

APPENDIX B ECONOMIC CONDITIONS

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EXECUTIVE SUMMARY

The **Stanislaus Economic Conditions Report (2025)** provides a comprehensive analysis of the economic, physical, and social environments that shape Stanislaus County's trajectory for sustainable growth and economic resilience. This report serves as a key input to the Comprehensive Economic Development Strategy (CEDS) for the region, outlining current economic conditions, emerging opportunities, and areas requiring strategic interventions.

Regional Economic Landscape

Stanislaus County, located in California's San Joaquin Valley, is a hub for agriculture, manufacturing, and logistics. The county is strategically positioned between the San Francisco Bay Area and Sacramento, benefiting from major transportation networks, including Interstate 5 and Highway 99 as well as Hwy 132 and 580.

The county's economy has historically been driven by agriculture and food processing, though recent trends indicate diversification into advanced manufacturing, healthcare, and warehousing/logistics.

Key Economic Indicators

- **Employment Growth:** Despite statewide employment stagnation, Stanislaus County continues to see an expanding labor force, with notable gains in food manufacturing, healthcare, and logistics. However, professional services and wholesale trade employment have declined.
- **Unemployment Trends:** The unemployment rate has increased slightly since 2022, reflecting a growing workforce actively seeking jobs.
- **Small Business Growth:** The county has experienced a rise in small businesses (under 10 employees), with an increase in major employers in food manufacturing and healthcare.

Indicator Concerns

- **Labor Market Concerns:** A slow-growing workforce, particularly among younger residents, poses long-term sustainability challenges. While workforce participation has increased, the region faces skill shortages in high-demand technical fields.
- **Industry Shifts:** The decline in professional services, administrative jobs, and information-based employment highlights a need for workforce upskilling and new sector development.
- **Housing & Infrastructure:** The county continues to face housing affordability challenges, with high rates of cost-burdened households and low new housing supply relative to demand.

- **Regional Connectivity:** While commuting patterns show increased outflows of workers to other counties, there is an opportunity to enhance local employment options to retain talent.

Priority Industry Sectors with Industry Typology

Stanislaus County's economy is driven by three key industry categories: Traded Sectors, Locally-Driven Sectors, and Visitor-Oriented Sectors, each offering unique opportunities for growth.

- **Traded sectors**, which bring external income into the region, include legacy industries like agriculture and food processing, mature sectors like logistics and advanced manufacturing, and emerging opportunities in clean energy, carbon management, and the circular bioeconomy.
- **Locally-driven sectors**—those reliant on resident spending—include healthcare, education, retail, and local services. Healthcare and technical education continue to grow, while challenges in retail and service jobs highlight the need for workforce upskilling and small business support.
- **Visitor-oriented sectors**, include agritourism, outdoor recreation, and cultural tourism, and are tied closely to locally-driven sector with hospitality businesses.

The Stanislaus Economic Conditions Report underscores the county's economic resilience and growth potential, highlighting strategic investments in key industries and workforce development as essential drivers for sustainable prosperity.

INTRODUCTION

Stanislaus County (Stanislaus) is in the San Joaquin Valley, in the heart of California's Central Valley. The county is about 90 miles east of San Francisco, 60 miles south of Sacramento and bordered by San Joaquin County (north), Merced County (south), Tuolumne and Calaveras Counties (east), and Santa Clara County (west).

The County's total area is 1,521 square miles, approximately 973,440 acres, less than 2% are covered by water. Two of California's major north-south transportation routes, Interstate 5 and Highway 99, intersect the county.

The majority of the county is flat. Elevation rises in the western and eastern portions of the county. The eastern edge of the county rises into the Sierra Nevada foothills and offers rolling hills and scenic landscapes. To the west, the county borders the Diablo Range, a series of mountains and ridges along the California Coast Ranges. The terrain is steeper and more rugged.

There are three major rivers in Stanislaus County—the Stanislaus and Tuolumne Rivers, running east to west, and the San Joaquin River running north to south. These waterways contribute to the region's agriculture and water supply. The Don Pedro Reservoir in the western portion of the county is a large man-made reservoir that provides water, hydropower generation, flood control, and is a popular destination for recreation.



Stanislaus County Economy

Manufacturing employment has been a bright spot for Stanislaus County since 2019, specifically food manufacturing, with approximately 3,100 more workers employed in this industry than in 2019. Healthcare, warehousing, logistics (long-haul and last-mile delivery), hotels, and restaurants have also contributed to Stanislaus' recovery from the pandemic shock. Professional services jobs and wholesale workers have declined, a shift seen in other parts of California as well, especially suburban and rural areas of the state.

But for the pandemic, Stanislaus has shown strength in manufacturing, healthcare, and warehousing/logistics, providing balance to the county economy and job opportunities for local residents.

In 2023 and 2024, other indicators of recovery and expansion are a continued increase in the labor force and employment. As a state, California has seen little to no growth in employed residents; Stanislaus has bucked that trend and continues to see growth. However, the unemployment rate is up slightly since 2022. The combination of data suggests that Stanislaus residents who were not working and have re-emerged in the workforce are being hired, but not at the same pace they are looking for work.

The number of employers continues to grow, primarily small businesses (under 10 employees). Larger employers in Stanislaus have also grown, including food manufacturing and healthcare. Manufacturing helps “traded” industries remain a strong foundation for Stanislaus' economy, generating incomes from outside the county and thus enhancing incomes for local workers. Tourism remains a relatively small part of Stanislaus' economy in 2024.

Gross regional product (GRP), the income generated by local employers in Stanislaus, has grown since 2019 after inflation is considered. This “real” growth is important because it suggests that Stanislaus is paying workers faster than inflation and generating profits that sustain local businesses because revenues are rising faster than inflation. Continued support for business growth is important as a connection back to local employment opportunities. From 2019 to 2023, GRP grew in Stanislaus by 2.2% after inflation; 2021 saw a quick peak achieved in GRP before inflation set in, and Stanislaus is on pace to go beyond that peak in 2024.

As shown in Figure 1, annual growth of Stanislaus County's real GRP since 2012 is 2.4%. Population growth has been 0.5% over the same time. This is a goal that economies want to achieve. When inflation-adjusted or real GRP rises faster than the population, the standard of living is increasing, and the economy should visually seem more vibrant and expanding.

But for the pandemic, Stanislaus has shown strength in manufacturing, healthcare, and warehousing/logistics, providing balance to the county economy and job opportunities for local residents. The slow increase in the unemployment rate is a slight concern but not unique to Stanislaus in California, especially for a suburban county with rural roots.

