

Profile of the City of Pomona

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 Pomona. 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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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
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District 12
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District 15
District 16
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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
Hon. Tonia Reyes-Uranga, Long Beach	District 30
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Hon. Margaret Clark, Rosemead	District 32
Hon. Keith Hanks, Azusa	District 33
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Hon. Robert Harbicht, Arcadia	District 35
Hon. Mike Ten, South Pasadena	District 36
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Hon. Paula Lantz, Pomona	District 38
Hon. Susan Rhilinger, Torrance	District 39
Hon. Judy Mitchell, Rolling Hills Estates	District 40
Hon. Pam O'Connor, Santa Monica	District 41
Hon. Frank Quintero, Glendale	District 42
VACANT	District 43
Hon. Dennis Washburn, Calabasas	District 44
Hon. Bryan McDonald, 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 Pomona 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.

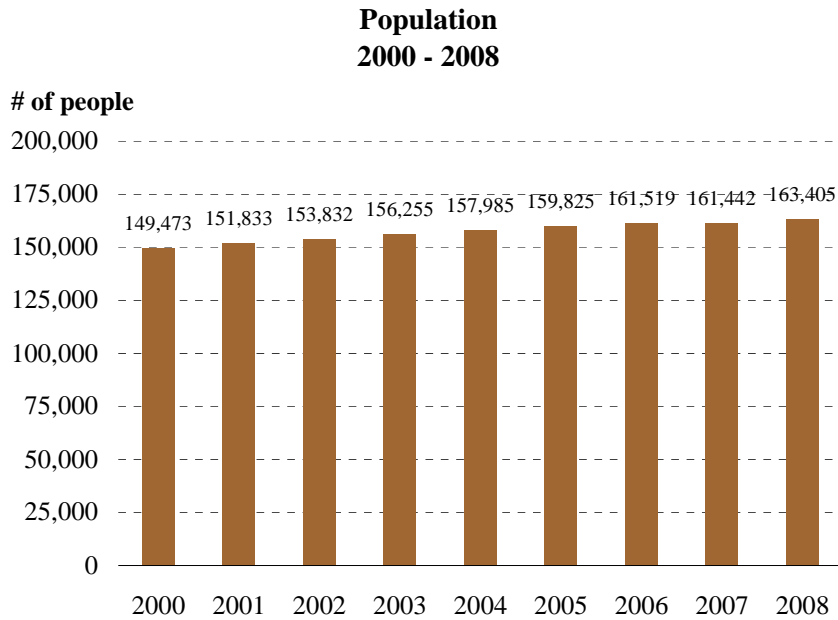
STATISTICAL DATA

<i>Category</i>	<i>Pomona</i>	<i>Los Angeles County</i>	<i>Pomona relative to Los Angeles County</i>	<i>SCAG Region</i>
Population (2008)	163,405	10,363,850	1.58%	18,636,934
Median Age (Yrs)	28.2	33.9	-5.7	33.5
White (Non-Hispanic)	13.9%	28.9%	0.8%	35.30%
Asian (Non-Hispanic)	7.5%	12.8%	0.9%	11.30%
Black (Non-Hispanic)	7.1%	8.7%	1.3%	6.80%
American Indian	0.4%	0.3%	2.1%	0.30%
All Other Non-Hispanic	1.7%	2.0%	1.4%	2.30%
Hispanic	69.4%	47.3%	2.3%	43.90%
Number of Households (2008)	39,447	3,260,434	1.21%	5,849,833
Number of Housing Units (2008)	41,264	3,403,480	1.21%	6,224,661
Home Ownership Rate	56.2%	47.5%	1.4%	54.70%
Average Household Size (2008)	4	3.1	0.9	3.1
Median Family Income (\$)	49,339	56,930	-7,591	61,901
Median Existing Home Price (2008) (\$)	259,700	399,000	-139,300	382,300
Number of Jobs (2008)	54,622	4,456,896	1.23%	7,845,378

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

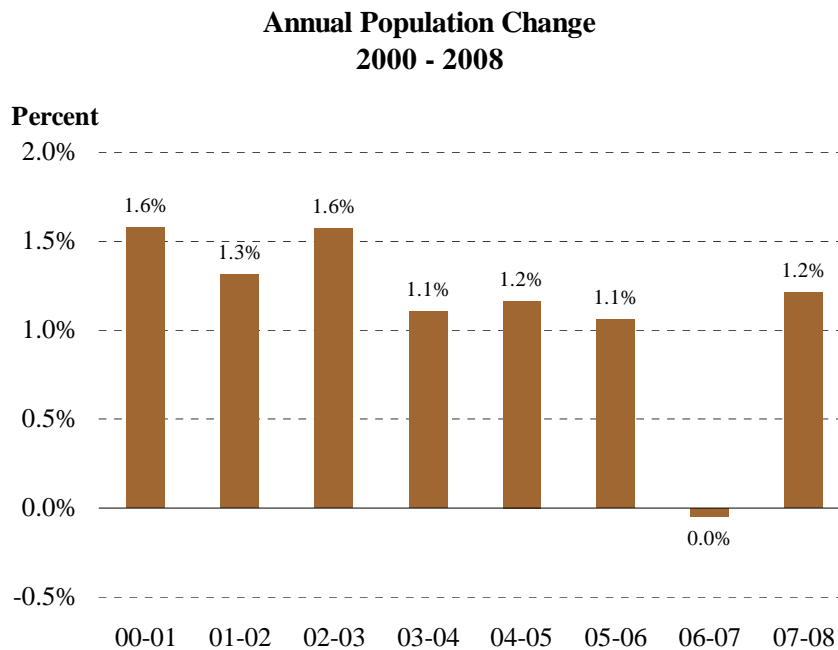
II. Population

Population Growth



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

- Between 2000 and 2008, the total population of the city increased by almost 14,000, reaching 163,405 in 2008.
- During this 8-year period, the city's population growth rate of 9.3 percent was above the Los Angeles County rate of 8.9 percent.

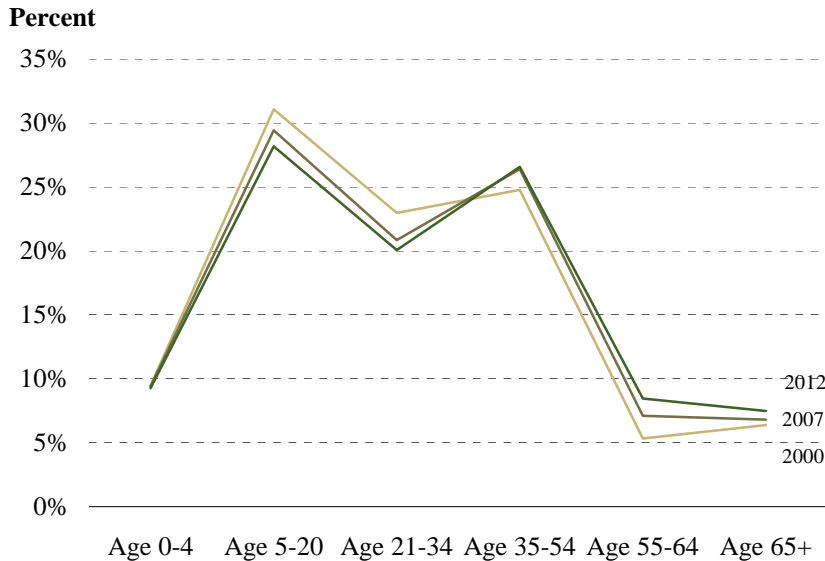


Source: California Department of Finance, E-5, May 2008

- After somewhat steady growth between 2000 and 2005, population growth slowed significantly between 2006 and 2007.
- From 2007 to 2008, the city resumed a positive annual growth rate of approximately 1.2%, or about 2,000 additional residents per year.

