

Monterey Bay Region Housing Story



Median home values

\$661,509 Monterey County

\$932,890 Santa Cruz County

\$729,838 San Benito County



US Average
\$264,894

Median rent

\$2,828

\$3,587

\$2,705



US Average
\$1,592

*Figures as of 2020 (US Average Median Rent as of 2019)

Affordable homes

Percentage of homes on the market that are **affordable to a family earning the median local income**



2008
29%

2020
20%

Santa Cruz-Watsonville



2008
51%

2020
14%

Salinas

Renter occupied housing



44%
Monterey Bay Region



49%
Monterey County



40%
Santa Cruz County

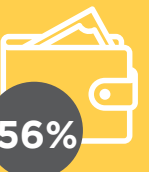


36%
San Benito County

Renters spending more than 30% of their income on rent



56%
Monterey Bay Region



56%
Monterey County



59%
Santa Cruz County



48%
San Benito County

Regional Housing Needs Allocation

By considering the RHNA goals in relationship to housing stock since the plans inception, and understanding of progress toward achieving this goal can be inferred.

% Towards achieving RHNA goals as of 2020



51%
Monterey Bay Region



45%
Monterey County



42%
Santa Cruz County

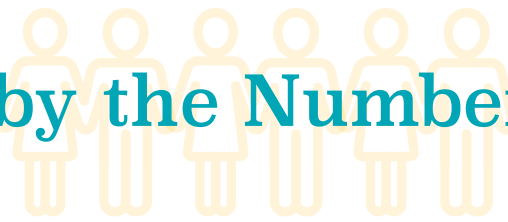


83%
San Benito County

We invite you to learn more and explore the complete interactive dashboard at our website www.mbep.biz. Complete source information and applicable data notes are available on the online Monterey Bay Regional Dashboard

*Source: Huduser.gov Office of Policy Development and Research (PD&R), 50th Percentile Rent Estimates (2020)

Monterey Bay Region by the Numbers



Who are we?

The Monterey Bay region isn't just one story. It is:



3 counties



4111 square miles



774,146 individual stories *

*as of 2020



Overall population

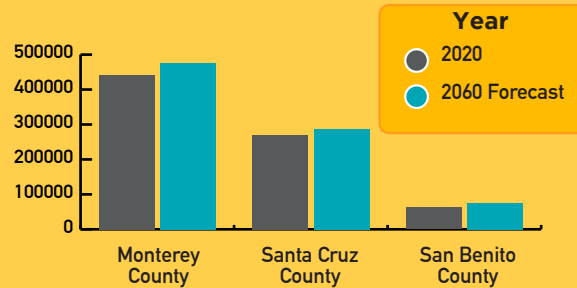
Monterey Bay region

2020:

774,146

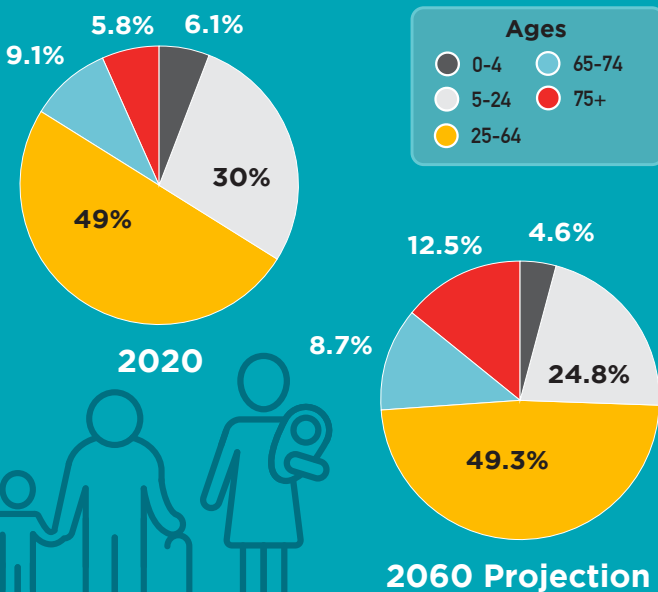
2060 Forecast:

839,960



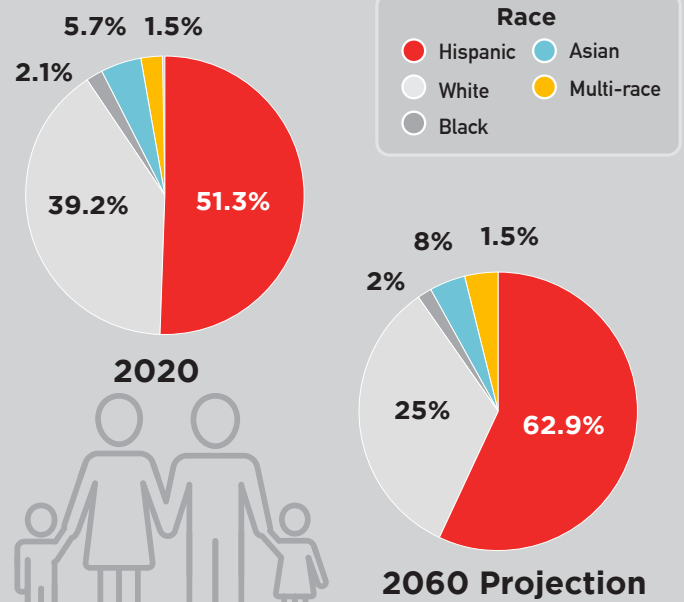
Population by age range

Monterey Bay region



Population by ethnicity

Monterey Bay region



Monterey Bay
ECONOMIC PARTNERSHIP

We all have a role to play. Many indicators can't be solved without addressing drivers of another.