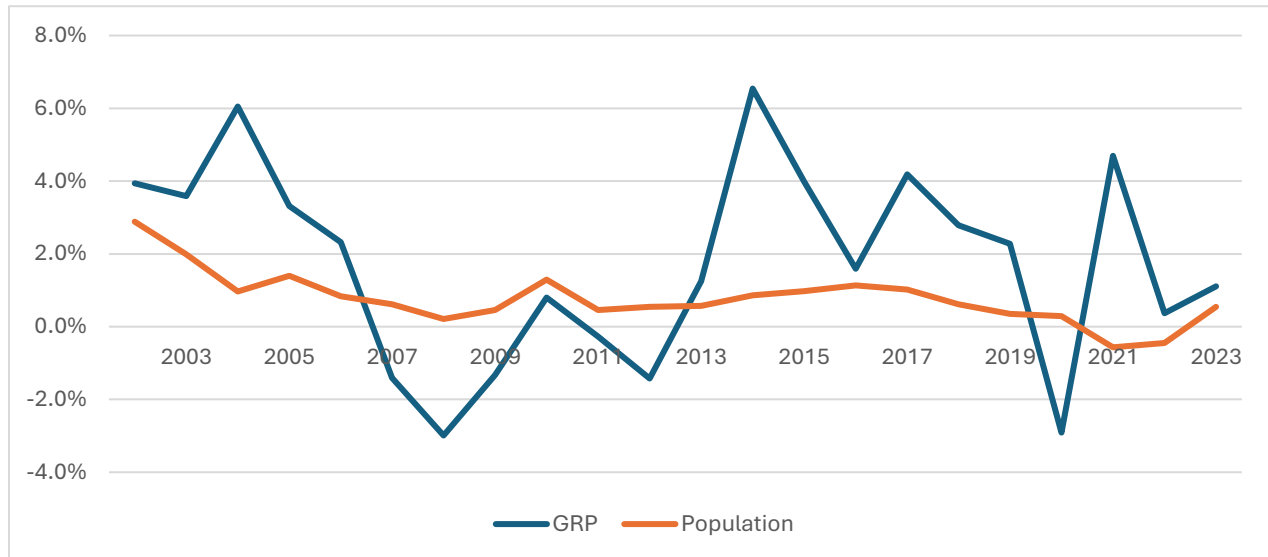


Figure 1. When inflation-adjusted or real GRP rises faster than the population, the standard of living is increasing, and the economy should visually seem more vibrant and expanding

The Cities of Stanislaus County

The nine incorporated cities in Stanislaus County are a mix of small-town rural communities and more urban development, and contribute to the diversity of cultures, economies and lifestyles.

- **Ceres**, located on Highway 99, combines the charm of a smaller, community-driven city with the conveniences of being near larger urban centers, making it an attractive place for families and individuals. Originally a farming community, it has evolved into a suburban city with a mix of residential, commercial, and industrial development with numerous parks, recreational activities, and family-friendly spaces. The city is balancing its demand for housing and infrastructure with preserving its agricultural roots remains a key focus.
- **Hughson** is the smallest incorporated city in the county. Located about five miles east of Highway 99, the city is served by local roads and limited public transit options. The economy is mainly farming and agricultural (primarily almonds, peaches, walnuts, and dairy) and small businesses that cater to the community and agricultural industry. Hughson's well-maintained parks provide space for sports, picnics, and community events. As the city experiences modest growth, there is a strong focus on maintaining the agricultural heritage, supporting small businesses, and investing in parks, schools, and local services to enhance the quality of life for residents.
- **Modesto**, the county seat and one of the larger cities in the Central Valley, is the center for agricultural production and processing. In addition to agriculture, the economy includes retail, healthcare, manufacturing, and education as home to Modesto Junior College, part of the Yosemite Community College District. A focal point of downtown is the Gallo Center for the Arts, a

premier performing arts venue for regional, national, and international activities. Modesto has an extensive park system, and the Tuolumne River Regional Park offers many recreational opportunities.

- **Newman**, one of the smaller communities in the county, is situated along State Route 33 in the western part of Stanislaus County, near the foothills of the Diablo Range. It was established and grew as an agricultural and railroad town, playing a vital role in the Central Valley's development. Like many towns in the region, Newman relies heavily on agriculture as its economic backbone and locally owned small businesses that cater to residents and visitors. Complementing its community parks and recreational facilities is the San Luis Reservoir and Recreation Area located just to the south that provides boating, fishing, and hiking. The nearby Grasslands Ecological Area is a haven for birdwatchers and nature enthusiasts, with abundant wildlife and wetland habitats.
- **Oakdale**, located in the northeastern portion of the county, serves as a gateway to outdoor recreational activities like Woodward Reservoir for water sports and camping, the Stanislaus River for fishing and rafting, and is a convenient stop for those traveling to Yosemite National Park on Highway 120. The city's economy is centered around agriculture and ranching, specifically cattle and dairy production, and food processing. Oakdale maintains a small-town charm with a walkable downtown that features local shops, restaurants, and cultural landmarks.
- **Patterson** is situated along Interstate 5 on the county's western boundary. It is one of the fastest-growing cities in the region, attracting new residents and businesses and becoming increasingly popular as a commuter city for those working in the Bay Area. While agriculture remains a cornerstone of Patterson's economy, its direct access to I-5 via Highway 130 makes it a key logistics and distribution center for Northern and Central California. In recent years major companies such as Amazon, Restoration Hardware, and Grainger began operating warehouses in the city. The city still maintains its small-town and family-friendly character. Downtown offers a mix of historic architecture and local shops. Nearby recreational opportunities include the Del Puerto Canyon for hiking and outdoor activities and Diablo Grande for golf and scenic vistas.
- **Riverbank** is located about five miles south of Oakdale on Highway 108 and is considered a desirable place for families due to its small-town feel, affordable housing, and community-oriented culture. The city is experiencing residential development which is complemented with a variety of parks, playgrounds, and sports facilities. Jacob Myers Park, located along the Stanislaus River, is a popular destination. Agriculture has traditionally been a central part of Riverbank's economy, but the city is diversifying with small businesses, retail, and light industrial development.
- **Turlock**, on Highway 99, is the second-largest city in Stanislaus County. Agriculture and related industries, healthcare, and education are the mainstays of the city's economy. The city is home to major food processing companies, including Blue Diamond Growers and Foster Farms, Emanuel Medical Center, and California State University Stanislaus (CSU Stanislaus). Recreational and cultural events and venues include Carnegie Arts Center (exhibitions, performances, and classes), Stanislaus County Fair, and Pedretti Sports Complex (regional softball and soccer tournaments).
- **Waterford** is situated along the Tuolumne River on Highway 132, making it a gateway to the Sierra Nevada foothills and Yosemite National Park. Recreational opportunities are also found at the nearby Tuolumne River, Turlock Lake Recreation Area, and the Woodward Reservoir. While

agriculture is the foundation of the city’s economy, it is primarily a residential area for those working in nearby cities because of its affordability and quiet lifestyle.

Stanislaus County has several **unincorporated communities** that fall under the jurisdiction of the county. These communities have unique characteristics, histories, and functions within the larger county framework. Below is an overview of some of the unincorporated communities

- Keyes, located on Highway 99, is predominantly residential and agricultural
- Salida, northwest of Modesto, on Highway 99, is a growing community with suburban developments, local businesses, and distribution centers
- Denair is east of Turlock, near State Route 132, primarily residential and agriculture
- Empire, east of Modesto, along Highway 132 is a mix of residential neighborhoods and recreational places.
- Grayson, southwest of Modesto, near the San Joaquin River, is primarily an agricultural area with a small residential base that offers scenic riverfront views and outdoor activities
- Westley is southwest of Patterson and serves as a stop for travelers along I-5
- Hickman, east of Waterford, near the Tuolumne River, is known for its strong agricultural roots
- Crows Landing is southwest of Patterson, near Interstate 5. It was once home to a naval airfield, which now offers economic development opportunities for industrial operations
- La Grange, east of Waterford, near the Stanislaus River, is a popular place for outdoor activities like fishing, hiking, and gold panning

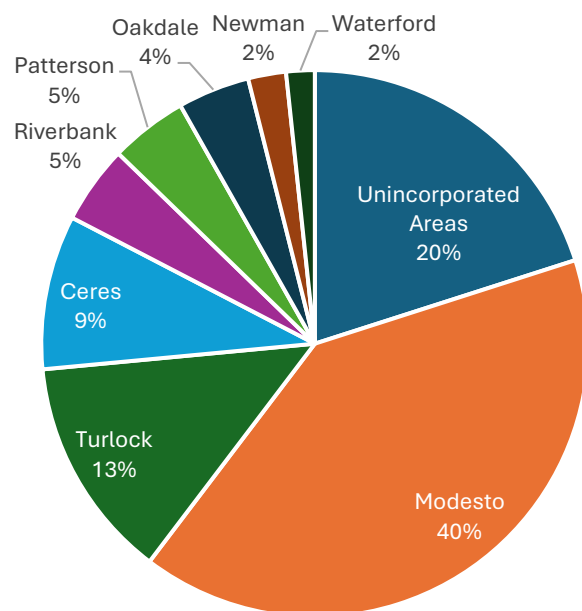


Figure 2. Share of County Population; California Department of Finance, 2024

Economic Conditions

Stanislaus County's economic, physical, and social environments are connected and influence each other.

