

# The County of Yuba

## Community Development & Services Agency

### Kevin Mallen, Director

Phone - (530) 749-5430 • Fax - (530) 749-5434  
 915 8<sup>th</sup> Street, Suite 123  
 Marysville, California 95901  
[www.co.yuba.ca.us](http://www.co.yuba.ca.us)



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 749-5440 • Fax 749-5616

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**TO:** Board of Supervisors

**FROM:** Kevin Mallen, CDSA Director  
 Wendy Hartman, Planning Director! *WH*

**DATE:** February 7, 2008

**SUBJECT:** Yuba County General Plan Update 2030  
 Board of Supervisors Study Session #3

### SUMMARY

This is the third of four scheduled workshops/study sessions that have been set for the purpose of addressing significant General Plan issues at an early stage in the process. The staff is seeking guidance and direction in order to proceed with the preparation of a draft plan that reflects the Board's early thoughts on these issues. The first study session focused on population growth, growth constraints and growth boundaries, the second session addressed transportation/circulation, and infrastructure/services, as well as an opportunity for the Board to add to prior comments on the first set of issues. This third session will address economic development and jobs/housing balance issues. The Board may also wish to revisit or add comments relative to the issues addressed at the first two workshops.

The fourth workshop, in March, will address issues particular to the foothills portion of the County, the Joint Land Use Study for Beale Air Force Base, and any remaining subjects relevant to the General Plan Update.

### BACKGROUND

These Board study sessions have been organized following the initial information gathering done for the General Plan update. The purpose is to solicit early input from the Board on significant issues raised at earlier meetings of the Board, or at the townhall meetings, Citizen's Advisory Committee meetings, or otherwise brought to the attention of the staff.

Additional townhall meetings, advisory committee meetings, and public input is expected and may identify additional issues to be addressed.

Following these workshops the staff and consultants will prepare a draft General Plan and alternatives for further review and evaluation.

**DISCUSSION**

**ECONOMIC DEVELOPMENT:** Traditionally Yuba County has attracted agricultural based industries and has relied on these types of industries for employment. In 2004, one in four people were employed either directly or indirectly in agriculture, and approximately 75% of the land in Yuba and Sutter counties was used for some type of agriculture. Since the 1940's the military and civilian employment at Beale AFB has also been a major factor in the area's economy and employment. However, in the last ten years many of the new jobs that have been created are in the construction, service, government, retail, transportation and public utilities areas. The agricultural sector has shown the largest decline in the last ten years.

<b>Employment by Industry</b>		
	<b>Yuba County</b>	<b>California</b>
Total:	20,223	14,718,928
Agriculture, forestry, fishing and hunting, and mining	1,347	282,717
Construction	1,886	915,023
Manufacturing	1,830	1,930,141
Wholesale trade	701	596,309
Retail trade	2,662	1,641,243
Transportation and warehousing, and utilities	1,239	689,387
Information	400	577,463
Finance, insurance, real estate and rental and leasing	659	1,016,916
Professional, scientific, management, administrative, and waste management services	1,626	1,711,625
Educational, health and social services	4,133	2,723,928
Arts, entertainment, recreation, accommodation and food services	1,407	1,204,211
Other services (except public administration)	1,284	761,154
Public administration	1,049	668,811
Source: U.S. Census Bureau, Census 2000		

<b>Top 5 Manufacturing Employers</b>		
<b>Company</b>	<b>Product Manufactured</b>	<b># of Employees</b>
Yuba River Molding and Millwork	House Molding Manufacturer	200
Frank M. Booth	Steel Fabrication	180
Appeal Democrat	Daily Newspaper	120
East Coast Millwork Distribution (ECMD)	Wood Manufacturer	105
Homewood Truss	Wood Manufacturer	100

<b>Top 5 Service Industry Employers</b>		
<b>Company</b>	<b>Nature of Service Provided</b>	<b># of employees</b>
Rideout Hospital	Medical Care	962
Wal-Mart	Retail	300
Baldwin Contracting Co.	Roadwork	150–200
Yuba-Sutter Disposal, Inc.	Disposal Services	115
Gold Country Bank, NA	Banking/Finance	70

<b>Top 5 Government Employers</b>	
<b>Agency</b>	<b># of employees</b>
Beale Air Force Base	4,312
County of Yuba	1,087
Marysville School District	1,000
Yuba Community College District	700
California Transportation Dept.	650

Generally the County’s rapid expansion in the population base between 2000 and 2005 boosted unincorporated area job growth in the retail, professional, and business services. Yuba County saw a 13.2 percent increase in the total labor force and a 12 percent increase in employment during this period. This was greater than that of the greater Sacramento region and California as a whole (3.96 percent and 2.53 percent respectively).

Yuba County is a member of the Yuba-Sutter Economic Development Corporation (YSEDC), a non-profit organization operating one of only six Economic Development Districts in the Yuba-Sutter Region established by the U.S. Department of Commerce. YSEDC staff and resources are available to work closely and in strict confidence with businesses considering location or expansion within the Yuba-Sutter region. Assistance with site location, economic and demographic information, identification of a myriad of community and employment training service groups, community tours, introductions to government and business leaders and facilitation of meetings with developers, planners and other key individuals as required is available.

