



Profile of the City of Santa Monica

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

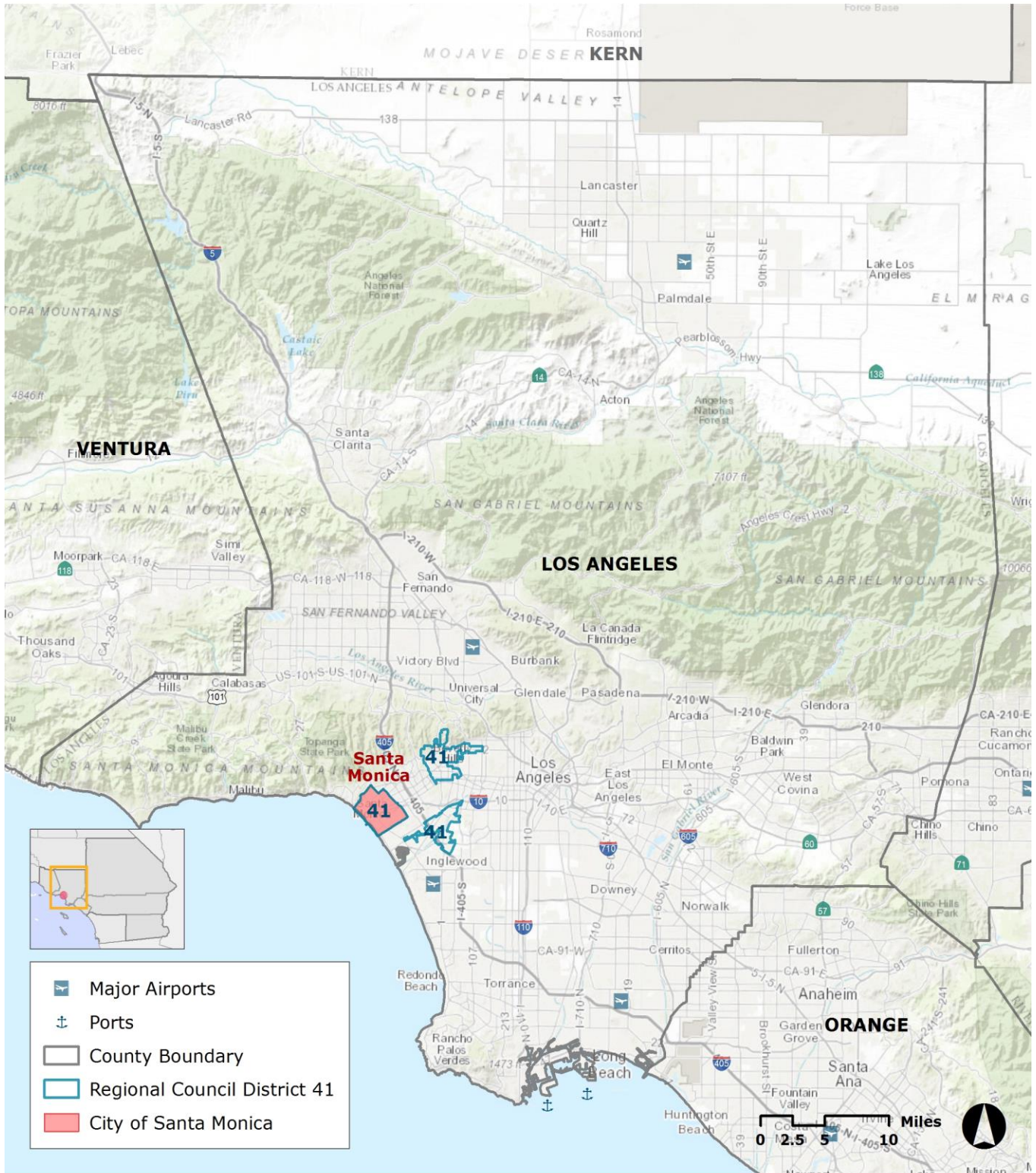
SCAG Regional Council District 41 includes Beverly Hills, Culver City, Santa Monica, and West Hollywood
Represented by: Hon. Pam O'Connor



LOCAL PROFILES REPORT 2017

This profile report was prepared by the Southern California Association of Governments and shared with the City of Santa Monica. 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.

SCAG REGIONAL COUNCIL DISTRICT 41



Source: 2016 SCAG city boundary data, provided by the county Local Agency Formation Commissions.

Service Layer Credits: Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Table of Contents

- I. INTRODUCTION 1**
- II. POPULATION 4**
- III. HOUSEHOLDS..... 9**
- IV. HOUSING 12**
- V. TRANSPORTATION 18**
- VI. ACTIVE TRANSPORTATION 20**
- VII. EMPLOYMENT 21**
- VIII. RETAIL SALES 29**
- IX. EDUCATION..... 30**
- X. PUBLIC HEALTH..... 33**
- XI. SCAG REGIONAL HIGHLIGHTS 34**
- XII. DATA SOURCES..... 35**
- XIII. METHODOLOGY 36**
- XIV. ACKNOWLEDGMENTS 41**

This Page Intentionally Left Blank

I. Introduction

The Southern California Association of Governments

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation, with nearly 19 million residents. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura) and 191 incorporated cities. In addition, the SCAG region is a major hub of global economic activity, representing the 16th largest economy in the world and is considered the nation's gateway for international trade, with two of the largest ports in the nation. SCAG is also the most culturally diverse region in the nation, with no single ethnic group comprising a majority of the population. With a robust, diversified economy and a growing population substantially fueled by international immigration, the SCAG region is poised to continue its role as a primary metropolitan center on the Pacific Rim.

SCAG Activities

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. Additionally, SCAG is pursuing a variety of innovative planning and policy initiatives to foster a more sustainable Southern California. In addition to conducting the formal planning activities required of an MPO, SCAG provides local governments with a wide variety of benefits and services including, for example, data and information, GIS training, planning and technical assistance, and support for sustainability planning grants.

The Local Profiles

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

The Local Profiles reports provide a variety of demographic, economic, education, housing, and transportation 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 sector?

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

The purpose of this report is to provide current information and data for the City of Santa Monica for planning and outreach efforts. Information on population, housing, transportation, employment, retail sales, and education can be utilized by the city to make well informed planning decisions. The report provides a portrait of the city and its changes since 2000, using average figures for Los Angeles 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 current trends occurring in the City of Santa Monica.

Factors Affecting Local Changes Reflected in the 2017 Report

Overall, member jurisdictions since 2000 have been impacted by a variety of factors at the national, regional, and local levels. For example, the vast majority of member jurisdictions included in the 2017 Local Profiles reflect national demographic trends toward an older and more diverse population. Evidence of continued progress toward 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 resource 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 Local Profiles include member jurisdictions and state and federal legislative delegates of Southern California. This report is a SCAG member benefit and the use of the data contained within this report is voluntary.

Report Organization

This report includes three sections. The first section presents a statistical summary for the City of Santa Monica. The second section provides detailed information organized by subject area and includes brief highlights of some of the trends identified by that information. The third section, Methodology, describes technical considerations related to data definitions, measurement, and sources.

2016 STATISTICAL SUMMARY

<i>Category</i>	<i>Santa Monica</i>	<i>Los Angeles County</i>	<i>Santa Monica Relative to Los Angeles County*</i>	<i>SCAG Region</i>
2016 Total Population	93,640	10,241,335	[0.9%]	18,954,083
2016 Population Density (Persons per Square Mile)	11,130	2,508	8,622	489
2016 Median Age (Years)	42.9	36.4	6.5	36.0
2016 Hispanic	12.8%	48.7%	-35.9%	46.8%
2016 Non-Hispanic White	69.0%	26.3%	42.7%	31.2%
2016 Non-Hispanic Asian	9.5%	14.1%	-4.6%	12.7%
2016 Non-Hispanic Black	3.9%	8.0%	-4.1%	6.3%
2016 Non-Hispanic American Indian	0.2%	0.2%	0.0%	0.3%
2016 All Other Non-Hispanic	4.7%	2.7%	2.0%	2.7%
2016 Number of Households	47,900	3,308,022	[1.4%]	6,132,938
2016 Average Household Size	1.9	3.0	-1.1	3.1
2016 Median Household Income	\$74,120	\$57,864	\$16,256	\$61,792
2016 Number of Housing Units	52,082	3,504,061	[1.5%]	6,629,879
2016 Homeownership Rate	28.1%	54.3%	-26.2%	54.3%
2016 Median Existing Home Sales Price	\$1,355,000	\$520,000	\$835,000	\$466,000
2015 - 2016 Median Home Sales Price Change	12.9%	7.0%	5.9%	6.6%
2016 Drive Alone to Work	79.6%	76.5%	3.1%	78.8%
2016 Mean Travel Time to Work (minutes)	29.0	33.0	-4.0	31.0
2015 Number of Jobs	92,639	4,424,056	[2.1%]	7,920,602
2014 - 2015 Total Jobs Change	545	25,840	[2%]	117,499
2015 Average Salary per Job	\$80,960	\$56,700	\$24,260	\$53,962
2016 K-12 Public School Student Enrollment	8,974	1,471,103	1%	2,961,726

Sources: U.S. Census Bureau American Community Survey, 2015; Nielsen Co.; California Department of Finance E-5, May 2016; CoreLogic/DataQuick; California Department of Education; and SCAG

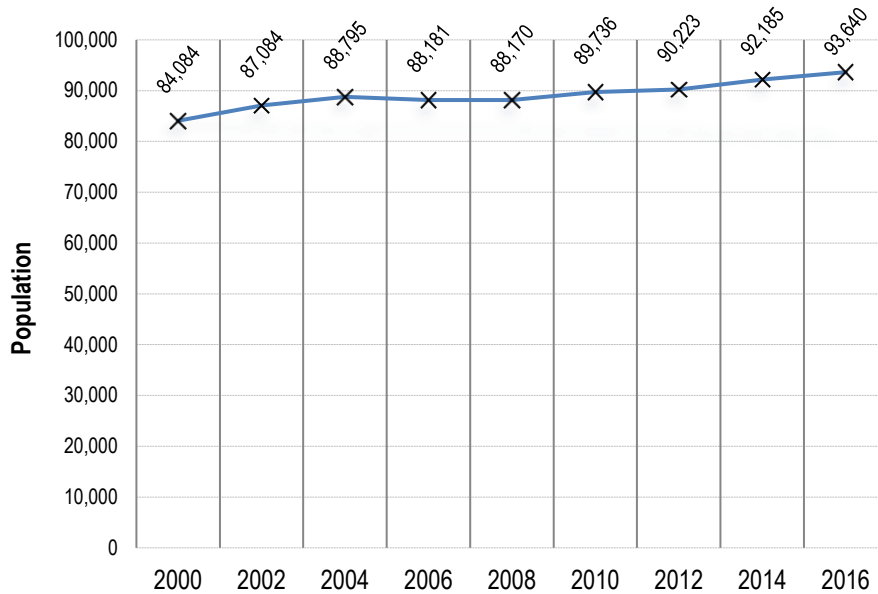
* Numbers with [] represent Santa Monica's share of Los Angeles County. The other numbers represent the difference between Santa Monica and Los Angeles County.

Mapped jurisdictional boundaries are as of July 1, 2016 and are for visual purposes only. Report data, however, are updated according to their respective sources.

II. Population

Population Growth

Population: 2000 - 2016

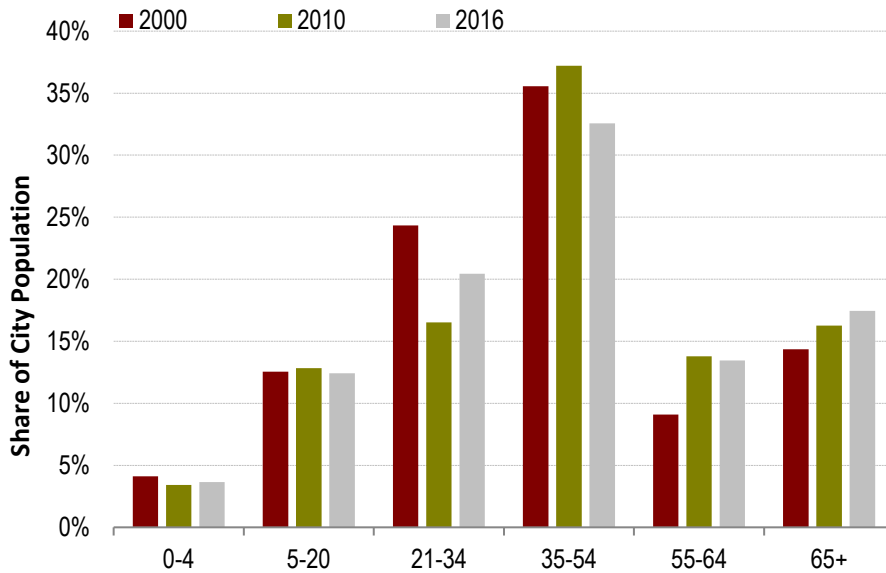


Source: California Department of Finance, E-5, 2016

- Between 2000 and 2016, the total population of the City of Santa Monica increased by 9,556 to 93,640 in 2016.
- During this 16-year period, the city's population growth rate of 11.4 percent was higher than the Los Angeles County rate of 7.6 percent.
- 0.9% of the total population of Los Angeles County is in the City of Santa Monica.

Population by Age

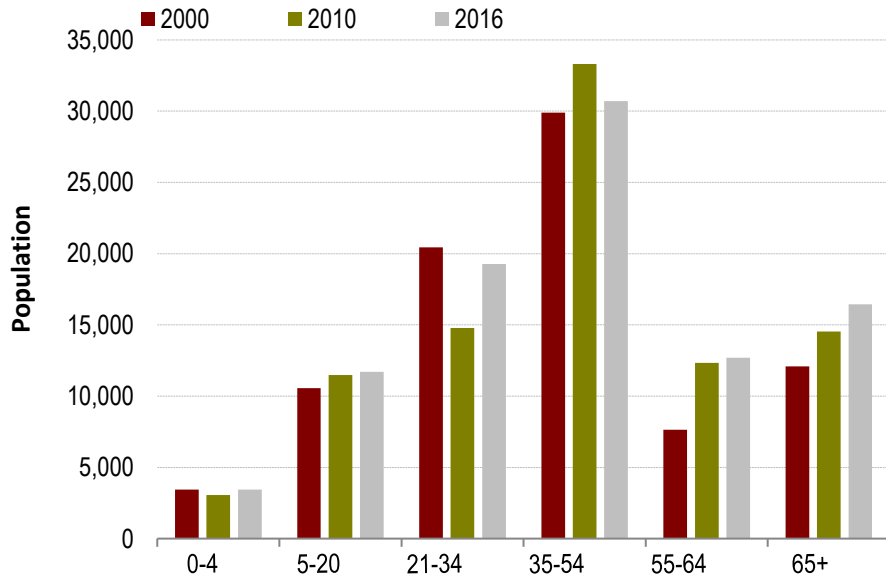
Population Share by Age: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the age group 55-64 experienced the largest increase in share, growing from 9.1 to 13.5 percent.
- The age group that experienced the greatest decline, by share, was age group 21-34, decreasing from 24.3 to 20.4 percent.

