

## II. Forecast Results

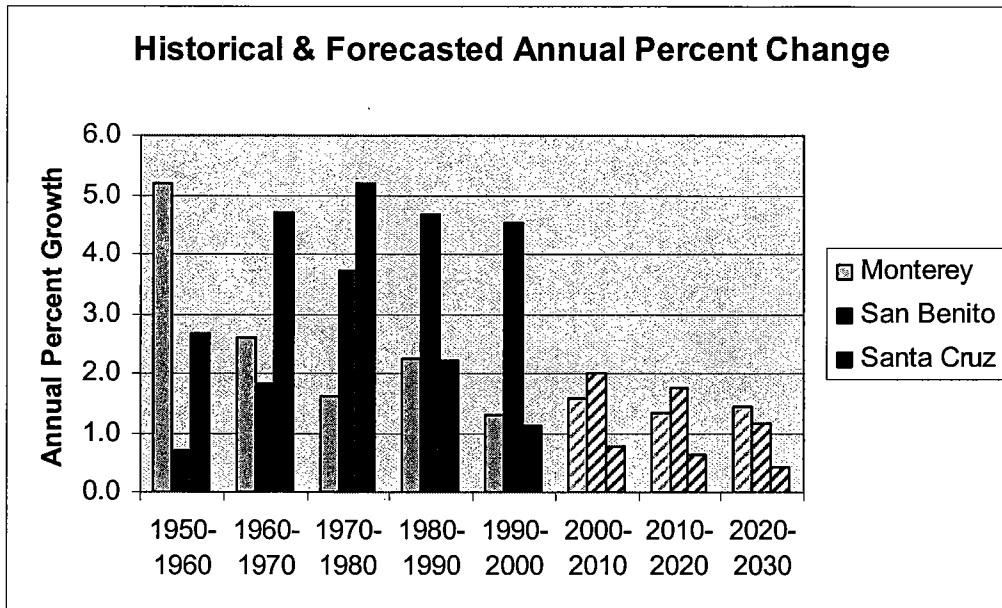
The three-county Monterey Bay region is forecasted to continue growing over the next thirty years, but at a slower pace than has been seen in the past. The population of the region in 2000 was 710,148 persons per the 2000 U.S. Census. By 2030 population is forecasted to grow to 991,370. Table 1 summarizes the 2004 AMBAG regional forecasts by county.

**TABLE 1**  
**Summary of Regional Growth Trends (2000 - 2030)**

	Monterey County	San Benito County	Santa Cruz County	Region Total
<b>Population</b>				
2000 (U.S. Census)	401,312	53,234	255,602	710,148
2030	602,731	83,791	304,847	991,370
Numeric Change	201,419	30,557	49,245	281,222
Average Annual % Change	1.67%	1.91%	0.64%	1.32%
<b>Housing Units</b>				
2000 (U.S. Census)	129,578	16,499	98,873	244,950
2030	187,001	23,798	118,088	328,887
Numeric Change	57,423	7,299	19,215	83,937
Average Annual % Change	1.48%	1.47%	0.65%	1.14%
<b>Employment</b>				
2000 (U.S. Census)	222,441	21,552	149,618	393,611
2030	335,381	37,742	213,251	586,374
Numeric Change	112,940	16,190	63,633	192,763
Average Annual % Change	1.69%	2.50%	1.42%	1.63%