Population by Age

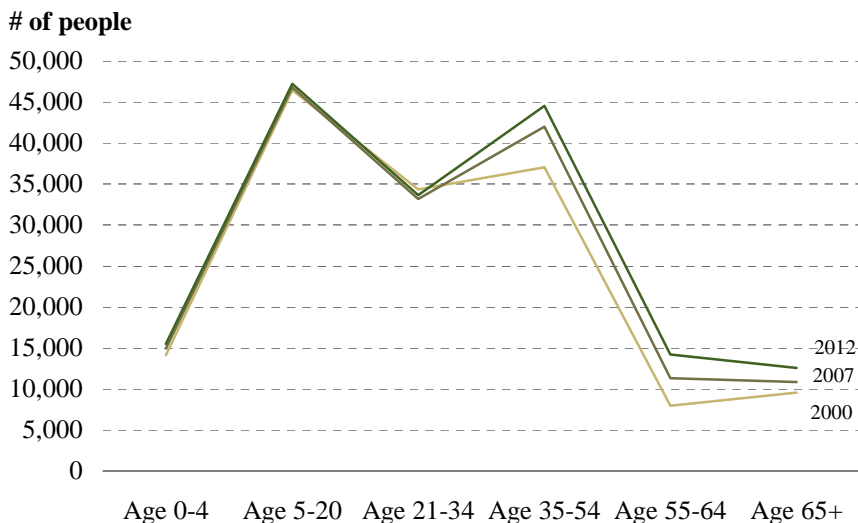
**Population by Age
2000 - 2012**



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

- Between 2000 and 2012, the population in Pomona continues to be dominated by the school-age populations (5 to 20 years old) and the middle-aged cohort (35 – 54 years old). Together, they are projected to account for 54 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 is projected to increase from 5 percent to almost 8 percent, reflecting primarily the aging of the baby boomers.
- During this 12-year period, the share of the cohort between 21 – 34 years old, however, is projected to decrease significantly from 23 percent to 20 percent.
- As to the population by age group, only those aged 35 and older are projected to increase significantly. Specifically, between 2000 and 2012, the population group ages 55 and over is projected to increase by more than 9,200.

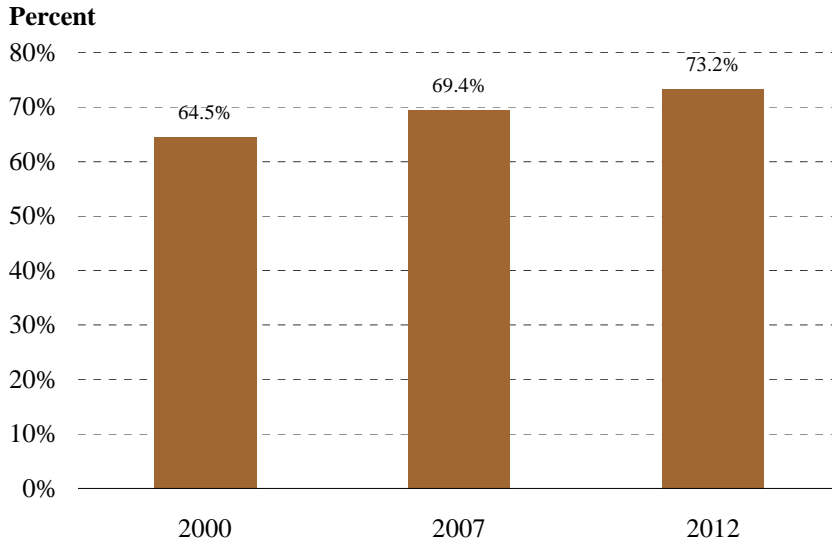
**Population by Age
2000 - 2012**



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

Population by Race/Ethnicity

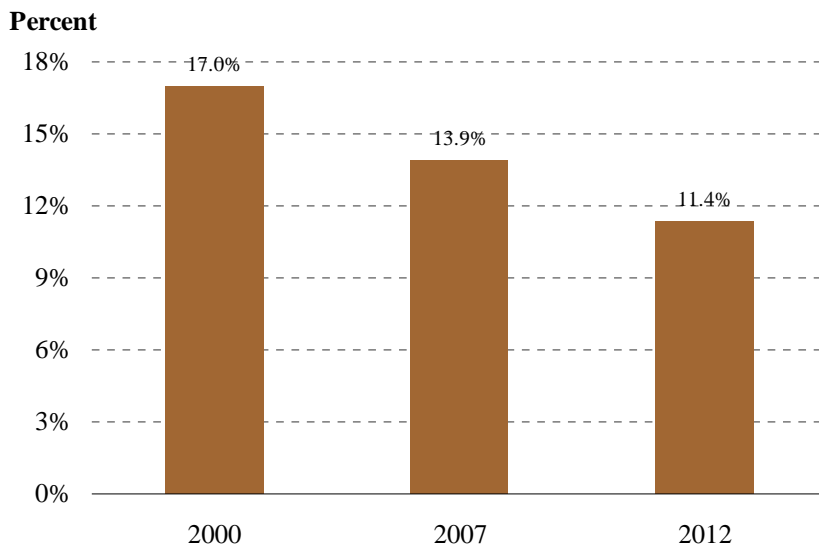
Hispanic or Latino of Any Race 2000 - 2012



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 65 to 69 percent, significantly above the county share of 47 percent in 2007. Hispanics are the fastest growing ethnic group in the city and their population share is projected to further increase to 73 percent in 2012.

White (Non-Hispanic) 2000 - 2012

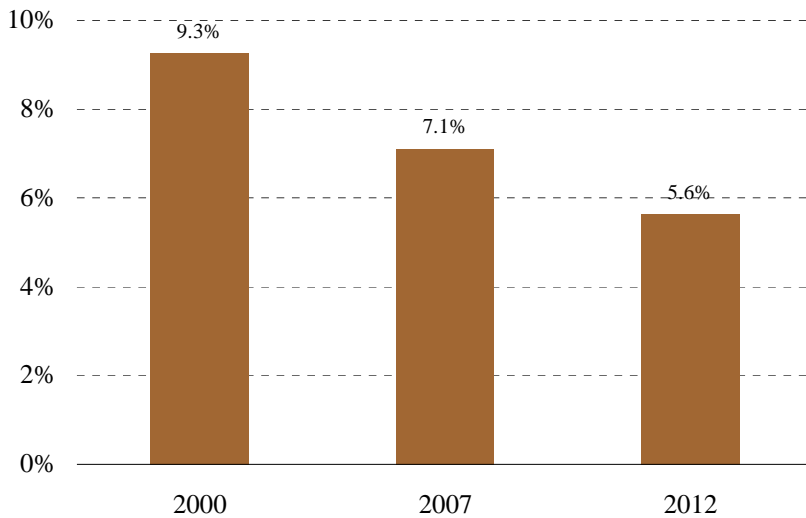


Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- 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

