

(Draft) Profile of the City of Brawley

Southern California Association of Governments' (SCAG) Regional Council
includes 69 districts which represent 191 cities in the SCAG region.

SCAG Regional Council District 1 includes Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial,
and Westmorland
Represented by: Hon. Cheryl Viegas-Walker



LOCAL PROFILES REPORT 2017

This profile report was prepared by the Southern California Association of Governments and shared with the City of Brawley. SCAG provides local governments with a variety of benefits and services including, for example, data and information, GIS training, planning and technical assistance, and sustainability planning grants.

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I. Introduction

The purpose of this report is to provide current information and data for the City of Brawley for planning and outreach efforts. Information on population, housing, transportation, employment, retail sales, and education can be utilized by the city to make informed planning decisions. The profile provides a portrait of the city and its changes since 2000, using average figures for Imperial County as a comparative baseline. In addition, the most current data available for the region is also included in the Statistical Summary (page 3). This profile demonstrates the current trends occurring in the City of Brawley.

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura) and 191 cities. As the designated MPO, SCAG is mandated by federal law to research and develop a Regional Transportation Plan (RTP), which incorporates a Sustainable Communities Strategy (SCS) per California state law. SCAG is currently undertaking a variety of planning and policy initiatives to foster a more sustainable Southern California.

In 2008, SCAG initiated the Local Profiles Project as a part of a larger initiative to provide a variety of services to its member cities and counties. Through extensive input from member jurisdictions, the inaugural Local Profiles Reports were released at the General Assembly in May 2009. The Profiles have been updated every two years.

Local Profiles provide basic information about each member jurisdiction including, but not limited to, the following:

- How much growth in population has taken place since 2000?
- Has the local jurisdiction been growing faster or slower than the county or regional average?
- Have there been more or fewer school-age children?
- Have homeownership rates been increasing or decreasing?
- How and where do residents travel to work?
- How has the local economy been changing in terms of employment share by sectors?
- Have the local retail sales revenues recovered to pre-recession levels?

Answers to questions such as these provide a snapshot of the dynamic changes affecting each local jurisdiction.

Factors Affecting Local Changes Reflected in the 2017 Report

Overall, member jurisdictions since 2000 were impacted by a variety of factors at the national, regional, and local levels. For example, the vast majority of member jurisdictions included in the 2017 Local Profiles reflect the national demographic trends toward an older and a more diverse population. Evidence of the slow process towards economic recovery is also apparent through gradual increases in employment, retail sales, building permits, and home prices. Work destinations and commute times correlate with regional development patterns and the geographical location of local jurisdictions, particularly in relation to the regional transportation system.

Uses of the Local Profiles

Following release at the SCAG General Assembly, the Local Profiles are posted on the SCAG website and are used for a variety of purposes including, but not limited to, the following:

- Data and communication resources for elected officials, businesses, and residents
- Community planning and outreach
- Economic development
- Visioning initiatives
- Grant application support
- Performance monitoring

The primary user groups of the Profiles include member jurisdictions and state and federal legislative delegates of Southern California. This profile report is a SCAG member benefit and the use of the data contained within this report is voluntary.

Report Organization

This profile report has three sections. The first section presents a Statistical Summary for the City of Brawley. The second section provides detailed information organized by subject areas and includes brief highlights on the impacts of the recent economic recession and recovery at the regional level. The third section, Methodology, describes technical considerations related to data definitions, measurement, and data sources.

2016 STATISTICAL SUMMARY

<i>Category</i>	<i>Brawley</i>	<i>Imperial County</i>	<i>Brawley relative to Imperial County*</i>	<i>SCAG Region</i>
2016 Total Population	26,566	185,831	[14.3%]	18,954,083
2016 Population Density (Person per sq Mile)	3,460	40	3,419	489
2016 Median Age (Years)	30.5	32.2	-1.7	36.0
2016 Hispanic	83.9%	83.0%	1.0%	46.8%
2016 Non-Hispanic White	12.8%	11.9%	0.9%	31.2%
2016 Non-Hispanic Asian	1.0%	1.3%	-0.3%	12.7%
2016 Non-Hispanic Black	1.1%	2.2%	-1.1%	6.3%
2016 Non-Hispanic American Indian	0.3%	0.8%	-0.5%	0.3%
2016 All Other Non-Hispanic	0.9%	0.8%	0.0%	2.7%
2016 Number of Households	7,609	52,004	[14.6%]	6,132,938
2016 Average Household Size	3.5	3.6	-0.1	3.1
2016 Median Household Income	\$43,463	\$45,650	(\$2,187)	\$61,792
2016 Number of Housing Units	8,549	58,878	[14.5%]	6,629,879
2016 Homeownership Rate	52%	54.5%	-2.5%	54.3%
2016 Median Existing Home Sales Price	\$199,000	\$203,500	(\$4,500)	\$466,000
2015 - 2016 Median Home Sales Price Change	10.6%	7.9%	2.7%	6.6%
2016 Drive Alone to Work	80.6%	82.6%	-1.9%	78.8%
2016 Mean Travel Time to Work (minutes)	21	22	-1	31
2015 Number of Jobs	10,058	73,453	[13.7%]	7,920,602
2014 - 2015 Total Jobs Change	728	5,649	[12.9%]	117,499
2015 Average Salary per Job	\$32,914	\$34,808	-\$1,894	\$53,962
2016 K-12 Public School Student Enrollment	5,839	38,747	15%	2,961,726