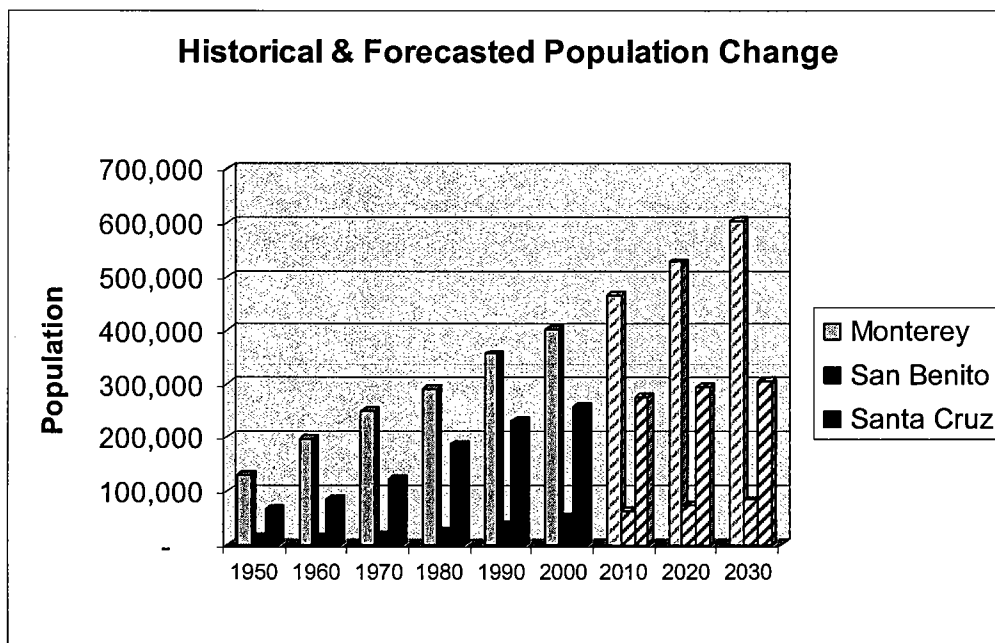
While the total number of people residing in the region grows, the annual percent population growth declines from 1.32% between 2000 and 2010 to 1.08% between 2020 and 2030. The forecasted decline in annual growth rates is consistent with historical trends in the region. Annual percent growth for the region between 1950 and 1960 was 4.09%; between 1960 and 1970, 3.16%; between 1970 and 1980, 2.84%; between 1980 and 1990, 2.35%; and between 1990 and 2000, 1.42%. The decline in annual growth rate reflects the ever increasing size of the denominator (total region population) used to calculate percentage growth.

**TABLE 2**



In real numbers, population in the three-county region has grown steadily over the past 50 years. On a fairly consistent average the region's population has increased by 10,000 people per year. Over the thirty-year period covered in this forecast, the region's population is forecasted to grow by 9,400 people annually.

