FISCAL YEAR
2021

The City *of*
SAN DIEGO

City Profile

— ADOPTED BUDGET —

MAYOR KEVIN L. FAULCONER

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City Profile

San Diego at a Glance

The City of San Diego, widely known as America's Finest City, is best known for its ideal climate, beautiful beaches, and array of world-class attractions. As the eighth largest city in the nation and the second largest city in California, the City's total population was estimated at 1,423,851 as of July 1, 2019. San Diego's population has grown by approximately 9.4 percent between the 2010 Census and the estimated 2019 population as of July 1, 2019 for an aggregate increase of 116,499.[1]

San Diego covers 325 square miles of land area and an additional 47 square miles of water area for an aggregate total of 372 square miles.[2] Due to the unique topography of the City, which includes numerous beaches, mesas, mountains, and canyons, the climate can vary significantly over short geographical distances resulting in microclimates throughout the region.

San Diego spans over 70 miles of pristine Pacific Ocean coastline offering a wide variety of beaches and amenities. With its great weather, and miles of sandy beaches, San Diego is known worldwide as one of the best tourist destinations and a great place for residents to relax year round

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, Point Loma Nazarene University, the University of San Diego, and the University of California San Diego (UC San Diego) are the most well-known higher education institutions in San Diego. U.S. News & World Report recently released their rankings of the 2020 best national universities in the United States. UC San Diego, University of San Diego, and San Diego State made the list ranking of 37, 91, and 147, respectively.

UC San Diego is world renowned and recognized as one of the top universities for research and development (R&D) receiving over $1.35 billion in sponsored research funding for Fiscal Year 2019 (July 2018 – June 2019), which is a 10.0 percent increase over the previous year.[3] Research centers under the umbrella of UC San Diego include the Scripps Institution of Oceanography (Scripps Oceanography), San Diego Supercomputer Center, California Institute for Telecommunications and Information Technology (Calit2), and the newly opened Center for Energy Research, and Office of Innovation & Commercialization Center. Scripps Oceanography is one of the largest and most renowned centers for ocean, earth, and atmospheric science research in the world. San Diego State University also received an increased investment in research with nearly $150 million in grant and research funding during that same time frame, the second highest amount in university history.[4] San Diego State University plans to expand their academic and research programs, aided by their eventual expansion into Mission Valley and adjacent land to the University.

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[1] QuickFacts San Diego City. United States Census Bureau website. Retrieved March 2020.
[2] 2019 Census Gazetteer Files-Places. United States Census Bureau Website. Retrieved July 2020.
[3] UCSD News. UCSD website. Retrieved March 2020.
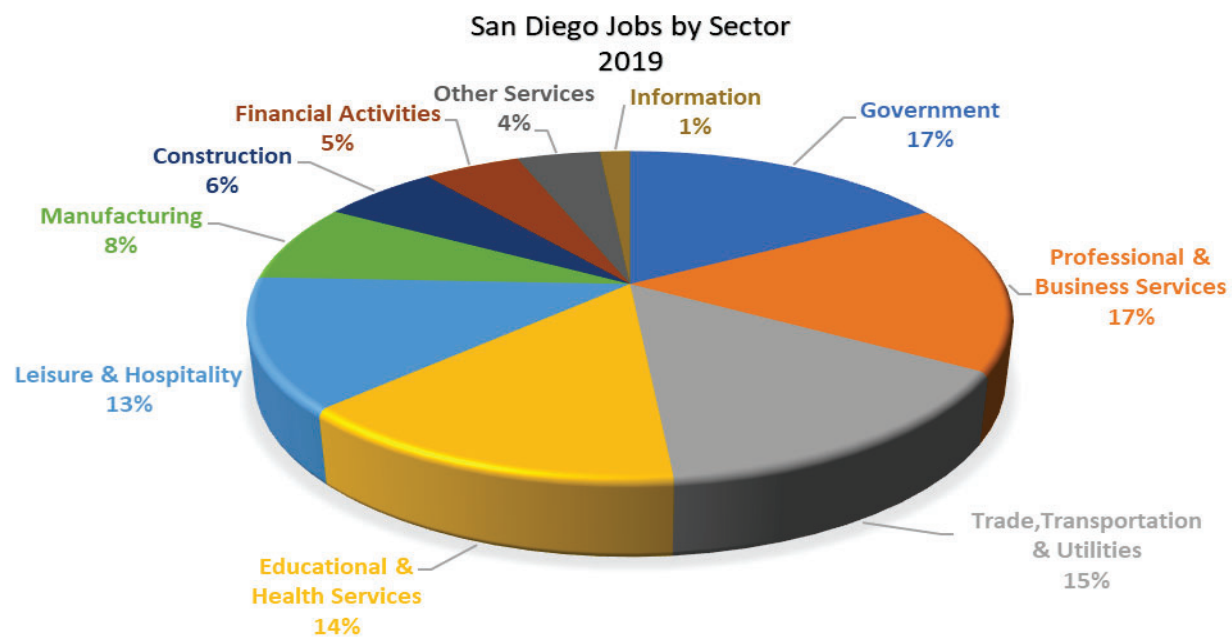[4] SDSU Newscenter. SDSU website. Retrieved March 2020.

