



COMMUNITY PROFILE

Directory of City Officials

Helene Schneider
Mayor

Dale Francisco
Councilmember

Cathy Murillo
Councilmember

Frank Hotchkiss
Councilmember

Randy Rowse
Councilmember

Grant House
Councilmember

Harwood "Bendy" White
Councilmember

James L. Armstrong
City Administrator, City Clerk,
and City Treasurer

Stephen P. Wiley
City Attorney

Paul A. Casey
Assistant City Administrator

Marcelo A. Lopez
Assistant City Administrator

Karen S. Ramsdell
Airport Director

Nancy L. Rapp
Parks and Recreation Director

Robert Samario
Finance Director

Camerino Sanchez
Police Chief

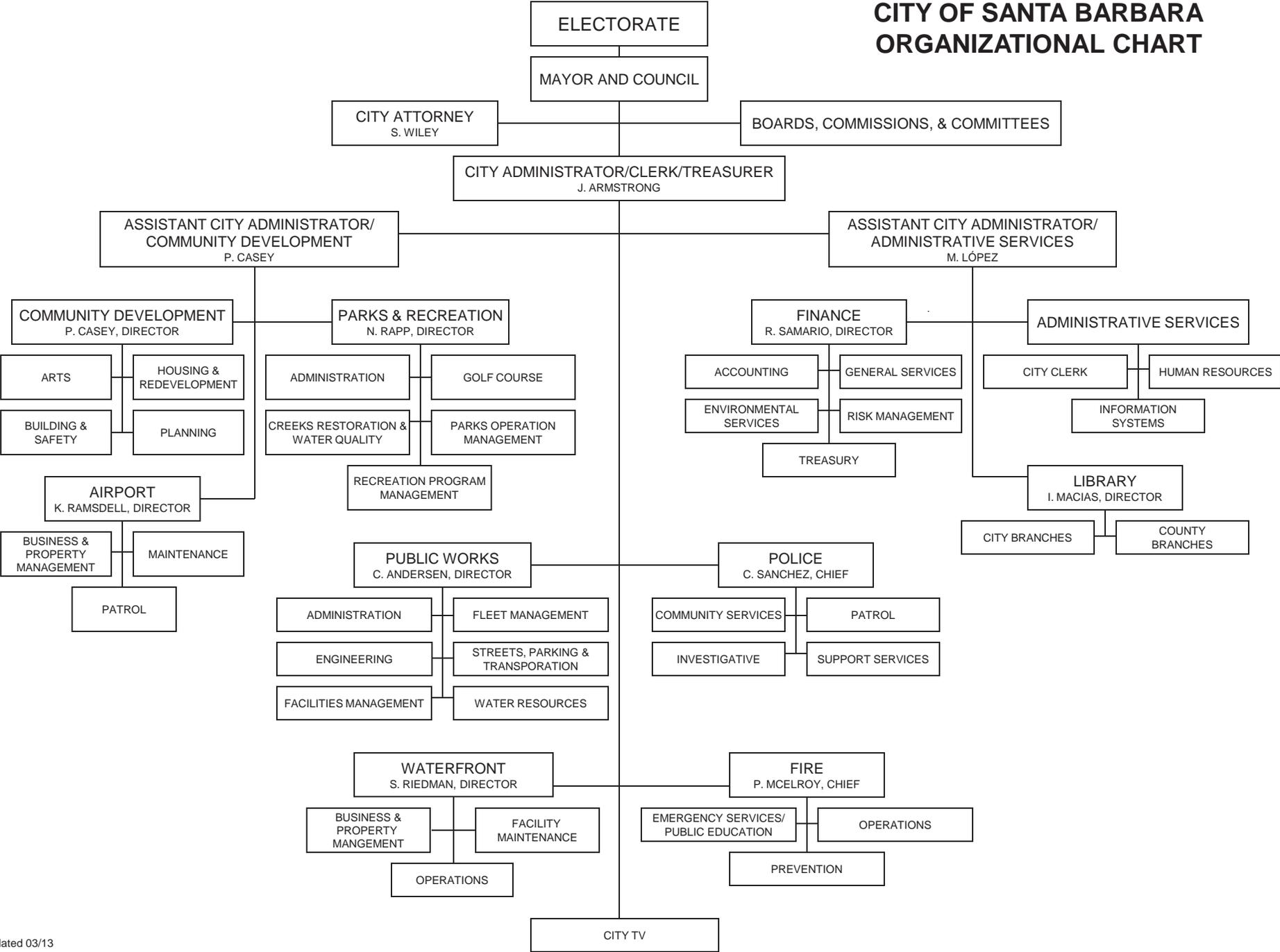
Pat McElroy
Fire Chief

Christine Andersen
Public Works Director

Irene Macias
Library Director

Scott Riedman
Waterfront Director

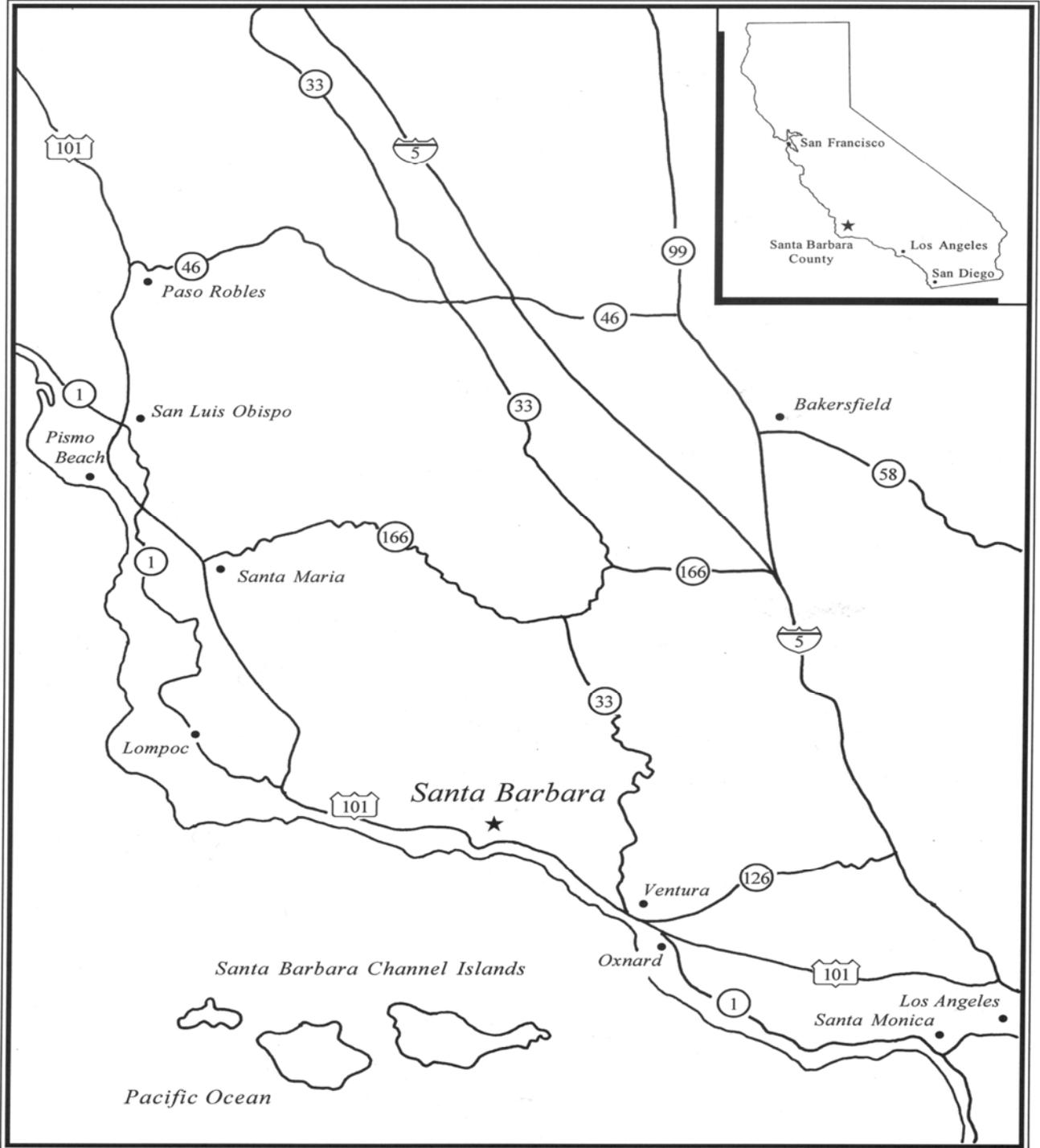
CITY OF SANTA BARBARA ORGANIZATIONAL CHART





