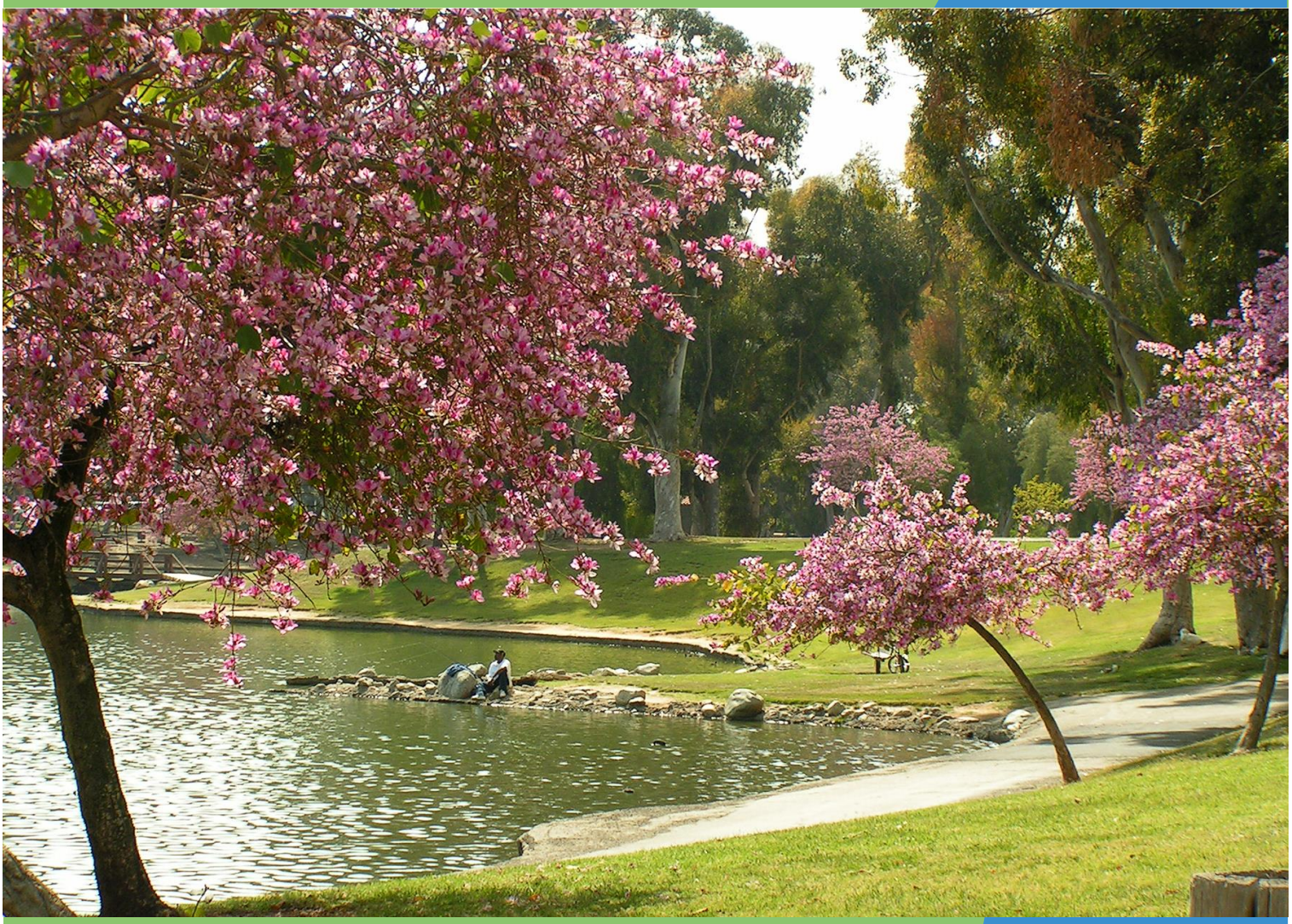
Profile of the City of Placentia

Southern California Association of Governments' (SCAG) Regional Council includes 69 districts which represent 191 cities in the SCAG region.

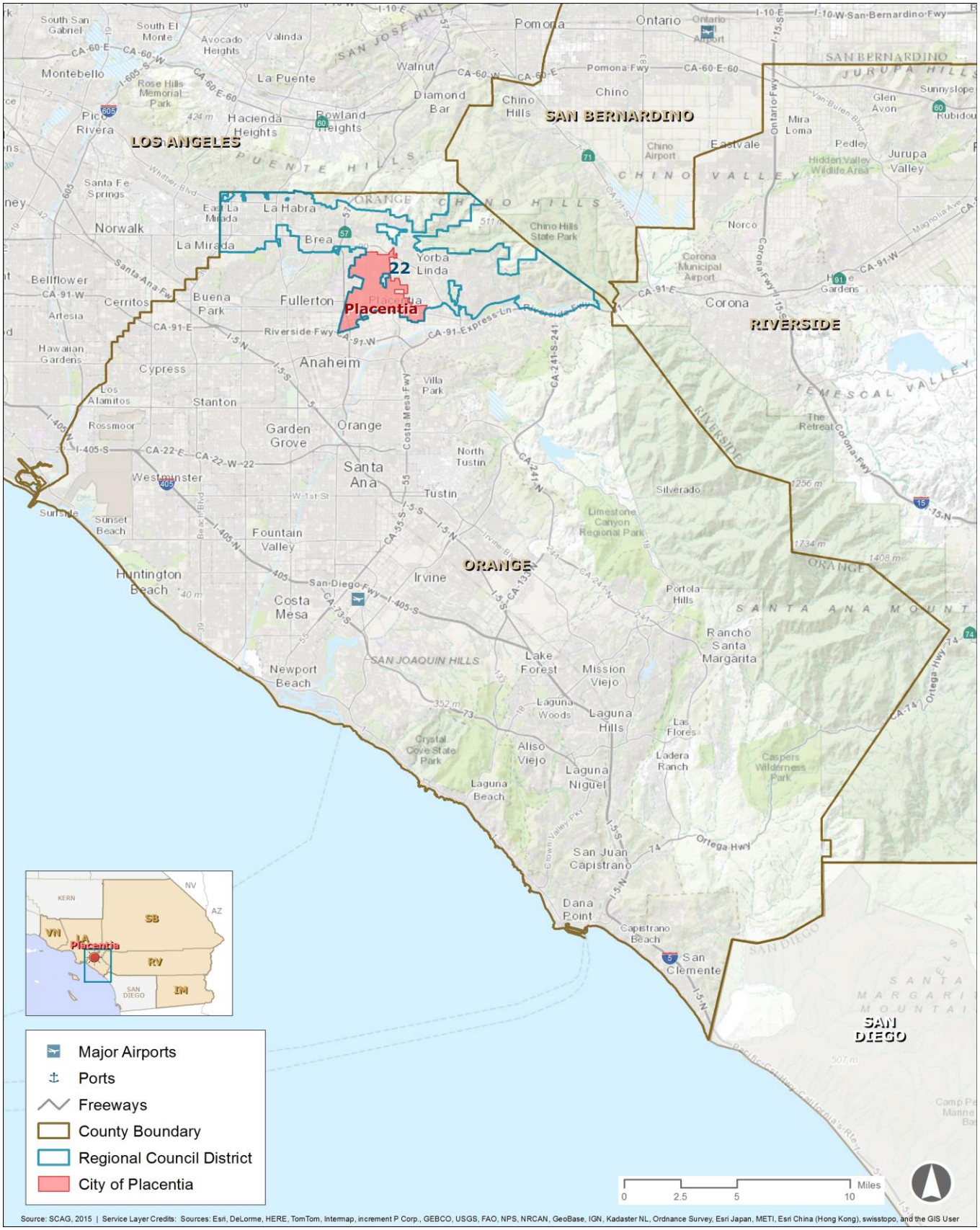
SCAG Regional Council District 22 includes Brea, La Habra, Placentia, and Yorba Linda
Represented by: Hon. Marty Simonoff



LOCAL PROFILES REPORT 2015

This profile report was prepared by the Southern California Association of Governments and shared with the City of Placentia. SCAG provides local governments with a variety of benefits and services including, for example, data and information, GIS training, planning and technical assistance, and sustainability planning grants.

May 2015
Southern California Association of Governments



Source: 2012 SCAG city boundary data, which is provided by the county Local Agency Formation Commissions.

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I. Introduction

The purpose of this report is to provide current information and data for the City of Placentia for planning and outreach efforts. Information on population, housing, transportation, employment, retail sales, and education can be utilized by the city to make informed planning decisions. The profile provides a portrait of the city and its changes since 2000, using average figures for Orange County as a comparative baseline. In addition, the most current data available for the region is also included in the Statistical Summary (page 3). This profile demonstrates the current trends occurring in the City of Placentia.

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura) and 191 cities. As the designated MPO, SCAG is mandated by federal law to research and develop a Regional Transportation Plan (RTP), which incorporates a Sustainable Communities Strategy (SCS) per California state law. SCAG is currently undertaking a variety of planning and policy initiatives to foster a more sustainable Southern California.

In 2008, SCAG initiated the Local Profiles Project as a part of a larger initiative to provide a variety of services to its member cities and counties. Through extensive input from member jurisdictions, the inaugural Local Profiles Reports were released at the General Assembly in May 2009. The Profiles have been updated every two years.

Local Profiles provide basic information about each member jurisdiction including, but not limited to, the following:

- How much growth in population has taken place since 2000?
- Has the local jurisdiction been growing faster or slower than the county or regional average?
- Have there been more or fewer school-age children?
- Have homeownership rates been increasing or decreasing?
- How and where do residents travel to work?
- How has the local economy been changing in terms of employment share by sectors?
- Have the local retail sales revenues recovered to pre-recession levels?

Answers to questions such as these provide a snapshot of the dynamic changes affecting each local jurisdiction.

<u>Factors Affecting Local Changes Reflected in the 2015 Report</u>

Overall, member jurisdictions since 2000 were impacted by a variety of factors at the national, regional, and local levels. For example, the vast majority of member jurisdictions included in the 2015 Local Profiles reflect the national demographic trends toward an older and a more diverse population. Evidence of the slow process towards economic recovery is also apparent through gradual increases in employment, retail sales, building permits, and home prices. Work destinations and commute times correlate with regional development patterns and the geographical location of local jurisdictions, particularly in relation to the regional transportation system.

Uses of the Local Profiles

Following release at the SCAG General Assembly, the Local Profiles are posted on the SCAG website and are used for a variety of purposes including, but not limited to, the following:

- Data and communication resources for elected officials, businesses, and residents
- Community planning and outreach
- Economic development
- Visioning initiatives
- Grant application support
- Performance monitoring

The primary user groups of the Profiles include member jurisdictions and state and federal legislative delegates of Southern California. This profile report is a SCAG member benefit and the use of the data contained within this report is voluntary.

Report Organization

This profile report has three sections. The first section presents a Statistical Summary for the City of Placentia. The second section provides detailed information organized by subject areas and includes brief highlights on the impacts of the recent economic recession and recovery at the regional level. The third section, Methodology, describes technical considerations related to data definitions, measurement, and data sources.

2014 STATISTICAL SUMMARY

Category	Placentia	Orange County	Placentia relative to Orange County*	SCAG Region
2014 Total Population	52,094	3,113,991	[1.7%]	18,645,437
2014 Median Age (Years)	36.9	37.0	-0.1	35.5
2014 Hispanic	37.6%	35.2%	2.4%	46.8%
2014 Non-Hispanic White	42.9%	41.7%	1.2%	31.8%
2014 Non-Hispanic Asian	15.0%	18.4%	-3.4%	12.4%
2014 Non-Hispanic Black	2.0%	1.7%	.3%	6.3%
2014 Non-Hispanic American Indian	.2%	.2%	.0%	.3%
2014 All Other Non-Hispanic	2.3%	2.7%	-.4%	2.5%
2014 Number of Households	16,554	1,005,957	[1.6%]	6,029,326
2014 Average Household Size	3.1	3.0	0.1	3.1
2014 Median Household Income ($)	76,688	72,262	4,426	56,737
2014 Number of Housing Units	17,066	1,062,966	[1.6%]	6,524,730
2014 Homeownership Rate	64.6%	54.5%	10.1%	54.5%
2014 Median Existing Home Sales Price ($)	530,000	581,000	-51,000	426,000
2013 - 2014 Median Home Sales Price Change	7.9%	8.6%	-0.66%	10.1%
2014 Drive Alone to Work	84.4%	82.2%	2.2%	78.2%
2014 Mean Travel Time to Work (minutes)	30	28.8	1.2	31.7
2013 Number of Jobs	19,581	1,570,830	[1.2%]	7,660,489
2012 - 2013 Total Jobs Change	583	44,603	[1.3%]	231,953
2013 Average Salary per Job ($)	42,704	52,479	-9,775	48,213
2014 K-12 Public School Student Enrollment	12,935	499,555	2.6%	3,058,957

Sources: U.S. Census Bureau American Community Survey, 2014; Nielsen Co.; California Department of Finance E-5, May 2014; MDA Data Quick; California Department of Education; and SCAG

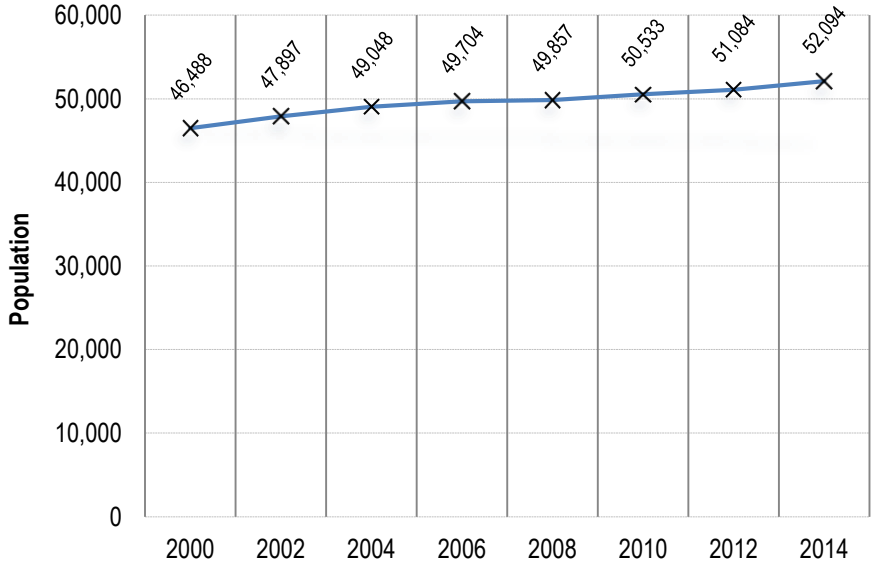
* Numbers with [ ] represent Placentia's share of Orange County. The other numbers represent the difference between Placentia and Orange County.

Mapped jurisdictional boundaries are as of July 1, 2012 and are for visual purposes only. Report data, however, are updated according to their respective sources.