San Diego is also served by the San Diego Community College District, which includes San Diego City College, San Diego Mesa College, San Diego Miramar College, and seven San Diego continuing education campuses serving approximately 100,000 students.

Local Economy

San Diego policymakers, businesses and educators are working collaboratively to create a thriving innovation ecosystem consisting of some of the world's smartest companies and a talented and loyal workforce. The City's proximity to Mexico and global recruitment capabilities give San Diego easy access to international markets. Built upon a strong foundation in defense spending, the San Diego economy has benefited from the increase in demand for international trade, high-tech manufacturing, research and development, and a -dynamic tourism industry. San Diego's economic base has undergone a transformation in recent years to become more diversified.

However, the defense and military industries continue to play a significant role in the San Diego economy. The San Diego Military Advisory Council (SDMAC) issued a Military Economic Impact Study in October 2019 (SDMAC Study) estimating that in 2019, defense-related activities and spending generated approximately $51.0 billion of Gross Regional Product (GRP) for San Diego County, or 20.0 percent of the region's total GRP. In 2019, the military was responsible for approximately 354,000 jobs in the region, or 22.0 percent of all employment in the region. The SDMAC Study further estimates that $28.1 billion in federal defense funds were allocated to San Diego County. This direct spending is estimated to rise approximately 7.0 percent in Fiscal Year 2020.[5]

San Diego Jobs by Sector 2019

Source: State of California Employment Development Department

Innovation

The San Diego region is known for having one of the largest concentrations of high-tech companies in the United States, with companies focused on information and communication technology, biotech and life sciences, clean-tech, and maritime technology. San Diego's innovation economy is a center for scientific

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[5] Military Economic Impact Study 2019. SDMAC website. Retrieved March 2020.

breakthroughs and discoveries as a result of its research institutions and scientific research and development. Research institutions as well as commercial research and development businesses are one of the largest and most significant economic contributors to the region, bringing in more than $3.4 billion in venture capital funding in 2019.[6]

In 2018, a team from Rady Children's Institute for Genomic Medicine set a new world record when they sequenced a genome in 19.5 hours, using San Diego based company Illumina's sequencing system.[7] This specific genome sequencing saved the life of a one-year old baby, who was born with a rare genetic disorder that went undiagnosed. Other research institutes include The Scripps Research Institute, Sanford-Burnham Medical Research Institute, Salk Institute for Biological Studies, and the J. Craig Venter Institute. These major independent research institutes serve as a reminder that San Diego boasts a dense concentration of research and development and has become a scientific mecca for some of the world's best researchers.

Tourism

In 2019, San Diego had approximately 35.1 million visitors, who spent over $11.6 billion at thousands of San Diego area businesses.[8] This industry typically generates over $850 million annually in state and local taxes. However, in 2020, the San Diego tourism industry has experienced significant economic impacts due to the COVID-19 pandemic. Impacts to tourism revenue are discussed in detail in the General Fund Revenues Section of this Volume.