**TABLE 3**

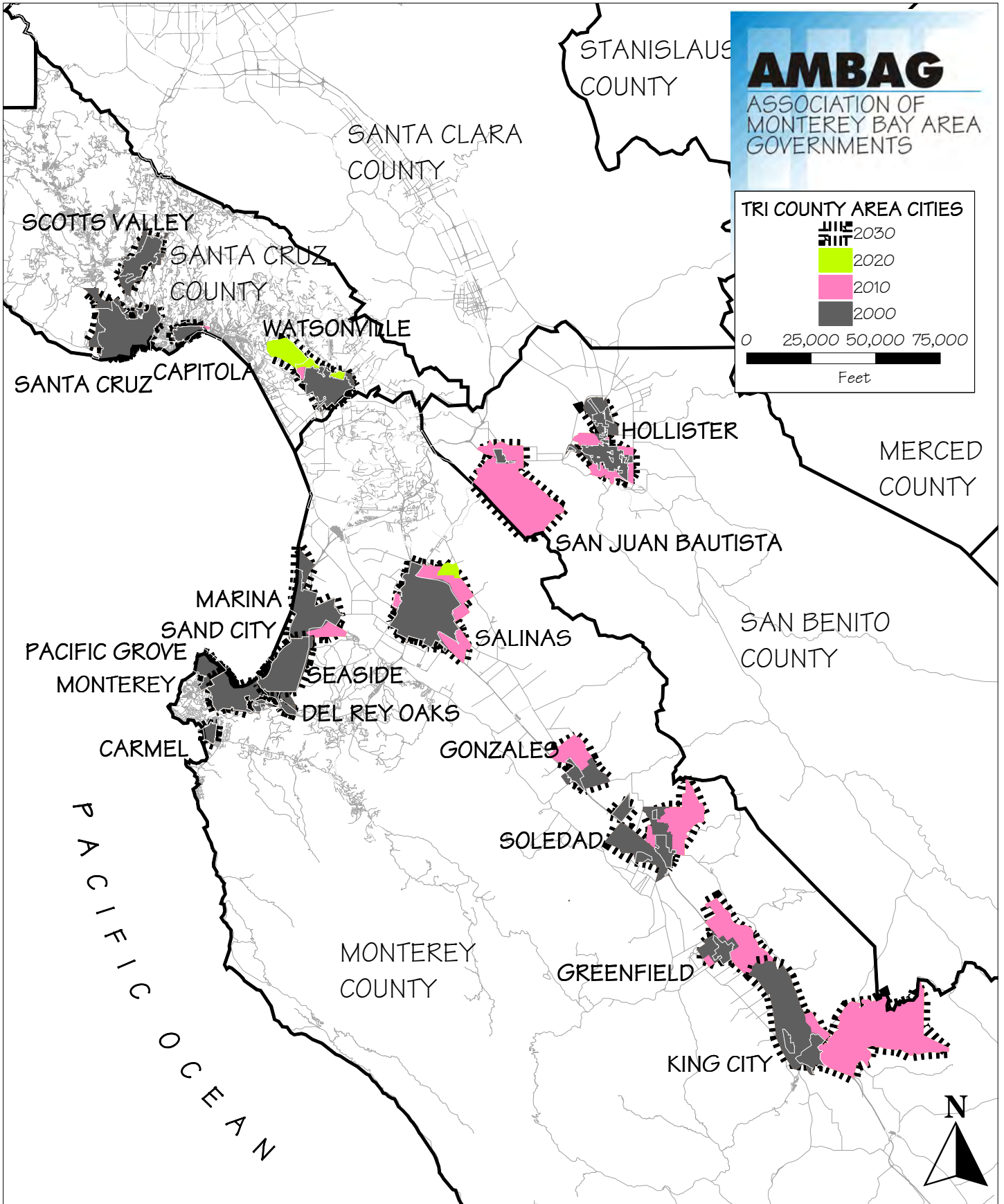


On a county-by-county basis, Monterey County will continue to see the largest share of future population growth. Of the 281,222 additional residents forecasted for the region over the next 30 years, 201,419 will be in Monterey County. Monterey County's population in year 2030 will be 602,731, reflecting an annual average growth of 6,714 persons. San Benito County will grow by an average of 1,019 people per year, resulting in a total population of 83,791 in the year 2030. Santa Cruz County's average annual growth in population is 1,642 persons resulting in a total population of 304,847 persons by year 2030.

Housing unit growth is tied to population growth. Over the life of this forecast, almost 84,000 housing units are projected to be built in the three-county region. The average number of people living in each housing unit will increase one tenth of one percent from 2.9 persons per household to 3.0 persons per household.

Employment growth is one of the primary factors that effects population growth in the region. During the 30-year span covered by this forecast, employment is expected to increase from approximately 394,000 employees to 586,000 employees in the three-county region. The average annual growth in employment is forecast to be 1.63%.

Map 1 displays the incorporated cities in the three-county region. Tables 4, 5 and 6 display the 2004 AMBAG regional forecasts, by county and city for Monterey, San Benito and Santa Cruz Counties, respectively, as adopted by the AMBAG Board of Directors on April 14, 2004. Additional information for each jurisdiction, including population, housing units, employment by category, and a map of each jurisdiction are listed separately in Section III of this report titled "Jurisdiction by Jurisdiction Forecast Results".



