

# City Profile

## San Diego at a Glance

Named "America's Finest City," 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. 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. The City's population has grown by approximately 7 percent between 2000 and 2010 for an average increase of 8,400 annually.<sup>1</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 mostly composed of mesas intersected by canyons with elevations ranging 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>2</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 Scripps Institution of Oceanography, one of the largest and most important centers for ocean and earth science research in the world.<sup>3</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 225 public schools including 119 elementary schools, 37 charter schools, and 69 middle, high school, and other schools.

## 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 products to support development of its growing industrial base. Reflecting the San Diego-Mexico

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<sup>1</sup> Based on 2010 Census estimates. Estimates published in the Fiscal Year 2011 Adopted Budget were based on the 2000 Census.

<sup>2</sup> City of San Diego General Plan, 2008.

<sup>3</sup> Scripps Institution of Oceanography, UC San Diego. Web. March 15, 2011.

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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 recognition of Tijuana as a sister city and the execution of a joint memorandum of understanding between the cities' two mayors is symbolic of a growing economic interdependence between the cities.

According to the U.S. Census Bureau,<sup>1</sup> exports passing through the San Diego Customs District in 2009 totaled approximately \$14.0 billion, a 15.7 percent decrease over the 2008 total exports of approximately \$16.6 billion. In 2009, San Diego Custom District imports totaled \$30.4 billion, an 18.5 percent decrease over the 2008 total imports of approximately \$37.4 billion. Imports and exports total \$44.4 billion within the San Diego Customs District in 2009.

## High-Tech Manufacturing

The San Diego region is known for having one of the highest concentrations of high-tech companies in the United States. San Diego is a leader in the communication industry with more than 850 communication firms in the region, with companies such as QUALCOMM, Motorola, LG, and Nokia basing operations in San Diego. According to the San Diego Regional Economic Development Corporation, San Diego's communications industry employs over 25,000 people and has a \$12.3 billion annual economic impact on the region; however, the Department of Defense is the primary driver behind San Diego's economy with a direct economic impact of \$13.4 billion.<sup>2</sup> Defense accounts for more than 18 percent of San Diego County's gross regional product. 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), 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 Convention & Visitors Bureau, San Diego is considered one of the top five leisure vacation destinations in the U.S. and a top 10 business destination. Visitors come from all over the world to experience San Diego's great weather, miles of sandy beaches, and special attractions. San Diego is most notably known for the world-renowned San Diego Zoo, San Diego Wild Animal Park, and Sea World. However, San Diego also offers other activities for visitors seeking cultural and recreational experiences. For example, Balboa Park, a 100-acre park with approximately 14 million people visiting the park each year, offers a wide variety of museums, gardens, arts, and international cultural associations. 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 is one of San Diego's strongest economic engines. The Convention Center has generated over \$18.0 billion in economic impact since opening in 1989 and continues to support about 12,500 jobs county-wide.<sup>3</sup> In Fiscal Year 2010, the Center hosted 165 events that generated \$1.3 billion in regional economic impact and \$20.0 million in hotel room and sales tax revenues.<sup>4</sup> In 2011, the Convention Center is forecasting \$1.4 billion in economic impact and 72 conventions, which is an increase of eight conventions above last year.<sup>5</sup> San Diego has been

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<sup>1</sup> U.S. Census Bureau, Statistical Abstract of the United States, 2011.

<sup>2</sup> San Diego Regional Economic Development Corporation; Business and Industries. 2010. Web. March 15, 2011.

<sup>3</sup> San Diego Convention & Visitors Bureau. Web. 2011. March 15, 2011.

<sup>4</sup> San Diego Convention Center; About Us. Web. March 15, 2011.

<sup>5</sup> San Diego Convention Center Corporation. San Diego Convention Center 2011 Forecast. January 2011.

home to Comic-Con International for over 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 is projected to have an economic impact on the City of approximately \$173.0 million in calendar year 2011.<sup>1</sup> Other major conventions that generate revenue for the City are the American Academy of Orthopaedic Surgeons, American Diabetes Association, American Society of Hematology, and Environmental Systems Research Institute.

## 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>1</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 City.<sup>2</sup>

The City has also hosted three Super Bowl games, the 1992 Major League Baseball All-Star Game, 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 \$10.0 billion in revenue to the region.<sup>3</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 Del Mar with downtown San Diego and is operated by 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.

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<sup>1</sup> San Diego Convention & Visitors Bureau. Web. 2011. March 15, 2011.

<sup>2</sup> San Diego State University Center for Hospitality and Tourism Research. 2008 U.S. Open Economic Impact Analysis.

<sup>3</sup> San Diego County Regional Airport Authority; Economic Impact. Web. 2011. March 15, 2011.

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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

<b>General Information<sup>1</sup></b>	
Area of City (square miles)	342.5
Population Projection Estimate for 2011 (City of San Diego)	1,311,882
Median Age	35.4
Housing Units	514,554
Median Household Income	\$70,149
Ethnicity-Persons	
Hispanic	28%
Non-Hispanic	72%
White	45%
Black	7%
American Indian	< 1%
Asian	15%
Hawaiian & Pacific Islander	< 1%
Other	< 1%
Multi-Racial	4%

<sup>1</sup> SANDAG, August 2010, unless otherwise noted.

<b>Park &amp; Recreation<sup>1</sup></b>	
Acres of Park Land (excluding water acres)	39,737
Acres of Regional Parks (Balboa Park, Mission Bay, and Mission Regional Trails)	11,672
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	55
Golf Courses	3
Swimming Pools	13
Tennis Courts	32
Seniors Centers	11
Skate Parks	5

<sup>1</sup> Estimates through March 2011.

<b>Libraries<sup>1</sup></b>	
Number of Libraries	36
Library Books and Audio-Visual Materials	4,050,011
Items Checked-Out (Circulation)	7,706,431

<sup>1</sup> Estimates through March 2011.

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<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	25,047
<b>Lifeguard Equipment</b>	
4-wheel Drive Vehicles	34
Surf Rescue Patrol Vessels	7
Fire Boats	2
Personal Watercraft for Rescue and Patrol	10
Multi-Purpose Emergency Rescue Vehicle (MERV)	1
All-terrain Vehicle	8
<b>Police Equipment</b>	
Police Vehicles	1,216
Motorcycles and Scooters	130
Dogs	31
Aircraft	6
Police Stations	10

<sup>1</sup> Estimates through March 2011.

<b>Public Utilities<sup>1</sup></b>	
Miles of Water Mains	3,149
Number of Meters in Service	277,129
Total City Water Consumption, including South Bay Area (Millions of Gallons)	60,484
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	169

<sup>1</sup> Estimates through March 2011.