COMMUNITY PROFILE

Santa Barbara Area Map





COMMUNITY PROFILE

About the City of Santa Barbara

The City of Santa Barbara is located approximately 90 miles north of Los Angeles off of U.S. Highway 101, and is geographically sheltered by mountains on the north and the Pacific Ocean on the south. The City of Goleta and the unincorporated area of Montecito border the City on the west and east, respectively.

Until the late 1700's, the area currently known as "Santa Barbara" was occupied by the Chumash Indians. The Chumash lived in small villages along the coast and on the Channel Islands, living comfortably for thousands of years thanks to the abundance of wildlife and natural resources.

In 1542, Portuguese explorer Juan Cabrillo entered the Channel and claimed the land for Spain. In 1602, three frigates under the command of Sebastian Vizcaino entered the Santa Barbara Channel. One of the Carmelite friars on board named the bay and nearby shore after Saint Barbara.

In 1782, a group led by Father Junipero Serra, Captain Jose Ortigas, and Governor Felipe de Neve established a military presidio and, three years later, a mission. Spain governed the area until 1822, when California became a Mexican territory. Just 24 years later, in 1846, Colonel John Fremont and his soldiers took Santa Barbara for the United States.

The City of Santa Barbara (the primary government) was incorporated on August 26, 1850. The City is a charter city under the laws of the State of California and operates under a Council-Administrator form of government. The Council consists of six council members and a mayor, all of whom are elected at-large. The current City Charter was adopted on May 2, 1967 and provides for the following services: public safety (police and fire), construction and maintenance of highways and streets, sanitation, culture and recreation, public improvements, planning, zoning and general administration. Enterprise funds, operated in a manner similar to a private business, include water, wastewater, airport, parking, golf, and waterfront.



COMMUNITY PROFILE

Miscellaneous Statistics

General City Information:

Date of incorporation	August 26, 1850
Form of government	Council-Administrator
Land area in square miles	21.1
Miles of paved roadways	235
Number of traffic signals	108

Community Forest, Beaches and Gardens:

Number of park and open space trees	12,000
Number of street trees	33,200
Linear miles of city-owned beaches	3.4
Community gardens	4

Airport:

Number of terminals	1
Number of commercial carriers	5
Number of ticketed passengers annually	746,789
Number of runways	3
Total airport acreage	950
Commercial / industrial acreage	95
Number of leased buildings	51
Goleta Slough Ecological Reserve wetlands acreage	400

Hospitals:

Number of hospitals	1
Number of patient beds	408

Libraries:

Number of city libraries	2
Number of county libraries	6
Total volumes	340,514

Municipal Water Operation:

Gallons of potable water treated and distributed annually	4.69 billion
Gallons of reclaimed water treated and distributed annually	289 million
Number of reservoirs	14
Number of pump stations	11
Number of treatment plants	2
Number of wells	8
Number of water reclamation plants	1



COMMUNITY PROFILE

Miscellaneous Statistics

Municipal Wastewater Operation:

Number of treatment plants	1
Number of lift stations	9
Gallons of water treated annually	2.7 billion

Parks and Recreation:

Park acreage	1,570
Number of developed parks	38
Number of open space parks	11
Number of park playgrounds	21
Number of swimming and wading pools	4
Number of community buildings	14
Number of sports facilities	11
Number of municipal golf courses (18 holes)	1

Public Safety:

Number of police stations	1
Number of police officers and other sworn personnel	141
Number of law violations	
Total arrests	13,829
Traffic citations	10,000
Parking citations	90,000
Number of fire stations	8
Number of firefighters and officers	91

Public Schools:

Elementary schools	13
Annual enrollment	5,791
Secondary schools	7
Annual enrollment	4,800
Colleges	1
Enrollment per semester	20,448

Waterfront:

