



# COMMUNITY PROFILE

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## Directory of City Officials

**Cathy Murillo**  
Mayor

**Alejandra Gutierrez**  
Councilmember

**Mike Jordan**  
Councilmember

**Oscar Gutierrez**  
Councilmember

**Kristen Sneddon**  
Councilmember

**Eric Friedman**  
Councilmember

**Meagan Harmon**  
Councilmember

**Paul A. Casey**  
City Administrator, City Clerk,  
and City Treasurer

**Ariel Pierre Calonne**  
City Attorney

**Rebecca J. Bjork**  
Assistant City Administrator

**Henry Thompson**  
Airport Director

**Vacant**  
Information Technology Director

**Vacant**  
Community Development Director

**Jill E. Zachary**  
Parks and Recreation Director

**Wendy Levy**  
Human Resources Director

**Chris Mailes**  
Fire Chief

**Jessica Cadiente**  
Library Director

**Vacant**  
Public Works Director

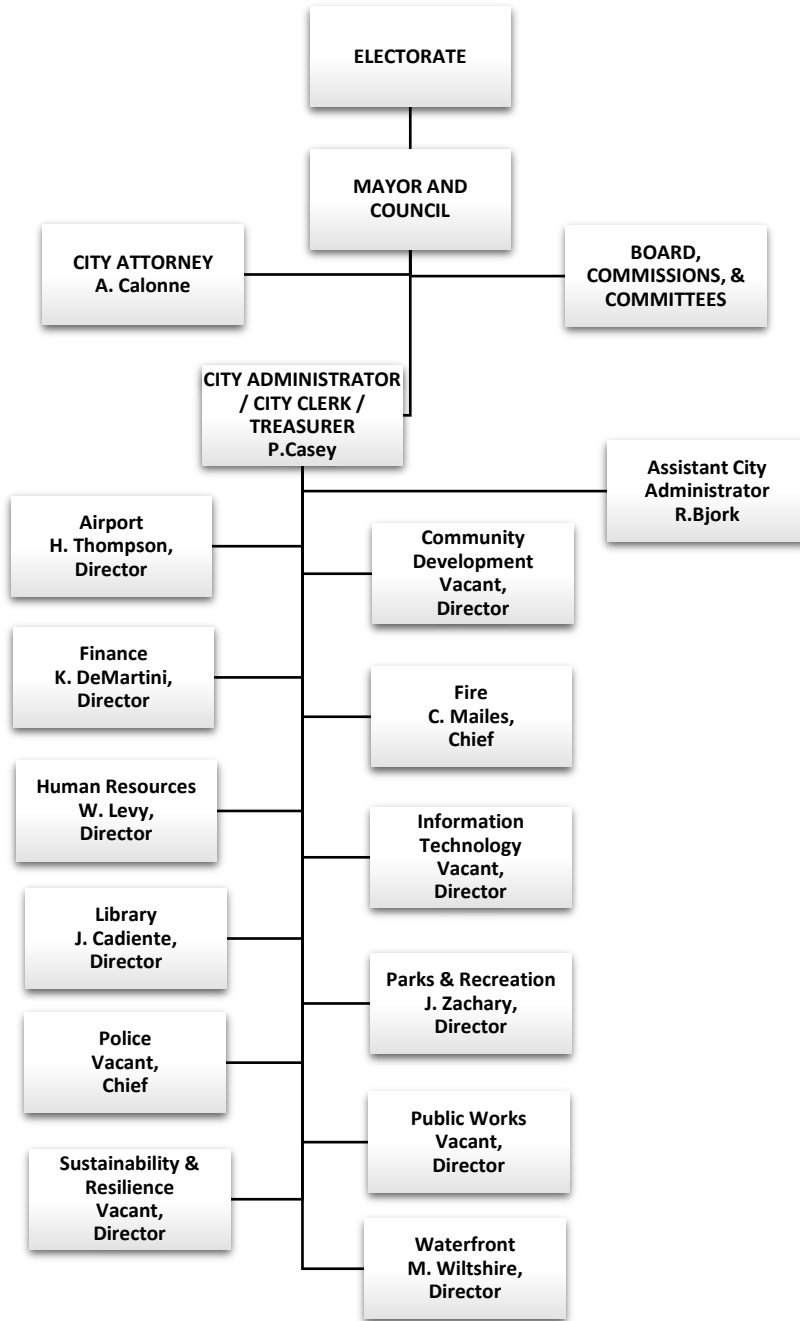
**Vacant**  
Police Chief

**Keith DeMartini**  
Finance Director

**Vacant**  
Sustainability & Resilience Director

**Mike Wiltshire**  
Waterfront Director

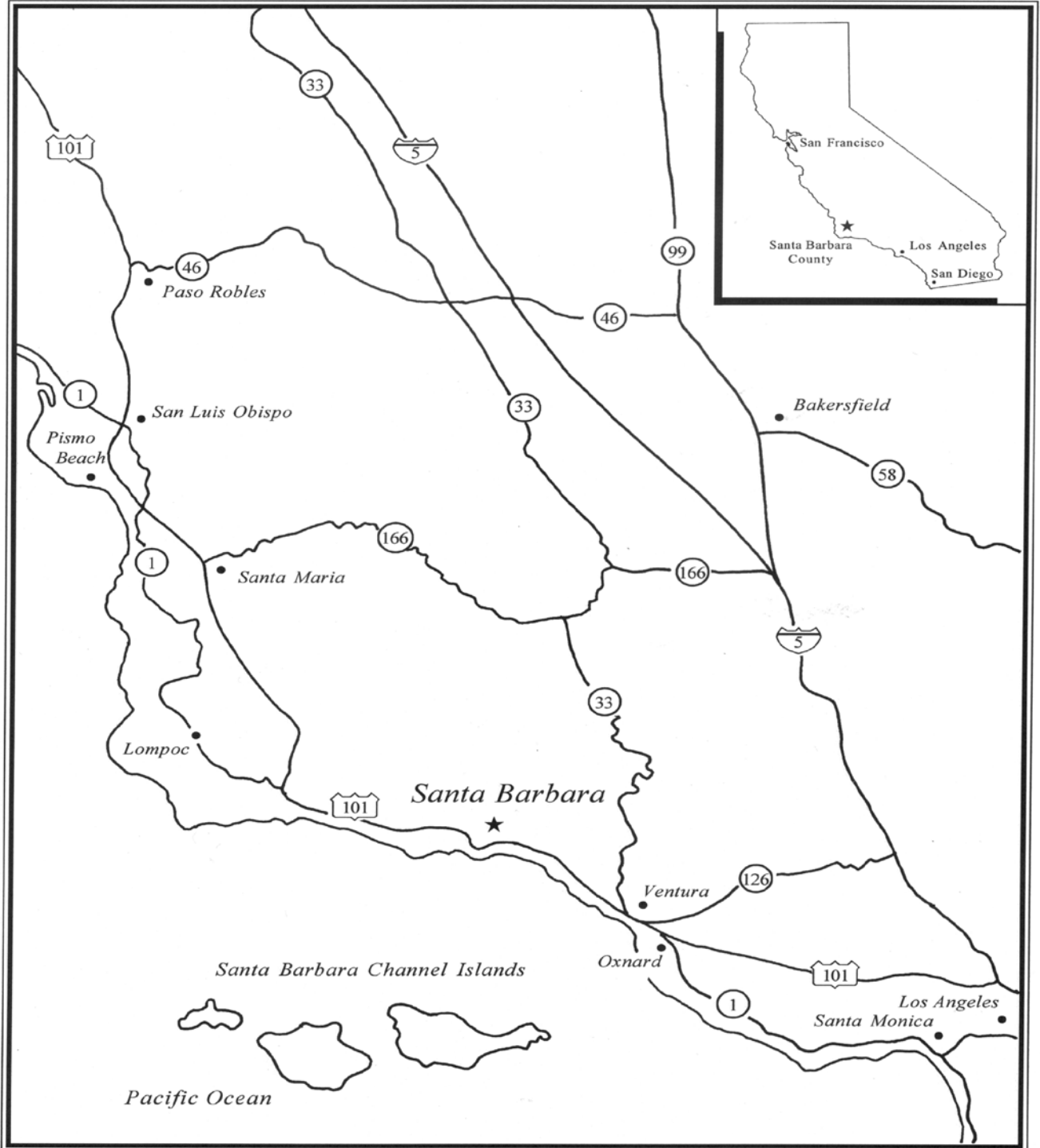
# CITY OF SANTA BARBARA ORGANIZATIONAL CHART





# COMMUNITY PROFILE

## Santa Barbara Area Map





# COMMUNITY PROFILE

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## 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 elected by district and a mayor 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 .....	244.53
Number of traffic signals .....	117

### Community Forest, Beaches and Gardens:

Developed Park Trees .....	9,279