Achieving a balance among these environments is necessary to create and sustain a socio-economically healthy community.

- The economic environment consists of labor force demographics, job opportunities, industry performance and business mix
- The social environment entails population dynamics, cost of living, wealth and poverty, housing, childcare, and crime
- The physical environment is made up of the infrastructure, development sites, parks, and environmental risks



These data and trends presented here present a picture of the county's economic, physical, and social environments in terms of how well they support economic vitality and resiliency. In reading this section, keep in mind that most of the data are compiled for the county "as a whole" and attributes (positive or negative) may be more prominently pronounced in one area of the county over another and, therefore, experienced differently by businesses and residents.

Economic Environment

The economic environment encompasses various factors and conditions that influence the economic activities and well-being of the businesses and residents within the county—labor market and skills, industry mix, etc. This environment can be influenced by local, regional, and national factors such as regulations and market forces. Understanding the economic environment can help in planning and decision-making for both public and private sectors wishing to foster a prosperous and sustainable economic climate.

Labor Force

The combination of increasing unemployment, slow growth in the civilian labor force, and stagnation in the growth of younger workers (both under 40 and under 20) can have significant social and economic implications.

- The labor force is a critical driver of economic productivity. A shrinking or slow-growing workforce, especially among younger workers, limits economic expansion and innovation.
- Fewer younger workers mean fewer people contributing to social safety nets like pensions and healthcare. An aging population can put greater strain on government resources and programs.
- Younger workers are often drivers of consumer markets. A stagnating younger demographic can reduce demand for goods and services, slowing economic growth further.
- Rising unemployment increases government spending on benefits while reducing tax revenues.

- A lack of incoming workers (under 20) and stagnation in the under-40 demographic can create skill shortages, particularly in industries reliant on younger, tech-savvy labor. Additionally, reliance on older workers may lead to a less dynamic workforce and rising healthcare and pension costs for employers.
- Younger workers often bring new ideas and perspectives. A reduced influx of younger individuals could lead to social and cultural inertia, with fewer new ideas, perspectives, and entrepreneurial ventures.
- Rising unemployment can exacerbate income inequality, particularly if younger workers face more barriers to entry into the workforce. Continued unemployment may necessitate retraining programs for older workers.

Figure 3. Resident Labor Force

	2018	2022	Average Annual Change
Population age 16+	408,846	420,900	0.59%
Civilian labor force	248,662	258,171	0.76%
Participation Rate	60.8%	61.3%	

U.S. Census Bureau, American Community Survey Table DP03

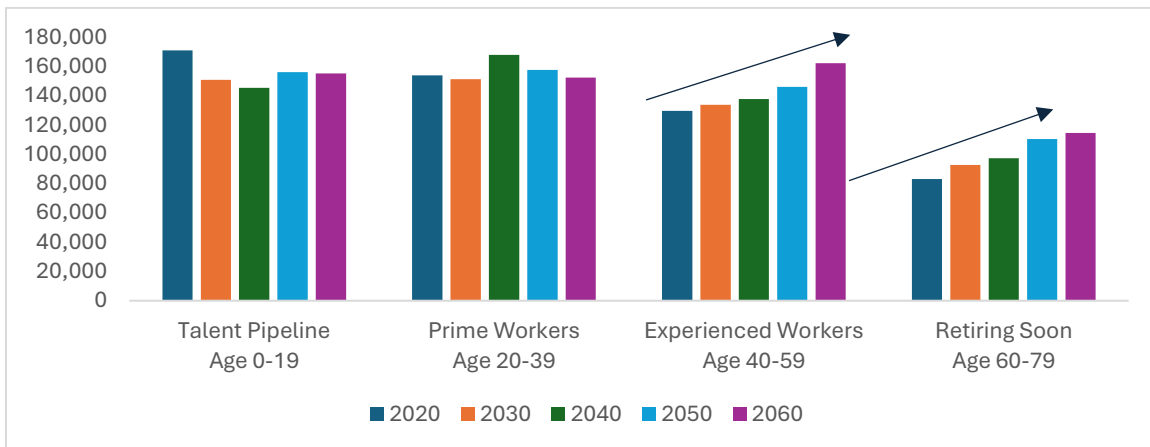


Figure 4. Talent Pipeline Projections (Department of Finance Report P2-B)

Figure 5. Annual Unemployment

	2019	2020	2021	2022	2023	Oct 2024
Stanislaus County	6.1%	11.0%	8.3%	5.5%	6.4%	6.5%
California	4.1%	10.1%	7.3%	4.3%	4.8%	5.4%

California Employment Development Department, Labor Market Information

Commute Patterns

Even though more people are working from home, the mean commute time is increasing. Fewer residents are working in Stanislaus County and even more are working outside of the county. Workers commuting into Stanislaus County are primarily coming from San Joaquin, Merced, and

Sacramento. Stanislaus County residents commuting out of the county for employment are primarily going to San Joaquin, Alameda, Merced, and Santa Clara.¹

Figure 6. Resident Commute Patterns

	2018	2022	Average Annual Change
Residents working in Stanislaus County	75.4%	73.5%	- 0.5%
Residents working outside Stanislaus County	24.4%	26.3%	1.55%
Working from home	4.8%	6.6%	7.5%
Mean Commute (travel time)	29 min.	30.8 min.	6.9%

U.S. Census Bureau, 5-Year ACS; Table S0801

Educational and Skills

Stanislaus County has good access to higher education and an increasing share of the population have bachelor's degrees, but enrollment is declining in Career Technical Education (CTE) programs and there is a significant skills gap in several key industries. These factors present challenges.

- Labor shortages in high-demand technical fields can drive up wages, increasing costs for businesses and consumers but potentially attracting more interest in these careers over time.
- Employers offering jobs that require post-secondary training but not a four-year degree, such as electricians, mechanics, and technicians, may struggle to fill positions leading to slower economic growth.
- Skills gaps in critical occupations can delay infrastructure projects, hinder manufacturing output, and reduce the efficiency of key services. Sustained skills gaps can make the community less attractive to businesses requiring the expertise, limiting job creation and investment.
- Reduced enrollment in CTE courses has been a lack of interest in getting enrolments. Could lead to cuts.
- Overemphasis on bachelor's degrees without sufficient job opportunities could drive degree holders to relocate, while technical job vacancies remain unfilled.

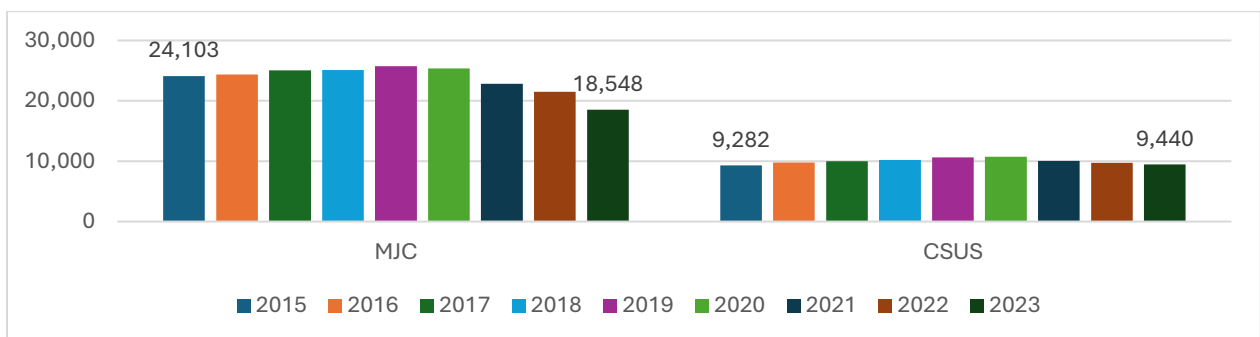


Figure 7. Fall enrollment. Source: CalPass Launchboard; CSU Annual Fact Books

¹ California Employment Development Department Labor Market Information; County to County Commute Patterns.

