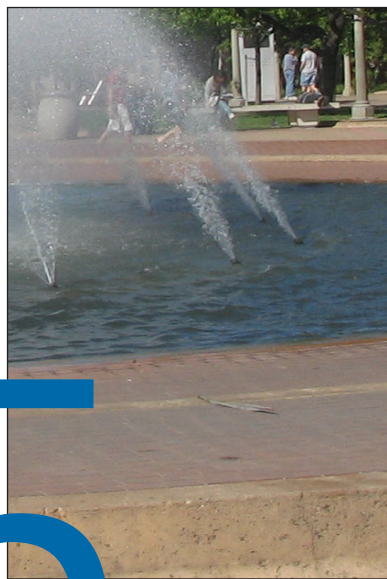
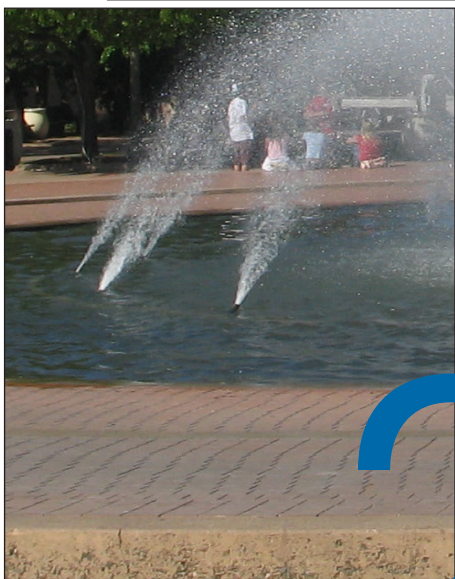
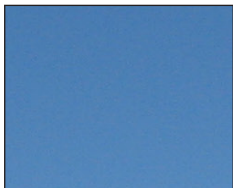


CITY OF SAN DIEGO



# PROPOSED BUDGET



# 2015

FISCAL  
YEAR

## City Profile





# 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 January 2013.<sup>2</sup> The City's population has grown by approximately seven percent between 2000 and 2010 for an average increase of 8,400 annually.<sup>3</sup>



The City covers 325 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 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. Average annual rainfall is approximately 10 inches per year with more than 80% of the region's rainfall occurring between December and March.<sup>4</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>5</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.<sup>6</sup>

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<sup>1</sup> San Diego Region Regional Economic Development Corporation website March 8, 2014

<sup>2</sup> Based on 2013 Department of Finance Population Estimates website

<sup>3</sup> Based on 2010 Census Estimates

<sup>4</sup> San Diego County Water Authority

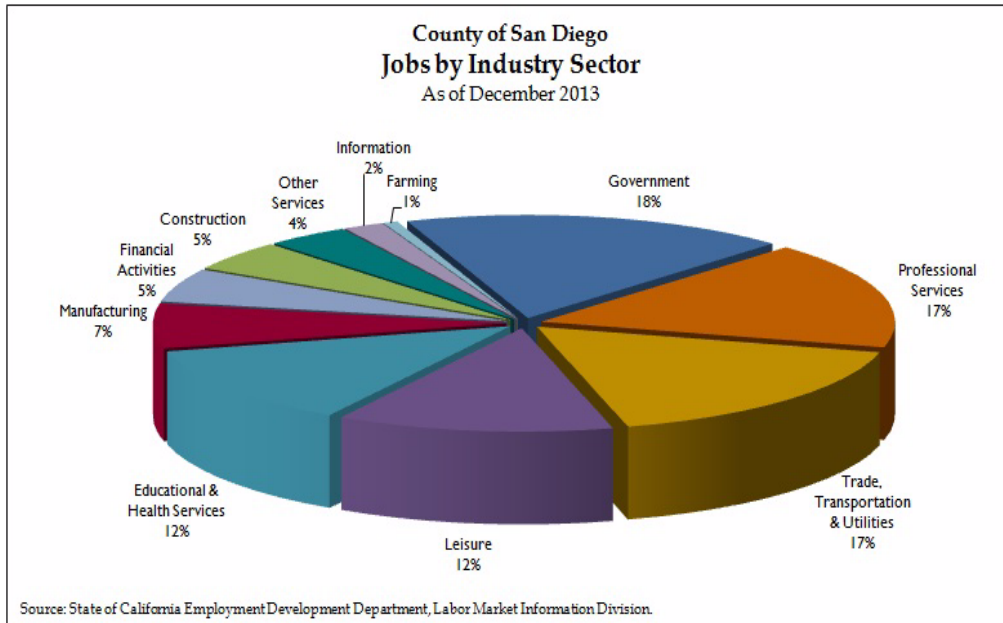
<sup>5</sup> Scripps Institution of Oceanography, UC San Diego website March 8, 2014