The County also retains the services of an Economic Development Coordinator who works in the County Administrator’s Office to recruit new businesses, retain existing businesses, and assist in business expansion. An Economic Development Strategic Plan is presented to the Board annually for ratification that outlines a variety of programs to boost developer, business, local community, and national awareness in property availability in Yuba County through print

advertising and publications, targeted trade shows and conferences, online website resources, and business visitation. The Coordinator also publishes an Economic Profile, Mid-Year Report and Update, and tourism guides for distribution at the Sleep Train Amphitheatre and other tourism outlets and destinations.

- Question #1 - *Beyond the recognized need for additional commercial/retail services, are there types of non-residential development that the County should be actively seeking?*
- Question #2 - *Are there specific types of industry that would complement the activities at Beale AFB?*
- Question #3 - *Should the County be promoting agricultural related industries to support that important segment of the region's economy? Bio-diesel?*
- Question #4 - *Should the County be promoting various sustainable natural resource based industries such as hydroelectric or other water resource based opportunities? Aggregate recycling? Eco-industrial?*
- Question #5 - *In addition to the industrial area around the Yuba County Airport, should the General Plan look at the Hwy 65/Rancho Rd. area for establishment of a new industrial park?*
- Question #6 - *Should the County create a priority or incentives for new industry that pays "a living wage?"*

**JOBS/HOUSING BALANCE:** The existence of a balance between adequate jobs and appropriate supplies of housing is important to any community for many reasons. At the present time, due primarily to the recent surge of residential development that has occurred over the previous four years, Yuba County has an imbalance with insufficient jobs to go with the housing supply. This results in a number of impacts to area residents including long commutes to job centers, increased traffic congestion, additional costs, and more time away from these commuters' home community. (A related issue is the lack of available local retail goods and services as noted by a number of folks at the townhall meetings.)

Population and housing growth are projected to be significant for Yuba County over the next 20-30 years.

<b>SACOG/Department of Finance Population Projections for Yuba County</b>		
<b>Year</b>	<b>Population</b>	<b>New Dwelling Units</b>
2007	70,745	--
2010	80,411	3,368
2020	109,216	13,405
2030	137,322	23,198
2040	168,040	33,901

As with population growth, forecasts have been made of the anticipated growth in jobs of various types.

<b>Fastest Growing Occupations (Yuba City MSA)</b>				
<b>Occupation</b>	<b>2002 Estimated Employment</b>	<b>2012 Projected Employment</b>	<b>% Change</b>	<b>Median Hourly Wage</b>
Electricians	120	210	75.0	\$20.97
Personal and Home Care Aides	140	230	64.3	\$8.57
Property, Real Estate, and Community Association Managers	160	260	62.5	\$9.28
First-Line Supervisors/Managers of Construction Trades and Extraction Workers	130	200	53.8	\$24.10
Maids and Housekeeping Cleaners	250	380	52.0	\$7.77
Home Health Aides	80	120	50.0	\$8.89
Carpenters	330	490	48.5	\$14.82
Tellers	150	220	46.7	\$11.12
Truck Drivers, Heavy and Tractor-Trailer	650	940	44.6	\$16.38
Customer Service Representatives	320	460	43.8	\$11.28

Note: MSA = Metropolitan Statistical Area Source: EDD 2007a

As the projections indicate, the most rapid job growth is in service jobs and not the best paying types of jobs. This may bode well for increasing locally available services; however, it does not indicate a change in the trend of continuing long commutes and the related problems. In fact, the figures seem to indicate a growing need for more affordable housing for those workers in the most rapidly growing job segment. Also the latest trend, related to the downturn in the housing market, most likely affects these projections as well since a number of the jobs are construction related.

<b>Population Working Outside Yuba County, 2000</b>			
	<b>Total Working</b>	<b>Work Outside Yuba County</b>	<b>Percent</b>
Yuba County	21,990	9,492	43
Beale AFB	2,433	311	13
Challenge-Brownsville	311	111	36
Linda	3,804	1,747	46
Loma Rica	889	465	52
Marysville	4,888	2,270	46
Olivehurst	3,434	1,833	53
Wheatland	874	515	59

Source: U.S. Census Bureau 2007 (2000 SF3 P26)

Another facet of the discussion of a jobs/housing balance is the depth to which the issue is quantified. While one approach would be to simply put a target numerical value such as 1 job per household, a more in depth approach would correlate that number with a thorough analysis of a geographically specific match of the types of jobs and the skills and interests of the local labor force. The distinction is important in that it would affect how the General Plan could address the jobs/housing balance issue; from land use designations to policies to development standards.

Question #1 – *How strong should the General Plan language and policies be in terms of developing what 'jobs/housing balance' means and the methods in which to achieve a jobs/housing balance in Yuba County?*

Yuba County currently has a number of approved specific plans, area plans and development proposals. In fact, the number of units allowed under these approved plans is sufficient to accommodate the anticipated growth for the next 20+ years.

Question #2 – *Should changes in existing specific plans be considered to better address the Jobs/housing issue (land use changes, i.e. residential to commercial, office, industrial; housing mix/density changes, etc.)?*

Question #3 – *What is the appropriate role, if any, for housing developers in seeking to achieve more of a jobs/housing balance?*

ADDITIONAL DISCUSSION: As was mentioned at the previous workshops, it may be that the Board has additional issues or wishes to add to the previous comments. The staff would welcome any additional comments or direction.

## CONCLUSION

The Board's comments and any direction provided will assist in the preparation of the Draft General Plan and alternatives and insure that the continuing work reflects the Board's collective thoughts as much as possible. Following other workshops and at future meetings yet more opportunities for additional direction will be available.