While San Diego is primarily known for its miles of beaches and amazing weather, San Diego is also home to an abundance of attractions for visitors of all ages. These destinations include 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 is a 1,200-acre urban park with 17 museums and cultural institutions, several performing arts venues, gardens, hikes, art galleries, and various cultural attractions that bring millions of people to visit the park each year.

The San Diego Convention Center is a 2.6 million square foot convention center located on San Diego Bay and next to San Diego's historic Gaslamp Quarter. For 2019, the Convention Center generated nearly $45 million in revenue and had a $1.3 billion economic impact to the region, making it one of the biggest drivers in the City for sales, lodging, and tourism revenue.[9] Every year, the convention center hosts several large events and conventions, but the most well-known is Comic Con International, which is historically the largest economic generator for the convention center and one of the largest for the City of San Diego. Comic Con International has committed to staying in San Diego

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[6] 2019 San Diego Innovation Report. Connect website. Retrieved May 2020.
[7] Guinness World Records™ Title for Fastest Genetic Diagnosis. Rady Children's Hospital website. Retrieved March 2019.
[8] SDTA Annual Report. San Diego Tourism Authority website. Retrieved March 2020.
[9] San Diego Convention Center FY19 Annual Report. Retrieved April 2020.

through 2024. However, due to the COVID-19 pandemic, many large events and conventions have been canceled, postponed or moved to a virtual platform, including Comic Con International in July 2020.

Transportation

San Diego is well connected to the Southern California region by interstates, trains and light rail. The region is served by the San Diego International Airport at Lindbergh Field. The San Diego International Airport broke traffic records for the sixth consecutive year with 25.2 million passengers recorded for 2019, which is a 4.0 percent increase compared to the previous year.[10] San Diego International Airport is focused on advancing the Airport Development Plan to further support and expand air travel to and from San Diego.

San Diego, in cooperation with the San Diego Metropolitan Transit System, has established a light-rail system that connects downtown with other outlying communities in the eastern and southern portions of the county. Amtrak provides intercity passenger rail service from downtown San Diego to Los Angeles, and north to San Luis Obispo.

The Metropolitan Transit System's San Diego Trolley includes three lines serving many popular areas and attractions throughout San Diego. The Mid-Coast Corridor Transit Project began in fall of 2016, with service projecting to begin in 2021.[11] The trolley project will extend Trolley service from the Santa Fe Depot in Downtown San Diego to the University City community, next to the University of California San Diego. Metropolitan Transit System also operates 95 bus routes, including eight high-frequency, limited-stop Rapid bus service lines. In March 2018, Metropolitan Transit System opened the region's first freeway level transit stations to enhance reliability and efficiency of a service that connects the Mid-City communities with Downtown San Diego and Escondido. In 2018, the Metropolitan Transit System introduced limited South Bay Rapid bus service to the South Bay community, which connects the southern community to downtown San Diego. The South Bay Rapid full service began in 2019.[12]

San Diego is providing greater access to efficient and sustainable transit options. The "Free Ride Everywhere Downtown", also known as FRED, is designed by Circuit and exists to create more transportation options; and facilitate trips within Downtown San Diego to residents and visitors for free via electric vehicles.[13]

The City is currently working on the first phase of its Downtown Mobility Plan. The plan calls for the installation of two-way cycle tracks on major roads in downtown for use by cyclists and scooter riders; and the creation of a safe passage from Balboa Park to the San Diego Convention Center and other popular destinations.[14]

Achievements

In November 2019, San Diego was ranked number one nationally by the Center for Digital Government for innovative initiatives and high-performance government based on the City's use of technology in