Sources: U.S. Census Bureau American Community Survey, 2016; Nielsen Co.; California Department of Finance E-5, May 2016; CoreLogic/DataQuick; California Department of Education; and SCAG

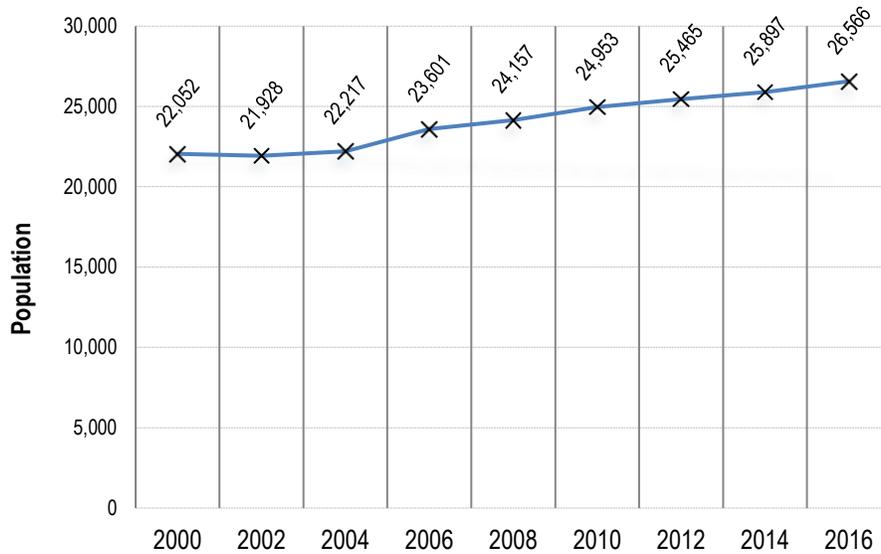
* Numbers with [] represent Brawley's share of Imperial County. The other numbers represent the difference between Brawley and Imperial County.

Mapped jurisdictional boundaries are as of July 1, 2016 and are for visual purposes only. Report data, however, are updated according to their respective sources.

II. Population

Population Growth

Population: 2000 - 2016

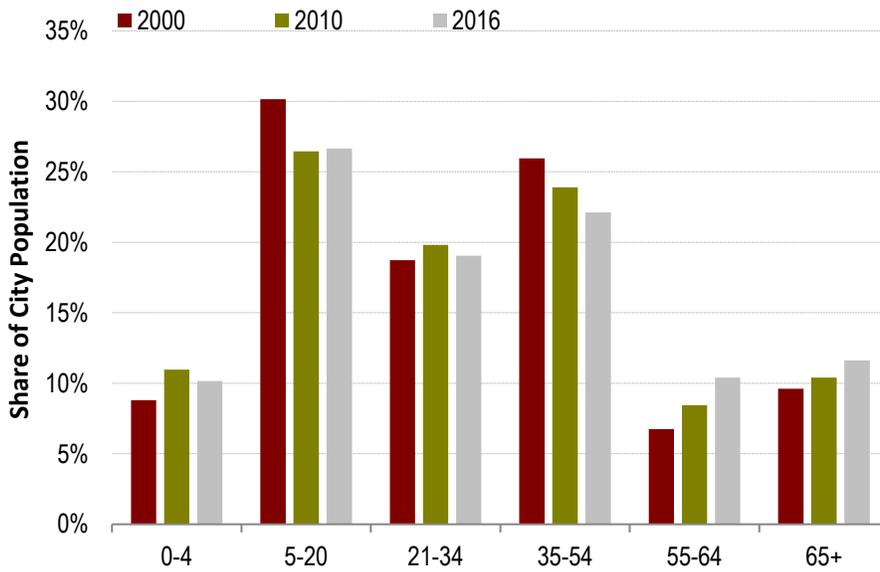


Source: California Department of Finance, E-5, 2016

- Between 2000 and 2016, the total population of the City of Brawley increased by 4,514 to 26,566 in 2016.
- During this 16-year period, the city's population growth rate of 20.5 percent was lower than the Imperial County rate of 30.5 percent.
- 14.3% of the total population of Imperial County is in the City of Brawley.

Population by Age

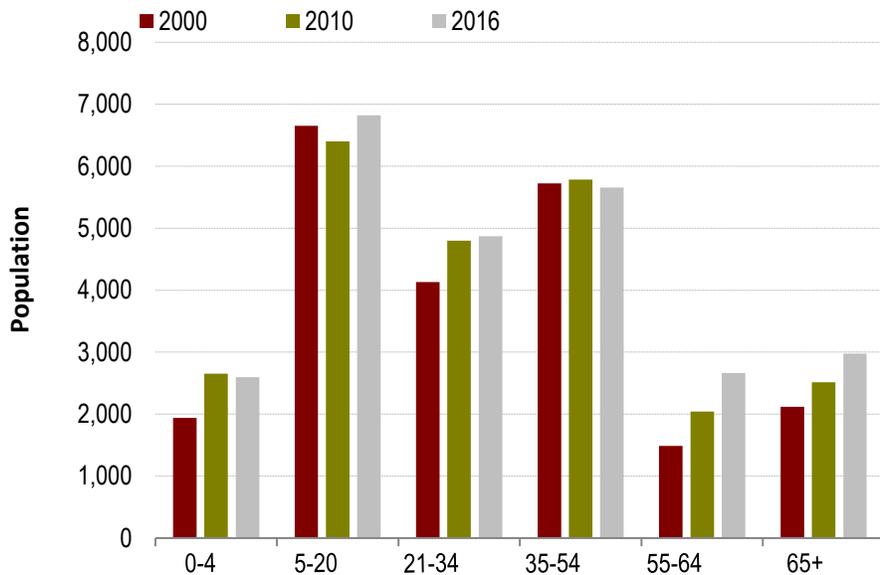
Population Share by Age: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the age group 55-64 experienced the largest increase in share, growing from 6.8 to 10.4 percent.
- The age group that experienced the greatest decline, by share, was age group 35-54, decreasing from 26 to 22.1 percent.