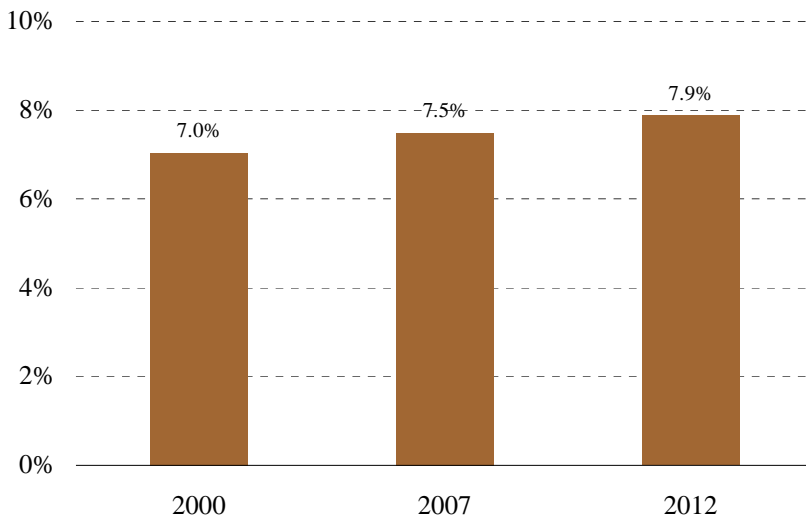


Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2007, the share of non-Hispanic Black population in the city decreased from 9.3 to 7.1 percent, which was below the County share of 8.7 percent.
- The non-Hispanic Black population is expected to decline to 5.6 percent in 2012.

Asian (Non-Hispanic) 2000 - 2012

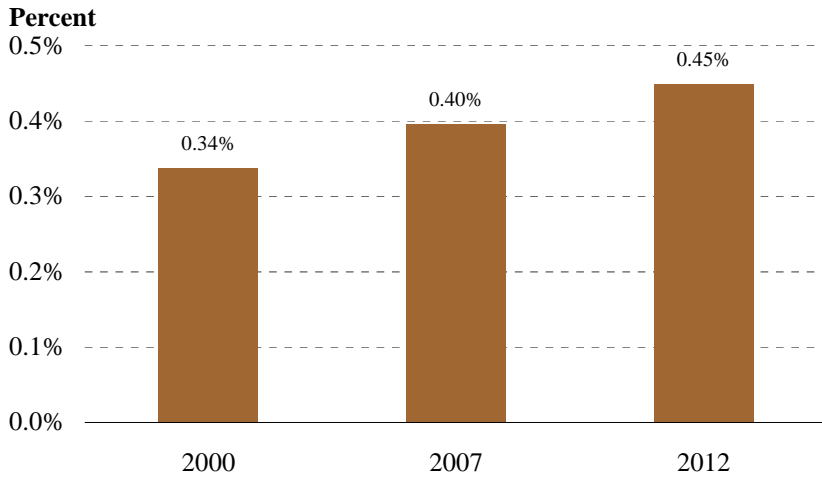
Percent



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 percent in 2000 to 7.5 percent in 2007, below the county share of 12.8 percent. The Asian population in the city is projected to further increase to nearly 8 percent in 2012.

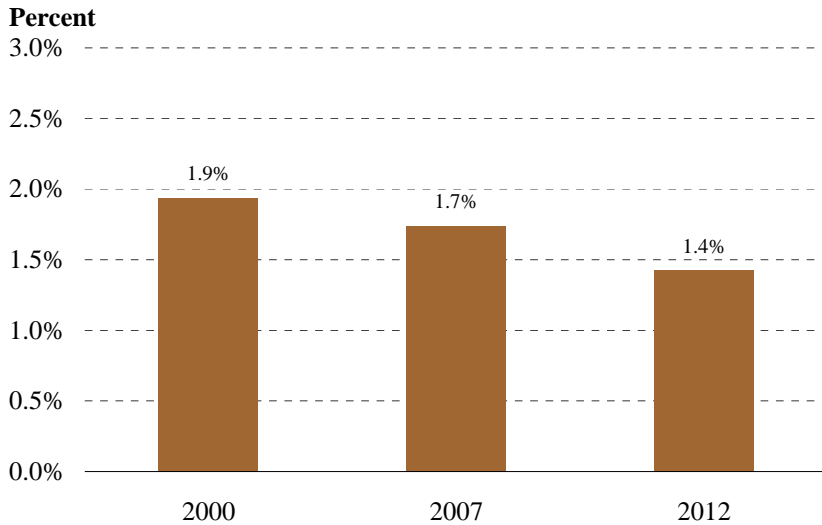
**American Indian (Non-Hispanic)
2000 - 2012**



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

- The share of the American Indian population in Pomona is estimated to increase from 0.34 percent in 2000, to 0.45 percent in 2012.

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

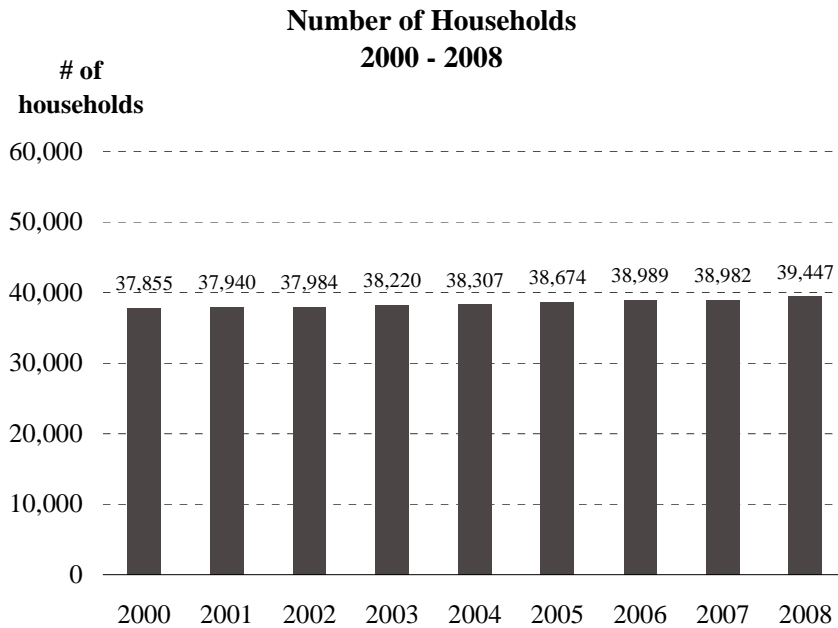


Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- During the 12-year period, the share of all other non-Hispanic population group is estimated to decrease from 1.9 percent in 2000, to 1.4 percent in 2012.