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[10] San Diego Passenger Traffic Record. San Diego International Airport website. Retrieved March 2020
[11] Mid-Coast Trolley. Transportation. SANDAG Website. Retrieved March 2019.
[12] South Bay Rapid. Metropolitan Transit System website. Retrieved March 2019.
[13] Civic San Diego. Downtown San Diego Partnership Team Launch Downtown Circulator Program. City of San Diego website. Retrieved March 2018.
[14] City Begins Reshaping Downtown Transportation Network to Improve Safety. Communications Department Newsroom, City of San Diego website. Retrieved April 2019.

responding to homeless challenges, improving the quality of life in neighborhoods, helping protect the environment for future generations, and meeting the City's Strategic Plan goals.[15] Technology-related initiatives the City has recently undergone include the modernization of the Homeless Management Information System, which is used by regional officials to share information and coordinate care for those who are homeless or at risk of homelessness.

Another digital advancement made by the City is the increase in the number of user-friendly and efficient digital services available on the City's website residents and businesses. This led to another top ranking by the Center for Digital Government, which ranked San Diego second for Government Experience in September 2019. This award recognizes the practices of state and local governments that improve the experience of government and how citizen services are delivered.[16]

In January 2018, the City of San Diego was honored with a first-of-its-kind national certification for using data to drive effective results for residents. Bloomberg Philanthropies' "What Works Cities" initiative recognized the City for its use of innovative public outreach tools including resident satisfaction surveys, the Get It Done mobile app and a progressive open data policy. The award encourages cities across the country to emulate awardees in their approach to using data and evidence to enhance government effectiveness.[17]

The City's Get It Done app is a data-based innovation to facilitate effective resource allocation. With over 100,000 downloads on the Apple and Android app stores to date, Get It Done allows the public to report issues and send accompanying photos directly to the City. Since its launch, the City has used the app to address complaints and provide responses once the work has been completed. The City has recently expanded the functionality of the app to 10 City departments.[18]

The City of San Diego is also pioneering automation in the use of open data to increase transparency and efficiency for its customers. San Diego's Open Data Policy mandates that all high value public datasets in the City's inventory to be released by the end of 2020. Forty-four datasets were released with the launch of the Open Data Portal (https://data.sandiego.gov) in 2016, and 30 more datasets were added in 2017 when City staff recoded the portal to maximize speed and efficiency. Currently, the City's online open data inventory holds 155 datasets, allowing customers and City staff to avoid otherwise cumbersome searches by locating the City information they need within minutes.[19]

Demographic Statistics

Being the eighth largest city in the United States and the second largest in California, the City of San Diego has 1.4 million residents comprised of an ethnically and culturally diverse population. Since 2010, the population of the City has grown by 116,499, reaching a peak population of 1,425,976 in 2018 and more recently estimated at 1,423,851 as of July 1, 2019.

Influenced by its close proximity to an international border and the Pacific Rim, more than 40.0 percent of the City's population speaks a language other than English at home and more than 25.0 percent are

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[15] San Diego Ranks No.1 Nationally for Innovation in Government. Mayor Kevin Faulconer Newsroom, City of San Diego website. Retrieved May 2020.

[16] San Diego Ranks No.1 Nationally for Innovation in Government. Mayor Kevin Faulconer Newsroom, City of San Diego website. Retrieved May 2020.