Population by Age: 2000, 2010, and 2016

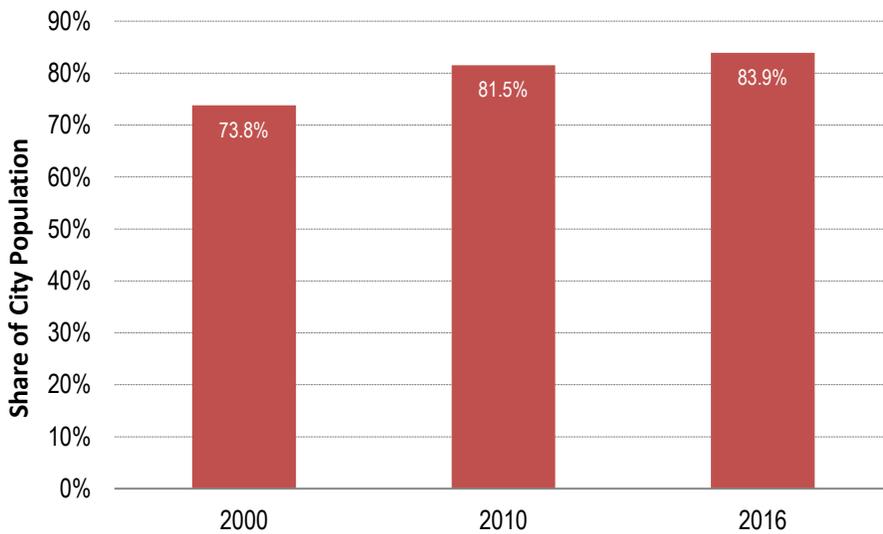


Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- The age group 55-64 added the most population, with an increase of 1,175 people between 2000 and 2016.

Population by Race/Ethnicity

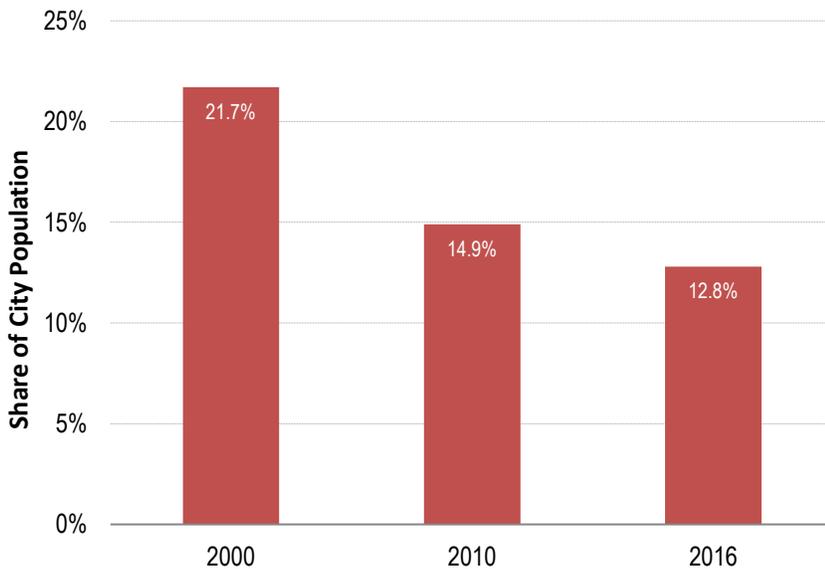
Hispanic or Latino of Any Race: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of Hispanic population in the city increased from 73.8 percent to 83.9 percent.

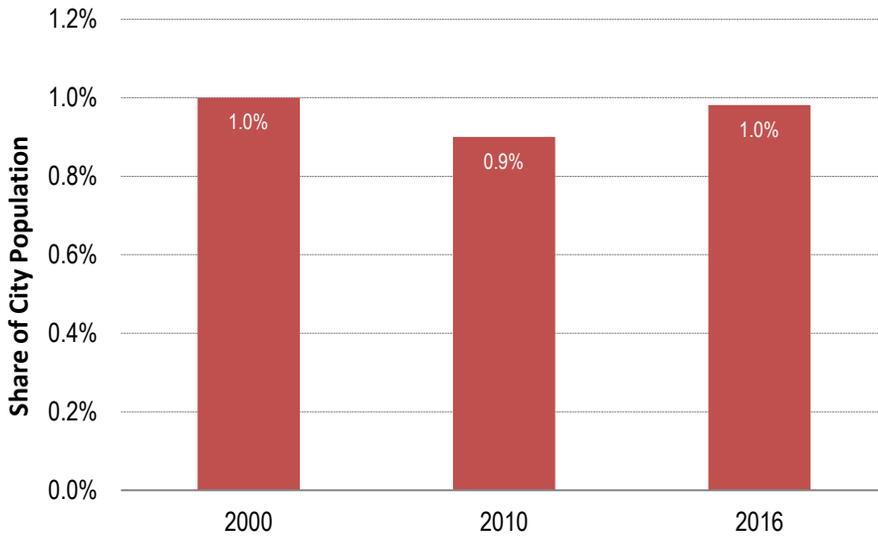
Non-Hispanic White: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of Non-Hispanic White population in the city decreased from 21.7 percent to 12.8 percent.
- Please refer to the Methodology section for definitions of the racial/ethnic categories.

