CITY OF SAN DIEGO

ADOPTED
BUDGET

FY: 2016

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.[1] 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 1.37 million as of January 2015.[2] The City's population has grown by approximately seven percent between 2000 and 2010 for an average increase of 8,400 annually.[3]

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 percent of the region's rainfall occurring between December and March.[4] Despite what should be average rainfall, California has faced a severe water shortage in the last few years with no end to the drought in sight. On April 1, 2015, Governor Edmund G. Brown Jr. announced actions to save water, increase enforcement that would prevent wasteful water use, and take steps toward streamlining government response and investing in new technologies.[5] On May 5, 2015, the State Water Board adopted an emergency conservation regulation which went into effect on May 18, 2015. Water reduction mandates have been set for individual cities and water districts, ranging from 12 to 36 percent across the State. The City of San Diego set a 16 percent water reduction target which began on June 1, 2015 through February 2016.[6]

## 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

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[1] San Diego Regional Economic Development Corporation website, March 8, 2015
[2] Department of Finance website, 2015
[3] 2010 Census Estimates
[4] San Diego County Water Authority website, 2015
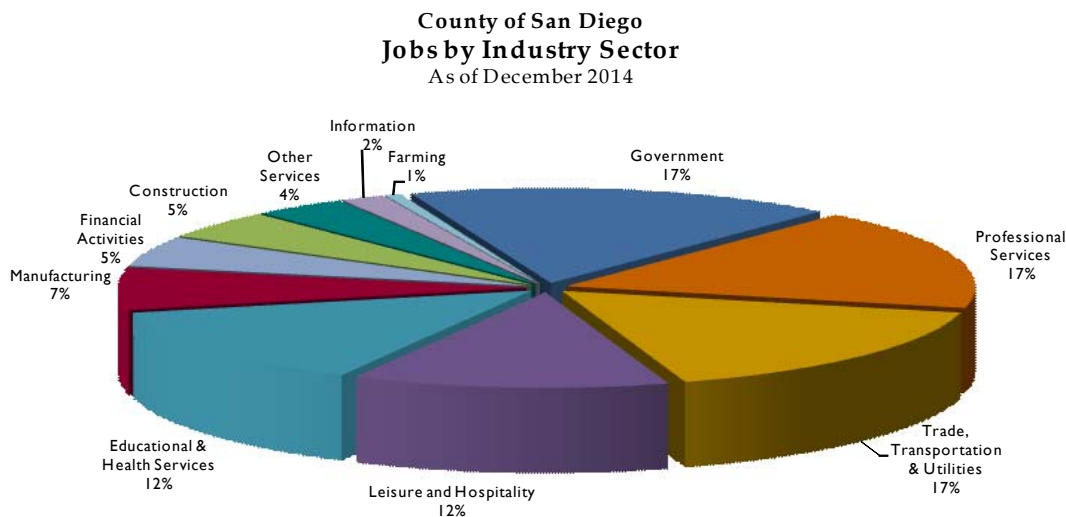[5] State of California website, 2015
[6] City of San Diego website, Press Release June 1, 2015

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University of California, 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. The Scripps Fleet of four oceanographic research vessels and the research platform FLIP make up one of the largest academic fleets in the world.[1] 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.

## Economic Diversity

San Diego public and private sector activity has created a business environment in the region that fosters small businesses. San Diego is participating in the Global Cities Initiative, a joint use project of the Brookings Institute and JP Morgan Chase, aimed at helping leaders of metropolitan cities strengthen their regional economies. The $10 million, five-year project will provide an international network of leaders the ability to discuss and foster ideas to promote expansion of their economies on a global scale and learn best practices from around the world.[2] On February 12, 2015, San Diego Mayor Kevin Faulconer and London Mayor Boris Johnson were hosted at the Metropolitan Policy Program at Brookings to discuss strategies to build their traded sectors and advanced industry clusters, promote innovation, boost exports and international investments, enhance infrastructure, and leverage talent.

**County of San Diego**
**Jobs by Industry Sector**
As of December 2014



Source: State of California Employment Development Department, Labor Market Information Division.

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.

