

# 2014

## PROPOSED BUDGET



### City Profile



City of San Diego



# City Profile

## San Diego at a Glance

The City of San Diego is best known for its ideal climate, beautiful beaches, and array of world-class family attractions. The City is considered one of the top five leisure vacation destinations in the U.S. and a top 10 business destination.<sup>1</sup> As the eighth largest city in the nation and the second largest city in California, the City of San Diego's total population is approximately 1.3 million as of August 2010.<sup>2</sup> The City's population has grown by approximately 7 percent between 2000 and 2010 for an average increase of 8,400 annually.<sup>2</sup>

The City covers 342.5 square miles and stretches nearly 40 miles from north to south. There are 93 miles of shoreline including bays, lagoons and the Pacific Ocean. The topography is generally composed of mesas intersected by canyons with elevations ranging mostly from sea level to 600 feet. High points include Mt. Soledad in La Jolla and Cowles Mountain in the eastern part of the City which is nearly 1,600 feet high. Summer high temperatures average in the low 70s near the beach areas to mid to upper 80s in the inland areas. Rainfall averages only 10 inches per year.<sup>3</sup>

## Center for Education & Research

San Diego is a center for education and research, with both public and private colleges and universities. San Diego State University (SDSU), the University of San Diego (USD), and the University of California at San Diego (UCSD) are three major universities in the City. UCSD is home to the Scripps Institution of Oceanography, one of the largest and most important centers for ocean and earth science research in the world.<sup>4</sup> The City is also served by many community colleges offering academic courses and vocational training, with the vocational courses often customized to meet the special needs of area employers. Within the San Diego Unified School District, there are 226 public schools including 118 elementary schools, 44 charter schools, and 64 middle, high school, and other schools.<sup>5</sup>

## Economic Diversity

The City's economic base, which in the past was reliant on federal defense spending, has undergone a transformation in recent years. A result of this transformation is a new economic foundation that is not solely based on defense spending, but includes an increase in international trade, high-tech manufacturing and research, and a strong tourism industry. The City also benefits from a stable economic foundation composed of basic manufacturing, health services, and local government.

## International Trade

San Diego's emergence as a center for international trade is partially due to the Port of San Diego. The Port of San Diego offers world class maritime facilities built around one of the world's great natural harbors. International trade activity has also been helped by the City's immediate proximity to Mexico, a major U.S. trading partner. Mexico's economy is largely dependent on U.S. manufactured

---

<sup>1</sup> National University System Institute for Policy Research. Web. 2012. February 20, 2013.

<sup>2</sup> Based on 2010 Census estimates.

<sup>3</sup> Western Regional Climate Center. Web, 2013. March 22, 2013.

<sup>4</sup> Scripps Institution of Oceanography, UC San Diego. Web, 2013. February 20, 2013.

<sup>5</sup> San Diego Unified School District. About Us. Web, 2013. February 20, 2013.

# City Profile

products to support development of its growing industrial base. Reflecting the San Diego-Mexico connection is the growth of the City's industrial complex located in the Otay Mesa area next to the international border. Many of these facilities are twin plants, or maquiladoras, with operations both in the U.S. and Mexico. The commitment to creating new channels of cross border collaboration mechanisms to work together with our neighbors to the South was symbolized by the official joint opening in February 2013 of the City of San Diego's office of Binational Affairs in Tijuana by Mayor Bob Filner and Mayor of Tijuana Carlos Bustamante.<sup>1</sup>

According to the U.S. Census Bureau, exports passing through the San Diego Customs District in 2010 totaled approximately \$16.2 billion, a 15.7 percent increase over the 2009 total exports of approximately \$14 billion. In 2010, San Diego Custom District imports totaled \$32.4 billion, a 6.6 percent increase over the 2009 total imports of approximately \$30.4 billion. Imports and exports totaled \$48.6 billion within the San Diego Customs District in 2010.<sup>2</sup>

## Innovation

The San Diego region is known for having one of the highest concentrations of high-tech companies in the United States including the following industries: wireless communications, biotech/life sciences, cleantech, software, and maritime technology. This group accounts for more than 172,700 jobs in the region and brings in approximately \$5 billion a year in research funding from Washington, D.C. San Diego County's military and defense economy employs a workforce of 142,000, and is the home port to more than 60 percent of the US Navy Pacific. Because San Diego is a leader in U.S. defense and homeland security efforts, companies such as the Space and Naval Warfare System Center (SPAWAR), Science Applications International Corporation (SAIC), Goodrich, Northrop Grumman, NASSCO (National Steel and Ship Building Company), and General Atomics Aeronautical Systems make San Diego home.