Open space trees .....	30,000
Number of street trees .....	25,743
Number of tree species .....	469
Parkway and Median acres .....	13
Linear miles of city beaches .....	6.2
Community gardens .....	4

### Airport:

Number of terminals .....	1
Number of commercial carriers .....	4
Number of ticketed passengers annually .....	669,552
Number of runways .....	3
Total airport acreage .....	942
Commercial / industrial acreage .....	87
Number of leased buildings .....	54
Goleta Slough Ecological Reserve wetlands acreage .....	400

### Hospitals:

Number of hospitals .....	1
Number of patient beds .....	519

### Libraries:

Number of city libraries .....	2
Number of county libraries .....	2
Total volumes .....	150,576
Total digital items cataloged .....	159,541

### Municipal Water Operation:

Gallons of potable water treated and distributed annually .....	3.62 billion
Gallons of reclaimed water treated and distributed annually .....	345 million
Number of reservoirs .....	14
Number of pump stations .....	11
Number of treatment plants .....	3
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 .....	7
Gallons of water treated annually .....	2.12 billion

### Parks and Recreation:

Park acreage .....	1,808
Number of developed parks .....	41
Number of open space parks .....	13
Number of park playgrounds .....	23
Number of swimming and wading pools .....	4
Number of community buildings .....	16
Number of sports facilities .....	12
Number of municipal golf courses (18 holes) .....	1

