
Press Release

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190 Cities & 6 Counties Receive their New Census and Economic Data

La Quinta – May 5, 2011 – The Southern California Association of Governments (SCAG) released its “Local Profile” report - including newly released census and economic data – to 190 cities today during the 2011 General Assembly. The information was released for each city, county and unincorporated area within the SCAG Region. The reports provide current and historical demographic, socio-economic, housing, transportation and education data, gathered from a variety of sources.

“The Local Profiles are a great resource for local cities like Santa Monica,” **said Pam O’Connor, Incoming SCAG President and City of Santa Monica Councilmember.** “The information presented helps identify current trends, which assist local governments with community planning and outreach efforts; they also help companies with expansion or relocation decisions and residents who want to learn more about their own communities. These profiles are a valuable service that SCAG provides to its members.”

Local profiles have served as information and communication resources for elected officials, business and residents. Local staff uses them to respond to various information inquiries about the growth and change of local jurisdictions. Local Profiles have also been used in community planning and outreach, visioning initiatives, economic development, grant applications and marketing and promotional materials.

The current reports focus on changes since 2000. The inaugural Local Profiles, developed with extensive input from member jurisdictions, were released at the SCAG Regional Conference and General Assembly in May 2009. The 2011 Local Profiles have several new features including the incorporation of new Census data, new profiles for entire counties in addition to unincorporated areas, a new Transportation Section, and regional highlights to reflect impacts of the recession.

Local Profiles can also be accessed on the SCAG website: www.scag.ca.gov/resources/profiles.htm

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About SCAG

SCAG is the nation’s largest metropolitan planning organization, representing six counties, 190 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG’s regional efforts, please visit www.scag.ca.gov.