II. Population

Population Growth

Population: 2000 - 2014

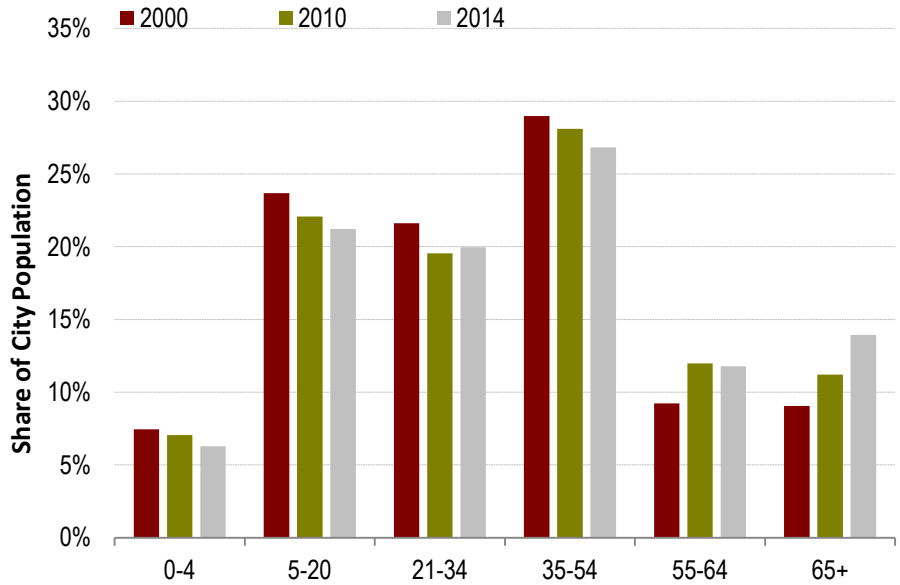


Source: California Department of Finance, E-5, 2014

- Between 2000 and 2014, the total population of the City of Placentia increased by 5,606 to 52,094 in 2014.
- During this 14-year period, the city's population growth rate of 12.1 percent was higher than the Orange County rate of 9.4 percent.
- 1.7% of the total population of Orange County is in the City of Placentia.

Population by Age

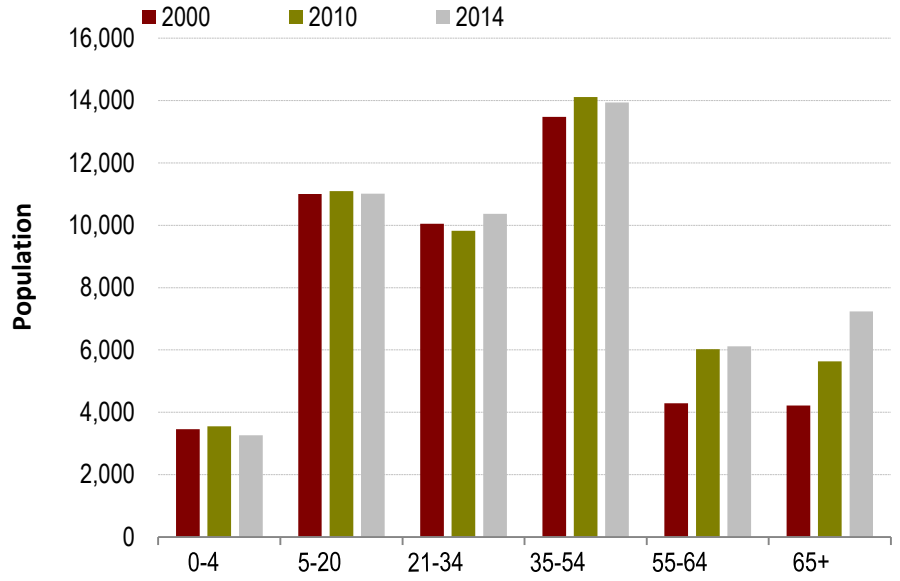
Population Share by Age: 2000, 2010, and 2014



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the age group 65+ experienced the largest increase in share, growing from 9.1 to 13.9 percent.
- The age group that experienced the greatest decline, by share, was age group 5-20, decreasing from 23.7 to 21.2 percent.

Population by Age: 2000, 2010, and 2014

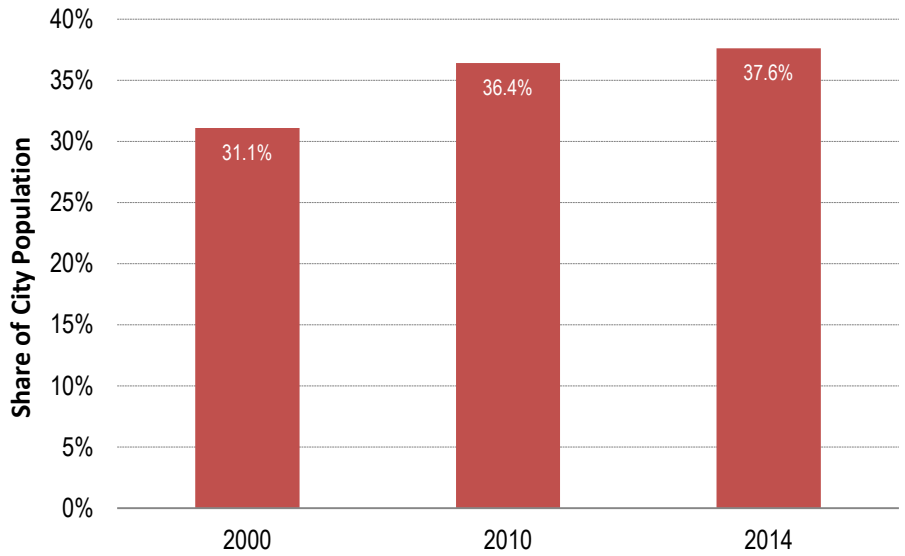


Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- The age group 65+ added the most population, with an increase of 3,023 people between 2000 and 2014.

Population by Race/Ethnicity

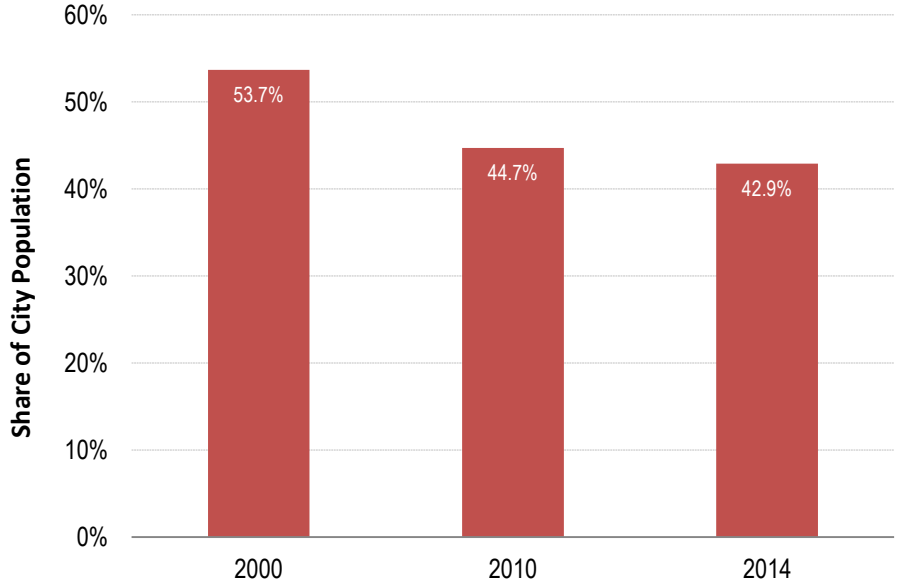
Hispanic or Latino of Any Race: 2000, 2010, and 2014



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of Hispanic population in the city increased from 31.1 percent to 37.6 percent.

Non-Hispanic White: 2000, 2010, and 2014

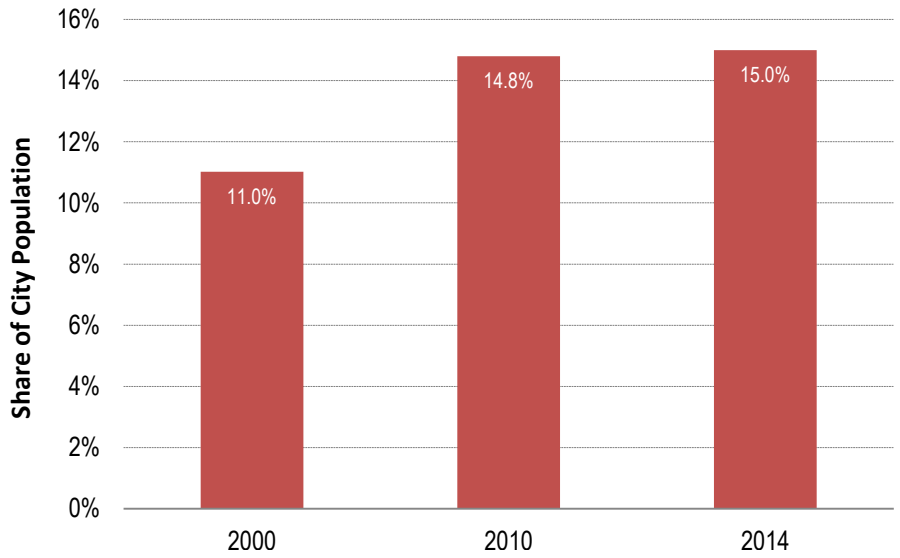


Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of Non-Hispanic White population in the city decreased from 53.7 percent to 42.9 percent.

- Please refer to the Methodology section for definitions of the racial/ethnic categories.

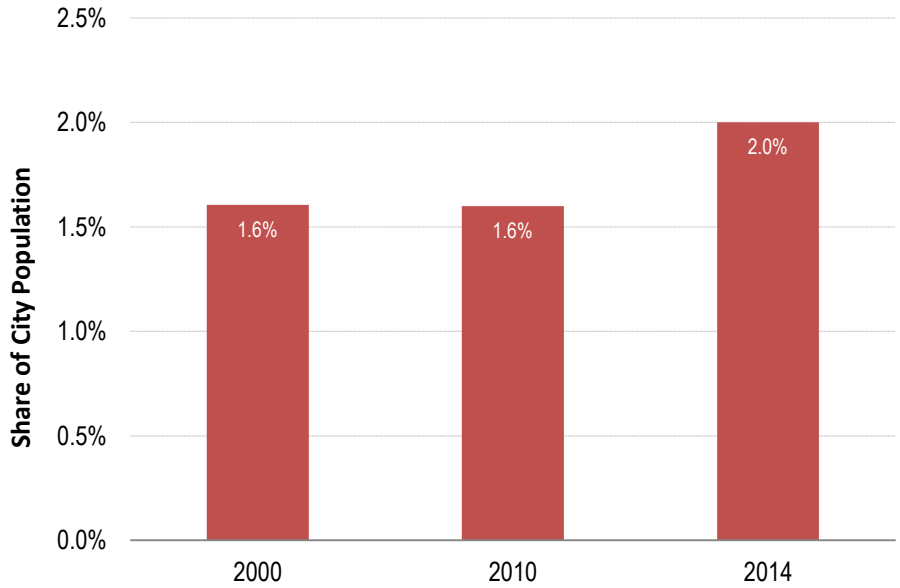
Non-Hispanic Asian: 2000, 2010, and 2014



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of Non-Hispanic Asian population in the city increased from 11.0 percent to 15.0 percent.

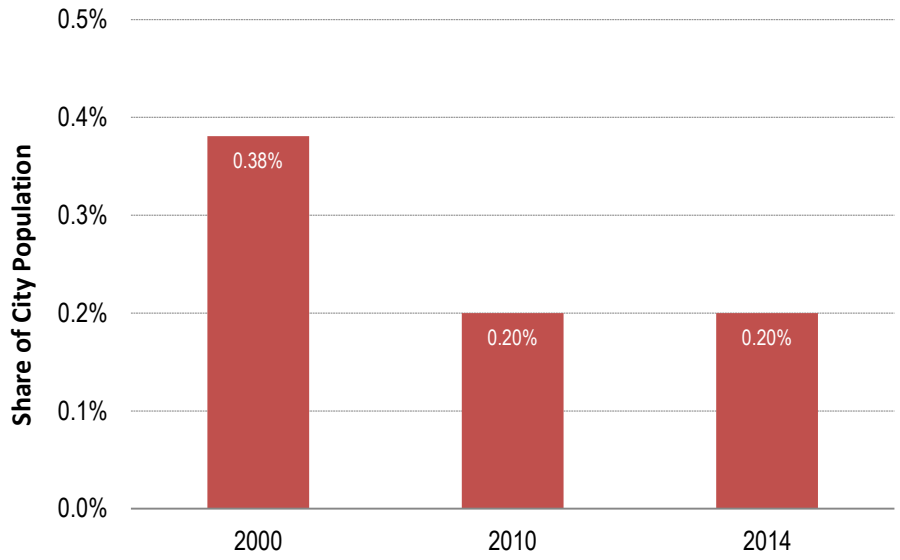
Non-Hispanic Black: 2000, 2010, and 2014



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of Non-Hispanic Black population in the city increased from 1.6 percent to 2.0 percent.

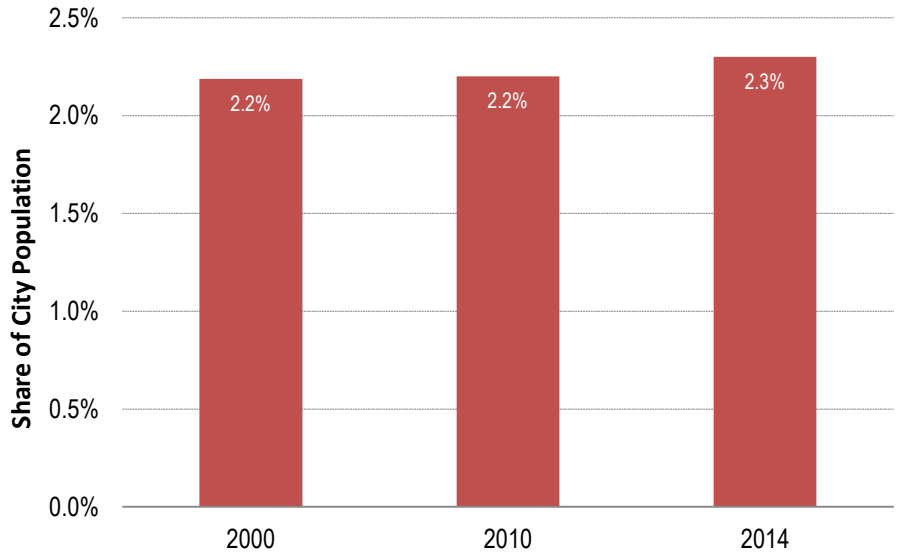
Non-Hispanic American Indian: 2000, 2010, and 2014



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of Non-Hispanic American Indian population in the city decreased from 0.4 percent to 0.2 percent.

