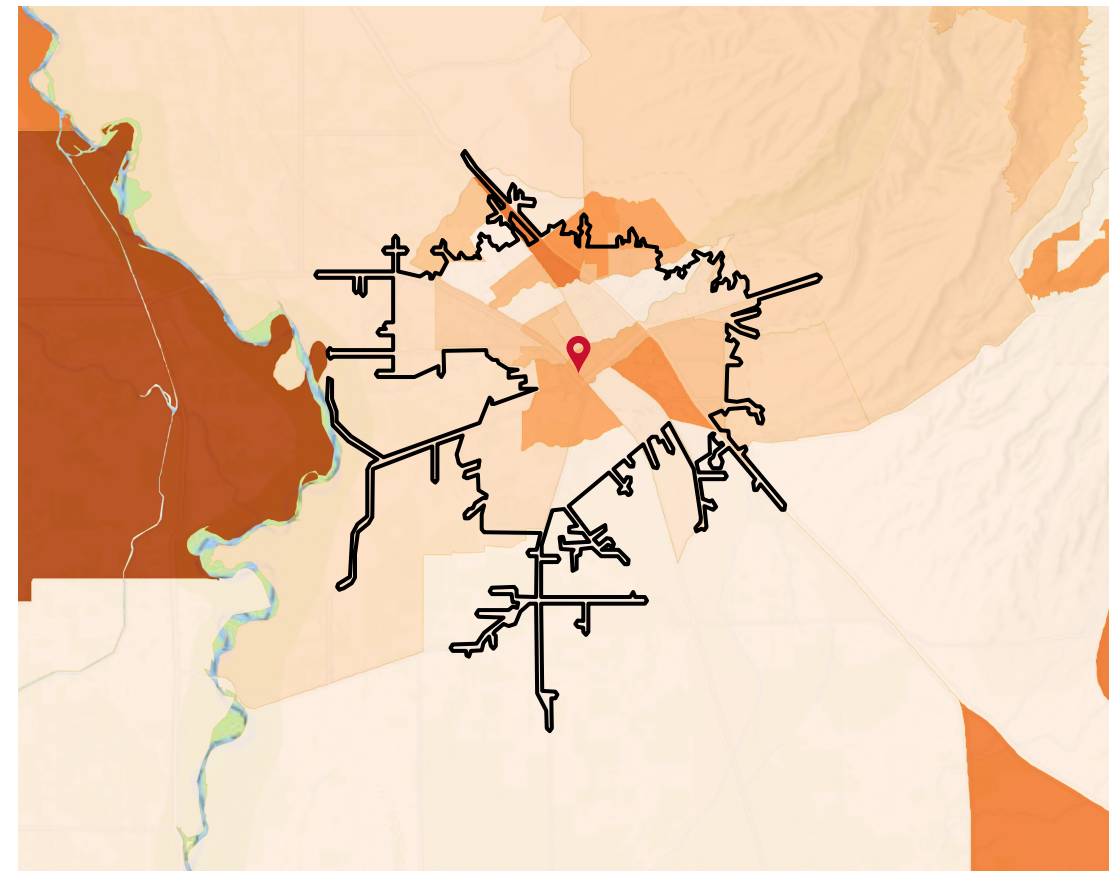
The largest group: White Alone (69.27)

The smallest group: Pacific Islander Alone (0.37)

Indicator ▲	Value	Diff
White Alone	69.27	-0.71
Black Alone	2.14	+0.41
American Indian/Alaska Native Alone	1.70	-0.43
Asian Alone	4.21	-0.96
Pacific Islander Alone	0.37	+0.09
Other Race	9.89	+1.10
Two or More Races	12.42	+0.50
Hispanic Origin (Any Race)	21.19	+2.04



Bars show deviation from Butte County

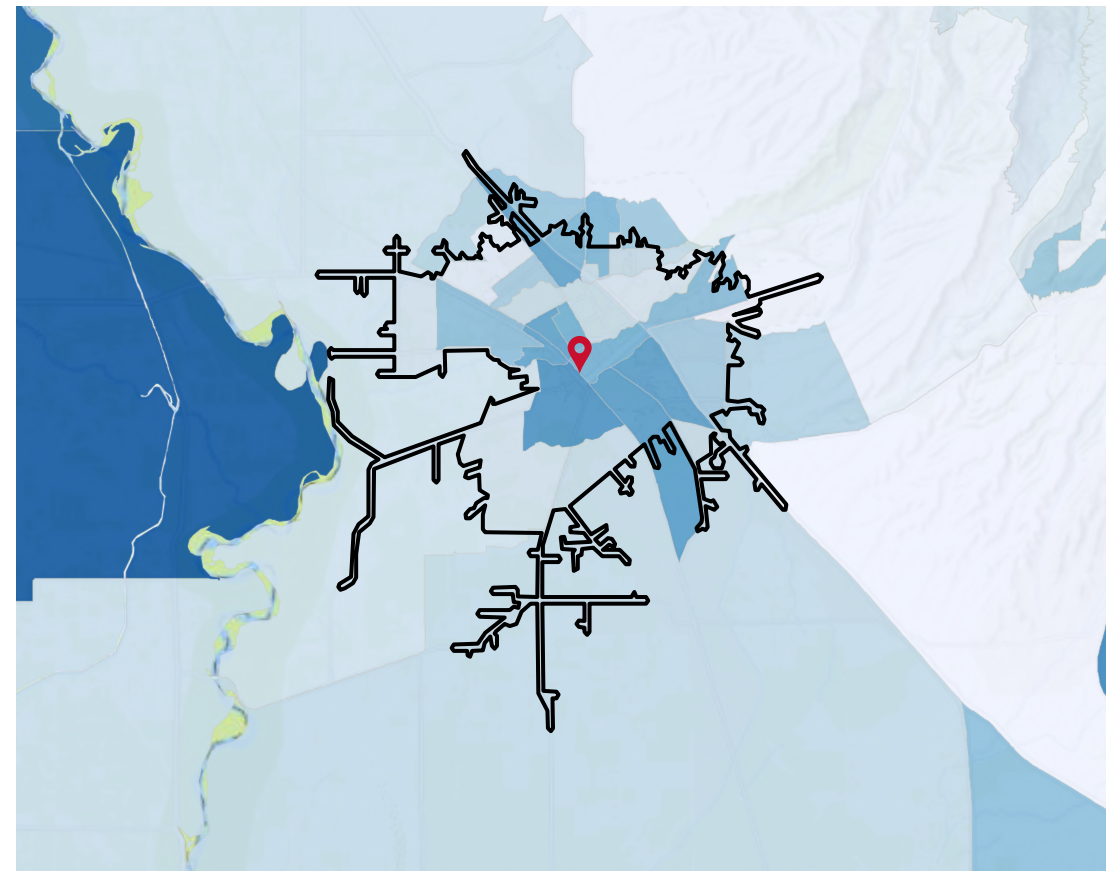
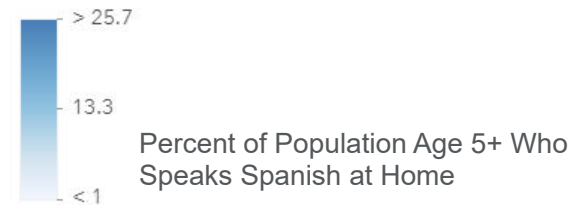


## SPANISH ACTIVITIES



4%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.45%
Speak Spanish & English Not Well	0.74%
Speak Indo-European & No English	0.02%
Speak Indo-European & English Not Well	0.05%
Speak Asian-Pacific Island & No English	0.07%
Speak Asian-Pacific Island & English Not Well	0.54%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.01%

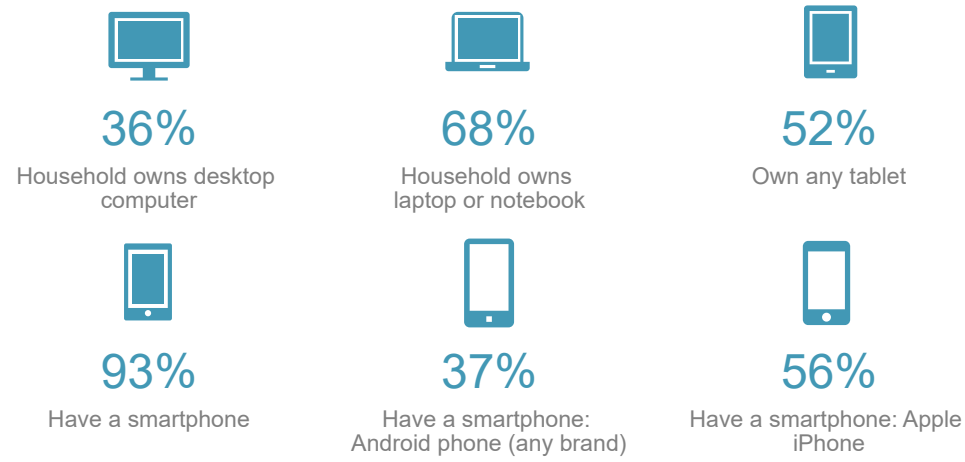
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.10%
Speak Spanish & English Not Well	0.14%
Speak Indo-European & No English	0.02%
Speak Indo-European & English Not Well	0.13%
Speak Asian-Pacific Island & No English	0.05%
Speak Asian-Pacific Island & English Not Well	0.07%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

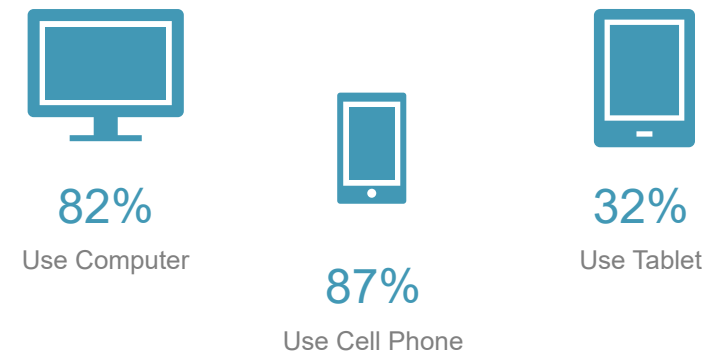
# Digital Usage Profile

Chico 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

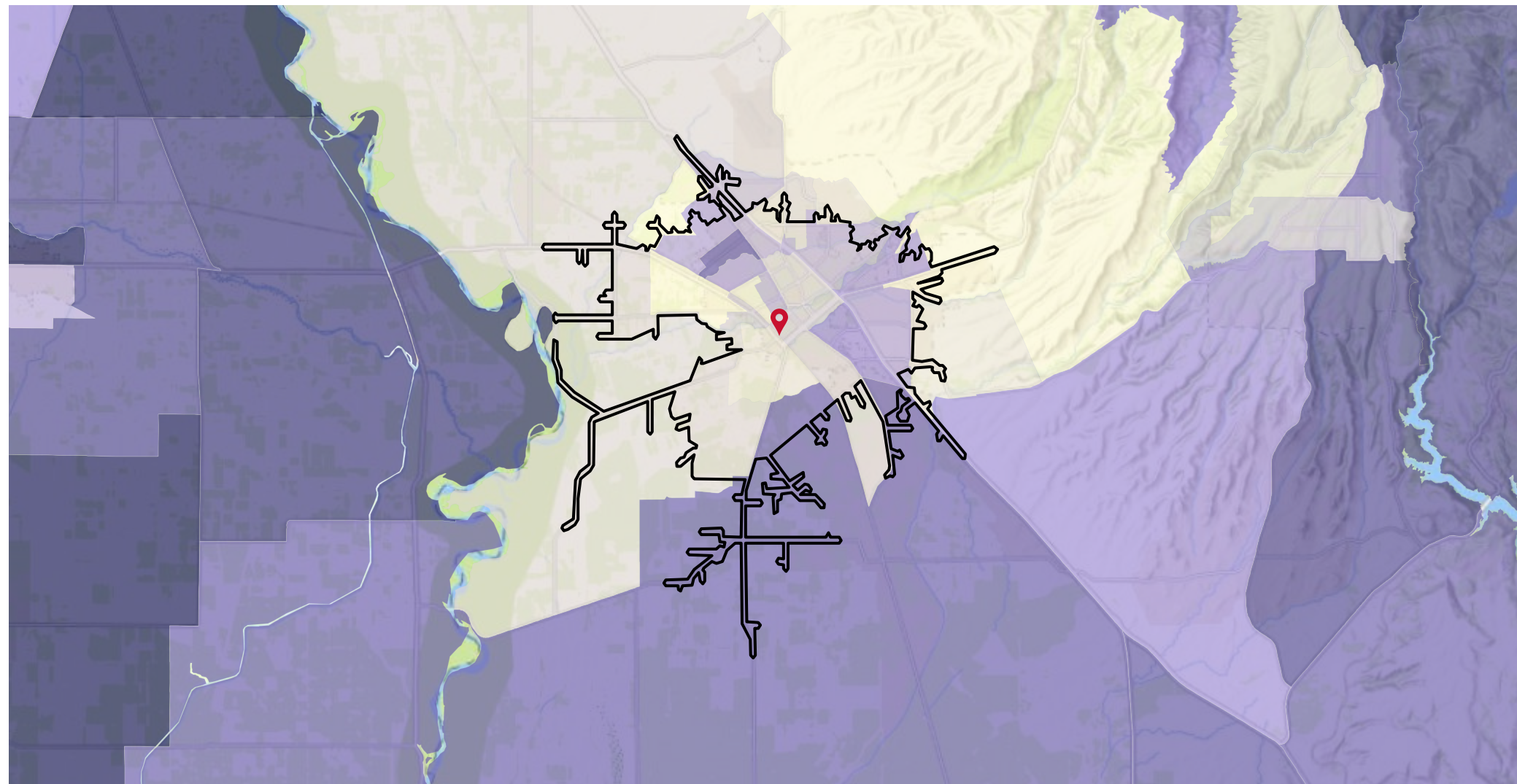


## INTERNET CONNECTIVITY (2022 Esri)

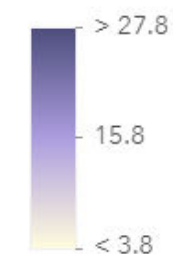
	HH %
Have access to Internet at home (%)	96%
Connect to Internet at home via cable modem (%)	53%
Connect to Internet at home via DSL (%)	9%
Connect to Internet at home via fiber optic (%)	13%
Access Internet at home via high speed connection (%)	93%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	18%
Watched TV program online (%)	29%
Used Spanish language website in last app (%)	4%
Facebook.com (%)	68%
Instagram.com (%)	44%
Linkedin.com (%)	20%
Tumblr.com (%)	3%
Twitter.com (%)	23%
Youtube.com (%)	61%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	10%
Search engine: google.com (%)	88%
Search engine: yahoo.com (%)	14%



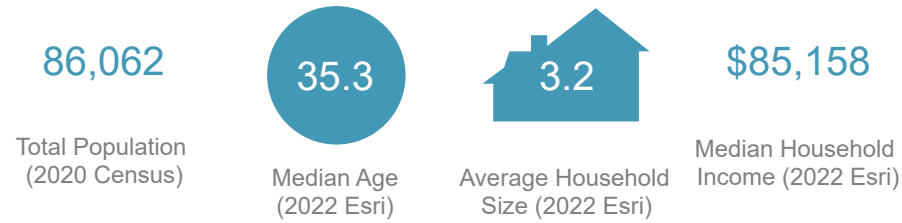
## Percent of Households with No Internet Access



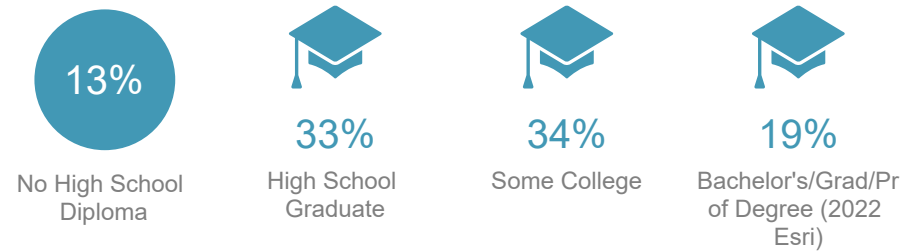
# Demographic and Socioeconomic Profile

Downtown Manteca 10-Minute Drive Time

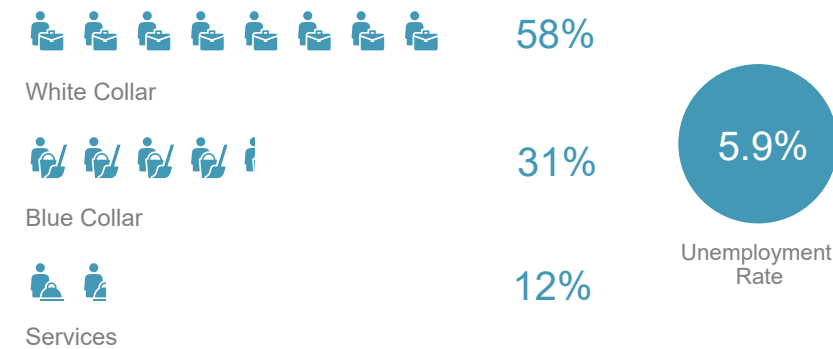
## KEY FACTS



## EDUCATION (2022 Esri)



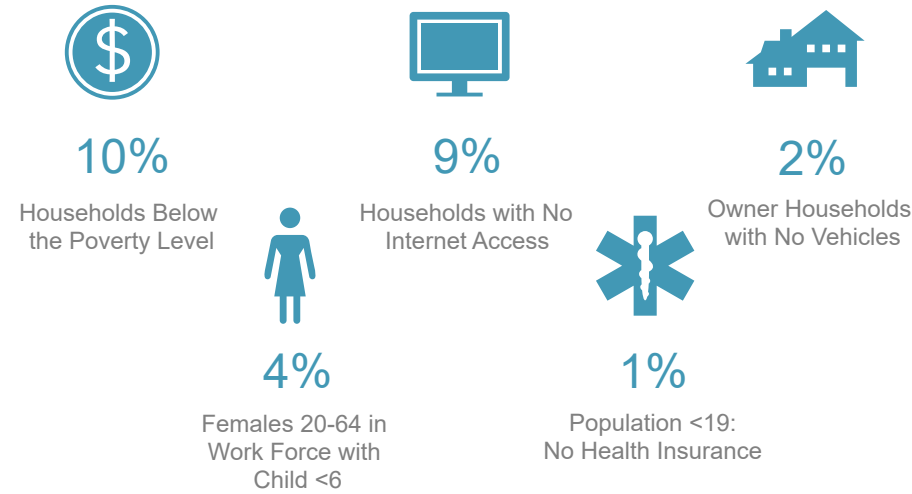
## EMPLOYMENT (2022 Esri)



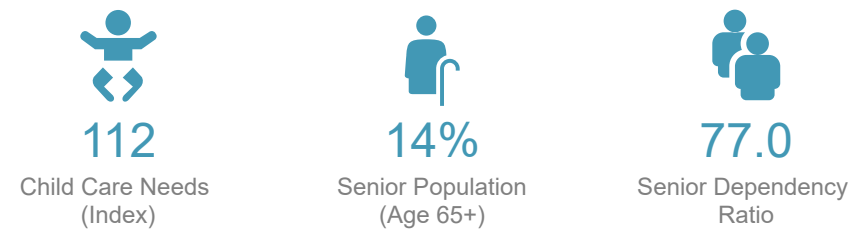
## BUSINESS (2022 Esri)



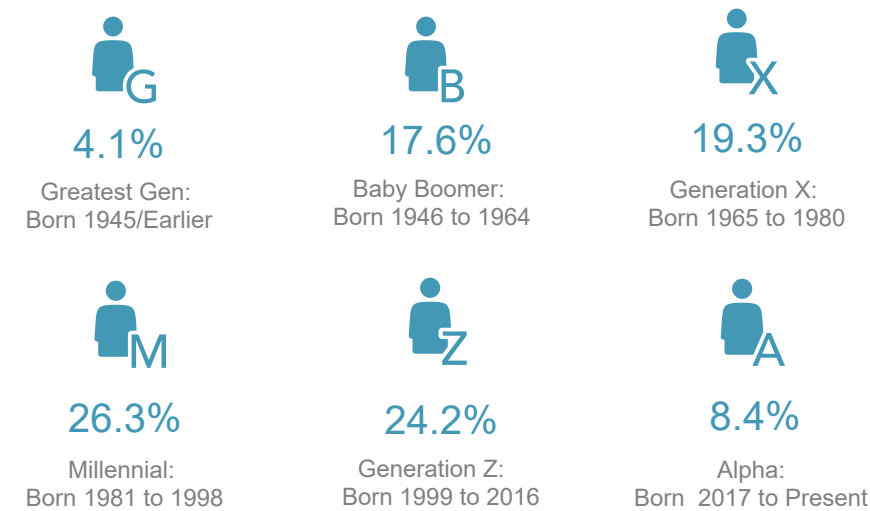
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



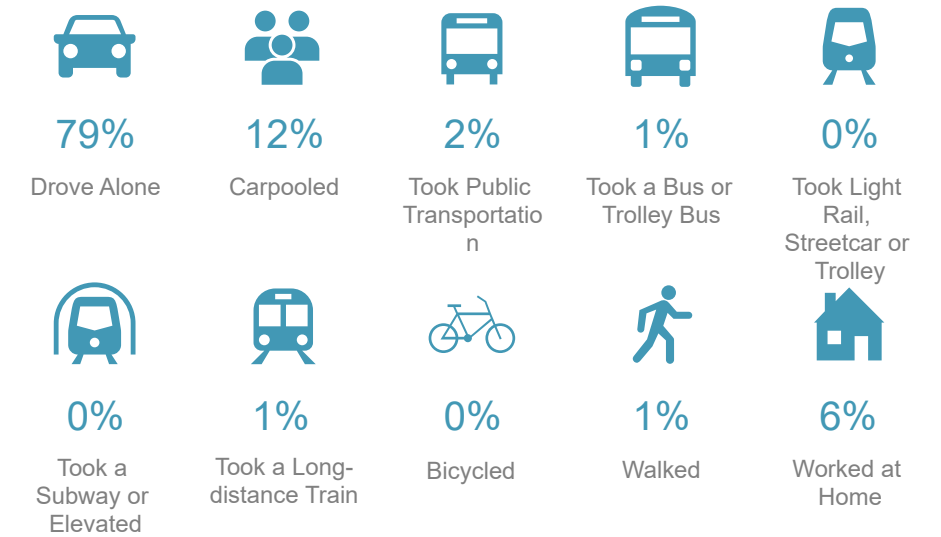
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (21.9%)  
The smallest group: <\$15,000 (4.4%)

Indicator ▲	Value	Diff
<\$15,000	4.4%	-2.3%
\$15,000 - \$24,999	6.0%	-0.9%
\$25,000 - \$34,999	6.4%	-1.0%
\$35,000 - \$49,999	9.0%	-1.1%
\$50,000 - \$74,999	17.6%	-0.5%
\$75,000 - \$99,999	14.0%	+1.4%
\$100,000 - \$149,999	21.9%	+3.6%
\$150,000 - \$199,999	12.0%	+1.4%
\$200,000+	8.7%	-0.7%

