

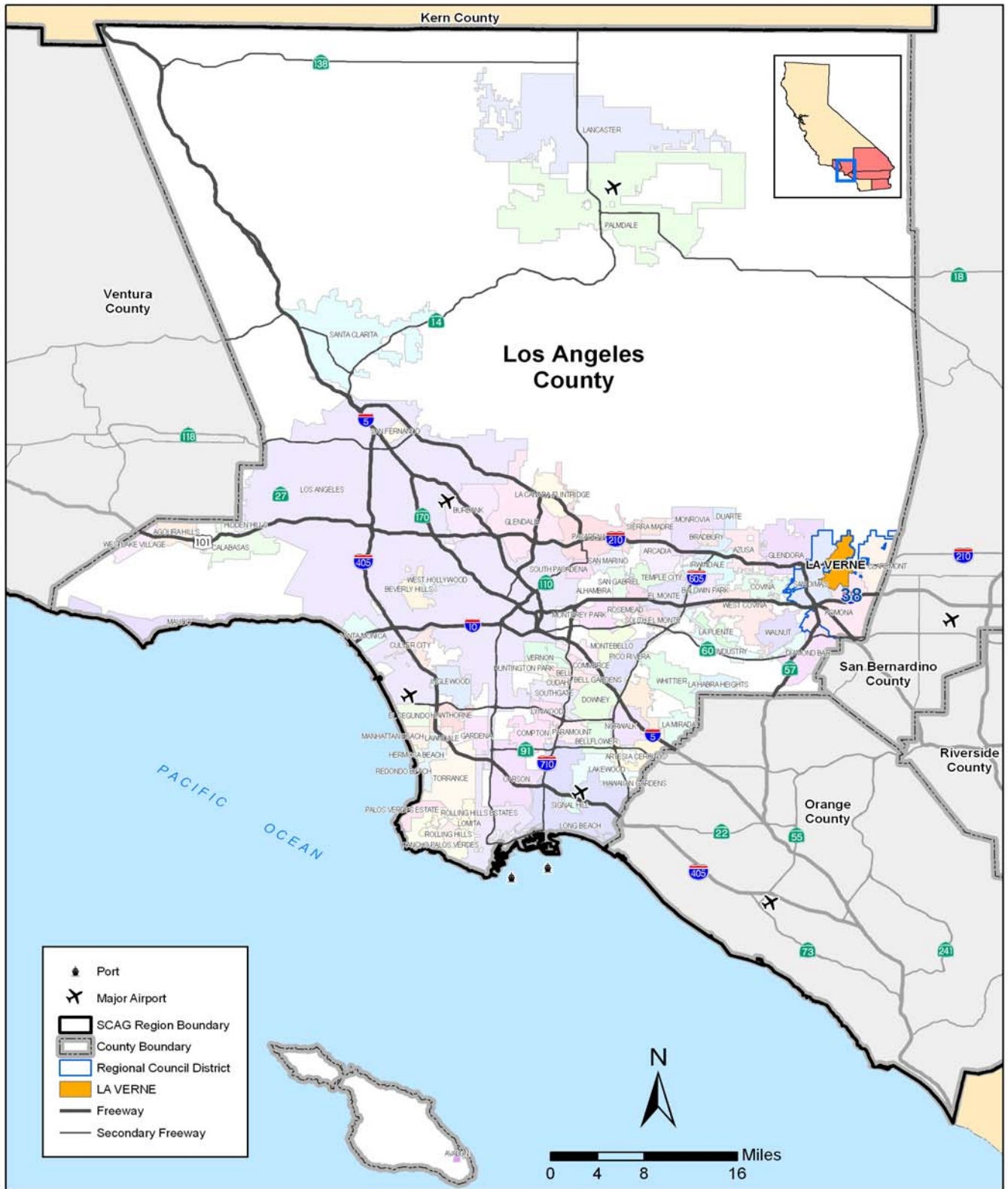
Profile of the City of La Verne

Southern California Association of Governments' (SCAG) Regional Council includes 67 Districts which represent 189 cities in the SCAG region.

SCAG Regional Council District 38 includes four cities:
Claremont, La Verne, Pomona, and San Dimas
Represented by: **Hon. Paula Lantz**



This project was funded by the Southern California Association of Governments and shared with the City of La Verne. SCAG regularly provides local governments with services including planning data and information, technical assistance such as GIS training, and planning assistance such as analyses of visioning, infill, real estate investment, and fiscal impact.



**Southern California Association of Governments
Regional Council Roster**

May 2009

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Hon. Jon Edney, El Centro, 1st Vice-President
Hon. Gary Ovitt, Immediate Past President

Hon. Victor Carrillo
Hon. Mike Antonovich
Hon. Mark Ridley-Thomas
Hon. Chris Norby
Hon. Jeff Stone
Hon. Linda Parks
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Hon. Robin Lowe, Hemet
Hon. Kelly Chastain, Colton
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Representing

District 13
District 1
San Bernardino County

Imperial County
Los Angeles County
Los Angeles County
Orange County
Riverside County
Ventura County
Los Angeles City
OCTA
RCTC
SANBAG
VCTC
District 2
District 3
District 4
District 5
District 6
District 7
District 8
District 9
District 10
District 11
District 12
District 14
District 15
District 16
District 17
District 18
District 19
District 20
District 21
District 22
District 23
District 24
District 25

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Hon. Barbara Calhoun, Compton	District 26
Hon. Frank Gurule, Cudahy	District 27
Hon. Judy Dunlap, Inglewood	District 28
Hon. Val Lerch, Long Beach	District 29
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Hon. Robert Harbicht, Arcadia	District 35
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Hon. Paula Lantz, Pomona	District 38
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Hon. Frank Quintero, Glendale	District 42
VACANT	District 43
Hon. Dennis Washburn, Calabasas	District 44
Hon. Bryan MacDonald, Oxnard	District 45
Hon. Glen Becerra, Simi Valley	District 46
Hon. Carl Morehouse, San Buenaventura	District 47
Hon. Ed Reyes, Los Angeles	District 48
Hon. Wendy Greuel, Los Angeles	District 49
Hon. Dennis Zine, Los Angeles	District 50
Hon. Tom LaBonge, Los Angeles	District 51
Hon. Jack Weiss, Los Angeles	District 52
Hon. Tony Cardenas, Los Angeles	District 53
Hon. Richard Alarcon, Los Angeles	District 54
Hon. Bernard Parks, Los Angeles	District 55
Hon. Jan Perry, Los Angeles	District 56
Hon. Herb Wesson, Los Angeles	District 57
Hon. Bill Rosendahl, Los Angeles	District 58
Hon. Greig Smith, Los Angeles	District 59
Hon. Eric Garcetti, Los Angeles	District 60
Hon. Jose Huizar, Jr., Los Angeles	District 61
Hon. Janice Hahn, Los Angeles	District 62
Hon. Thomas Buckley, Lake Elsinore	District 63
Hon. Gil Coerper, Huntington Beach	District 64
Hon. Ginger Coleman, Apple Valley	District 65
Hon. Melanie Fesmire, Indio	District 66
Hon. Nury Martinez, San Fernando	District 67
Hon. Mark Calac, Pechanga Band of Luiseno Indians	Tribal Govt. Rep

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I. Introduction

The purpose of this report is to offer the City of La Verne with updated information and to assist in their planning activities. Information with respect to, for example, demographic, socio-economic and housing, is obtained from a myriad of sources. In addition, data related to education is also included. The report focuses on the major changes in the city since 2000 in comparison with that of Los Angeles County. The information presented and interpreted in this report shows current trends, and may be utilized by the City as part of the basis for making its future policies.