All Other Non-Hispanic: 2000, 2010, and 2014



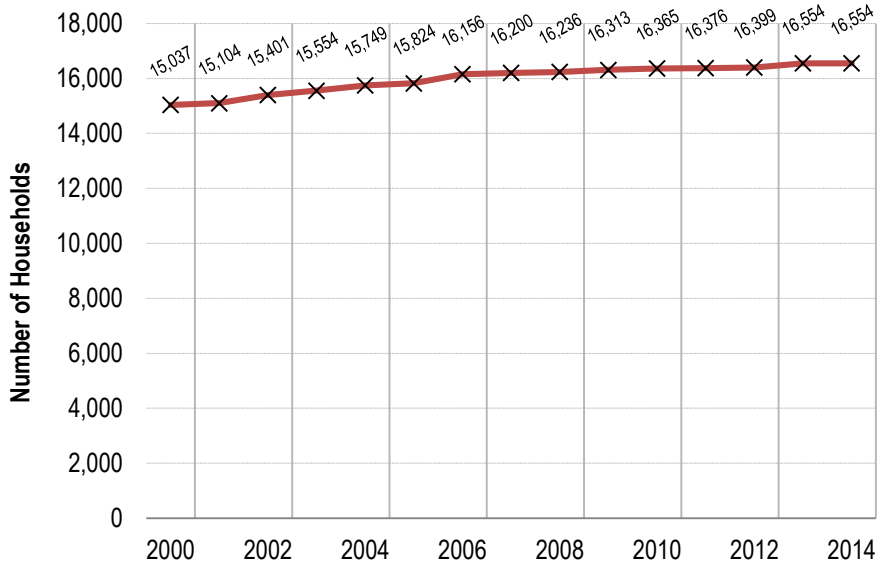
Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of All Other Non-Hispanic population group in the city increased from 2.2 percent to 2.3 percent.

III. Households

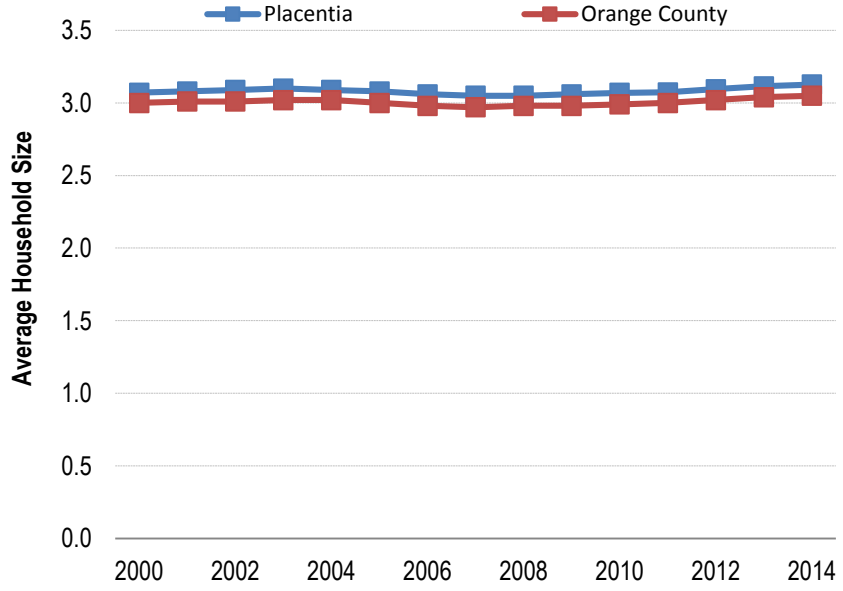
Number of Households (Occupied Housing Units)

Number of Households: 2000 - 2014



Sources: 2000 and 2010 U.S. Decennial Census; California Department of Finance, E-5, 2014

Average Household Size: 2000 - 2014

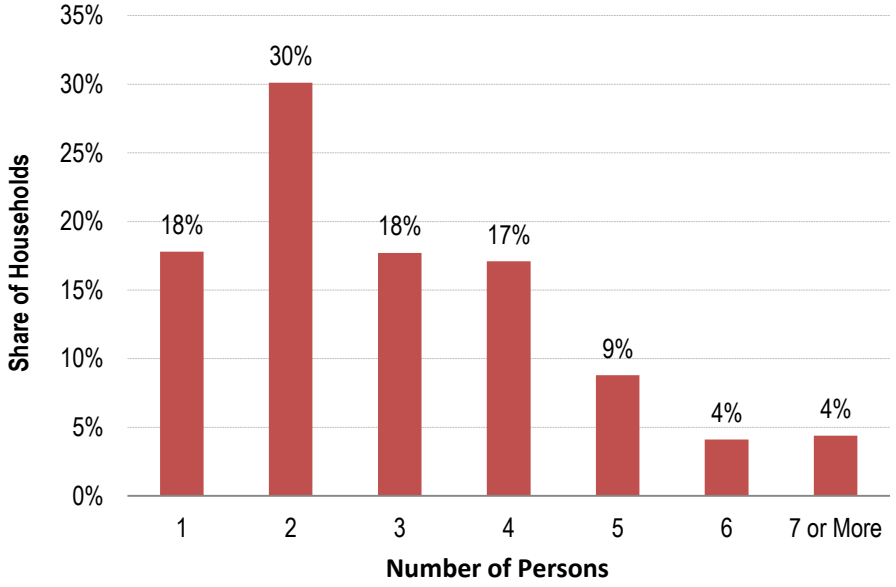


Source: California Department of Finance, E-5, 2014

- Between 2000 and 2014, the total number of households in the City of Placentia increased by 1,517 units, or 10.1 percent.
- During this 14-year period, the city's household growth rate of 10.1 percent was higher than the county growth rate of 7.6 percent.
- 1.6 percent of Orange County's total number of households are in the City of Placentia.
- In 2014, the city's average household size was 3.1, higher than the county average of 3.0.

Households by Size

Percent of Households by Household Size: 2014

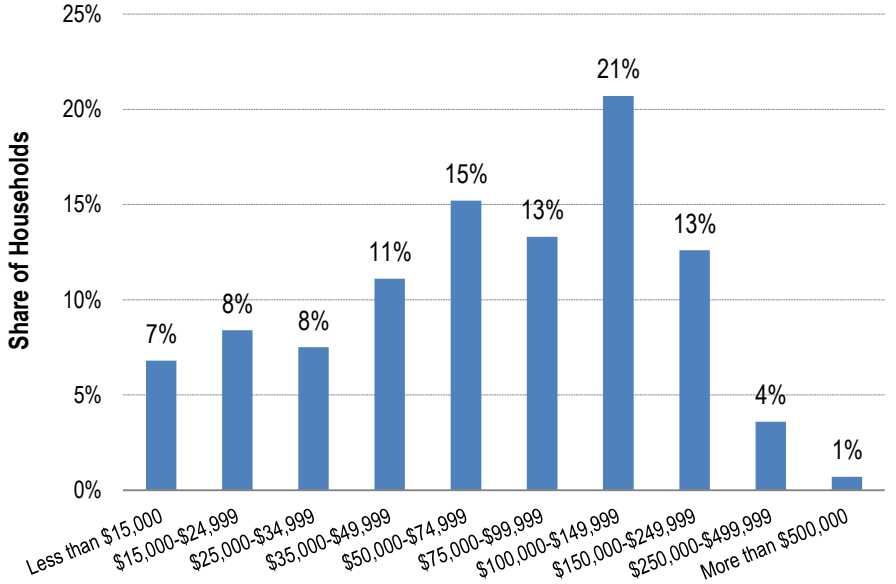


Source: Nielsen Co., 2014

- In 2014, 65.6 percent of all city households had 3 people or fewer.
- About 18 percent of the households were single-person households.
- Approximately 17 percent of all households in the city had 5 people or more.

Households by Income

Percent of Households by Household Income: 2014

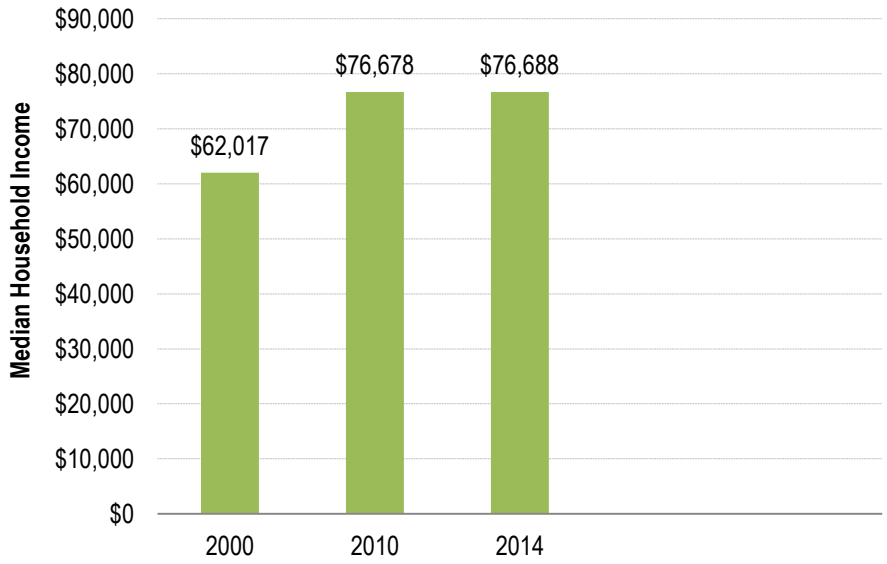


Source: Nielsen Co., 2014

- In 2014, about 34 percent of households earned less than $50,000 annually.
- Approximately 39 percent of households earned $100,000 or more.

Household Income

Median Household Income: 2000, 2010, & 2014

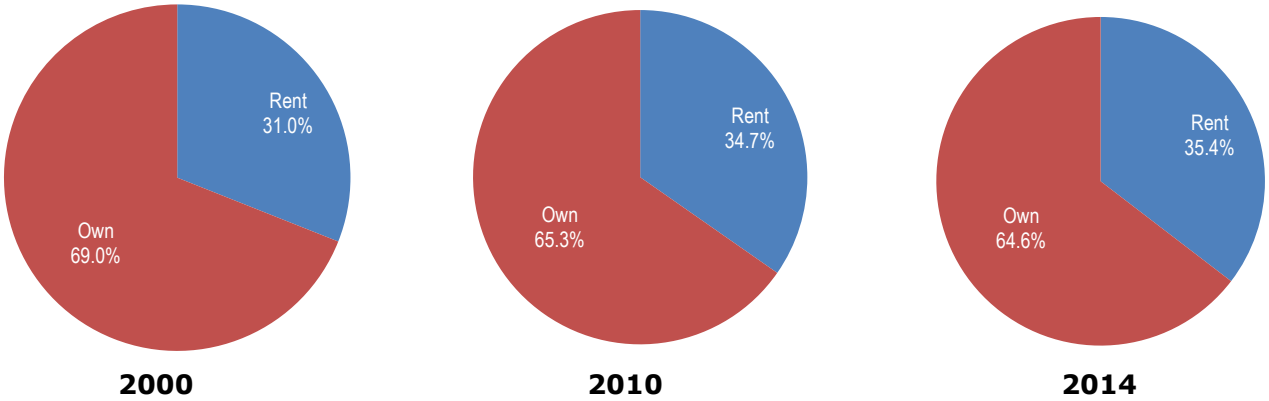


Source: Nielsen Co., 2014

- From 2000 to 2014, median household income increased by $14,671.
- Note: Dollars are not adjusted for annual inflation.

Renters and Homeowners

Percentage of Renters and Homeowners: 2000, 2010, & 2014



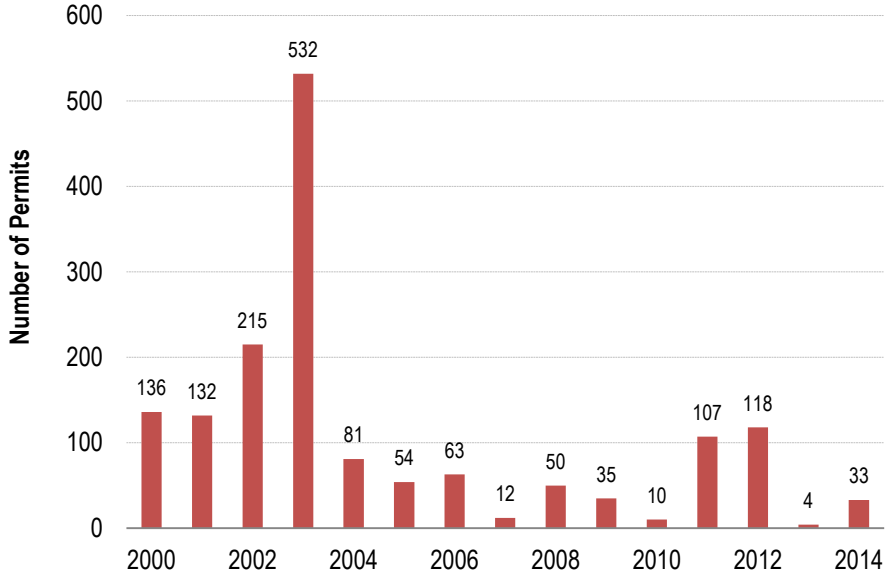
Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

Between 2000 and 2014, homeownership rates decreased and the share of renters increased.

IV. Housing

Total Housing Production

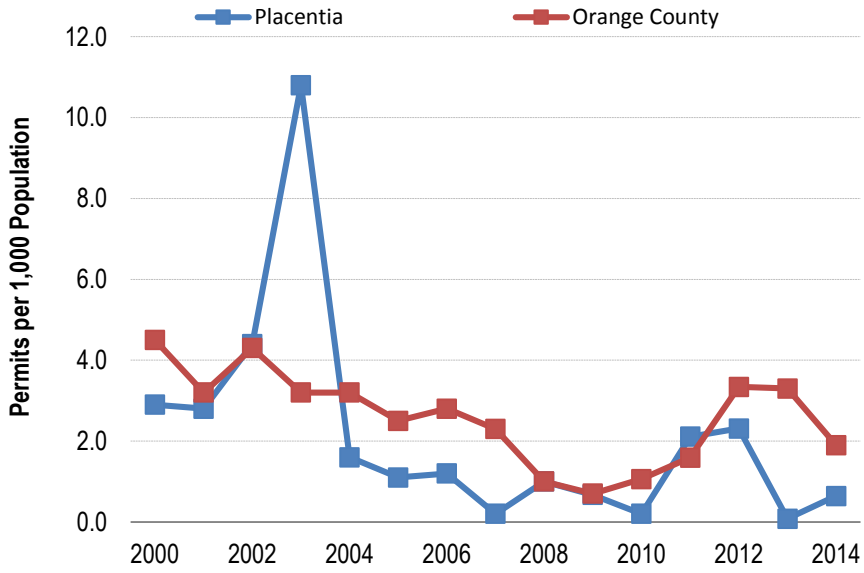
Total Permits Issued for all Residential Units: 2000 - 2014



Source: Construction Industry Research Board, 2000 - 2014

- Between 2000 and 2014, permits were issued for 1,582 residential units.