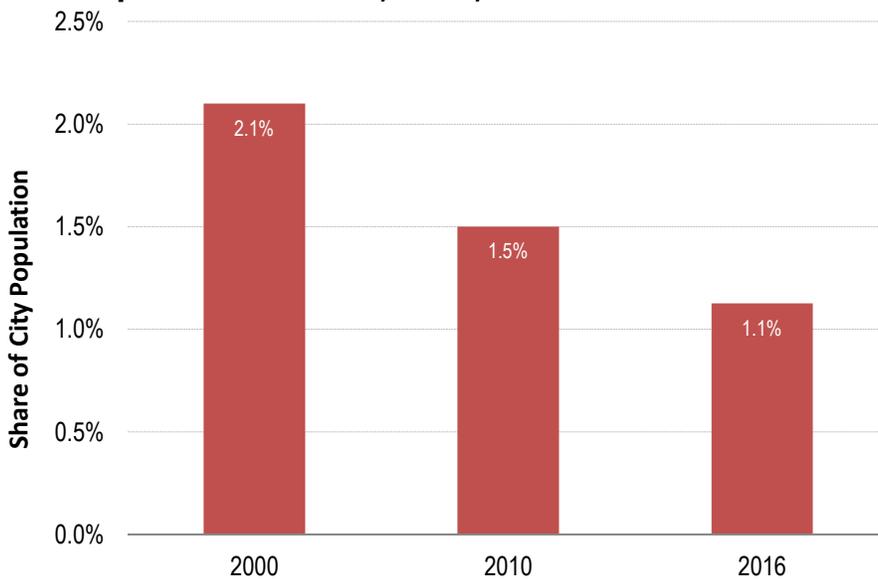
Non-Hispanic Asian: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of Non-Hispanic Asian population in the city remained at 1.0 percent.

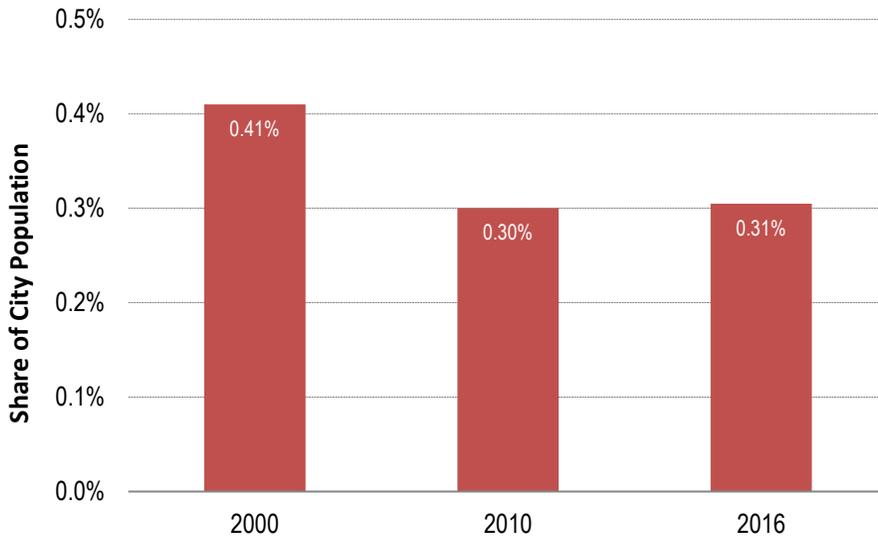
Non-Hispanic Black: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of Non-Hispanic Black population in the city decreased from 2.1 percent to 1.1 percent.

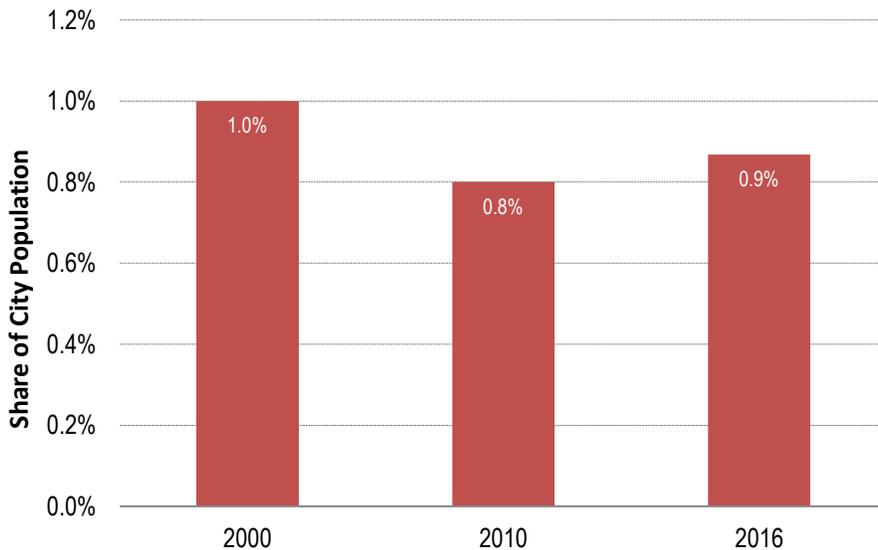
Non-Hispanic American Indian: 2000, 2010, and 2016



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of Non-Hispanic American Indian population in the city decreased from 0.4 percent to 0.3 percent.