### Public Safety:

Number of police stations .....	1
Number of police officers and other sworn personnel .....	142
Number of service calls .....	59,035
Total arrests .....	4,022
Traffic citations .....	2,531
Parking citations .....	85,000
Number of fire stations .....	8
Number of firefighters and officers .....	92

### Public Schools:

Elementary schools .....	15
Annual enrollment .....	5,215
Secondary schools .....	9
Annual enrollment .....	9,323
Colleges .....	1
Enrollment per semester .....	17,927

### 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 .....	1,143
Number of waterfront property leases .....	65



# COMMUNITY PROFILE

## Demographics

### Regional Population <sup>(3)</sup>

City of Santa Barbara .....	93,511
Santa Barbara County .....	451,840
San Luis Obispo County .....	277,259
Ventura County .....	842,886

### Area (in square miles)

Land area .....	21.1
Water area .....	22.0
Total area .....	43.1

### Gender <sup>(1)</sup>

	<u>#</u>	<u>%</u>
Male .....	47,498	50.1
Female .....	47,309	49.9

### Age <sup>(1)</sup>

Median age (in years) .....	36.7
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### Population Demographics <sup>(7)</sup>

	<u>#</u>	<u>%</u>
Households .....	37,333	100.0
Family households .....	18,563	51.4
Married couples .....	13,505	37.3
Male householder .....	1,553	4.3
Female householder .....	3,503	9.7
Non-family households .....	17,551	48.6
Single Households .....	12,170	33.7
Single Households 65 years and over .....	4,406	12.2
Average household size .....	2.41	(X)

### Housing <sup>(1)</sup>

Median home price (2019) <sup>(6)</sup> .....\$1,288,886

	<u>#</u>	<u>%</u>
Total housing units .....	37,886	100.0
Occupied housing units .....	34,973	92.3
Vacant housing units .....	2,913	7.7
Seasonal, recreational, or occasional use housing <sup>(1b)</sup> .....	1,015	(X)
Homeowner vacancy rate .....	(x)	1.7
Rental vacancy rate.....	(x)	1.7

### Housing Tenure <sup>(1)</sup>

Occupied housing units .....	34,973	100.0
Owner-occupied units .....	13,954	39.9
Renter-occupied units .....	21,019	60.1
Avg. household size of owner-occupied units .....	2.54	(X)
Avg. household size of renter-occupied units .....	2.54	(X)

### Race and Ethnicity <sup>(1)</sup>

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

### Education <sup>(5)</sup>

	<u>%</u>
High school graduate .....	84.1
College graduates (2 year) .....	6.8
College graduates (4 year) .....	45.1
Graduate degrees .....	18.4



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## Demographics

### Employment (1a)

Work population (16 yrs and older) (1)	75,348
Residents by major profession:	%
Management, professional and related	41.3
Sales and office occupation	20.3
Service	25.4
Construction, maintenance, production and transportation	13.0
City household median annual income (1)	\$71,160

### Economic Demographics (2)

<u>Service Industry (private &amp; non-profit)</u>	<u>Number of Businesses</u>	<u>Number of Employees</u>
Professional, scientific, and technical services	657	3,836
Retail trade	531	6,881
Healthcare and social assistance	562	8,733
Foodservice and lodging	421	8,143
Other services (except public administration)	287	1,734
Real estate and rental & leasing	287	1,101
Administrative and support, waste management, and remediation services	268	2,953
Information	115	1,912
Wholesale trade	110	1,641
Arts, entertainment, and recreation	97	1,508
Manufacturing	96	998
Educational services	62	486

### Leading Area Employers, Public and Private (with industry) (4)

University of California, Santa Barbara (higher education)	4,300
County of Santa Barbara (government)	4,600
Cottage Hospital and Health System (healthcare)	3,606
Santa Barbara Unified School District (education)	1,400
Santa Barbara City College (education)	1,193
City of Santa Barbara (6) (government)	1,037
Raytheon (aerospace and defense)	1,000
Sansum Medical Clinic (healthcare)	1,000
Santa Barbara County Education Office (education)	875
Procure Technologies)	800

- (1) Source: U.S. Bureau of the Census, American Community Survey, 2010
- (1a) Source: U.S. Bureau of the Census, American Community Survey, 2010-2012 (3-Year Est.)
- (2) Source: U.S. Bureau of the Census, 2012 Economic Census
- (3) Source: State of California, Department of Finance, *E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — January 1, 2019 and 2020*. Sacramento, California, May 2020.
- (4) Source: City of Santa Barbara *Comprehensive Annual Financial Report: Fiscal Year Ended June 30, 2019*, p. 196.
- (5) Source: U.S. Bureau of the Census, American Community Survey, 2011-2015 (5-Year Est.)
- (6) Source: Zillow Home Price Index February 28, 2021
- (7) Source: U.S. Bureau of the Census, 2010 Census
- (8) Includes permanent full-time equivalent positions as of July 1, 2019



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