<sup>6</sup> San Diego Unified School District website March 8, 2014

# City Profile

## Economic Diversity

San Diego public and private sector activity has created a business environment in the region that fosters small businesses. In March 2014, Forbes Magazine ranked San Diego first on the list of best places to launch a new business primarily due to community engagement and access to resources.<sup>1</sup>



The City's economic base, which in the past had a greater reliance on federal defense spending, has undergone a transformation in recent years to become even more diversified. Built upon a strong foundation in defense spending, the San Diego economy has benefited from the increase in international trade, high-tech manufacturing and research, and a growing tourism industry. In addition, other contributors to the San Diego economy are basic manufacturing, health services, and local government.

## International Trade

San Diego's emergence as a center for international trade is due in large part to the successful work of the Port of San Diego and the collaboration with Mexico in transportation and economic initiatives. The Port of San Diego offers world class maritime facilities built around one of the world's great natural harbors. 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>

International trade activity has grown due to the City's immediate proximity to Mexico, a major U.S. trading partner. The commitment to creating new channels of cross border collaboration with Mexico took shape in the formation of a San Diego Advisory council for "Tijuana Innovadora" expo. This annual event, which debuted in 2010, brings together participants and speakers from around the

<sup>1</sup> Forbes magazine website March 13, 2014

<sup>2</sup> Based on 2010 Census Estimates



world, who are considered to be innovators in their fields; such as Apple co-founder Steve Wozniak and Twitter co-inventor Biz Stone. A third Tijuana Innovadora mega-expo is planned for October 2014 with the aim of showcasing the Tijuana-San Diego economic relationship.

San Diego Association of Government (SANDAG), Caltrans and a number of local, state and federal agencies are executing an aggressive plan to self-finance a new border crossing in the San Diego/Baja California region. Annually, \$54 billion worth of goods move across all borders in which wait times can be in excess of two hours. The new port of entry connecting roadways in the United States and Mexico east of the existing Otay Mesa/Mesa de Otay port of entry will reduce congestion and give travelers a faster and more predictable option for crossing the border.

The San Diego-Tijuana Airport Cross-Border Facility (CBF) is a project led by a bi-national private partnership which would enable only ticketed airline passengers who pay a toll to travel between Mexico's Tijuana International Airport and a new, secure passenger facility in San Diego, California via an enclosed, elevated pedestrian bridge. The project developer anticipates that the CBF Phase 1 program will open in 2015 and is expected to serve two million passengers annually, increasing to 4.9 million by 2030. The CBF project includes parking facilities, ground and potential bus services on the U.S. side. The project will help alleviate congestion at existing San Ysidro and Otay Mesa land ports of entry and improve economic activity in the region by reducing border crossing delays.<sup>1</sup>



Upon his election in February 2014, Mayor Kevin Faulconer met with his counterpart in Tijuana to discuss new initiatives to expedite truck crossings from the U.S. into Mexico, reopen a rail line between the two cities, and improve the economic climate in each city. Faulconer, joined by former mayor and current San Diego Regional Chamber of Commerce President Jerry Sanders, met with the mayor of Tijuana, the 15-member City

Council, and the Tijuana Economic Development Corporation.<sup>2</sup> On August 30, 2014, the Mayor will join with local elected officials to attend the ninth annual California-Mexico Trade Initiative in Mexico City. Participants will meet with key Mexican federal officials, diverse business industry representatives and organizations to discuss international commerce, foreign investment opportunities and cultivate political and business relationships. Major policy areas to be discussed include: trade facilitation, innovation, energy reform, global workforce training, tourism and border infrastructure.<sup>3</sup>

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<sup>1</sup> San Diego Association of Government March 27, 2014

<sup>2</sup> UT San Diego website March 12, 2014

<sup>3</sup> San Diego Regional Chamber of Commerce website March 24, 2014

# City Profile

## Innovation

The San Diego region is known for having one of the largest concentrations of high-tech companies in the United States that include companies focused on information and communication technology, biotech/life sciences, clean-tech, and maritime technology. These industries account for more than 142,000 jobs in the San Diego region and include over 600 life science companies and more than 80 research institutes, which provide breakthrough technologies that fuel company growth and product development. Major pharmaceutical companies including Pfizer, Johnson & Johnson, and Merck maintain a presence in the region to foster collaboration with major research institutes, universities and smaller biotech companies.<sup>1</sup> A new report issued by the U.S. Department of Energy's Bio-energy Technologies Office (BETO) ranked programs at UCSD as the two best in the country for algal biofuels research, including Scripps Institution of Oceanography as top in the nation.<sup>2</sup>