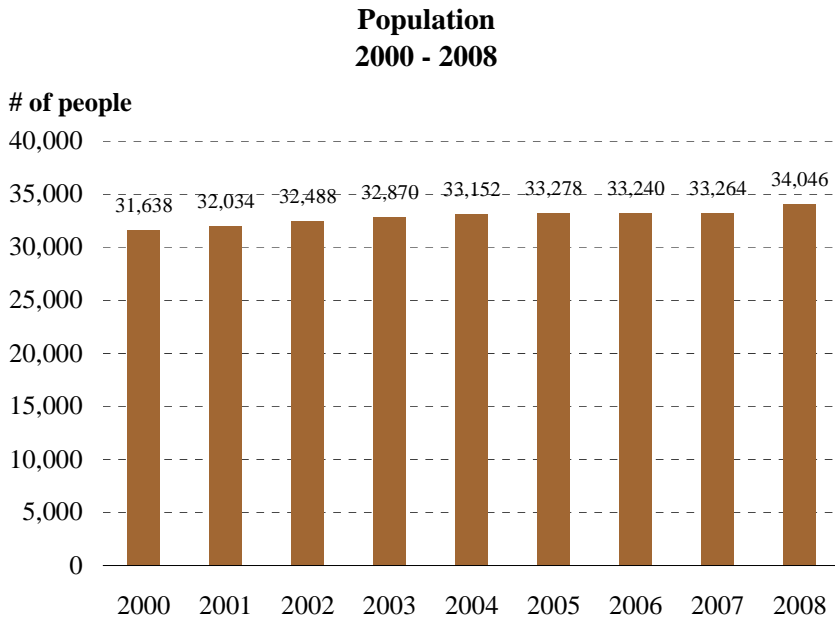
STATISTICAL DATA

<i>Category</i>	<i>La Verne</i>	<i>Los Angeles County</i>	<i>La Verne relative to Los Angeles County</i>	<i>SCAG Region</i>
Population (2008)	34,046	10,363,850	0.33%	18,636,934
Median Age (Yrs)	39.7	33.9	5.8	33.5
White (Non-Hispanic)	61.7%	28.9%	0.7%	35.30%
Asian (Non-Hispanic)	7.4%	12.8%	0.2%	11.30%
Black (Non-Hispanic)	3.0%	8.7%	0.1%	6.80%
American Indian	0.4%	0.3%	0.4%	0.30%
All Other Non-Hispanic	2.6%	2.0%	0.4%	2.30%
Hispanic	24.9%	47.3%	0.2%	43.90%
Number of Households (2008)	11,211	3,260,434	0.34%	5,849,833
Number of Housing Units (2008)	11,428	3,403,480	0.34%	6,224,661
Home Ownership Rate	76.9%	47.5%	0.6%	54.70%
Average Household Size (2008)	3.1	3.1	0	3.1
Median Family Income (\$) (2007)	87,673	56,930	30,743	61,901
Median Existing Home Price (\$) (2008)	480,000	399,000	81,000	382,300
Number of Jobs (2008)	9,386	4,456,896	0.21%	7,845,378

Source: Claritas, Inc. 2007, California Department of Finance, Data Quick Information Systems, SCAG.

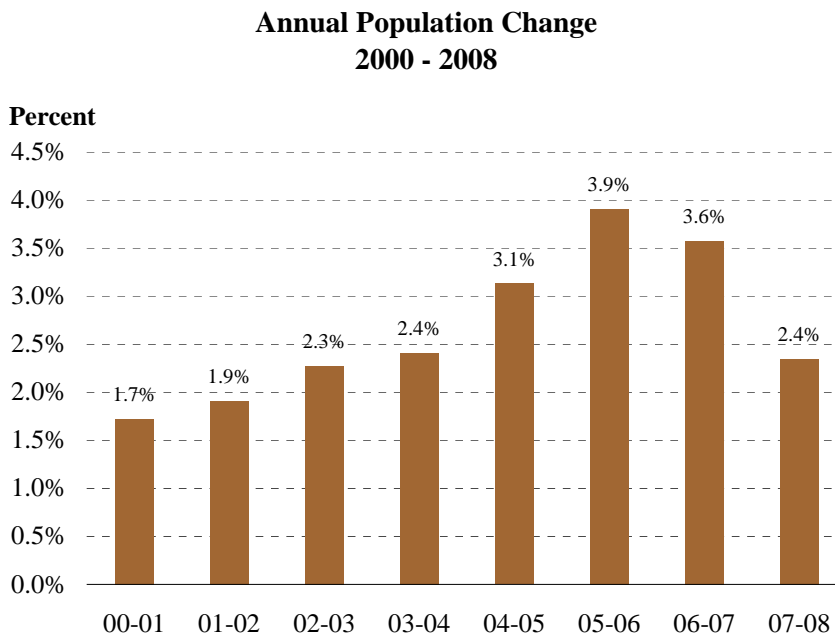
II. Population

Population Growth



Source: California Department of Finance, E-5, May 2008

- Between 2000 and 2008, the total population of the city increased by almost 2,400, reaching 34,046 in 2008.
- During this 8-year period, the city's population growth rate of 7.6 percent was below the Los Angeles County rate of 8.9 percent.

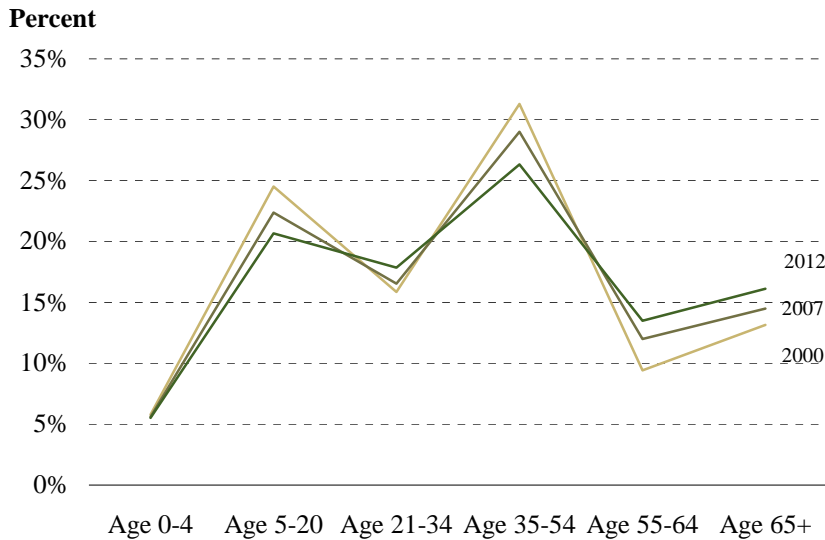


Source: California Department of Finance, E-5, May 2008

- Between 2000 and 2006, annual population growth rate increased year by year.
- From 2006 to 2008, the annual growth rate of the city slowed down. Between 2007 and 2008, the growth rate was 2.4 percent, or about 780 additional residents per year.