Population by Age: 2000, 2010, and 2016

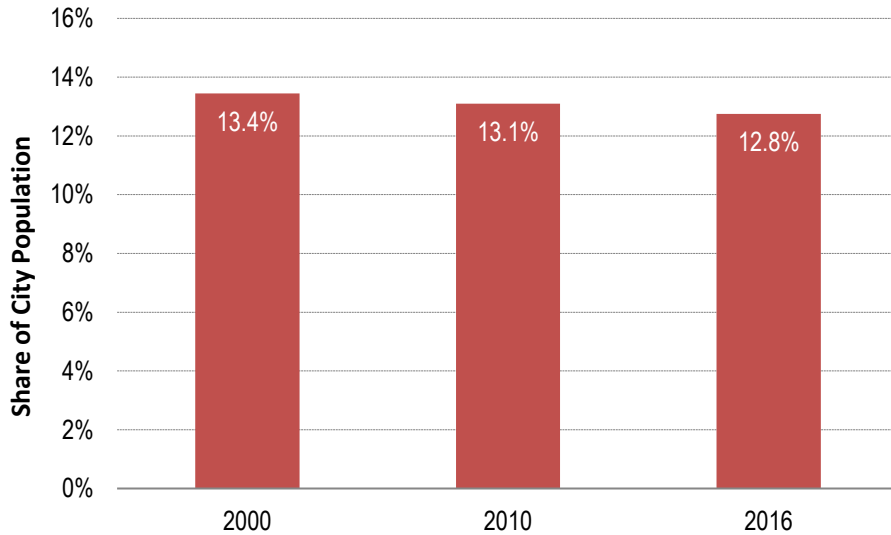


Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- The age group 55-64 added the most population, with an increase of 5,049 people between 2000 and 2016.

Population by Race/Ethnicity

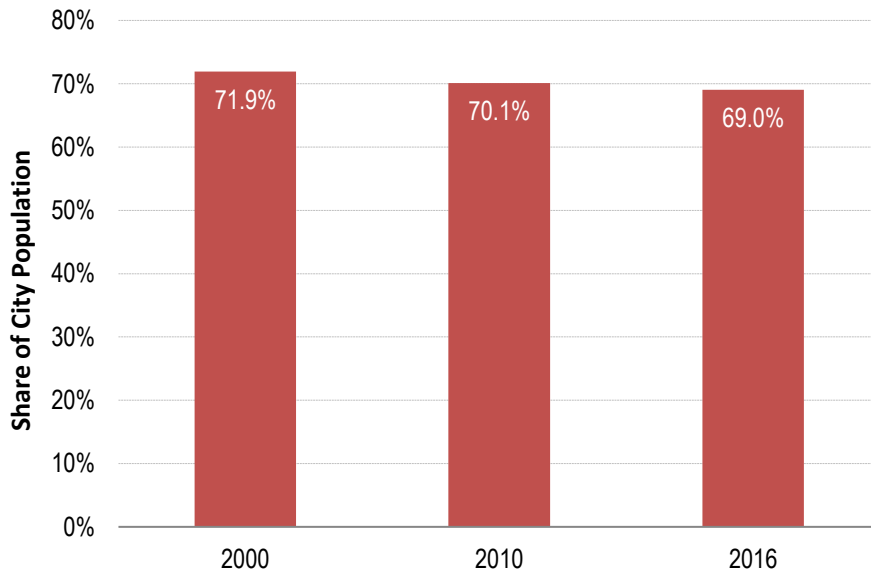
Hispanic or Latino of Any Race: 2000, 2010, and 2016



- Between 2000 and 2016, the share of Hispanic population in the city decreased from 13.4 percent to 12.8 percent.

Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

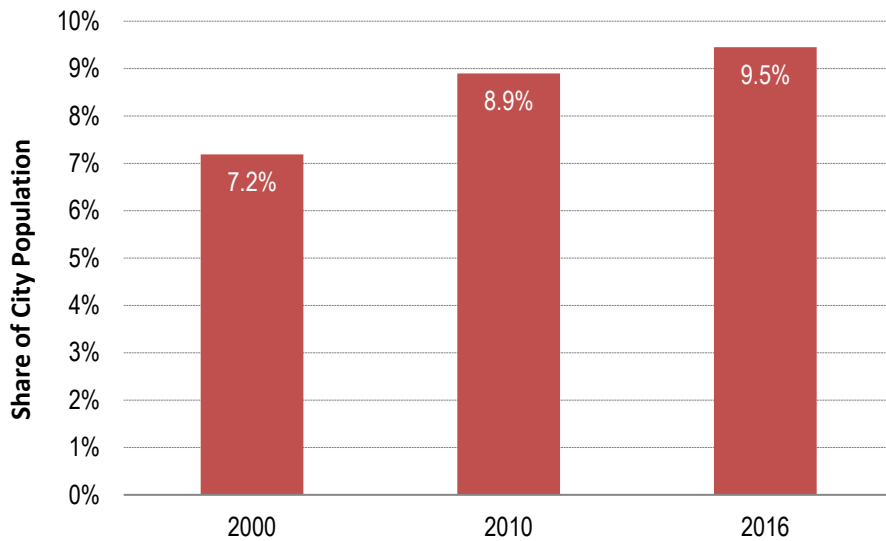
Non-Hispanic White: 2000, 2010, and 2016



- Between 2000 and 2016, the share of Non-Hispanic White population in the city decreased from 71.9 percent to 69.0 percent.
- Please refer to the Methodology section for definitions of the racial/ethnic categories.

Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

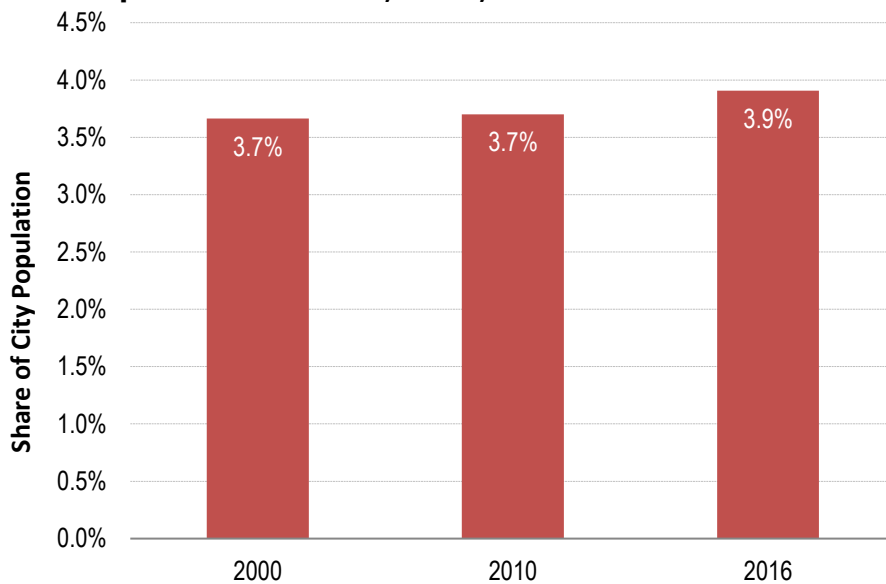
Non-Hispanic Asian: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of Non-Hispanic Asian population in the city increased from 7.2 percent to 9.5 percent.

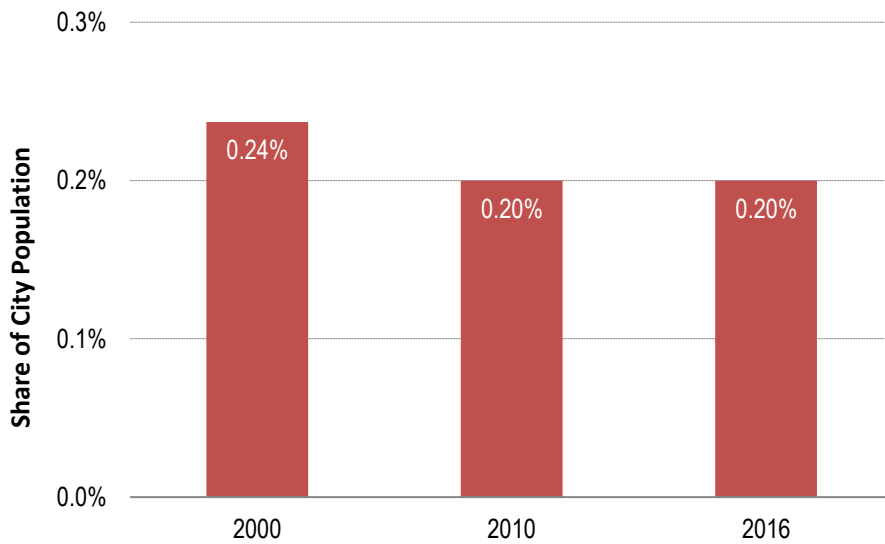
Non-Hispanic Black: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of Non-Hispanic Black population in the city increased from 3.7 percent to 3.9 percent.

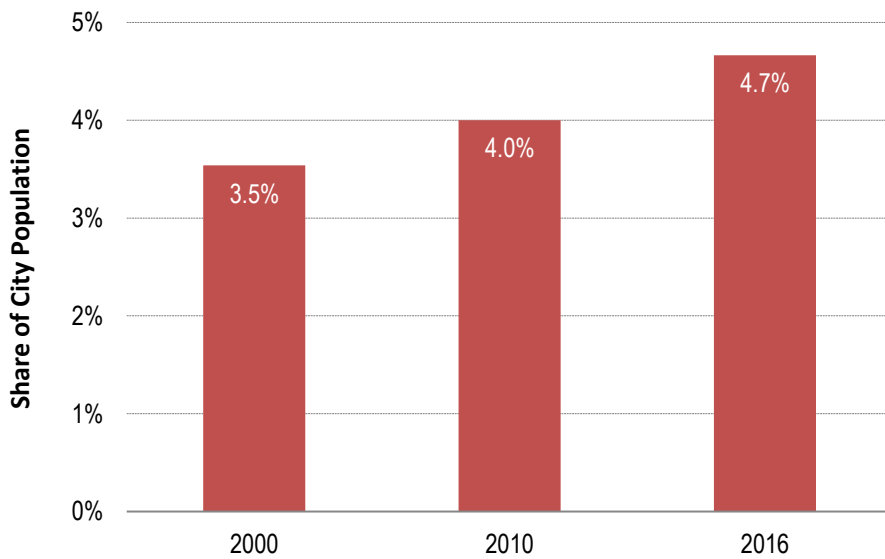
Non-Hispanic American Indian: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of Non-Hispanic American Indian population in the city remained at about 0.2 percent.

All Other Non-Hispanic: 2000, 2010, and 2016



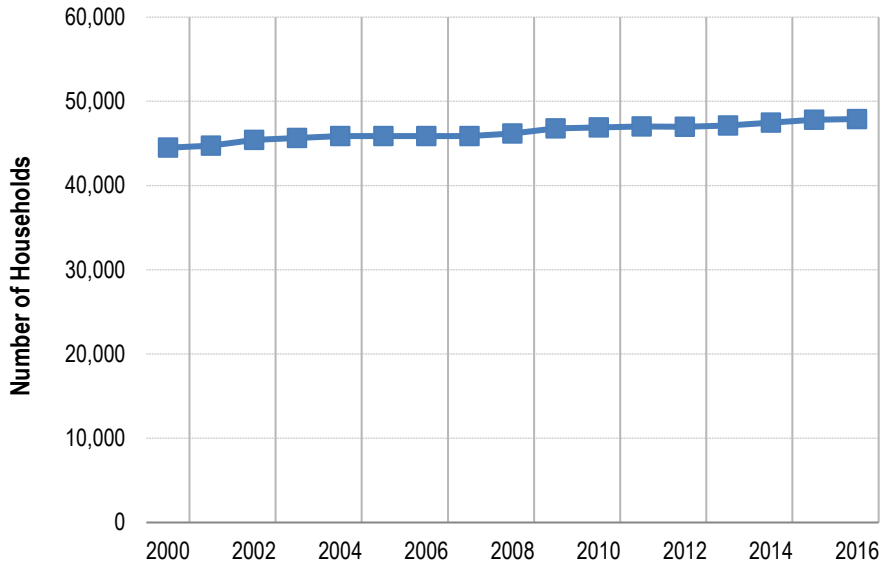
Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of All Other Non-Hispanic population group in the city increased from 3.5 percent to 4.7 percent.

III. Households

Number of Households (Occupied Housing Units)

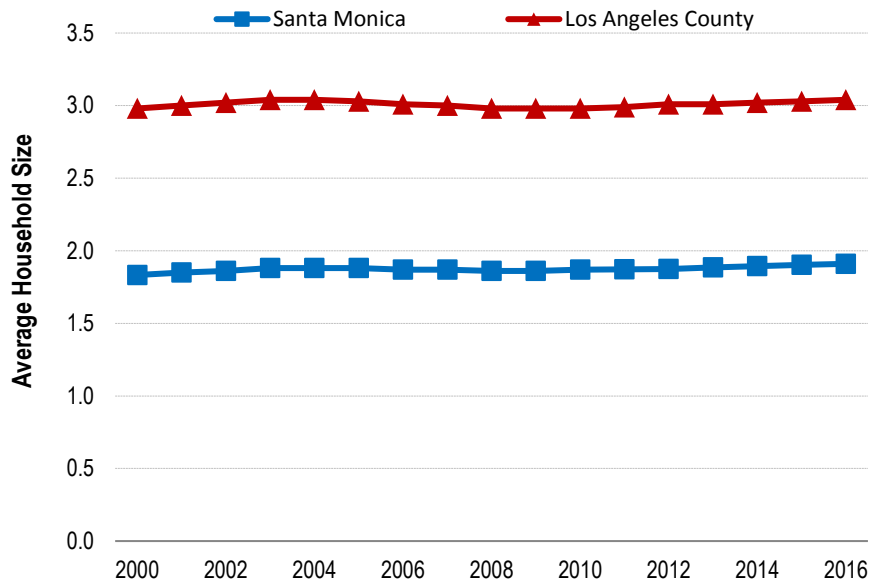
Number of Households: 2000 - 2016



Sources: 2000 and 2010 U.S. Decennial Census; California Department of Finance, E-5, 2016

- Between 2000 and 2016, the total number of households in the City of Santa Monica increased by 3,403 units, or 7.6 percent.
- During this 16-year period, the city’s household growth rate of 7.6 percent was higher than the county growth rate of 5.6 percent.
- 1.4 percent of Los Angeles County’s total number of households are in the City of Santa Monica.
- In 2016, the city’s average household size was 1.9, lower than the county average of 3.0.