Figure 8. Higher Education Institutions Serving Stanislaus County

Institution	Fall 2023 Enrollment	Focus
Modesto Junior College (Modesto)	16,220	Part of the Yosemite Community College District, offers associate degrees, vocational certificates, and transfer programs; is known for its strong agricultural and nursing programs
San Joaquin Valley College (Salida)	250	Operated by San Joaquin Valley College (SJVC), the Salida campus offers a variety of programs in medical, business, trades and industrial fields to prepare students for the workforce in as little as nine months. Small class sizes and flexible schedules accommodate students' diverse needs.
CSU Stanislaus (Turlock)	9,440	Offers a broad range of undergraduate and graduate programs; noted for its strong education, business, and nursing programs
University of the Pacific (Stockton)	6,755	A private institution with a strong reputation in health sciences, engineering, business, and law
San Joaquin Delta College (Stockton)	12,460	Delta College offers over 100 career and degree certificate programs catering to a range of academic and professional interests, including agriculture, arts and humanities, business, communications, health, science and engineering, computer science, social science, education and technical careers and trades.
UC Merced (Merced)	9,150	The newest campus in the University of California system offers undergraduate and graduate programs across diverse disciplines; e.g. engineering, natural sciences, social sciences, and humanities
Merced College (Merced)	10,380	The primary community college in the county, offering a range of associate degrees, certificates, and vocational programs and provides transfer pathways to four-year universities
Other Educational Institutions serving Stanislaus County with Agricultural & Innovation Strengths		
US Davis		World-renowned in agriculture, environmental sciences, bioeconomy, and food systems. A leading research institution in agtech, water, and climate resilience
UC ANR		Statewide system; Stanislaus County is served by a local UC Cooperative Extension (UCCE) office.
Bay Area Institutions Involved in the BioEconomy		
UC Berkeley		Cutting-edge in environmental sciences, renewable energy, synthetic biology, and carbon capture. Often cited as a research collaborator on bio-based materials and climate innovation.
Stanford University		Technology, sustainability, and venture innovation. Connections to entrepreneurial ecosystems and funding networks.
Source: California State University and University of California, research institutions by campus.		

Figure 9. Educational Attainment

	2018	2022	Average Annual Change
Population over 25 years	339,918	350,685	0.63%
Less than High School	21.7%	19.7%	- 1.84%
High School or Equivalency	28.6%	30.1%	1.05%
Some College	25.1%	24.1%	- 0.79%
Associate's degree	7.7%	7.9%	0.52%
Bachelor's Degree	11.5%	12.6%	1.91%
Graduate or Professional Degree	5.4%	5.6%	0.74%
U.S. Census Bureau, American Community Survey 5-Year Estimates, Table S1501			

Figure 10. Graduation Rate and College-Prepared

	2017-18	2022-23	Average Annual Change
Enrolled	109,990	106,973	- 0.55%
Graduation Rate	83.9%	89.0%	1.22%
College Going Rate ²	61.9%	55.9%	- 1.94%
California Department of Education Dataquest, November 2024			

Figure 11. Enrollment in Career and Technical Education

	2017-18	2021-22	Average Annual Change
Modesto Junior College	13,135	11,559	- 2.4%
Yosemite CCD ³	14,760	12,922	- 2.5%
California Community College Launchboard; Strong Workforce Program			

Figure 12. Projected Skills Gap

Industry Sector	Annual Demand	Certificate Awards	Gap
Health	9,687	2,007	7,680
Business, Entrepreneurship	7,559	971	6,588
Energy, Construction, Utilities	5,044	326	4,718
Adv. Transportation, Logistics	4,945	244	4,701
Retail, Hospitality, Tourism	4,592	623	3,969
Education	2,991	523	2,468
Ag, Water, Environmental Tech.	2,885	401	2,484
ICT/Digital Media	2,657	303	2,354
Advanced Manufacturing	2,515	189	2,326
Public Safety	1,510	494	1,016
TOTAL	44,387	6,081	38,306
North Central Valley/Northern Mother Lode Subregional 2023 Labor Market Overview, prepared by the Central Valley Mother Lode Center of Excellence			

Figure 13. Living Wage

	1 Adult Working		2 Adults/1 Working		2 Adults/2 Working	
	Hourly	Annual	Hourly	Annual	Hourly	Annual
No children	\$23.10	\$48,048	\$31.24	\$64,979	\$15.62	\$32,490
1 child	\$39.29	\$81,723	\$38.24	\$79,539	\$22.14	\$46,051
2 children	\$50.08	\$104,166	\$43.16	\$89,773	\$27.73	\$57,678
3 children	\$67.45	\$140,296	\$47.32	\$98,426	\$32.99	\$68,619
Massachusetts Institute of Technology, data as of November 2024; Hourly rate is what an individual must earn to support self and/or family. Annual wages are income before taxes, working 2,080 hours						

² The 2021-22 share of public high school graduates subsequently enrolled in any public or private post-secondary institution (in or out of state) within 16 months of completing high school.

³ Yosemite Community College District includes Columbia College and Modesto Junior College and serves the counties of Calaveras, Mered, Stanislaus, Tuolumne, San Joaquin, and Santa Clara.

Wage Disparities

Wage and income disparities identified in the 2030 Investment Blueprint have **improved but still persist** in Stanislaus County. Here's a concise summary:

- **Improvements Since 2019:**
 - **Median household income** increased from **\$57,387 in 2018 to \$74,872 in 2022**—a **6.09% average annual increase**, outpacing inflation.
 - **Poverty rates have declined:**
 - Families in poverty dropped from **12.7% to 10.8%**
 - People in poverty declined from **16.1% to 13.7%**
 - **Increased earnings from wages and retirement** have reduced dependency on **public assistance and Supplemental Security Income (SSI)**.
- **Ongoing Disparities:**
 - Despite wage growth, **living wage requirements** remain high. For example, a **single adult with one child** needs to earn **\$39.29/hour** to meet basic needs (as of 2024).
 - There are **skills gaps** across several sectors, which may limit access to higher-wage jobs. For instance, in health care, 9,687 annual job openings exist, but only 2,007 credentials are awarded annually, leaving a gap of 7,680 positions.
 - **CTE enrollment is declining**, suggesting fewer residents are accessing training pathways that lead to middle- and high-wage jobs.