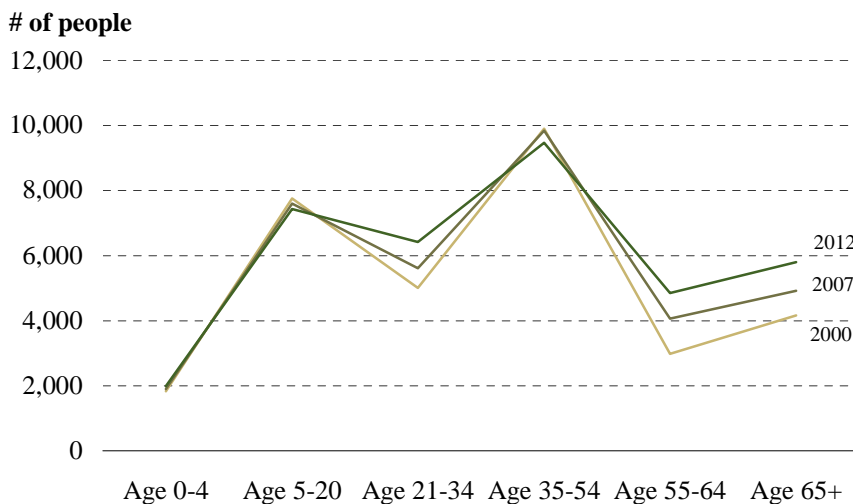
Population by Age

**Population by Age
2000 - 2012**



Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

**Population by Age
2000 - 2012**

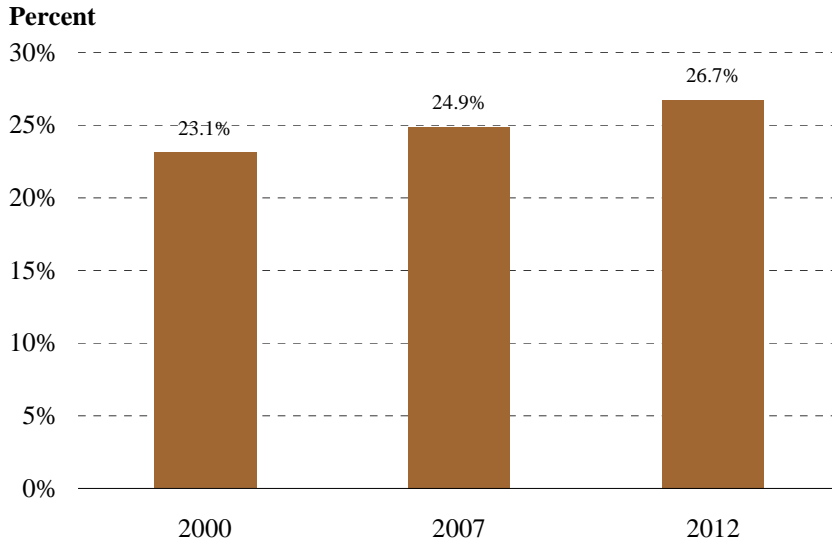


Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2012, the population in La Verne continues to be dominated by the middle-aged cohort (35 – 54 years old) and the school-age populations (5 to 20 years old). Together, they are projected to account for 46 percent of the total population in 2012, decreasing from 56 percent in 2000.
- Between 2000 and 2012, the share of population between ages 55 and 64 and age 65 and above is projected to increase from 23 percent to 30 percent, reflecting primarily the aging of the baby boomers.
- During this 12-year period, the share of the cohort between 21 – 34 years old is projected to increase from 16 percent to 18 percent.
- As to the population by age group, those aged 35 and older are projected to increase significantly. Specifically, between 2000 and 2012, the population group 55 and over is projected to increase by more than 3,500

Population by Race/Ethnicity

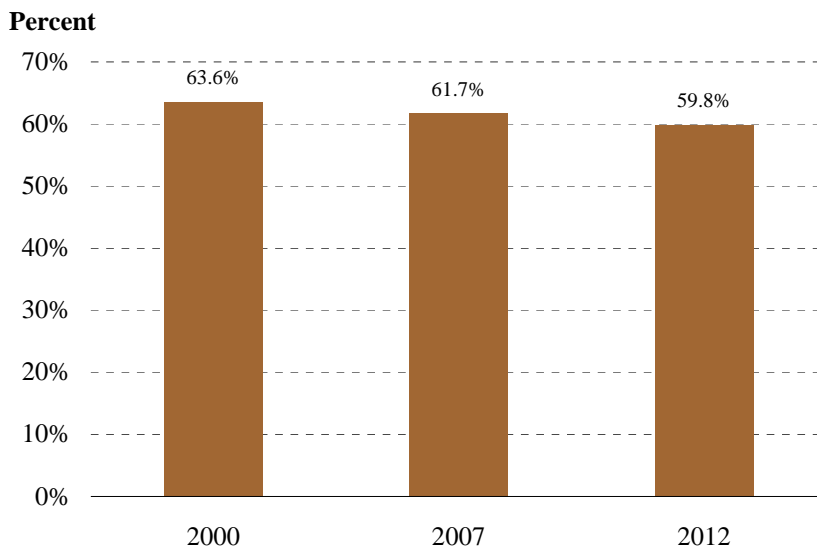
Hispanic or Latino of Any Race 2000 - 2012



Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2007, the share of Hispanic population in the city increased from 23.1 to 24.9 percent, below the Los Angeles County share of 47.3 percent in 2007. Hispanics are the fastest growing ethnic group in the city and their population share is projected to further increase to 26.7 percent in 2012.

White (Non-Hispanic) 2000 - 2012

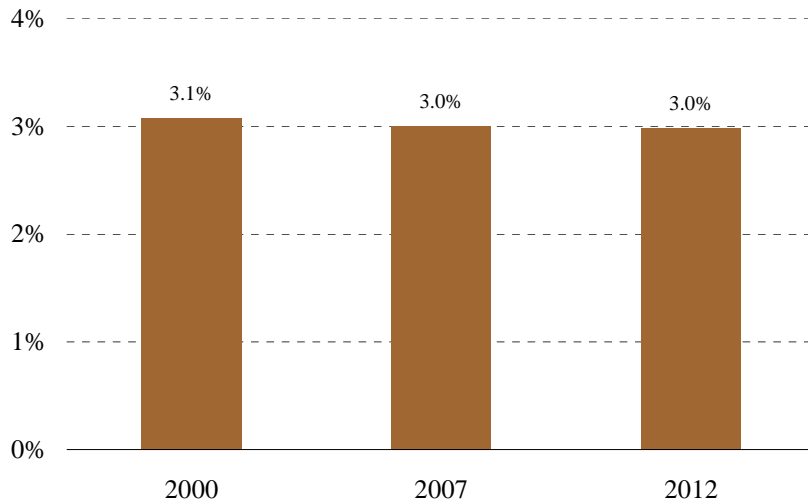


Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Like most cities in Southern California, since 2000, the share of non-Hispanic White population has been declining, while the share of other ethnic groups (particularly Hispanic and Asian) has been increasing and is projected to continue to rise through 2012.

Black (Non-Hispanic) 2000 - 2012

Percent

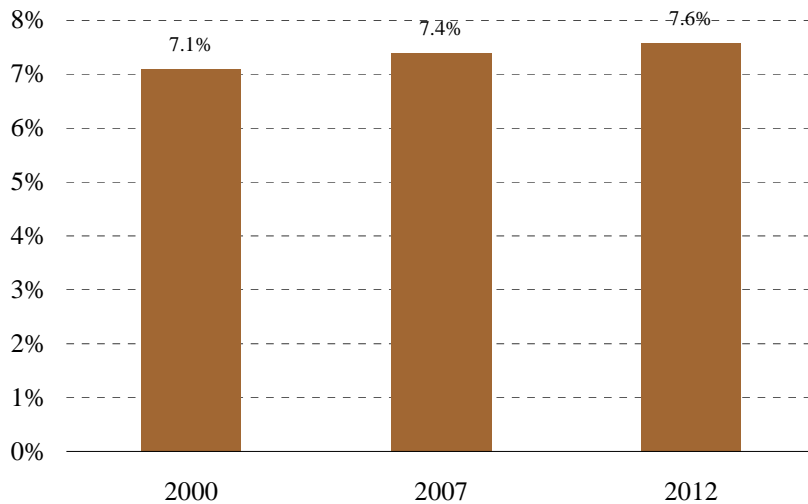


Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2007, the share of non-Hispanic Black population in the city decreased very slightly from 3.1 to 3.0 percent, which was below the county share of 8.7 percent in 2007. This population is projected to stay static through 2012.

Asian (Non-Hispanic) 2000 - 2012

Percent



Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- The share of the Asian population in the city increased from 7.1 percent in 2000 to 7.4 percent in 2007, below the Los Angeles County share of 12.8 percent. The Asian population in the city is projected to further increase to 7.6 percent in 2012.

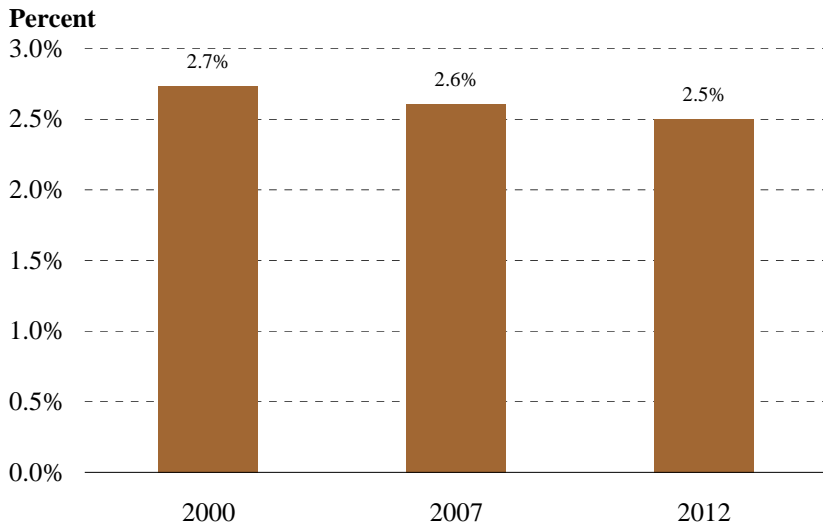
**American Indian (Non-Hispanic)
2000 - 2012**



- Between 2000 and 2012, the share of the American Indian population in La Verne is estimated to increase from 0.35 to 0.44 percent.

Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

**All Other (Non-Hispanic)
2000 - 2012**

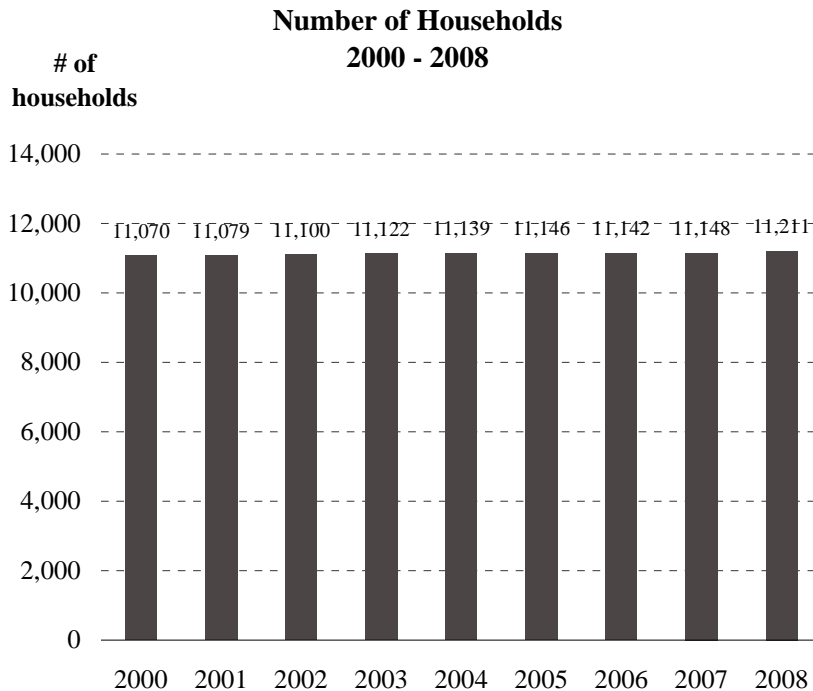


- During the 12-year period, the share of all other non-Hispanic population group is estimated to decrease from 2.7 to 2.5 percent.

Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

III. Households

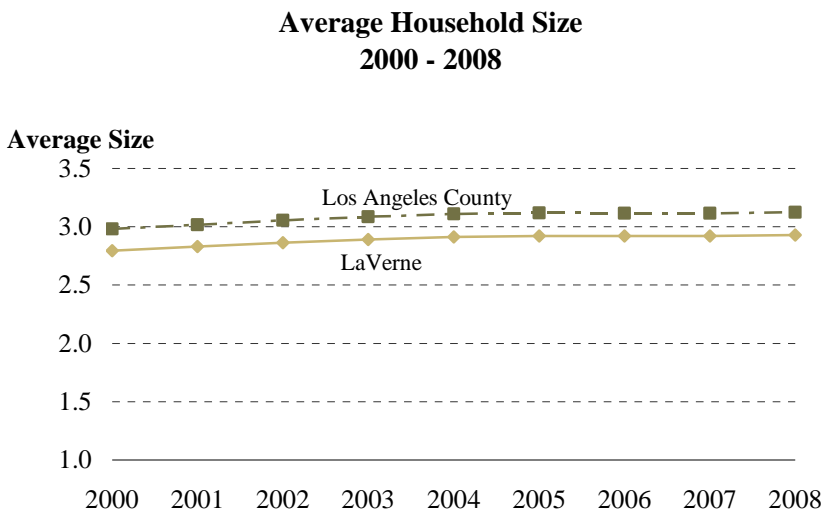
Number of Households



Source: California Department of Finance, E-5, May 2008

- Between 2000 and 2008, the total number of households in the city increased by 141, or 1.3 percent, lower than its population growth rate of 7.6 percent.
- During this 8-year period, the city's household growth rate of 1.3 percent was lower than the county rate of 4 percent.

Average Household Size

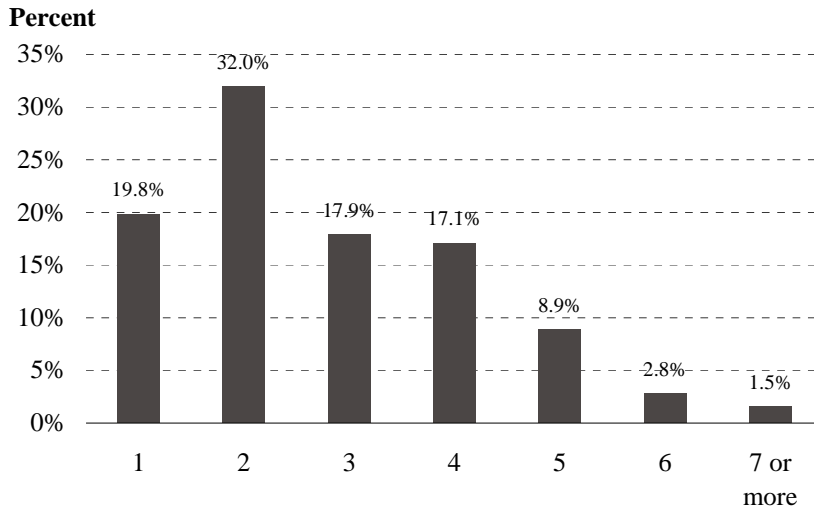


Source: California Department of Finance, E-5, May 2008

- In 2008, the city's average household size was 2.9, lower than the county average of 3.1.
- Between 2000 and 2008, average household size increased slightly in the city and the county but the difference between them remained constant.

Households by Size

**Households by Household Size
2007**

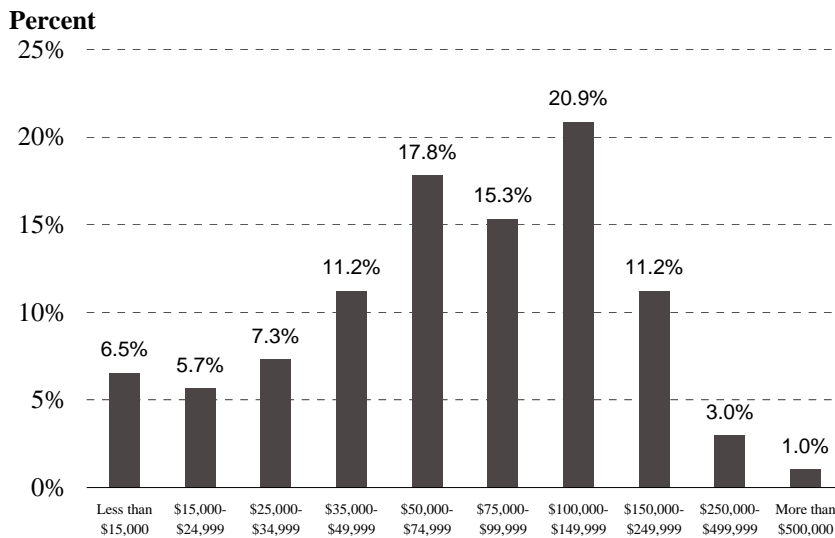


Source: Claritas, Inc., 2007

- 70 percent of all La Verne households have 3 people or fewer.
- About 20 percent of the households are single-person households, lower than the county share of 26 percent.
- 13 percent of all households in the city have at least 5 people.

Households by Income

**Households by Household Income
2007**



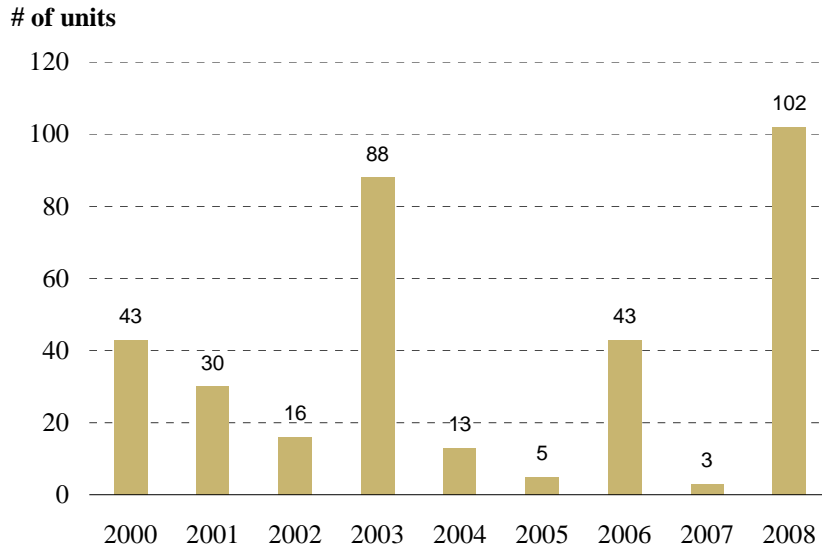
Source: Claritas, Inc., 2007

- In 2007, about 31 percent of households earned less than \$50,000.
- 33 percent of the households earned between \$50,000 and \$100,000.