III. Households

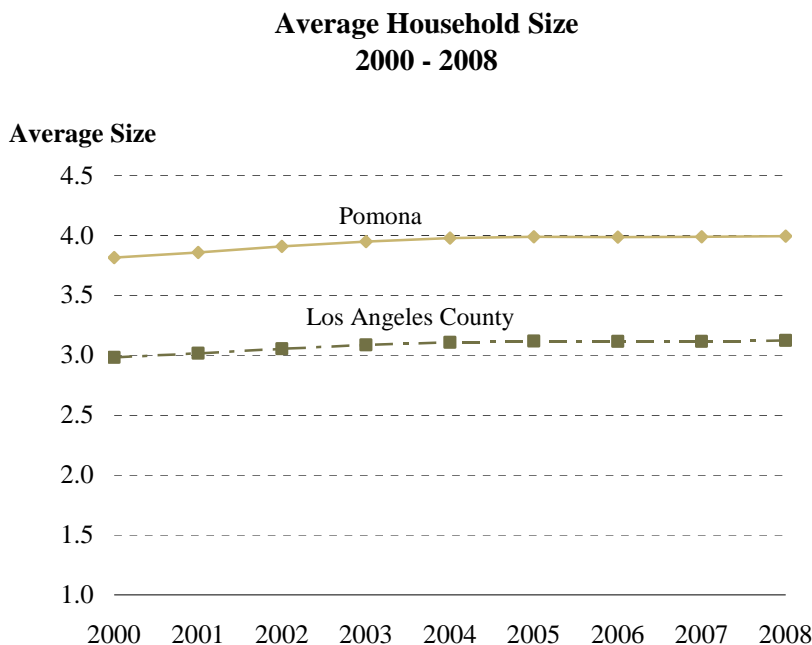
Number of Households



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

- Between 2000 and 2008, the total number of households in the city increased by almost 1,600, or 4.2 percent, much lower than its population growth rate of 9.3 percent.
- During this 8-year period, the city's household growth rate of 4.2 percent was higher 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 4.0, higher 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 fairly constant.

Households by Size

**Households by Household Size
2007**

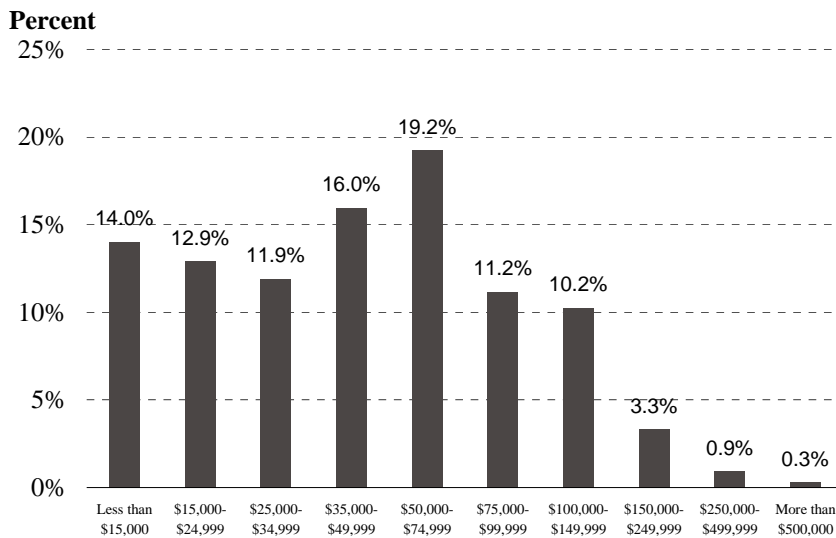


Source: Claritas, Inc., 2007

- Close to 49 percent of all Pomona households have 3 people or fewer.
- About 15 percent of the households are single-person households, much lower than the county share of 26 percent.
- About 35 percent of all households in the city have 5 residents or more.

Households by Income

**Households by Household Income
2007**



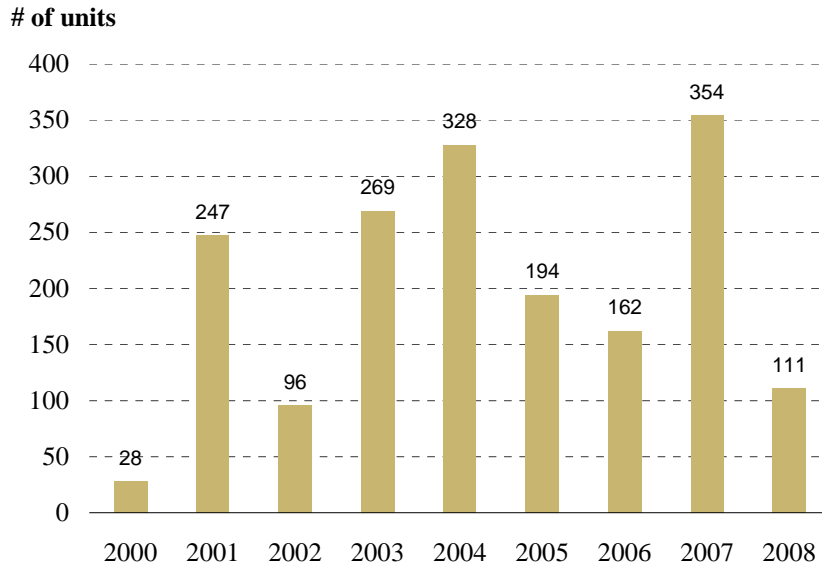
Source: Claritas, Inc., 2007

- In 2007, about 55 percent of households earned less than \$50,000.
- About 30 percent of the households earned between \$50,000 and \$100,000.

IV. Housing

Housing Production

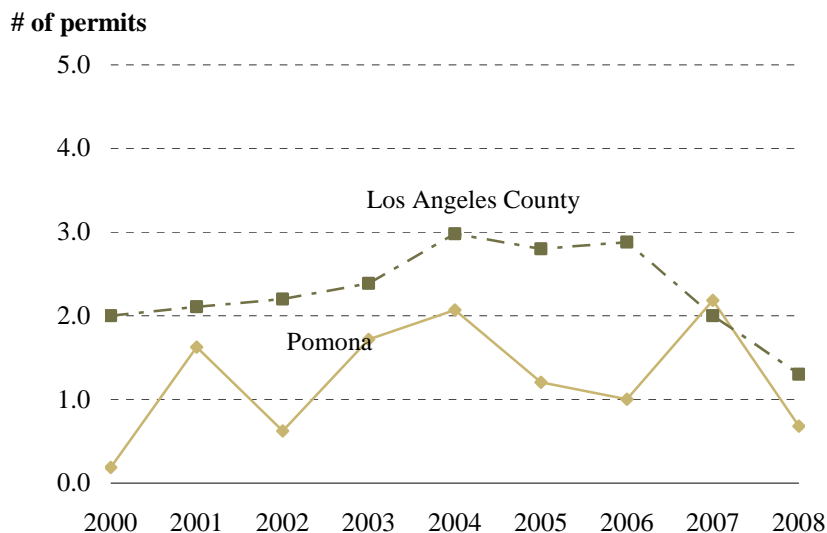
**Residential Permits Issued
2000 - 2008**



Source: Construction Industry Research Board, 2000-2008

- Between 2000 and 2008, 1,789 new residential permits were issued. About 35 percent of the permits were issued in the last three years.

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

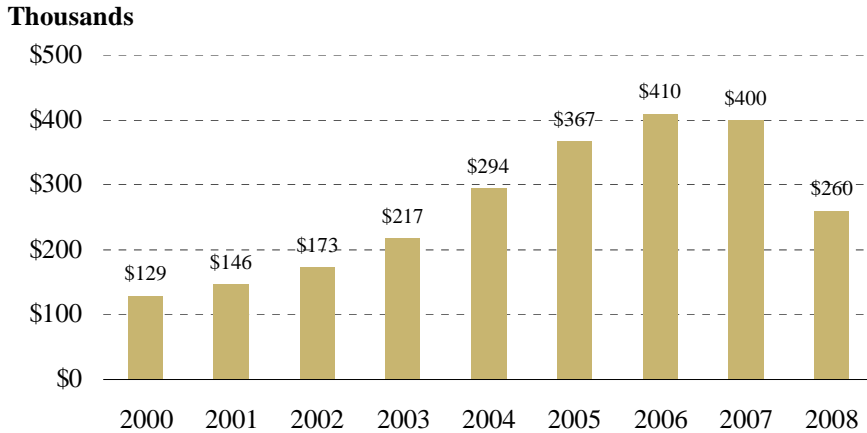


Source: Construction Industry Research Board, 2000-2008 and SCAG

- The city generally had lower levels of housing units permitted per 1,000 residents when compared to the county as a whole, with the exception of 2007.