Permits Issued for all Residential Units per 1,000 Residents: 2000 - 2014

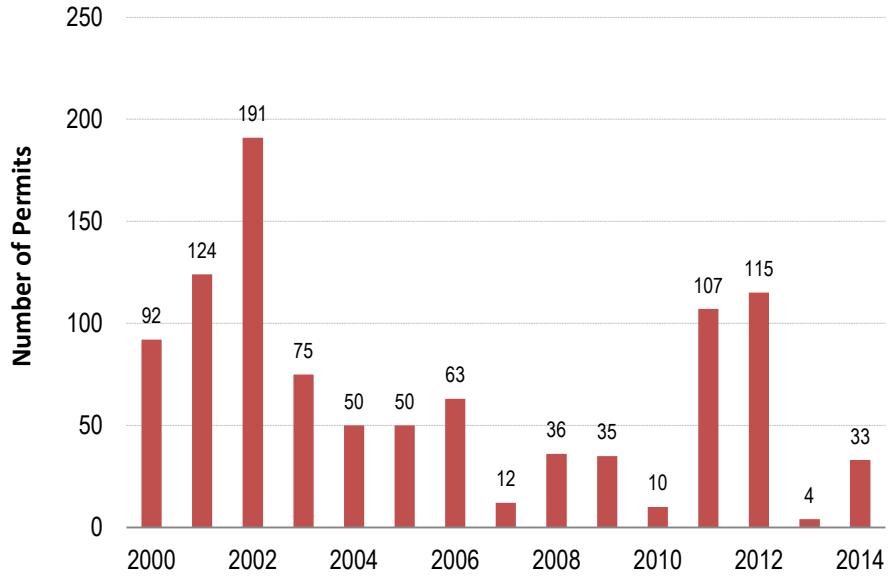


Source: Construction Industry Research Board, 2000 - 2014

- In 2000, the City of Placentia had 2.9 permits per 1,000 residents compared to the overall county figure of 4.5 permits per 1,000 residents.
- For the city in 2014, the number of permits per 1,000 residents decreased to 0.6 permits. For the county overall, it decreased to 1.9 permits per 1,000 residents.

Single-Family Housing Production

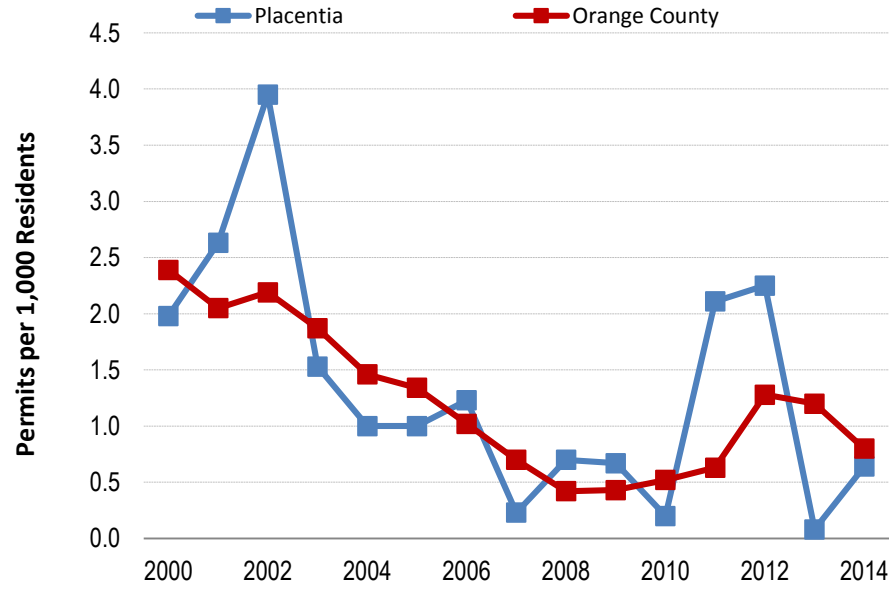
Permits Issued for Single-Family Units: 2000 - 2014



Source: Construction Industry Research Board, 2000 - 2014

- Between 2000 and 2014, permits were issued for 997 single family homes.
- 15.2 percent of these were issued in the last 3 years.

Single-Family Permits Issued per 1,000 Residents: 2000 - 2014

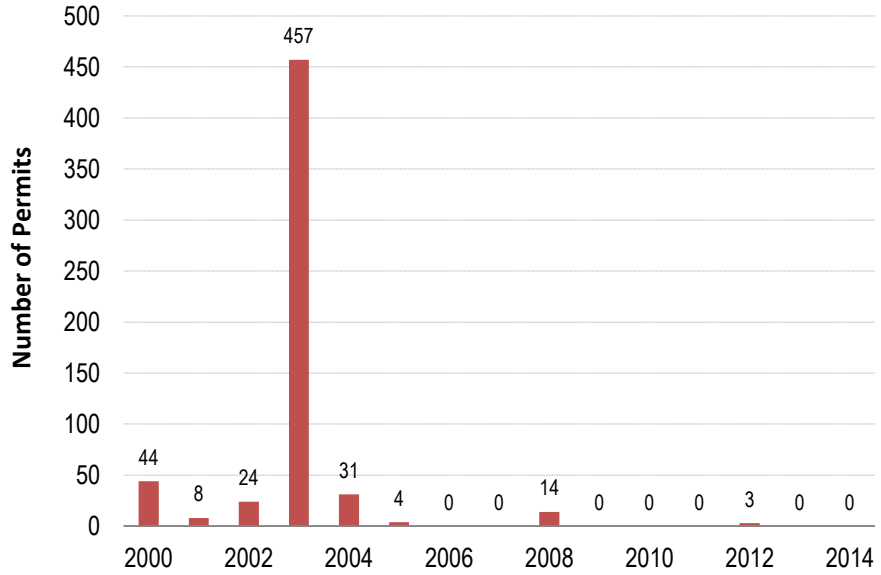


Source: Construction Industry Research Board, 2000 - 2014

- In 2000, the City of Placentia issued 2 permits per 1,000 residents compared to the overall county figure of 2.4 permits per 1,000 residents.
- For the city in 2014, the number of permits issued per 1,000 residents decreased to 0.6 permits. For the county overall, it decreased to 0.8 permits per 1,000 residents.

Multi-Family Housing Production

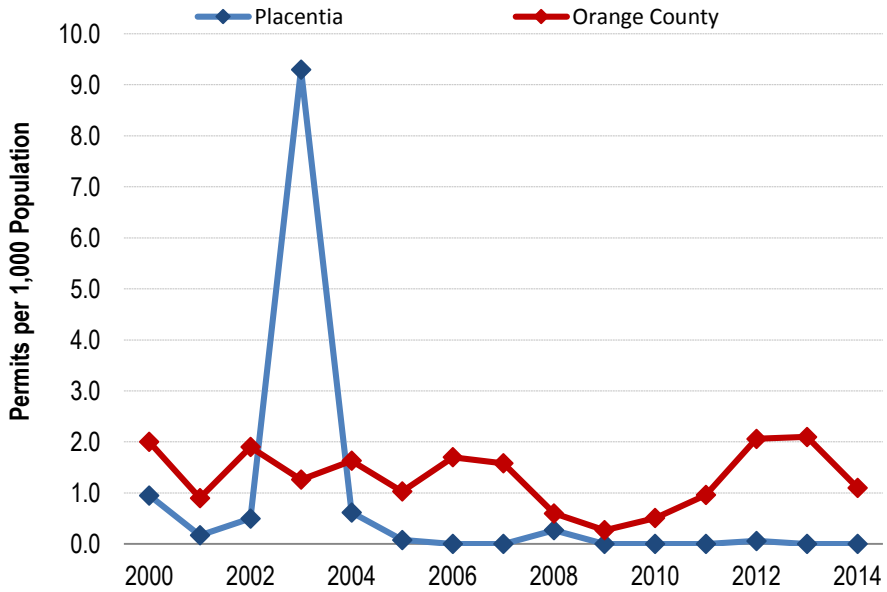
Permits Issued for Multi-Family Units: 2000 - 2014



Source: Construction Industry Research Board, 2000-2014

- Between 2000 and 2014, there were permits issued for 585 multi-family residential units.

Multi-Family Permits Issued per 1,000 Residents: 2000 - 2014

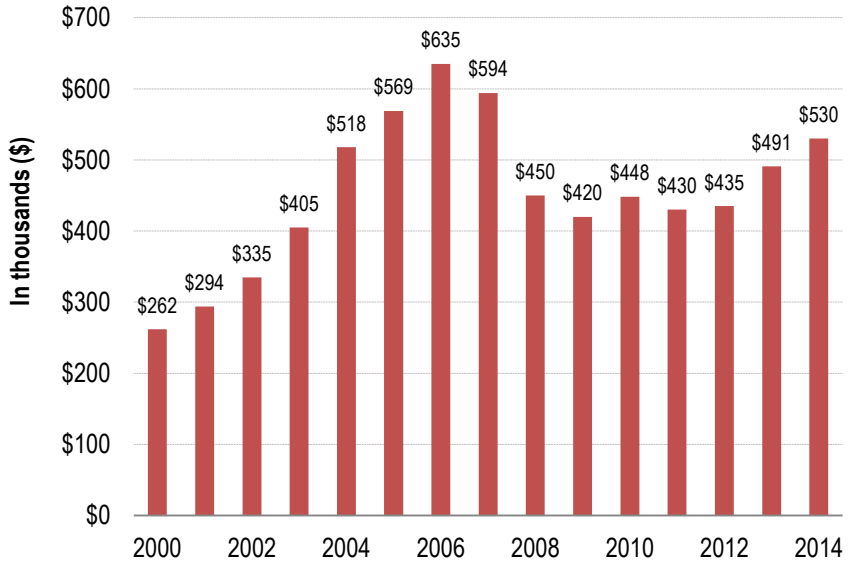


Source: Construction Industry Research Board, 2000-2014

- For the city in 2014, the number of permits per 1,000 residents decreased to 0 permits. For the county overall, it decreased to 1.1 permits per 1,000 residents.

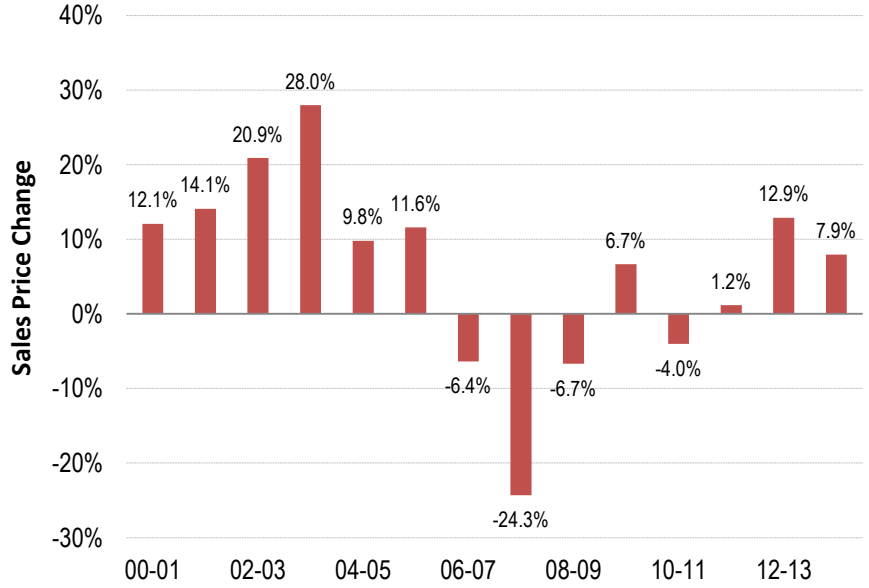
Home Sales Prices

Median Home Sales Price for Existing Homes: 2000 - 2014 (in $ thousands)



Source: MDA Data Quick, 2014

Annual Median Home Sales Price Change for Existing Homes: 2000 - 2014



Source: MDA Data Quick, 2014

- Between 2000 and 2014, the median home sales price increased 102 percent from $262,000 to $530,000.
- Median home sales price increased by 18.3 percent between 2010 and 2014.
- In 2014, the median home sales price in the city was $530,000, $51,000 lower than that in the county overall.
- Note: Median home sales price reflects resale of existing homes and provides guidance on the market values of homes sold.
- Between 2000 and 2014, the largest single year increase was 28 percent.

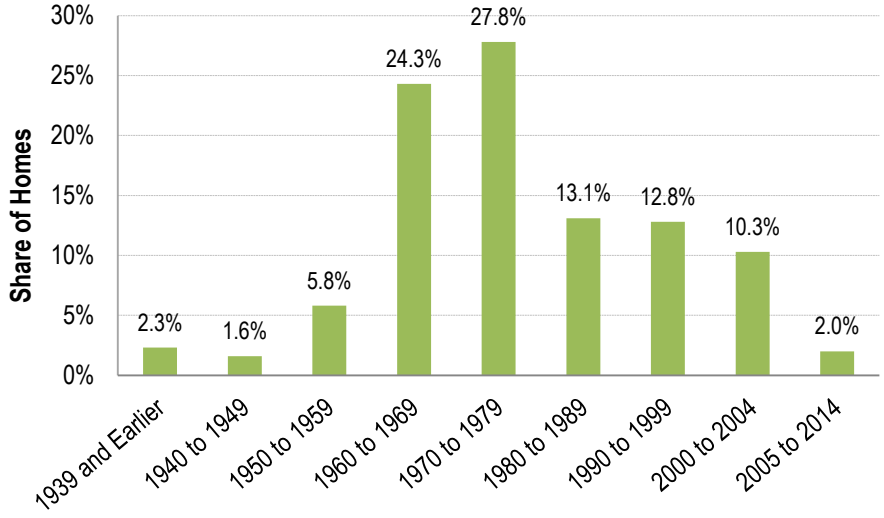
Housing Units by Housing Type: 2014

Housing Type	Number of Units	Percent of Total Units
Single Family Detached	10,088	59.1 %
Single Family Attached	1,913	11.2 %
Multi-family: 2 to 4 units	1,391	8.2 %
Multi-family: 5 units plus	3,080	18 %
Mobile Home	586	3.4 %
Total	**17,066**	**100 %**

Source: California Department of Finance, E-5, 2014

- The most common housing type is Single Family Detached.
- Approximately 70.3 percent were single family homes and 26.2 percent were multi-family homes.