**TABLE 4**

**2004 AMBAG POPULATION, HOUSING UNIT & EMPLOYMENT FORECASTS  
MONTEREY COUNTY**

	CARMEL	DEL REY OAKS	GONZALES	GREENFIELD	KING CITY	MARINA	MONTEREY	PACIFIC GROVE	SALINAS	SAND CITY	SEASIDE	SOLEDAD	UNINCORP MO CO	TOTAL
EMPLOYMENT 2000	2,390	616	1,743	1,749	8,295	5,557	42,488	8,323	68,233	2,331	6,603	5,198	68,915	222,441
EMPLOYMENT 2005	2,527	648	1,834	1,883	8,682	5,894	45,327	8,598	74,363	2,466	7,125	6,236	73,389	238,972
EMPLOYMENT 2010	2,666	685	2,653	3,463	10,366	7,277	47,493	8,815	81,572	2,693	7,866	7,242	73,334	256,125
EMPLOYMENT 2015	2,714	730	3,432	4,252	11,301	8,658	49,714	9,002	86,550	2,909	8,775	8,007	78,714	274,758
EMPLOYMENT 2020	2,761	774	4,211	5,040	12,235	10,038	51,934	9,188	91,527	3,125	9,683	8,771	84,094	293,381
EMPLOYMENT 2025	2,841	865	4,708	5,976	13,186	12,643	53,471	9,415	96,414	3,269	11,379	9,614	90,604	314,385
EMPLOYMENT 2030	2,920	955	5,204	6,912	14,136	15,248	55,008	9,641	101,300	3,413	13,075	10,456	97,113	335,381
HOUSING UNITS 2000	3,331	680	1,730	2,864	2,835	7,100	13,478	8,009	39,469	88	10,366	2,581	37,047	129,578
HOUSING UNITS 2005	3,342	680	2,091	3,282	3,231	8,553	13,516	8,058	40,411	136	10,688	4,386	40,006	138,380
HOUSING UNITS 2010	3,342	680	2,911	4,327	3,877	11,799	13,545	8,066	46,696	136	11,193	5,554	39,718	151,844
HOUSING UNITS 2015	3,342	680	3,399	5,070	4,327	12,600	13,545	8,068	49,564	136	11,237	6,583	42,704	161,255
HOUSING UNITS 2020	3,342	680	3,886	5,812	4,777	13,400	13,545	8,070	52,431	136	11,280	7,612	45,689	170,660
HOUSING UNITS 2025	3,342	680	5,150	6,423	5,223	13,498	13,545	8,073	55,243	136	11,280	9,059	47,180	178,832
HOUSING UNITS 2030	3,342	680	6,414	7,033	5,669	13,596	13,545	8,075	58,055	136	11,280	10,506	48,670	187,001
POPULATION 2000	4,081	1,650	7,525	12,583	11,094	19,163	29,674	15,522	143,776	261	33,097	22,634	100,252	401,312
POPULATION 2005	4,095	1,652	9,229	15,097	12,885	23,172	29,863	15,586	146,687	384	34,221	29,647	110,083	432,600
POPULATION 2010	3,947	1,594	12,463	18,627	15,484	30,567	28,824	15,046	165,141	370	34,886	32,413	105,485	464,847
POPULATION 2015	3,924	1,586	14,627	21,570	17,433	32,465	28,653	14,963	174,787	368	34,871	35,938	114,776	495,961
POPULATION 2020	3,900	1,577	16,791	24,512	19,381	34,362	28,481	14,880	184,434	365	34,855	39,463	124,067	527,069
POPULATION 2025	3,923	1,586	22,968	27,183	21,371	34,860	28,648	14,976	198,749	367	35,002	45,549	129,721	564,903
POPULATION 2030	3,945	1,594	29,145	29,854	23,360	35,357	28,815	15,073	213,063	369	35,148	51,634	135,375	602,731

