Appendix C

City of Sunnyvale
2010 Urban Water Management Plan
City of Sunnyvale Detailed Demographic Data

BUSINESS ECONOMIC PROFILE
FOR
SUNNYVALE
SANTA CLARA COUNTY, CALIFORNIA

JUNE 2010

Sunnyvale's history is based largely on its economy. When Martin Murphy, Sr. arrived in Sunnyvale in 1845, its vast open space and fertile soil were seen as assets to farming, particularly fruit orchards. With the arrival of the railroad in 1864, the industrial base of the community was able to expand. Canneries to process the fruit from surrounding orchards were built near the rail lines. In 1906, Hendy Iron Works relocated from San Francisco to Sunnyvale, thus diversifying the industrial base.

Sunnyvale was incorporated as a city in 1912, with a population of approximately 1,800. By 1940, the population had grown to about 4,400. During World War II, Sunnyvale supplied food and equipment to the troops; the Hendy Iron Works was taken over by Westinghouse to support the war effort. After the war, defense-related industries arrived, capitalizing on the pleasant climate and the Naval Air Station. Lockheed became the city's largest employer. By 1950 the population had grown to 9,900. The 1950s and 1960s were the biggest periods of growth for the community, resulting in a 1960 population of 52,900 and a 1970 population of 96,000.

The defense era gave way to the high-tech era when the microprocessor was introduced in 1971. The population in 1980 was 106,700; 1990 was 117,200, and 2000 was 131,760, respectively. The next and most recent era was related to the internet, with technology companies in Sunnyvale undertaking research and development for this newest industry. The world is now primed for the next great wave of innovation—nanotechnology---and Silicon Valley is well positioned to lead the world in the realms of research and commercialization of this enabling technology.

COMMUNITY

The story has it that Sunnyvale got its name from a local builder looking out over yet another sunny day, shading his eyes, and saying, "Let's call it Sunnyvale." Sunnyvale boasts a very mild climate, with temperatures varying from an average of 52 degrees in January to an average of 70 degrees in July. The rainfall of the winter months usually amounts to around 7 inches. This gorgeous climate naturally leads to an ideal environment for many outdoor activities such as golf and tennis. Sunnyvale is home to two golf courses, 20 neighborhood parks and 51 tennis courts, 16 of which are at our very own world class Municipal Center. Within close proximity are beautiful beaches, spectacular state and national parks, as well as San Francisco and San Jose. Sunnyvale has a solid economic base, and the business revenue generated each year gives us a superb quality of life. The median household income for a Sunnyvale resident is $88,297. Poverty levels in Sunnyvale have remained consistently lower than those of Santa Clara County or the state. The City offers affordable housing programs and first-time homebuyer programs. Please contact our Housing Division at *housing@ci.sunnyvale.ca.us* or (408) 730-7250 if you would like information on different housing programs.

HOUSING CHARACTERISTICS (2010 AVERAGE)	
Average Household Size	2.56
Average Housing Price (single family homes)	$901,000
Average Rental Price (3 bedrooms)	$2,093

ECONOMIC BASE (2009)	
Total City Revenue	114,000,000
Issuer Credit Rating	AAA
Sales Tax Collected (in millions)	$25.0

BUSINESS AND ECONOMICS

Sunnyvale, with its Silicon Valley location, has a solid high-tech presence. Transitioning from agricultural to defense to the current high tech economy, Sunnyvale has remained on the cutting edge of Silicon Valley innovation.

BUSINESS (2010)	
Total Number of Businesses (inside City limits)	7,883
Employment Generated by Sunnyvale Businesses (inside City limits) – 2008	85,400
Total Number of Jobs in the City (includes schools, military, etc.) - 2008	91,000
Business Tax – Minimum*	$31.32
Business Tax – Maximum*	$9,919.90

* Business Tax is renewed every 2 years. All business licenses are subject to a $61.00 processing fee.