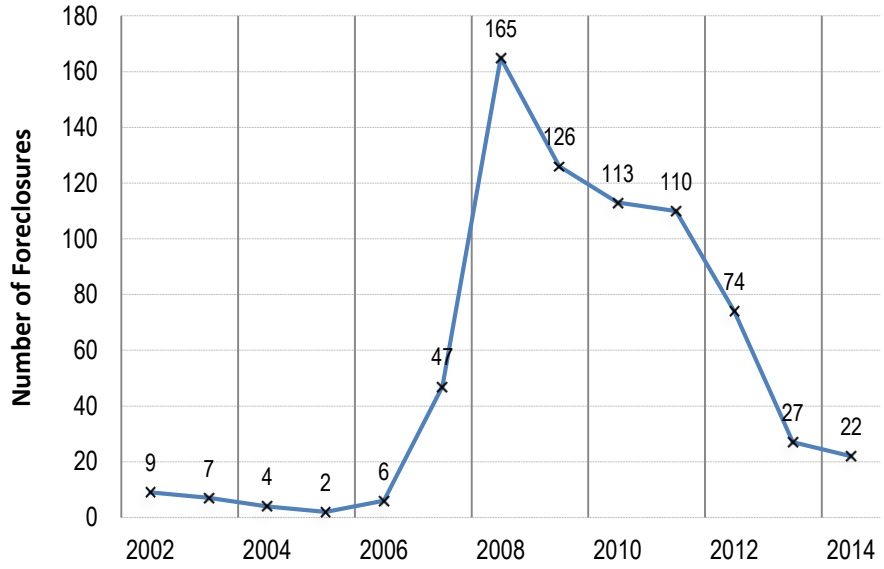
Age of Housing Stock



Source: Nielsen Co., 2014

- About 34 percent of the housing stock was built before 1970.
- Approximately 66 percent of the housing stock was built after 1970.

Foreclosures



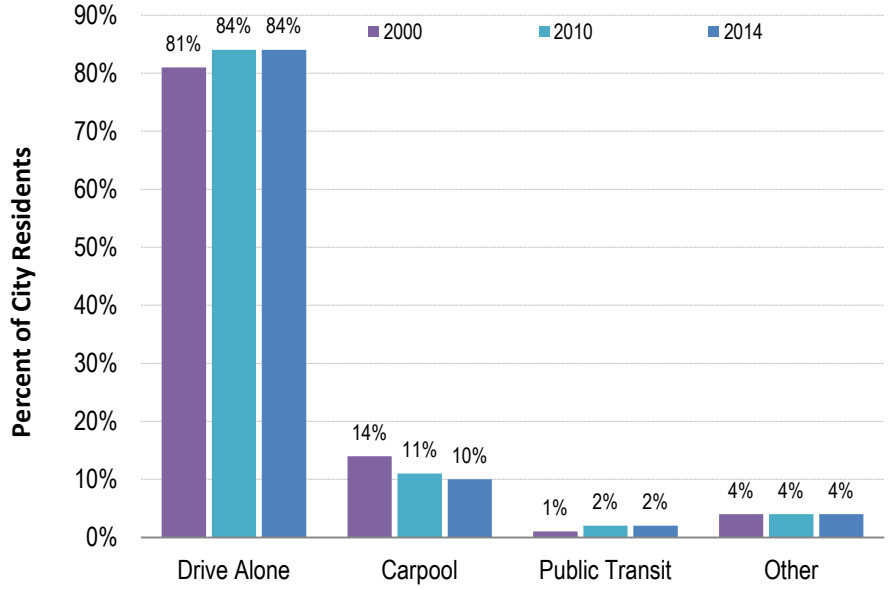
Source: MDA Data Quick, 2014

- There were a total of 22 foreclosures in 2014.
- Between 2007 and 2014, there were a total of 684 foreclosures.

V. Transportation

Journey to Work for Residents

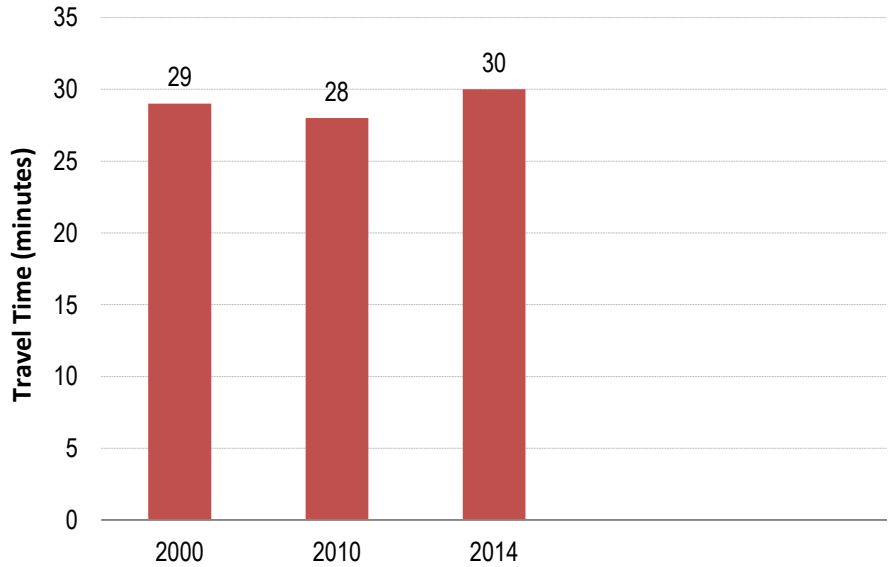
Transportation Mode Choice: 2000, 2010, & 2014



Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2014

- Between 2000 and 2014, the greatest change occurred in the percentage of individuals who traveled to work by carpool; this share decreased by 3.7 percentage points.
- 'Other' refers to bicycle, pedestrian, and home-based employment.

Average Travel Time (minutes): 2000, 2010, & 2014



Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2014

- Between 2000 and 2014, the average travel time to work increased by approximately 1 minute.

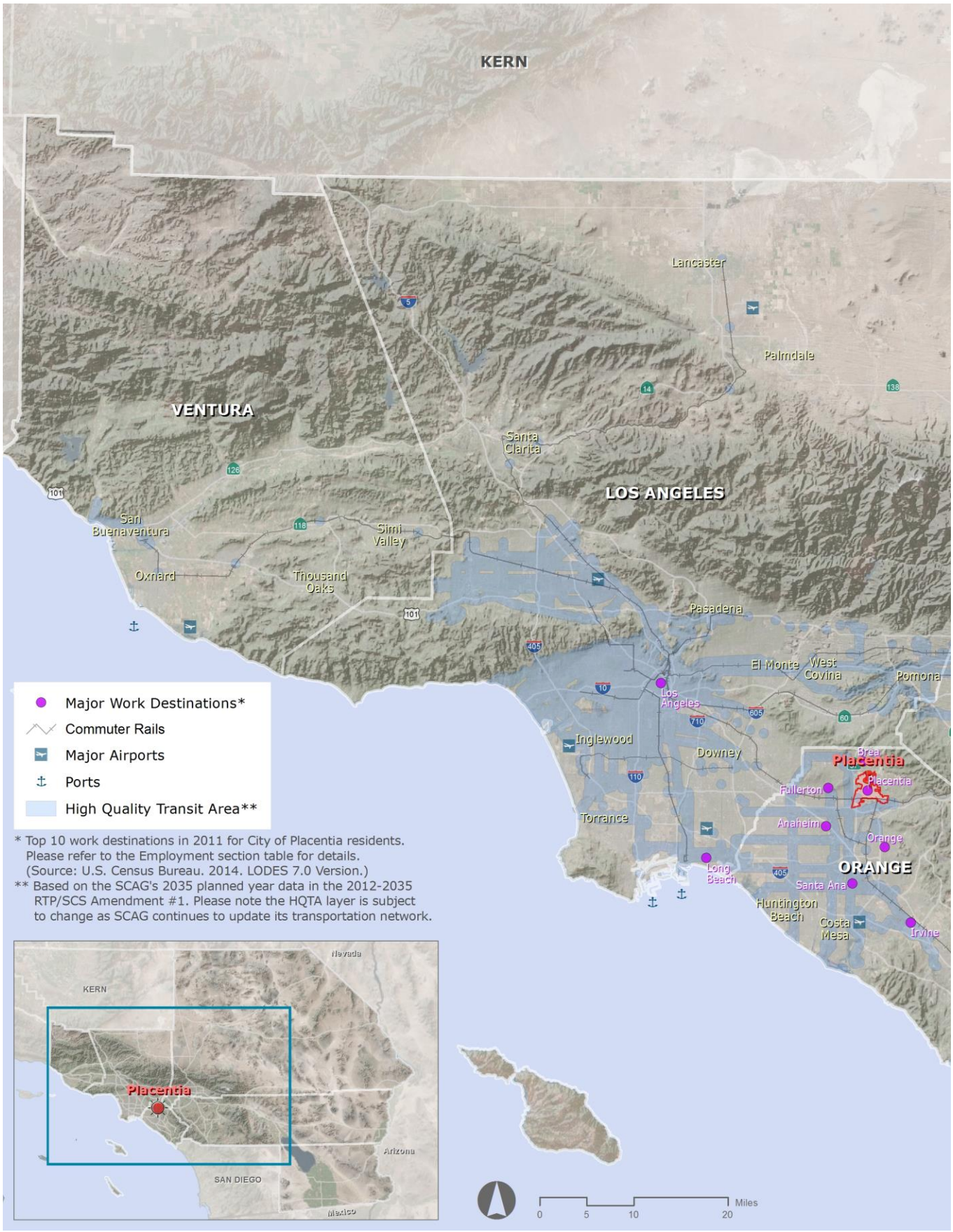
VI. Employment

Top 10 Places Where Residents Commute to Work

Local Jurisdiction		Number of Commuters	Percent of Total Commuters
1.	Anaheim	2,474	9.91 %
2.	Los Angeles	2,403	9.63 %
3.	Placentia	1,501	6.01 %
4.	Fullerton	1,401	5.61 %
5.	Santa Ana	1,328	5.32 %
6.	Irvine	1,244	4.98 %
7.	Orange	1,035	4.15 %
8.	Brea	881	3.53 %
9.	Long Beach	529	2.12 %
10.	San Diego	450	1.80 %
All Other Destinations		11,719	46.94 %

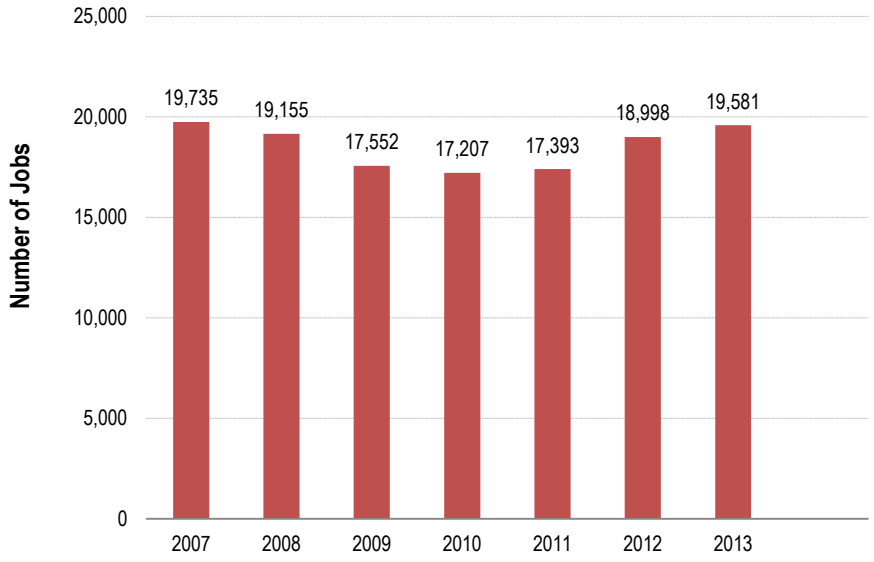
Source: U.S. Census Bureau, 2014, LODES Data; Longitudinal-Employer Household Dynamics Program, 2011

- This table identifies the top 10 locations where residents from the City of Placentia commute to work.
- 6.0% work in the city where they live, while 94.0% commute to other places.


KERN
VENTURA
LOS ANGELES
ORANGE
Lancaster
Palmdale
Santa Clarita
San Buenaventura
Oxnard
Simi Valley
Thousand Oaks
Pasadena
El Monte
West Covina
Pomona
Los Angeles
Inglewood
Downey
Brea
Placentia
Fullerton
Anaheim
Orange
Torrance
Long Beach
Santa Ana
Huntington Beach
Costa Mesa
Irvine
Major Work Destinations*
Commuter Rails
Major Airports
Ports
High Quality Transit Area**
* Top 10 work destinations in 2011 for City of Placentia residents. Please refer to the Employment section table for details. (Source: U.S. Census Bureau. 2014. LODES 7.0 Version.)
** Based on the SCAG's 2035 planned year data in the 2012-2035 RTP/SCS Amendment #1. Please note the HQTA layer is subject to change as SCAG continues to update its transportation network.
Nevada
KERN
Placentia
Arizona
SAN DIEGO
Mexico
0
5
10
20
Miles

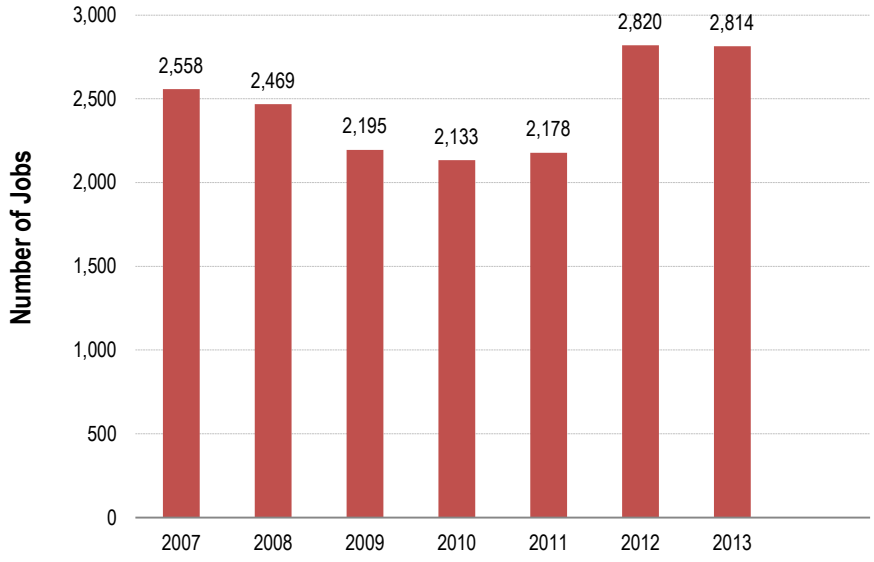
SAN BERNARDINO
Victorville
San Bernardino
Rancho Cucamonga
Riverside
Moreno Valley
Palm Springs
RIVERSIDE
ORANGE
Temecula
SAN DIEGO
San Diego
Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

Total Jobs: 2007 - 2013



Sources: California Employment Development Department, 2007 - 2013; InfoGroup; and SCAG

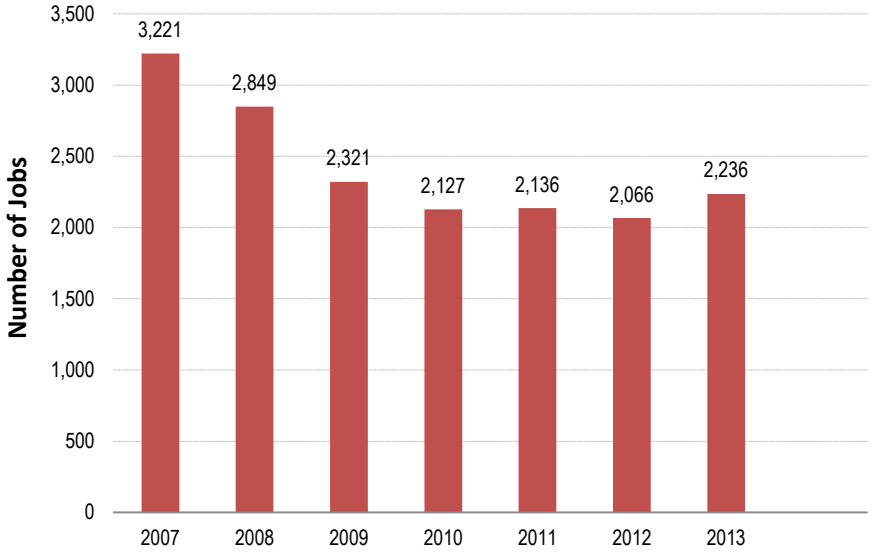
Jobs in Manufacturing: 2007 - 2013



Sources: California Employment Development Department, 2007 - 2013; InfoGroup; and SCAG

- Total jobs include wage and salary jobs and jobs held by business owners and self-employed persons. The total job count does not include unpaid volunteers or family workers, and private household workers.
- In 2013, total jobs in the City of Placentia numbered 19,581, a decrease of 0.78 percent from 2007.
- Manufacturing jobs include those employed in various sectors including food; apparel; metal; petroleum and coal; machinery; computer and electronic products; and transportation equipment.
- Between 2007 and 2013, the number of manufacturing jobs in the city increased by 10 percent.