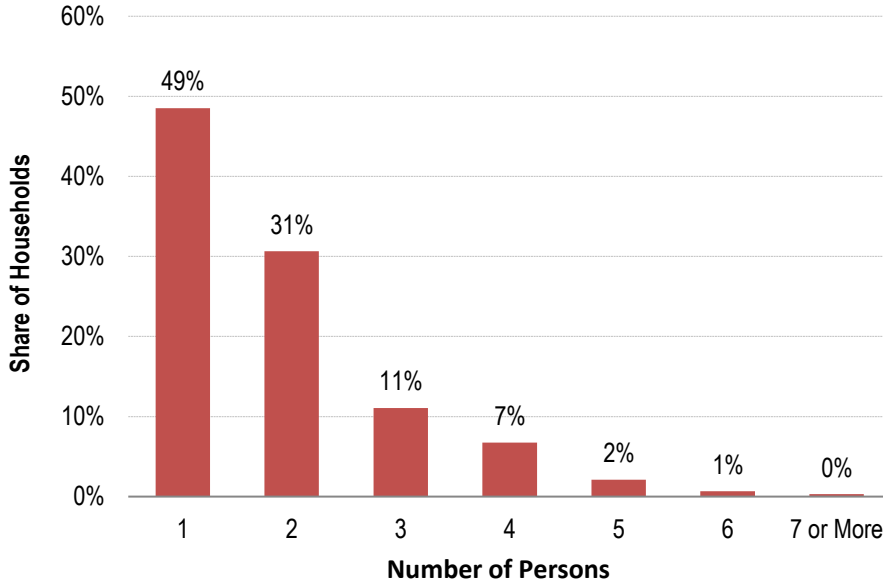
Average Household Size: 2000 - 2016



Source: California Department of Finance, E-5, 2016

Households by Size

Percent of Households by Household Size: 2016

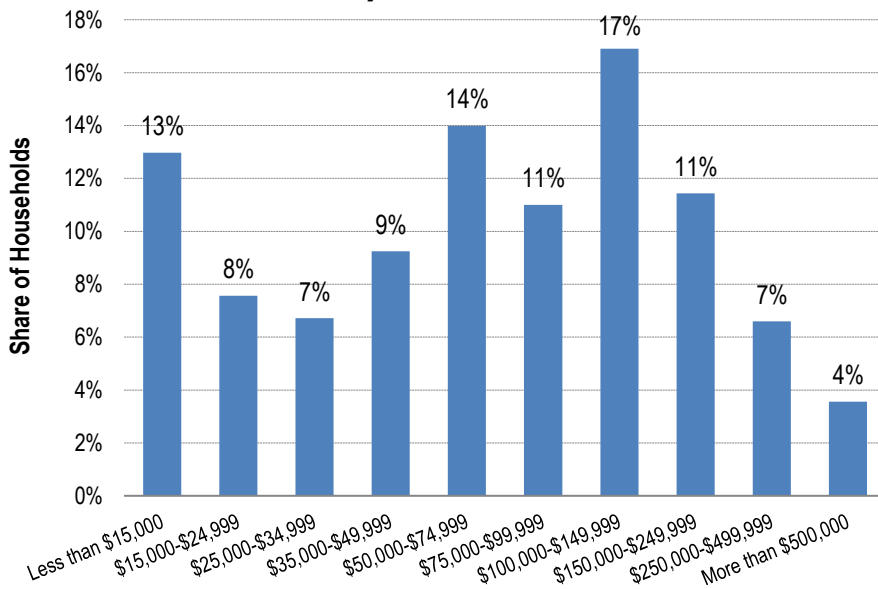


Source: Nielsen Co., 2016

- In 2016, 90.2 percent of all city households had 3 people or fewer.
- About 49 percent of the households were single-person households.
- Approximately 3 percent of all households in the city had 5 people or more.

Households by Income

Percent of Households by Household Income: 2016

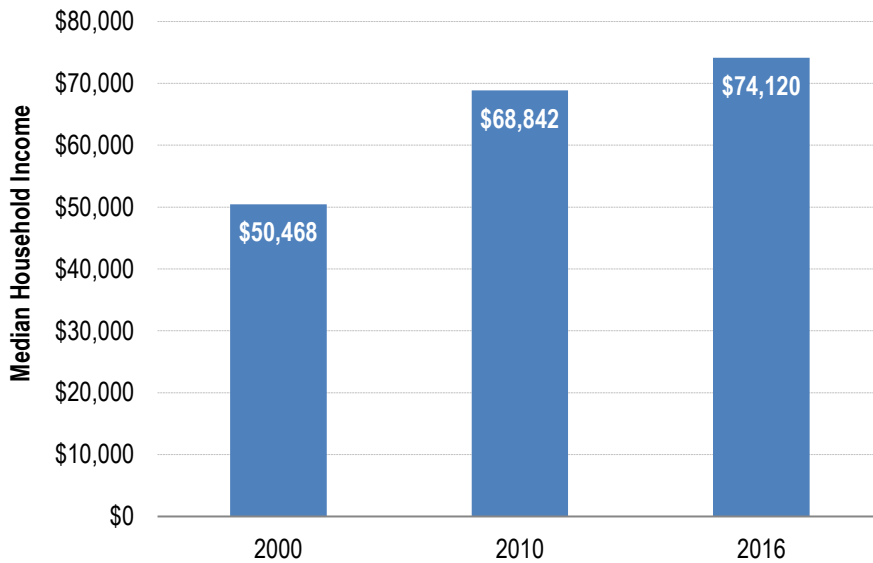


Source: Nielsen Co., 2016

- In 2016, about 37 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, and 2016

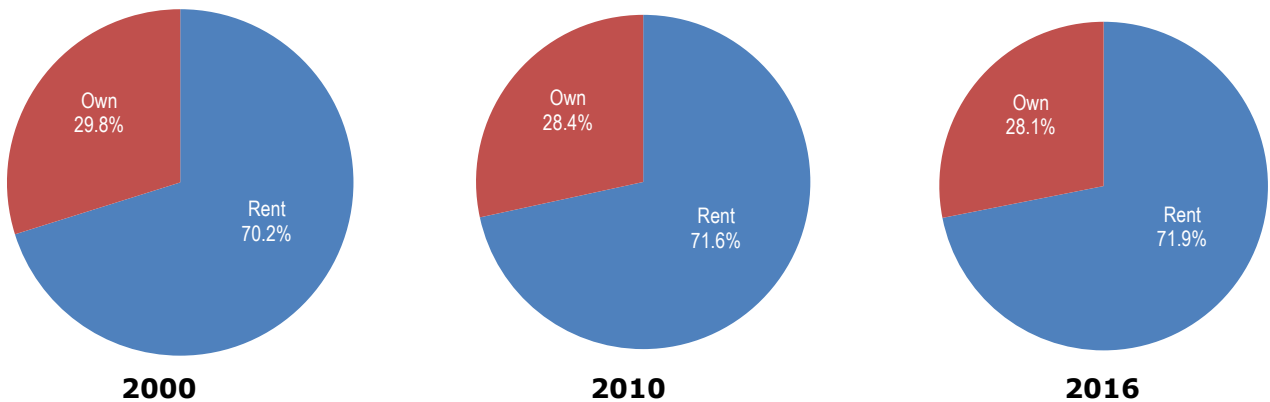


- From 2000 to 2016, median household income increased by \$23,652.
- Note: Dollars are not adjusted for annual inflation.

Source: Nielsen Co., 2016

Renters and Homeowners

Percentage of Renters and Homeowners: 2000, 2010, and 2016



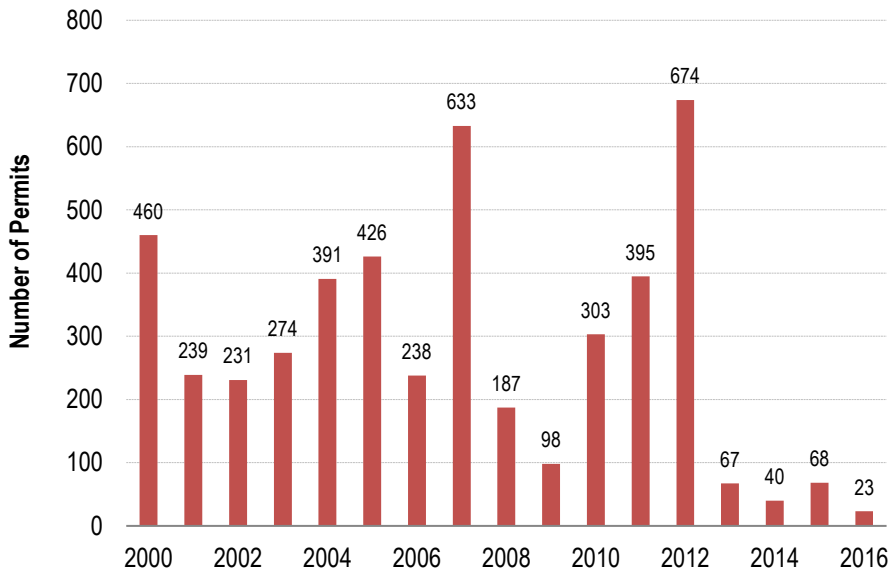
Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

Between 2000 and 2016, homeownership rates decreased and the share of renters increased.

IV. Housing

Total Housing Production

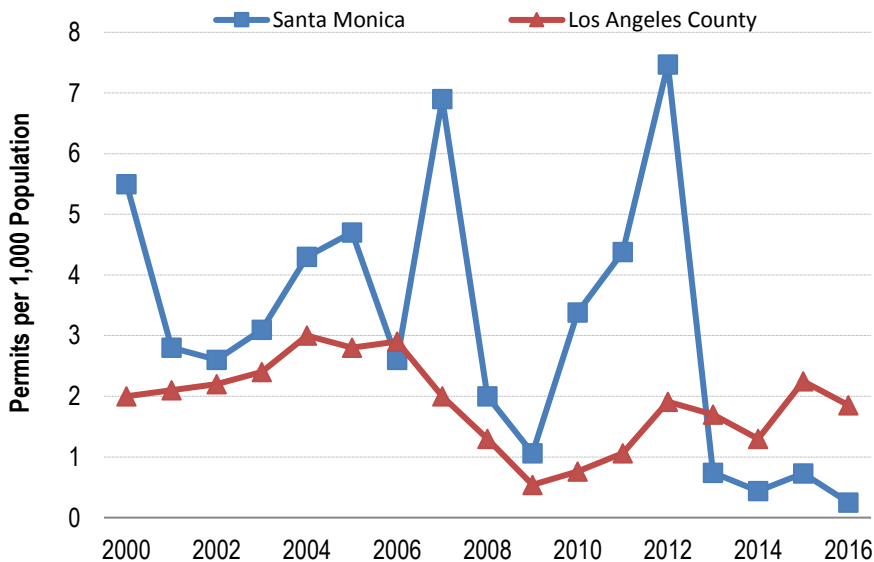
Total Permits Issued for all Residential Units: 2000 - 2016



- Between 2000 and 2016, permits were issued for 4,747 residential units.

Source: Construction Industry Research Board, 2000 - 2016

Permits Issued for all Residential Units per 1,000 Residents: 2000 - 2016

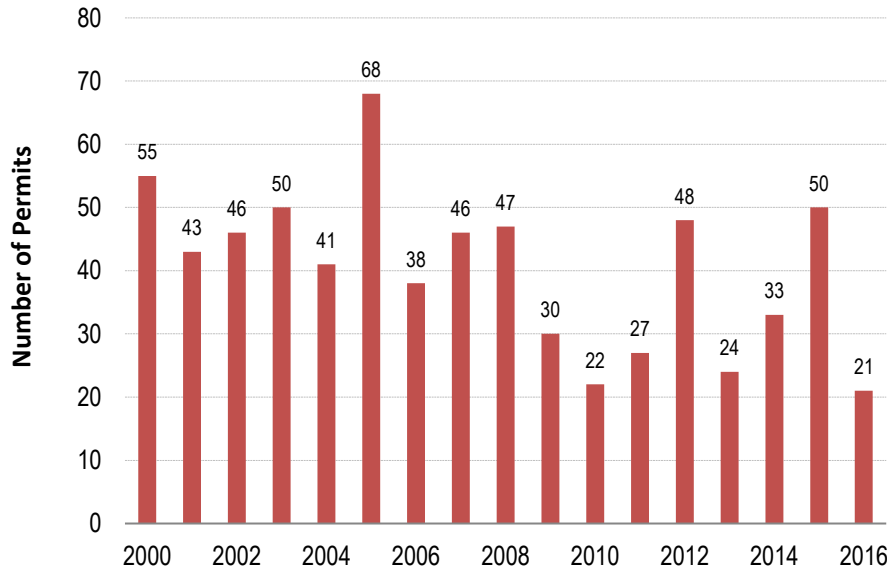


- In 2000, the City of Santa Monica had 5.5 permits per 1,000 residents compared to the overall county figure of 2 permits per 1,000 residents.
- For the city in 2016, the number of permits per 1,000 residents decreased to 0.2 permits. For the county overall, it decreased to 1.8 permits per 1,000 residents.

Source: Construction Industry Research Board, 2000 - 2016

Single-Family Housing Production

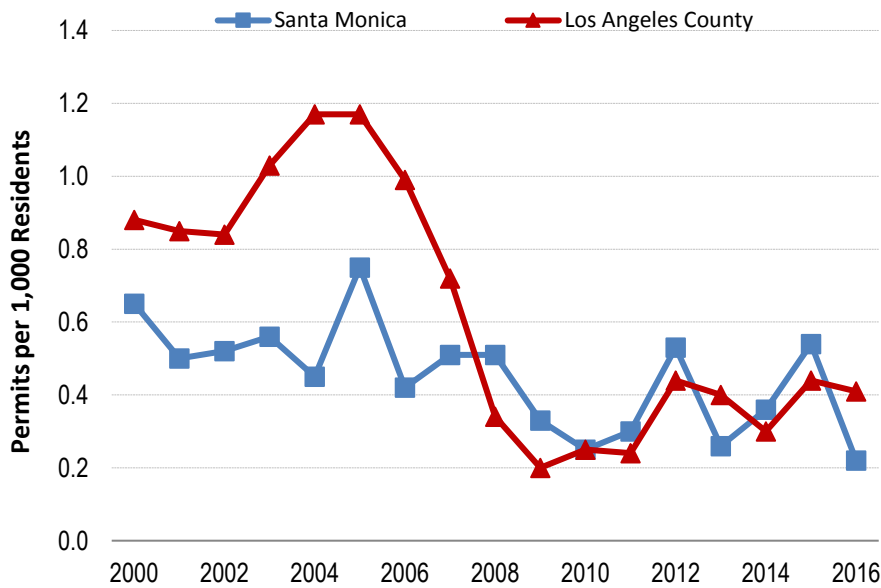
Permits Issued for Single-Family Units: 2000 - 2016



Source: Construction Industry Research Board, 2000 - 2016

- Between 2000 and 2016, permits were issued for 689 single family homes.
- 15.1 percent of these were issued in the last 3 years.

Single-Family Permits Issued per 1,000 Residents: 2000 - 2016

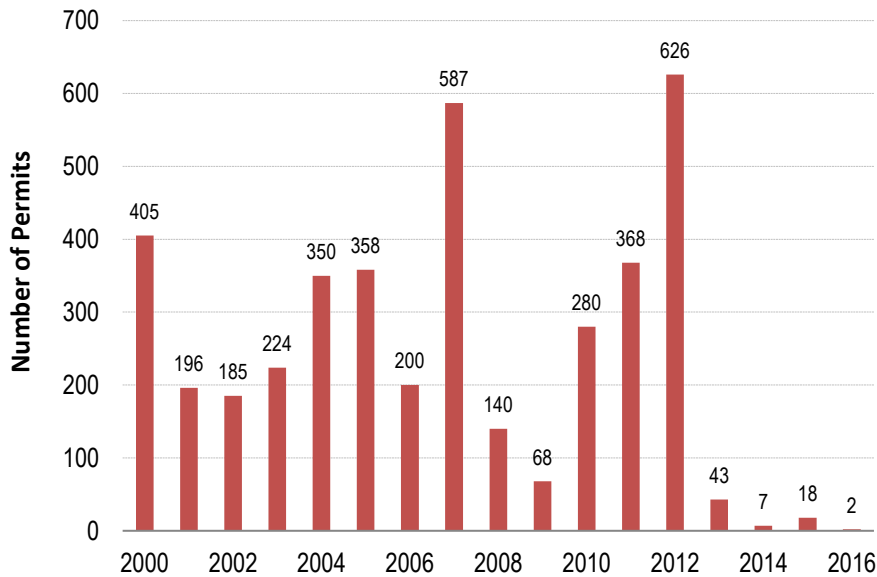


Source: Construction Industry Research Board, 2000 - 2016

- In 2000, the City of Santa Monica issued 0.7 permits per 1,000 residents compared to the overall county figure of 0.9 permits per 1,000 residents.
- For the city in 2016, the number of permits issued per 1,000 residents decreased to 0.2 permits. For the county overall, it decreased to 0.4 permits per 1,000 residents.