All Other Non-Hispanic: 2000, 2010, and 2016



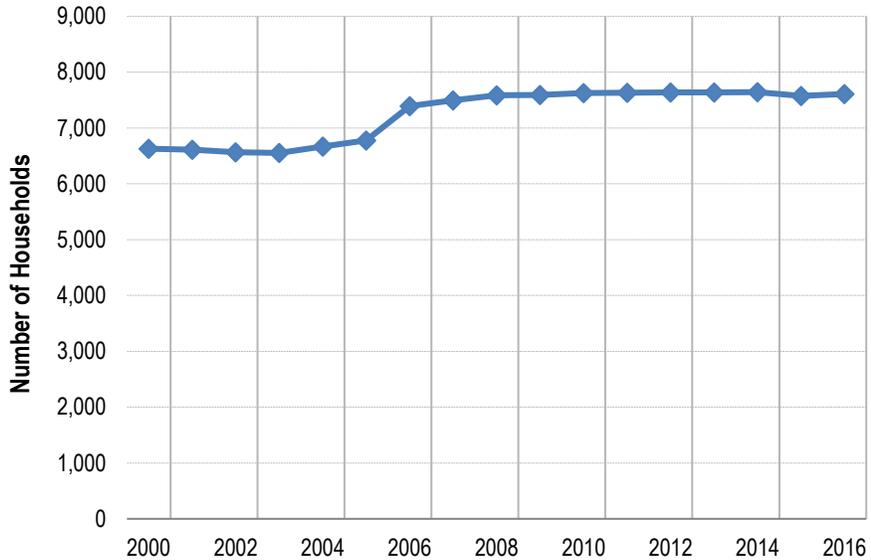
Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

- Between 2000 and 2016, the share of All Other Non-Hispanic population group in the city decreased from 1.0 percent to 0.9 percent.

III. Households

Number of Households (Occupied Housing Units)

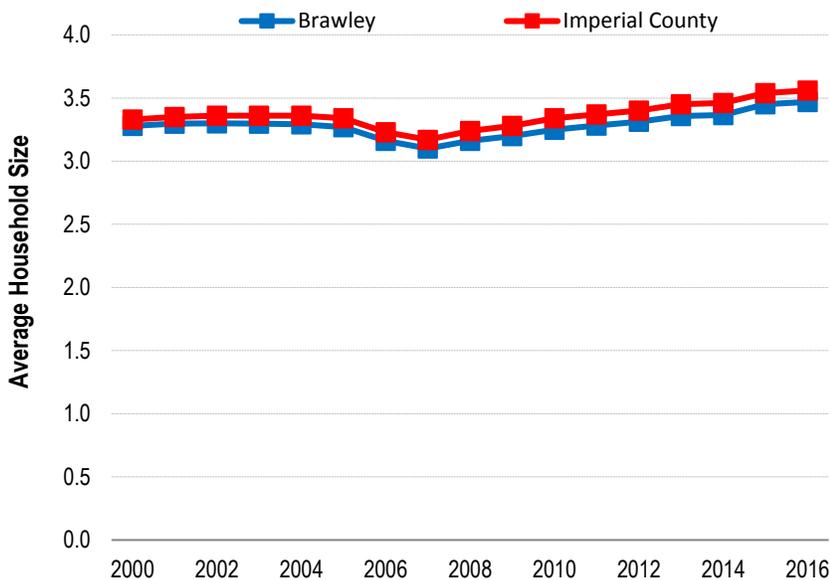
Number of Households: 2000 - 2016



Sources: 2000 and 2010 U.S. Decennial Census; California Department of Finance, E-5, 2016

- Between 2000 and 2016, the total number of households in the City of Brawley increased by 978 units, or 14.7 percent.
- During this 16-year period, the city's household growth rate of 14.7 percent was lower than the county growth rate of 32 percent.
- 14.6 percent of Imperial County's total number of households are in the City of Brawley.
- In 2016, the city's average household size was 3.5, lower than the county average of 3.6.