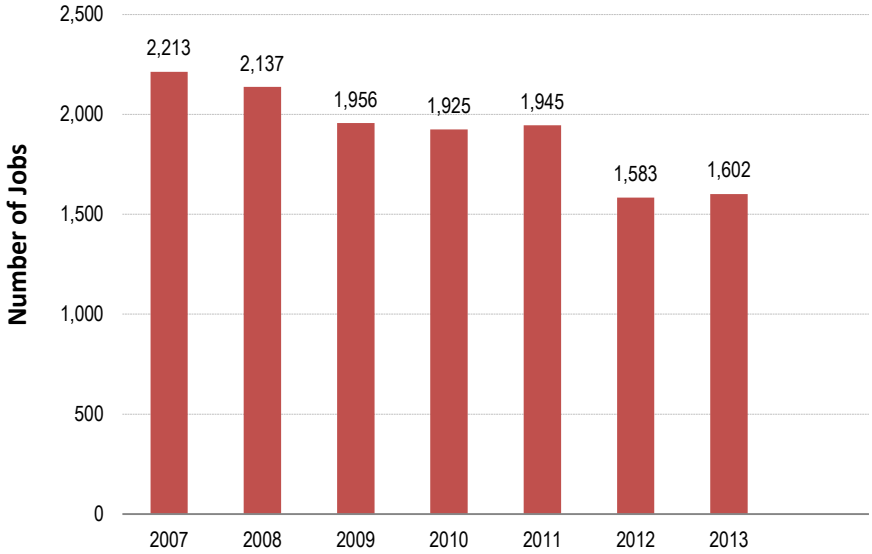
Jobs in Construction: 2007 - 2013



Sources: California Employment Development Department, 2007 - 2013; InfoGroup; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2013, construction jobs in the city decreased by 30.6 percent.

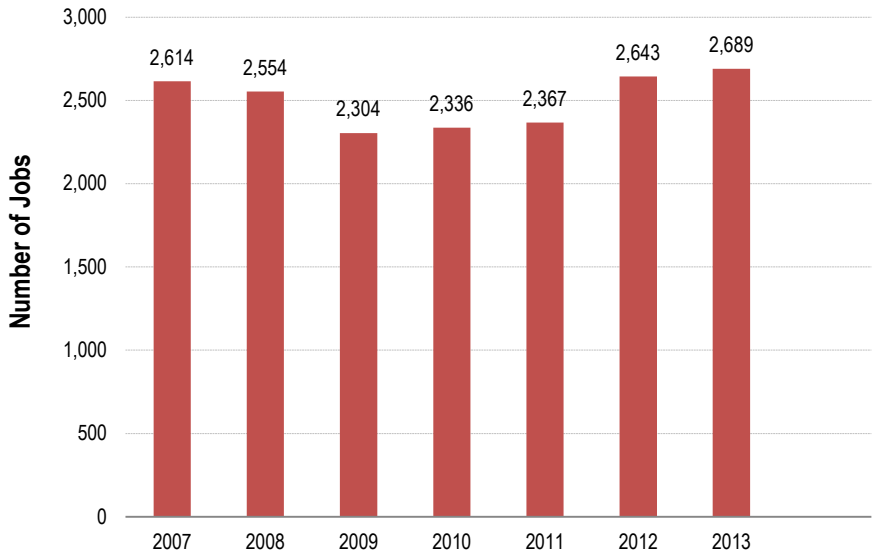
Jobs in Retail Trade: 2007 - 2013



Sources: California Employment Development Department, 2007 - 2013; InfoGroup; and SCAG

- Retail trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliances, building materials, food and beverage, clothing, sporting goods, books, and office supplies.
- Between 2007 and 2013, the number of retail trade jobs in the city decreased by 27.6 percent.

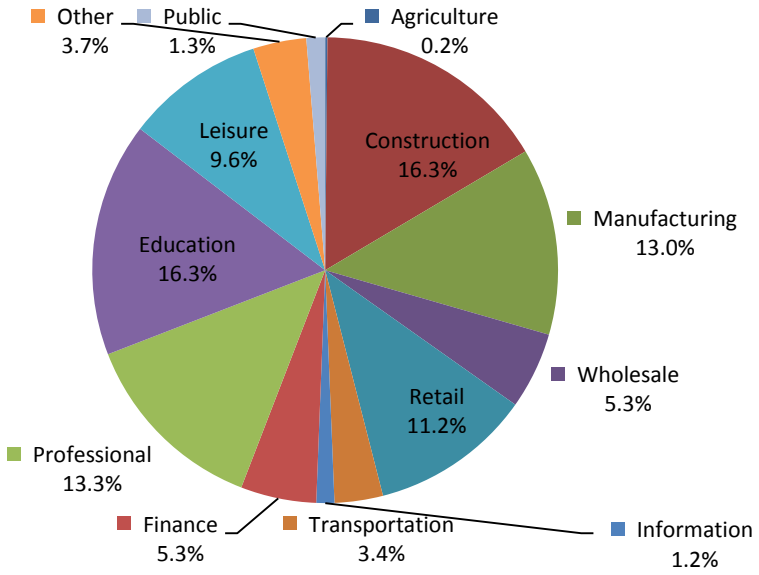
Jobs in Professional and Management: 2007 - 2013



Sources: California Employment Development Department, 2007 - 2013; InfoGroup; and SCAG

- Jobs in the professional and management sector include those employed in professional and technical services, management of companies, and administration and support.
- Between 2007 and 2013, the number of professional and management jobs in the city increased by 2.9 percent.

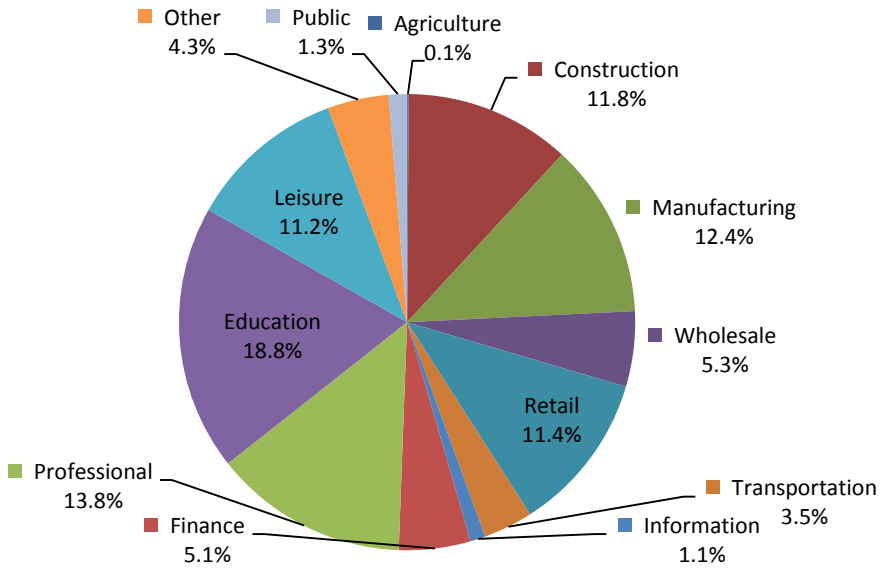
Jobs by Sector: 2007



Sources: California Employment Development Department, 2007; InfoGroup; and SCAG.

- From 2007 to 2013, the share of Education jobs increased from 16.3 percent to 18.8 percent.
- See Methodology Section for industry sector definitions.

Jobs by Sector: 2013

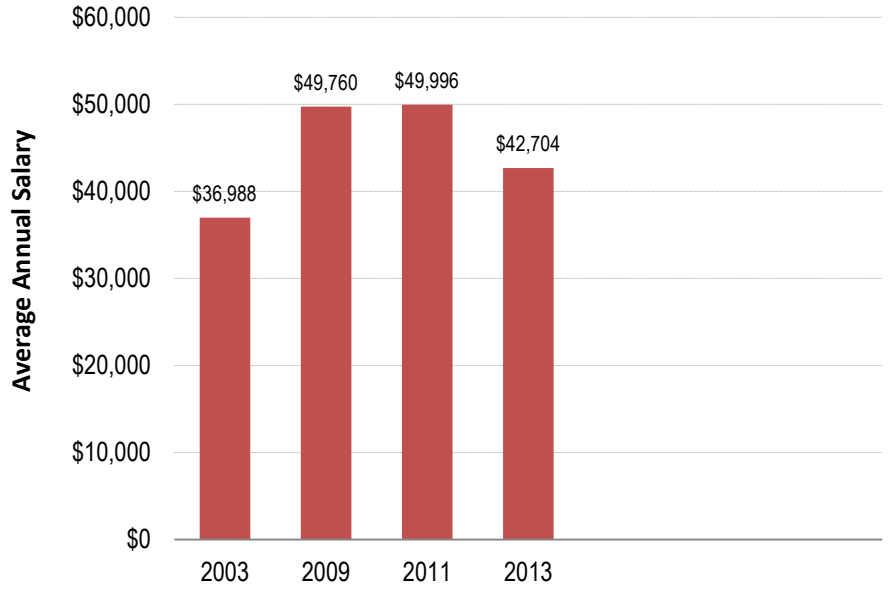


Sources: California Employment Development Department, 2014; InfoGroup; and SCAG.

- In 2013, the Education sector was the largest job sector, accounting for 18.8 percent of total jobs in the city.
- Other large sectors included Professional (13.8 percent), Manufacturing (12.4 percent), and Construction (11.8 percent).

Average Salaries

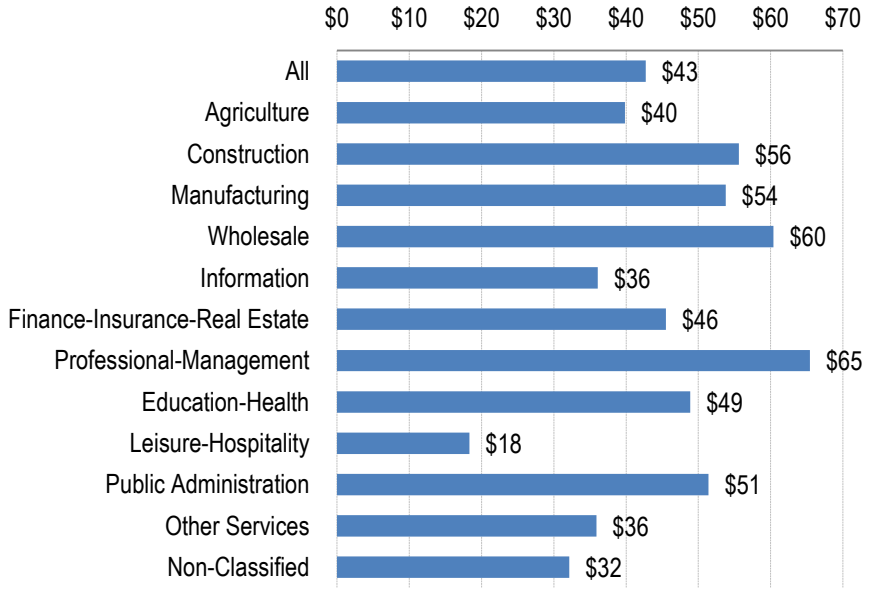
Average Annual Salary: 2003, 2009, 2011, & 2013



Source: California Employment Development Department, 2003, 2009, 2011, 2013

- Average salaries for jobs located in the city increased from $36,988 in 2003 to $42,704 in 2013, a 15.5 percent change.
- Note: Dollars are not adjusted for annual inflation.

Average Annual Salary by Sector: 2013 ($ thousands)

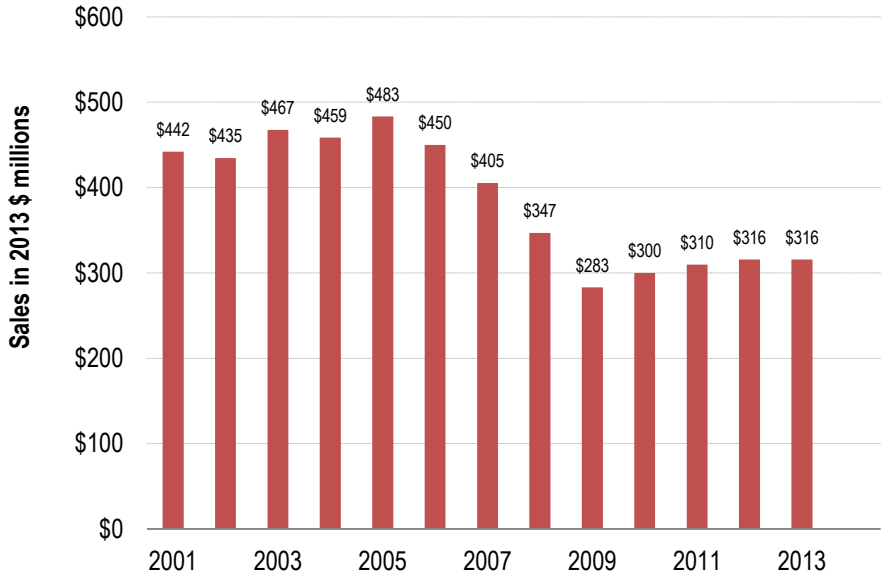


Source: California Employment Development Department, 2013

- In 2013, the employment sector providing the highest salary per job in the city was Professional-Management ($65,430).
- The Leisure-Hospitality sector provided the lowest annual salary per job ($18,338).