Housing Values

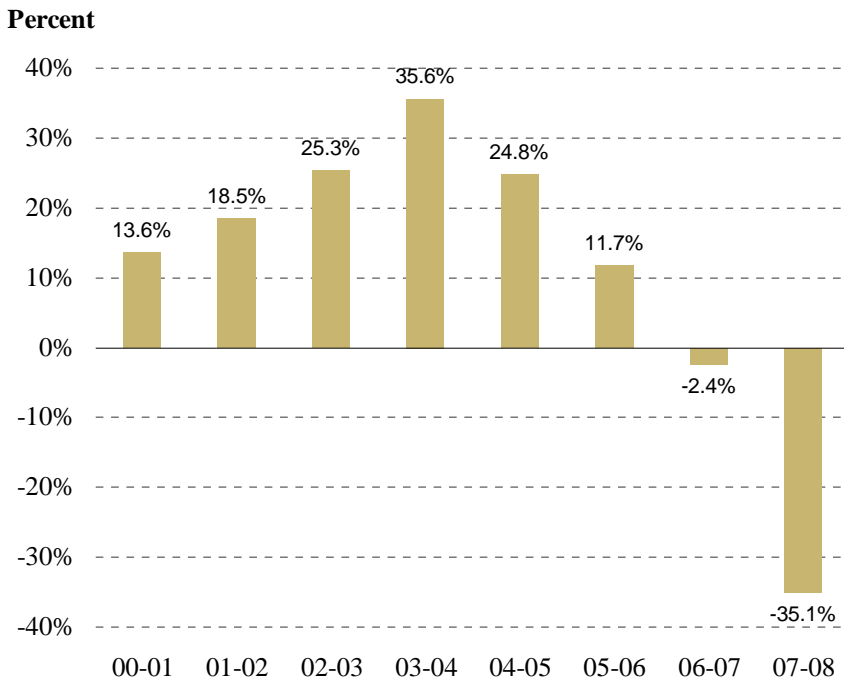
**Median Home Price
2000 - 2008**



Source: Data Quick Information Systems, 2009

- Between 2000 and 2006, median home sale prices more than tripled, jumping from \$129,000 to \$410,000.
- Median home prices fell by 2.4 percent between 2006 and 2007.
- In 2008, the median home price in Pomona was \$260,000, or \$139,000 lower than that in Los Angeles County.

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

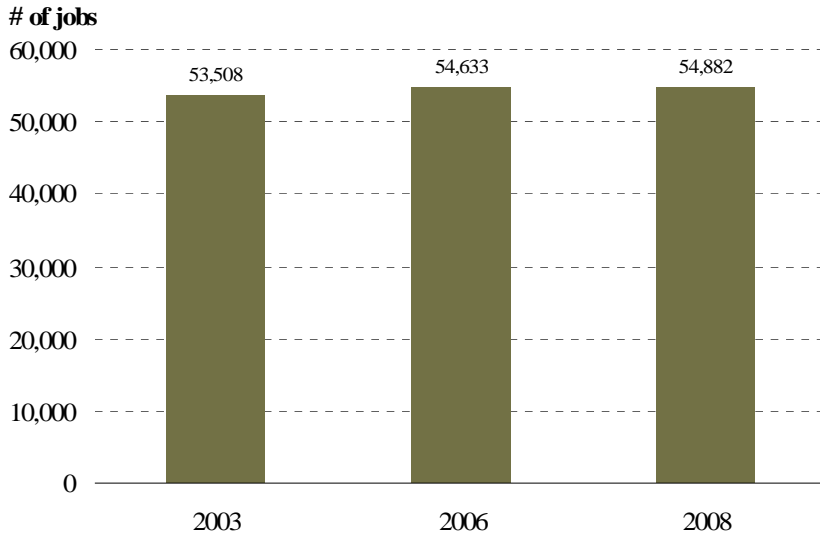


Source: Data Quick Information Systems, 2009

- Between 2001 and 2005, annual home price appreciation rates were between 13 and 36 percent.
- In sharp contrast, median home price appreciated by only 11.7 percent in 2006 and dropped by 2.4 percent in 2007.
- Between 2007 and 2008, the median home price declined by 35.1 percent.

V. Employment

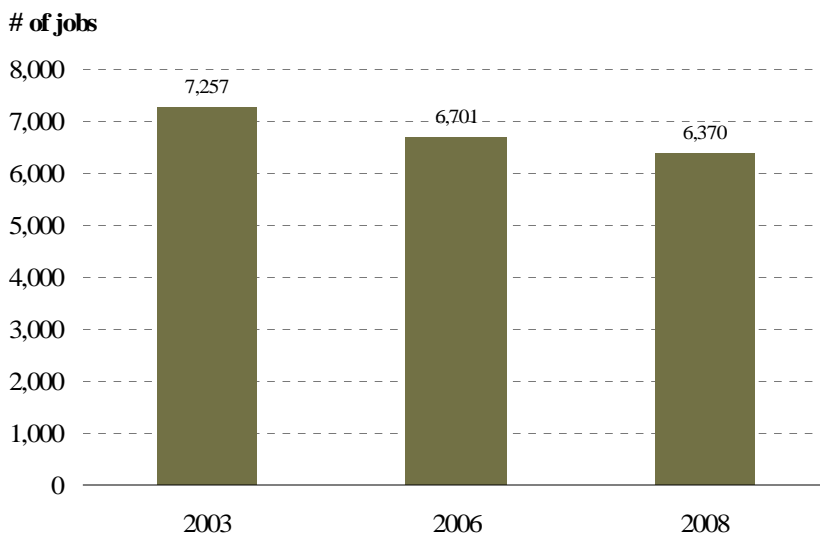
**Total Jobs
2003, 2006 and 2008**



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

- In 2008, total jobs in Pomona reached 54,882, about 2.6 percent greater than its 2003 level. The job growth rate in the city was higher than the 2.4 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.

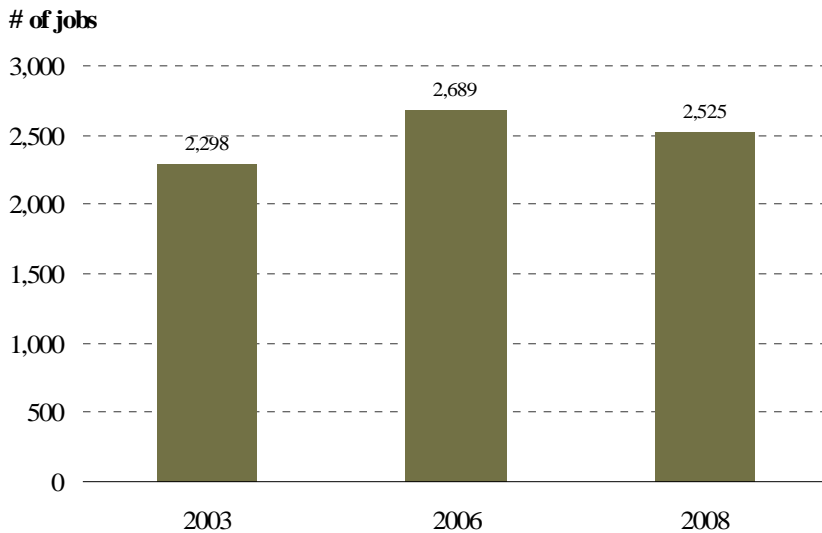
**Jobs in Manufacturing
2003, 2006 and 2008**



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

- Between 2003 and 2008, the number of manufacturing jobs in Pomona dropped by 12.2 percent.