Bars show deviation from San Joaquin County

# Race, Ethnicity, and Language Profile

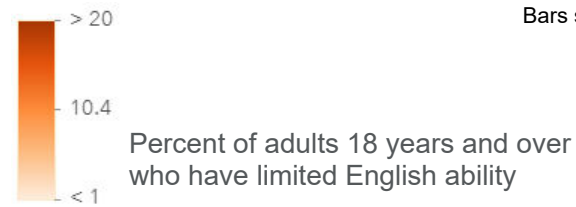
Downtown Manteca 10-Minute Drive Time

## Race and Ethnicity

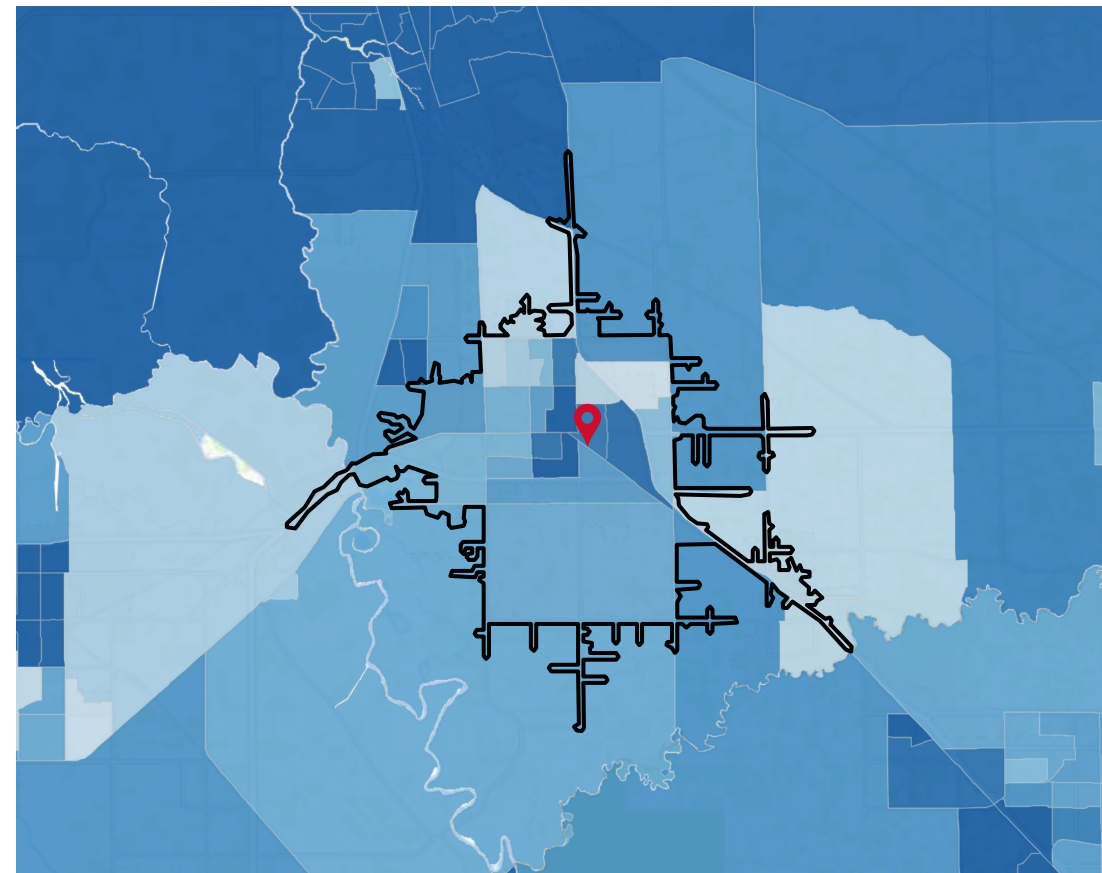
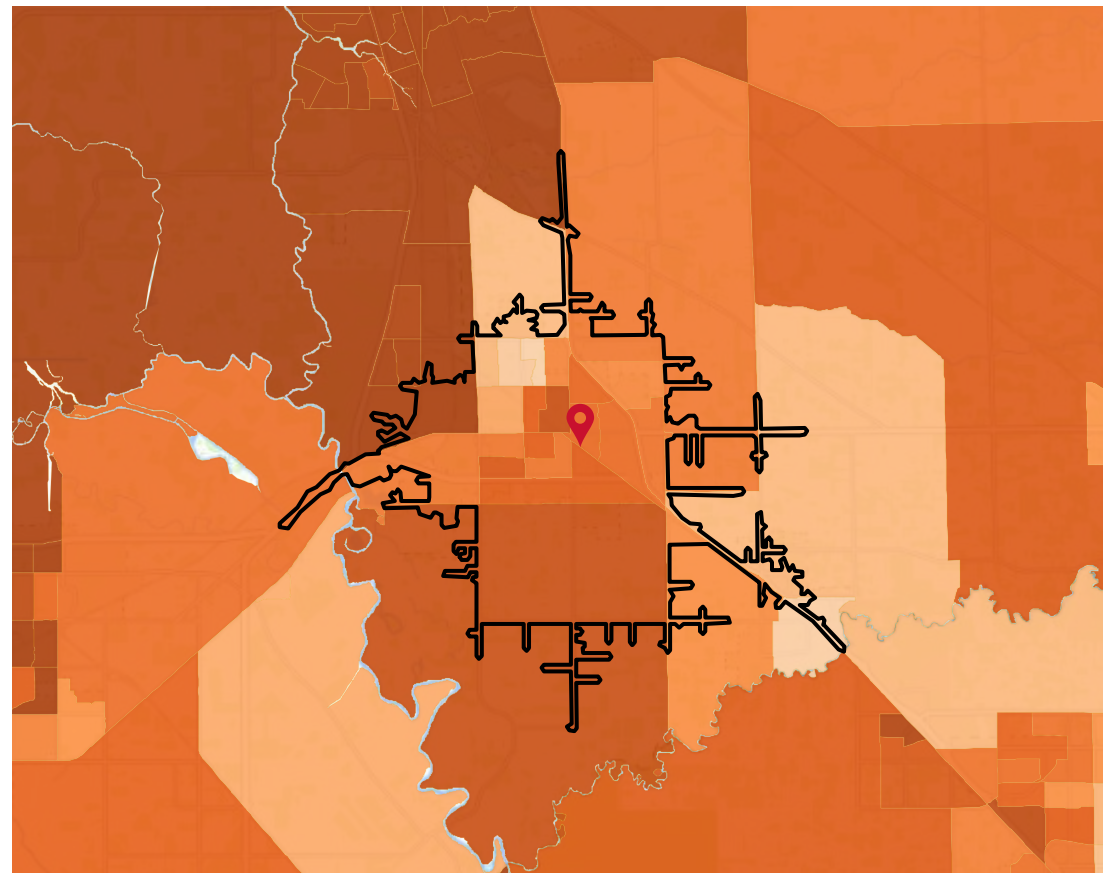
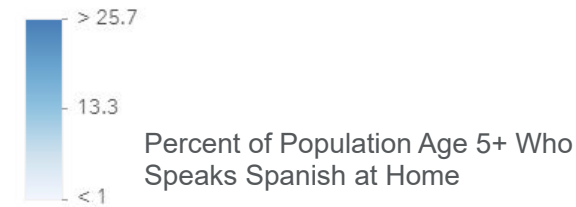
The largest group: White Alone (41.61)

The smallest group: Pacific Islander Alone (0.85)

Indicator ▲	Value	Diff
White Alone	41.61	+8.12
Black Alone	4.40	-3.33
American Indian/Alaska Native Alone	1.81	+0.23
Asian Alone	14.80	-3.70
Pacific Islander Alone	0.85	+0.13
Other Race	20.87	-2.64
Two or More Races	15.66	+1.19
Hispanic Origin (Any Race)	40.76	-0.95



Bars show deviation from



## SPANISH ACTIVITIES



5%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.67%
Speak Spanish & English Not Well	2.13%
Speak Indo-European & No English	0.15%
Speak Indo-European & English Not Well	0.34%
Speak Asian-Pacific Island & No English	0.01%
Speak Asian-Pacific Island & English Not Well	0.44%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.01%

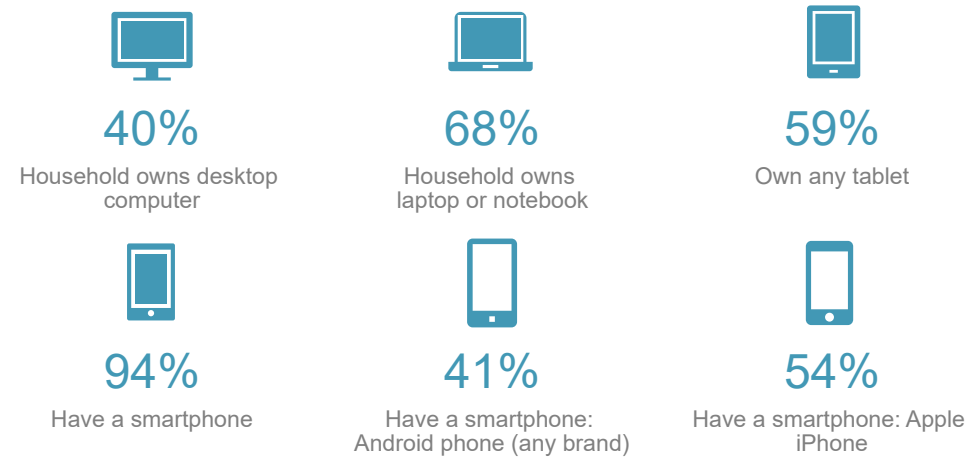
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.12%
Speak Spanish & English Not Well	0.37%
Speak Indo-European & No English	0.05%
Speak Indo-European & English Not Well	0.19%
Speak Asian-Pacific Island & No English	0.03%
Speak Asian-Pacific Island & English Not Well	0.34%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

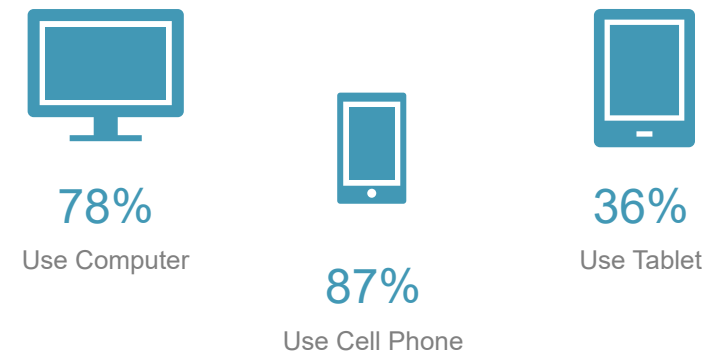
# Digital Usage Profile

Downtown Manteca 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

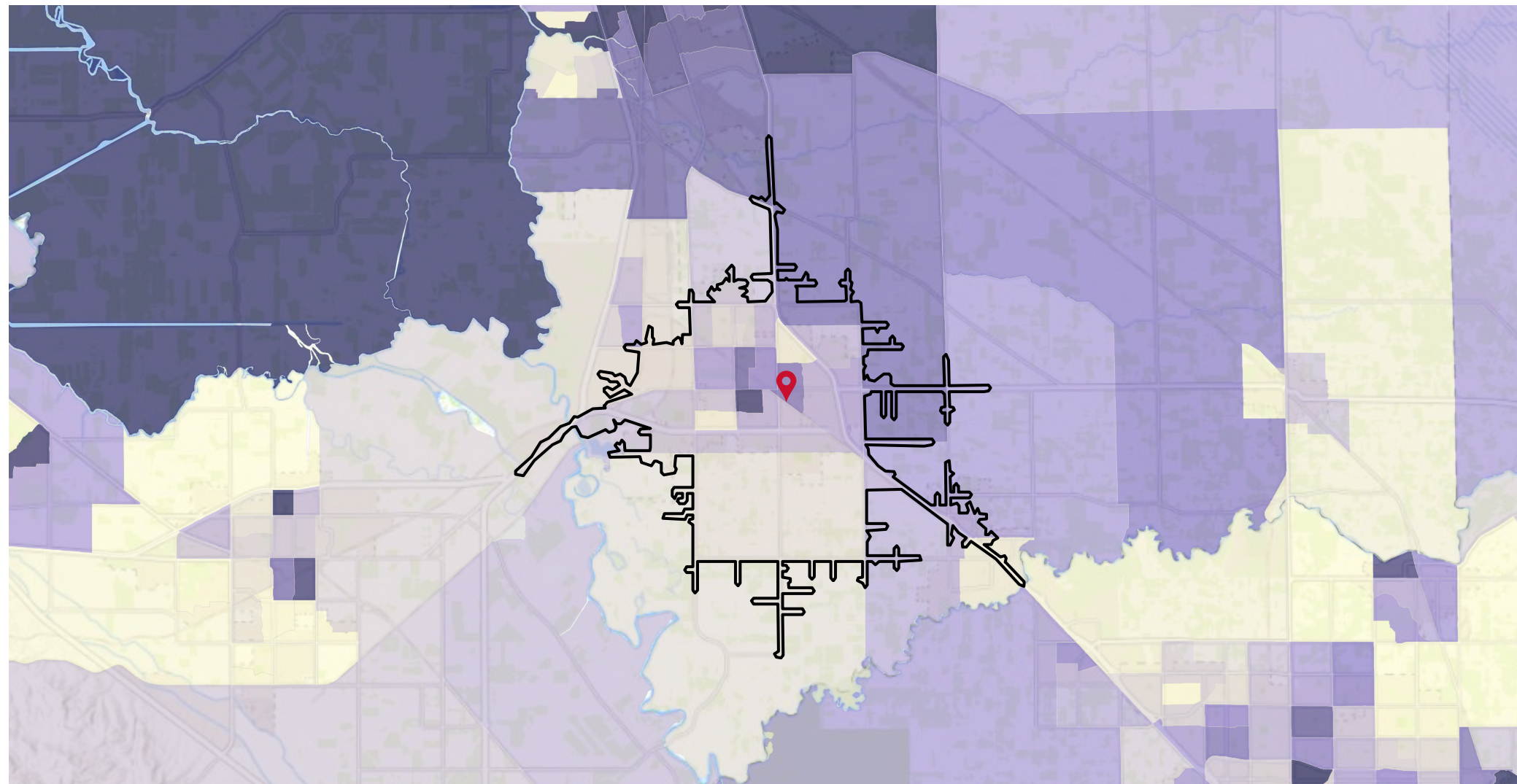


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	96%
Connect to Internet at home via cable modem (%)	47%
Connect to Internet at home via DSL (%)	10%
Connect to Internet at home via fiber optic (%)	18%
Access Internet at home via high speed connection (%)	94%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	12%
Watched TV program online (%)	23%
Used Spanish language website in last app (%)	5%
Facebook.com (%)	66%
Instagram.com (%)	38%
Linkedin.com (%)	13%
Tumblr.com (%)	2%
Twitter.com (%)	18%
Youtube.com (%)	57%
Social network used to track current events (%)	15%
Search engine: bing.com (%)	10%
Search engine: google.com (%)	88%
Search engine: yahoo.com (%)	19%



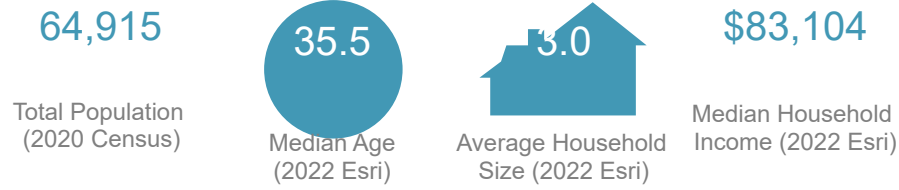
Percent of Households with No Internet Access



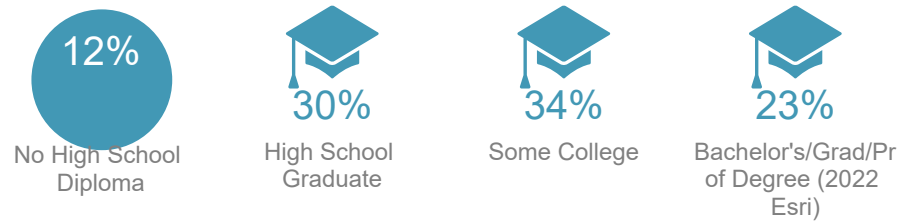
# Demographic and Socioeconomic Profile

Ripon 10-Minute Drive Time

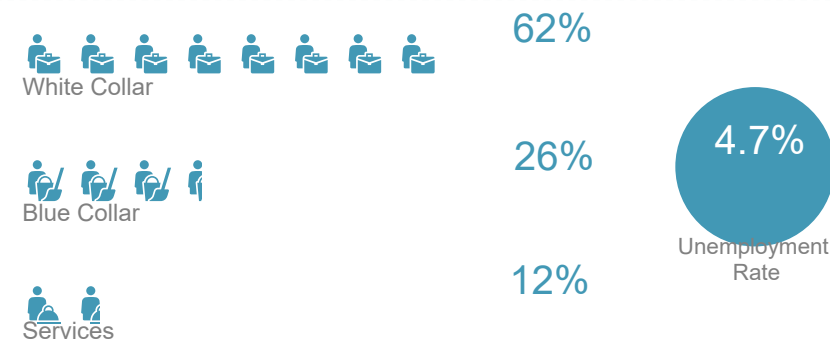
## KEY FACTS



## EDUCATION (2022 Esri)



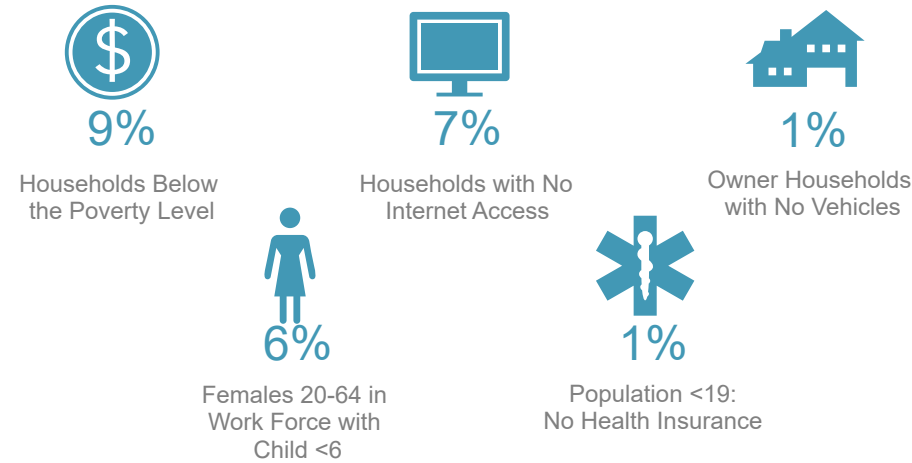
## EMPLOYMENT (2022 Esri)



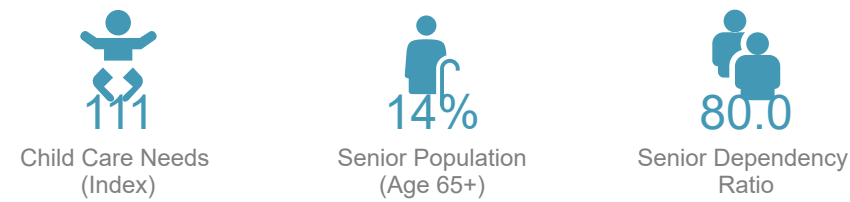
## BUSINESS (2022 Esri)



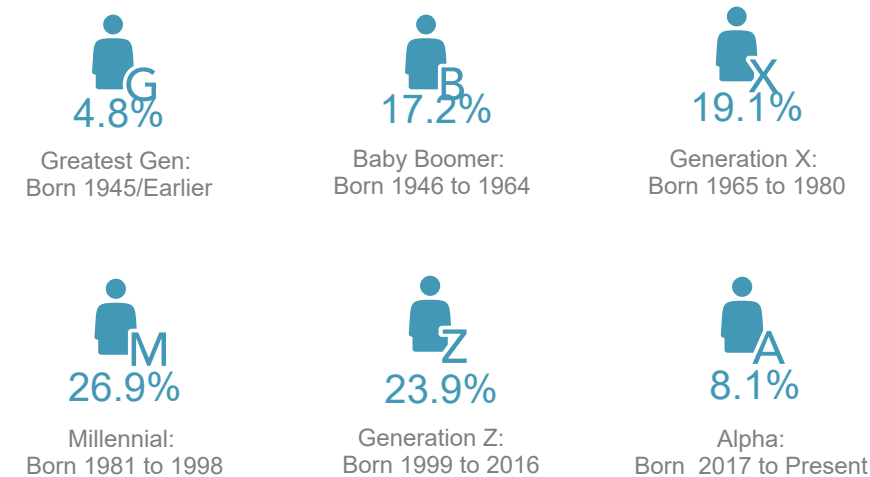
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



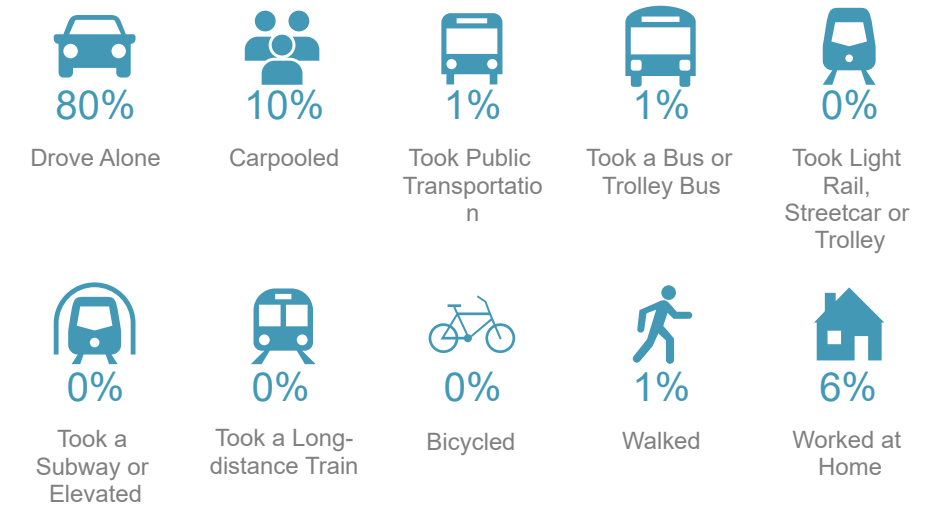
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (21.1%)

The smallest group: <\$15,000 (5.6%)

Indicator ▲	Value	Diff
<\$15,000	5.6%	-1.1%
\$15,000 - \$24,999	5.6%	-1.3%
\$25,000 - \$34,999	6.8%	-0.6%
\$35,000 - \$49,999	10.4%	+0.3%
\$50,000 - \$74,999	15.8%	-2.3%
\$75,000 - \$99,999	14.7%	+2.1%
\$100,000 - \$149,999	21.1%	+2.8%
\$150,000 - \$199,999	9.9%	-0.7%
\$200,000+	10.0%	+0.6%

Bars show deviation from San Joaquin County

# Race, Ethnicity, and Language Profile

Ripon 10-Minute Drive Time

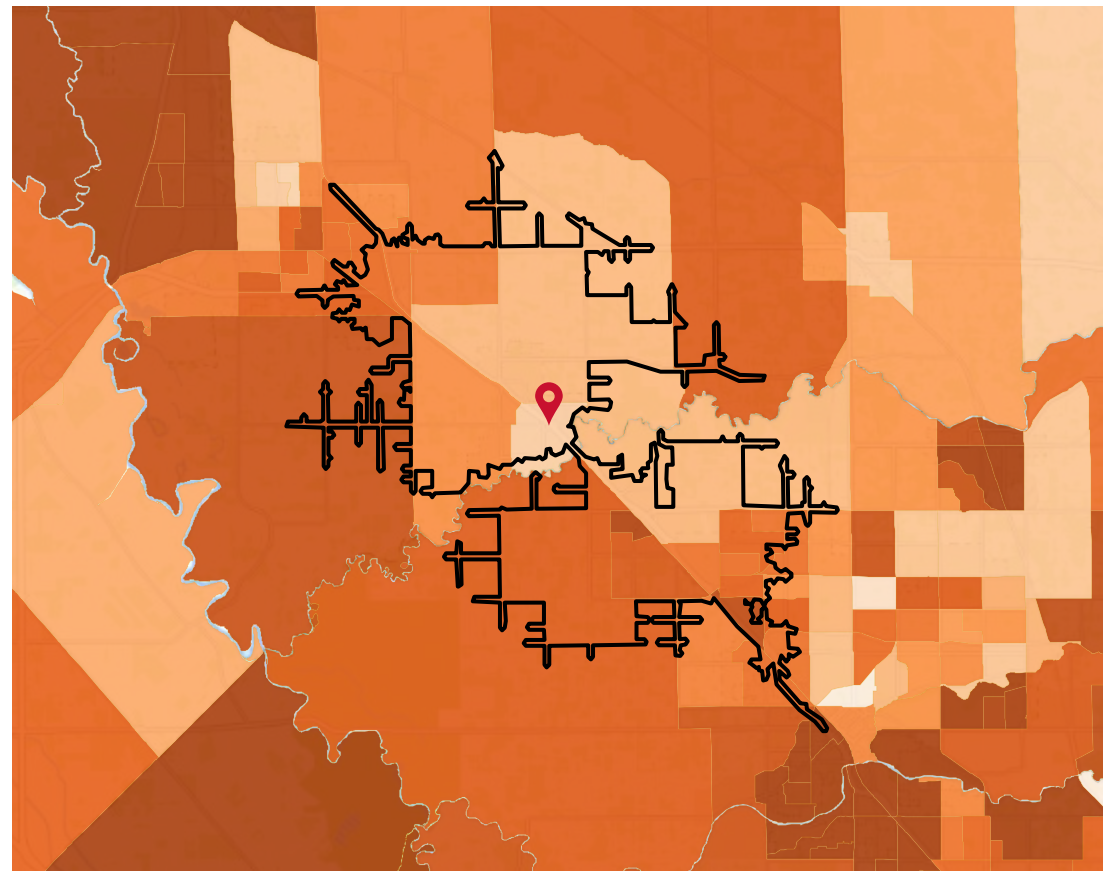
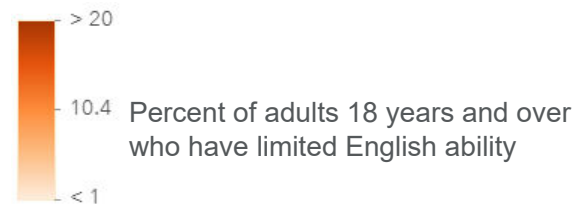
## Race and Ethnicity

The largest group: White Alone (49.36)

The smallest group: Pacific Islander Alone (1.04)

Indicator ▲	Value	Diff
White Alone	49.36	+15.87
Black Alone	3.25	-4.48
American Indian/Alaska Native Alone	1.58	0
Asian Alone	10.12	-8.38
Pacific Islander Alone	1.04	+0.32
Other Race	19.29	-4.22
Two or More Races	15.36	+0.89
Hispanic Origin (Any Race)	37.85	-3.86

