

Prices will rise in Santa Rosa metro as new immigration policies impact crucial sectors of Santa Rosa’s labor force

Nationwide, American families are expected to see a **\$2,150 annual increase** to the combined everyday goods and services they purchase under new immigration policies expected from the Trump administration.

This will mean a **14.5% increase on food, 6.1% on housing, and a 3.9% increase to leisure and hospitality services** by the end of 2028.

New policies that will most significantly, and unnecessarily, raise the costs of goods and services include:

- Cancellation of work permits for millions of individuals with a temporary status, like people with Temporary Protected Status (TPS) who are unable to return to their countries, paroled immigrants from Afghanistan and Ukraine, and Deferred Action for Childhood Arrivals (DACA), among others.
- Mass deportations of millions of immigrants without legal status.
- Significant reductions in new, lawful immigration in the years ahead.

In Santa Rosa metro, this would lead to thousands of removed workers from agriculture, construction, and leisure and hospitality industries.

Estimated number of impacted workers, by industry

Industry	Expiration of work permits for temporarily protected workers	Deportation of 1 million immigrants without legal status each year	Reduction of future legal immigration by half
Agriculture-Food	2,000	1,800	600
Construction-Housing	400	400	300
Leisure-Hospitality	200	200	500
Other industries	1,500	1,700	2,400
All industries	4,100	4,100	3,800

Note: Estimates rounded to thousands.

Source: FWD.us immigrant status assignments from augmented 2024 American Community Survey data.

Under these immigration policies, **Santa Rosa metro’s economy could lose up to \$315 million annually**, in addition to millions in foregone state and local taxes contributed by these workers each year.

Business leaders, immigrant advocates, workers, and Americans need to tell Congress and the Trump administration that they can’t take this additional hit to their wallets.

More information and research methodology can be found at fwd.us/prices