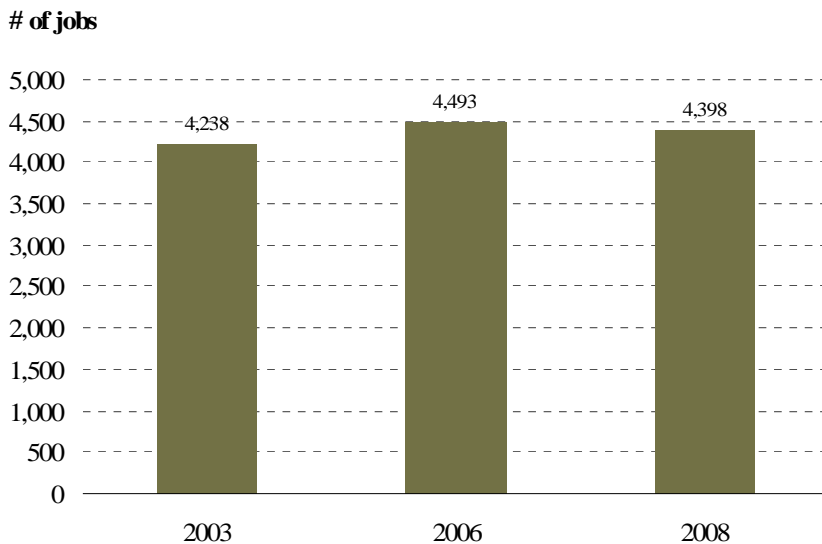
Jobs in Construction 2003, 2006 and 2008



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 2008, construction jobs in the city increased by about 10 percent.

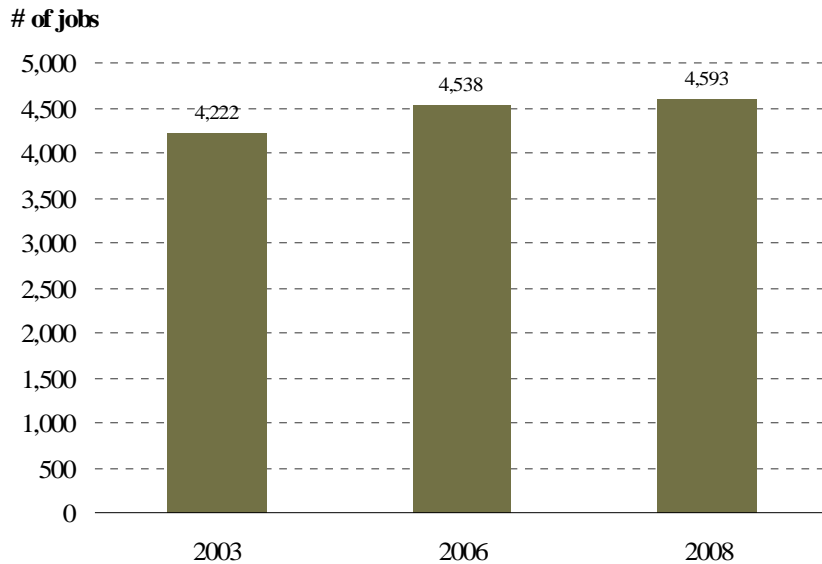
Jobs in Retail Trade 2003, 2006 and 2008



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

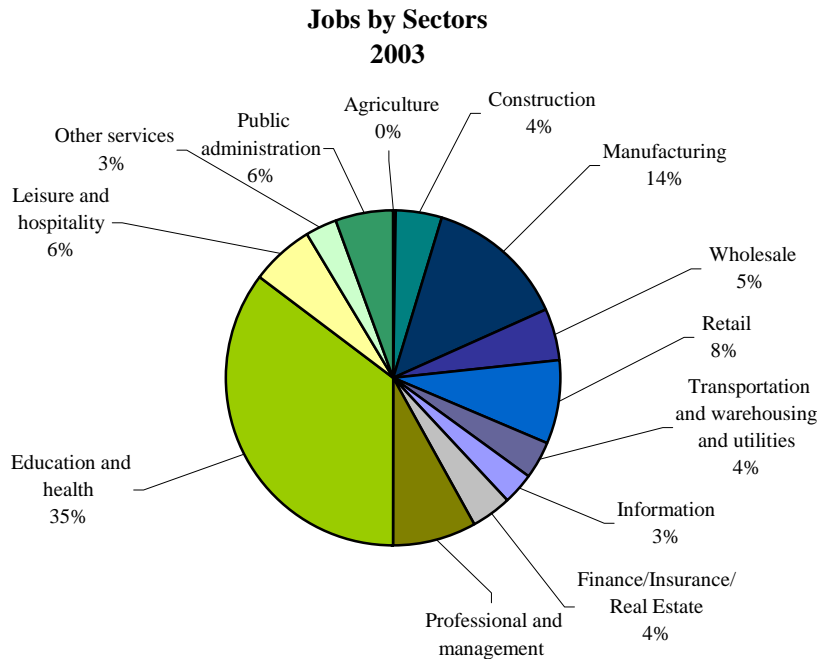
- Between 2003 and 2008, the number of retail trade jobs in the city increased from 4,238 to 4,398, or 3.8 percent.

Jobs in Professional and Management 2003, 2006 and 2008



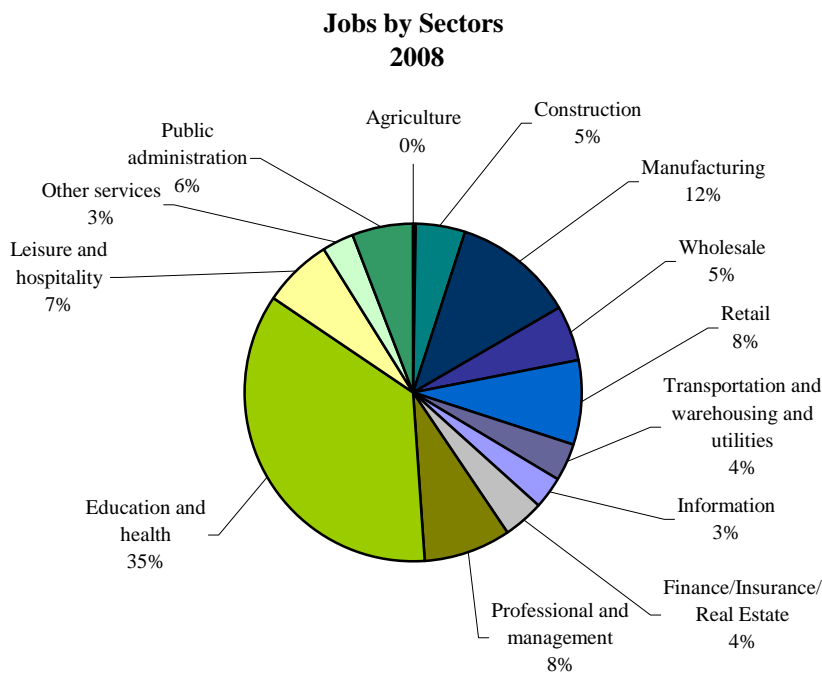
Source: California Employment Development Department, 2003, 2006 & 2008 and SCAG

- 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 2008, the number of professional and management jobs increased by about 371.