Multi-Family Housing Production

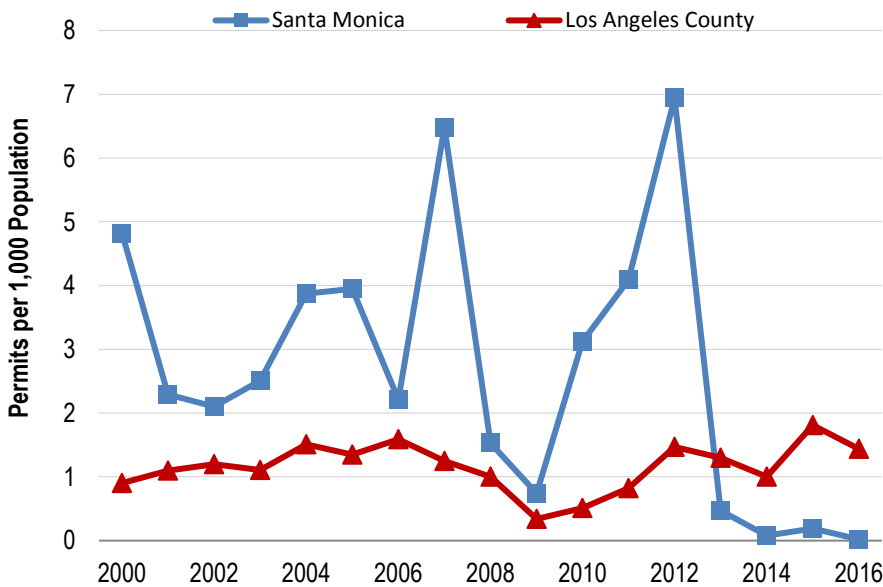
Permits Issued for Multi-Family Units: 2000 - 2016



Source: Construction Industry Research Board, 2000-2016

- Between 2000 and 2016, there were permits issued for 4,057 multi-family residential units.

Multi-Family Permits Issued per 1,000 Residents: 2000 - 2016

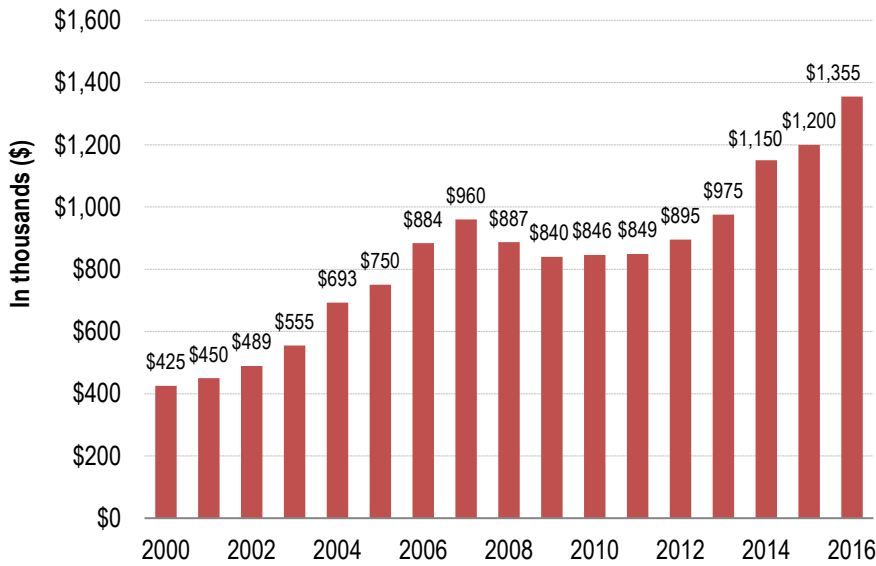


Source: Construction Industry Research Board, 2000-2016

- For the city in 2016, the number of permits per 1,000 residents decreased to 0 permits. For the county overall, it increased to 1.4 permits per 1,000 residents.

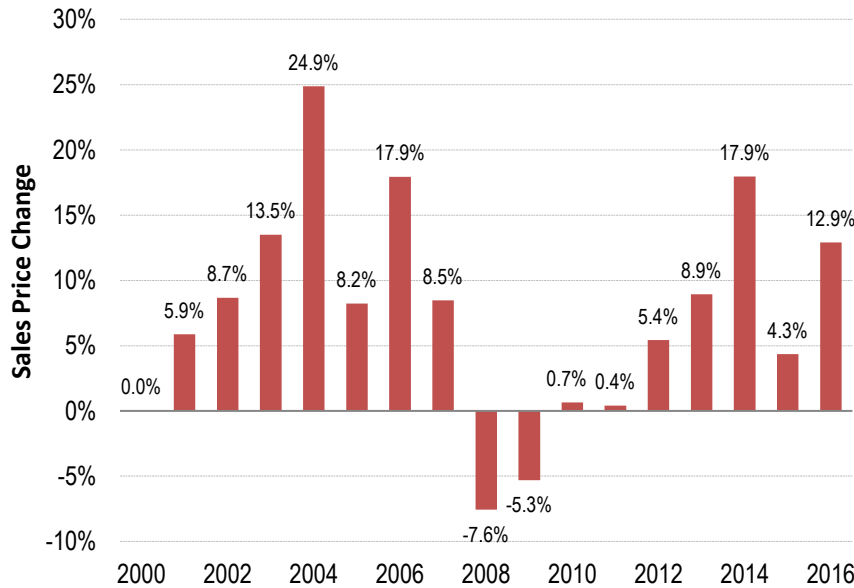
Home Sales Prices

Median Home Sales Price for Existing Homes: 2000 - 2016 (in \$ thousands)



Source: CoreLogic/DataQuick, 2016

Annual Median Home Sales Price Change for Existing Homes: 2000 - 2016



Source: CoreLogic/DataQuick, 2016

- Between 2000 and 2016, the median home sales price of existing homes increased 219 percent from \$425,000 to \$1,355,000.
- Median home sales price increased by 60.3 percent between 2010 and 2016.
- In 2016, the median home sales price in the city was \$1,355,000, \$835,000 higher than that in the county overall.
- Note: Median home sales price reflects resale of existing homes, which varies due to type of units sold.
- Between 2000 and 2016, the largest single year increase was 24.9 percent.

Housing Type

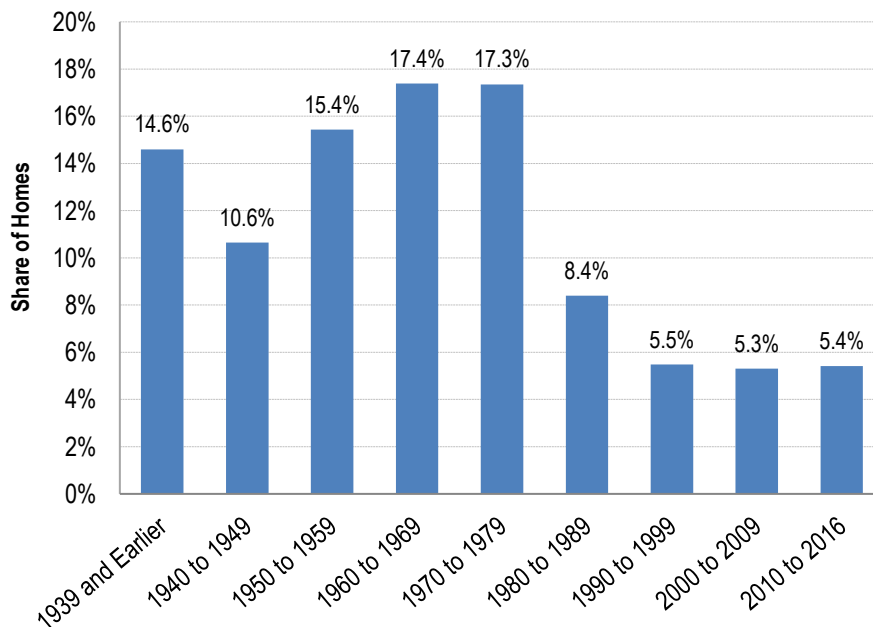
Housing Type by Units: 2016

Housing Type	Number of Units	Percent of Total Units
Single Family Detached	9,720	18.7 %
Single Family Attached	1,825	3.4 %
Multi-family: 2 to 4 units	5,296	10.2 %
Multi-family: 5 units plus	35,037	67.3 %
Mobile Home	204	0.4 %
Total	52,082	100 %

- The most common housing type is 5 plus.
- Approximately 22 percent were single family homes and 78 percent were multi-family homes.

Source: California Department of Finance, E-5, 2016

Age of Housing Stock: 2016

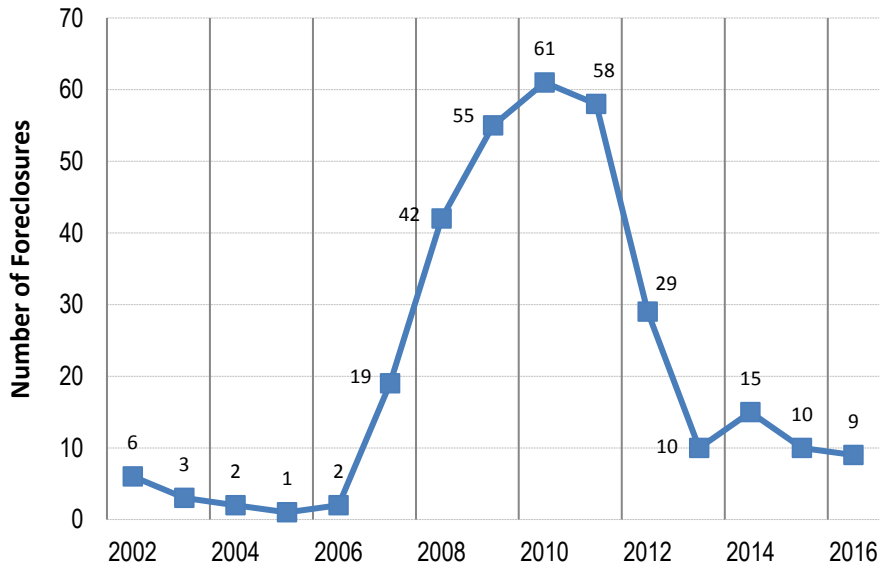


- 58 percent of the housing stock was built before 1970.
- 42 percent of the housing stock was built after 1970.

Source: Nielsen Co., 2016

Foreclosures

Number of Foreclosures: 2016

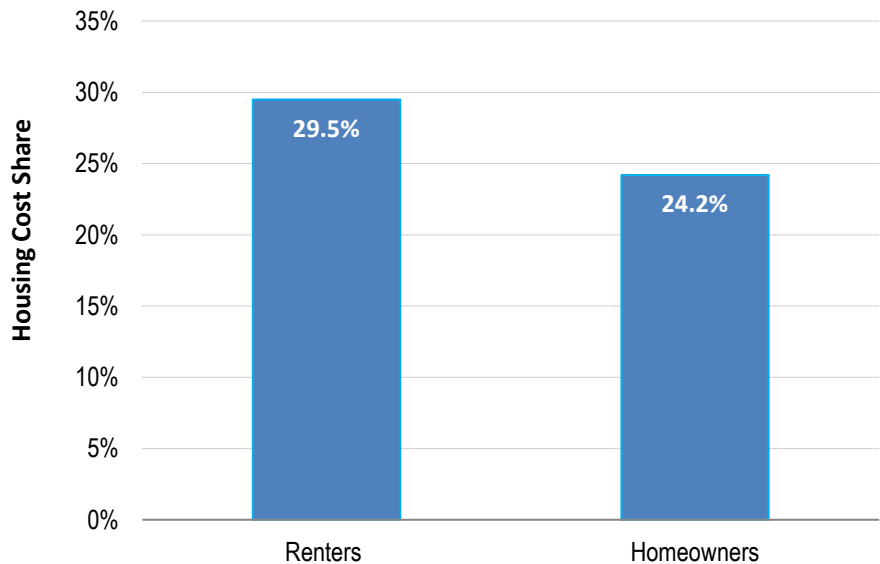


- There were 9 foreclosures in 2016.
- Between 2007 and 2016, there were 308 foreclosures.

Source: CoreLogic/DataQuick, 2002-2016

Housing Cost Share

Percentage of Housing Cost for Renters and Homeowners: 2014



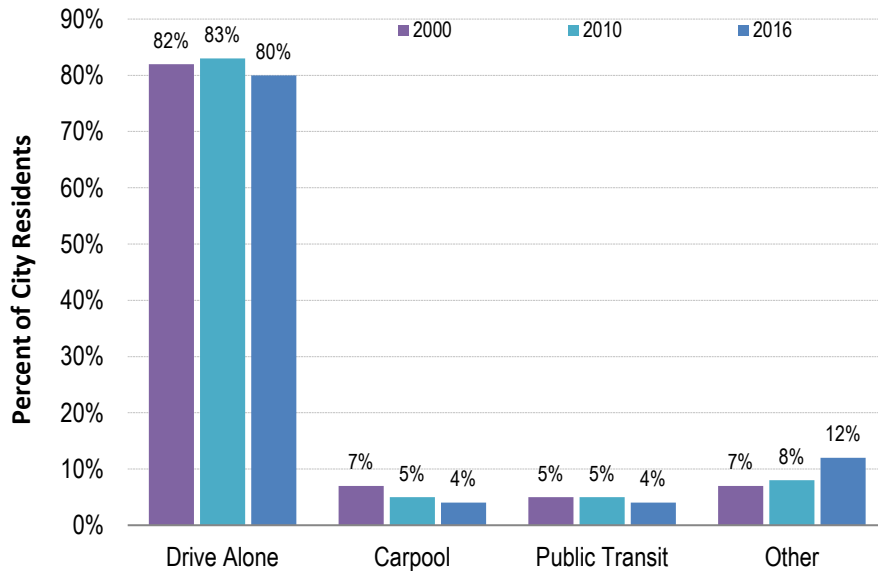
- Housing costs accounted for an average of 29.5 percent of total household income for renters.
- Housing costs accounted for an average of 24.2 percent of total household income for homeowners.

Source: U.S. Census American Community Survey, 2015

V. Transportation

Journey to Work for Residents

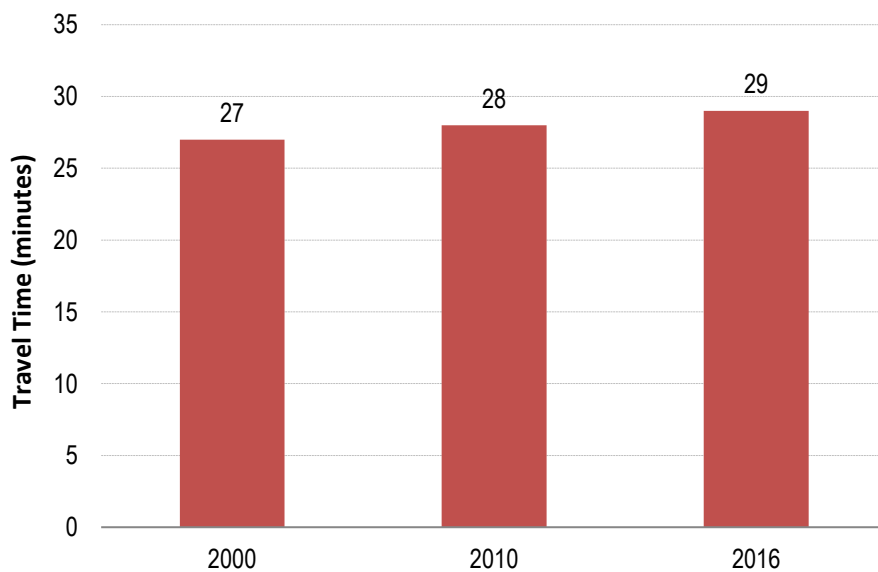
Transportation Mode Choice: 2000, 2010, and 2016



Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2016

- Between 2000 and 2016, the greatest change occurred in the percentage of individuals who traveled to work by other modes (e.g. work at home, walking or biking); this share increased by 4.7 percentage points.
- ‘Other’ refers to bicycle, pedestrian, and home-based employment.