[17] City of San Diego Recognized for Modern Governance. Communications Department Newsroom, City of San Diego website. Retrieved March 2018.
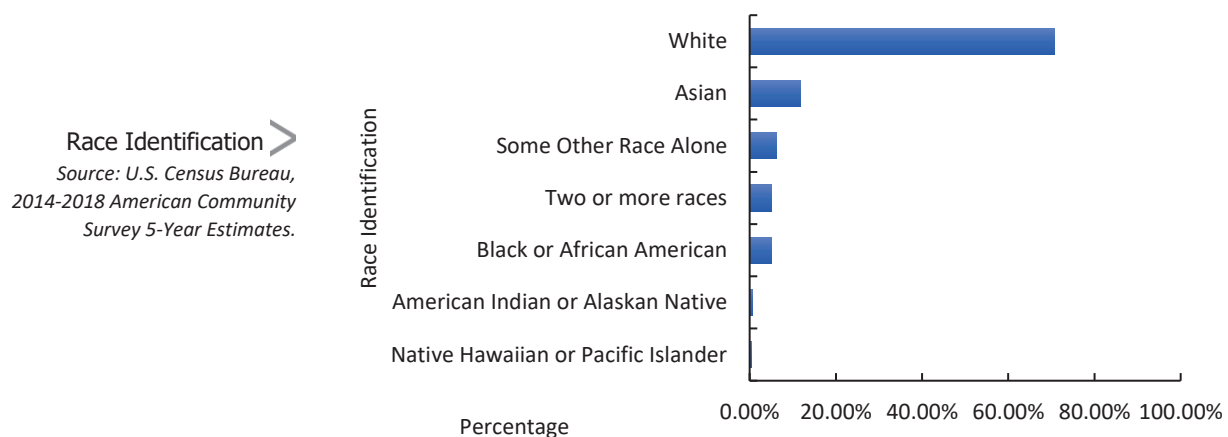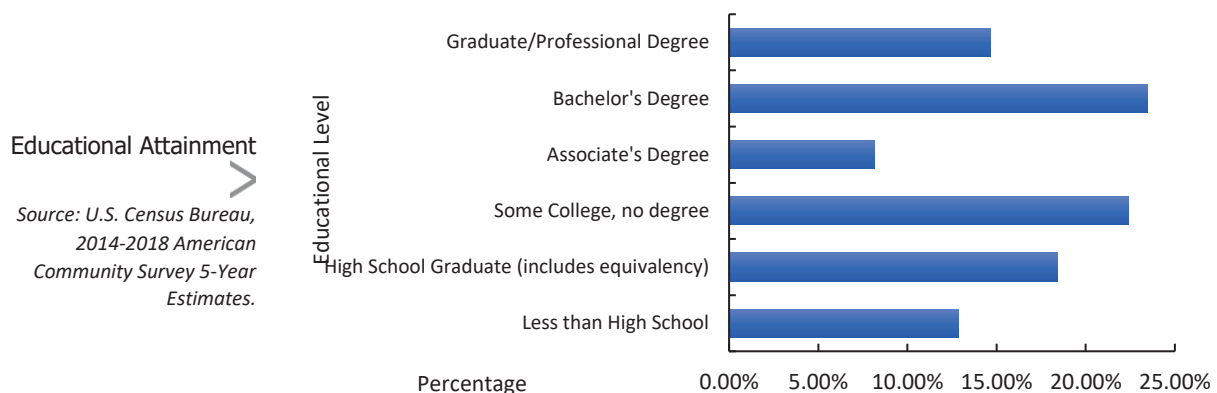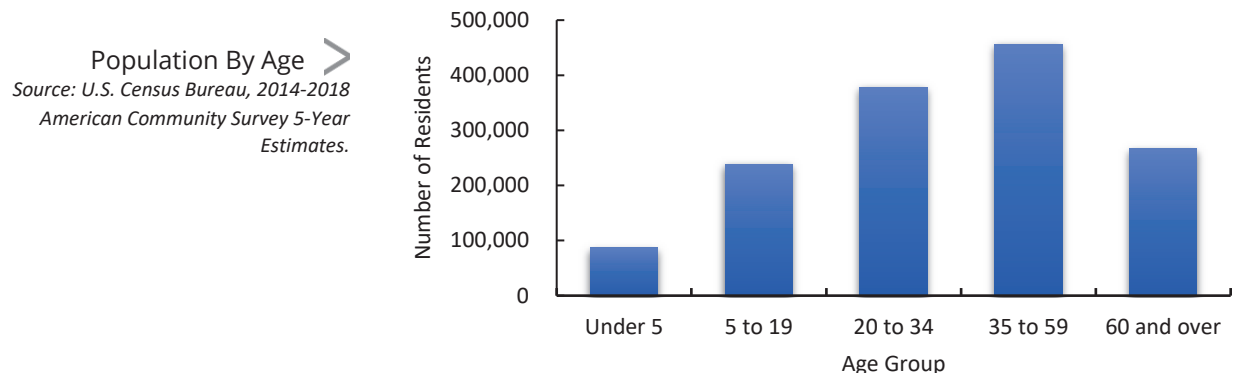
[18] City of San Diego Recognized for Modern Governance. Communications Department Newsroom, City of San Diego website. Retrieved March 2018.