Industry Performance

Figure 14. Industry Mix

Industry Sector	Employment		GRP	
	2024	% Growth 2019-2023	2024	% Growth 2019-2023
All Industries	207,300	3.0%	\$26,461,670	2.2%
Total Farm	13,460	-14.8%	\$1,435,492	-12.7%
Goods Producing ⁴	36,400	9.7%	\$4,959,990	-2.1%
Service Providing	157,440	3.5%	\$17,926,647	6.9%
Wholesale Trade	5,320	-12.9%	\$1,045,603	-14.5%
Retail Trade	22,910	0.0%	\$1,960,826	0.3%
Transportation, Warehouse, Utilities	10,860	24.1%	\$1,149,725	12.7%
Information	760	-20.0%	\$315,545	26.1%
Financial	4,740	-7.5%	\$3,752,823	12.7%
Professional & Business Service	6,910	-4.2%	\$928,727	13.0%
Admin, Waste Remediation	7,940	-4.9%	\$643,543	5.3%
Private Education	1,450	0.0%	\$77,404	-9.2%
Healthcare, Social Services	37,670	7.2%	\$3,491,393	16.1%
Leisure, Hospitality	20,600	8.9%	\$873,613	11.2%
Other Services	6,260	3.4%	\$523,868	-6.9%
Government	32,020	3.0%	\$3,163,576	1.2%
California EDD LMI, OEWS Employment and Wage Statistics, EFA				

Figure 15. Industry Mix by Economic Driver

Economic Driver	Employment (2024 est.)		GRP (2024 est.)	
	Total	Share of Total	Total	Share of Total
Traded Sector	49,860	24%	\$6,110,374,500	23%
Locally Serving	150,540	73%	\$19,828,834,400	75%
Visitor Serving	6,900	3%	\$522,461,300	2%
California EDD LMI, OEWS Employment and Wage Statistics, EFA				

⁴ Mining, Logging, Construction, Manufacturing

Businesses by Size

Typical of rural communities and regions, small businesses dominate the economy and employment choices in Stanislaus County. The county is home to an array of locally-owned businesses and micro-businesses that reflect the rich cultural of the region. Below is an overview of small businesses in Stanislaus County.

Agriculture-related businesses—family farms, nurseries, specialty food producers (honey, olive oil, jams), and agri-tourism (wineries, farm tours, seasonal events)

Food and beverage—restaurants and cafes serving diverse cuisines, food trucks, bakeries, craft breweries and wineries

Retail and boutiques—clothing stores, antique and thrift stores, gift and hobby shops, etc.

Personal and professional services—medical clinics and therapy centers, salons, gyms and spas, accounting and legal services, web design, etc.

Several organizations support and foster the growth of these businesses.

- Stanislaus Equity Partners (STEP) is a Community Development Corporation (CDC) that provides financing and other technical assistance
- Opportunity Stanislaus focuses on improving the economic vitality of the county by providing assistance to existing, new, and prospective businesses
- Valley Sierra Small Business Development Center (SBDC) provides professional business consulting, training, workshops, and special events to help businesses start and strengthen operations
- Stanislaus 2030 is a collaborative public/private initiative that supports small business and identifies and leverages opportunities to advance the region's economy

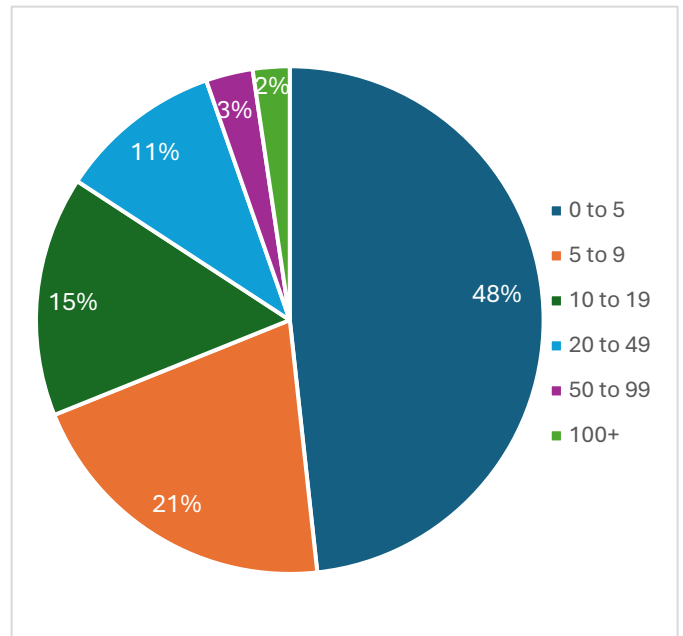


Figure 16. Distribution of Stanislaus County businesses by employment size (2023). Source: U.S. Census Bureau Quarterly Census of Employment and Wages, County Business Patterns, and Economic Forensics and Analysis (EFA)

Visitor Market

The county's visitor market is slowly recovering from the impact caused by the COVID pandemic. Travel related spending is still below 2019 level of \$565 million. Travel related employment has recovered from the 2020 low of 5,270.

Figure 17. Stanislaus County's Visitor Economy

Travel Related Spending (\$M)	2018	2023	Average Annual Change
Accommodation, Food Service	\$259.3	\$282.1	1.76%
Art, Entertainment, Recreation	\$69.0	\$61.4	- 2.20%
Local Transportation, Gas	\$119.5	\$102.8	- 2.79%
Retail Sales	\$84.0	\$82.2	- 0.43%
Total	\$531.9	\$528.4	- 0.13%
Travel Related Employment			
Accommodation, Food Service	3,480	4,000	2.98%
Art, Entertainment, Recreation	1,990	1,690	- 3.01%
Local Transportation	580	480	- 3.44%
Retail Sales (includes gas stations)	570	550	- 0.70%
Total	6,620	6,710	0.27%
Source: Economic Impact of Travel in California 2013-2023; Visit California			

Critical Industry Sectors

The below industry sectors are categorized as economic drivers 1) **traded sector** (those creating the largest economic ripple effect and gross regional product), 2) **locally-serving** businesses (those that mainly serve the local or regional market) and 3) **visitor-oriented** (services to a traveling beyond-local market). The industries within each of those economic drivers are further described as legacy, mature or emerging. This helps to identify actions needed to retain, expand or attract.⁵

Traded Sector Industries

1. Agriculture and Agri-Business - Legacy/Mature

- Core “commodity” crops usually dominate countywide acreage and revenue including:
- Almonds, Tree Nuts, Dairy, Fruit & Vegetables, and livestock/poultry production
- Established food processing (canning, freezing, etc.)

Emerging Sub-Sectors

- Ag-Tech (precision agriculture, drone technology, data analytics)
- Specialty and artisanal food production (cheeses, small-batch dairy products)

Why:

- Agriculture is the longstanding backbone (“legacy”) of Stanislaus County’s economy.
- Within this mature industry, **ag-tech** and **value-added niche products** represent growth-oriented, innovative segments (“emerging”).
- Key asset to leverage opportunities in growing the sector CSU Stanislaus.

2. Logistics and Distribution - Mature/Existing

- Traditional warehousing, trucking, freight carriers
- Intermodal transport operations

Emerging Elements

- E-commerce fulfillment centers
- Advanced logistics technology (inventory management software, automated warehouses)

Why:

- The County’s **central location** near major markets makes logistics mature and well-established and is part of the regional infrastructure of the North San Joaquin Valley.
- **E-commerce** and **supply chain tech** are driving new growth and job creation, making them “emerging” within this mature sector.

3. Manufacturing and Value-Added Production - Legacy/Mature

- Food processing and packaging (closely tied to local agriculture)
- Traditional manufacturing (metal fabrication, machinery)

Emerging Sub-Sectors

- Advanced manufacturing (automation, robotics, 3D printing)
- Green manufacturing (recycling/upcycling, energy-efficient materials)

Why:

⁵ Critical Industry Sectors Sources: 2030 Stanislaus, CEDS, Crop Report, North Valley Thrive, 2030 Small Business Report, CCVEDC

- Manufacturing has been **longstanding (legacy)** in the region due to strong ag and food processing.
- Shifts toward **automation, advanced materials,** and **sustainable practices** represent the “emerging” segment with higher-value production.

4. Renewable Energy and Cleantech - Emerging

- Solar, wind, and battery storage technology (while solar has grown significantly, it is still evolving rapidly)
- Bioenergy/biogas (using agricultural and municipal waste)
- Cleantech research (e.g., new energy efficiency solutions)

Why:

- Although solar adoption in California is relatively robust, as a regional cluster, **renewable energy and cleantech** are still considered “emerging” in Stanislaus.
- Strong ties to agriculture (biomass, biogas) give the region a specific **competitive advantage** in this emerging sector.