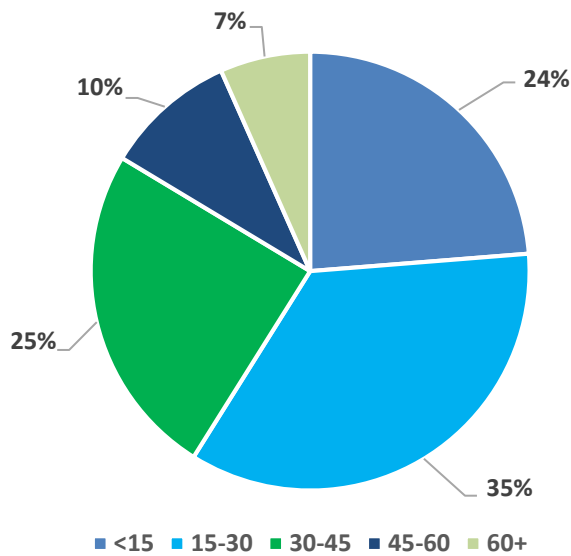
Average Travel Time (minutes): 2000, 2010, and 2016



Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2016

- Between 2000 and 2016, the average travel time to work increased by approximately 2 minutes.

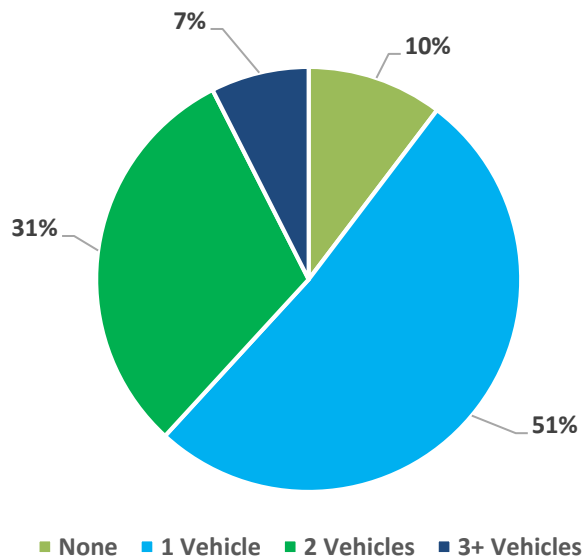
Travel Time to Work (Range of Minutes): 2016



- In 2016, 41.1 percent of Santa Monica commuters spent more than 30 minutes to travel to work.
- Travel time to work figures reflect average one-way commute travel times, not round trip.

Source: Nielsen Co., 2016

Household Vehicle Ownership: 2016



- 61.8 percent of Santa Monica households own one or no vehicles, while 38.2 percent of households own two or more vehicles.

Source: Nielsen Co., 2016

VI. Active Transportation

Over the course of the next 25 years, population growth and demographic shifts will continue to transform the character of the SCAG region and the demands placed on it for livability, mobility, and overall quality of life. Our future will be shaped by our response to this growth and the demands it places on our systems.

SCAG is responding to these challenges by embracing sustainable mobility options, including support for enhanced active transportation infrastructure. Providing appropriate facilities to help make walking and biking more attractive and safe transportation options will serve our region through reduction of traffic congestion, decreasing greenhouse gas emissions, improving public health, and enhancing community cohesion.

Beginning with the 2017 Local Profiles, SCAG will be providing information on the active transportation resources being implemented throughout our region. The 2017 Local Profiles initiates this enhanced active transportation element with a compilation of bicycle lane mileage by facility type at the county level. This data, provided by our County Transportation Commissions for the year 2012, will serve as a baseline to measure regional progress over subsequent years. It is expected that with each cycle of the Local Profiles, additional active transportation data resources will become available for inclusion in these reports at the local jurisdictional level. Information on rates of physical activity (walking) is available in the Public Health section of this report.

Bike Lane Mileage by Class: 2012

County	Class 1	Class 2	Class 3	Class 4	Total Miles
Imperial	3	4	82	0	89
Los Angeles	302	659	519	2	1,482
Orange	259	706	87	0	1,052
Riverside	44	248	129	0	421
San Bernardino	77	276	150	0	503
Ventura	61	257	54	0	372
SCAG Region	746	2,150	1,021	2	3,919

Source: County Transportation Commissions, 2012

Class 1 (Bike Path): Separated off-road path for the exclusive use of bicycles and pedestrians.

Class 2 (Bike Lane): Striped on-road lane for bike travel along a roadway.

Class 3 (Bike Route): Roadway dedicated for shared use by pedestrians, bicyclists, and motor vehicles.

Class 4 (Separated Bikeway): Lane(s) separated from vehicle traffic by more than striping, with physical barriers such as grade separation, landscaping, or parking.

VII. Employment

Employment Centers

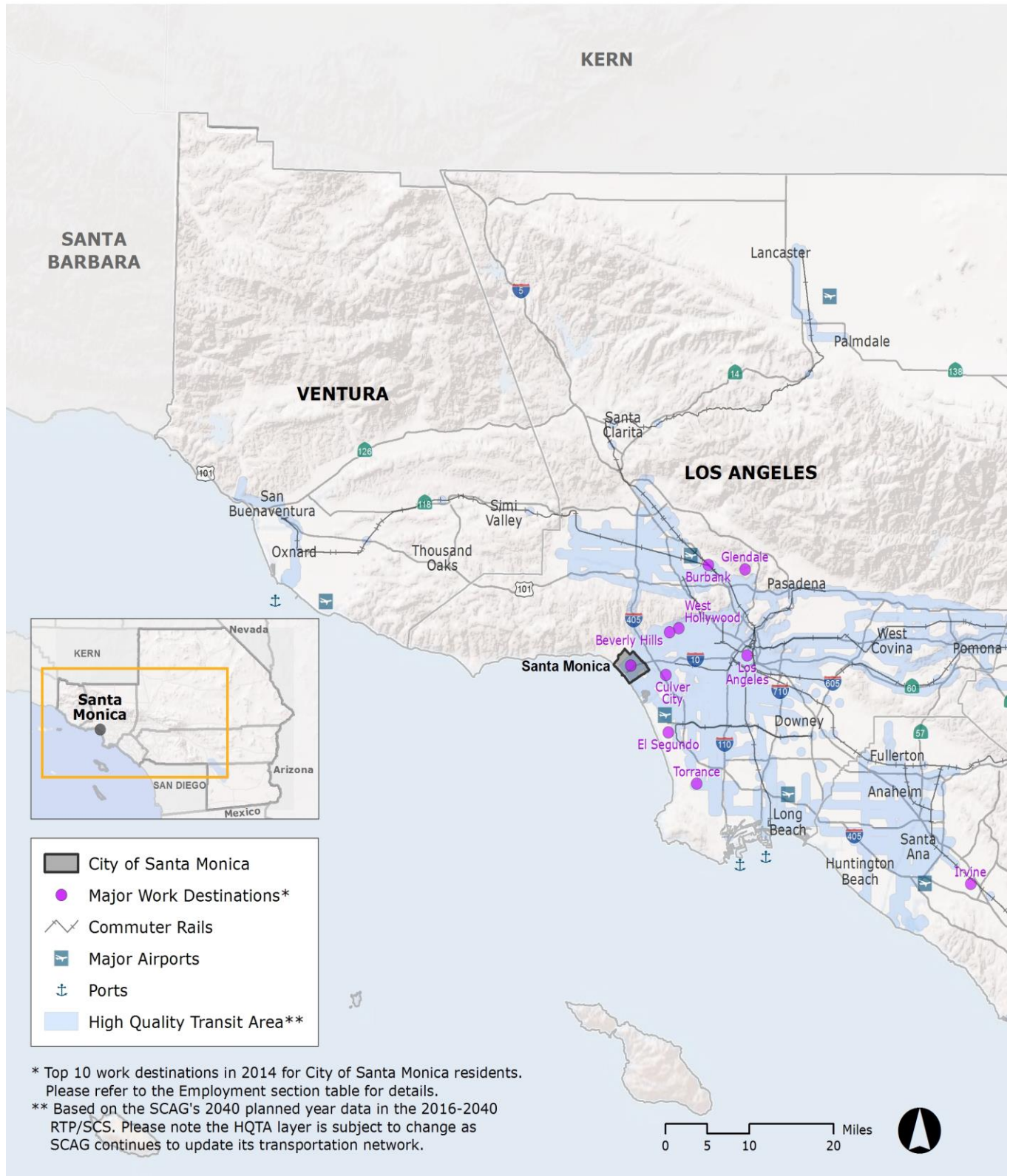
Top 10 Places Where Santa Monica Residents Commute to Work: 2014

Local Jurisdiction		Number of Commuters	Percent of Total Commuters
1.	Los Angeles	16,194	41.9 %
2.	Santa Monica	8,394	21.7 %
3.	Burbank	1,929	5.0 %
4.	Culver City	1,383	3.6 %
5.	Beverly Hills	1,078	2.8 %
6.	El Segundo	680	1.8 %
7.	Torrance	481	1.2 %
8.	West Hollywood	384	1.0 %
9.	Glendale	368	1.0 %
10.	Irvine	314	0.8 %
All Other Destinations		7,485	19.4 %

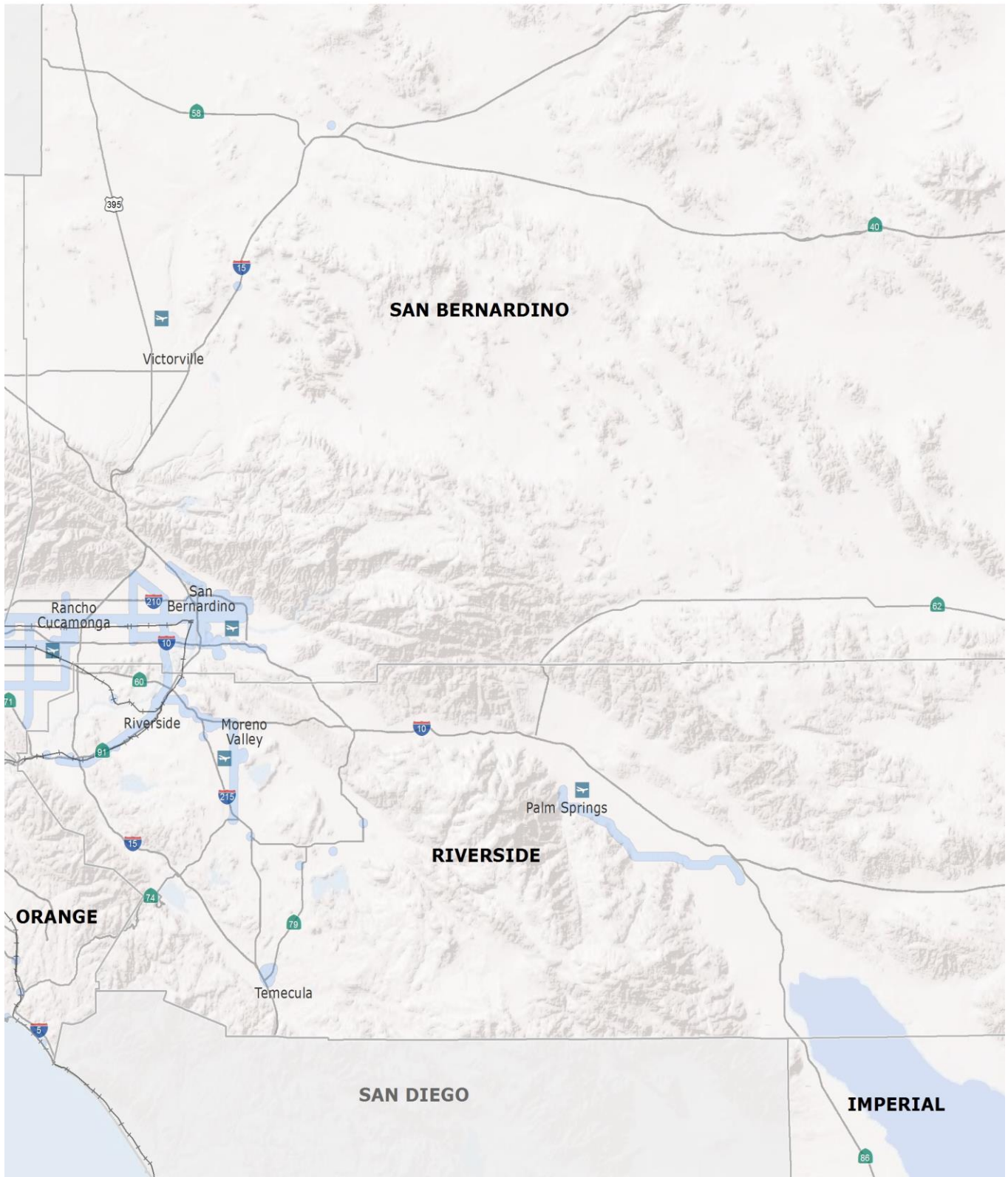
Source: U.S. Census Bureau, 2017, LODES Data; Longitudinal-Employer Household Dynamics Program, <https://lehd.ces.census.gov/data/lodes/>

- This table identifies the top 10 locations where residents from the City of Santa Monica commute to work.
- 21.7% work and live in Santa Monica, while 78.3% commute to other places.

MAJOR WORK DESTINATIONS

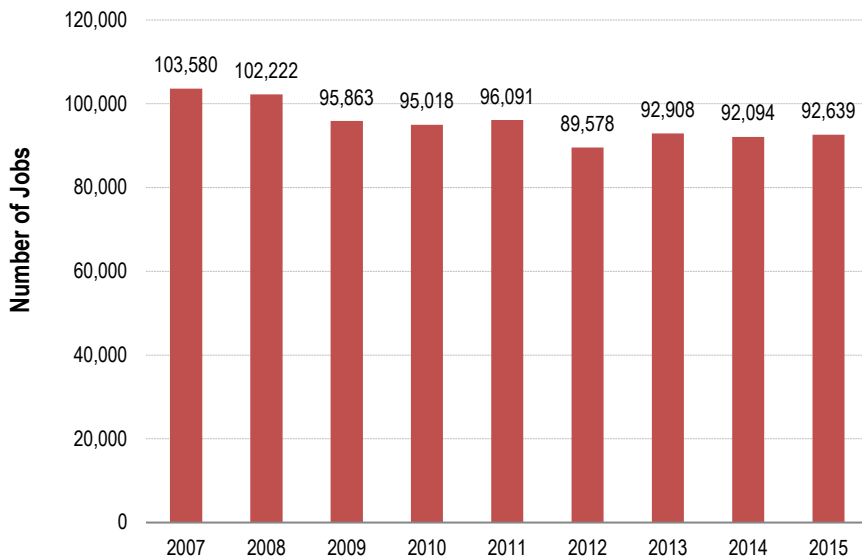


Source: SCAG, U.S. Census Bureau, 2017, LODES Dataset Version 7.2



Total Jobs

Total Jobs: 2007 - 2015

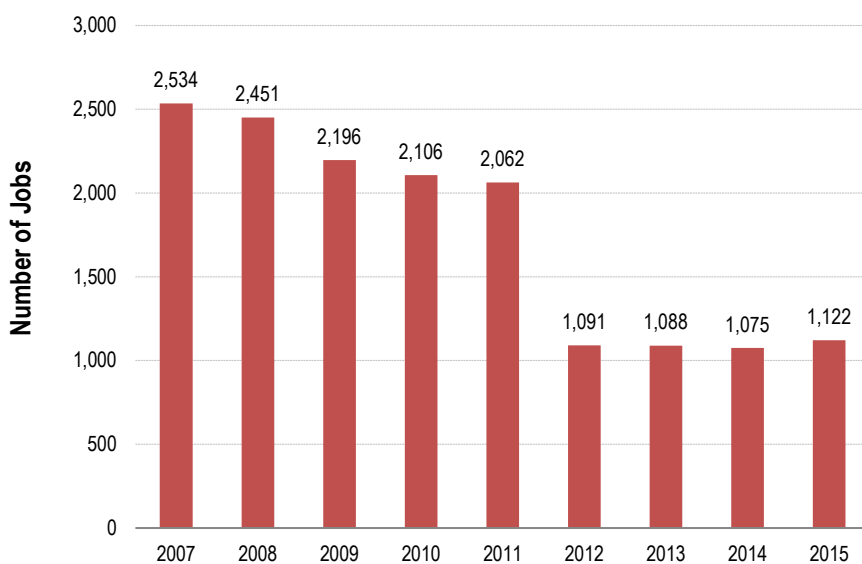


Sources: California Employment Development Department, 2007 - 2015; InfoGroup; and SCAG

- 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 2015, total jobs in the City of Santa Monica numbered 92,639, a decrease of 10.6 percent from 2007.