[19] San Diego Ranks No. 1 Nationally for Data Driven Solutions in Government. Mayor Kevin Faulconer Newsroom, City of San Diego website. Retrieved July 2018.

considered a foreign-born person. Immigration from various parts of the world has been and continues to be a major contributor to San Diego's ethnic and cultural diversity. Having the privilege of being a multicultural melting pot positions the City's labor force for success in the global economy.

San Diego's strong history and reputation with the military and defense industry have built the nation's largest military community, which makes up nearly 10.0 percent of the population in the region. The San Diego Association of Governments (SANDAG) forecasts the City's population to be 1.69 million by 2030, 1.82 million by 2040, and 1.95 million by 2050.[20]

Population By Age 〉
Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.

Educational Attainment
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Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.

Race Identification 〉
Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.

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[20] Population forecast, Economic Development Department, City of San Diego website. Retrieved March 2020.

General San Diego Key Performance Indicators

The City of San Diego's Key Performance Indicators (KPI's) are benchmarks set by City department leaders and executive management that allow them to track the performance of departments and ensure services are provided at an adequate level. Visit performance.sandiego.gov to learn more about PerformSD. Performance Indicators displayed below have a measurement date for Fiscal Year 2020, unless noted otherwise. These performance indicators are a few of the many the City has; other performance indicators can be found in the department pages within Volume II of the Adopted Budget.

Safe and Livable Neighborhoods

San Diego is committed to building and fostering an environment that puts the welfare and well-being of its residents at the forefront of its priorities. In addition to providing public safety service, San Diego also provides several different programs and services to meet the needs of our many diverse communities. One of the mayor's top priorities was to repave 1,000 miles of street before the end of FY2020.

Performance Indicator	Actual	Target
Police Part I Violent Crimes per 1,000	3.6	4
Percentage of Acres of Brush Management Completed	92%	95%
Number of Library Patrons using Internet Resources (in Thousands)	814.6	1,100.0
Percentage Customer Satisfaction with Recreational Program Activities	85.6%	92.0%
Miles of Street Repair	189	430

High Quality Public Service

To effectively serve and support our communities, San Diego continually looks for new and innovative ways to better serve their residents. This includes the development of several applications and tools, such as the Get It Done app, to connect the government with those we serve. City staff has been trained to respond efficiently to customer needs and manage all situations with a positive approach.

Performance Indicator	Actual	Target
Police Percentage of 911 calls answered within 10 seconds	95%	90%
Downloads of Get It Done Mobile App (in Thousands)	109.0	100.0
Environmental Services Collection Services Complaint Rate per 10,000 stops	.1%	<.5%
Fire-Rescue First Responder Arrival within 6:30 min from Receipt of 911 call from Dispatch	78%	90%
Average Number of Minutes for Water Main Break Response Time	25	30

Resiliency and Economic Prosperity

San Diego continues to build upon its reputation of being a world class city with investments into several initiatives in various areas of the region. The City's sustained economic competitiveness has come from the building of both domestic and international partnerships to support economic development. San Diego has made a commitment to the rapid transition and mobilization effort to reverse global warming as well as prioritizing affordable housing.

Performance Indicator	Actual	Target
Total Amount of Federal Funds Expended for Economic Development Programs	$6.2M	$7.0M
Total Amount of Federal Funds Expended for Affordable Housing	$23.6M	$7.5M
Total Amount of Funds Expended for Infrastructure and Community Service	$11.7M	$30.0M
Bike Miles Added or Improved	41	35
Percentage growth in the number of small businesses assisted and expanded annually as a result of small and neighborhood business programs	63%	10%

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