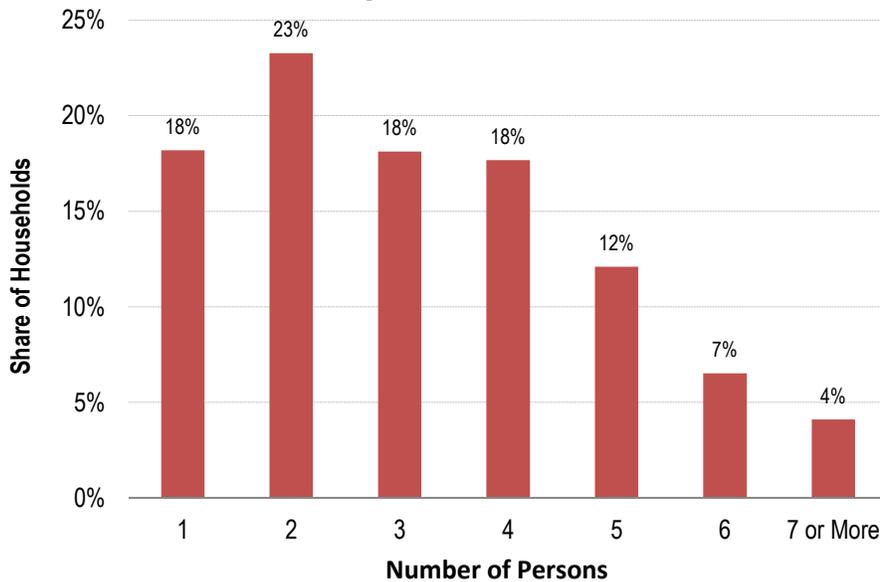
Average Household Size: 2000 - 2016



Source: California Department of Finance, E-5, 2016

Households by Size

Percent of Households by Household Size: 2016

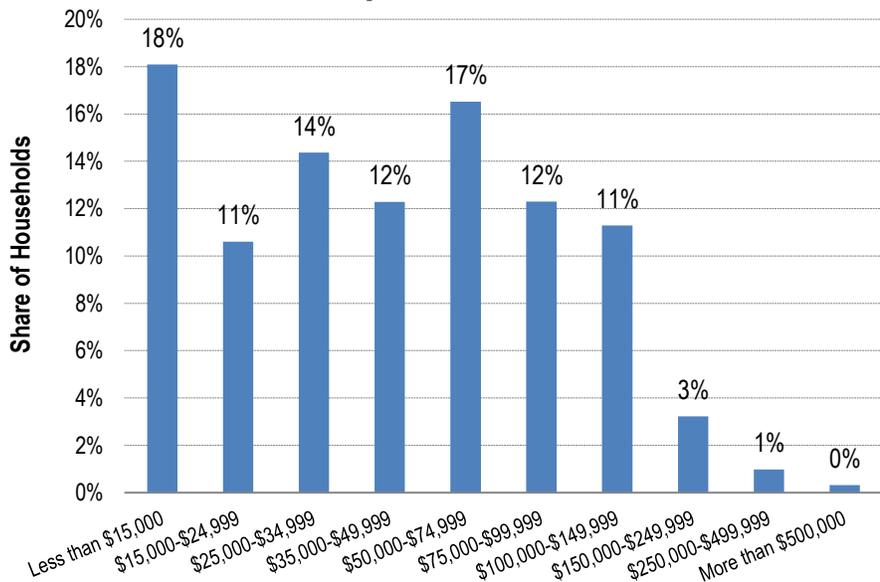


Source: Nielsen Co., 2016

- In 2016, 59.6 percent of all city households had 3 people or fewer.
- About 18.2 percent of the households were single-person households.
- Approximately 22.7 percent of all households in the city had 5 people or more.

Households by Income

Percent of Households by Household Income: 2016

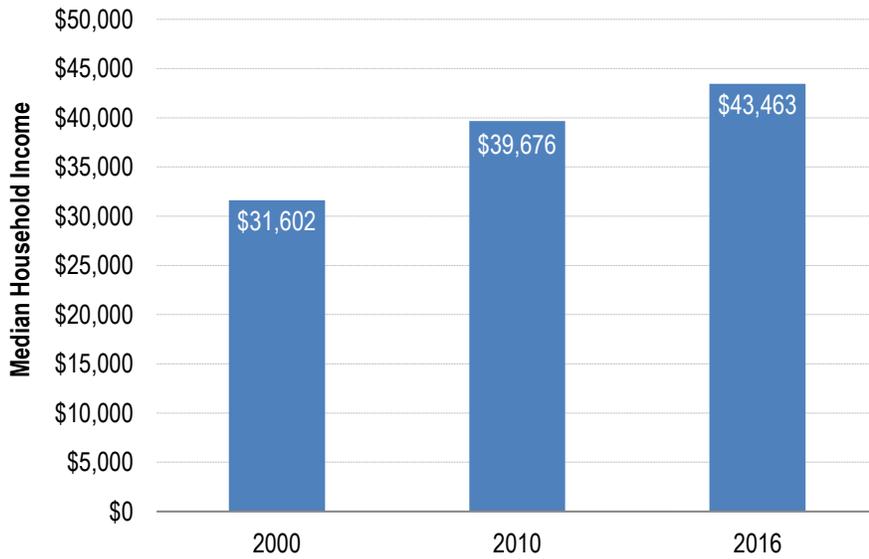


Source: Nielsen Co., 2016

- In 2016, about 55 percent of households earned less than \$50,000 annually.
- Approximately 16 percent of households earned \$100,000 or more.

Household Income

Median Household Income: 2000, 2010, and 2016

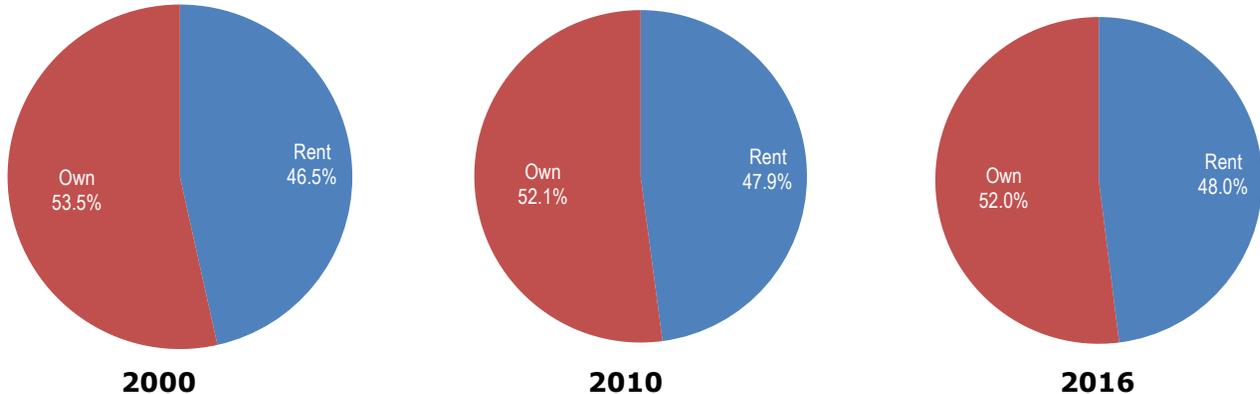


- From 2000 to 2016, median household income increased by \$11,861.
- Note: Dollars are not adjusted for annual inflation.

Source: Nielsen Co., 2016

Renters and Homeowners

Percentage of Renters and Homeowners: 2000, 2010, and 2016



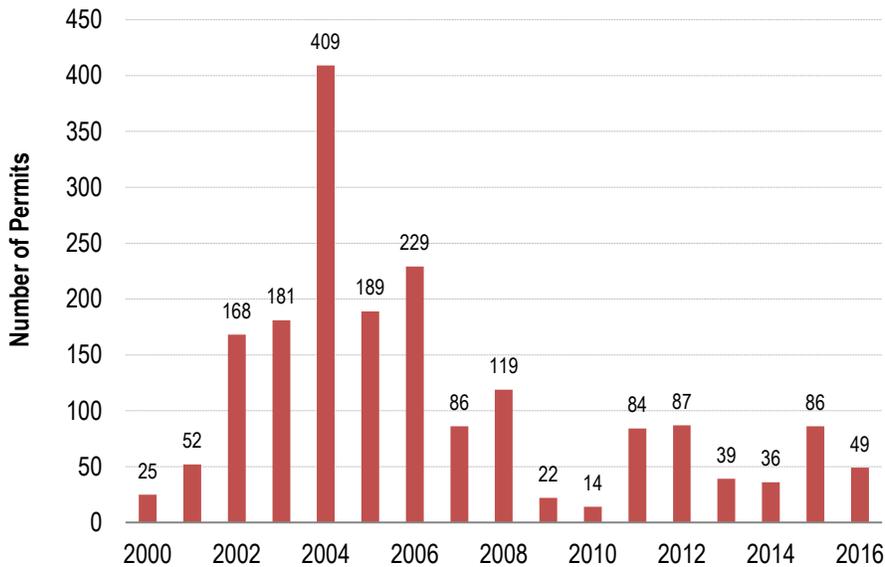
Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2016

Between 2000 and 2016, homeownership rates decreased and the share of renters increased.

IV. Housing

Total Housing Production

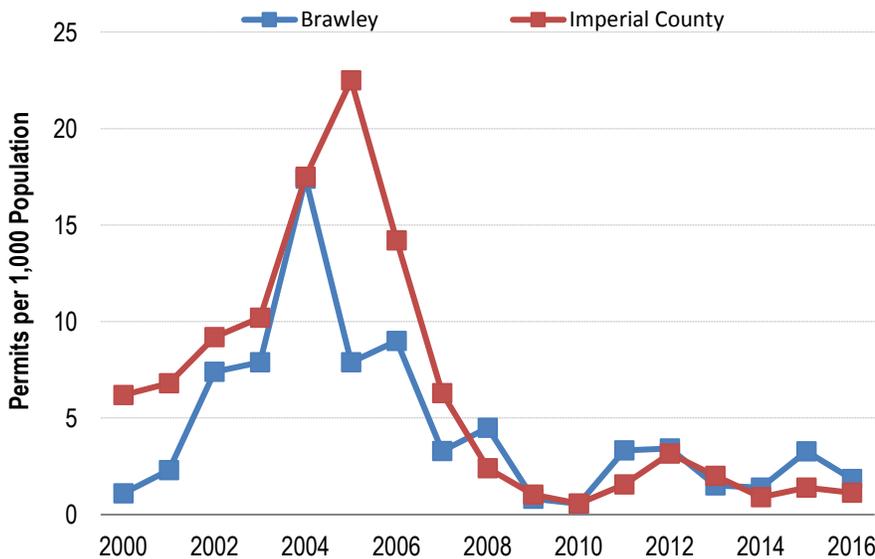
Total Permits Issued for all Residential Units: 2000 - 2016



Source: Construction Industry Research Board, 2000 - 2016

- Between 2000 and 2016, permits were issued for 1,875 residential units.