VII. Retail Sales

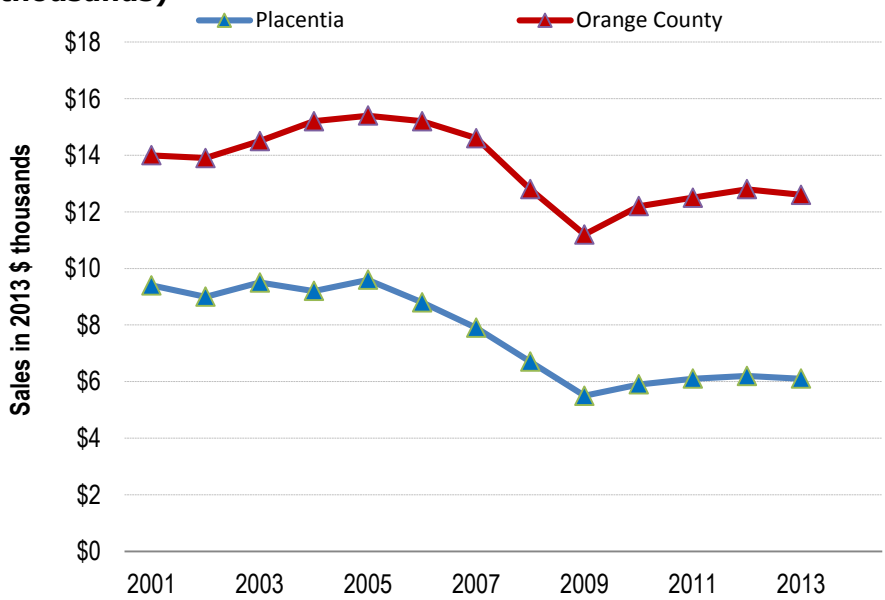
Real Retail Sales: 2001 - 2013 (in 2013 $ millions)



Source: California Board of Equalization, 2001-2013

- Real (inflation adjusted) retail sales in the City of Placentia increased by 10.4 percent between 2000 and 2005.
- Real retail sales decreased by 34.7 percent between 2005 and 2013.

Real Retail Sales per Person: 2001 - 2013 (in 2013 $ thousands)

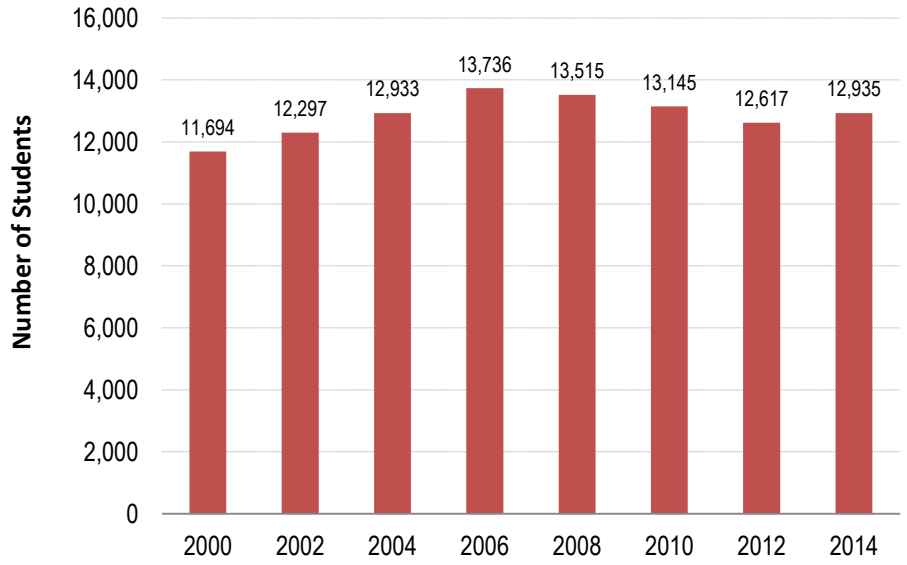


Source: California Board of Equalization, 2001-2013

- Between 2001 and 2013, retail sales per person for the city decreased from $9,418 to $6,082.

VIII. Education

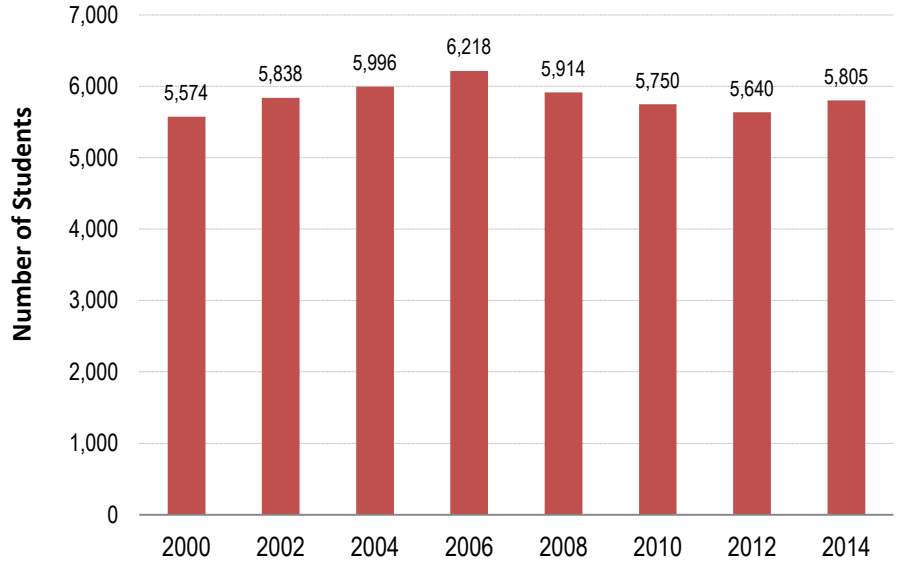
K-12 Public School Student Enrollment: 2000 - 2014



Source: California Department of Education, 2000 - 2014

- Between 2000 and 2014, total K-12 public school enrollment for schools within the City of Placentia increased by 1,241 students, or about 10.6 percent.

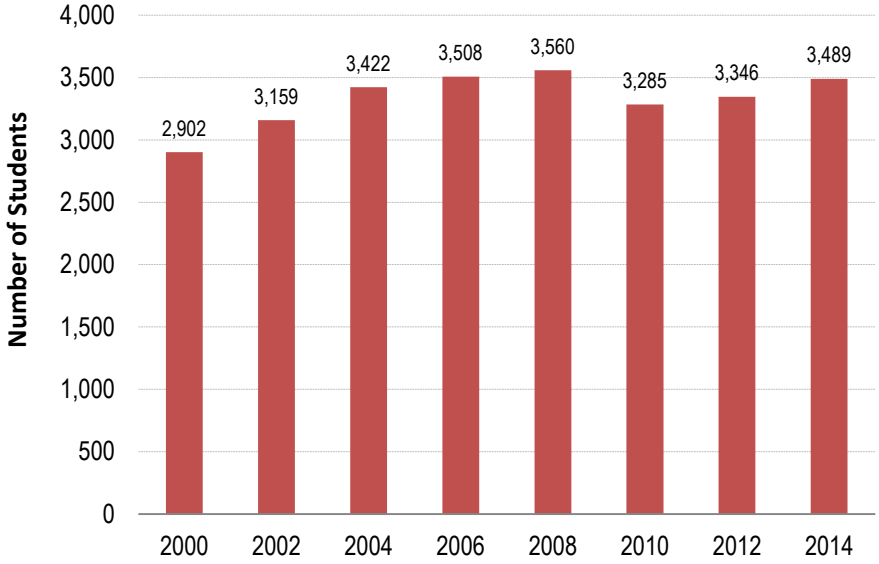
K-6 Public School Student Enrollment: 2000 - 2014



Source: California Department of Education, 2000 - 2014

- Between 2000 and 2014, total public elementary school enrollment increased by 231 students or 4.1 percent.

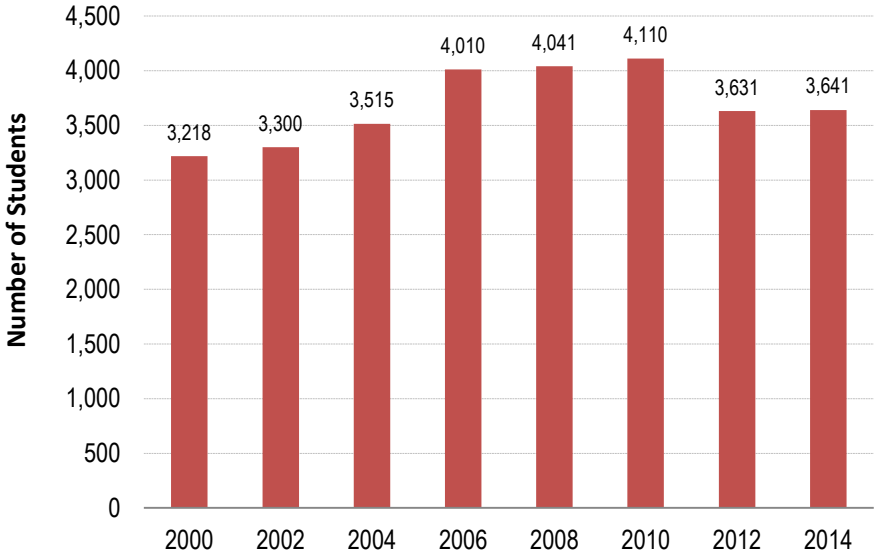
Grades 7-9 Public School Student Enrollment: 2000 - 2014



Source: California Department of Education, 2000 - 2014

- Between 2000 and 2014, total public school enrollment for grades 7-9 increased by 587 students or 20.2 percent.

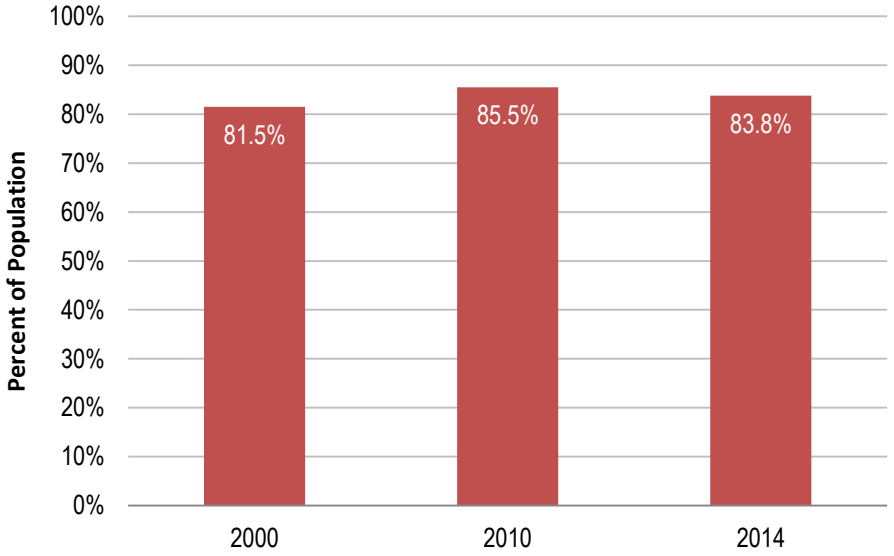
Grades 10-12 Public School Student Enrollment: 2000 - 2014



Source: California Department of Education, 2000 - 2014

- Between 2000 and 2014, total public school enrollment for grades 10-12 increased by 423 students, about 13.1 percent.

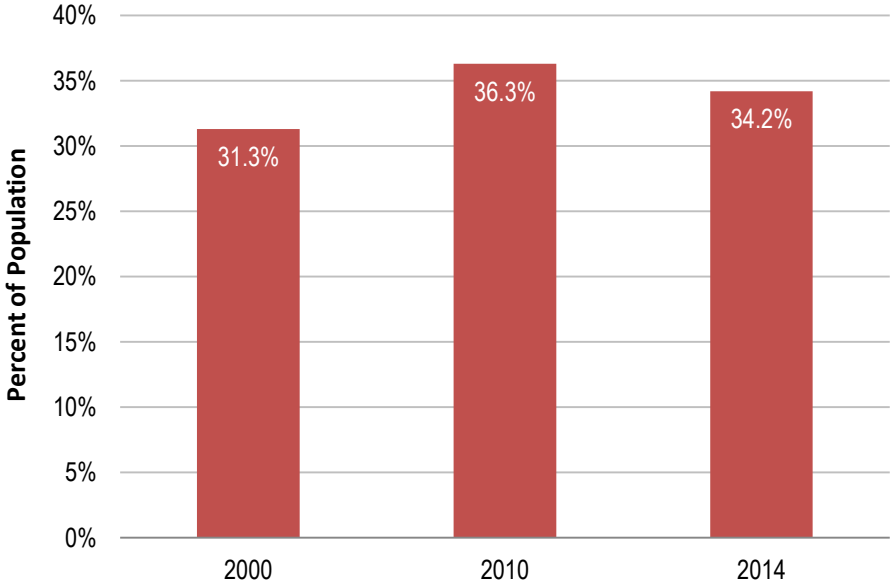
Percent of City Population 25 Years & Over Completing High School or Higher



Sources: 2000 and 2010 Census; Nielsen Co., 2014

- In 2014, 83.8 percent of the population 25 years and over completed high school or higher, which is higher than the 2000 level.

Percent of City Population 25 Years & Over Completing a Bachelor's Degree or Higher

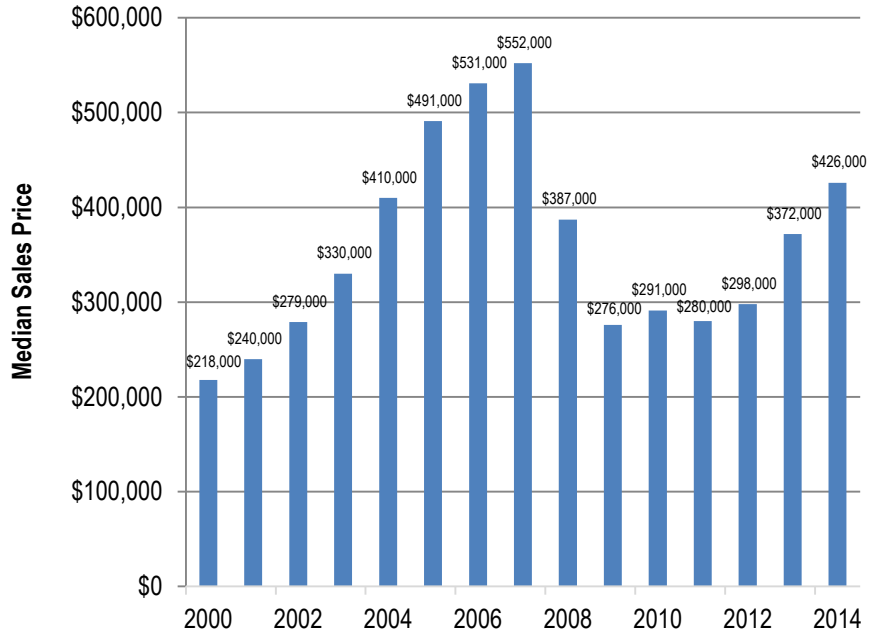


Sources: 2000 and 2010 Census; Nielsen Co., 2014

- In 2014, 34.2 percent of the population 25 years and over completed a Bachelor's degree or higher, which is higher than the 2000 level.