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[1] Scripps Institution of Oceanography, University of California, San Diego website, March 8, 2015
[2] The Brookings Institution website, February 12, 2015

**International Trade**

In collaboration with Mexico, 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 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.[1]

The San Diego Association of Governments (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 border crossing 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 final section of the bridge was completed on April 6, 2015. The CBF project will open by year-end 2015 and is expected to serve over two million airline passengers annually, increasing to 4.9 million by 2030. The CBF project will include retail stores, a ticketing counter, parking facilities, and potential bus services on the United States side. The project will help alleviate congestion at existing San Ysidro and Otay Mesa border crossing and improve economic activity in the region by reducing border crossing delays.[2]

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. On February 20, 2015 Mayor Kevin Faulconer traveled to Tijuana to foster communication between officials between both cities and solve binational issues that affect the region, including economic development opportunities and promotion of the region.[3]

## 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. 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.[4]

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[1] 2010 Census Estimates
[2] San Diego Association of Governments, Cross Border Xpress, 2015
[3] City of San Diego, Press release February 20, 2015
[4] San Diego Regional Economic Development Corporation website March 8, 2014

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Thanks to its strong technology sector, local innovators, green practices, smart public planning and an unparalleled quality of life, San Diego was selected by the National Geographic Channel as the only U.S. city to be featured in a "World Smart Cities" documentary series airing on April 25, 2015 in more than sixty countries. This unprecedented exploration of the world's cities seeks to showcase the destinations where technology, talent and innovation are creating new urban environments that will emerge as leading cities in the 21st century.[1] In 2014, San Diego was recognized for its prominence in many other areas; 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.[2] Also, in 2014 University of California, San Diego Health System was awarded for the second time the Leapfrog Top Hospital award for its excellence in hospital safety and quality.[3] Moreover, the San Diego based genome sequencing company Illumina was ranked top of the 50 smartest companies in Massachusetts Institute of Technology (MIT) Technology Review list, gaining grounds over companies like Tesla Motors, Google, Samsung, and others. The City of San Diego, with San Diego Regional Economic Development Corporation's assistance, announced an agreement that would help the genomics pioneer expand in San Diego; the City provided a tax rebate in exchange for the retention and creation of 300 well-paying jobs.[4]

In addition, 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 2014, 33.8 million visitors came from all over the world to experience San Diego's great weather, miles of sandy beaches, and special attractions spending nearly $9.2 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 $15 billion new dollars in 2014.[5]

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[1] San Diego Marketing Association website April 23, 2015
[2] Scripps Institution of Oceanography, University of California, San Diego website, September, 2014
[3] UC San Diego Health System website December 3, 2014
[4] San Diego Regional Economic Development Corporation website July, 2014
[5] San Diego Tourism Authority website March, 2014

San Diego is home to the world-renowned San Diego Zoo, San Diego Zoo Safari Park, Legoland 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. The City of San Diego is celebrating the 100th anniversary of the 1915 Panama-California Exposition throughout 2015. In collaboration with organizations with strong ties to Balboa Park, the City has created the Balboa Park Centennial to Elevate, Celebrate and Promote the park for 2015 and beyond. The celebration elevated the park with major upgrades, including new decorative lighting and the reopening of the California Tower. The City is celebrating the Centennial with a long list of special events, including the "Garden Party of the Century" to highlight the park's horticulture last spring. The Centennial also promotes the park with regional advertising and a $1 million donation to provide free annual passes to Balboa Park's museums and institutions for low-income families. Mayor Kevin L. Faulconer said the entire Centennial celebration is a chance for San Diegans to fall in love all over again with Balboa Park, the City's crown jewel[1]. The 2015 celebration also included major upgrades to Balboa Park; San Diego Gas & Electric has generously funded and installed energy-efficient lighting and decorative lighting in the park's historic core.[2]



The San Diego Convention Center (Convention Center) located on San Diego Bay and next to San Diego's historic Gaslamp Quarter, drew more than 780,000 convention goers in Fiscal Year 2014. The Convention Center has generated over $24.2 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 2014, the Convention Center hosted 153 events that generated $1.33 billion in regional economic impact. The top major conventions that generate revenue for the City are San Diego Comic-Con International, the Society for Neuroscience, the American Association for Cancer Research, Esri, and the American College of Rheumatology.[3] In 2015, the Convention Center is forecasting to surpass $1.0 billion in economic impact and over $21.0 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 a projected attendance of approximately 130,000, Comic-Con is the leader in generating revenue for

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[1] City of San Diego, Office of Mayor Kevin L. Faulconer, June 29, 2015
[2] City of San Diego, Office of Mayor Kevin L. Faulconer, December 1, 2014
[3] San Diego Convention Center, FY14 Annual Report October 28, 2014

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the Convention Center, and is projected to have an economic impact to the City of approximately $136 million in calendar year 2015.[1]

## 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, and Holiday & Poinsettia Bowls. According to the San Diego Tourism Authority, Golf Digest cites San Diego as 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).[2] 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. More than a dozen years after its opening, Petco Park will host the 2016 Major League Baseball All-Star Game.