Adopted by the AMBAG Board of Directors on 4-14-04

**TABLE 5**

**2004 AMBAG POPULATION, HOUSING UNIT & EMPLOYMENT FORECASTS  
SAN BENITO COUNTY**

	HOLLISTER	SAN JUAN BATISTA	UNINCORP SAN BENITO CO	TOTAL
EMPLOYMENT 2000	13,234	530	7,788	21,552
EMPLOYMENT 2005	13,240	541	8,694	22,475
EMPLOYMENT 2010	16,355	822	8,430	25,607
EMPLOYMENT 2015	18,695	888	8,809	28,392
EMPLOYMENT 2020	21,034	953	9,188	31,175
EMPLOYMENT 2025	23,759	1,071	9,629	34,459
EMPLOYMENT 2030	26,484	1,188	10,070	37,742
HOUSING UNITS 2000	10,250	611	5,638	16,499
HOUSING UNITS 2005	10,929	780	6,159	17,868
HOUSING UNITS 2010	12,712	1,090	5,653	19,455
HOUSING UNITS 2015	13,926	1,205	5,797	20,928
HOUSING UNITS 2020	15,139	1,319	5,941	22,399
HOUSING UNITS 2025	15,576	1,431	6,093	23,100
HOUSING UNITS 2030	16,012	1,542	6,244	23,798
POPULATION 2000	34,413	1,549	17,272	53,234
POPULATION 2005	38,280	2,032	18,099	58,411
POPULATION 2010	44,423	2,905	16,562	63,890
POPULATION 2015	48,954	3,249	17,330	69,533
POPULATION 2020	53,485	3,593	18,098	75,176
POPULATION 2025	56,594	3,954	18,936	79,484
POPULATION 2030	59,703	4,315	19,773	83,791

Adopted by the AMBAG Board of Directors on 4-14-04

**TABLE 6**

**2004 AMBAG POPULATION, HOUSING UNIT & EMPLOYMENT FORECASTS  
SANTA CRUZ COUNTY**

	CAPITOLA	SANTA CRUZ	SCOTTS VALLEY	WATSONVILLE	UNINCORP SANTA CRUZ CO	TOTAL
EMPLOYMENT 2000	10,651	46,213	9,986	26,135	56,633	149,618
EMPLOYMENT 2005	10,935	47,598	10,843	26,856	58,866	155,098
EMPLOYMENT 2010	12,280	53,344	11,839	29,820	65,940	173,223
EMPLOYMENT 2015	13,093	56,564	12,571	32,187	68,731	183,146
EMPLOYMENT 2020	13,905	59,783	13,303	34,553	71,522	193,066
EMPLOYMENT 2025	14,721	63,328	13,885	36,354	74,872	203,160
EMPLOYMENT 2030	15,536	66,872	14,466	38,155	78,222	213,251
HOUSING UNITS 2000	5,556	21,982	4,714	12,361	54,260	98,873
HOUSING UNITS 2005	5,896	22,826	5,297	13,905	55,510	103,434
HOUSING UNITS 2010	6,054	23,321	5,494	14,939	56,589	106,397
HOUSING UNITS 2015	6,088	23,916	5,575	16,335	57,919	109,833
HOUSING UNITS 2020	6,121	24,510	5,656	17,730	59,248	113,265
HOUSING UNITS 2025	6,127	25,296	5,699	18,478	60,077	115,677
HOUSING UNITS 2030	6,132	26,082	5,742	19,226	60,906	118,088
POPULATION 2000	10,033	54,593	11,385	44,265	135,326	255,602
POPULATION 2005	10,869	56,953	13,182	52,716	133,824	267,544
POPULATION 2010	10,978	57,768	13,667	56,779	136,167	275,359
POPULATION 2015	11,041	58,846	13,864	61,126	139,150	284,027
POPULATION 2020	11,104	59,924	14,062	65,473	142,132	292,695
POPULATION 2025	11,120	61,956	14,169	67,946	143,582	298,773
POPULATION 2030	11,136	63,987	14,275	70,418	145,031	304,847

Adopted by the AMBAG Board of Directors on 4-14-04