San Diego County's military and defense economy employs a workforce of 304,000, which include uniformed military and civilian employees of the Department of Defense, as well as private defense companies, and is the home port to more than 60 percent of the ships in the Pacific Fleet. San Diego is a leader in U.S. defense and homeland security initiatives, with prominent companies such as the Space and Naval Warfare System Center (SPAWAR), Lockheed Martin, Science Applications International Corporation (SAIC), UTC Aerospace Systems, Northrop Grumman, General Dynamics NASSCO (National Steel and Ship Building Company), L-3 Communications, and General Atomics Aeronautical Systems located in San Diego.

## 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. In 2013, 33.1 million visitors came from all over the world to experience San Diego's great weather, miles of sandy beaches, and special attractions spending a total of \$8.4 billion with 70 percent of discretionary spending occurring at businesses other than lodging. The economic impact of the visitor industry on the San Diego regional economy was more than \$18.7 billion in 2013.<sup>3</sup>



San Diego is home to the world-renowned San Diego Zoo, San Diego Zoo Safari Park, and Sea World. In addition, San Diego offers other activities for visitors seeking cultural and recreational experiences. Balboa Park, a 1,200-acre park with approximately 14 million people visiting the park each year, offers more than 1,000 programs, exhibitions and events every year. Calendar Year 2015 marks the 100th anniversary of the 1915 Panama-California Exposition in Balboa Park. The City will partner with the Balboa Park Conservancy and the Balboa Park Cultural Partnership to organize the Centennial events and highlight the many cultural programs that are planned for 2015. The 2015 celebration will also include major upgrades to Balboa Park. San Diego Gas & Electric has

<sup>1</sup> San Diego Regional Economic Development Corporation website March 8, 2014

<sup>2</sup> University of California, San Diego website March 8, 2014

<sup>3</sup> San Diego Tourism Authority website March 2014

generously agreed to fund and install energy-efficient lighting and decorative lighting in the park's historic core. The City will work with the Tourism Marketing District on a long-term strategic marketing plan to establish Balboa Park as a tourist and cultural destination. Mayor Kevin Faulconer summarized the centennial event, "The 2015 celebration is going to be about getting San Diegans to fall in love with Balboa Park all over again and making park improvements that will last for generations to come."<sup>1</sup>

The San Diego Convention Center (Convention Center) located on San Diego Bay and next to San Diego's historic Gaslamp Quarter, drew an estimated 800,000 convention goers in calendar year 2014. The Convention Center has generated over \$22.9 billion in economic impact since opening in 1989 making it one of San Diego's most important economic drivers for growth in sales, lodging and tourism revenues. In fiscal year 2013, the Convention Center hosted 148 events that generated \$1.3 billion in regional economic impact.<sup>2</sup> In 2014, the Convention Center is forecasting to surpass \$1.4 billion in



economic impact and \$20.6 million in tax revenue. San Diego has also been 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 to the City of approximately \$178 million in calendar year 2014.<sup>3</sup> Other top major conventions that generate revenue for the City are the American Urological Association, ESRI, International Association of Chiefs of Police, and American Academy of Neurology. 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>4</sup>

## Major Events

Aside from the many permanent attractions available to visitors, San Diego has also been the host to several major sporting events such as the Rock 'n' Roll San Diego Half Marathon, San Diego Crew Classic, Holiday & Poinsettia Bowls. 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>5</sup> In March 2014, Mayor Kevin Faulconer announced that the 2021 U.S. Open Championship will be returning to Torrey Pines. In 2008 San Diego hosted the U.S. Open at Torrey Pines which resulted in the second highest attendance in U.S. Open history, generating a direct economic impact estimated at \$73.6 million which in turn created an indirect impact of \$68.5 million to the County of San Diego.<sup>6</sup>

<sup>1</sup> Mayoral news release March 28, 2014

<sup>2</sup> San Diego Convention Center, Community/Public website March 8, 2014

<sup>3</sup> San Diego Convention Center Corporation. San Diego Convention Center 2014 Forecast. March 8, 2014

<sup>4</sup> San Diego Convention Center Expansion, FAQs. March 8, 2014

<sup>5</sup> San Diego Tourism Authority. The San Diego Golfer's Guide 2012 website March 8, 2014

## City Profile

The City also hosts major holiday celebrations including Big Bay Boom and Balboa Park December Nights.

San Diego is also home to the MCAS Miramar Air Show, an air show featuring civilian and military aircraft. PETCO Park in downtown on the San Diego bay is home to the San Diego Padres baseball club and is one of the top ballparks in the country.