The 2016 game is scheduled for July 12, 2016 and will mark San Diego's third time hosting the All-Star Game. Also, as part of its commitment to deliver world-class major championship competition and its long-standing support of public golf, the United States Golf Association announced Torrey Pines Golf Course as the site of the 2021 U.S. Open Championship.[3] 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.[4] 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.

## 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.[5] The airport served a record 18.7 million passengers in 2014, the highest number since 2007. The airport reported that about 673,000 people flew to and from international destinations, a 7.2 percent increase over 2013. San Diego International Airport has seen strong and steady growth in recent years due to many factors

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[1] San Diego Convention Center Corporation. San Diego Convention Center 2015 Forecast. March 10, 2015
[2] San Diego Tourism Authority website March 8, 2015
[3] United States Golf Association website, March 18, 2014
[4] San Diego State University Center for Hospitality and Tourism Research. 2008 U.S. Open Economic Impact Analysis
[5] San Diego County Regional Airport Authority; Economic Impact website March 8, 2014

including an increase in the number of nonstop flights, new routes and destinations, enhancements of airport and airline capacity, and a steady improvement in the economy.[1]

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. As of February 2015, the Airport Authority was seeking a design-build team to create a parking structure with three parking levels and approximately 3,000 parking stalls with integrated parking technology and customer service measures.

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. The 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 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.[2] A proposed project to extend Trolley service, the Mid-Coast Corridor Transit Project, is anticipated to begin in 2016, 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.[3]

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.

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[1] San Diego International Airport. News website March 10, 2015
[2] San Diego International Airport website, March 2015
[3] SANDAG website, March 2015

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## General City Statistics

The following tables provide general statistics for the City of San Diego and the Park & Recreation, Library, Public Safety, and Public Utilities Departments.

| General Information[1] | |
|---|---:|
| Area of City (square miles) | 325 |
| Population (California Department of Finance, as of January 1, 2015) | 1,368,061 |
| Median Age | 34.5 |
| Housing Units | 522,826 |
| 2010 Median Household Income[2] | $72,318 |
| Ethnicity-Persons | |
| Hispanic | 29.8% |
| Non-Hispanic | 70.2% |
| White | 43.8% |
| Asian & Pacific Isl. | 16.6% |
| Black | 5.7% |
| American Indian | 0.3% |
| Other | 0.3% |

[1] SANDAG, March 2015, unless otherwise noted
[2] Not adjusted for inflation (current 2013 dollars)

| Park & Recreation[1] | |
|---|---:|
| Acres of Park Land (excluding water acres) | 33,735 |
| 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 | 57 |
| Golf Courses | 3 |
| Swimming Pools | 13 |
| Tennis Courts | 134 |
| Seniors Centers | 11 |
| Skate Parks | 5 |

[1] Estimates through June 2015
City of San Diego, Park & Recreation Department

| Libraries[1] | |
|---|---:|
| Number of Libraries | 36 |
| Library Books and Audio-Visual Materials | 3,758,090 |
| Government Documents | 1,667,856 |
| Items Checked-Out (Circulation) | 6,924,735 |

[1] Fiscal Year 2015
City of San Diego, Library Department

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| Public Safety[1] | |
|---|---:|
| Fire Equipment | |
| Number of Fire Stations | 47 |
| Type I Engines | 47 |
| Truck Companies | 12 |
| Crash Rescue (Airport) | 2 |
| Type III Engines | 11 |
| Water Tenders | 3 |
| Water Fire Hydrants | 25,298 |
| Lifeguard Equipment[2] | |
| 4-wheel Drive Vehicles | 34 |
| Surf Rescue Patrol Vessels | 9 |
| Fire Boats | 3 |
| Personal Watercraft for Rescue and Patrol | 12 |
| Multi-Purpose Emergency Rescue Vehicle (MERV) | 1 |
| All-terrain Vehicle | 17 |
| Police Equipment[3] | |
| Police Vehicles | 1,294 |
| Motorcycles and Scooters | 126 |
| Canines | 42 |
| Aircraft | 4 |
| Police Stations | 10 |

[1] Estimates through June 2015
[2] City of San Diego, Fire Department
[3] City of San Diego, Police Department

| Public Utilities[1] | |
|---|---:|
| Miles of Water Mains | 3,284 |
| Number of Meters in Service | 279,517 |
| Number of Impounding Dams and Reservoirs | 9 |
| Number of Water Treatment Plants | 3 |
| Miles of Municipal Sewer Mains | 3,024 |
| Millions of Gallons of Sewage Treated Per Day | 158.0 |

[1] City of San Diego, Public Utilities Department