IV. Housing

Housing Production

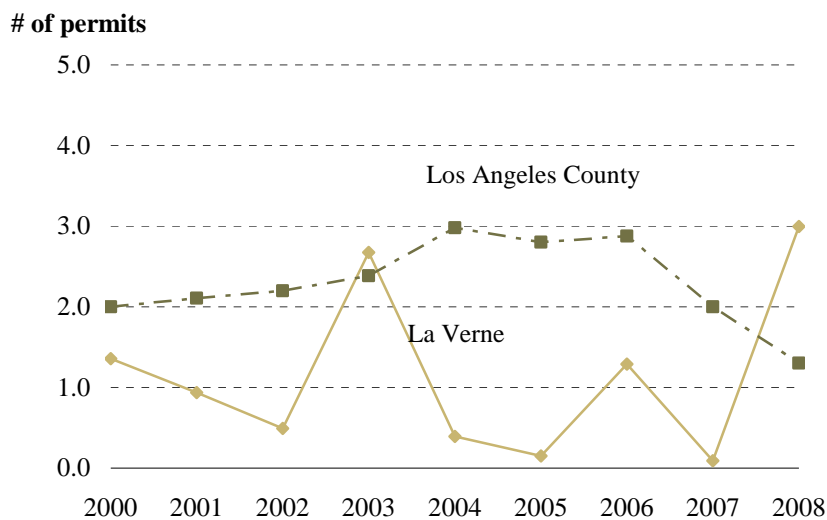
**Residential Permits Issued
2000 - 2008**



Source: Construction Industry Research Board, 2000-2008

- Between 2000 and 2008, 343 new residential permits were issued. However, 30 percent of these were permitted in 2008 alone.

**Permits Issued per 1,000 Residents
2000 - 2008**



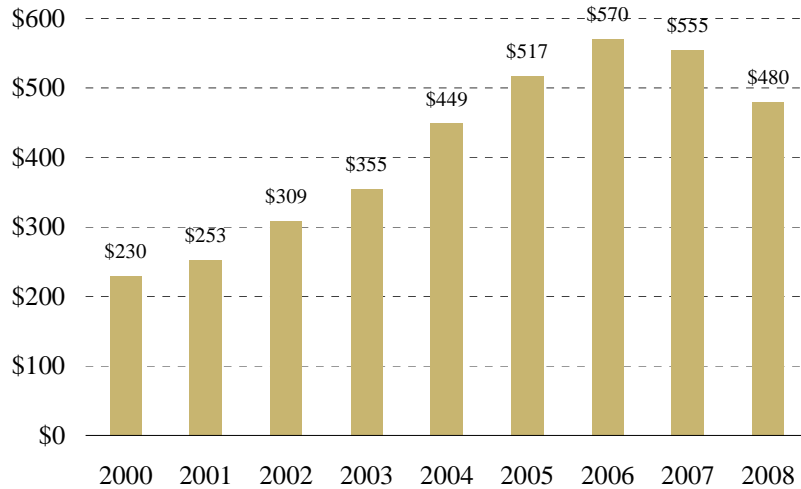
Source: Construction Industry Research Board, 2000-2008 and SCAG

- The city generally had lower levels of housing units permitted per 1,000 residents when compared to the county as a whole, with exceptions in 2003 and 2008.

Housing Values

**Median Home Price
2000 - 2008**

Thousands

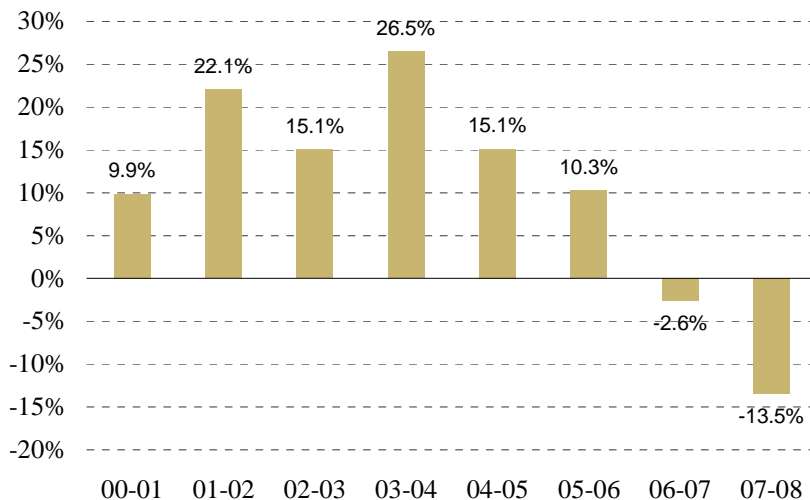


Source: Data Quick Information Systems, 2009

- Between 2000 and 2006, median home sale prices more than doubled, jumping from \$230,000 to \$570,000.
- In 2008, the median home price in La Verne decreased to \$480,000, \$81,000 higher than that in Los Angeles County.

**Median Home Price Appreciation Rate
2000 - 2008**

Percent

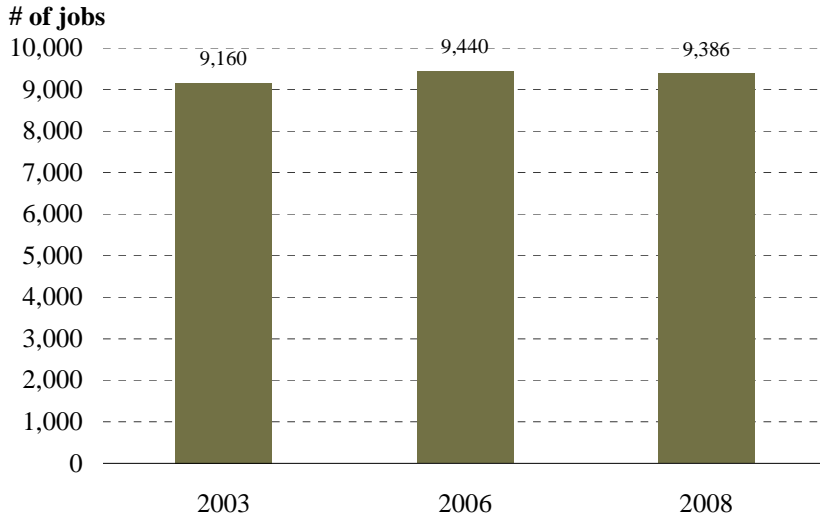


Source: Data Quick Information Systems, 2009

- Between 2001 and 2006, annual home price appreciation rates were between 9 and 27 percent.
- In sharp contrast, median home price dropped by 2.6 percent between 2006 and 2007. Median prices declined further between 2007 and 2008, dropping by 13.5 percent.

V. Employment

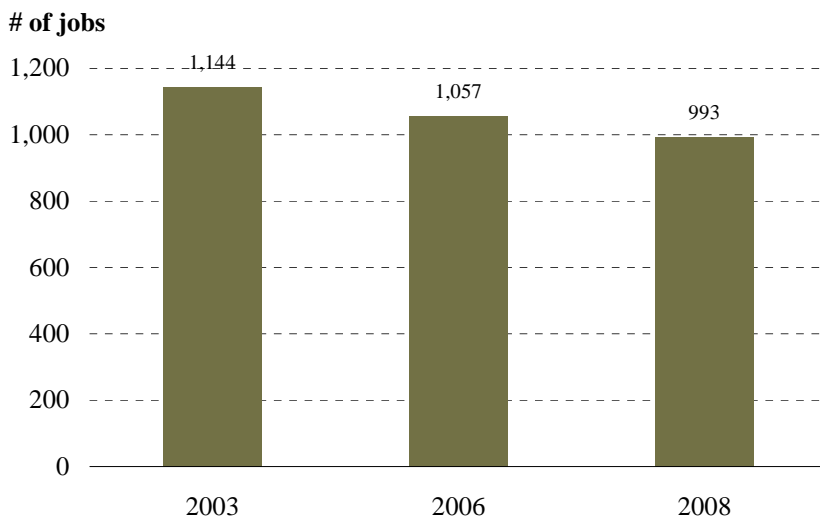
**Total Jobs
2003, 2006 and 2008**



Source: California Employment Development Department, 2003, 2006, & 2008 and SCAG

- In 2008, total jobs in La Verne reached 9,386 about 2.5 percent greater than its 2003 level. The job growth rate in the city was slightly lower than the 2.9 percent growth rate in Los Angeles County.
- Total jobs in the city included 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.