Bars show deviation from

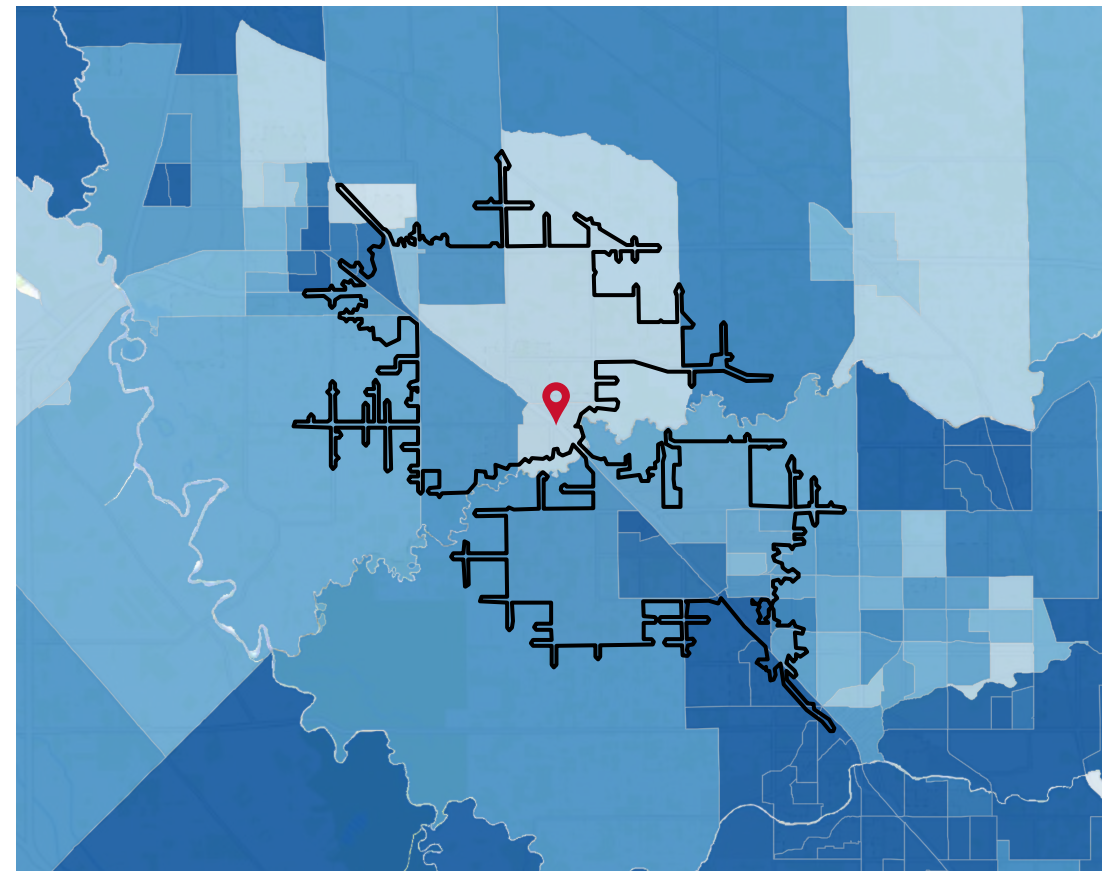
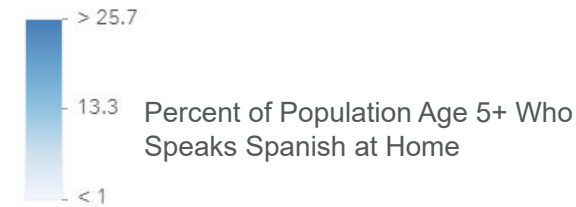


## SPANISH ACTIVITIES



5%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS)

HH %

Speak Spanish & No English	0.44%
Speak Spanish & English Not Well	2.33%
Speak Indo-European & No English	0.07%
Speak Indo-European & English Not Well	0.13%
Speak Asian-Pacific Island & No English	0.01%
Speak Asian-Pacific Island & English Not Well	0.41%
Speak Other Language & No English	0.08%
Speak Other Language & English Not Well	0.03%

## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS)

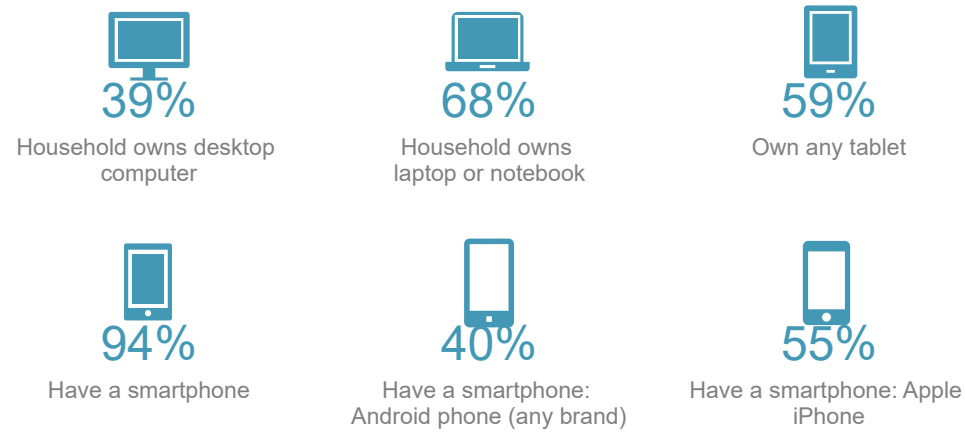
HH %

Speak Spanish & No English	0.50%
Speak Spanish & English Not Well	0.69%
Speak Indo-European & No English	0.07%
Speak Indo-European & English Not Well	0.20%
Speak Asian-Pacific Island & No English	0.02%
Speak Asian-Pacific Island & English Not Well	0.10%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.08%

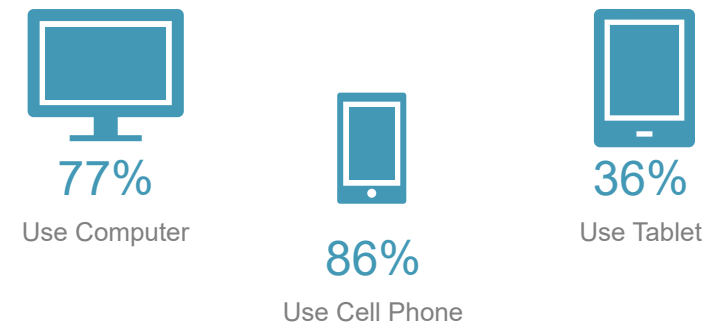
# Digital Usage Profile

Ripon 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

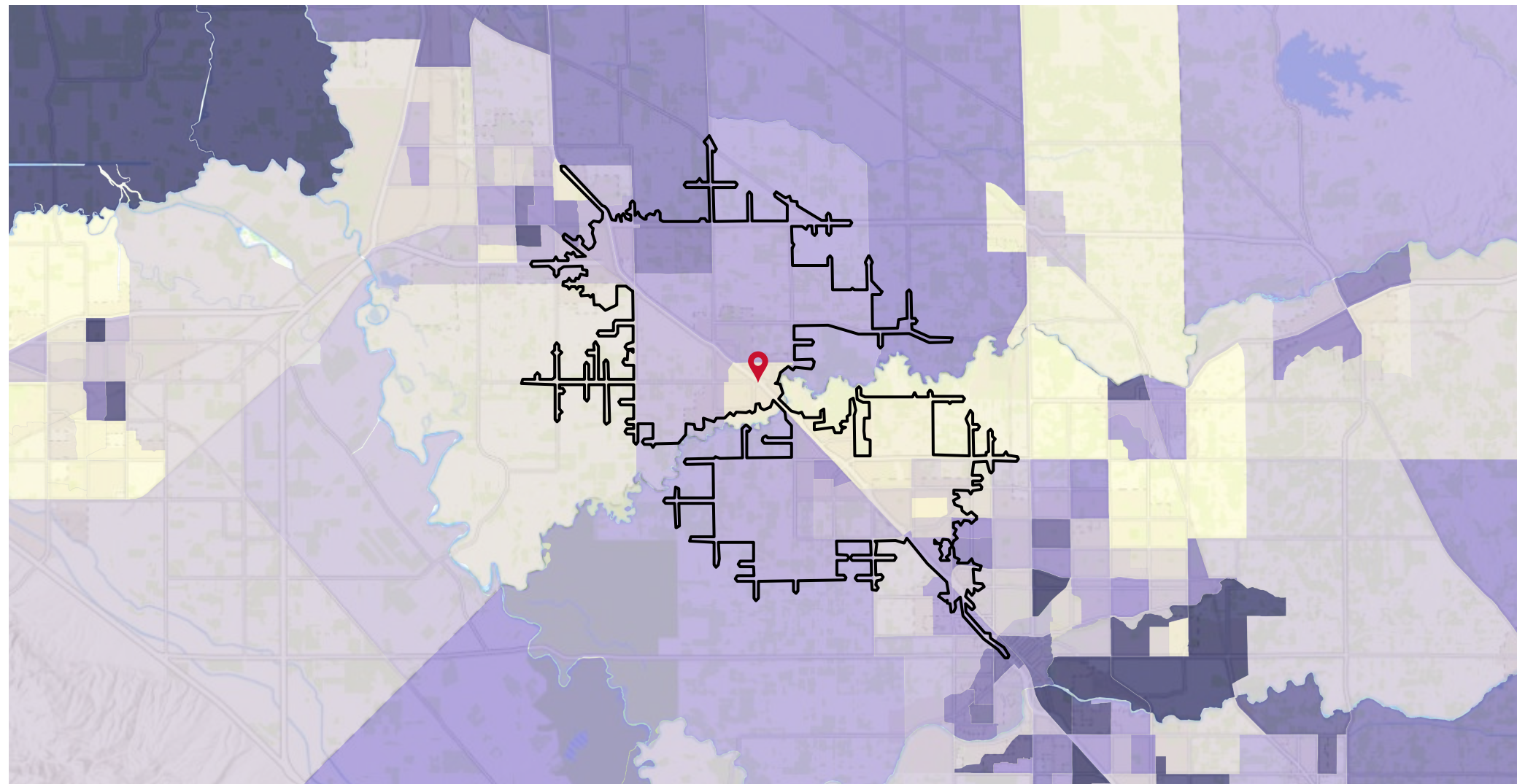


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	96%
Connect to Internet at home via cable modem (%)	48%
Connect to Internet at home via DSL (%)	9%
Connect to Internet at home via fiber optic (%)	17%
Access Internet at home via high speed connection (%)	94%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	12%
Watched TV program online (%)	23%
Used Spanish language website in last app (%)	5%
Facebook.com (%)	66%
Instagram.com (%)	39%
Linkedin.com (%)	14%
Tumblr.com (%)	2%
Twitter.com (%)	18%
Youtube.com (%)	57%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	10%
Search engine: google.com (%)	87%
Search engine: yahoo.com (%)	18%



### Percent of Households with No Internet Access

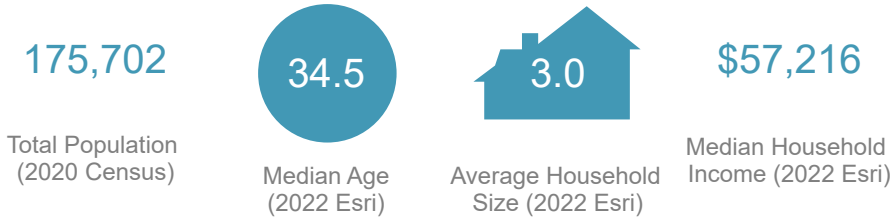




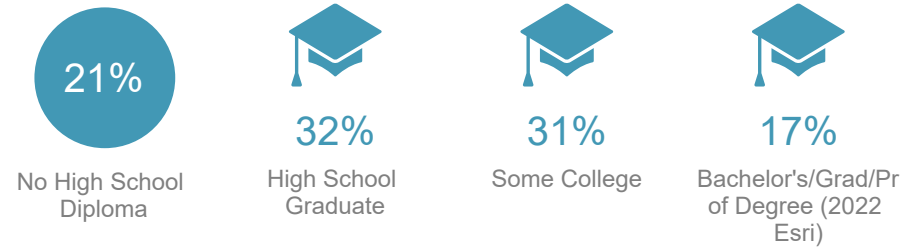
# Demographic and Socioeconomic Profile

Modesto 10-Minute Drive Time

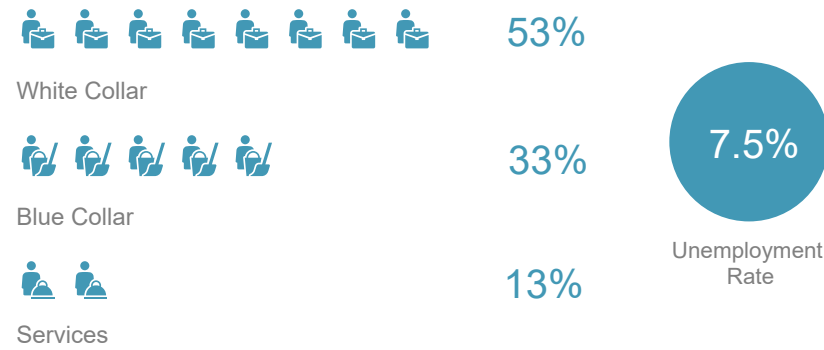
## KEY FACTS



## EDUCATION (2022 Esri)



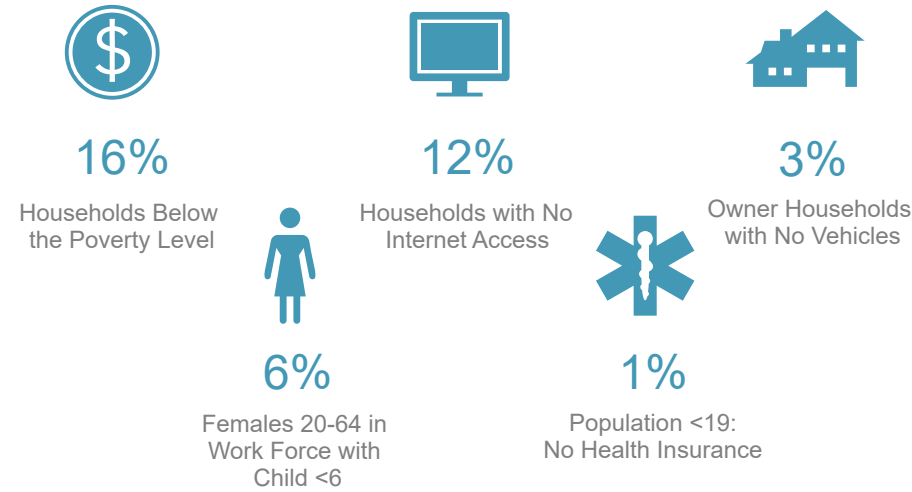
## EMPLOYMENT (2022 Esri)



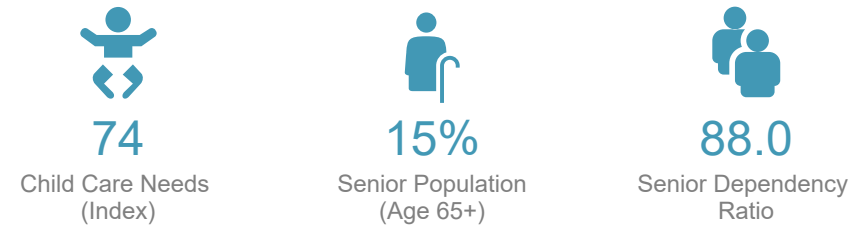
## BUSINESS (2022 Esri)



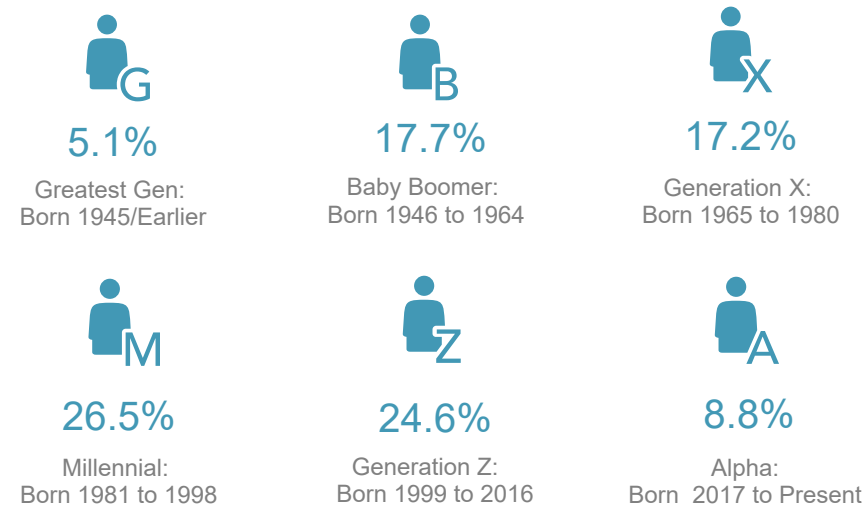
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



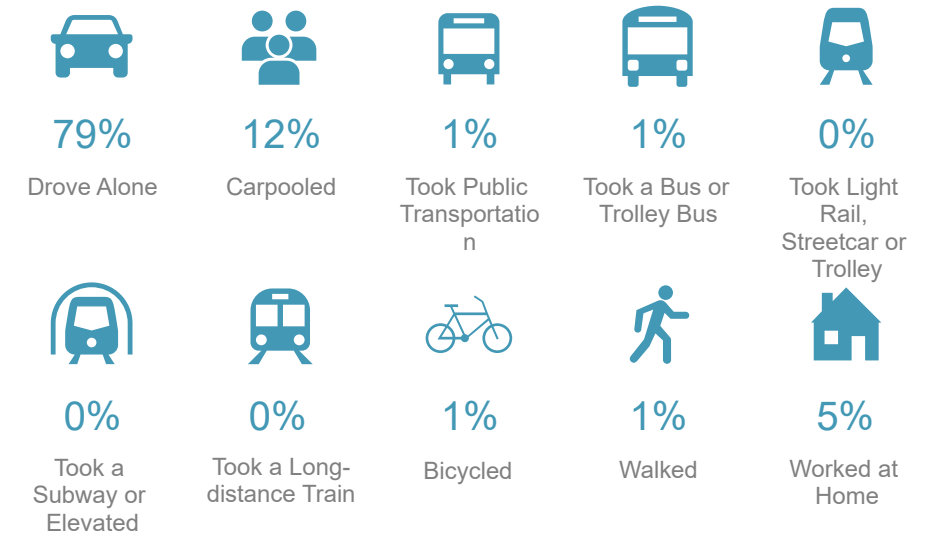
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (19.0%)  
The smallest group: \$200,000+ (3.6%)

Indicator ▲	Value	Diff	
<\$15,000	10.3%	+2.7%	
\$15,000 - \$24,999	8.5%	+1.7%	
\$25,000 - \$34,999	9.4%	+1.1%	
\$35,000 - \$49,999	14.6%	+2.4%	
\$50,000 - \$74,999	19.0%	+0.7%	
\$75,000 - \$99,999	13.8%	-0.6%	
\$100,000 - \$149,999	15.7%	-3.1%	
\$150,000 - \$199,999	5.1%	-2.2%	
\$200,000+	3.6%	-2.9%	

Bars show deviation from Stanislaus County

# Race, Ethnicity, and Language Profile

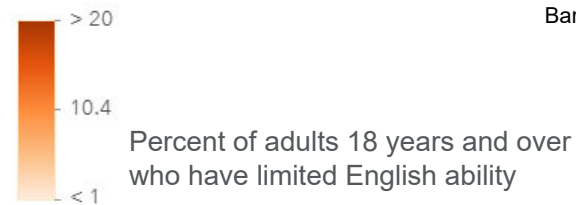
Modesto 10-Minute Drive Time

## Race and Ethnicity

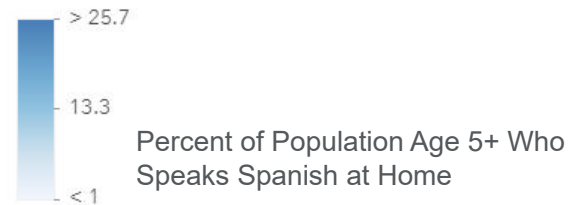
The largest group: Hispanic Origin (Any Race) (51.42)

The smallest group: Pacific Islander Alone (0.87)

Indicator ▲	Value	Diff
White Alone	42.15	-3.36
Black Alone	3.59	+0.71
American Indian/Alaska Native Alone	2.30	+0.34
Asian Alone	6.14	-0.38
Pacific Islander Alone	0.87	+0.09
Other Race	29.60	+2.74
Two or More Races	15.36	-0.14
Hispanic Origin (Any Race)	51.42	+3.01



Bars show deviation from Stanislaus County



## SPANISH ACTIVITIES



8%

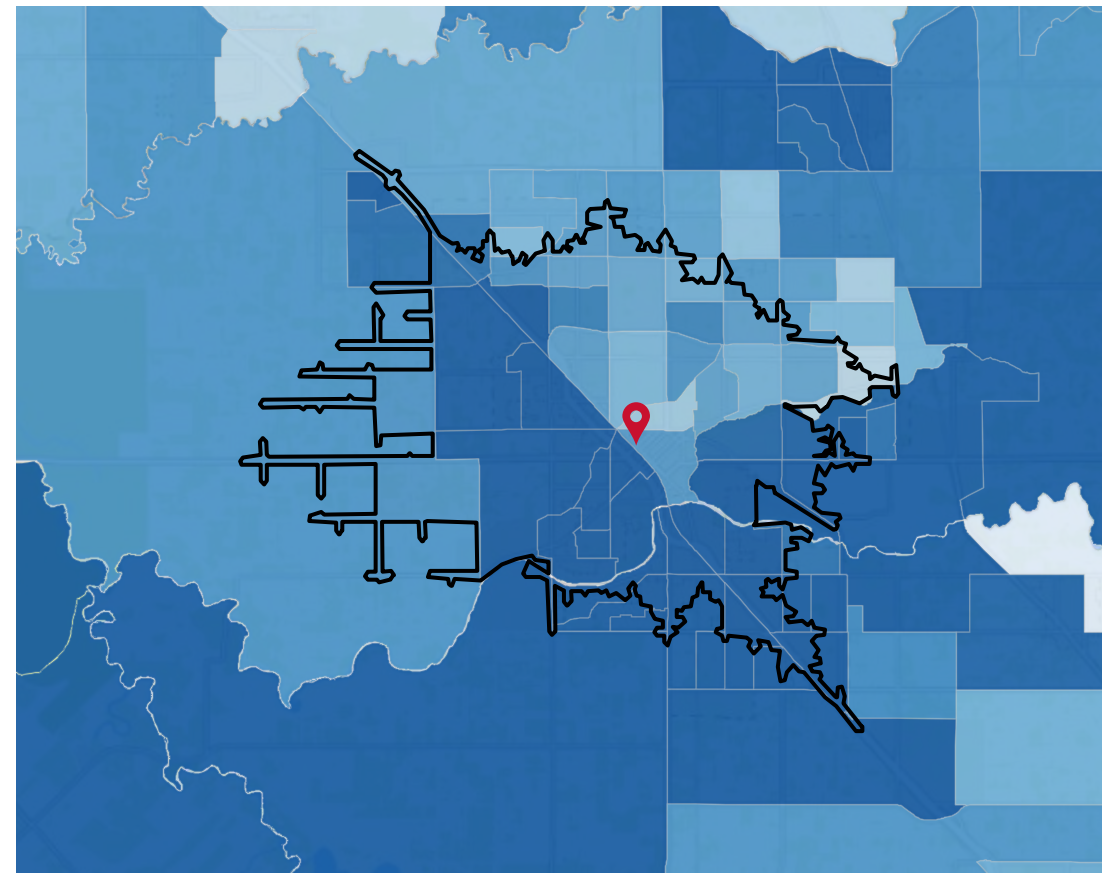
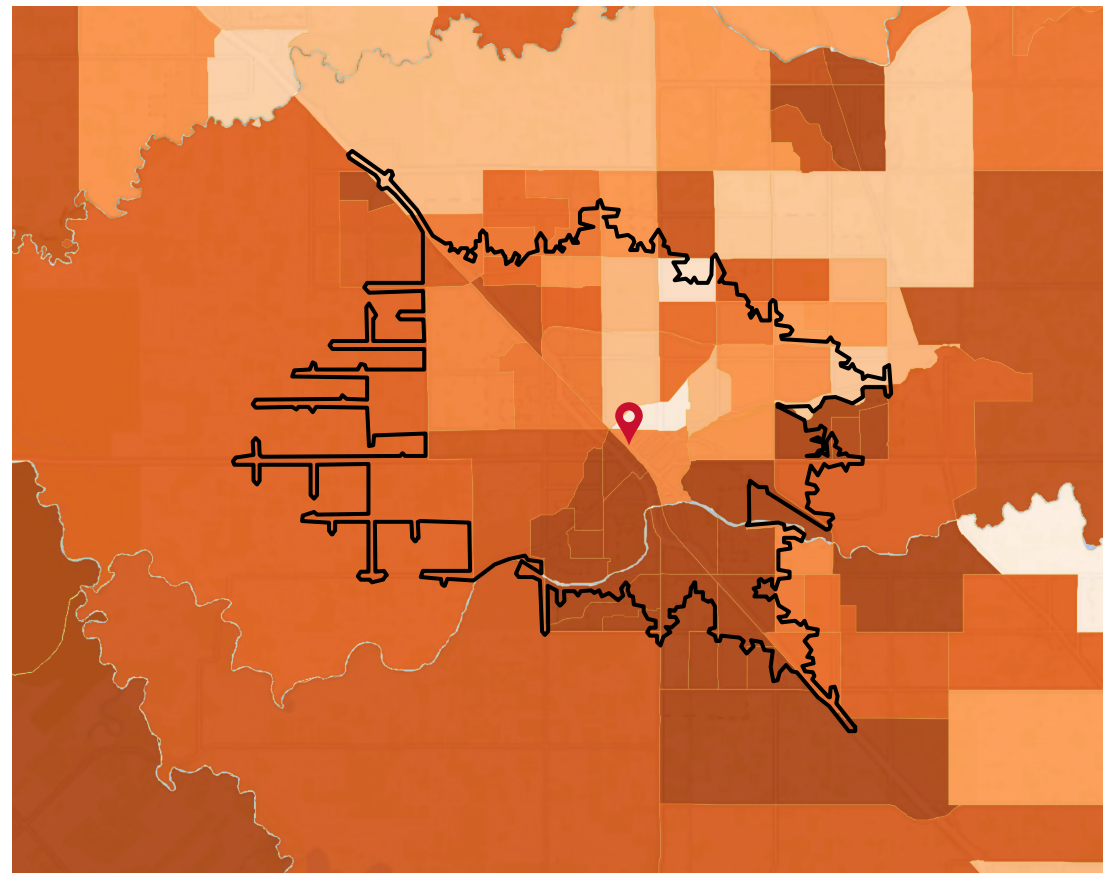
Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	1.67%
Speak Spanish & English Not Well	4.55%
Speak Indo-European & No English	0.15%
Speak Indo-European & English Not Well	0.26%
Speak Asian-Pacific Island & No English	0.04%
Speak Asian-Pacific Island & English Not Well	0.51%
Speak Other Language & No English	0.07%
Speak Other Language & English Not Well	0.11%

## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS)

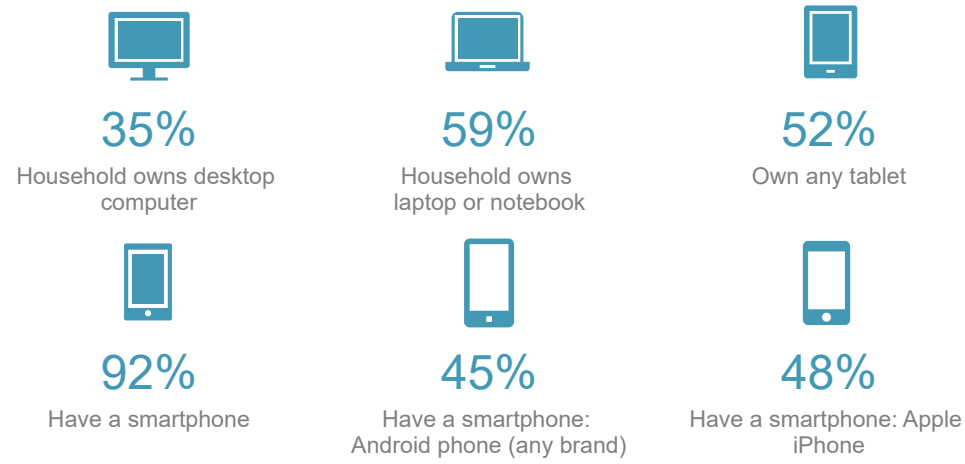
Category	HH %
Speak Spanish & No English	0.61%
Speak Spanish & English Not Well	0.75%
Speak Indo-European & No English	0.02%
Speak Indo-European & English Not Well	0.14%
Speak Asian-Pacific Island & No English	0.00%
Speak Asian-Pacific Island & English Not Well	0.20%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.06%



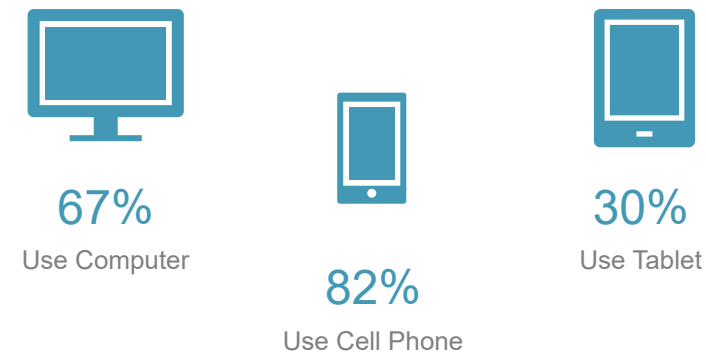
# Digital Usage Profile

Modesto 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

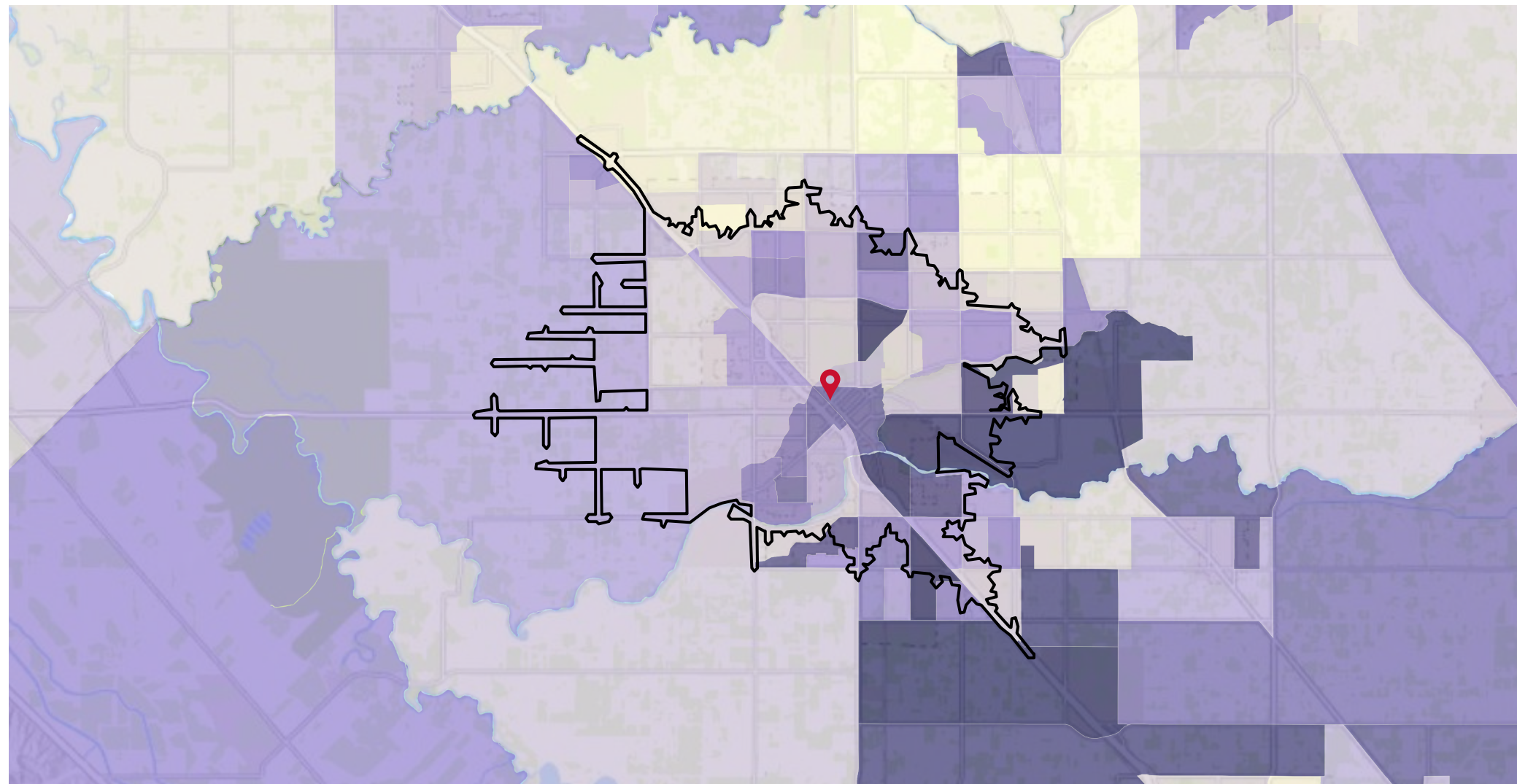


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	94%
Connect to Internet at home via cable modem (%)	45%
Connect to Internet at home via DSL (%)	8%
Connect to Internet at home via fiber optic (%)	14%
Access Internet at home via high speed connection (%)	90%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	10%
Watched TV program online (%)	20%
Used Spanish language website in last app (%)	8%
Facebook.com (%)	63%
Instagram.com (%)	37%
Linkedin.com (%)	9%
Tumblr.com (%)	2%
Twitter.com (%)	17%
Youtube.com (%)	56%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	8%
Search engine: google.com (%)	83%
Search engine: yahoo.com (%)	17%



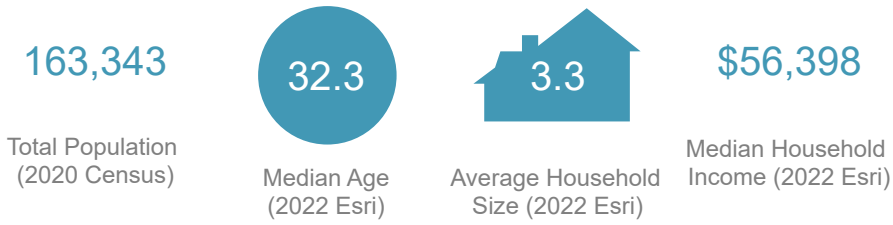
Percent of Households with No Internet Access



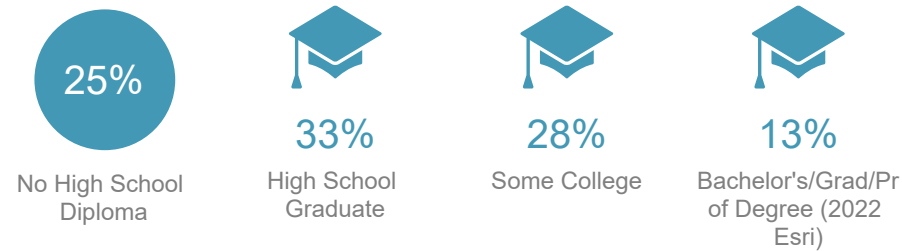
# Demographic and Socioeconomic Profile

Ceres 10-Minute Drive Time

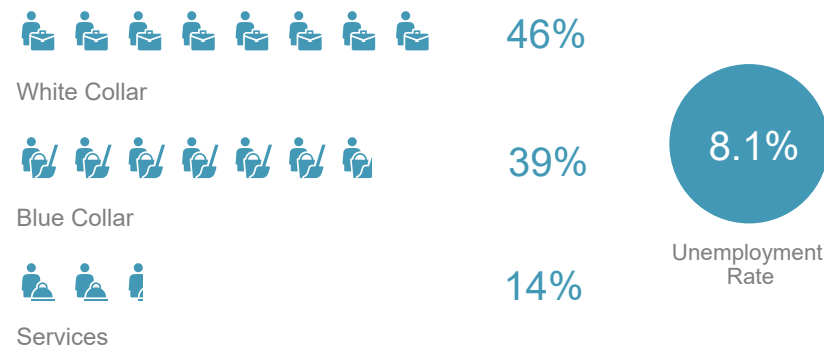
## KEY FACTS



## EDUCATION (2022 Esri)



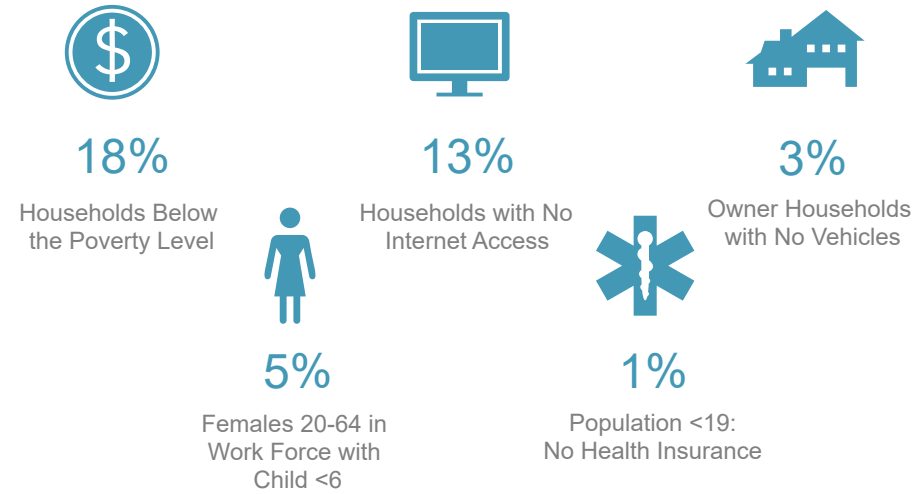
## EMPLOYMENT (2022 Esri)



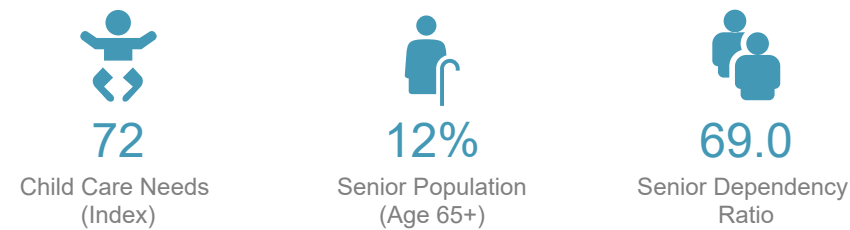
## BUSINESS (2022 Esri)



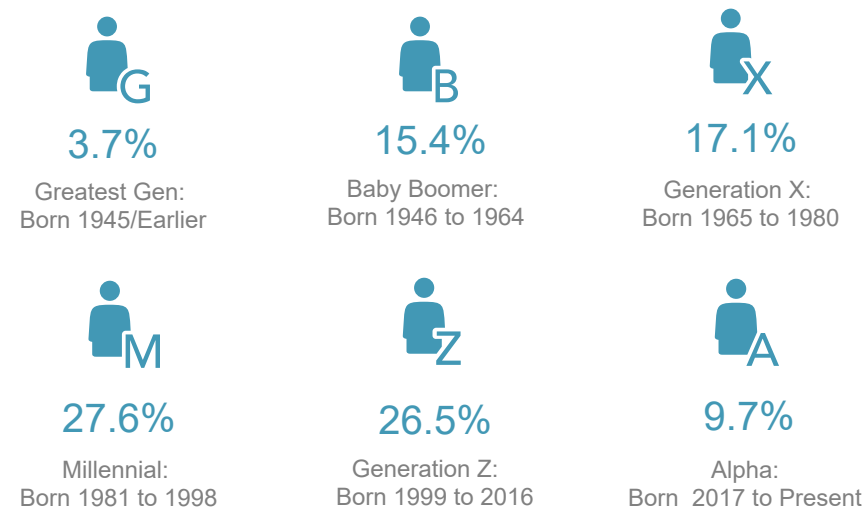
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



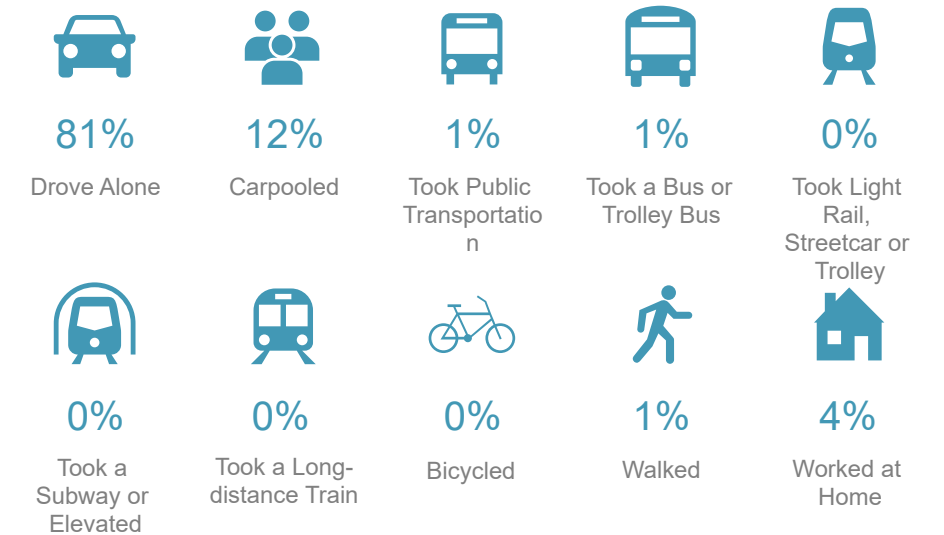
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (19.8%)  
The smallest group: \$200,000+ (3.2%)

Indicator ▲	Value	Diff
<\$15,000	10.4%	+2.8%
\$15,000 - \$24,999	8.9%	+2.1%
\$25,000 - \$34,999	9.9%	+1.6%
\$35,000 - \$49,999	13.9%	+1.7%
\$50,000 - \$74,999	19.8%	+1.5%
\$75,000 - \$99,999	14.3%	-0.1%
\$100,000 - \$149,999	15.2%	-3.6%
\$150,000 - \$199,999	4.3%	-3.0%
\$200,000+	3.2%	-3.3%

Bars show deviation from Stanislaus County

# Race, Ethnicity, and Language Profile

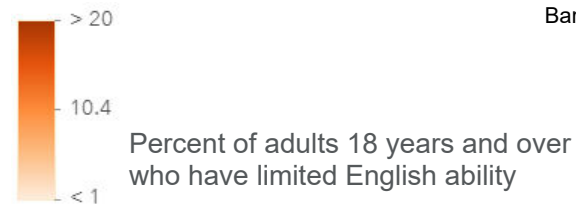
Ceres 10-Minute Drive Time

## Race and Ethnicity

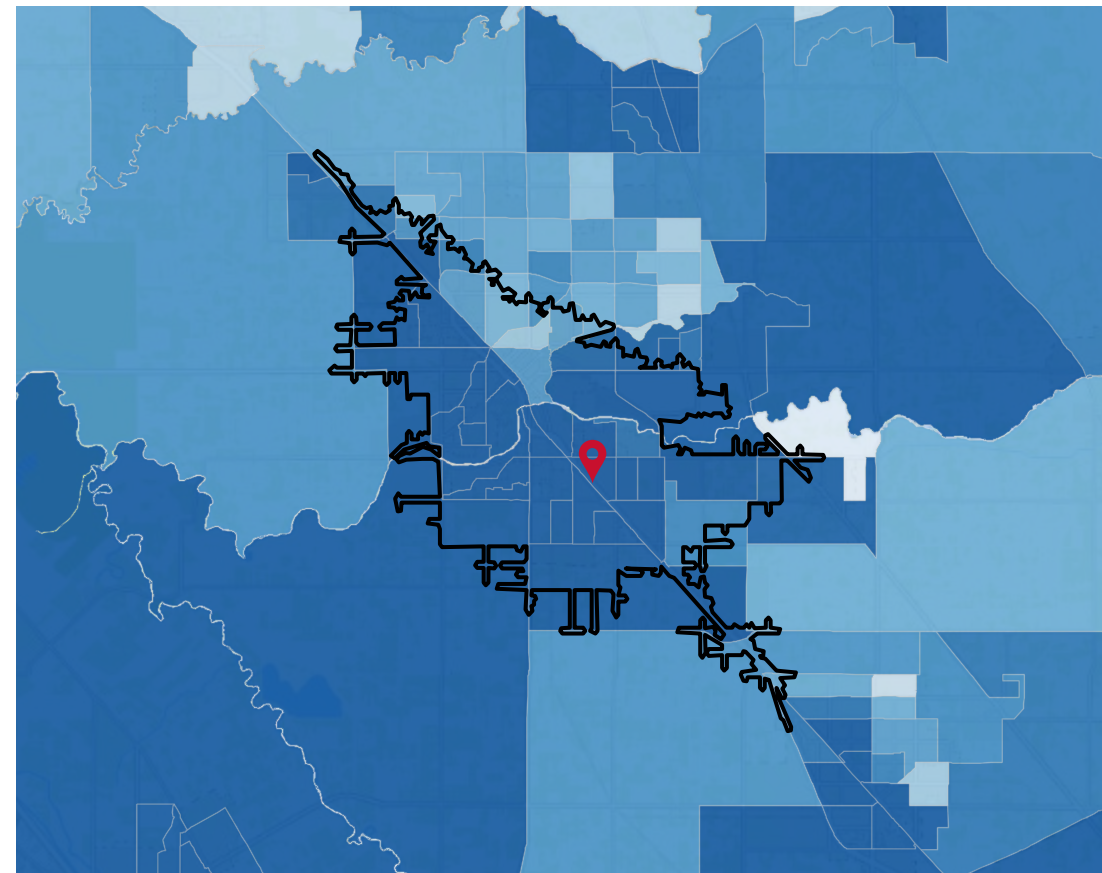
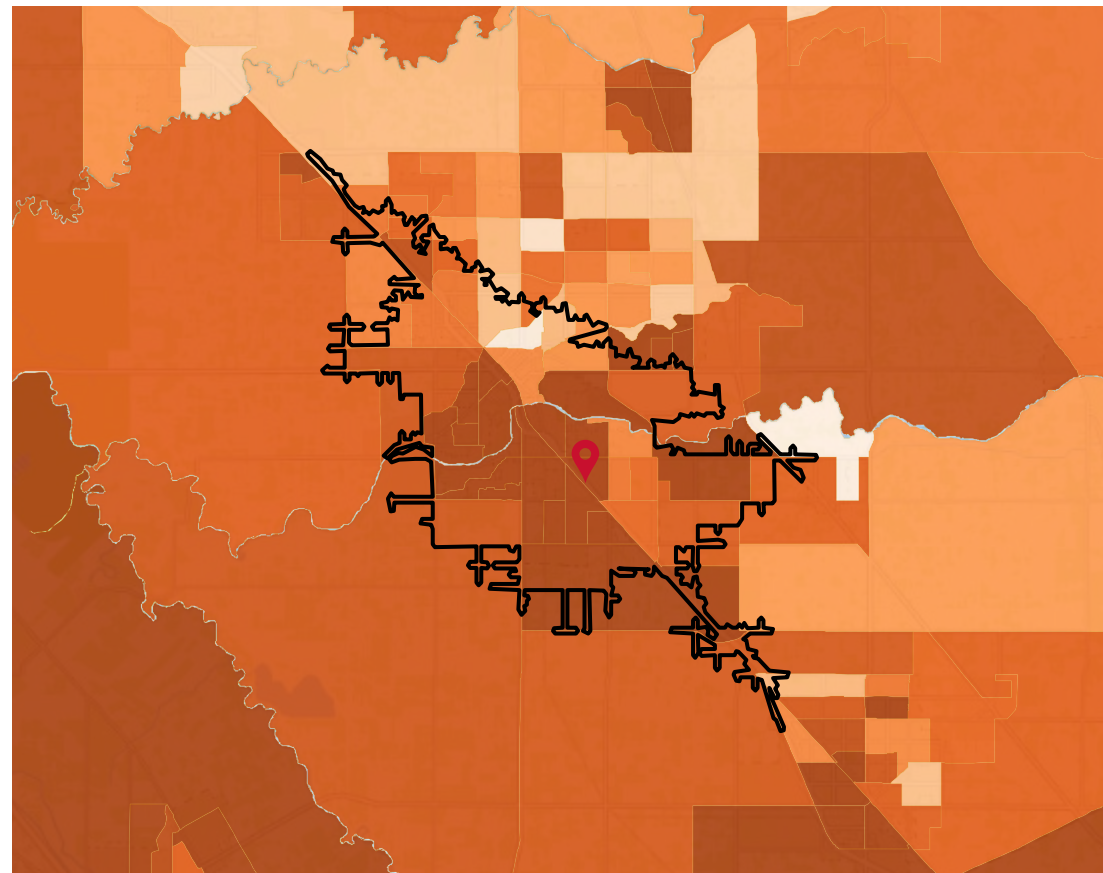
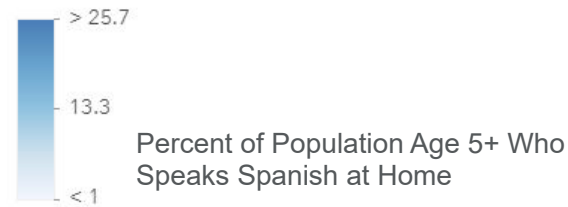
The largest group: Hispanic Origin (Any Race) (61.76)

The smallest group: Pacific Islander Alone (0.73)

Indicator ▲	Value	Diff
White Alone	34.65	-10.86
Black Alone	2.77	-0.11
American Indian/Alaska Native Alone	2.43	+0.47
Asian Alone	6.44	-0.08
Pacific Islander Alone	0.73	-0.05
Other Race	36.86	+10.00
Two or More Races	16.12	+0.62
Hispanic Origin (Any Race)	61.76	+13.35



Bars show deviation from Stanislaus County



## SPANISH ACTIVITIES



11%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	2.20%
Speak Spanish & English Not Well	6.34%
Speak Indo-European & No English	0.04%
Speak Indo-European & English Not Well	0.29%
Speak Asian-Pacific Island & No English	0.04%
Speak Asian-Pacific Island & English Not Well	0.46%
Speak Other Language & No English	0.07%
Speak Other Language & English Not Well	0.14%