Acreage of city-managed tidelands and submerged lands	252
Wharf length in feet	1,950
Acreage of wharf decking	3.8
Number of marinas	4
Number of commercial and pleasure vessel slips	1,139
Number of waterfront property leases	69



COMMUNITY PROFILE

Demographics

Regional Population ⁽⁴⁾

City of Santa Barbara	89,082
Santa Barbara County	427,267
San Luis Obispo County	271,483
Ventura County	832,970

Area (in square miles)

Land area	21.1
Water area	22.0
Total area	43.1

Gender ⁽¹⁾

	<u>#</u>	<u>%</u>
Male	43,874	49.6
Female	44,536	50.4

Age ⁽¹⁾

Median age (in years)	36.80
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Population Demographics ⁽¹⁾

	<u>#</u>	<u>%</u>
Households	35,449	100.0
Family households	18,233	51.4
Married couples	13,240	37.3
Male householder	1,539	4.3
Female householder	3,454	9.7
Non-family households	17,216	48.6
Single Households	11,937	33.7
Single Households 65 years and over	4,340	12.2
Average household size	2.45	(X)

Housing ⁽¹⁾

Median home price (2011) ⁽⁷⁾	\$821,813
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	<u>#</u>	<u>%</u>
Total housing units	37,820	100.0
Occupied housing units	35,449	94.7
Vacant housing units	2,371	6.3
Seasonal, recreational, or occasional use housing	776	2.1
Homeowner vacancy rate	(X)	1.3
Rental vacancy rate	(X)	4.1

Housing Tenure ⁽¹⁾

Occupied housing units	35,449	100.0
Owner-occupied units	13,784	38.9
Renter-occupied units	21,665	61.1
Avg. household size of owner-occupied units	2.47	(X)
Avg. household size of renter-occupied units	2.43	(X)

Race and Ethnicity ⁽¹⁾

	<u>%</u>
White	54.8
Black or African American	1.3
American Indian/Alaska Native	0.4
Asian-Pacific Islander	3.4
Some other race	0.2
Two or more races	1.9
Hispanic or Latino (of any race)	38.0

Education ⁽⁶⁾

	<u>%</u>
High school graduate	13.3
College graduates (2 year)	7.0
College graduates (4 year)	24.4
Graduate degrees	16.9



COMMUNITY PROFILE

Demographics

Employment ⁽⁶⁾

Work population (16 yrs and older)	74,264
Residents by major profession:	<u>%</u>
Management, professional and related	38.5
Sales and office occupation	18.7
Service	32.2
Construction, maintenance, production and transportation	10.6
City family median annual income (2011)	\$67,802

Economic Demographics ⁽²⁾

<u>Service Industry (private & non-profit)</u>	<u>Number of Businesses</u>	<u>Number of Employees</u>
Professional, scientific, and technical services	693	4,702
Retail trade	617	7,579
Healthcare and social assistance	554	8,972
Foodservice and lodging	400	7,984
Other services (except public administration)	309	1,976
Real estate and rental & leasing	269	1,408
Administrative and support, waste management, and remediation services	227	3,858
Information	138	2,138
Manufacturing	117	1,326
Wholesale trade	111	1,330
Arts, entertainment, and recreation	88	1,746
Educational services	55	423

Leading Area Employers, Public and Private (with industry) ⁽⁵⁾

University of California, Santa Barbara (higher education).....	4,303
County of Santa Barbara (government)	3,847
Cottage Hospital and Health System (healthcare)	3,451
Santa Barbara City College (education).....	2,550
Santa Barbara Unified School District (education)	2,100
Raytheon (aerospace and defense)	1,400
Santa Barbara County Education Office (education)	1,029
City of Santa Barbara ⁽³⁾ (government)	1,005.95
Sansum Medical Clinic (healthcare)	960
U.S. Postal Service (postal services)	736

- (1) **Source:** U.S. Bureau of the Census, 2010 Economic Census
- (2) **Source:** U.S. Bureau of the Census, 2007 Economic Census
- (3) Includes permanent full-time equivalent positions as of July 1, 2013
- (4) **Source:** California Department of Finance, January 1, 2012
- (5) **Source:** Pacific Coast Business Times, 2012
- (6) **Source:** U.S. Bureau of the Census, American Community Survey, 2011 (1 yr. est.)
- (7) DataQuick – Santa Barbara County