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 jobs declined from 14 percent to 12 percent while the share of construction jobs increased from 4 to 5 percent.

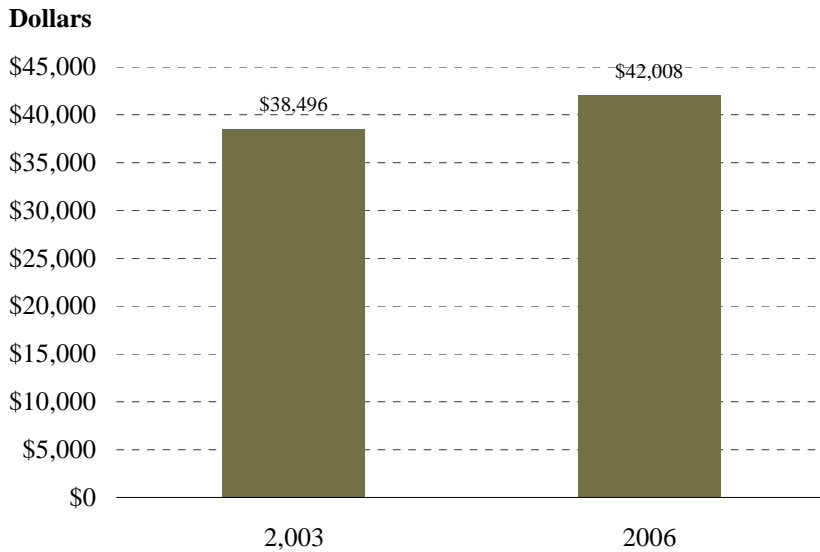


Source: California Employment Development Department, 2008 and SCAG

- In 2008, the Education and Health sector remained the largest sector, accounting for 35 percent of total jobs in the city. This sector includes public schools, trade schools, community colleges, hospitals and health care facilities.
- Other large sectors included manufacturing (12 percent), professional and management (8 percent) and retail (8 percent).

Average Salaries

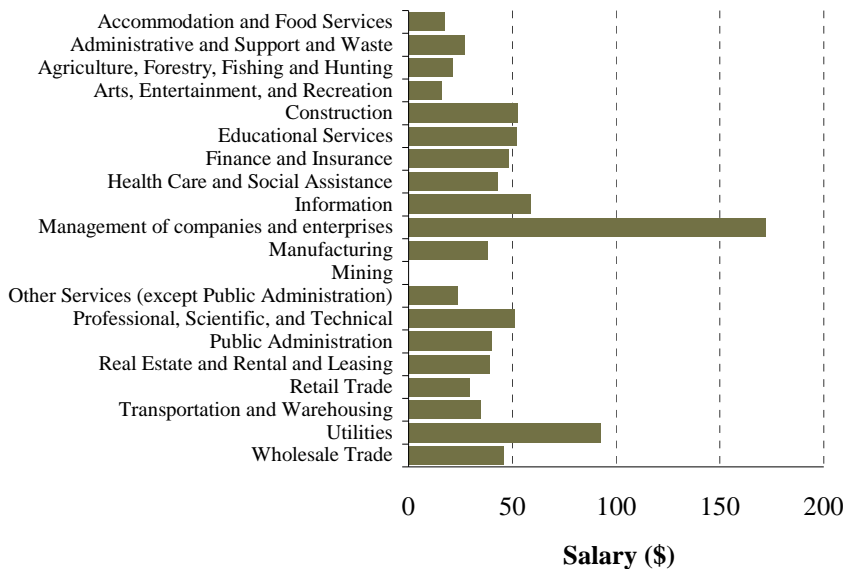
**Average Annual Salary per Job
2003 and 2006**



- Average salaries per job in the city increased from \$38,496 in 2003 to \$42,008 in 2006, a 9.1 percent increase, which was below 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)**



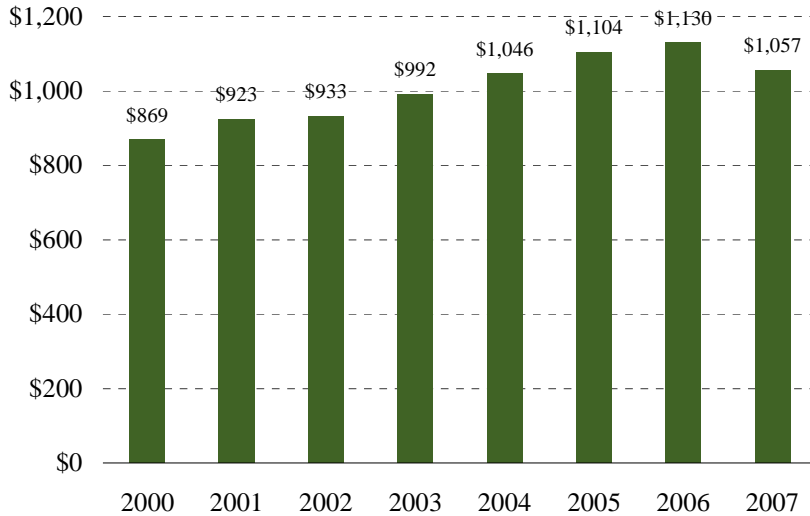
- In 2006, the sector providing the highest salary per job in Pomona was Management of companies and enterprises (\$177,000).
- The Arts, Entertainment and Recreation sector provided the lowest annual salary per job (\$16,000).

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

VI. Retail Sales

**Real Retail Sales
2000 - 2007 (in 2007 \$)**

Millions

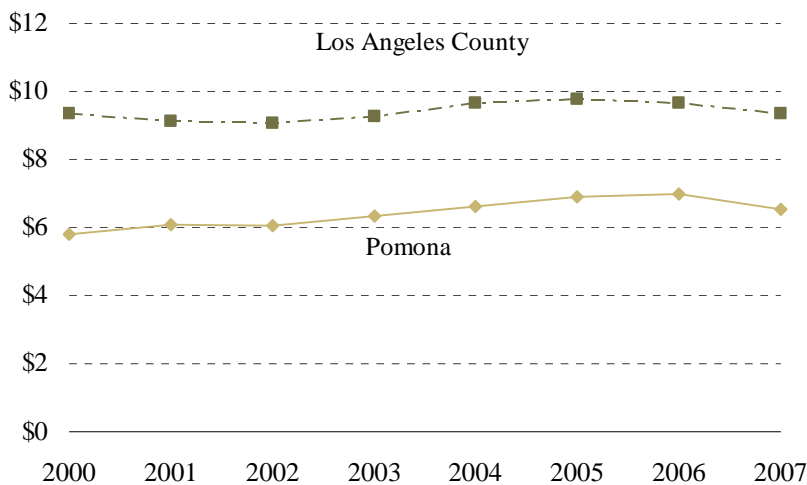


Source: California Board of Equalization, 2000-2007

- Real (inflation adjusted) retail sales increased by 21.6 percent between 2000 and 2006.