IX. SCAG Regional Highlights

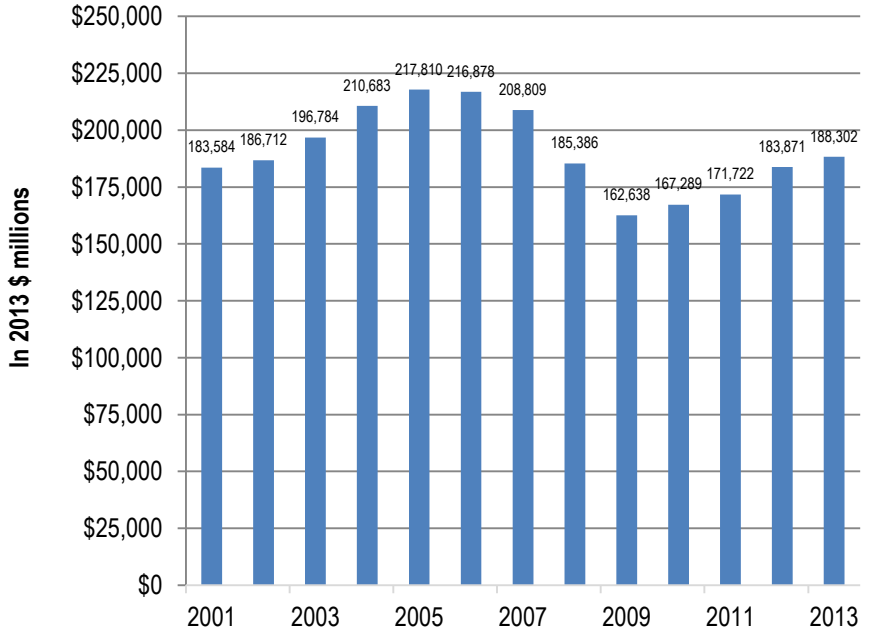
Regional Median Sales Price for Existing Homes: 2000 - 2014



Source: MDA Data Quick, 2014

- After reaching its peak in 2007, the median sales price for existing homes in the SCAG region dropped by almost half by 2011 from its 2007 level and rebounded from 2012 to 2014.
- Median home sales price was calculated based on total existing home sales in the SCAG region.

Regional Real Retail Sales: 2001 - 2013



Source: California Board of Equalization, 2001-2013

- Retail sales tend to follow closely with trends in personal income, employment rates, and consumer confidence.
- Between 2001 and 2005, real (inflation adjusted) retail sales increased steadily by 19 percent but then dropped between 2005 and 2009 by $52 billion, or 25 percent.
- In 2013, total real retail sales were three percent higher than the 2001 level.

X. Data Sources

California Department of Education

California Department of Finance, Demographic Research Unit

California Employment Development Department, Labor Market Information Division

California State Board of Equalization

Construction Industry Research Board

InfoGroup

MDA Data Quick

Nielsen Company

U.S. Census Bureau

XI. Methodology

SCAG's Local Profiles utilizes the most up-to-date information from a number of publically available sources, including the U.S. Census Bureau, California Department of Finance, and the California Department of Education. In the event that public information is not available or is not the most recent, SCAG contracts with a number of private entities to obtain regional data. The following sections describe how each data source was compiled to produce the information displayed in this report.

Statistical Summary Table

In the Statistical Summary Table (page 3), the values in the field "Jurisdiction Relative to County/Region" represent the difference between the jurisdiction's value and the county/region value, except for the following categories which represent the jurisdiction's value as a share of the county (or in the case of an entire county as a share of the region): Population, Number of Households, Number of Housing Units, Number of Jobs, Total Jobs Change, and K-12 Student Enrollment.

Median Age, Homeownership Rate, and Median Household Income are based on Nielsen Company data. Number of Housing Units is based on the 2010 Census and estimates from the California Department of Finance. Data for all other categories are referenced throughout the report.

Population Section

Where referenced, data from 2000 to 2014 was taken from the California Department of Finance's (DOF) E-5 estimates, which were published in May 2014. This dataset was benchmarked to population figures from the 2000 and 2010 U.S. Decennial Censuses. Data relating to population by age group and by race/ethnicity was derived from the 2000 and 2010 U.S. Decennial Censuses, and Nielsen Co. The 2000 figure was based on U.S. Decennial Census figures for April 1, 2000 and the 2010 figure was based on U.S. Decennial Census figures for April 1, 2010.

Below are definitions for race and ethnicity, taken from the U.S. Census Bureau.

The Hispanic or Latino origin category is:

- A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

The race categories are:

- American Indian or Alaska Native – A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian – A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American – A person having origins in any of the black racial groups of Africa, including those who consider themselves to be "Haitian."

- White – A person having origins in any of the original peoples of Europe, North Africa, or the Middle East.

- Some other race – This category includes Native Hawaiian or Other Pacific Islander (a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands) and all other responses not included in the "American Indian or Alaska Native," "Asian," "Black or African American," and "White" race categories described above.

Charts for population based on age were tabulated using 2000 and 2010 U.S. Decennial Census data and Nielsen Company data for 2014. Charts for race/ethnicity were tabulated using 2000 and 2010 U.S. Decennial Census data and Nielsen Company data for 2014.

Households Section

The 2000 figure was based on U.S. Decennial Census figures for April 1, 2000 and the 2010 figure was based on U.S. Decennial Census figures for April 1, 2010. Information for 2014 was supplied by the Nielsen Company. Average household size was developed using information from the California Department of Finance (DOF). Households by Size was calculated based on Nielsen Company data. Households refer to the number of occupied housing units.

Housing Section

Housing units are the total number of both vacant and occupied units. Housing units by housing type information was developed using data from the California Department of Finance (DOF). Age of housing stock information is from the Nielsen Company.

The number of residential units with permits issued was obtained using Construction Industry Research Board data, which are collected by counties and are self-reported by individual jurisdictions. It represents both new single family and new multifamily housing units that were permitted to be built, along with building permits that were issued for improvements to existing residential structures (e.g., re-roofs, remodels). Please note that SCAG opted to report the annual number of permits issued by each jurisdiction which may be different than the number of housing units completed or constructed annually. This was done using a single data source which provides consistent data for all jurisdictions. The Construction Industry Research Board defines "multi-family housing" to include duplexes, apartments, and condominiums in structures of more than one living unit.

The median home sales price, compiled from MDA Data Quick, was calculated based on total resales of existing homes in the jurisdiction, including single family units and condominiums. The median price does not reflect the entire universe of housing in the jurisdiction, only those that were sold within the calendar year.

Transportation Section

The journey to work data for the year 2000 was obtained by using the 2000 U.S. Decennial Census Summary File 3. Data for 2010 is based on the 2010 U.S. Census American Community Survey. Information for 2014 was provided by the Nielsen Company.

Employment Section

Data sources for estimating jurisdiction employment and wage information include the 2010 U.S. Census Bureau Local Employment Dynamics Survey, and information from the California Employment Development Department, InfoGroup, and SCAG for years 2007-2013. In many instances, employment totals from individual businesses were geocoded and aggregated to the jurisdictional level.

Employment information by industry type is defined by the North American Industry Classification System (NAICS). Although the NAICS provides a great level of detail on industry definitions for all types of businesses in North America, for the purposes of this report, this list of industries has been summarized into the following major areas: agriculture, construction, manufacturing, wholesale, retail, information, finance/insurance/real estate, professional/management, education/health, leisure/hospitality, public administration, other services, and non-classified industries.

A brief description of each major industry area is provided below:

- Agriculture – This industry includes crop production, animal production and aquaculture, forestry and logging, fishing hunting and trapping, and support activities for agriculture and forestry.
- Construction – Industries under this umbrella involve the construction of buildings, heavy and civil engineering construction, and specialty trade contractors.
- Manufacturing – This group includes the processing of raw material into products for trade, such as food manufacturing, apparel manufacturing, wood product manufacturing, petroleum and coal products manufacturing, chemical manufacturing, plastics and rubber products manufacturing, nonmetallic mineral product manufacturing and primary metal manufacturing.
- Wholesale – Wholesale industries do business in the trade of raw materials and durable goods.
- Retail – Retail industries engage in the sale of durable goods directly to consumers.
- Information – Businesses in this industry specialize in the distribution of content through a means of sources, including newspaper, periodicals, books, software, motion pictures, sound recording, radio and television broadcasting, cable or subscription programming, telecommunications, data processing/hosting, and other information mediums.
- Finance/Insurance/Real Estate – This sector includes businesses associated with banking, consumer lending, credit intermediation, securities brokerage, commodities exchanges, health/life/medical/title/property/casualty insurance agencies and brokerages, and real estate rental/leasing/sales.
- Professional Management – This industry involves businesses that specialize in professional/scientific/technical services, management of companies and enterprises, and administrative and support services. Types of establishments that would fall under this category range from law offices, accounting services, architectural/engineering firms, specialized design services, computer systems design and related services, management consulting firms, scientific research and

development services, advertising firms, office administrative services, facilities support services, among many others.

- Education/Health – Organizations include elementary and secondary schools, junior colleges, universities, professional schools, technical and trade schools, medical offices, dental offices, outpatient care centers, medical and diagnostic laboratories, hospitals, nursing and residential care facilities, social assistance services, emergency relief services, vocational rehabilitation services, and child day care services.
- Leisure/Hospitality – These industries include organizations in the performing arts, spectator sports, museums, amusement/recreation industries, traveler accommodations, and food and drink services.
- Public Administration – This classification includes public sector organizations, including legislative bodies, public finance institutions, executive and legislative offices, courts, police protection, parole offices, fire protection, correctional institutions, administration of governmental programs, space research and technology, and national security.
- Other Services – Groups in this group include, for example, automotive repair and maintenance, personal and household goods repair and maintenance, personal laundry services, dry-cleaning and laundry services, religious services, social advocacy organizations, professional organizations, and private households
- Non-Classified – Non-classified organizations involve work activites that are not included in the North American Industry Classification System.

Retail Sales Section

Retail sales data is obtained from the California Board of Equalization, which does not publish individual point-of-sale data. All data is adjusted for inflation.

Education Section

Student enrollment data is based on public school campuses that are located within each jurisdiction's respective boundary. Enrollment numbers by grade within a given jurisdiction are tabulated based upon data obtained from the California Department of Education. Enrollment year is based on the end date of the school year; for example, enrollment data for the year 2000 refers to the 1999-2000 school year. City boundaries used in the dataset for all years is based on data provided by the Local Agency Formation Commission for each county in the region.

Regional Highlights

Information for this section was developed through data from MDA Data Quick and the California Board of Equalization.

Data Sources Section

In choosing the data sources used for this report, the following factors were considered:

- Availability for all jurisdictions in the SCAG region,
- The most recognized source on the subject,
- Data sources within the public domain, and
- Data available on an annual basis.

The same data sources are used for all Local Profiles (except where noted) to maintain overall reporting consistency. The jurisdictions are not constrained from using other data sources for their planning activities.

The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Metropolitan Planning Program, Section 104(f) of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation. Additional assistance was provided by the California Department of Transportation.

XII. Acknowledgments

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Southern California Association of Governments
Regional Council Roster
May 2015

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2nd Vice-President	**3.**	**Hon. Michele Martinez**	***Santa Ana***	**District 16**
Imm. Past President	**4.**	**Hon. Greg Pettis**	***Cathedral City***	**District 2**
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	36.	Hon. Gene Daniels	*Paramount*	District 24
	37.	Hon. Sean Ashton	*Downey*	District 25
	38.	Hon. José Luis Solache	*Lynwood*	District 26
	39.	Hon. Ali Saleh	*Bell*	District 27
	40.	Hon. Dan Medina	*Gardena*	District 28

41. Hon. Rex Richardson	*Long Beach*	District 29
42. Hon. Lena Gonzalez	*Long Beach*	District 30
43. Hon. Andrew Sarega	*La Mirada*	District 31
44. Hon. Margaret Clark	*Rosemead*	District 32
45. Hon. Gene Murabito	*Glendora*	District 33
46. Hon. Barbara Messina	*Alhambra*	District 34
47. Hon. Margaret E. Finlay	*Duarte*	District 35
48. Hon. Jonathan Curtis	*La Cañada/Flintridge*	District 36
49. Hon. Carol Herrera	*Diamond Bar*	District 37
50. Hon. Sam Pedroza	*Claremont*	District 38
51. Hon. James Gazeley	*Lomita*	District 39
52. Hon. Judy Mitchell	*Rolling Hills Estates*	District 40
53. Hon. Pam O'Connor	*Santa Monica*	District 41
54. Hon. Jess Talamantes	*Burbank*	District 42
55. Hon. Steven Hofbauer	*Palmdale*	District 43
56. Hon. John Sibert	*Malibu*	District 44
57. Hon. Carmen Ramirez	*Oxnard*	District 45
58. Hon. Glen Becerra	*Simi Valley*	District 46
59. Hon. Gilbert Cedillo	*Los Angeles*	District 48
60. Hon. Paul Krekorian	*Los Angeles*	District 49
61. Hon. Bob Blumenfield	*Los Angeles*	District 50
62. Hon. Tom LaBonge	*Los Angeles*	District 51
63. Hon. Paul Koretz	*Los Angeles*	District 52
64. Hon. Nury Martinez	*Los Angeles*	District 53
65. Hon. Felipe Fuentes	*Los Angeles*	District 54
66. Hon. Bernard C. Parks	*Los Angeles*	District 55
67. Hon. Curren D. Price, Jr.	*Los Angeles*	District 56
68. Hon. Herb J. Wesson, Jr.	*Los Angeles*	District 57
69. Hon. Mike Bonin	*Los Angeles*	District 58
70. Hon. Mitchell Englander	*Los Angeles*	District 59
71. Hon. Mitch O'Farrell	*Los Angeles*	District 60
72. Hon. José Huizar	*Los Angeles*	District 61
73. Hon. Joe Buscaino	*Los Angeles*	District 62
74. Hon. Karen Spiegel	*Corona*	District 63
75. Hon. Barbara Delgleize	*Huntington Beach*	District 64
76. Hon. Ryan McEachron	*Victorville*	District 65
77. Hon. Michael Wilson	*Indio*	District 66
78. Hon. Dante Acosta	*Santa Clarita*	District 67
79. Hon. Rusty Bailey	*Riverside*	District 68
80. Hon. Julio Rodriguez	*Perris*	District 69

81. Hon.	Ross Chun	*Aliso Viejo*	TCA
82. Hon.	Andrew Masiel, Sr.	*Pechanga Band of Luiseño Indians*	Tribal Government Representative
83. Mr.	Randall Lewis	*Lewis Group of Companies*	(Ex-Officio)
84. Hon.	Eric Garcetti	*Los Angeles*	(At-Large)

Notes: