



# Adopted Budget Fiscal Year 2022

**Volume 1**  
City Profile

**MAYOR TODD GLORIA**



The City of  
**SAN DIEGO**





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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 1,422,420 as of July 1, 2020. San Diego's population has grown by approximately 8.8 percent between the 2010 Census and the estimated 2020 population as of July 1, 2020 for an aggregate increase of 115,018.<sup>1</sup> 2020 population estimates were released on May 27, 2021.<sup>2</sup> The 2021 estimates are scheduled for release on a flow basis beginning in December 2021, with city populations release scheduled for May 2022. The 2021 estimates will incorporate the results of the 2020 Census.



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.<sup>3</sup> 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 2021 best national universities in the United States. UC San Diego, University of San Diego, and San Diego State made the list ranking of 35, 88, and 143, respectively.

UC San Diego is world renowned and recognized as one of the top universities for research and development (R&D) receiving over \$1.45 billion in sponsored research funding for Fiscal Year 2020 (July 2019 – June 2020), which is a 10.0 percent increase over the previous year.<sup>4</sup> 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), the newly opened Center for Energy Research, and Office of Innovation & Commercialization

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<sup>1</sup> QuickFacts San Diego City. United States Census Bureau website. Retrieved July 2021.

<sup>2</sup> Schedule. United States Census Bureau website.

<sup>3</sup> 2019 Census Gazetteer Files-Places. United States Census Bureau website. Retrieved March 2021.

<sup>4</sup> UCSD News. UCSD website. Retrieved March 2021.

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 \$144 million in grant and research funding during that same time frame.<sup>5</sup> 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.

## Local Economy

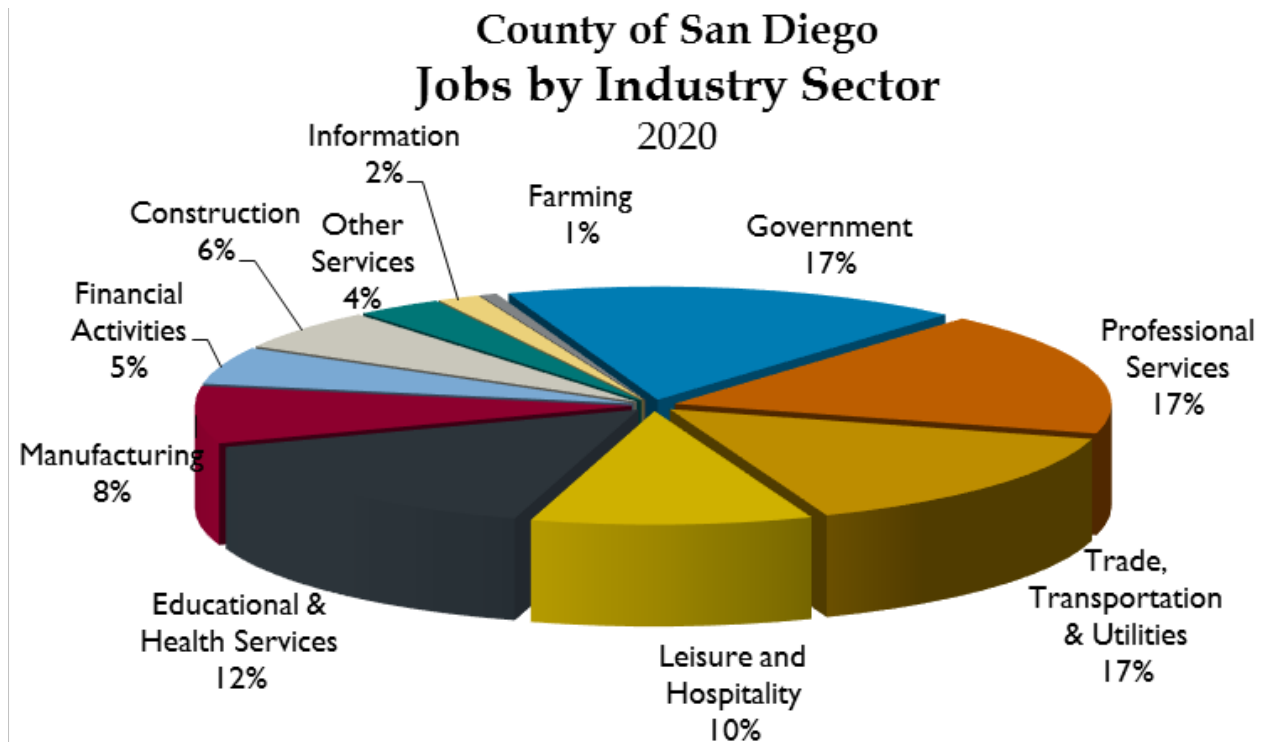
San Diego policymakers, businesses and educators are working collaboratively to create a thriving innovation ecosystem consisting of some of the world's smartest companies and a talented and loyal workforce. The City's proximity to Mexico and global recruitment capabilities give San Diego easy access 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, advantages of a blue economy and a dynamic tourism industry. San Diego's economic base has undergone a transformation in recent years to become more diversified, which helps hedge the risk of impacts from one specific sector.

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 2020 (SDMAC Study) estimating that in 2020, defense-related activities and spending generated approximately \$52.0 billion of Gross Regional Product (GRP) for San Diego County, or 25.0 percent of the region's total GRP. In 2020, the military was responsible for approximately 342,486 jobs in the region, or 23.0 percent of all employment in the region. The SDMAC Study further estimates that \$33.6 billion in federal defense funds were allocated to San Diego County. This direct spending is estimated at a conservative 5.7 percent increase over Fiscal Year 2019.<sup>6</sup>

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<sup>5</sup> SDSU Newscenter. SDSU website. Retrieved March 2021.

<sup>6</sup> Military Economic Impact Study 2020. SDMAC website. Retrieved March 2021.



Source: State of California Economic Employment Development

## 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 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.<sup>7</sup>

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.<sup>8</sup> 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.

<sup>7</sup> 2019 San Diego Innovation Report. Connect website. Retrieved March 2021.

<sup>8</sup> Guinness World Records™ Title for Fastest Genetic Diagnosis. Rady Children's Hospital website. Retrieved March 2021.

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Since the beginning of the pandemic, San Diego biotech and life science companies have been active in the fight against COVID-19. Over the past year, more than 61 San Diego County companies have been working on the development of treatments, vaccines or tests.<sup>9</sup> Notable achievements of San Diego companies include Inovio Pharmaceuticals becoming the second in the world to begin COVID-19 vaccine trials, Quidel, headquartered in Sorrento Valley, developed the first coronavirus antigen test to receive emergency use authorization, and CalciMedica, PhaseBio and Ligand Pharmaceuticals have been working on the development and testing of COVID-19 treatments.

## Tourism

In 2020, San Diego had approximately 35.1 million visitors, who spent over \$11.6 billion at thousands of San Diego area businesses.<sup>10</sup> This industry typically generates over \$855 million annually in state and local taxes. However, with the onset of the COVID-19 pandemic in March 2020, the San Diego tourism industry experienced significant economic impacts. While there has been gradual improvement as the City moved through less restrictive tiers and restrictions were lifted nearly entirely on June 15, 2021, the tourism industry is still projected to take five years to fully recover to pre-recession levels. Additional details on the impacts and recovery related to tourism revenue is 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.

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<sup>9</sup> Bio.org; U.S. Food and Drug Administration. Union-Tribune. Retrieved October 2020

<sup>10</sup> SDTA Annual Report. San Diego Tourism Authority website. Retrieved March 2021.

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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 2020, the Convention Center generated nearly \$31.4 million in revenue and had a \$977.4 million economic impact to the region, making it one of the biggest drivers in the City for sales, lodging, and tourism revenue.<sup>11</sup> 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 through 2024. However, due to the COVID-19 pandemic, many large events and conventions were canceled, postponed or moved to a virtual platform throughout Fiscal Year 2021. In the spring of 2021, Comic Con International announced it will host a Comic Con @Home event in July 2021, and a second in-person event, Comic Con Special Edition, slated for Thanksgiving weekend in November 2021. Now, with the retirement of the Blueprint for A Safer Economy on June 15, 2021, this has allowed the opportunity for group travel and event bookings to resume earlier than expected, starting in August 2021 with some continued restrictions and limited attendance for mega events.



## 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 prior to 2020 broke traffic records for six consecutive years with 25.2 million passengers recorded for 2019, however, 2020 was significantly impacted by COVID-19. San Diego Air traffic was down 63% from last year decreasing to 9.2 million.<sup>12</sup> 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 late 2021.<sup>13</sup> 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. The Metropolitan Transit System has a freeway level transit stations to enhance reliability

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<sup>11</sup> San Diego Convention Center FY20 Annual Report. Retrieved March 2021.

<sup>12</sup> San Diego Passenger Traffic Record. San Diego International Airport website. Retrieved March 2021

<sup>13</sup> Mid-Coast Trolley. Transportation. SANDAG Website. Retrieved March 2021.



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and efficiency of a service that connects the Mid-City communities with Downtown San Diego and Escondido. Additionally, the Metropolitan Transit System has limited South Bay Rapid bus service to the South Bay community, which connects the southern community to downtown San Diego.<sup>14</sup>



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.<sup>15</sup>

The City continues to work on the 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. In downtown, Sixth Avenue and Beech Street are being converted to two-way Class IV protected bike lanes. Additionally, the J Street protected bike lane will be extended to 16th Street, and Park Boulevard, and C Street will receive protected bike lanes, as part of the landmark Downtown Mobility Plan. The current phase of the project is approximately two miles in length and was completed in 2020.<sup>16</sup>

## 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 115,018, reaching a peak population of 1,425,976 in 2018 and more recently estimated at 1,422,420 as of July 1, 2020. Estimates for City populations as of July 1, 2021 are scheduled for release May 2022.

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 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.

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<sup>14</sup> South Bay Rapid. Metropolitan Transit System website. Retrieved March 2021.

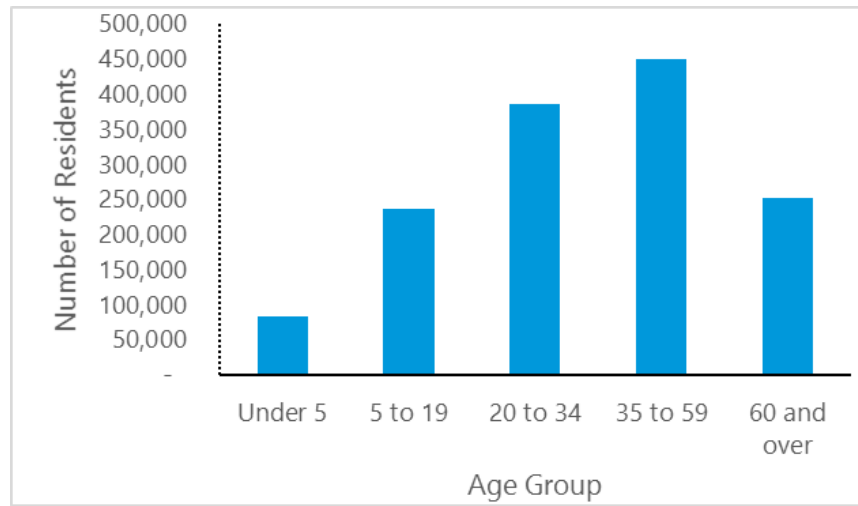
<sup>15</sup> Civic San Diego. Downtown San Diego Partnership Team Launch Downtown Circulator Program. City of San Diego website. Retrieved March 2018.

<sup>16</sup> Downtown Mobility Plan. Bicycling, City of San Diego website. Retrieved March 2021.