**Real Retail Sales per Person
2000 - 2007 (in 2007 \$)**

Thousands

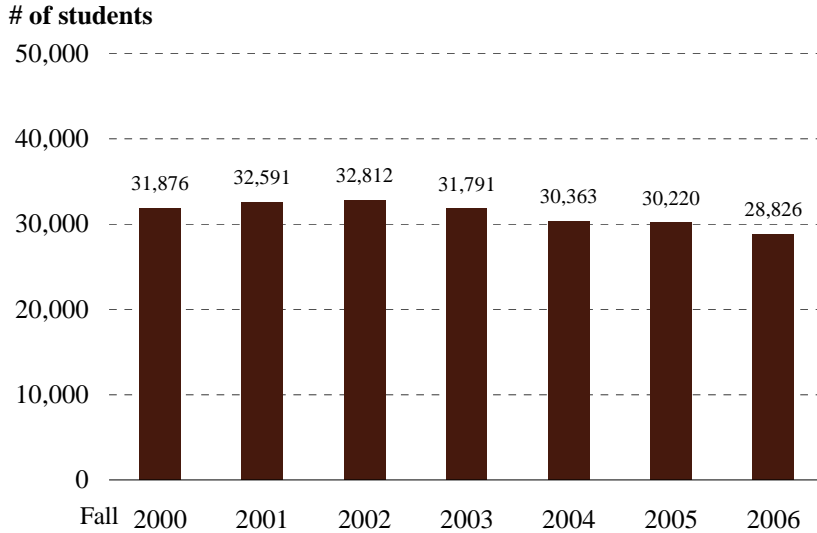


Source: California Board of Equalization, 2000-2007 and SCAG

- Between 2000 and 2006, real retail sales per person for the city increased from \$5,800 to \$6,540, following the general trend of the county.

VII. Education

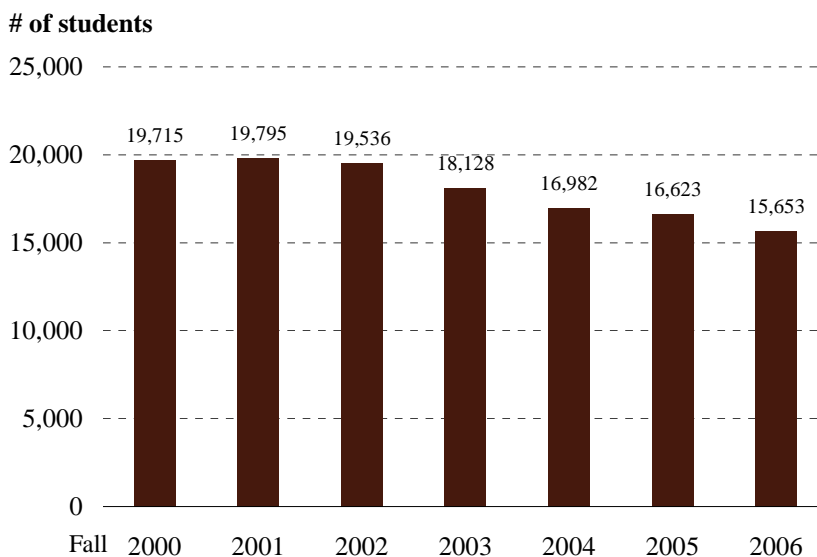
**K-12 Student Enrollment
2000 - 2006**



Source: National Center for Education Statistics, 2000-2006

- Between 2000 and 2003, total K-12 public school enrollment for schools within the city decreased slightly by 85 (0.27 percent) to 31,791 students.
- However, between 2003 and 2006, total K-12 public school enrollment declined by 9.3 percent.

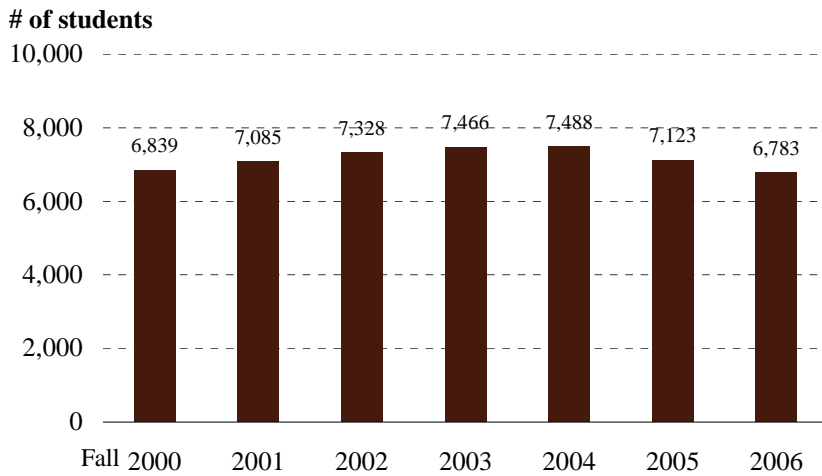
**K-6 Student Enrollment
2000 - 2006**



Source: National Center for Education Statistics, 2000-2005

- Total number of public elementary school enrollment in the city declined by 8 percent between 2000 and 2003.
- Between 2003 and 2006, total public elementary school enrollment declined by about 2,500 students, or an additional 13.7 percent.

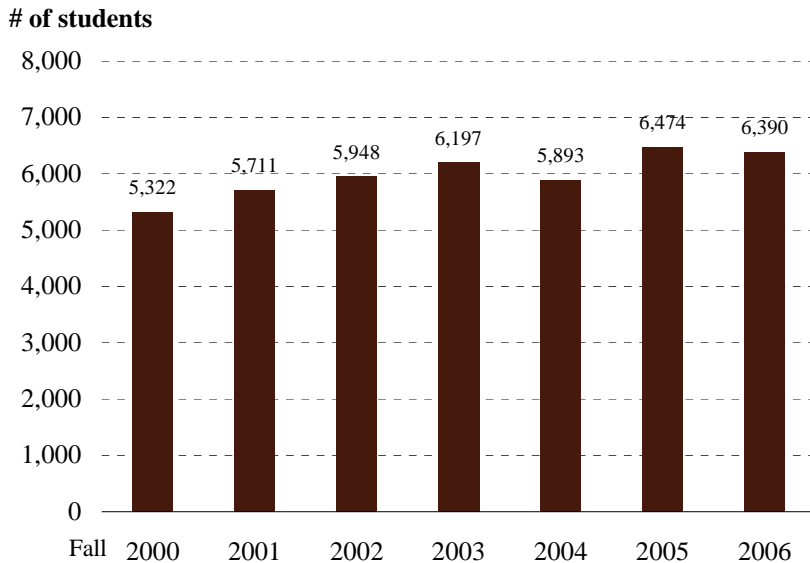
Grades 7-9 Student Enrollment 2000 - 2006



Source: National Center for Education Statistics, 2000-2006

- Between 2000 and 2003, total public school enrollment for grades 7-9 increased by over 600 students, and then declined by 683 from 2003 to 2006.

Grades 10-12 Student Enrollment 2000 - 2006



Source: National Center for Education Statistics, 2000-2006

- Between 2000 and 2003, total public school enrollment for grades 10-12 increased by approximately 875, about 16 percent.
- Between 2003 and 2006, total student enrollment increased by 3.1 percent for grades 10-12.

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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