5. BioEconomy (including Carbon Capture) – Emerging

- Carbon capture and utilization (CCUS)
- Biomass conversion and bio-based products
- Synthetic biology, and advanced R&D

Why:

- The **BioEconomy** is a relatively **new** focus, leveraging agricultural outputs/waste for high-value products and carbon management.
- With growing policy and market support for **sustainability** and **carbon reduction**, it’s poised to be an “emerging” high-potential sector.

Locally-Serving Industries & Businesses

1. Health Care and Life Sciences - Mature

- Hospitals, clinics, and outpatient centers
- Traditional healthcare services (primary care, general medical offices)

Emerging Sub-Sectors

- Medical device manufacturing and distribution (Traded Sector)
- Biotech tied to agriculture base, such as, animal-derived Biologics, Nutraceuticals and Functional Foods, Veterinary Diagnostics and Vaccines, Agri-Genomics and Precision Breeding. (Traded Sector)

Why:

- General healthcare services are **mature**—they already form a significant portion of the local economy.
- Biotech and Medical device development although mature as an industry are always innovating new products.

2. Small Business and Entrepreneurship – Cross-Cutting/Foundational

- Local retail, hospitality, neighborhood services (mature in the sense they've always existed)
- Craft and specialty brands (niche, can be seen as emerging expansions)
- Business incubators, entrepreneurial training (emerging support systems)

Why:

- Small businesses have always been part of the **foundation** (legacy/mature).
- However, new emphasis on **startups** and **incubators** is an “emerging” piece of entrepreneurship aimed at innovation and value creation.

3. Education and Workforce Development – Mature Institutionally

- Longstanding universities (CSU Stanislaus), community colleges (Modesto Junior College), and K-12 systems

Emerging Programs/Partnerships

- New workforce training in advanced manufacturing, renewable energy, biotech, etc.
- Collaborations with industry to design specialized curricula

Why:

- Education is a **core public service**—institutionally mature.
- The **content** and **focus** of programs (e.g., advanced trades, coding, biotech) are where “emerging” shifts are happening to meet evolving industry demands.

Visitor-Oriented Services

1. Tourism, Hospitality, and Recreation – Mature

- Hospitality services (hotels, restaurants), cultural events
- General tourism infrastructure

Emerging Areas

- Agri-tourism (wineries, farm stays, farm-to-fork)
- Outdoor recreation expansions and ecotourism

Why:

- **Traditional tourism/hospitality** exists but has not historically been a dominant driver.
- With growing interest in **agri-tourism** and **outdoor recreation**, there is an “emerging” push to **expand** tourism’s role in the local economy.

Social Environment

The social environment of Stanislaus County refers to a wide range of factors that shape everyday experiences and influence the quality of living conditions—population mix, income levels, cultural diversity, housing options, and health and safety. Understanding the social environment helps address the needs and challenges of the population, the workforce, and the business community, by fostering community development, and enhancing the overall quality of life for residents.

Population

Overall population growth has been slow and primarily in the over 60-year-old age group. Nearly 70% of the population is under the age of 50 but there is virtually no growth in those age groups. The population race and ethnicity are moderately diverse. These population statistics indicate a range of social, economic, and policy impacts that may influence the region in several ways.

- A predominantly younger population (70% under 50) provides a potentially strong workforce. However, the lack of population growth and an aging trend in the 60+ age group could lead to a future labor shortage as older individuals retire.
- Economic growth challenges. Businesses may hesitate to invest in areas with stagnant or declining population which limits consumer demand and economic expansion.
- Increased healthcare costs and changing demand for services can create changes in resource allocation. As the over-60 population grows, there will likely be higher demand for specialty services, long-term care, and senior-oriented products.
- An aging population will increase demand for age-friendly housing, such as smaller units, senior living communities, and homes with accessibility features. The demand for fewer family-sized homes diminishes if younger generations are not growing significantly.
- With no significant growth in younger populations, schools and youth-focused programs might face reduced enrollment, leading to closures or funding reallocation.
- A moderately diverse population can foster inclusivity and innovation, but coupled with the lack of dynamic population growth might slow cultural evolution or integration of new ideas.

Figure 18. Population Growth

	2018	2022	Average Annual Growth
Stanislaus County	539,301	552,063	0.5%
State of California			0.1%

U.S. Census Bureau, American Community Survey; 5-Year Estimates, Table DP05.

Figure 19. Population Diversity

	2018	2022
White (not Hispanic)	42.6%	38.5%
Hispanic (any race)	45.6%	48.6%
Asian	5.3%	5.8%
Black, African American	2.7%	2.7%
Hawaiian, PI, Am. Ind.	0.7%	0.9%
Other or Multiple Races	2.7%	3.4%

U.S. Census Bureau, American Community Survey; 5-Year Estimates, Table DP05

Figure 20. Population by Age Group			
	2018	2022	
Age 0-19	29.9%	29.7%	↓
Age 20-29	14.4%	13.9%	↓
Age 30-39	13.3%	13.8%	↑
Age 40-49	12.3%	12.3%	—
Age 50-59	12.4%	11.6%	↓
Age 60-69	9.2%	9.9%	↑
Age 70-79	5.4%	5.6%	↑
Age 80+	3.0%	3.3%	↑
Median age (years)	34.0	34.5	
U.S. Census Bureau, American Community Survey; 5-Year Estimates, Table S0101			

Wealth

The positive trends shown in the data presented in this section indicate a healthier, more sustainable economy and society, with improved prospects for both individuals and the community. For example, all measures of personal income have increased; the source of income from wages and retirement is increasing as the dependence on supplemental social security and public assistance is decreasing, and fewer families are living in poverty. Socio-economic implications of this data are summarized below.

- Rising personal and household incomes suggests improved economic well-being and increased purchasing power, which drives demand, encourages investment and entrepreneurship, and strengthens the local economy.
- Higher income levels and increased disposable income can lead to access to better housing, healthcare, education, and encourage more investments in personal property, home improvements, retail demand, and leisure activities.
- Growth in retirement income aligns with the previous data showing a maturing population but one with better retirement savings or pensions. It also points to an aging population that contributes economically rather than being entirely dependent on social assistance.
- More families moving out of poverty may suggest the success of local policies, programs, and economic opportunities aimed at alleviating poverty. It can also lead to improved educational outcomes, better health, and increased opportunities for future generations. With fewer families in poverty, there's less demand for public welfare programs, freeing resources for other community needs, such as infrastructure, education, or public safety.

Figure 21. Income			
	2018	2022	Average Annual Change
Median Household Income	\$57,387	\$74,872	6.09%
Median Family Income	\$63,643	\$83,732	6.39%
Per Capita Income	\$25,101	\$32,044	5.53%
U.S. Census Bureau, American Community Survey 5-Yr Estimates, Table DP03			

Figure 22. Sources of Income

	2018	2022	Average Annual Change
Wages	78.2%	79.3%	1.78%
Social Security	29.6%	30.1%	0.34%
Retirement	17.2%	20.9%	4.30%
Supplemental SSI	8.6%	7.7%	- 2.09%
Public Assistance	5.0%	3.7%	- 5.20%
U.S. Census Bureau, American Community Survey 5-Yr Estimates, Table DP03			

Figure 23. Poverty

	2018	2022	Average Annual Change
Families in Poverty	12.7%	10.8%	- 2.99%
People in Poverty	16.1%	13.7%	- 2.98%
U.S. Census Bureau, American Community Survey 5-Yr Estimates, Table DP03			

Figure 24. Free/Reduced Meals

	2018	2023	Average Annual Change
Stanislaus County	69.4%	67.0%	- 0.69%
California	60.1%	59.9%	- 0.06%
California Department of Education Dataquest, November 2024			

Figure 25. Cost of Living

	Stanislaus County	California
Overall Cost of Living	116.3	149.9
Housing	138.6	234.8
Healthcare	100.2	98.3
Utilities	110.9	102.4
Grocery	104.6	105.1
Sperling's Best Places, (www.bestplaces.net) November 2024		

Housing – Stanislaus Housing Report (October 2024)

Because of the housing shortage throughout Stanislaus County and the need to meet RHNA (State) mandated targets, a special housing report was conducted in October 2024⁶ with the following findings:

Current Status of Housing in Stanislaus County

The county's housing market is complex. While Stanislaus County currently offers more affordable housing options compared to the broader California market, rising costs and a stagnant housing supply present challenges that need to be addressed to maintain and improve housing affordability for all residents.

