
Press Release

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SCAG Releases Detailed City-by-City Profiles, Available Online

Economic, demographic information to help
local planning, development, outreach

PALM DESERT, Calif. – The Southern California Association of Governments today released detailed demographic and socioeconomic profiles of every city and all six counties within the SCAG region.

The detailed reports are designed to assist municipalities and the counties with community planning, economic development, public outreach and grant applications. They include information related to population, home sales, employment and retail sales.

SCAG first issued the reports in 2009, updating them every two years.

“As the economy shows signs of recovery, and development activity increases, this kind of information is especially useful,” said Greg Pettis, SCAG’s incoming president and a City Council member from Cathedral City.

The profiles were released at SCAG’s 2013 Regional Conference & General Assembly, which opens today at the JW Marriott Desert Springs. The two-day conference, “Gateway to National Prosperity,” is bringing together thought leaders and policy makers from the local, state and federal level to discuss economic and legislative priorities, strategies for growing jobs, and solutions to the region’s transportation and infrastructure challenges.

SCAG represents 191 cities and is the largest metropolitan planning organization in the United States. The region is expected to grow by 4 million people, up from the current 18 million, over the next quarter century.

That growth is across the board, Pettis said, underscoring the need for accurate demographic and economic information at the local level.

“It’s an invaluable tool for city planners, community leaders and others who believe, as we do, that the more informed we are about where a community is today, the better prepared we will be for the future,” Pettis said.

To access the city-by-city data, please visit www.scag.ca.gov.

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