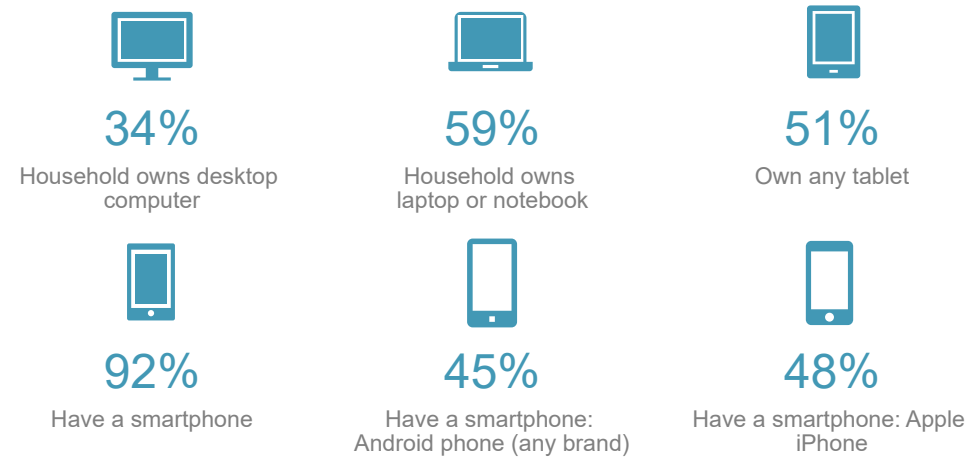
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.82%
Speak Spanish & English Not Well	1.03%
Speak Indo-European & No English	0.04%
Speak Indo-European & English Not Well	0.14%
Speak Asian-Pacific Island & No English	0.01%
Speak Asian-Pacific Island & English Not Well	0.18%
Speak Other Language & No English	0.01%
Speak Other Language & English Not Well	0.04%

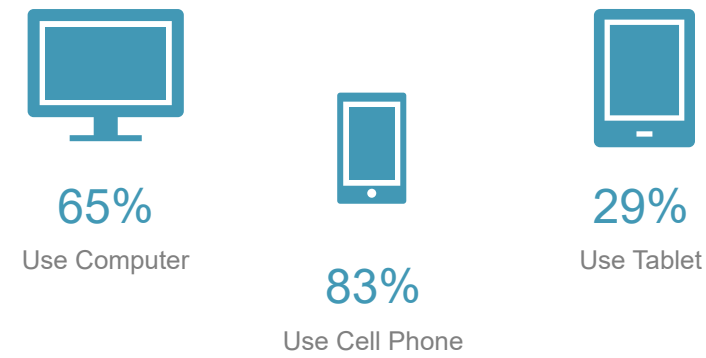
# Digital Usage Profile

Ceres 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

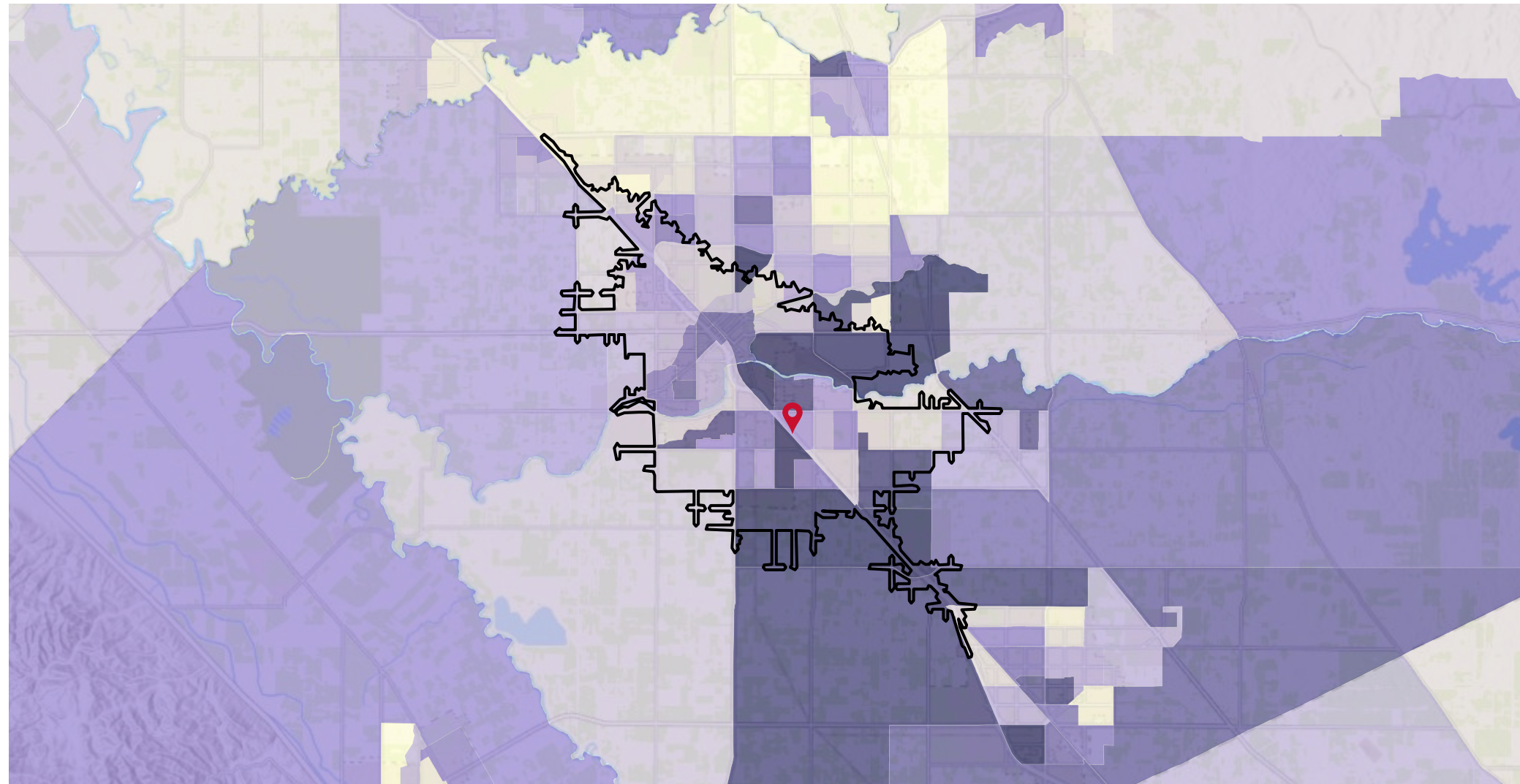


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	93%
Connect to Internet at home via cable modem (%)	42%
Connect to Internet at home via DSL (%)	8%
Connect to Internet at home via fiber optic (%)	15%
Access Internet at home via high speed connection (%)	90%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	9%
Watched TV program online (%)	20%
Used Spanish language website in last app (%)	11%
Facebook.com (%)	62%
Instagram.com (%)	38%
Linkedin.com (%)	8%
Tumblr.com (%)	2%
Twitter.com (%)	17%
Youtube.com (%)	56%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	7%
Search engine: google.com (%)	83%
Search engine: yahoo.com (%)	17%



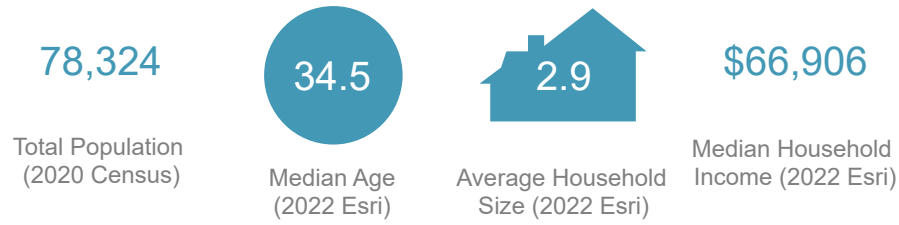
Percent of Households with No Internet Access



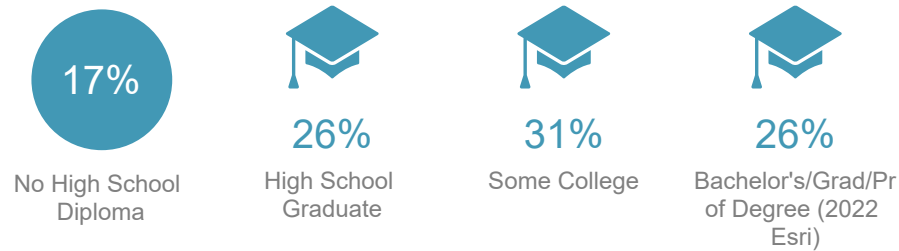
# Demographic and Socioeconomic Profile

Turlock 10-Minute Drive Time

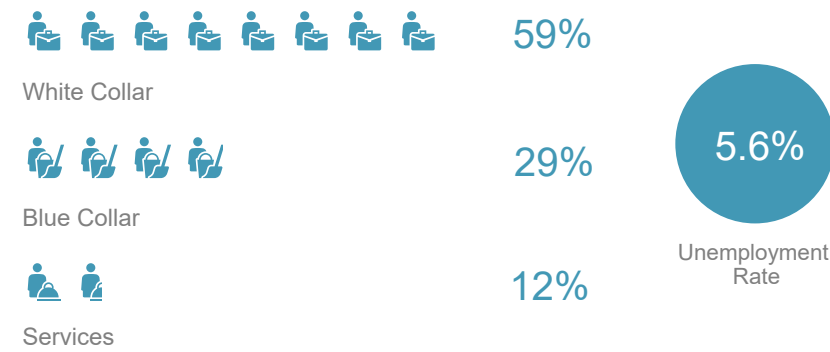
## KEY FACTS



## EDUCATION (2022 Esri)



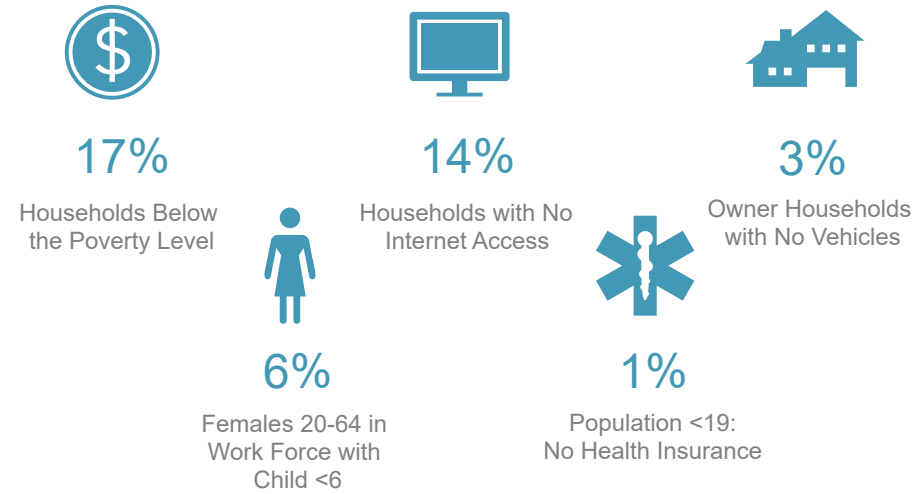
## EMPLOYMENT (2022 Esri)



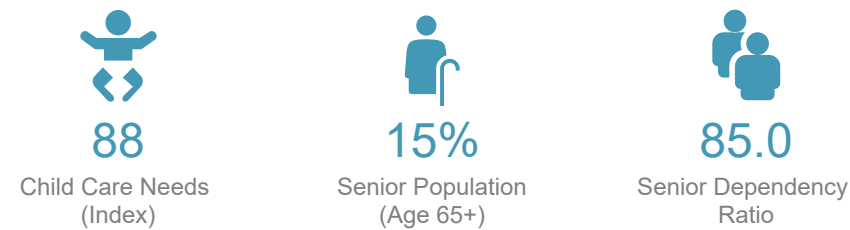
## BUSINESS (2022 Esri)



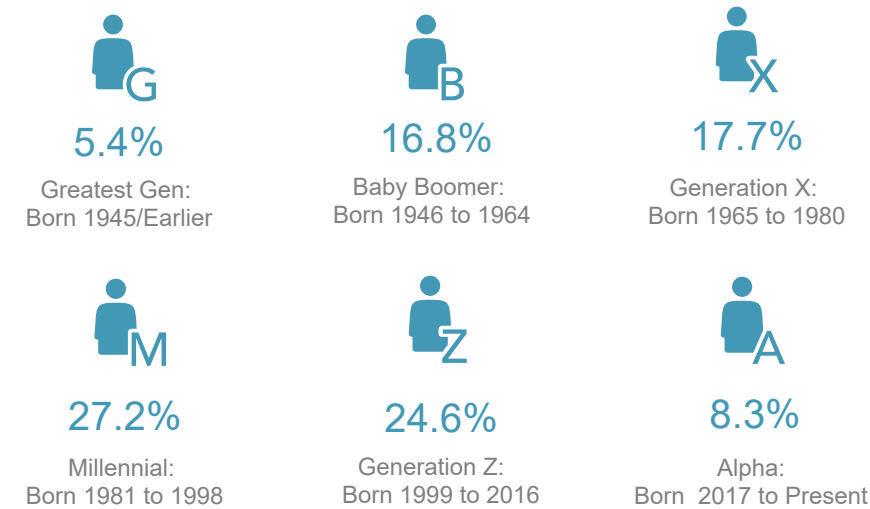
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



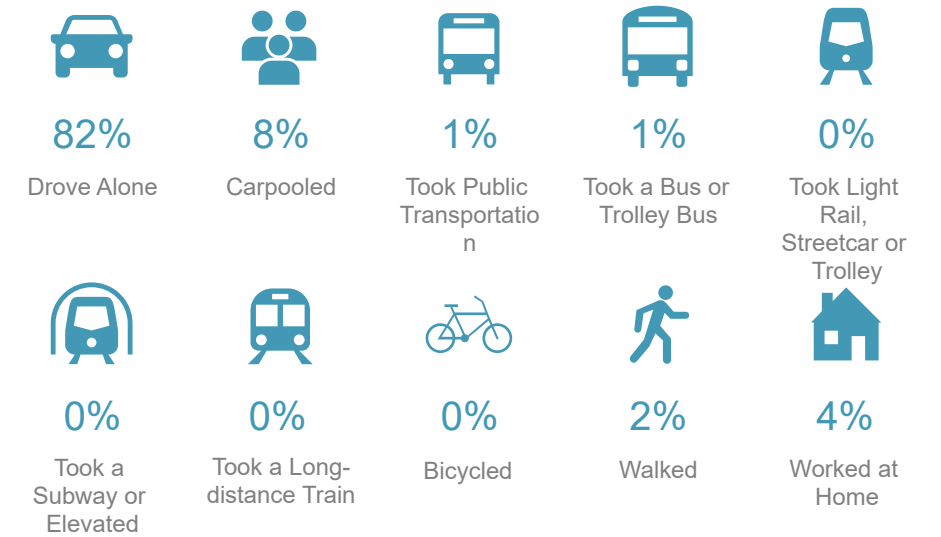
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$100,000 - \$149,999 (18.2%)  
The smallest group: \$200,000+ (6.0%)

Indicator ▲	Value	Diff
<\$15,000	9.1%	+1.5%
\$15,000 - \$24,999	7.7%	+0.9%
\$25,000 - \$34,999	8.2%	-0.1%
\$35,000 - \$49,999	11.3%	-0.9%
\$50,000 - \$74,999	18.1%	-0.2%
\$75,000 - \$99,999	14.0%	-0.4%
\$100,000 - \$149,999	18.2%	-0.6%
\$150,000 - \$199,999	7.3%	0
\$200,000+	6.0%	-0.5%

Bars show deviation from Stanislaus County

# Race, Ethnicity, and Language Profile

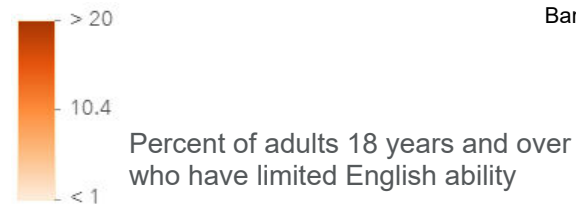
Turlock 10-Minute Drive Time

## Race and Ethnicity

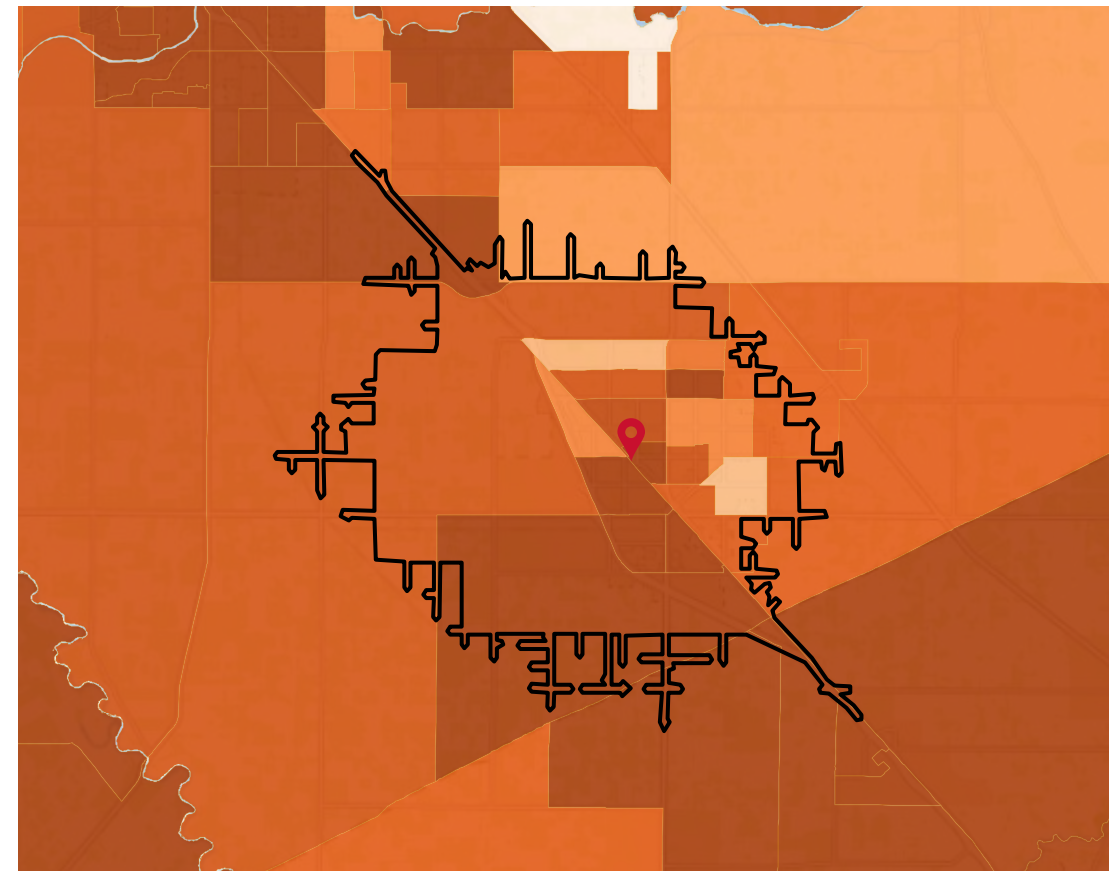
The largest group: White Alone (51.65)

The smallest group: Pacific Islander Alone (0.44)

Indicator ▲	Value	Diff
White Alone	51.65	+6.14
Black Alone	2.03	-0.85
American Indian/Alaska Native Alone	2.10	+0.14
Asian Alone	7.29	+0.77
Pacific Islander Alone	0.44	-0.34
Other Race	22.03	-4.83
Two or More Races	14.46	-1.04
Hispanic Origin (Any Race)	42.41	-6.00



Bars show deviation from Stanislaus County

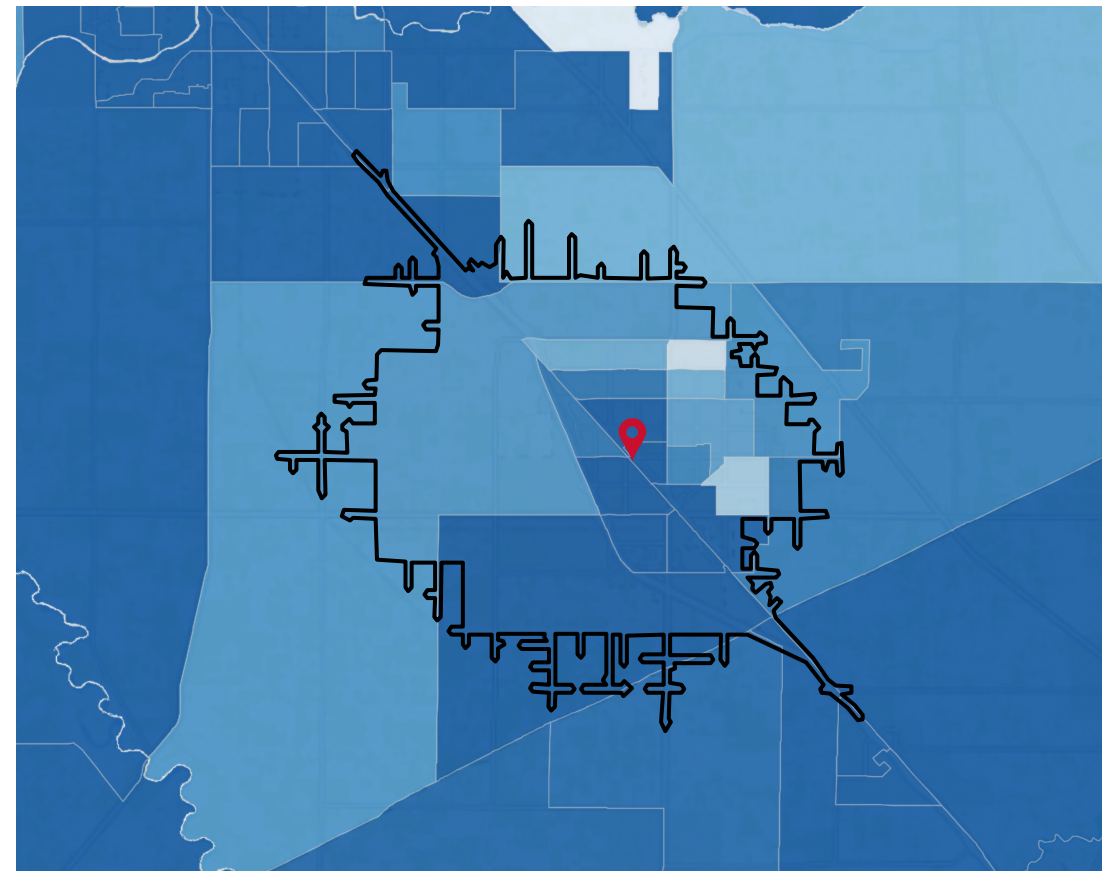
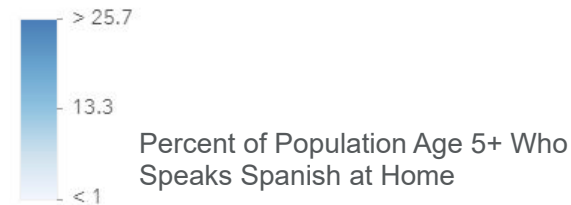


## SPANISH ACTIVITIES



7%

Used Spanish Language Website or App Last 30 Days (2022 Esri)



## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS)

Category	HH %
Speak Spanish & No English	1.47%
Speak Spanish & English Not Well	3.44%
Speak Indo-European & No English	0.13%
Speak Indo-European & English Not Well	0.43%
Speak Asian-Pacific Island & No English	0.07%
Speak Asian-Pacific Island & English Not Well	0.14%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.58%

## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS)

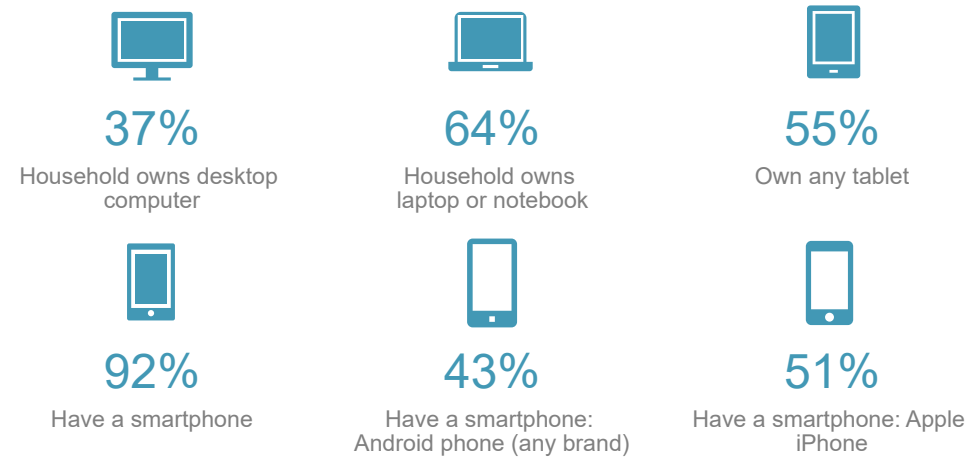
Category	HH %
Speak Spanish & No English	0.39%
Speak Spanish & English Not Well	0.70%
Speak Indo-European & No English	0.45%
Speak Indo-European & English Not Well	0.60%
Speak Asian-Pacific Island & No English	0.00%
Speak Asian-Pacific Island & English Not Well	0.02%
Speak Other Language & No English	0.25%
Speak Other Language & English Not Well	0.78%



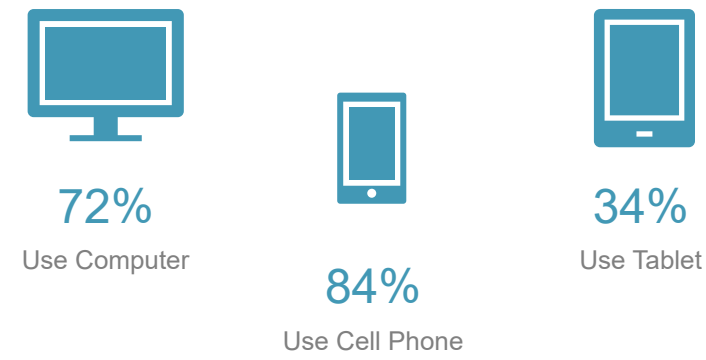
# Digital Usage Profile

Turlock 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

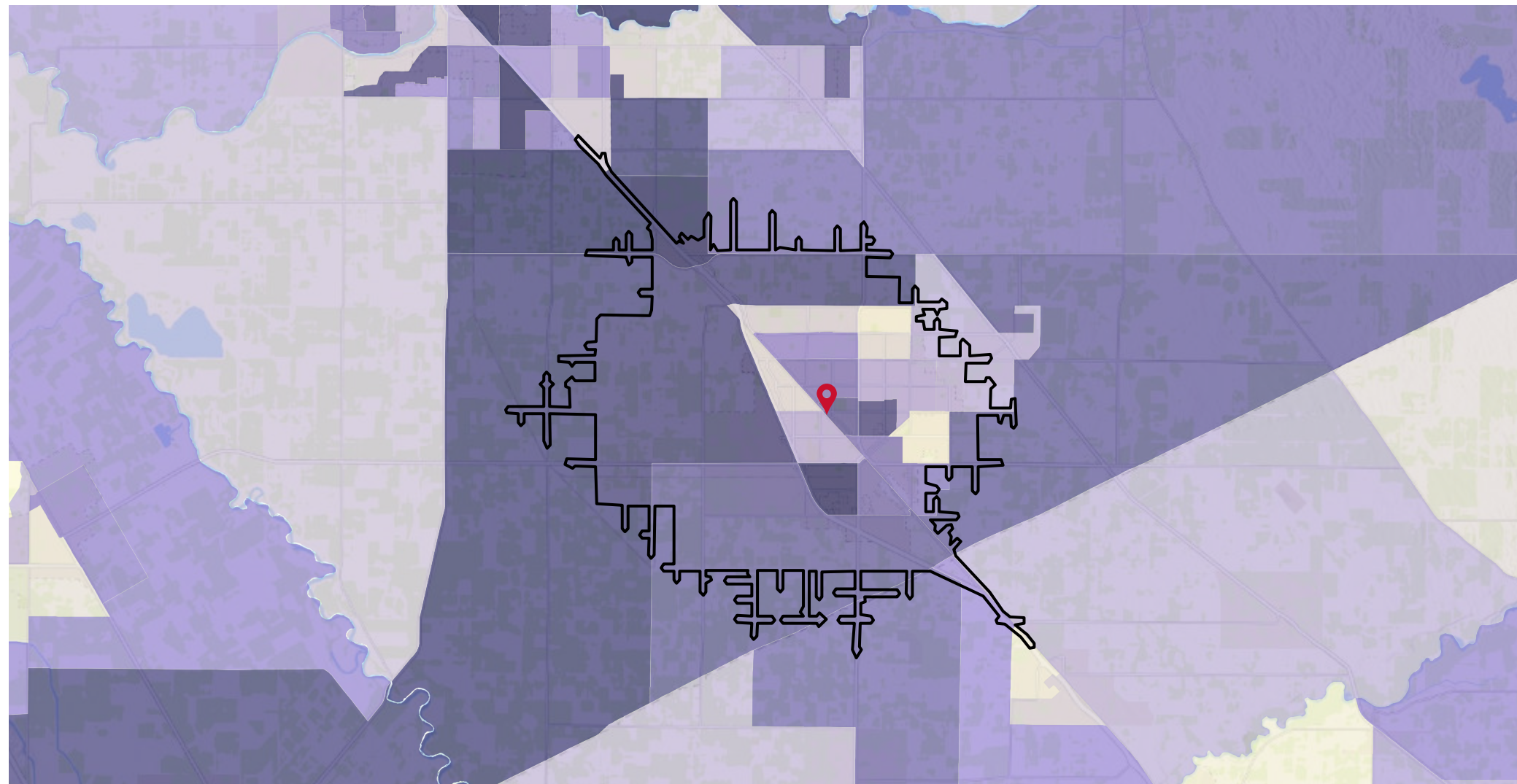


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	94%
Connect to Internet at home via cable modem (%)	46%
Connect to Internet at home via DSL (%)	9%
Connect to Internet at home via fiber optic (%)	15%
Access Internet at home via high speed connection (%)	91%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	11%
Watched TV program online (%)	21%
Used Spanish language website in last app (%)	7%
Facebook.com (%)	65%
Instagram.com (%)	38%
Linkedin.com (%)	11%
Tumblr.com (%)	2%
Twitter.com (%)	17%
Youtube.com (%)	55%
Social network used to track current events (%)	16%
Search engine: bing.com (%)	9%
Search engine: google.com (%)	85%
Search engine: yahoo.com (%)	17%



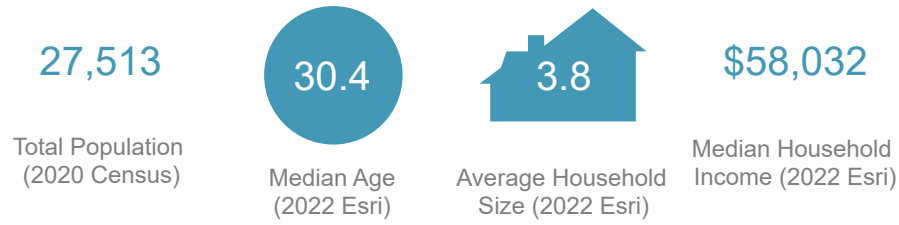
Percent of Households with No Internet Access



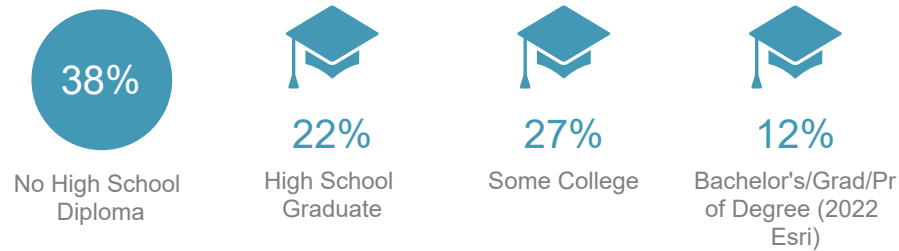
# Demographic and Socioeconomic Profile

Livingston 10-Minute Drive Time

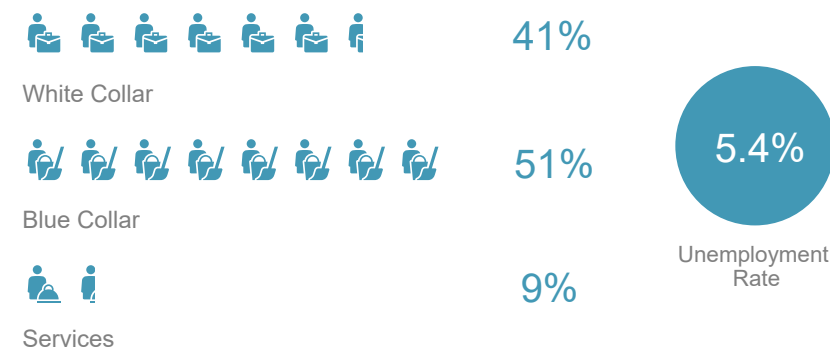
## KEY FACTS



## EDUCATION (2022 Esri)



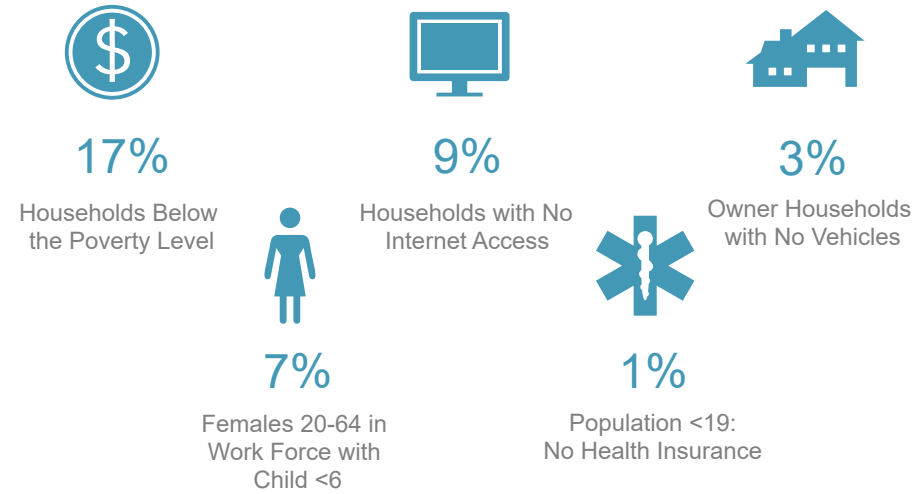
## EMPLOYMENT (2022 Esri)



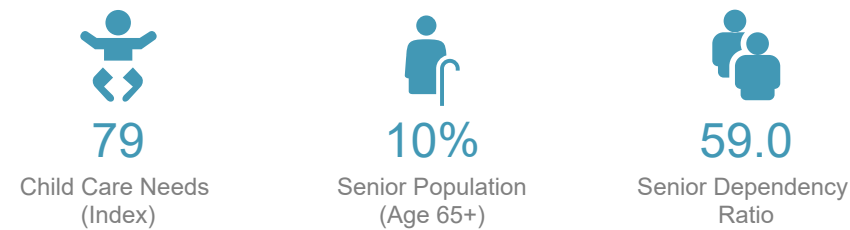
## BUSINESS (2022 Esri)



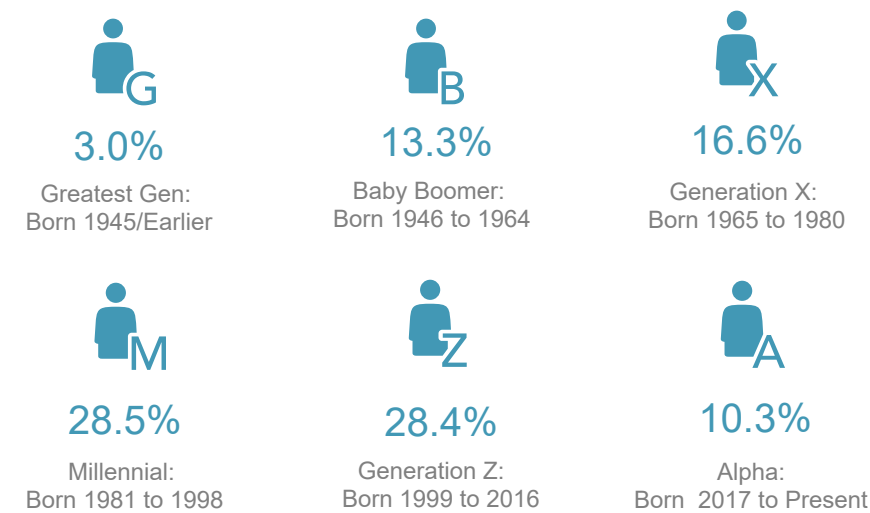
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



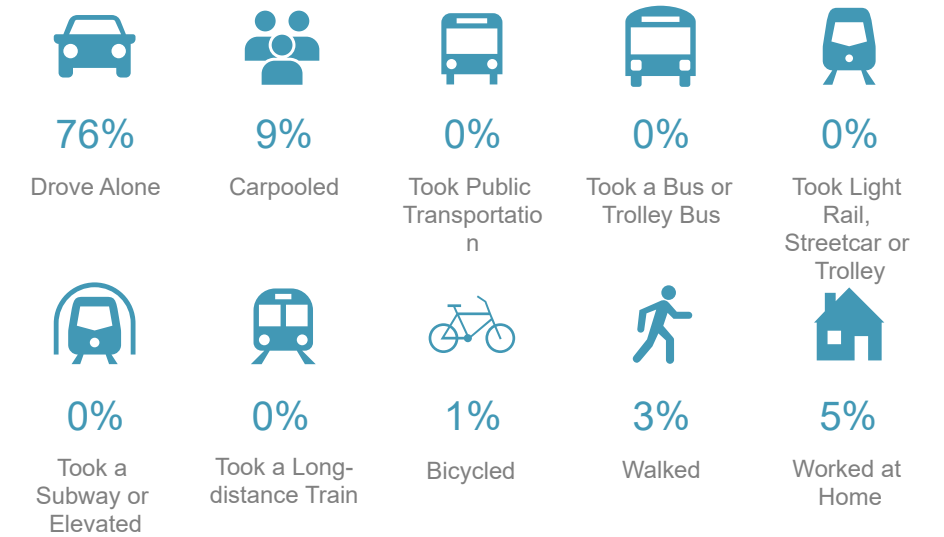
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (23.8%)  
The smallest group: \$150,000 - \$199,999 (4.1%)

Indicator ▲	Value	Diff
<\$15,000	5.3%	-2.0%
\$15,000 - \$24,999	7.6%	-0.8%
\$25,000 - \$34,999	11.9%	+3.9%
\$35,000 - \$49,999	15.0%	+1.1%
\$50,000 - \$74,999	23.8%	+4.3%
\$75,000 - \$99,999	14.5%	+0.5%
\$100,000 - \$149,999	13.6%	-1.8%
\$150,000 - \$199,999	4.1%	-2.9%
\$200,000+	4.1%	-2.5%

Bars show deviation from Merced County

# Race, Ethnicity, and Language Profile

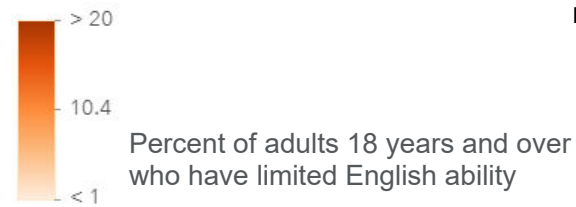
Livingston 10-Minute Drive Time

## Race and Ethnicity

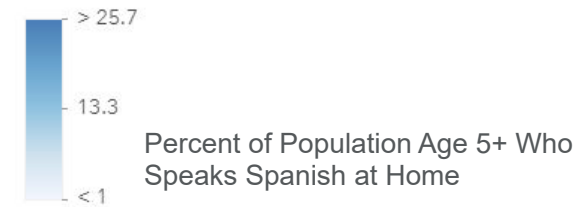
The largest group: Hispanic Origin (Any Race) (71.76)

The smallest group: Pacific Islander Alone (0.19)

Indicator ▲	Value	Diff
White Alone	23.51	-12.76
Black Alone	1.07	-2.15
American Indian/Alaska Native Alone	3.58	+0.82
Asian Alone	12.45	+4.91
Pacific Islander Alone	0.19	-0.10
Other Race	41.17	+9.12
Two or More Races	18.03	+0.17
Hispanic Origin (Any Race)	71.76	+9.62



Bars show deviation from



## SPANISH ACTIVITIES



14%

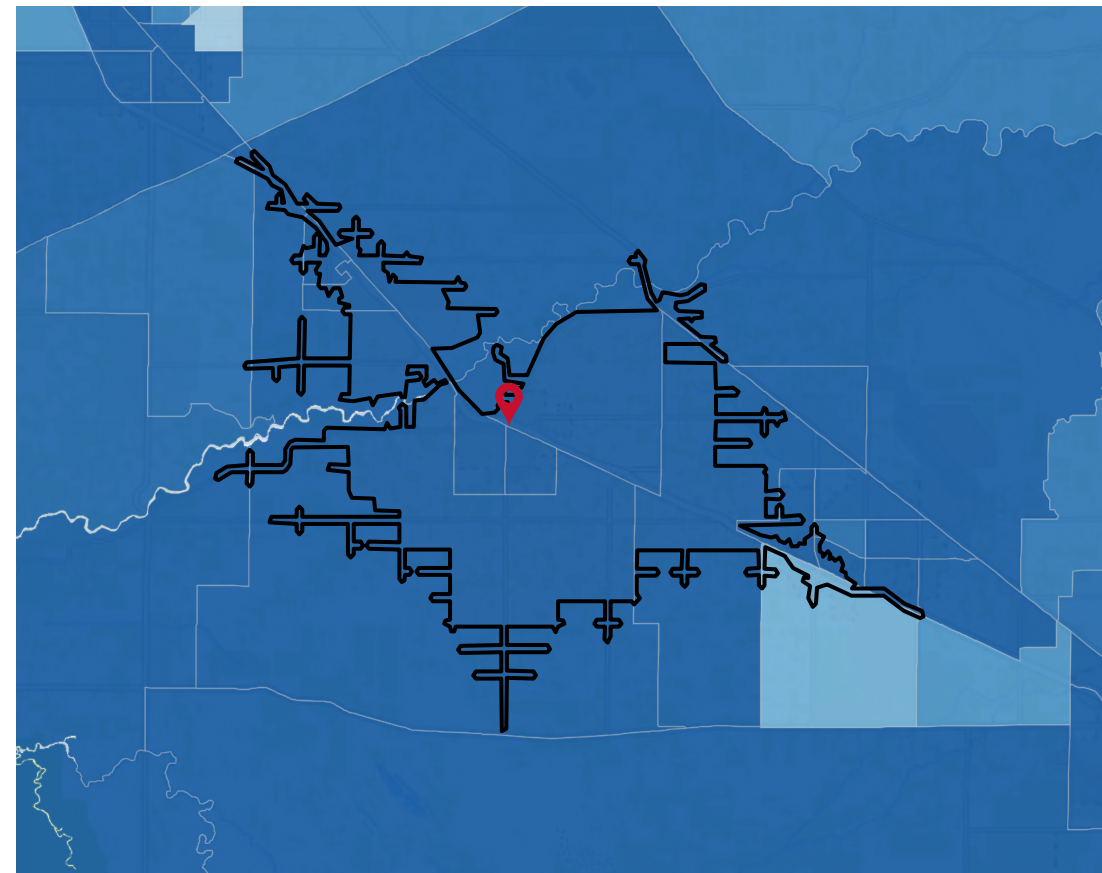
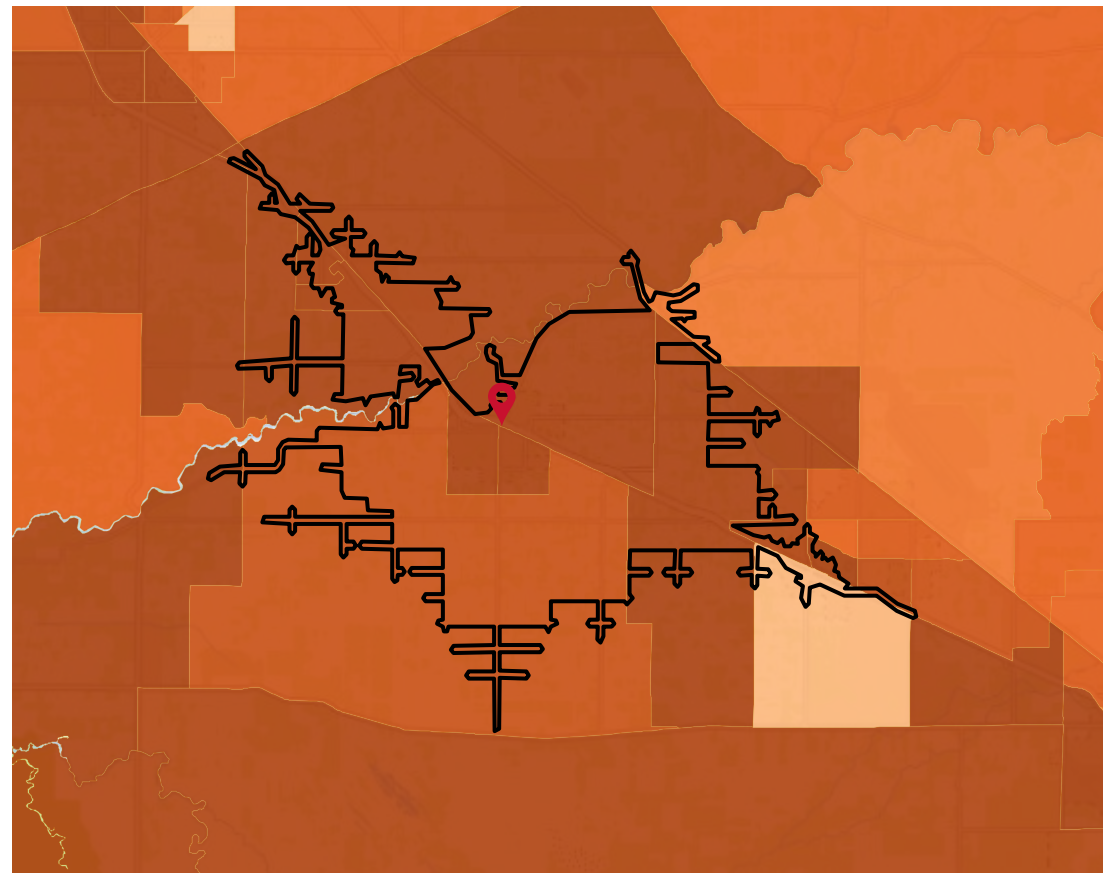
Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	6.80%
Speak Spanish & English Not Well	6.10%
Speak Indo-European & No English	0.59%
Speak Indo-European & English Not Well	0.85%
Speak Asian-Pacific Island & No English	0.08%
Speak Asian-Pacific Island & English Not Well	0.05%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.17%

## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

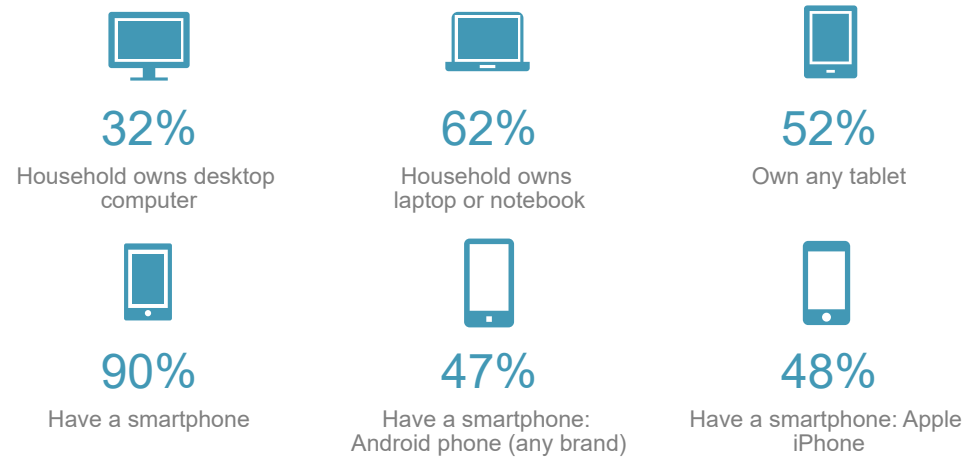
Speak Spanish & No English	2.05%
Speak Spanish & English Not Well	1.46%
Speak Indo-European & No English	1.50%
Speak Indo-European & English Not Well	0.62%
Speak Asian-Pacific Island & No English	0.01%
Speak Asian-Pacific Island & English Not Well	0.00%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%