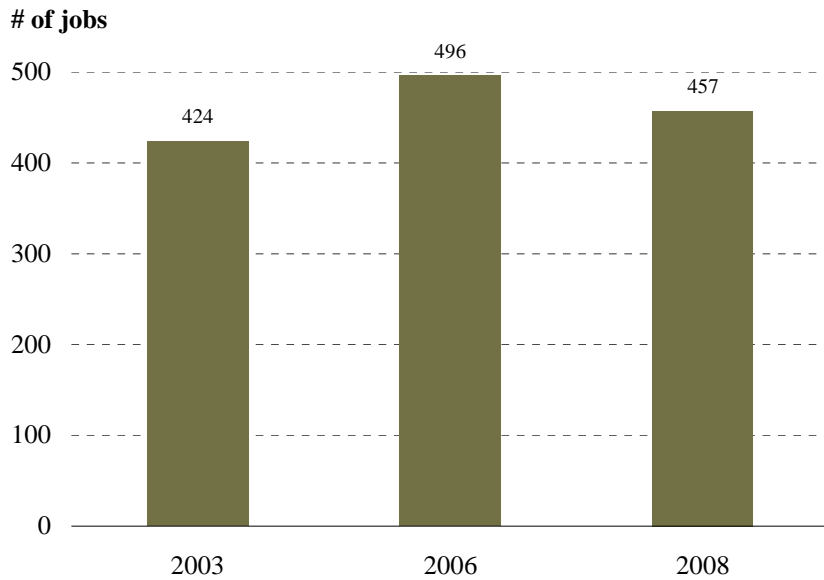
**Jobs in Manufacturing
2003, 2006 and 2008**



Source: California Employment Development Department, 2003, 2006, & 2008 and SCAG

- Between 2003 and 2006, the number of manufacturing jobs in La Verne dropped by 7.6 percent, about the same as the county as a whole during the same period. The number of these jobs continued to decline between 2006 and 2008, dropping 6.1 percent.

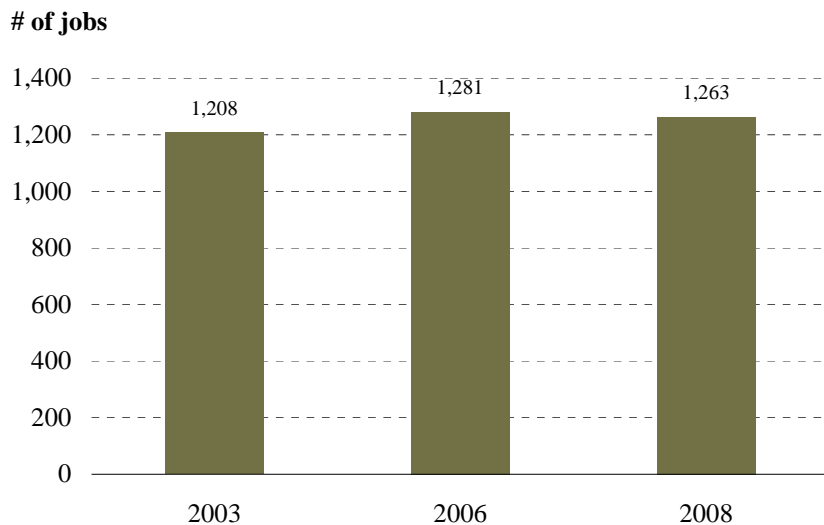
Jobs in Construction 2003, 2006 and 2008



Source: California Employment Development Department, 2003, 2006, & 2008 and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2003 and 2006, construction jobs in the city increased by 72, or 17 percent. Construction jobs declined between 2006 and 2008 by 39, or 7.9 percent.

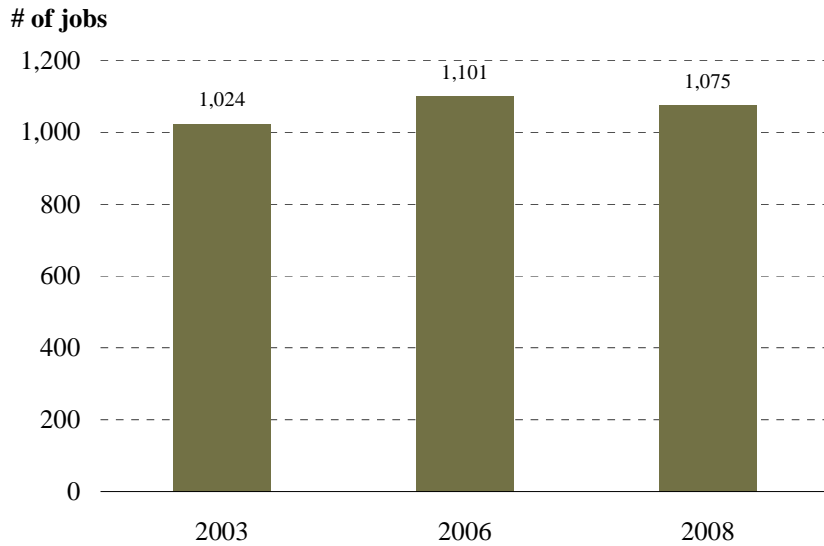
Jobs in Retail Trade 2003, 2006 and 2008



Source: California Employment Development Department, 2003, 2006, & 2008 and SCAG

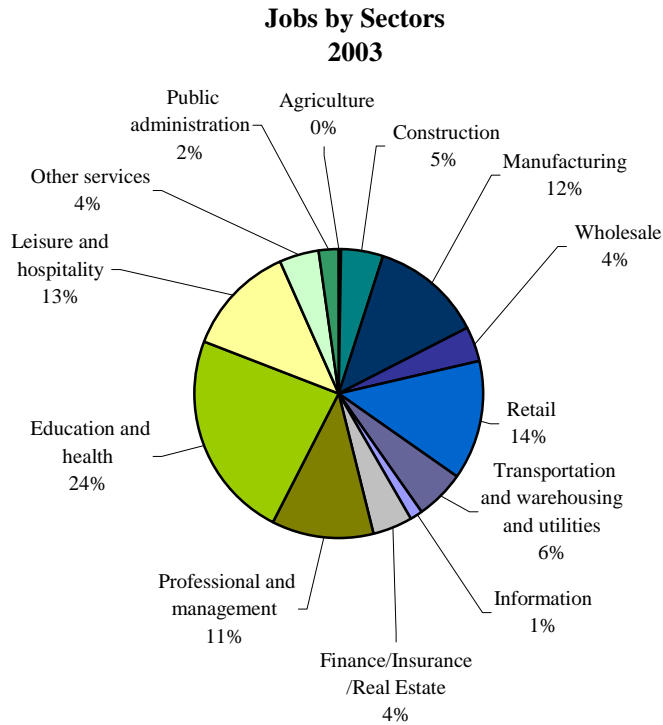
- Between 2003 and 2006, the number of retail trade jobs in the city increased from 1,208 to 1,281, or 6 percent. These jobs decreased to 1,263 between 2006 and 2008, a slight drop of 1.4 percent.