## Transportation

Underlying all components of the San Diego economy is a transportation system of freeways and surface streets that make it possible to travel 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>1</sup> About 17.7 million passengers went through the gates of the airport in 2013, the highest number since 2008. The airport reported that 628 thousand people flew to and from international destinations, a 21.5 percent increase over the previous year. The international passenger record was driven by nonstop service between San Diego and Tokyo, London, Cabo San Lucas, Mexico City, Toronto, and Calgary.<sup>2</sup>

On August 13, 2013 the San Diego International Airport completed its Expansion of Terminal 2 project and opened the terminal for business. This was the largest project in the airport's history estimated to cost \$1 billion and is expected to meet the airport's current and future demand for travel. The project added ten new gates, expanded customer seating, enhanced curbside check-in, created a dual level roadway to relieve curb traffic congestion and added security lanes.

Also currently underway at the San Diego International Airport is the construction of a state-of-the-art rental car center on the north side of the airfield. This joint venture will serve as a central location for rental car customers, with one consolidated shuttle which will reduce traffic on Harbor Drive due to the numerous separate shuttle services currently running. Estimated cost of the rental car center is \$316 million.

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 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.

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 has also established Amtrak and Coaster commuter trains linking communities and travelers from Los Angeles and Orange Counties to Downtown San Diego and coastal North County and, includes stops in Old Town, Sorrento Valley, Solana Beach, Encinitas, Carlsbad and

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<sup>6</sup> San Diego State University Center for Hospitality and Tourism Research. 2008 U.S. Open Economic Impact Analysis

<sup>1</sup> San Diego County Regional Airport Authority; Economic Impact website March 8, 2014

<sup>2</sup> San Diego International Airport. News website March 8, 2014



# City Profile

Oceanside. The Metropolitan Transit System's San Diego Trolley includes three lines serving many popular areas and attractions, such as Downtown, the Convention Center, San Diego State University, Old Town, and the Mexican Border.<sup>1</sup> A proposed project to extend Trolley service, the Mid-Coast Corridor Transit Project, is anticipated to begin in 2015, with service starting in 2018. The Trolley extension project and route, will extend Trolley service from Santa Fe Depot in Downtown San Diego to the University City community, serving major activity centers such as Old Town, the University of California, San Diego (UCSD), and Westfield University Towne Center.<sup>2</sup>

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

## General Information and Operating Indicators

The following tables are meant to provide the reader with general statistics of the City of San Diego and indicators of demand for services, or amounts of services provided, capital asset volume and nature, and water and wastewater statistics.

General Information <sup>1</sup>	
Area of City (square miles)	325
Population (California Department of Finance, as of January 1, 2013)	1,326,238
Median Age	34.2
Housing Units	519,211
2010 Median Household Income <sup>2</sup>	\$70,340
Ethnicity-Persons	
Hispanic	33%
Non-Hispanic	67%
White	41%
Asian & Pacific Isl.	15%
Black	5%
American Indian	<1%
Other	5%

<sup>1</sup> SANDAG, January 2013, unless otherwise noted

<sup>2</sup> Not adjusted for inflation (current 2012 dollars)

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

<sup>1</sup> San Diego International Airport website March 2014

<sup>2</sup> SANDAG website March 2014

# City Profile

<b>Park &amp; Recreation<sup>1</sup></b>	
Skate Parks	5

<sup>1</sup> Estimates through March 2014  
City of San Diego, Park & Recreation Department

<b>Libraries<sup>1</sup></b>	
Number of Libraries	36
Library Books and Audio-Visual Materials	3,748,685
Government Documents	1,643,844
Items Checked-Out (Circulation)	6,956,000

<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 III Engines	11
Water Tenders	3
Water Fire Hydrants	25,157
<b>Lifeguard Equipment<sup>2</sup></b>	
4-wheel Drive Vehicles	34
Surf Rescue Patrol Vessels	9
Fire Boats	2
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	1,283
Motorcycles and Scooters	126
Dogs	36
Aircraft	4
Police Stations	10

<sup>1</sup> Estimates through February 2014  
<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	3,294
Number of Meters in Service	276,998
Total City Water Consumption, including South Bay Area (Millions of Gallons) Per Year	62,501
Number of Impounding Dams and Reservoirs	9

# City Profile

Public Utilities <sup>1</sup>	
Number of Water Treatment Plants	3
Miles of Municipal Sewer Mains	3,021
Millions of Gallons of Sewage Treated Per Day	160.5

<sup>1</sup> Estimates through February 2014  
City of San Diego, Public Utilities Department



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