Jobs by Sector

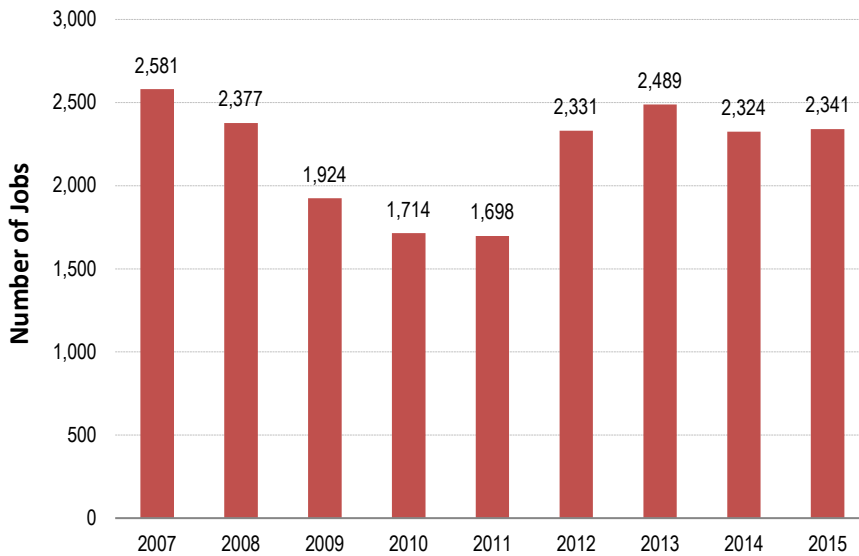
Jobs in Manufacturing: 2007 - 2015



Sources: California Employment Development Department, 2007 - 2015; InfoGroup; and SCAG

- Manufacturing jobs include those employed in various sectors including food; apparel; metal; petroleum and coal; machinery; computer and electronic products; and transportation equipment.
- In 2015, the number of manufacturing jobs in the city was 1,122.

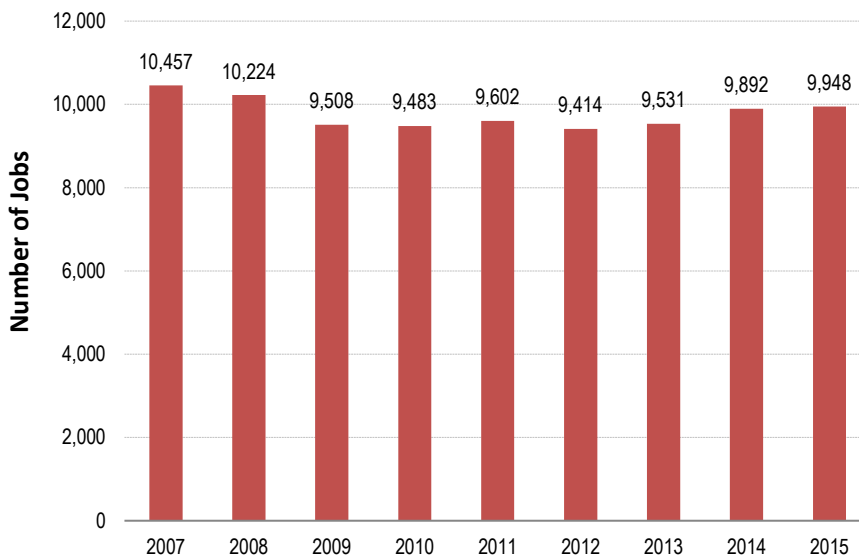
Jobs in Construction: 2007 - 2015



Sources: California Employment Development Department, 2007 - 2015; InfoGroup; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2015, construction jobs in the city decreased by 9.3 percent.

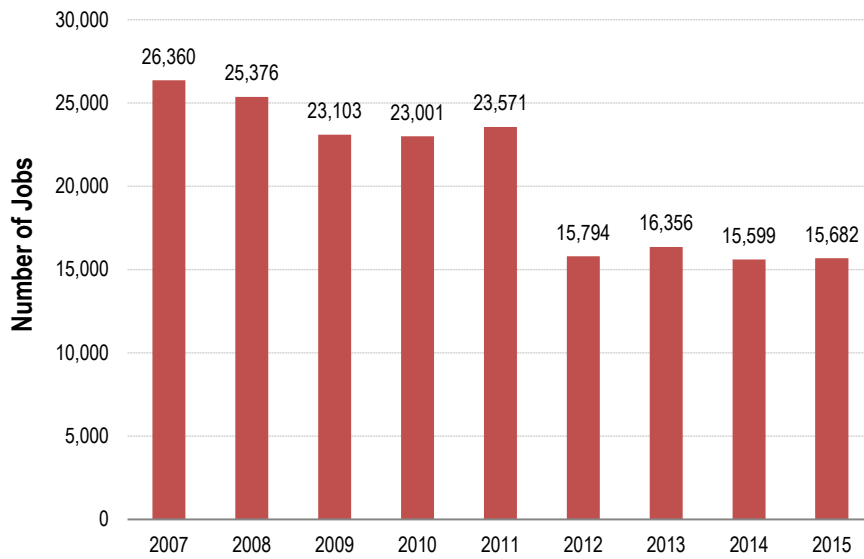
Jobs in Retail Trade: 2007 - 2015



Sources: California Employment Development Department, 2007 - 2015; 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.
- In 2015, the number of retail trade jobs in the city was 9,948.

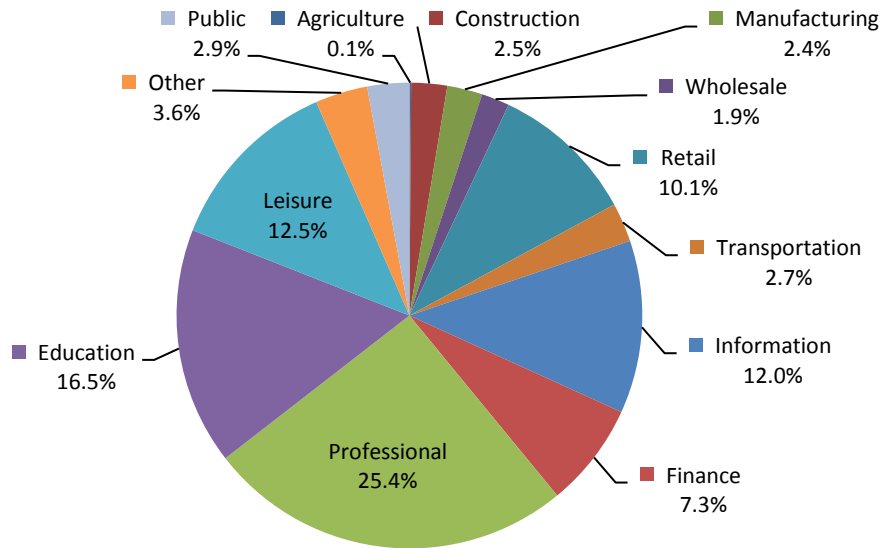
Jobs in Professional and Management: 2007 - 2015



Sources: California Employment Development Department, 2007 - 2015; 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.
- In 2015, the number of professional and management jobs in the city was 15,682.

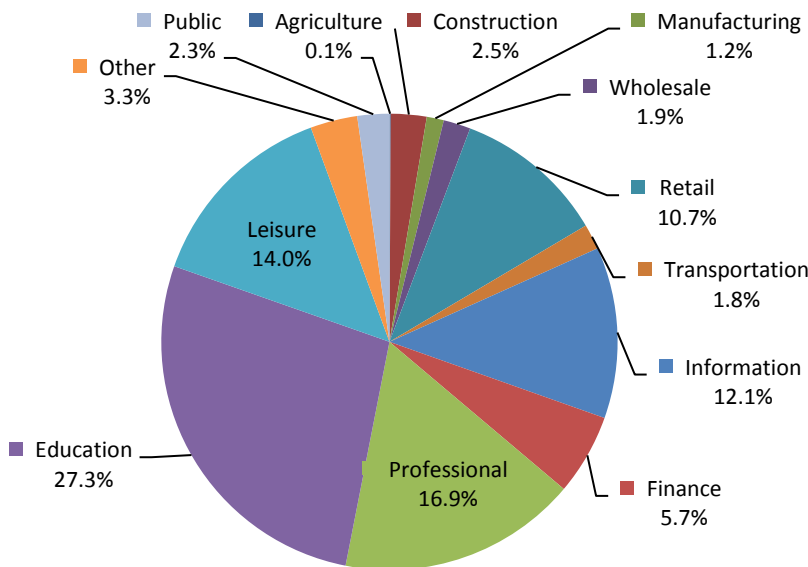
Jobs by Sector: 2007



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

- From 2007 to 2015, the share of Education jobs increased from 16.5 percent to 27.3 percent.
- See Methodology Section for industry sector definitions.

Jobs by Sector: 2015



Sources: California Employment Development Department, 2016; InfoGroup; and SCAG.

- In 2015, the Education sector was the largest job sector, accounting for 27.3 percent of total jobs in the city.
- Other large sectors included Professional (16.9 percent), Leisure (14 percent), and Information (12.1 percent).

Average Salaries

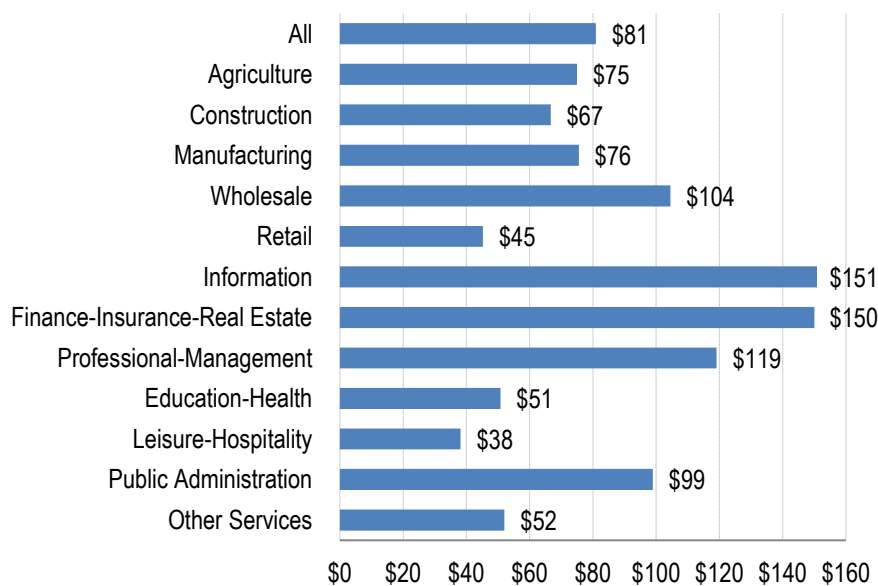
Average Annual Salary: 2003, 2009, 2011, and 2015



Source: California Employment Development Department, 2003 - 2015

- Average salaries for jobs located in the city increased from \$57,356 in 2003 to \$80,960 in 2015, a 41.2 percent change.
- Note: Dollars are not adjusted for annual inflation.

Average Annual Salary by Sector: 2015 (\$ thousands)



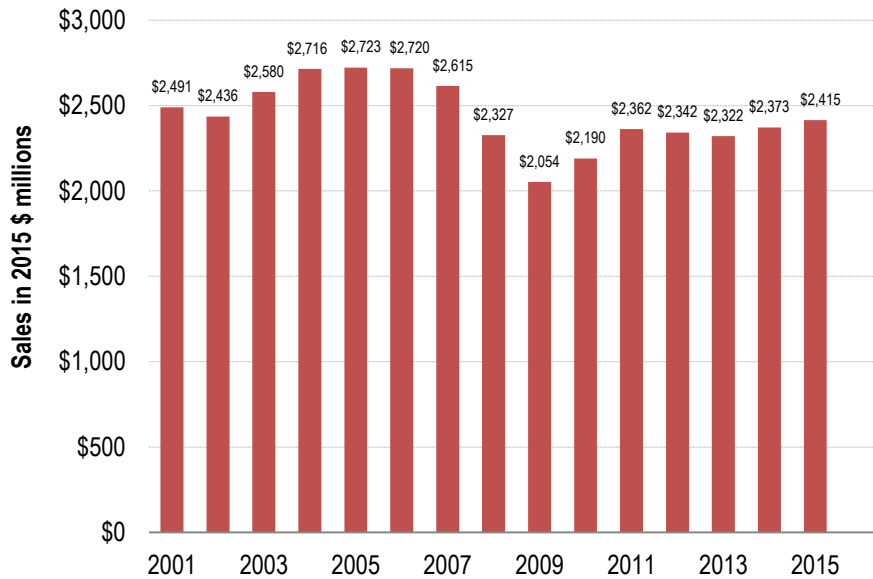
Source: California Employment Development Department, 2015

- In 2015, the employment sector providing the highest salary per job in the city was Information (\$150,909).
- The Leisure-Hospitality sector provided the lowest annual salary per job (\$38,175).

VIII. Retail Sales

Real Retail Sales

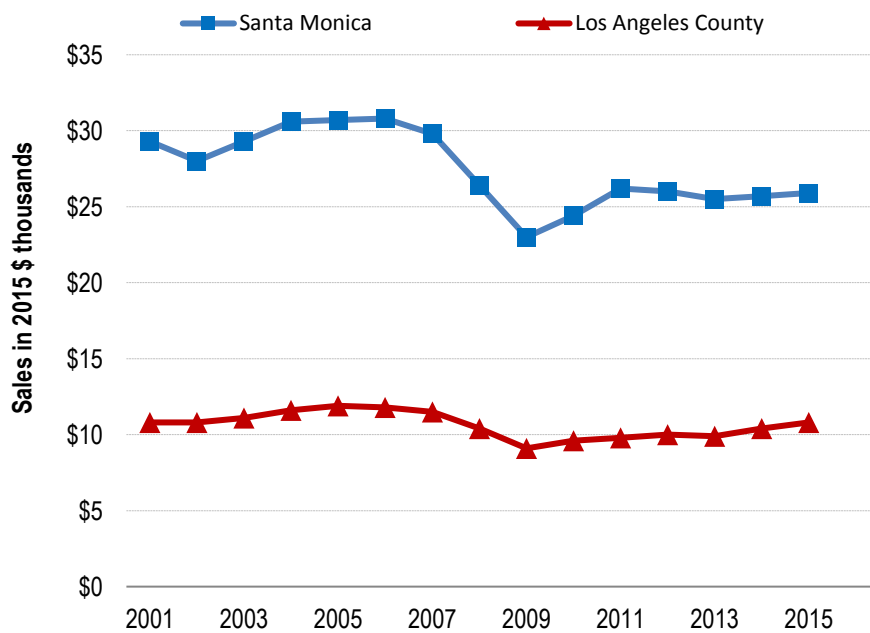
Retail Sales (in 2015 \$ millions): 2001 - 2015



Source: California Board of Equalization, 2001-2015

- Real (inflation adjusted) retail sales in the City of Santa Monica decreased by 11.3 percent between 2005 and 2015.