Jobs in Professional and Management 2003, 2006 and 2008



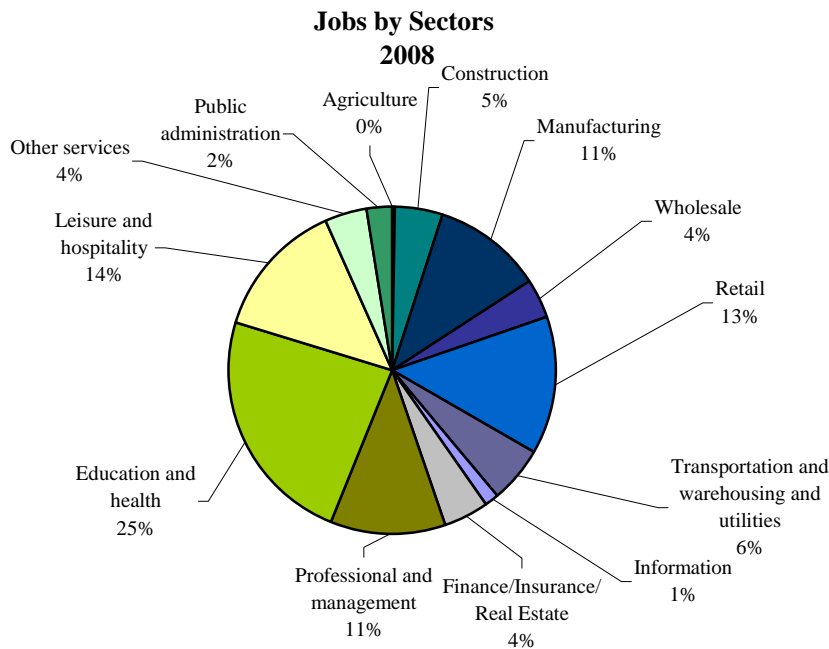
Source: California Employment Development Department, 2003, 2006, & 2008 and SCAG

- Jobs in the professional and management sector include those employed in professional and technical services, management of companies, and administration and support.
- Between 2003 and 2006, the number of professional and management jobs increased by 77. These jobs decreased by 26 between 2006 and 2008.



Source: California Employment Development Department, 2003 and SCAG

- Between 2003 and 2008, there were only slight changes in the share of jobs by sector in the city. Specifically, during this period, the share of manufacturing and retail jobs declined 1 percent each, while the share of education and health jobs and leisure and hospitality jobs increased by 1 percent each.

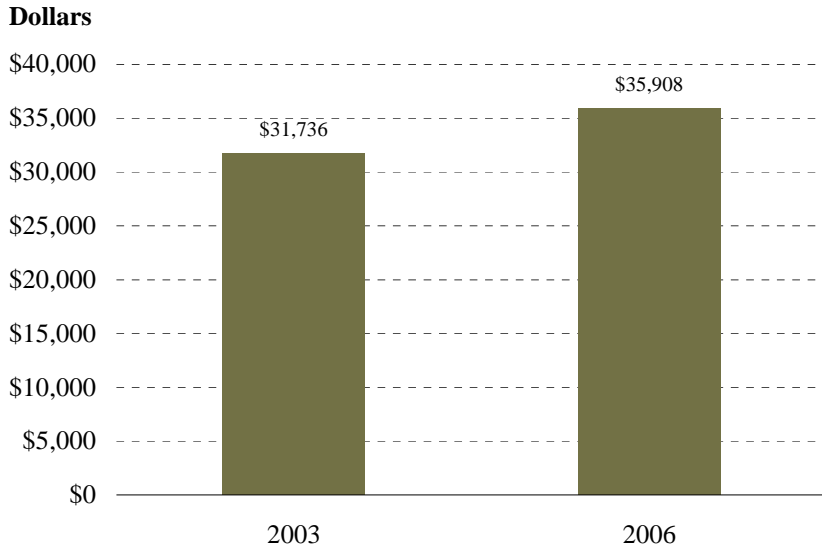


Source: California Employment Development Department, 2008 and SCAG

- In 2008, the education and health sector remained the largest sector, accounting for 25 percent of total jobs in the city.
- Other large sectors included retail (13 percent), leisure and hospitality (14 percent), professional and management (11 percent), and manufacturing (11 percent).

Average Salaries

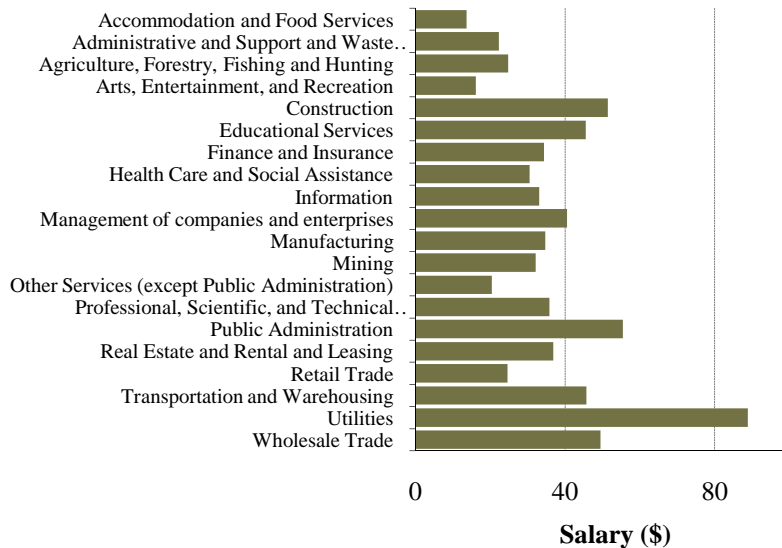
Average Annual Salary per Job 2003 and 2006



- Average salaries per job in the city increased from \$31,736 in 2003 to \$35,908 in 2006, a 13 percent increase, which was equal to the inflation rate of 13 percent during the same period for Southern California.

Source: California Employment Development Department, 2003 & 2006

Average Annual Salary by Sector 2006 (in thousands)



- In 2006, the sector providing the highest salary per job in La Verne was Utilities (\$88,832).
- The Accommodation and Food Services sector provided the lowest annual salary per job (\$13,656).

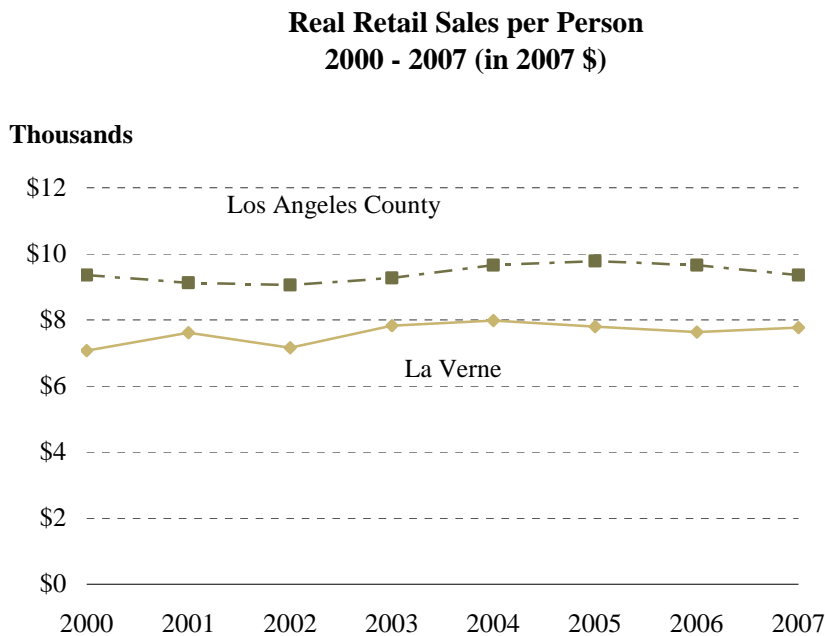
Source: California Employment Development Department, ES-202, 2006

VI. Retail Sales



Source: California Board of Equalization, 2000-2007

- Real (inflation adjusted) retail sales fluctuated, but in general increased by 18 percent between 2000 and 2004.
- Real retail sales dropped by 2.3 percent between 2004 and 2007.

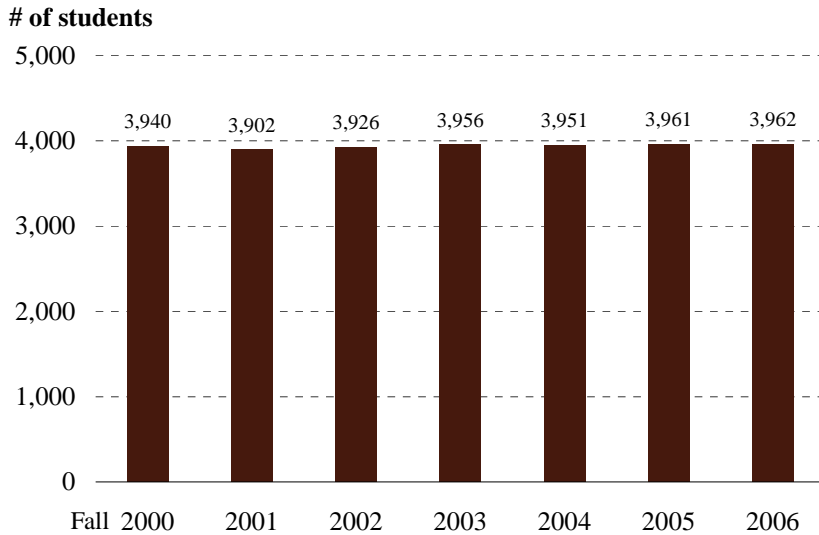


Source: California Board of Equalization, 2000-2007 and SCAG

- Between 2000 and 2007, real retail sales per person for the city increased from \$7,100 to \$7,800, lower than the retail sales per person at the county level.