- Stanislaus County has experienced population growth, with an increase of nearly 40,000 residents between 2011 and 2021. The county is projected to add approximately 10,000 more residents by 2031, totaling about 50,000 new residents over two decades. This growth necessitates an expansion of the housing supply
- Despite this need, housing construction has lagged. New housing development plunged following the 2007-2010 mortgage crisis and has not recovered. A decade-to-decade comparison (2000-2009 vs. 2010-2019) shows an 83% decrease in new housing units constructed, significantly higher than the 55% decline seen statewide
- The number of housing units in Stanislaus County is not keeping pace with demand. The Regional Housing Needs Allocation (RHNA) Plan indicates a need for over 34,000 new housing units by 2031 to accommodate projected growth. With no significant increase in housing stock, supply constraints are likely to drive further price escalation and displacement.
- Nearly half (49%) of housing units in Stanislaus County are now more than 40 years old, highlighting the need for both new construction and preservation of existing homes.
- The imbalance between population growth and housing construction has led to very low vacancy rates. In 2022, Stanislaus County's vacancy rate was 4.4%, significantly lower than the state average of 6.2%.
- The high demand for housing has put upward pressure on costs for both homeowners and renters:
 - Median home sale price (2023):** \$461,000, a 44% increase from 2018.
 - Median rent (2022):** \$1,450/month, a 25% increase from 2018Stanislaus-Housing-Repo....
- Nearly **half of renters (48%) and 35% of homeowners with mortgages** in Stanislaus County are cost-burdened, spending more than 30% of their income on housing
- The benefit for homeowners contrasts starkly with the struggles of renters, widening economic disparities between these groups. Renters continue to face affordability issues, with average annual rents increasing by up to 6%. In 2023, renters needed to earn \$28.54 per hour—1.8 times the state minimum wage—to afford the average monthly asking rent of \$1,484 (Stanislaus

⁶ Stanislaus Housing Report, October 202r

County 2023 Affordable Housing Needs Report). Rising rent costs disproportionately affect lower-income households, increasing wealth gaps.

Figure 26. Housing Affordability

	Traditional Single-Family		First-Time Buyer	
	Stanislaus County	California	Stanislaus County	California
Affordability 3Q2024	29%	16%	48%	29%
Affordability 3Q2023	25%	14%	44%	26%
Median Home Price 2024	\$480,000	\$880,250	\$408,000	\$748,210
Qualifying Income 2024	\$120,400	\$220,800	\$80,700	\$148,200
Average Monthly Rent	Stanislaus County	California		
Studio	\$1,040	\$1,540		
1 Bedroom	\$1,070	\$1,730		
2 Bedroom	\$1,370	\$2,150		
3 Bedroom	\$1,930	\$2,870		
California Association of Realtors (November 2024); the percentage of households that can afford to purchase the median priced home based on traditional assumptions. Rental costs: Sperling's Best Places, (www.bestplaces.net); November 2024				

Figure 27. Housing Mix

	2018	2022	Average Annual Change
Total housing units	186,251	183,317	-0.32%
Owner-occupied	61.1%	60.5%	-0.19%
Renter-occupied	38.9%	39.5%	0.31%
Median value owner-occupied	\$456,700	\$393,300	-2.8%
Median rent	\$1,099	\$1,433	6.1%
Mortgage owner HH paying 35% or more income on housing	28.7%	26.5%	-1.5%
Renters paying 35% or more of income on housing	39.7%	44.6%	2.5%
U.S. Census Bureau, American Community Survey 5-Year Estimates, Table DP04			

Figure 28. Housing Appreciation

	Stanislaus County	California
Last 12 Months	11.1%	14.6%
Last 5 Years	59.7%	52.4%
Last 10 Years	187.4%	134.9%
Median Age of Homes	41 yrs	46 yrs
Sperling's Best Places, (www.bestplaces.net); November 2024		

Figure 29. Housing Needs

	Total Allocation	Lower Income	Moderate Income	Above Moderate
City of Ceres	3,361	1,195	661	3,361
City of Hughson	881	480	122	881

City of Modesto	11,248	4,750	1,981	11,248
City of Newman	1,048	333	218	1,048
City of Oakdale	1,665	700	294	1,665
City of Patterson	3,716	1,770	593	3,716
City of Riverbank	3,591	1,642	594	3,591
City of Turlock	5,802	2,208	1,096	5,802
City of Waterford	557	181	115	557
Unincorporated	2,475	972	458	2,475
Total	34,344	14,231	6,132	34,344
StanCOG, Cycle 6 (2023-2031) Regional Housing Needs Allocation Plan				

Challenges to Housing Development

Stakeholder engagement was a part of the Housing Reports. Stakeholders identified **five key barriers** to housing development in Stanislaus County:

1. **Community Opposition:** A prevailing "no growth" mindset among residents and elected officials has led to resistance against new housing projects.
2. **Regulatory Barriers:** Lengthy entitlement and permitting processes, along with state regulations (e.g., solar and fire sprinkler requirements), add costs and complexity.
3. **Limited Land Availability:** Infrastructure constraints and agricultural land conservation policies restrict housing development.
4. **Market Conditions:** High development costs and low return on investment deter builders.
5. **Overburdened Staff:** Local planning and development staff are stretched thin, slowing down project approvals.
6. The **Regional Housing Needs Allocation (RHNA)** sets targets for housing development in California jurisdictions. For **2023-2031**, Stanislaus County must plan for **34,334 housing units**, including:
 - **8,410 units for very low-income households**
 - **5,281 units for low-income households**
 - **6,132 units for moderate-income households**
 - **13,981 units for above-moderate-income households**

Opportunities for Housing Development

Despite these challenges, opportunities exist for housing growth according to the report and stakeholder input:

1. **Affordable & Attractive:** Housing in Stanislaus County remains more affordable than the California state average, making it an attractive option for both traditional and first-time homebuyers. This relative affordability is a significant draw for individuals and families seeking homeownership within the state. Increased demand may benefit local businesses and services due to population growth.
2. **Infill Development:** Cities have annexed 7,400 acres of land since 2000, with 2,200 acres still undeveloped and pre-zoned for residential use.

3. **Diverse Housing Types:** Expanding "missing middle" housing (e.g., duplexes, triplexes, townhomes) can increase affordability.
4. **Public-Private Partnerships:** Partnering with developers to create mixed-income housing can help meet demand.
5. **Streamlining Approval Processes:** Expanding ministerial approvals and standardizing codes can accelerate housing development.

Collaborative Actions Identified to Address Housing Need

1. Increase capacity and coordination among public agencies.
2. Refine policies and procedures where possible.
3. Expand access to capital for housing development
4. Infrastructure planning – identify priority opportunities for housing development and in-fill opportunities.
5. Proactively engaging with property owners and developers.