Retail Sales per Person (in 2015 \$ thousands): 2001 - 2015



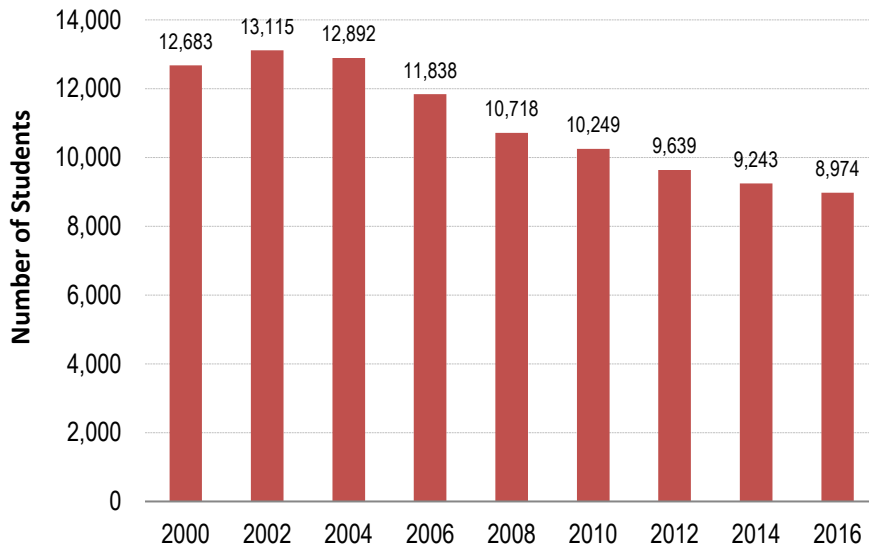
Source: California Board of Equalization, 2001-2015

- Between 2001 and 2015, retail sales per person for the city decreased from \$29,300 to \$25,941.

IX. Education

Total Student Enrollment

K-12 Public School Student Enrollment: 2000 - 2016

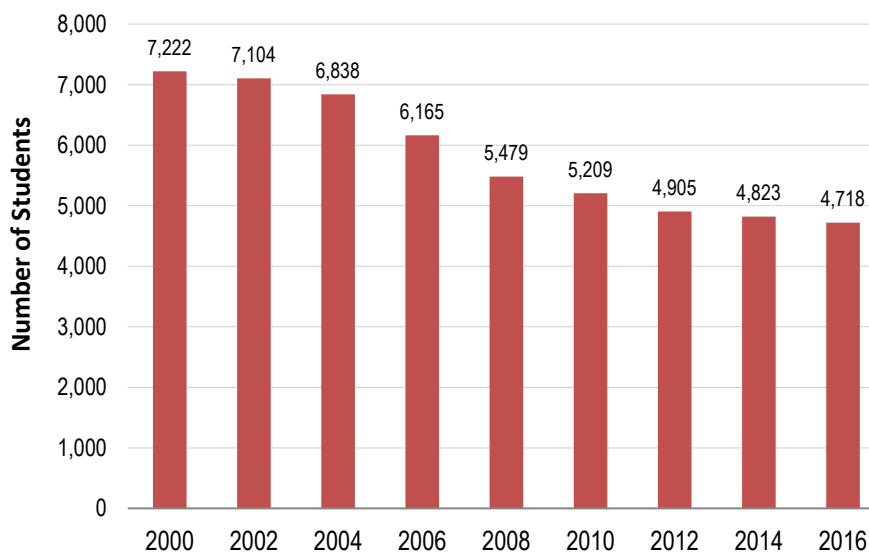


Source: California Department of Education, 2000 - 2016

- Between 2000 and 2016, total K-12 public school enrollment for schools within the City of Santa Monica decreased by 3,709 students, or about 29.2 percent.

Student Enrollment by Grade

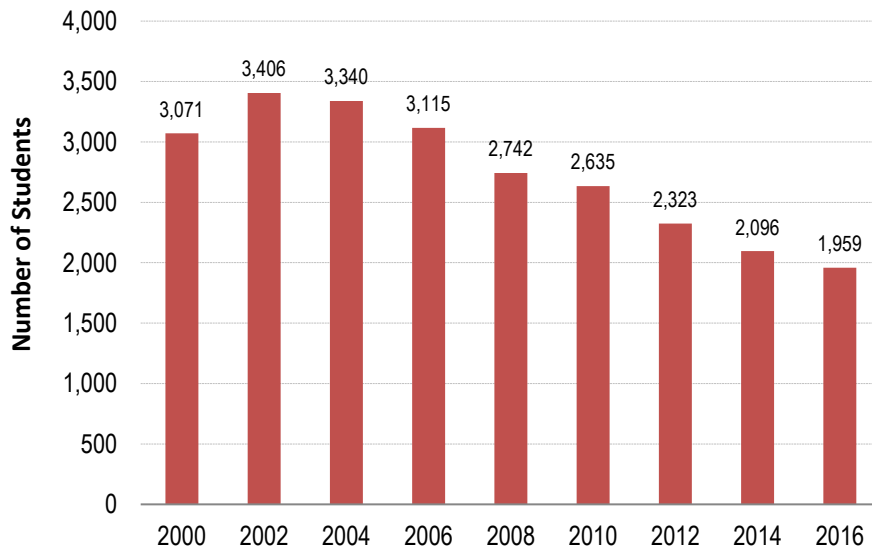
K-6 Public School Student Enrollment: 2000 - 2016



Source: California Department of Education, 2000 - 2016

- Between 2000 and 2016, total public elementary school enrollment decreased by 2,504 students or 34.7 percent.

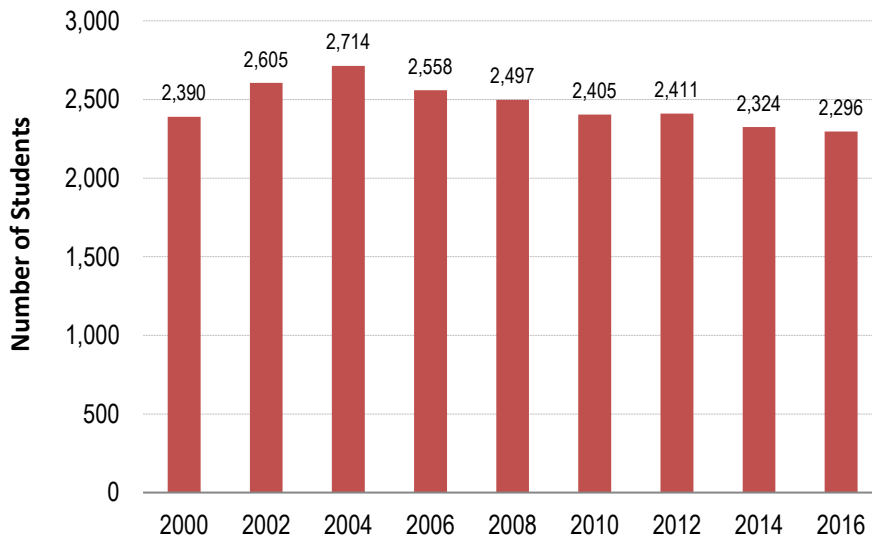
Grades 7-9 Public School Student Enrollment: 2000 - 2016



Source: California Department of Education, 2000 - 2016

- Between 2000 and 2016, total public school enrollment for grades 7-9 decreased by 1,112 students or 36.2 percent.

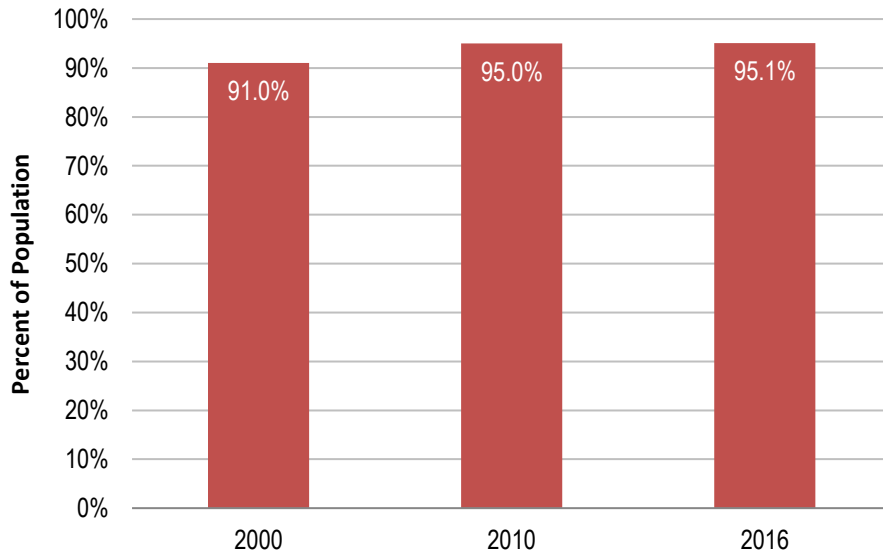
Grades 10-12 Public School Student Enrollment: 2000 - 2016



Source: California Department of Education, 2000 - 2016

- Between 2000 and 2016, total public school enrollment for grades 10-12 decreased by 94 students, about 3.9 percent.

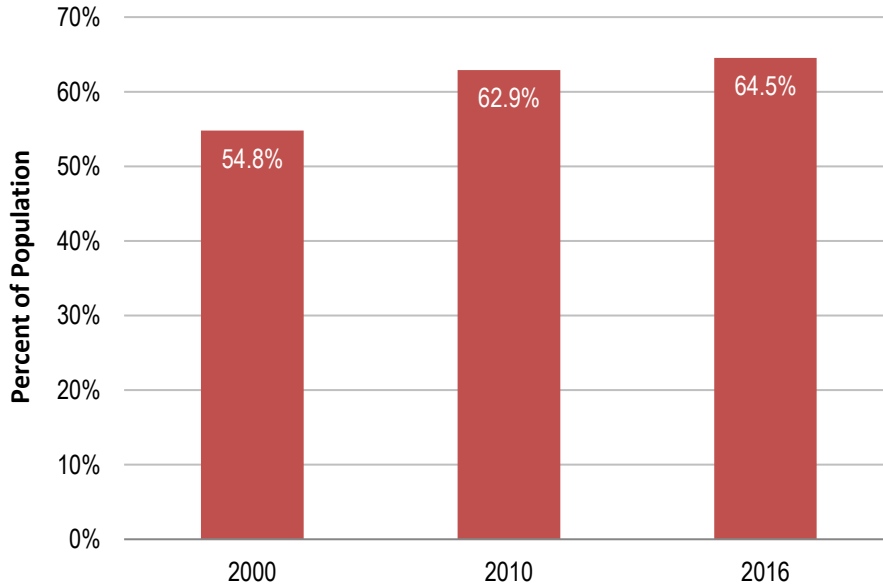
Percent of City Population 25 Years & Over Completing High School or Higher



Sources: 2000 and 2010 Census; Nielsen Co., 2016

- In 2016, 95.1 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



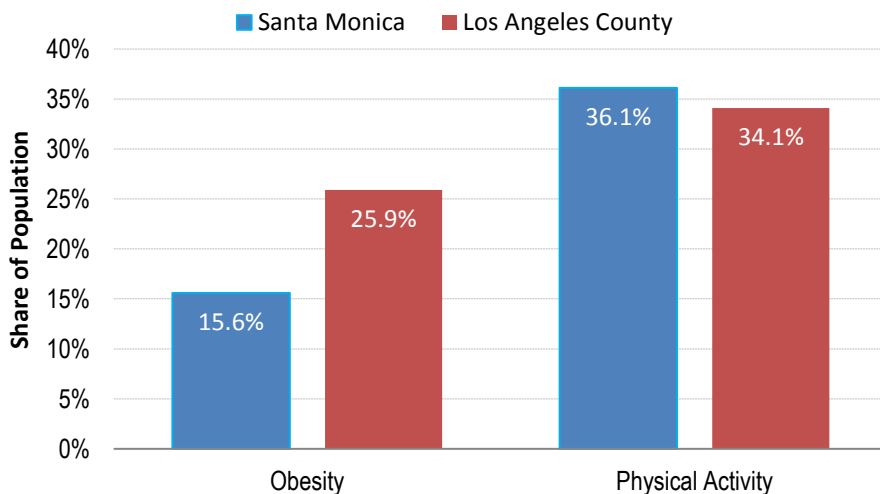
Sources: 2000 and 2010 Census; Nielsen Co., 2016

- In 2016, 64.5 percent of the population 25 years and over completed a Bachelor's degree or higher, which is higher than the 2000 level.

X. Public Health

Beginning with the 2017 edition, the Local Profiles will be providing information on public health performance at the local jurisdictional level. Many adverse public health outcomes related to obesity and poor air quality may be reduced through the implementation of a more sustainable and integrated program of community and transportation planning at the regional and local levels. Evidence has shown that built environment factors play an important role in supporting healthy behavior and reducing rates of chronic diseases and obesity. For example, improved active transportation infrastructure, better accessibility to recreational open space, and the development of more walkable communities enhance opportunities for physical exercise and thereby result in a reduction of obesity rates, along with the chronic diseases associated with physical inactivity.

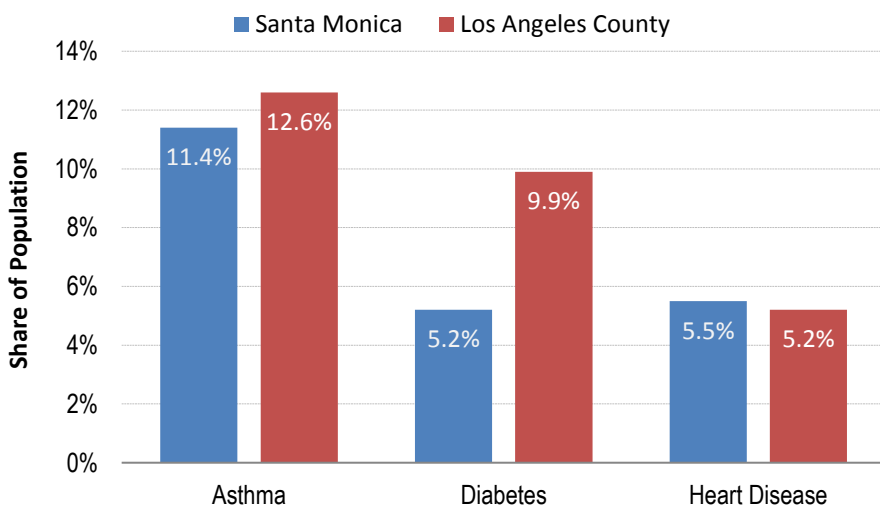
Obesity/Physical Activity Rates (18 & Over): 2014



Source: California Health Interview Survey, 2016

- The obesity rate in the City of Santa Monica was 15.6 percent in 2014, which was lower than the County rate.
- 'Obesity' is defined as a Body Mass Index (BMI) of 30 or higher.
- 'Physical Activity' refers to walking a minimum of 150 minutes per week.