## Tourism

According to the San Diego Tourism Authority, San Diego is considered one of the top five leisure vacation destinations in the U.S. and a top 10 business destination generating \$18.3 billion in total economic benefit in 2012, a 6.6 percent increase from 2011. In 2012, 32.3 million total visitors, a 3.6 percent increase over 2011, came from all over the world to experience San Diego's great weather, miles of sandy beaches, and special attractions spending a total of \$8 billion, an increase of 6.6 percent over 2011.<sup>3</sup>

San Diego is home to the world-renowned San Diego Zoo, San Diego Zoo Safari Park, and Sea World. However, San Diego also offers other activities for visitors seeking cultural and recreational experiences. For example, Balboa Park, a 1,200-acre park with approximately 14 million people visiting the park each year, offers more than 80 cultural, conservation, and recreation organizations. In addition, San Diego's downtown historic Gaslamp Quarter offers premier shopping, dining, and entertainment with over 100 restaurants, bars, nightclubs and lounges, and countless boutiques, art galleries and shops to peruse.

The San Diego Convention Center (Convention Center) is one of San Diego's strongest economic engines. The Convention Center has generated over \$21.6 billion in economic impact since opening in 1989 and continues to support about 12,500 jobs county-wide.<sup>4</sup> In fiscal year 2012, the Convention Center hosted 180 events that generated \$1.5 billion in regional economic impact and

---

<sup>1</sup> City of San Diego. News Advisory. Web 2013. February 21, 2013.

<sup>2</sup> Based on 2010 Census estimates.

<sup>3</sup> San Diego Tourism Authority. Web 2013. February 27, 2013.

<sup>4</sup> San Diego Convention Center. Community/Public. Web. 2012. February 29, 2012.

\$22.1 million in hotel room and sales tax revenues. In 2013, the Convention Center is forecasting to surpass \$1.3 billion in economic impact and \$19.5 million in tax revenue. San Diego is home to Comic-Con International for the past 40 years, an expo showcasing comic books, science fiction/fantasy, film/television, and other pop culture elements. With an annual attendance of approximately 126,000, Comic-Con is the leader in generating revenue for the Convention Center, and projected to have an economic impact on the City of approximately \$175 million in calendar year 2013.<sup>1</sup> Other top major conventions that generate revenue for the City are the Society for Neuroscience, American Society of Hematology, Environmental Systems Research Institute, and International Society for Technology in Education. A planned expansion of the Convention Center is targeted to be completed by Fiscal Year 2017. The proposed expansion is anticipated to increase the projected number of annual conventions, create nearly 7,000 new, permanent jobs, and generate an increased economic impact of nearly \$700 million and new tax revenues of \$13.5 million annually.<sup>2</sup>

## Major Events

Besides the many permanent attractions available to visitors, San Diego has also been the host to several major sporting events. According to Golf Digest, San Diego is considered one of the top 50 golf destinations in the world and is home to the annual Farmers Insurance Open (formerly known as the Buick Invitational).<sup>3</sup> In addition, San Diego hosted the U.S. Open at Torrey Pines in 2008, which resulted in the second highest attendance in U.S. Open history, generating \$73.6 million of economic impact to the County.<sup>4</sup>

The City has also hosted three Super Bowl games, two Major League Baseball All-Star Games in 1976 and 1992, the 1998 Major League Baseball World Series, the 1999 Major League Soccer All-Star Game, and the 1992 America's Cup. The City was also the proud host of the 1996 Republican National Convention. San Diego is home to the MCAS Miramar Air Show, an air show featuring civilian and military aircraft with a demonstration by the legendary Blue Angels. In 2007, the Miramar Air Show was voted the "World's Best Military Air Show" by the International Council of Air Shows.

## Transportation

Underlying all components of the San Diego economy is a modern and well-maintained transportation system. This complex system of freeways and surface streets makes it possible to go from one end of the City to the other in less than 30 minutes. Passage in and out of the region is provided by four major freeways running north and south, and four freeways running east and west. San Diego is served by the San Diego International Airport at Lindbergh Field, a major commercial airport that serves about 17 million people each year and brings approximately \$10 billion in revenue to the region.<sup>5</sup>

Besides its system of freeways and surface streets, the City, in cooperation with the San Diego Metropolitan Transit Development Board (MTDB), has established a light-rail system that connects San Diego's downtown with outlying communities in the eastern and southern portions of the county. A 43-mile Coaster Commuter rail line from Oceanside to downtown San Diego came into service in 1995. This line links communities along the coast from Oceanside to downtown San Diego and is operated by San Diego Northern Railway on behalf of the North County Transit District.