VII. Education

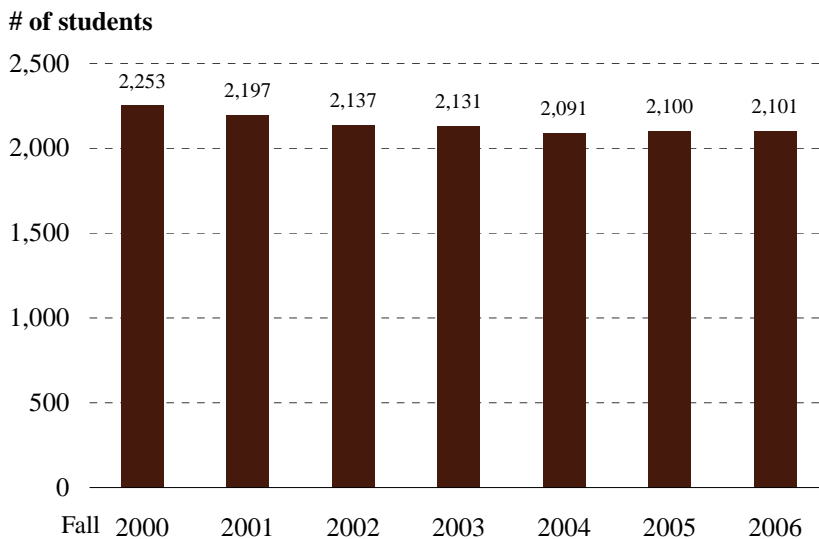
**K-12 Student Enrollment
2000 - 2006**



Source: National Center for Education Statistics, 2000-2006

- Between 2000 and 2003, total K-12 public school enrollment for schools within the city increased by 16 (0.4 percent) to 3,956 students.
- Between 2003 and 2006, total K-12 public school enrollment grew by 6 students to 3,962.

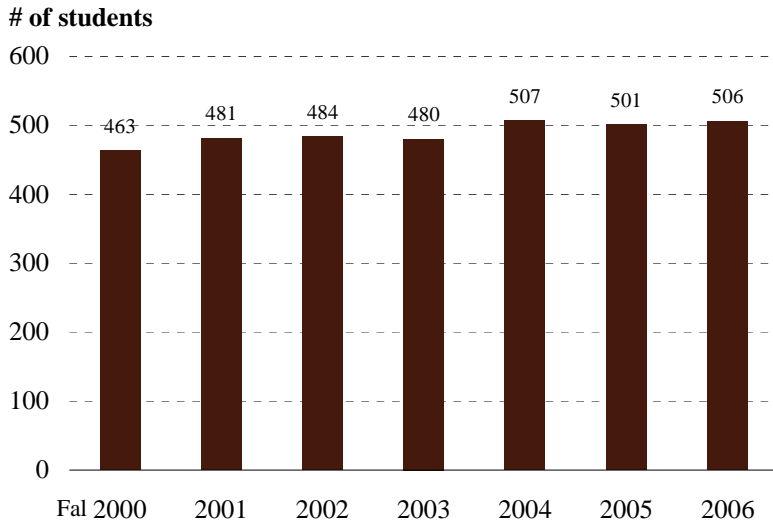
**K-6 Student Enrollment
2000 - 2006**



Source: National Center for Education Statistics, 2000-2006

- Total number of public elementary school enrollment in the city was generally stable between 2000 and 2006.
- Between 2003 and 2005, total public elementary school enrollment decreased by 31 students, or 1.5 percent. Elementary enrollment increased, by 1 student between 2005 and 2006.

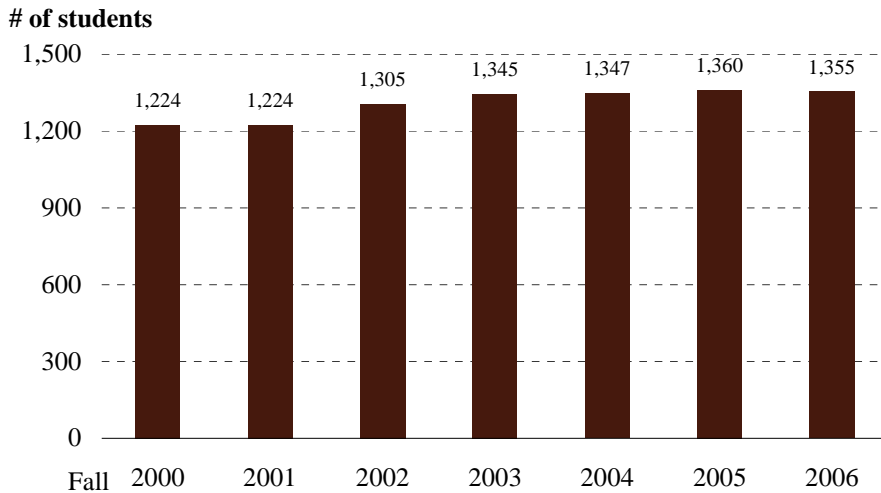
Grades 7-9 Student Enrollment 2000 - 2006



Source: National Center for Education Statistics, 2000-2006

- Between 2000 and 2004, total public school enrollment for grades 7-9 increased by 44 students.
- From 2004 to 2006, total public school enrollment for grades 7-9 remained at around 500 students.

Grades 10-12 Student Enrollment 2000 - 2006



Source: National Center for Education Statistics, 2000-2006

- Between 2000 and 2006, total public school enrollment for grades 10-12 increased by 131, about 11 percent.

VIII. References

California Department of Finance, Demographic Research Unit

California Employment Development Department, Labor Market Information Division

California State Board of Equalization

Construction Industry Research Board

Claritas, Inc.

Data Quick Information Systems

National Center for Education Statistics

U.S. Census Bureau

IX. Methodology

Explanation of City Relative to County

In the table on page 1 of this report, the reference of City "Relative to County" for absolute numbers indicates the difference between the city number and the county number. For example, the Median Age of City A being 30 and the Median Age of County B being 35 would show a relative difference of 5. For data that is a percentage, the relative difference is based on the city as a percentage of the county total.

Population

The population for each jurisdiction was based on California Department of Finance data. These are the official state population and housing estimates. The 2000 figure was based on U.S. Census figures for April 1, 2000 while subsequent years represent the city's population as of January 1 of each year.

Graphs for population based on age and race were tabulated using Census 2000 data and Claritas, Inc.

Households

The number of households for each jurisdiction was based on California Department of Finance data. The 2000 figure was based on U.S. Census figures for April 1, 2000 while subsequent years represent the city's households as of January 1 of each year.

Households by size were calculated based on Claritas, Inc. data.

Housing

Residential permits issued were obtained using Construction Industry Research Board data, which are collected by Counties from self-reporting of individual cities. The number of permits issued is reflective of all types of residential permit activity, including, but not limited to new units, replacement units due to demolition, and additions.

The median home price was calculated based on total home sales in the city, including single family units and condominiums. The median price does not reflect the entire universe of housing in the jurisdictions, only those that sold within the calendar year.

The data was compiled from Data Quick Information Systems.

Employment

Employment data is based on the California Employment Development Department (EDD) county totals and is adjusted by SCAG. SCAG adjusts the data by adding self-employed to the EDD wage and salary county totals. Due to EDD methodology, employment data is based on the location of a company's payroll and not necessarily the location of physical offices.

Retail Sales

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

Student enrollment data is based on public schools that are physically located within city boundaries. Data is obtained from the National Center for Education Statistics.

Choice of Data Sources

The following factors were considered in choosing the data sources used for this report:

- Available for all jurisdictions in the SCAG region
- The most recognized source on the subject
- Data sources are in the public domain
- Data available on an annual basis

The same data sources are used for all jurisdictional profiles (except where noted) to maintain overall reporting consistency. The jurisdiction is not constrained from using other data sources for their planning activities.

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