Chronic Disease Rate (18 Years & Over): 2014

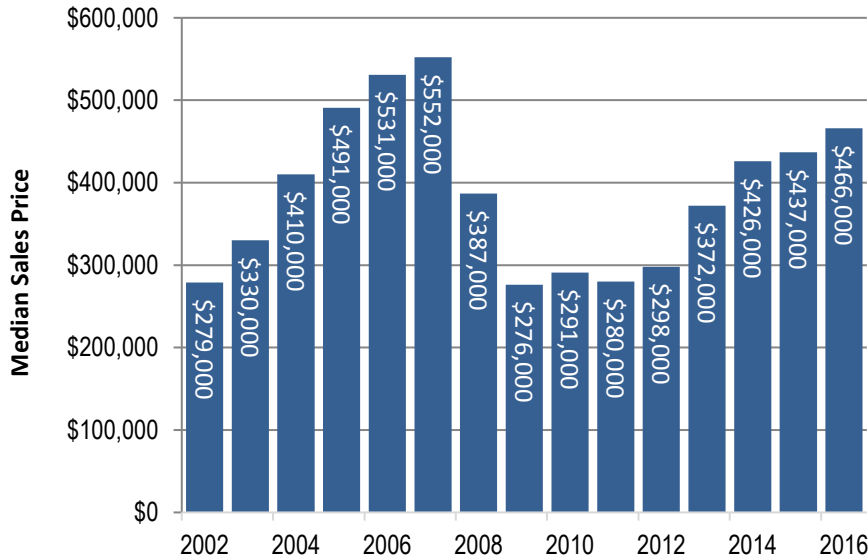


Source: California Health Interview Survey, 2016

- The share of population in the City of Santa Monica who were ever diagnosed with asthma was 11.4 percent in 2014; for diabetes the rate was 5.2 percent; and for heart disease 5.5 percent.

XI. SCAG Regional Highlights

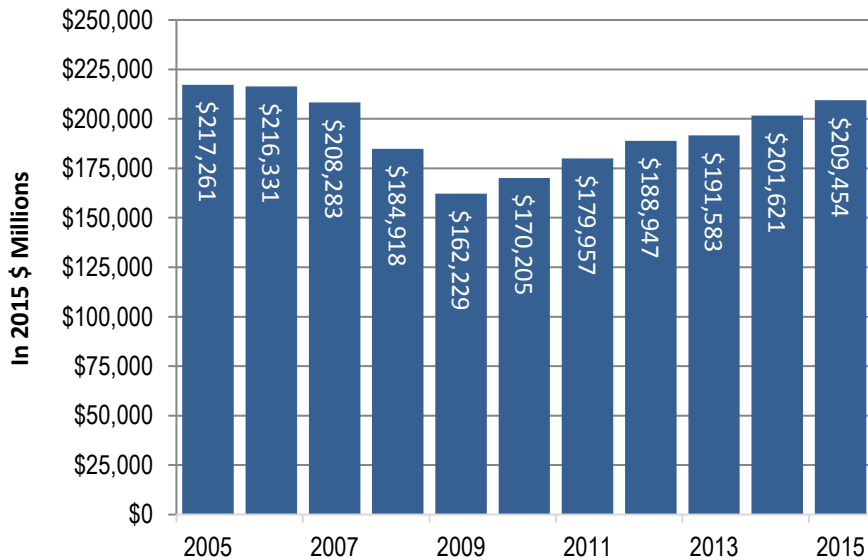
Regional Median Sales Price for Existing Homes: 2002 - 2016



Source: CoreLogic/DataQuick, 2002-2016

- After reaching its peak in 2007, the median sales price for existing homes in the SCAG region dropped by almost half by 2009.
- In 2016, the median sales price had rebounded by about 69 percent from the 2009 low to \$466,000.
- Median home sales price was calculated based on total existing home sales in the SCAG region.

Regional Retail Sales: 2005 - 2015



Source: California Board of Equalization, 2005-2015

- Retail sales tend to follow closely with trends in personal income, employment rates, and consumer confidence.
- Before 2005, real (inflation adjusted) retail sales increased steadily by 11 percent before dropping by about 25 percent between 2005 and 2009.
- In 2015, total real retail sales in the SCAG region increased by about 29 percent since 2009.

XII. 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

CoreLogic/DataQuick

Nielsen Company

U.S. Census Bureau

California Health Interview Survey

XIII. Methodology

SCAG's Local Profiles utilize the most up-to-date information from a number of publicly 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 2016 was taken from the California Department of Finance's (DOF) E-5 estimates, which were published in May 2016. 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, as provided by 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 2016. Charts for race/ethnicity were tabulated using 2000 and 2010 U.S. Decennial Census data and Nielsen Company data for 2016.

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 2016 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 was provided by 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 multi-family housing units that were permitted to be built. 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 CoreLogic/DataQuick, 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.

Housing Cost Share refers to the percentage of household income that is devoted to housing expenses. Housing cost share information for homeowners and renters is provided by the U.S. Census American Community Survey.

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 2016 was provided by the Nielsen Company.

Active Transportation Section

Data sources for county bike lane mileage by facility classification was provided by the six County Transportation Commissions in the SCAG region.

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 2007-2015. 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:** Includes crop production, animal production and aquaculture, forestry and logging, fishing hunting and trapping, and support activities for agriculture and forestry.
- **Construction:** Includes activities involving the construction of buildings, heavy and civil engineering construction, and specialty trade contractors.
- **Manufacturing:** 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:** Includes activities that conduct business in the trade of raw materials and durable goods.
- **Retail:** Includes activities engaged in the sale of durable goods directly to consumers.
- **Information:** Includes activities that specialize in the distribution of content through a means of sources, including newspaper, internet, 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:** 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:** Includes activities that specialize in professional/scientific/technical services, management of companies and enterprises, and administrative and support services. Establishment types may include 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, and facilities support services.
- **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:** Includes activities involved in the performing arts, spectator sports, museums, amusement/recreation industries, traveler accommodations, and food and drink services.
- **Public Administration:** Includes public sector organizations, such as 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:** Includes, 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:** All other work activities 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.

Public Health Section

Data sources for city and county obesity rates (share of population with a BMI of 30 or higher) and rates of physical activity (share of population that walked a minimum of 150 minutes each day) for the year 2014 was obtained through the California Health Interview Survey (AskCHIS: Neighborhood Edition). Chronic disease incidence rates for 2014 were also obtained through the California Health Interview Survey.

Regional Highlights

Information for this section was developed through data from CoreLogic/DataQuick and the California Board of Equalization.

Data Sources Section

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

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

XIV. Acknowledgments

SCAG Management

Hasan Ikhata, Executive Director
Darin Chidsey, Chief Operating Officer
Debbie Dillon, Deputy Executive Director, Administration
Joann Africa, Chief Counsel/Director, Legal Services
Frank Wen, Acting Director, Land Use & Environmental Planning
Naresh Amatya, Acting Director, Transportation Planning
Basil Panas, Chief Financial Officer
Catherine Kirschbaum, Chief Information Officer

Department Manager

Ping Chang, Acting Manager, Compliance & Performance Monitoring

Project Manager

Michael Gainor, Senior Regional Planner

Project Core Team

Anita Au, Assistant Regional Planner
John Cho, Associate Regional Planner
Jung Seo, Regional Planner Specialist
Manish Upadhyay, Senior Application Developer

Reproduction

Pat Camacho, Office Services Specialist

Assistance from the following SCAG staff members is also recognized:

Rye Baerg, Senior Regional Planner
Deshawn Brown, SCAG Intern
Diana Chamberlain, Senior Graphics Designer
John Chen, SCAG Intern
Xi Chen, SCAG Intern
Regemralph Corpuz, SCAG Intern
Oceann Hai, SCAG Intern
Carolyn Hart, Lead Graphics Designer
Sarah Jepson, Manager, Active Transportation
Matt Kaufman, SCAG Intern
Gurpreet Kaur, Programmer Analyst
Dylan Lawrence, SCAG Intern
Cheol-Ho Lee, Senior Regional Planner
Jeff Liu, Manager, Media & Public Affairs
Geneive Mendoza, SCAG Intern
Tess Rey-Chaput, Clerk of the Board
Arnold San Miguel, Public Affairs Officer IV
Alan Thompson, Senior Regional Planner
Tom Vo, Associate Regional Planner
Qiaoyi Yu, SCAG Intern
Feiyang Zhang, SCAG Intern
Yue Zhau, SCAG Intern
Ying Zhou, Program Manager II

Southern California Association of Governments
Regional Council Roster
 May 2017

President	1. Hon. Michele Martinez	<i>Santa Ana</i>	District 16
1st Vice-President	2. Hon. Margaret E. Finlay	<i>Duarte</i>	District 35
2nd Vice-President	3. Hon. Alan Wapner	<i>Ontario</i>	SBCTA/SBCOG
Imm. Past President	4. Hon. Cheryl Viegas-Walker	<i>El Centro</i>	District 1
	5. Hon. Luis Plancarte		Imperial County
	6. Hon. Mark Ridley-Thomas		Los Angeles County
	7. Hon. Janice Hahn		Los Angeles County
	8. Hon. Shawn Nelson		Orange County
	9. Hon. Curt Hagman		San Bernardino County
	10. Hon. Linda Parks		Ventura County
	11. Hon. Chuck Washington		Riverside County
	12. Hon. Richard D. Murphy	<i>Los Alamitos</i>	OCTA
	13. Hon. Jan Harnik	<i>Palm Desert</i>	RCTC
	14. Hon. Mike T. Judge	<i>Simi Valley</i>	VCTC
	15. Hon. Gregory Pettis	<i>Cathedral City</i>	District 2
	16. Hon. Jim Hyatt	<i>Calimesa</i>	District 3
	17. Hon. Clint Lorimore	<i>Eastvale</i>	District 4
	18. Hon. Randon Lane	<i>Murrieta</i>	District 5
	19. Hon. Frank Navarro	<i>Colton</i>	District 6
	20. Hon. Larry McCallon	<i>Highland</i>	District 7
	21. Hon. Deborah Robertson	<i>Rialto</i>	District 8
	22. Hon. L. Dennis Michael	<i>Rancho Cucamonga</i>	District 9
	23. Hon. Ray Marquez	<i>Chino Hills</i>	District 10
	24. Hon. Bill Jahn	<i>Big Bear Lake</i>	District 11
	25. Hon. Fred Minagar	<i>Laguna Niguel</i>	District 12
	26. Hon. Barbara Kogerman	<i>Laguna Hills</i>	District 13
	27. Hon. Donald P. Wagner	<i>Irvine</i>	District 14
	28. Hon. Steve Nagel	<i>Fountain Valley</i>	District 15
	29. Hon. Charles Puckett	<i>Tustin</i>	District 17
	30. Hon. Steve Hwangbo	<i>La Palma</i>	District 18
	31. Hon. Kris Murray	<i>Anaheim</i>	District 19
	32. Hon. Tri Ta	<i>Westminster</i>	District 20
	33. Hon. Art Brown	<i>Buena Park</i>	District 21
	34. Hon. Marty Simonoff	<i>Brea</i>	District 22
	35. Hon. Victor Manalo	<i>Artesia</i>	District 23
	36. VACANT		District 24
	37. Hon. Sean Ashton	<i>Downey</i>	District 25
	38. Hon. José Luis Solache	<i>Lynwood</i>	District 26
	39. Hon. Ali Saleh	<i>Bell</i>	District 27
	40. Hon. Dan Medina	<i>Gardena</i>	District 28

Southern California Association of Governments
Regional Council Roster
 May 2017

41. Hon. Rex Richardson	<i>Long Beach</i>	District 29
42. Hon. Lena Gonzalez	<i>Long Beach</i>	District 30
43. Hon. Andrew Sarega	<i>La Mirada</i>	District 31
44. Hon. Margaret Clark	<i>Rosemead</i>	District 32
45. Hon. Peggy Delach	<i>Covina</i>	District 33
46. Hon. Barbara Messina	<i>Alhambra</i>	District 34
47. Hon. Jonathan Curtis	<i>La Cañada/Flintridge</i>	District 36
48. Hon. Carol Herrera	<i>Diamond Bar</i>	District 37
49. Hon. Sam Pedroza	<i>Claremont</i>	District 38
50. Hon. James Gazeley	<i>Lomita</i>	District 39
51. Hon. Judy Mitchell	<i>Rolling Hills Estates</i>	District 40
52. Hon. Pam O'Connor	<i>Santa Monica</i>	District 41
53. Hon. Vartan Gharpetian	<i>Glendale</i>	District 42
54. Hon. Steven Hofbauer	<i>Palmdale</i>	District 43
55. Hon. Laura Rosenthal	<i>Malibu</i>	District 44
56. Hon. Carmen Ramirez	<i>Oxnard</i>	District 45
57. Hon. Glen Becerra	<i>Simi Valley</i>	District 46
58. Hon. John Procter	<i>Santa Paula</i>	District 47
59. Hon. Gilbert Cedillo	<i>Los Angeles</i>	District 48
60. Hon. Paul Krekorian	<i>Los Angeles</i>	District 49
61. Hon. Bob Blumenfield	<i>Los Angeles</i>	District 50
62. Hon. David Ryu	<i>Los Angeles</i>	District 51
63. Hon. Paul Koretz	<i>Los Angeles</i>	District 52
64. Hon. Nury Martinez	<i>Los Angeles</i>	District 53
65. VACANT	<i>Los Angeles</i>	District 54
66. Hon. Marqueece Harris-Dawson	<i>Los Angeles</i>	District 55
67. Hon. Curren D. Price, Jr.	<i>Los Angeles</i>	District 56
68. Hon. Herb J. Wesson, Jr.	<i>Los Angeles</i>	District 57
69. Hon. Mike Bonin	<i>Los Angeles</i>	District 58
70. Hon. Mitchell Englander	<i>Los Angeles</i>	District 59
71. Hon. Mitch O'Farrell	<i>Los Angeles</i>	District 60
72. Hon. José Huizar	<i>Los Angeles</i>	District 61
73. Hon. Joe Buscaino	<i>Los Angeles</i>	District 62
74. Hon. Karen Spiegel	<i>Corona</i>	District 63
75. Hon. Erik Peterson	<i>Huntington Beach</i>	District 64
76. Hon. Barb Stanton	<i>Apple Valley</i>	District 65
77. Hon. Michael Wilson	<i>Indio</i>	District 66
78. Hon. Antonio Lopez	<i>San Fernando</i>	District 67
79. Hon. Rusty Bailey	<i>Riverside</i>	District 68
80. Hon. Jeffrey Giba	<i>Moreno Valley</i>	District 69

Southern California Association of Governments
Regional Council Roster
May 2017

81. Hon. Ben Benoit	<i>Wildomar</i>	Air District Representative
82. Hon. Ross Chun	<i>Aliso Viejo</i>	TCA Representative
83. Hon. Sabrina LeRoy	<i>San Manuel Band of Mission Indians</i>	Tribal Government Representative
84. Mr. Randall Lewis	<i>Lewis Group of Companies</i>	Business Representative
85. Hon. Eric Garcetti	<i>Los Angeles</i>	(Member at Large)

Notes:



SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
818 West 7th Street, 12th Floor
Los Angeles, CA 90017
T: (213) 236-1800
F: (213) 236-1825
www.scag.ca.gov

REGIONAL OFFICES

Imperial County
1405 North Imperial Avenue, Suite 1
El Centro, CA 92243
T: (760) 353-7800
F: (760) 353-1877

Orange County
OCTA Building
600 South Main Street, Suite 1233
Orange, CA 92868
T: (714) 542-3687
F: (714) 560-5089

Riverside County
3403 10th Street, Suite 805
Riverside, CA 92501
T: (951) 784-1513
F: (951) 784-3925

San Bernardino County
Santa Fe Depot
1170 West 3rd Street, Suite 140
San Bernardino, CA 92418
T: (909) 806-3556
F: (909) 806-3572

Ventura County
950 County Square Drive, Suite 101
Ventura, CA 93003
T: (805) 642-2800
F: (805) 642-2260