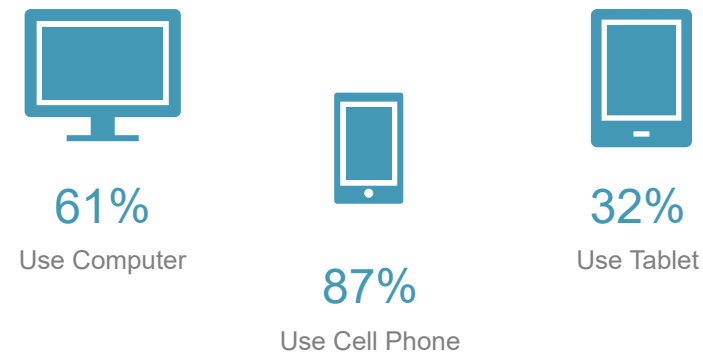
# Digital Usage Profile

Livingston 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

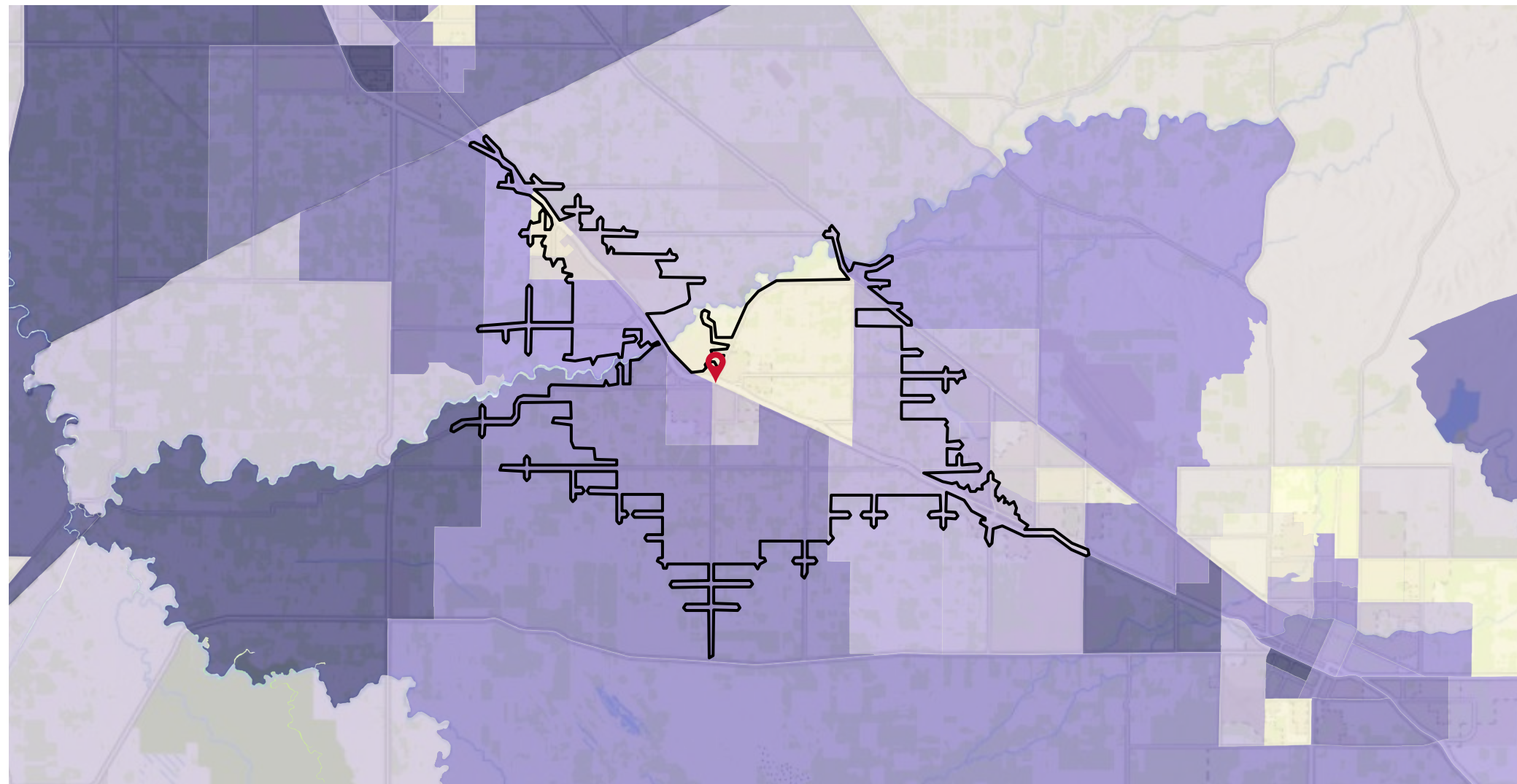


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	91%
Connect to Internet at home via cable modem (%)	37%
Connect to Internet at home via DSL (%)	7%
Connect to Internet at home via fiber optic (%)	16%
Access Internet at home via high speed connection (%)	88%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	9%
Watched TV program online (%)	19%
Used Spanish language website in last app (%)	14%
Facebook.com (%)	62%
Instagram.com (%)	41%
Linkedin.com (%)	8%
Tumblr.com (%)	2%
Twitter.com (%)	18%
Youtube.com (%)	53%
Social network used to track current events (%)	19%
Search engine: bing.com (%)	7%
Search engine: google.com (%)	86%
Search engine: yahoo.com (%)	17%



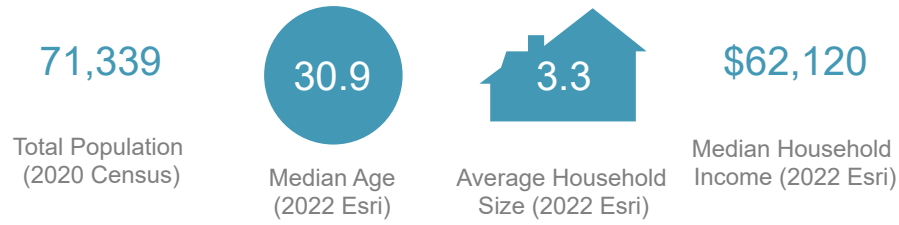
Percent of Households with No Internet Access



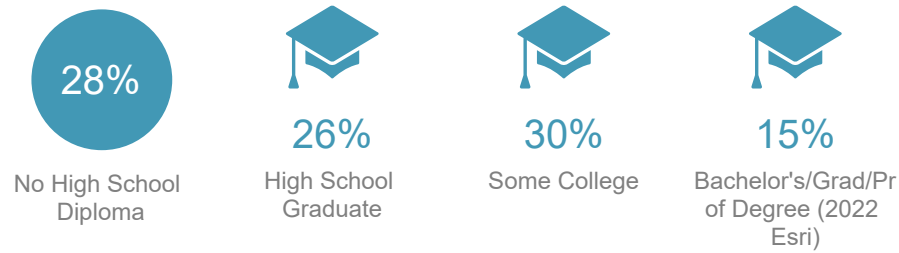
# Demographic and Socioeconomic Profile

Atwater 10-Minute Drive Time

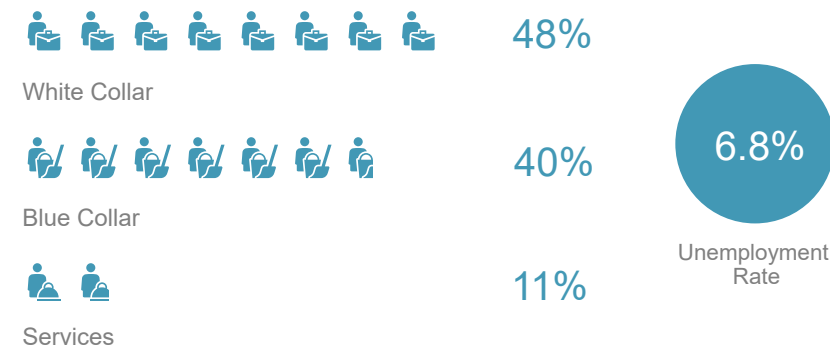
## KEY FACTS



## EDUCATION (2022 Esri)



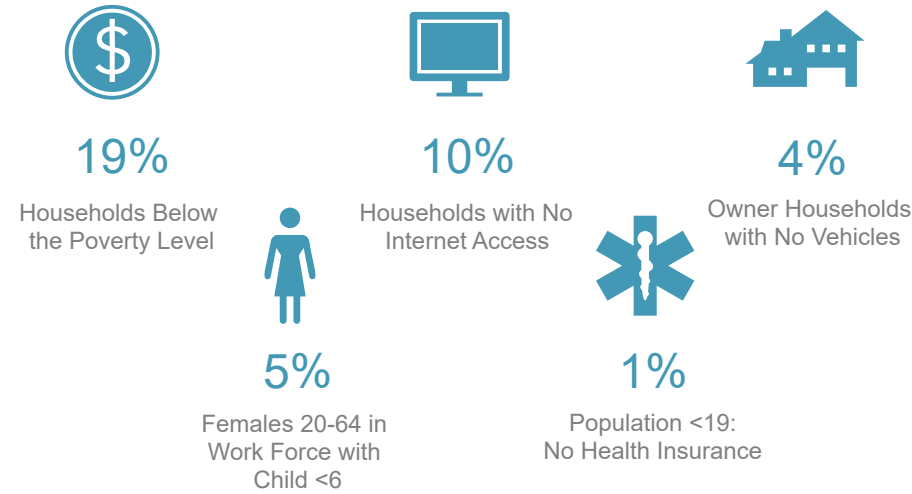
## EMPLOYMENT (2022 Esri)



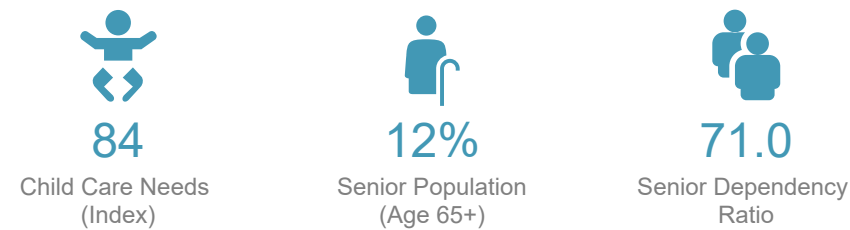
## BUSINESS (2022 Esri)



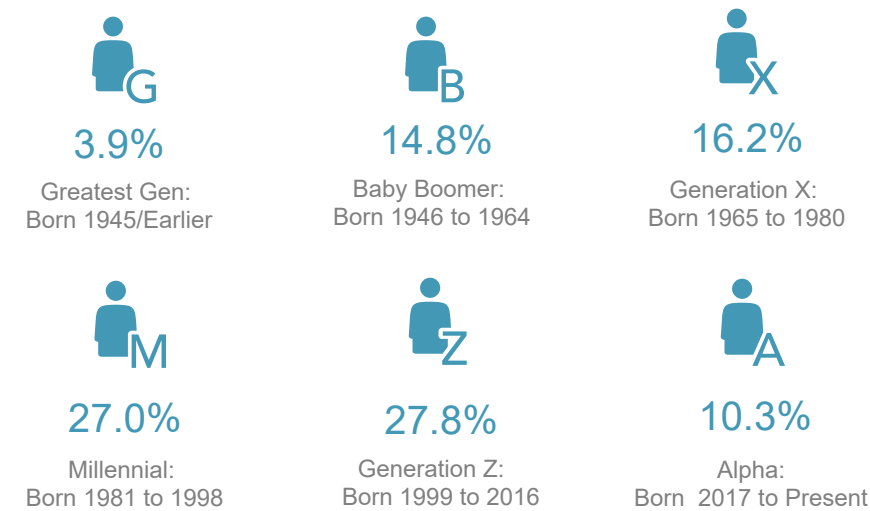
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



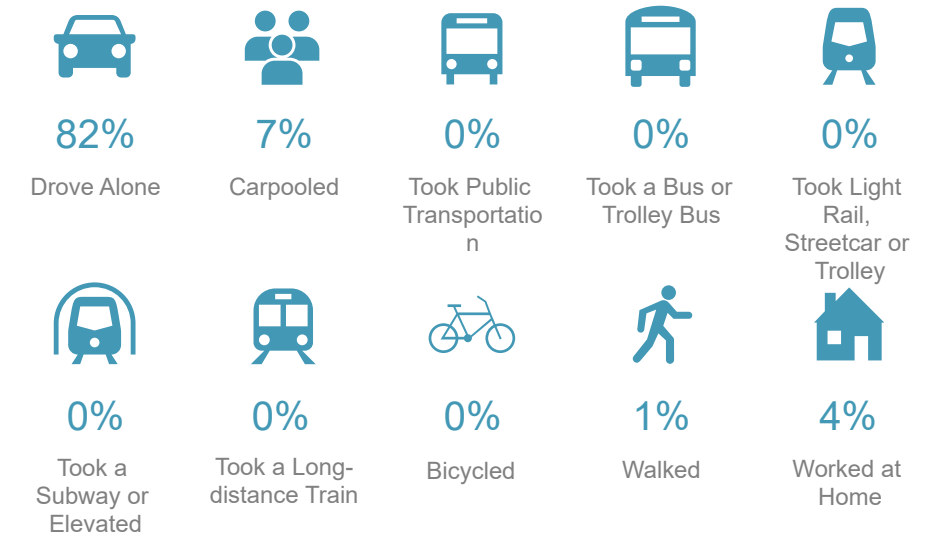
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (20.6%)  
The smallest group: \$200,000+ (5.6%)

Indicator ▲	Value	Diff
<\$15,000	6.8%	-0.5%
\$15,000 - \$24,999	8.4%	0
\$25,000 - \$34,999	8.5%	+0.5%
\$35,000 - \$49,999	14.3%	+0.4%
\$50,000 - \$74,999	20.6%	+1.1%
\$75,000 - \$99,999	13.4%	-0.6%
\$100,000 - \$149,999	16.2%	+0.8%
\$150,000 - \$199,999	6.3%	-0.7%
\$200,000+	5.6%	-1.0%

Bars show deviation from Merced County

# Race, Ethnicity, and Language Profile

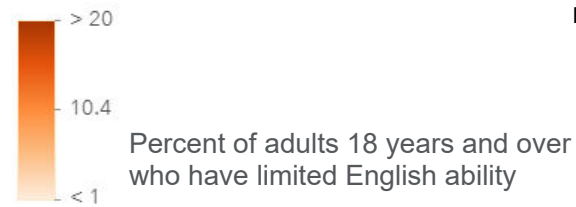
Atwater 10-Minute Drive Time

## Race and Ethnicity

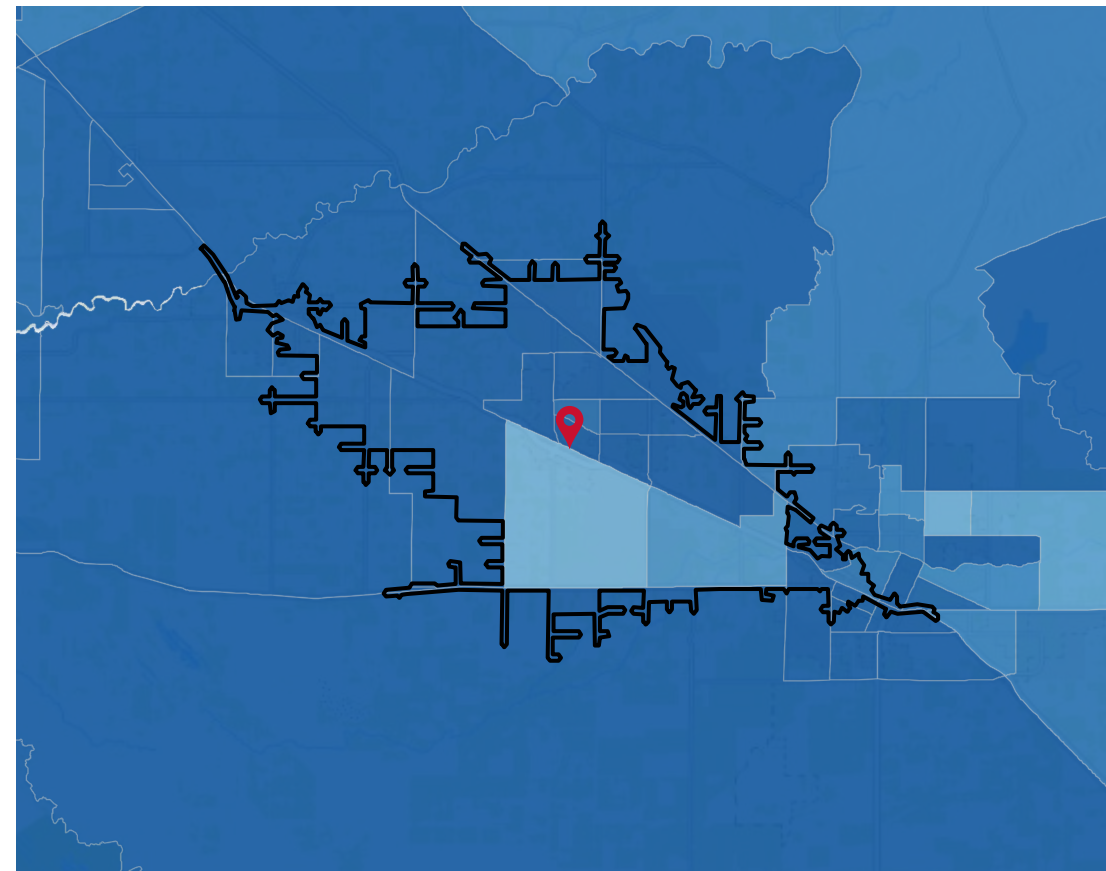
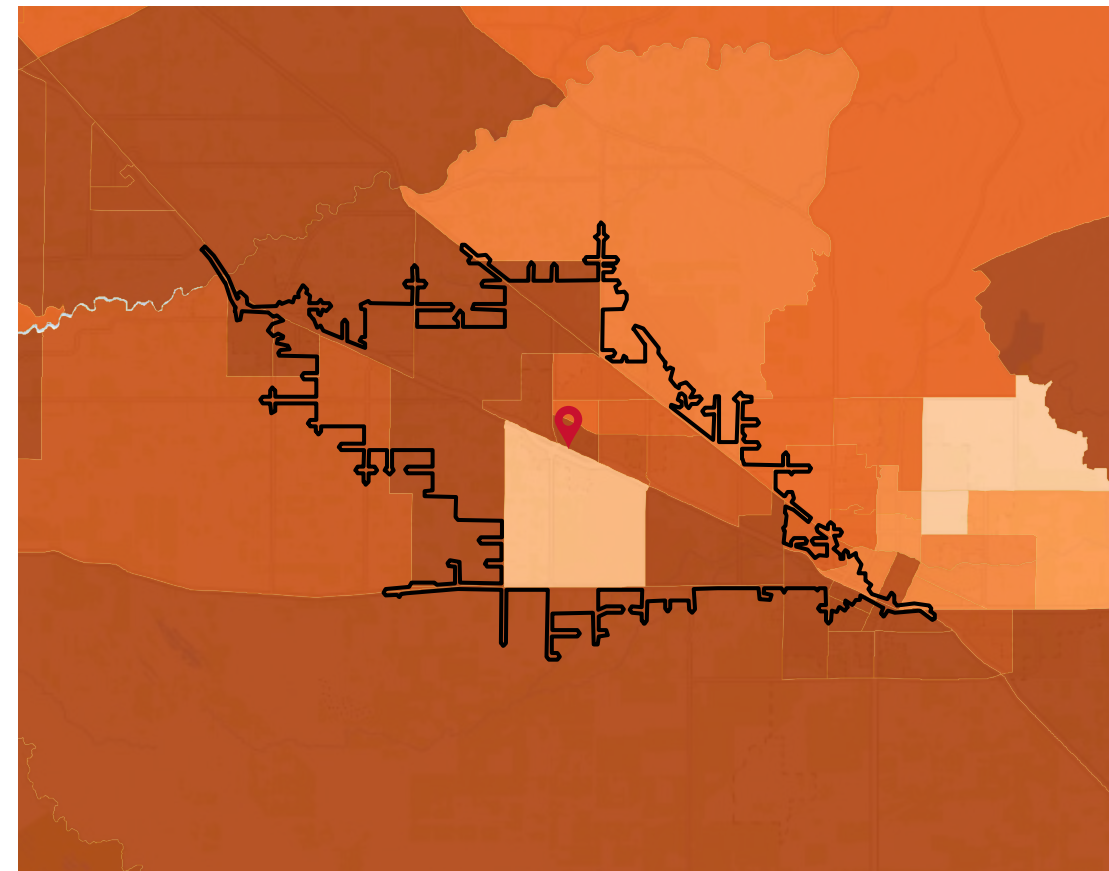
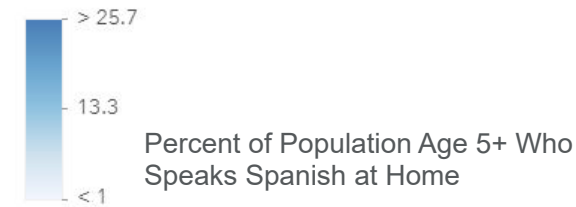
The largest group: Hispanic Origin (Any Race) (63.46)

The smallest group: Pacific Islander Alone (0.22)

Indicator ▲	Value	Diff
White Alone	36.02	-0.25
Black Alone	2.87	-0.35
American Indian/Alaska Native Alone	3.42	+0.66
Asian Alone	7.27	-0.27
Pacific Islander Alone	0.22	-0.07
Other Race	31.50	-0.55
Two or More Races	18.71	+0.85
Hispanic Origin (Any Race)	63.46	+1.32



Bars show deviation from Merced County



## SPANISH ACTIVITIES



10%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	4.73%
Speak Spanish & English Not Well	4.62%
Speak Indo-European & No English	0.11%
Speak Indo-European & English Not Well	0.17%
Speak Asian-Pacific Island & No English	0.13%
Speak Asian-Pacific Island & English Not Well	0.27%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

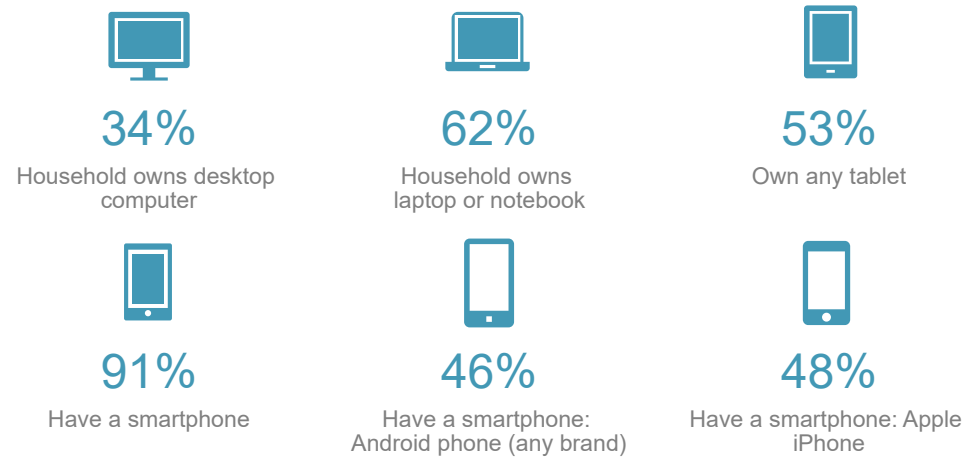
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	1.26%
Speak Spanish & English Not Well	0.64%
Speak Indo-European & No English	0.33%
Speak Indo-European & English Not Well	0.28%
Speak Asian-Pacific Island & No English	0.14%
Speak Asian-Pacific Island & English Not Well	0.04%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

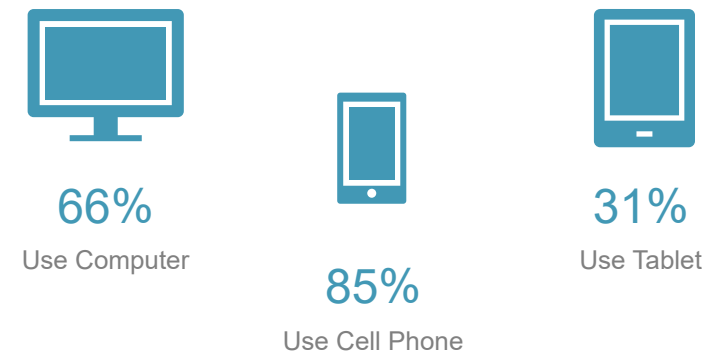
# Digital Usage Profile

Atwater 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

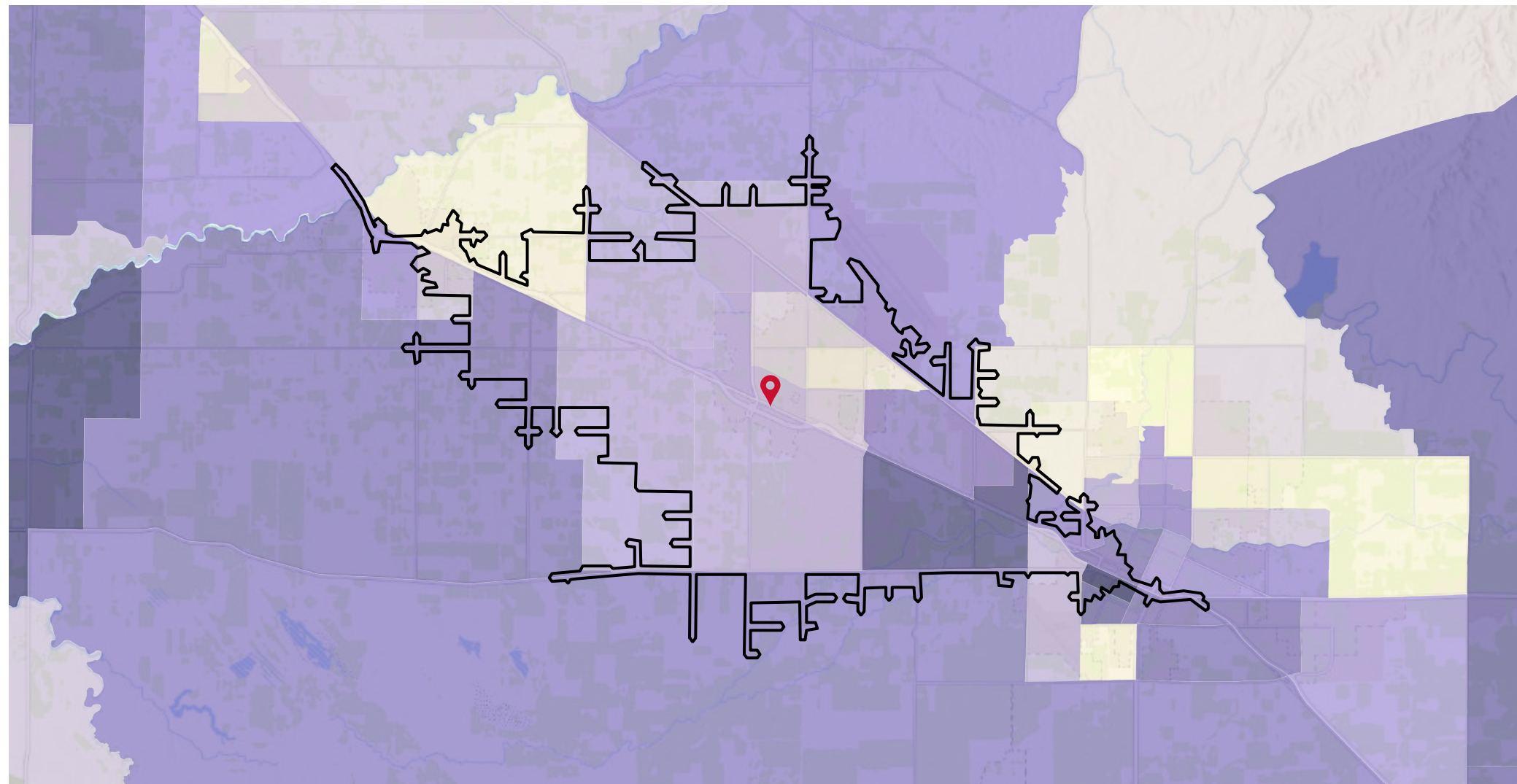


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	93%
Connect to Internet at home via cable modem (%)	40%
Connect to Internet at home via DSL (%)	8%
Connect to Internet at home via fiber optic (%)	16%
Access Internet at home via high speed connection (%)	90%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	10%
Watched TV program online (%)	20%
Used Spanish language website in last app (%)	10%
Facebook.com (%)	63%
Instagram.com (%)	38%
Linkedin.com (%)	9%
Tumblr.com (%)	2%
Twitter.com (%)	17%
Youtube.com (%)	53%
Social network used to track current events (%)	18%
Search engine: bing.com (%)	8%
Search engine: google.com (%)	85%
Search engine: yahoo.com (%)	17%



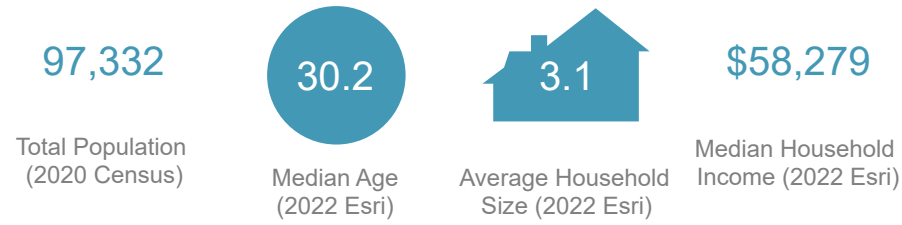
Percent of Households with No Internet Access



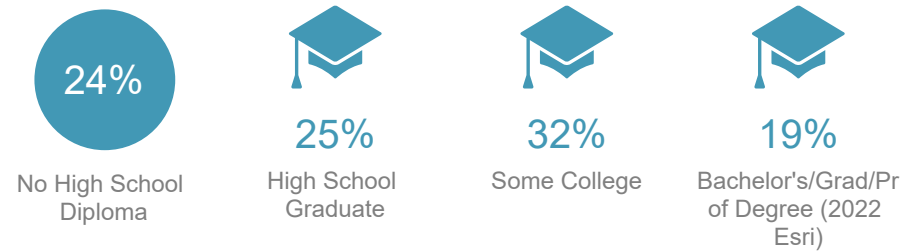
# Demographic and Socioeconomic Profile

Merced 10-Minute Drive Time

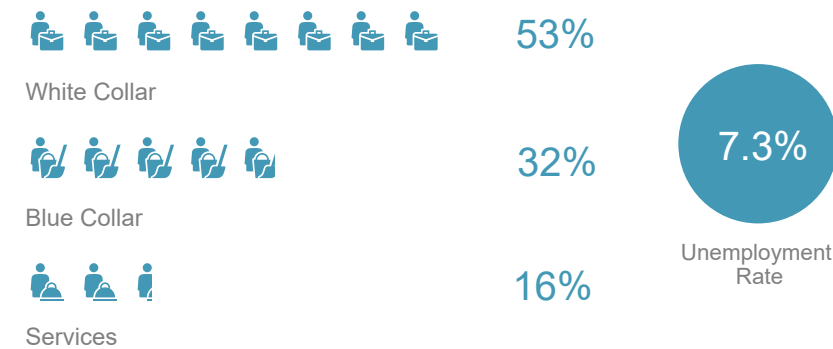
## KEY FACTS



## EDUCATION (2022 Esri)



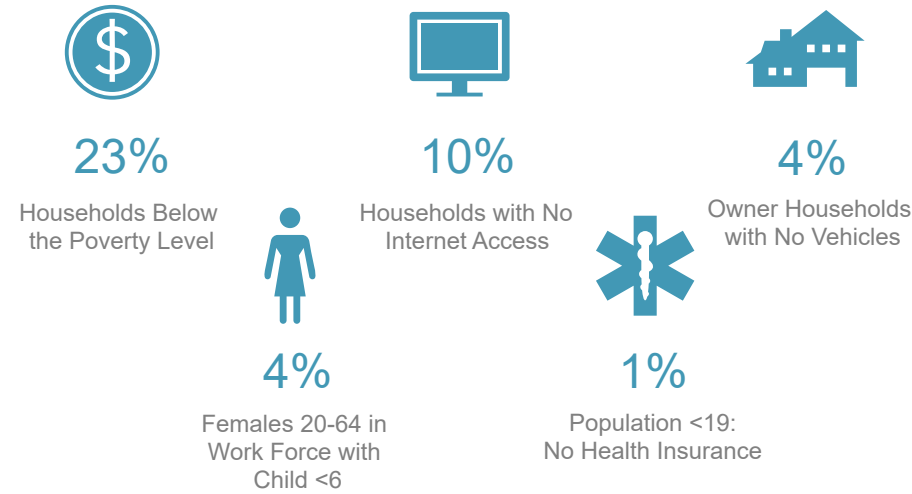
## EMPLOYMENT (2022 Esri)



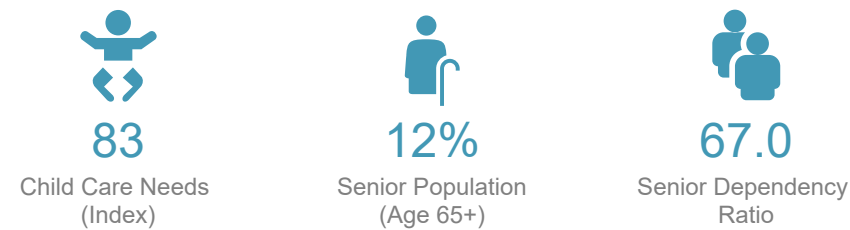
## BUSINESS (2022 Esri)



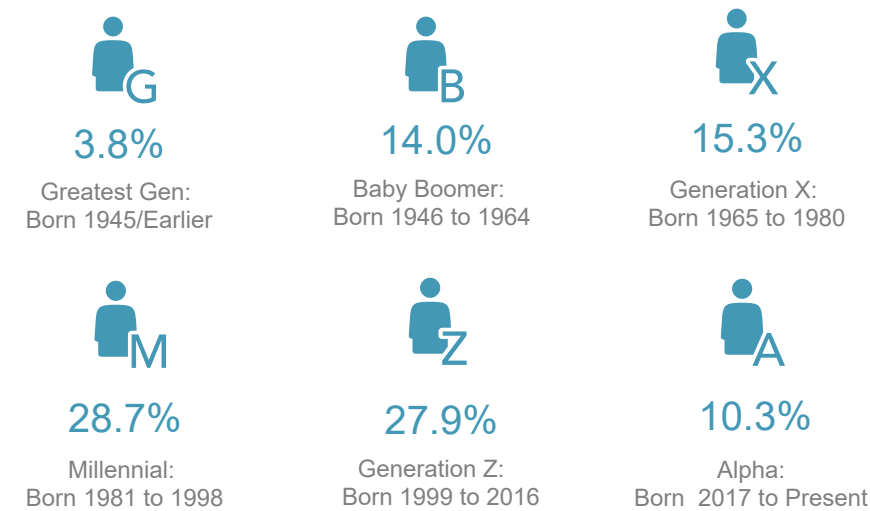
## AT RISK OR UNDERSERVED (2016 – 2020 ACS)



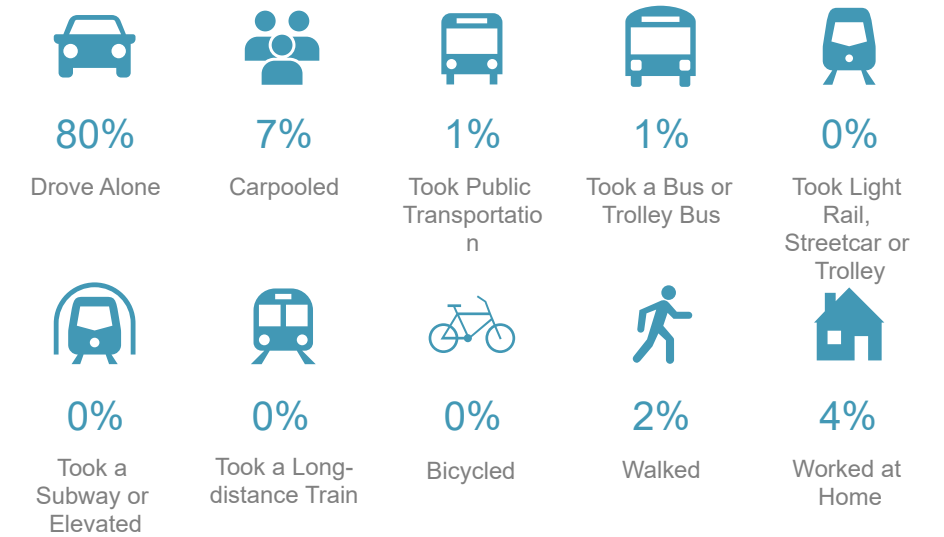
## AT RISK OR UNDERSERVED (Esri 2022)



## POPULATION BY GENERATION



## JOURNEY TO WORK (2016 – 2020 ACS)



## HOUSING STATS



## Households By Income

The largest group: \$50,000 - \$74,999 (18.6%)  
The smallest group: \$200,000+ (6.1%)

Indicator ▲	Value	Diff
<\$15,000	9.9%	+2.6%
\$15,000 - \$24,999	10.1%	+1.7%
\$25,000 - \$34,999	8.0%	0
\$35,000 - \$49,999	14.1%	+0.2%
\$50,000 - \$74,999	18.6%	-0.9%
\$75,000 - \$99,999	12.6%	-1.4%
\$100,000 - \$149,999	14.3%	-1.1%
\$150,000 - \$199,999	6.3%	-0.7%
\$200,000+	6.1%	-0.5%

Bars show deviation from Merced County



# Race, Ethnicity, and Language Profile

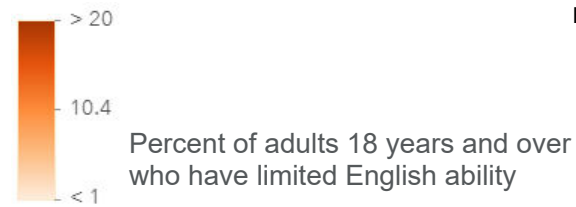
Merced 10-Minute Drive Time

## Race and Ethnicity

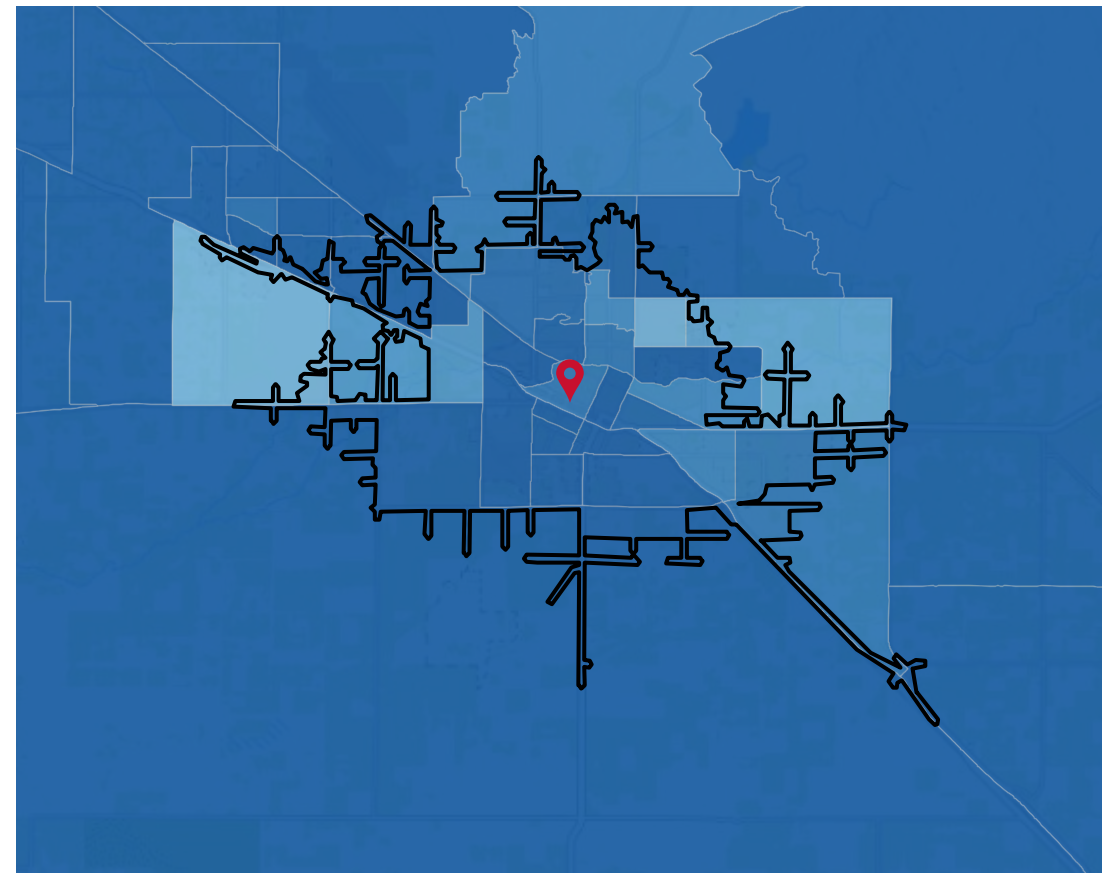
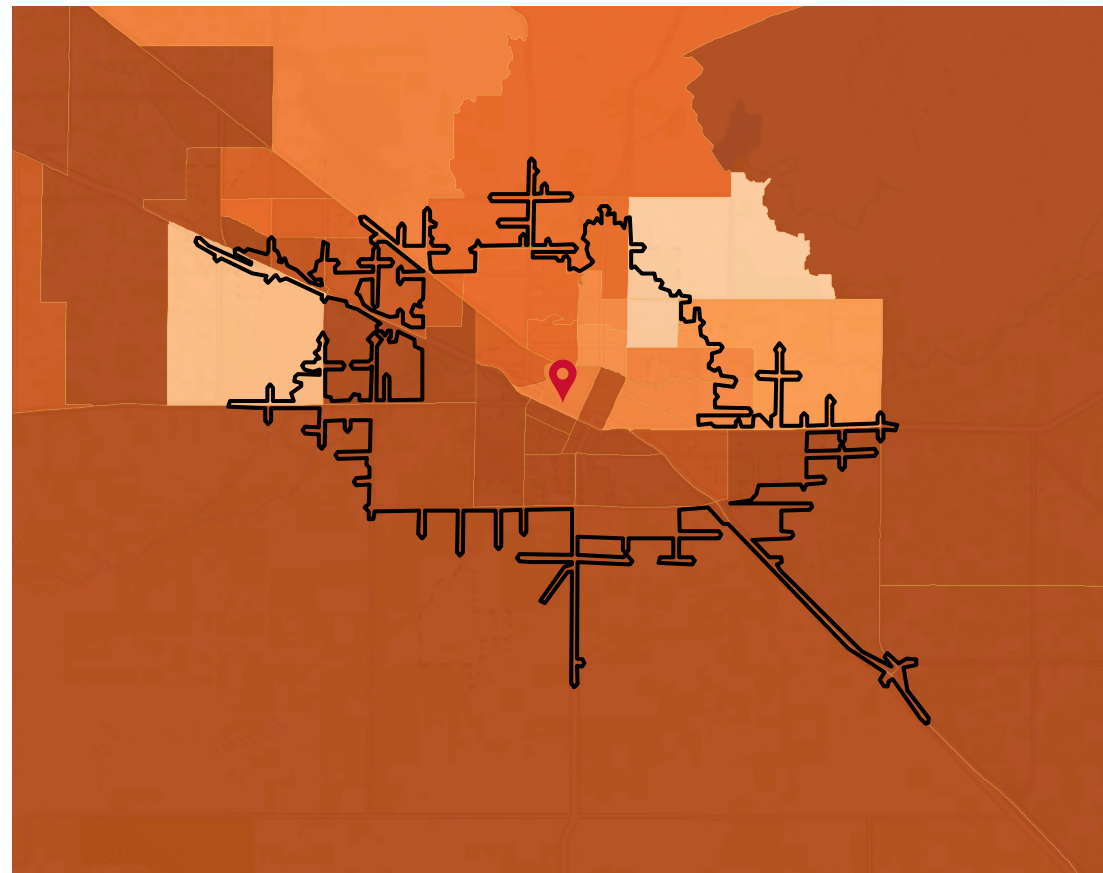
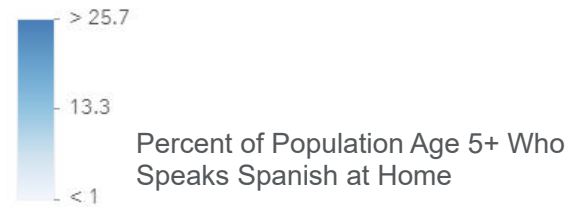
The largest group: Hispanic Origin (Any Race) (57.11)

The smallest group: Pacific Islander Alone (0.23)

Indicator ▲	Value	Diff
White Alone	34.94	-1.33
Black Alone	5.05	+1.83
American Indian/Alaska Native Alone	2.63	-0.13
Asian Alone	11.35	+3.81
Pacific Islander Alone	0.23	-0.06
Other Race	27.80	-4.25
Two or More Races	18.01	+0.15
Hispanic Origin (Any Race)	57.11	-5.03



Bars show deviation from



## SPANISH ACTIVITIES



9%

Used Spanish Language Website or App Last 30 Days (2022 Esri)

## LIMITED ENGLISH PROFICIENCY ADULTS 18-64 (2016 - 2020 ACS) HH %

Speak Spanish & No English	3.59%
Speak Spanish & English Not Well	3.81%
Speak Indo-European & No English	0.01%
Speak Indo-European & English Not Well	0.03%
Speak Asian-Pacific Island & No English	0.17%
Speak Asian-Pacific Island & English Not Well	0.69%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.10%

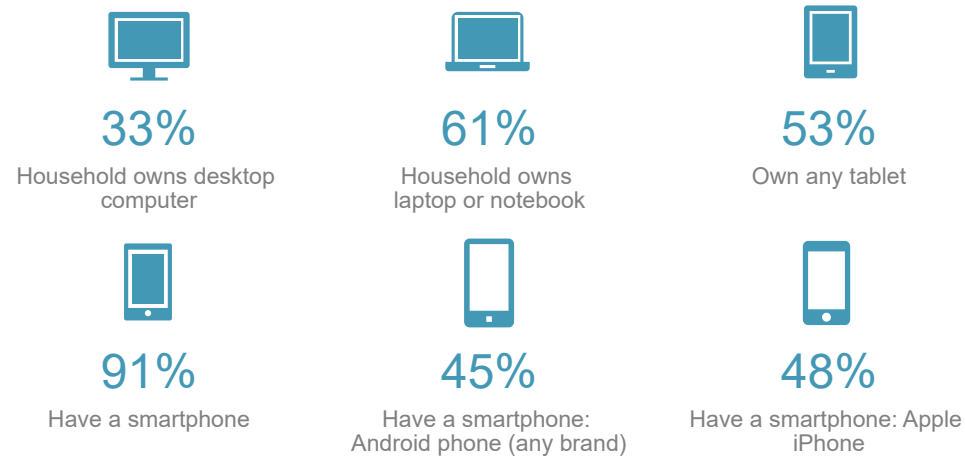
## LIMITED ENGLISH PROFICIENCY SENIORS 65+ (2016 - 2020 ACS) HH %

Speak Spanish & No English	0.87%
Speak Spanish & English Not Well	1.29%
Speak Indo-European & No English	0.05%
Speak Indo-European & English Not Well	0.05%
Speak Asian-Pacific Island & No English	0.06%
Speak Asian-Pacific Island & English Not Well	0.15%
Speak Other Language & No English	0.00%
Speak Other Language & English Not Well	0.00%

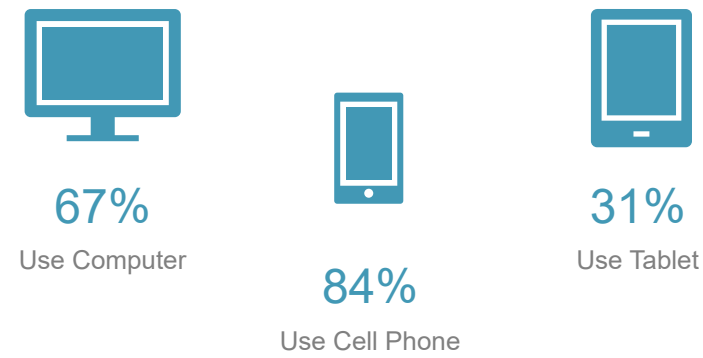
# Digital Usage Profile

Merced 10-Minute Drive Time

## DEVICE OWNERSHIP (HH) (2022 Esri)



## HOUSEHOLD INTERNET ACCESS (2022 Esri)

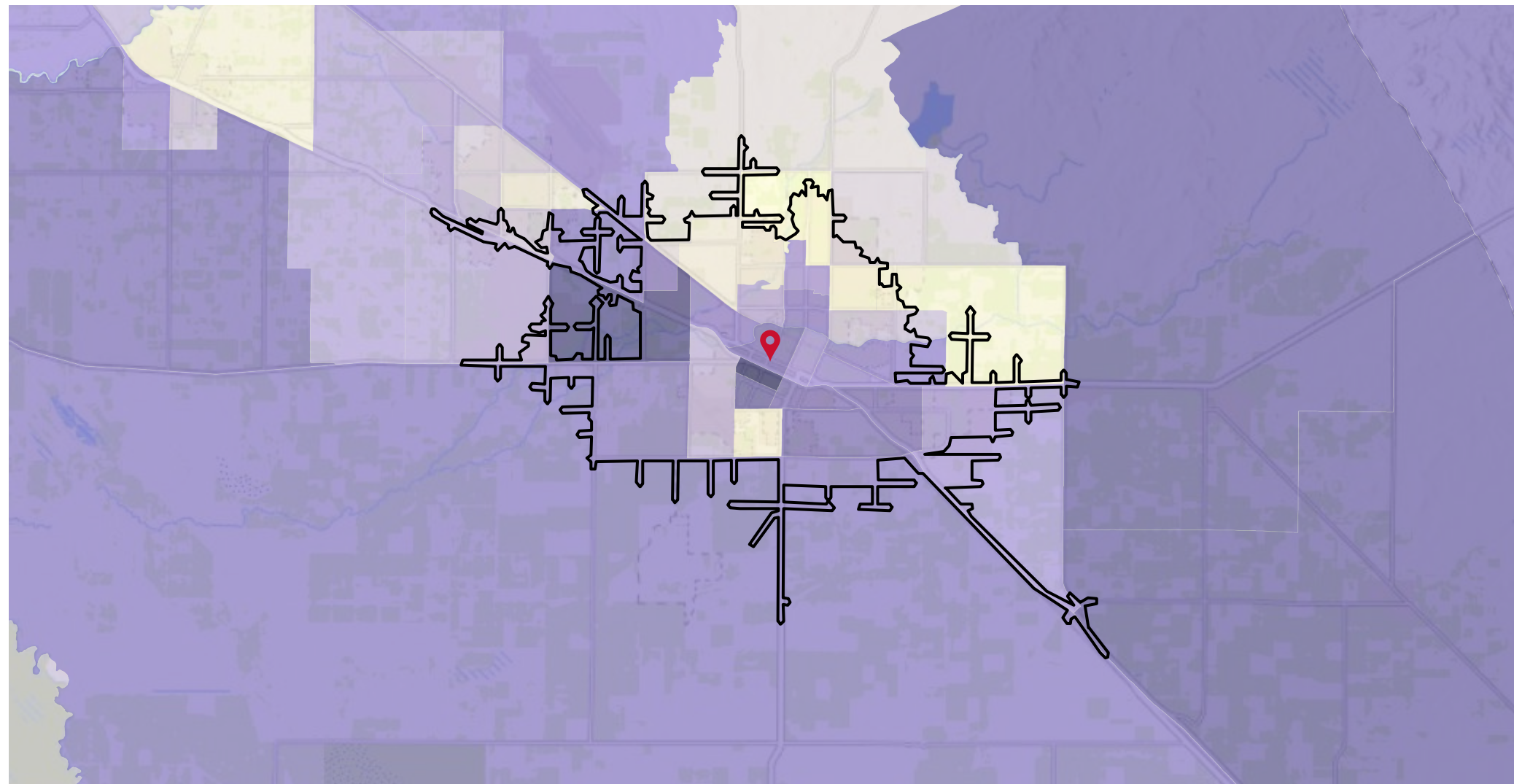


## INTERNET CONNECTIVITY (2022 Esri)

	HH %
Have access to Internet at home (%)	93%
Connect to Internet at home via cable modem (%)	43%
Connect to Internet at home via DSL (%)	9%
Connect to Internet at home via fiber optic (%)	15%
Access Internet at home via high speed connection (%)	90%

## INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2022 Esri)

	HH %
Visited online blog (%)	10%
Watched TV program online (%)	21%
Used Spanish language website in last app (%)	9%
Facebook.com (%)	64%
Instagram.com (%)	38%
Linkedin.com (%)	10%
Tumblr.com (%)	2%
Twitter.com (%)	17%
Youtube.com (%)	54%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	8%
Search engine: google.com (%)	85%
Search engine: yahoo.com (%)	17%



Percent of Households with No Internet Access