---

<sup>1</sup> San Diego Convention Center Corporation. San Diego Convention Center 2013 Forecast. January 2013.

<sup>2</sup> San Diego Convention Center Expansion. FAQs. Web. 2010. February 20, 2013.

<sup>3</sup> San Diego Tourism Authority. The San Diego Golfer's Guide 2012. Web. February 25, 2013

<sup>4</sup> San Diego State University Center for Hospitality and Tourism Research. 2008 U.S. Open Economic Impact Analysis.

<sup>5</sup> San Diego County Regional Airport Authority; Economic Impact. Web. 2011. February 25, 2013.

# City Profile

The Coaster and Amtrak trains provide passenger rail service to the City along the coastal rail corridor. Passenger and freight trains also share the predominately single-track corridor. The Coaster provides commuter rail service between Oceanside and downtown San Diego with stations in the City at Sorrento Valley, Old Town, and the Santa Fe Depot. Amtrak provides intercity passenger rail service from downtown San Diego to Los Angeles, and north to San Luis Obispo, which is the second most heavily traveled intercity passenger rail corridor in the nation.

The City's high quality of life, educational opportunities, and diversified economy will enable San Diego to continue in its role as a regional and national leader in the 21st century.

## Basic Data

General Information <sup>1</sup>	
Area of City (square miles)	342.5
Population Projection Estimate for 2012 (estimated by California Department of Finance)	1,321,315
Median Age	34.1
Housing Units	518,137
2010 Median Household Income <sup>2</sup>	\$68,674
Ethnicity-Persons	
Hispanic	29%
Non-Hispanic	71%
White	45%
Black	6%
American Indian	< 1%
Asian	16%
Hawaiian & Pacific Islander	< 1%
Other	< 1%
Multi-Racial	3%

<sup>1</sup> SANDAG, August 2012, unless otherwise noted.

<sup>2</sup> Not adjusted for inflation (current 2011 \$).

Park & Recreation <sup>1</sup>	
Acres of Park Land (excluding water acres)	35,462
Acres of Regional Parks (Balboa Park, Mission Bay, and Mission Regional Trails)	13,615
Acres of Major Open Space Parks (Black Mountain Park, Los Penasquitos Canyon Preserve, Otay Valley Regional Park, San Pasqual, and Tri-Canyon Open Space Parks)	9,881
Number of Recreation Centers	56
Golf Courses	3
Swimming Pools	13
Tennis Courts	32
Seniors Centers	11
Skate Parks	5

<sup>1</sup> Estimates through February 2013.

City of San Diego, Park & Recreation Department.

# City Profile

<b>Libraries<sup>1</sup></b>	
Number of Libraries	36
Library Books and Audio-Visual Materials	3,738,381
Government Documents	1,644,119
Items Checked-Out (Circulation)	6,973,727

<sup>1</sup> Fiscal Year 2013.  
City of San Diego, Library Department.

<b>Public Safety<sup>1</sup></b>	
<b>Fire Equipment</b>	
Number of Fire Stations	47
Type I Engines	47
Truck Companies	12
Crash Rescue (Airport)	6
Type II Engines	11
Water Tenders	2
Water Fire Hydrants	25,098
<b>Lifeguard Equipment<sup>2</sup></b>	
4-wheel Drive Vehicles	34
Surf Rescue Patrol Vessels	7
Fire Boats	3
Personal Watercraft for Rescue and Patrol	12
Multi-Purpose Emergency Rescue Vehicle (MERV)	1
All-terrain Vehicle	13
<b>Police Equipment<sup>3</sup></b>	
Police Vehicles	1,297
Motorcycles and Scooters	110
Dogs	30
Aircraft	6
Police Stations	10

<sup>1</sup> Estimates through March 2012.  
<sup>2</sup> City of San Diego, Fire Department.  
<sup>3</sup> City of San Diego, Police Department.

<b>Public Utilities<sup>1</sup></b>	
Miles of Water Mains	3,277
Number of Meters in Service	276,478
Total City Water Consumption, including South Bay Area (Millions of Gallons) Per Year	60,944
Number of Impounding Dams and Reservoirs	9
Number of Water Treatment Plants	3
Miles of Municipal Sewer Mains	3,017
Millions of Gallons of Sewage Treated Per Day	170

<sup>1</sup> Estimates through March 2012.  
City of San Diego, Public Utilities Department.



**Page Intentionally Left Blank**