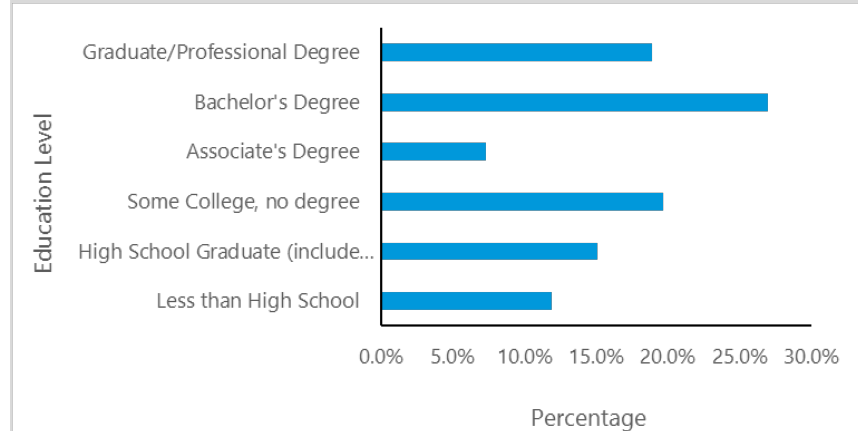


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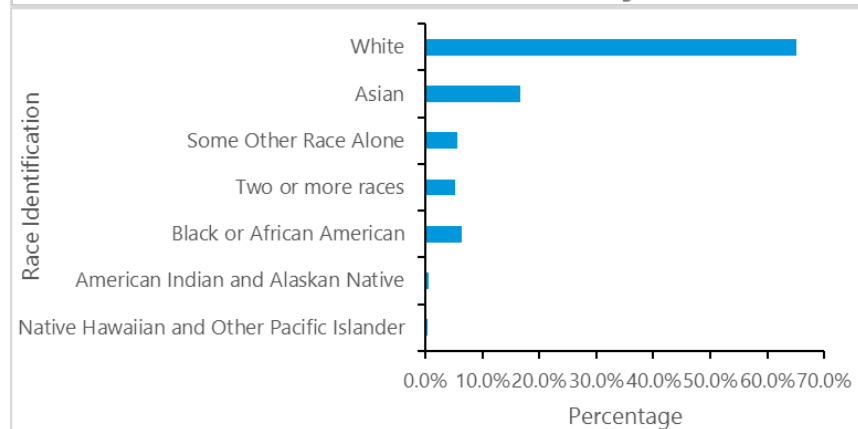
Population By Age >  
Source: U.S. Census Bureau,  
2014-2018 American  
Community Survey 5-Year  
Estimates



Educational Attainment >  
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.



## 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](https://performance.sandiego.gov/) (<https://performance.sandiego.gov/>) to learn more about PerformSD. Performance Indicators displayed below have a measurement date for Fiscal Year 2021, 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.

Performance Indicator	Actual	Target
Police Part I violent crimes per 1,000	4.0	4.0
Percentage of acres of brush management completed	91%	95%
Number of patrons using Internet resources provided by the Library	503,698	550,000
Percentage customer satisfaction with recreational program activities	0.0%	90.0%
Number of street miles repaired	201	365

## 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
Percentage of 911 calls answered within 10 seconds	92%	90%
Downloads of Get It Done mobile app	127,730	125,000
Customer Satisfaction of Collection Services	99.8%	100%
Fire-Rescue first responder arrival on emergencies within 6:30 minutes from the assignment of the responder by dispatch to arrival on scene of emergency	76%	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	\$16.2M	\$15M
Total Amount of Federal Funds Expended for Affordable Housing	\$24.7M	\$19.5M
Total Amount of Funds Expended for Infrastructure and Community Service	\$15.5M	\$15M
Number of new and/or improved bike-friendly miles expanded	119	40
Percentage growth in the number of small businesses assisted and expanded annually as a result of small and neighborhood business programs	8.9%	2.8%