Housing Resources - Homebuyer Assistance Programs

- The Stanislaus County Down Payment Assistance Program (DPAP) is currently on hold due to high demand exceeding available funding. The program provides down payment assistance to eligible first-time homebuyers.
- The City of Turlock First Time Home Buyers Program (FTHB) offers up to \$50,000 or 40% of a home's purchase price for down payment assistance for income-eligible households. Applicants must contribute a minimum of \$4,000 toward the purchase, not have owned a home in the last three years, and complete a HUD-certified homebuyer counseling course.
- The City of Modesto Homebuyer Assistance Program (HAP) provides low-interest loans up to \$60,000 for eligible first-time homebuyers. Applicants must have a household income at or below 80% of the Stanislaus County Area median income and secure a private first mortgage.
- The City of Riverbank First Time Home Buyers Program offers secondary loan options to bridge the gap between the first mortgage and the home's purchase price. Applicants must meet low-income household limits and not have owned a home in the last three years.
- The City of Ceres First Time Home Buyer Program is processed through Stanislaus County.

Health and Safety

The U.S. Census Bureau prepares Community Resilience Estimates (CRE) to show the capacity of individuals and households to absorb, endure, and recover from health, social, and economic impacts of disasters such as a flood, earthquake, or pandemic. This is done to help communities facilitate disaster preparedness and response. These estimates assume that there are certain circumstances, or risk factors, that are likely to lessen one's ability to overcome obstacles. As shown in Figure 30, over half of Stanislaus County's population has at least one risk factor.

Figure 30. At-Risk Population⁷		
	Stanislaus County	California
Population with 0 Risk Factors	27.5%	28.9%
Population with 1-2 Risk Factors	52.6%	51.0%
Population with 3+ Risk Factors	20.4%	20.0%
U.S. Census Bureau, 2022 Community Resilience Estimates for Equity and Disasters		

Unhoused Population

Stanislaus County is making slow progress on homelessness. After a decline of about 1,000 unhoused in 2022, the count appears to be returning to an upswing. The top reasons individuals are experiencing homelessness in Stanislaus County are the inability to pay rent or mortgage, or violence in the home. The primary obstacle to accessing existing services is lack of transportation.

In the fall of 2020, the Stanislaus Homeless Alliance and Stanislaus Community System of Care created a strategic plan workgroup to create a communitywide plan to address homelessness. The Stanislaus Regional Homeless Strategic Plan establishes eight goals for increasing availability of housing and support services, improved coordination of services and participation

Figure 31. Unhoused Population						
	2020	2021	2022	2023	2024	Annual Average Change
Stanislaus County	2,107	2,927	1,857	2,091	2,052	- 0.52%
Stanislaus County 2023 and 2024 Homeless Point-In-Time County Executive Summary						

Healthcare

The share of Stanislaus' population with health insurance has remained consistent at about 93%. The share of population with no insurance is starting to increase since 2020 (Figure 32).

Overall, Stanislaus County's healthcare system comprises a network of public health services, medical assistance programs, mental health services, hospitals, and community resources aimed at promoting the health and well-being of its residents. However, Stanislaus County is designated as a Health Professional Shortage Area (HPSA) which indicates a shortage of health professionals relative to the population's needs.⁸ Public and private providers in Stanislaus County include:

⁷ Risk Factors include living below poverty level, no vehicle, no health insurance, no broadband, language barriers, reliance on seasonal employment, single head of household, head of household 65 years and living alone, household with disability

⁸ HPSAs are designated by the U.S. Department of Health and Human Services (HHS) through the Health Resources and Services Administration (HRSA).

- The Stanislaus County Health Services Agency (HSA) operates federally qualified health center outpatient clinics; programs include communicable disease control, the Women, Infants, and Children (WIC) Nutrition Program, California Children’s Services, public health field nursing, and health education initiatives
- The Community Services Agency (CSA) administers programs the Medi-Cal program
- Behavioral Health and Recovery Services (BHRS) provides mental health services for adults and children through outpatient and residential treatment and prevention programs
- 211 Stanislaus County offers information on medical care, health insurance, dental care, public health, and immunizations
- The County’s Aging & Veterans Services department assistance with Medicare counseling, senior meals, and other supportive programs
- Memorial Medical Center is a 423-bed hospital in Modesto affiliated with Sutter Health offering cardiac care, cancer treatment, orthopedics, obstetrics, and newborn intensive care
- Doctors Medical Center of Modesto is a full-service hospital with a range of medical services
- Emanuel Medical Center in Turlock offers comprehensive healthcare services
- Kaiser Medical Center provides integrated healthcare services
- Oak Valley Hospital provides those in Oakdale area with medical services

Figure 32. Insured Population

	2018	2019	2020	2021	2022	California (2022)
Private or Public Insurance	93.5%	94.3%	94.4%	93.9%	93.9%	93.5%
No Insurance	6.5%	5.7%	5.6%	6.1%	6.1%	6.5%

U.S. Census Bureau, American Community Survey 5-Year Estimates Table DP03

Childcare

A critical barrier to employment is the significant shortage of childcare services in Stanislaus County. In April 2024 it was estimated that there are five children for every licensed childcare space, equating to an estimated need of approximately 36,000 additional childcare slots to meet local workforce demands.⁹

The cost of childcare is another barrier to employment. Depending on the level of care (infant to preschool) and type of location (licensed center or home), cost of childcare ranges from \$9,800 to nearly \$15,000 per year, per child.¹⁰

Initiatives and programs established to address these challenges are noted here.

- Stanislaus 2030 Child Care Expansion Project is supporting the establishment and expansion of home-based childcare businesses with a goal of creating 12,000 permanent, licensed childcare spaces over a 10-year period, thereby reducing the current deficit

⁹ Stanislaus 2030 Investment Blueprint

¹⁰ Stanislaus 2030, California Child Care Resources and Referral Network, Massachusetts Institute of Technology

- The Stanislaus County Office of Education's Child and Family Services (CFS) Division offers early childhood education programs for children aged 0 to 5 by collaborating with partners
- The "Find Childcare Stanislaus" platform is a resource for parents, providing information on programs and financial assistance
- The Community Services Agency (CSA) administers the StanWORKs Child Care Program, a subsidy initiative for current CalWORKs recipients, that helps families pay for childcare while parents work or participate in approved activities
- For families in crisis, the Children's Crisis Center of Stanislaus County provides 24-hour emergency shelter and childcare services for children from birth to 17 years of age
- The Stanislaus STARS program is a quality improvement initiative for licensed early care and education programs

Crime

Overall crime in Stanislaus County is declining. The following programs reflect Stanislaus County's commitment to proactive crime prevention through community engagement, collaboration, and targeted interventions.

- Stanislaus County Police Activities League (PAL) is a juvenile crime prevention program that offers sports, leisure activities, and educational programs in multiple sites throughout the county
- Stanislaus Area Crime Stoppers is a non-profit organization, a collaboration between local law enforcement and community volunteers
- Neighborhood Watch Programs, supported by local police departments, encourage residents to collaborate with law enforcement by reporting suspicious activities and fostering safer communities
- The Community Assessment Response and Engagement (CARE) program is a multi-disciplinary effort focusing on individuals causing significant community distress due to severe mental illness, substance use disorders, or vagrancy-related behaviors
- The Sheriff's Team of Active Retired Seniors (STARS) consists of volunteers assisting law enforcement by serving subpoenas, conducting vacation house checks and neighborhood patrols.

Figure 33. Crimes per 1,000 Population

	2018	2019	2020	2021	2022	2023	Annual Average Change
Violent Crimes	3,160	2,908	2,823	2,740	2,973	2,597	- 3.56%
Property Crimes	15,300	14,274	10,843	10,966	11,292	10,416	- 6.38%
Arson Crimes	150	169	204	206	192	154	0.53%
California Department of Justice, Office of the Attorney General, November 2024							