EMPLOYMENT BY INDUSTRY	PERCENTAGE	EMPLOYMENT BY INDUSTRY	PERCENTAGE
Information Services	25	Services	8.2
Retail Trade	10	Recreation/Hospitality	3.5
Wholesale Trade	.9	Public Administration	1
Manufacturing	24	Misc./Undefined	13.2
Construction	2.2		

Note: Figures based on December **2005** Employment Development Data (www.labormarketinfo.edd.ca.gov)

LABOR MARKET		
	Sunnyvale	**Santa Clara County**
Labor Force		
April 2010	74,700	876,400
April 2009	76,100	891,700
June 2007	73,200	849,600
March 2006	69,900	817,300
March 2005	69,900	818,800
April 2004	73,830	867,300
2003 Average	75,940	895,100
Employment		
April 2010	67,400	776,100
April 2009	69,000	795,200
June 2007	70,300	809,500
March 2006	66,900	776,100
March 2005	66,600	772,600
April 2004	69,920	812,500
2003 Average	70,610	821,600
Unemployment		
April 2010	7,400	100,300
April 2009	7,100	96,500
June 2007	2,900	40,100
March 2006	3,000	41,200
March 2005	3,300	46,200
April 2004	3,910	54,700
2003 Average	5,330	73,500
Unemployment Rate		
April 2010	9.9%	11.4%
April 2009	9.3%	10.8%
March 2008	4.3%	4.7%
March 2006	4.3%	5.0%
March 2005	4.8%	5.6%
April 2004	5.3%	6.3%
2003 Average	7.0%	8.2%

RENTAL LOCATIONS/ TYPES	**HISTORICAL ASKING RATES ($/SF/MONTH)**
R&D	$1.20
Industrial	$0.96
Warehouse	$0.64
Office	$3.05
Sunnyvale Vacancy Rate	**16.7%**

*Rental rates information updated 4nd Quarter 2009. Information collected by average from: Cornish & Carey – www.ccarey.com: NAI BT Commercial – www.btcommercial.com; & Colliers International – www.colliers.com. Please contact Economic Development via e-mail at econdev@ci.sunnyvale.ca.us or (408) 730-7607 for updated information

PEOPLE

Sunnyvale is a diverse community, with a highly educated population. The population in 2010 for Sunnyvale is 140,450 and 1,880,876 in Santa Clara County. Leading research facilities and national labs in and near the city attract residents from around the world. These prestigious institutions include Stanford University, UC Berkeley, NASA Ames Research Center, Onizuka Air Force Base & Satellite tracking facility, Santa Clara University, and San Jose State University.

HOUSEHOLD	
2010 Total Population	140,450
2005-2007 (Average) Single Parent	4,900

RACE 2008 Census Update – Community Survey		
	Sunnyvale	**Santa Clara County**
Race		
White	60,394 (43.0%)	916,186
Black/African American	2,388 (1.7%)	45,356
American Indian/Alaska Native	281 (.2%)	8,681
Asian	54,635 (38.9%)	545,045
Native Hawaiian/other Pacific Islander	421 (.3%)	5,945
Other Race	18,539 (13.2%)	181,903
Two or more races	3,792 (2.7%)	61,383

SOCIAL CHARACTERISTICS 2008 Census Data		
	Sunnyvale	**Santa Clara County**
Foreign Born Population	58,492	649,753
Naturalized Citizen	22,143	321,883
Not a Citizen	36,349	327,870

LANGUAGE SPOKEN IN HOUSEHOLD 2008 Census Data	
English*	59,414
Spanish*	16,972
Other Indo-European language*	14,789
Asian/Pacific Islander language*	29,518
Other language*	2,342

EDUCATIONAL ATTAINMENT (FOR POPULATION 25 YEARS AND OLDER) 2008 Updated Census Data –Community Survey		
	Sunnyvale*	**Santa Clara County**
Population 25 years and older	97,260	1,175,219
Less than High School Diploma	9,329	168,836
High School Graduate	13,174	192,073
Some College	14,134	210,905
Associate Degree	7,014	85,701
Bachelor Degree	28,004	287,886
Graduate or Professional Degree	25,605	229,818
% High School Graduate or higher	90.4%	85.6%
% Bachelor Degree or higher	55.1%	44.1%
% Graduate/Professional Degree	26.3%	19.6%

* Data was obtained by calculating percentages of County estimate

DISABLED POPULATION 2008 Census Update		
	Sunnyvale	**Santa Clara County**
Total Population 16 – 64 years	9,279	141,149

Prepared by the
CITY OF SUNNYVALE
www.sunnyvale.ca.gov

The information contained in this profile was obtained from a variety of sources including the 2010 Census Update, the 2008 American Community Survey (Average), the California Employment Development Department, and the City of Sunnyvale. For more detailed information about sources, please contact:

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