Permits Issued for all Residential Units per 1,000 Residents: 2000 - 2016

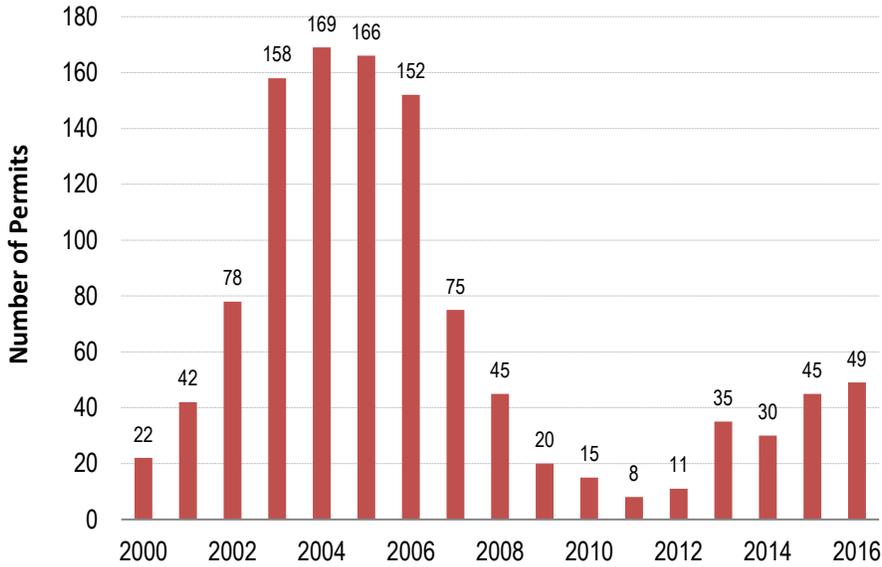


Source: Construction Industry Research Board, 2000 - 2016

- In 2000, the City of Brawley had 1.1 permits per 1,000 residents compared to the overall county figure of 6.2 permits per 1,000 residents.
- For the city in 2016, the number of permits per 1,000 residents increased to 1.8 permits. For the county overall, it decreased to 1.1 permits per 1,000 residents.

Single-Family Housing Production

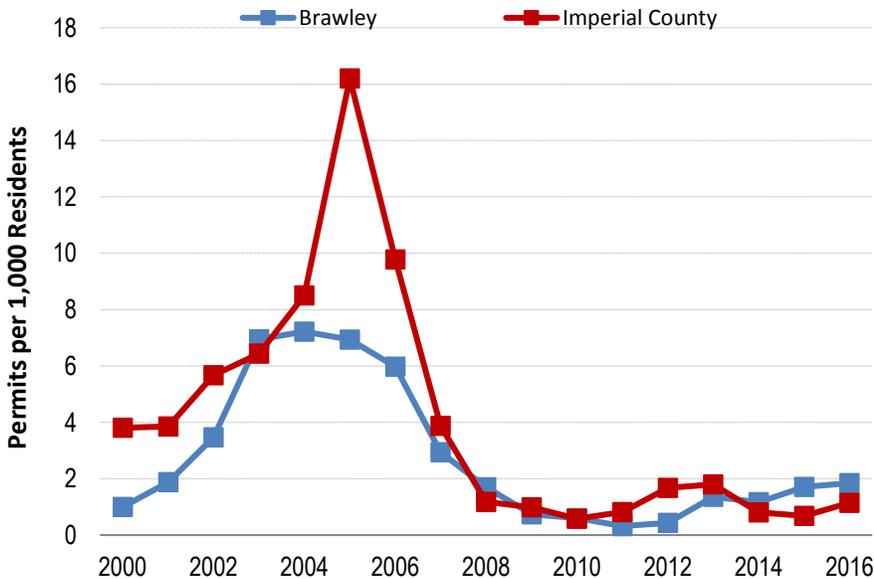
Permits Issued for Single-Family Units: 2000 - 2016



Source: Construction Industry Research Board, 2000 - 2016

- Between 2000 and 2016, permits were issued for 1,120 single family homes.
- 11.1 percent of these were issued in the last 3 years.

Single-Family Permits Issued per 1,000 Residents: 2000 - 2016

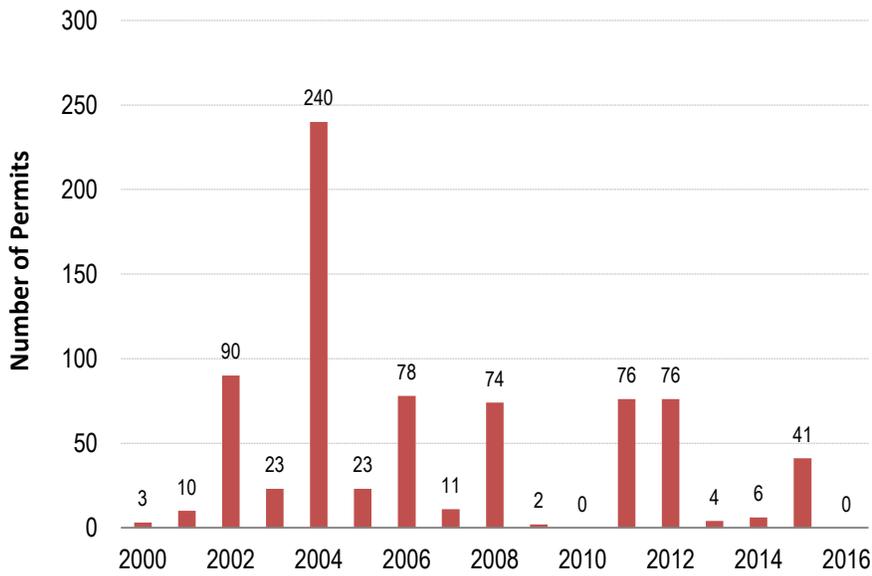


Source: Construction Industry Research Board, 2000 - 2016

- In 2000, the City of Brawley issued 1 permit per 1,000 residents compared to the overall county figure of 3.8 permits per 1,000 residents.
- For the city in 2016, the number of permits issued per 1,000 residents increased to 1.8 permits. For the county overall, it decreased to 1.1 permits per 1,000 residents.

Multi-Family Housing Production

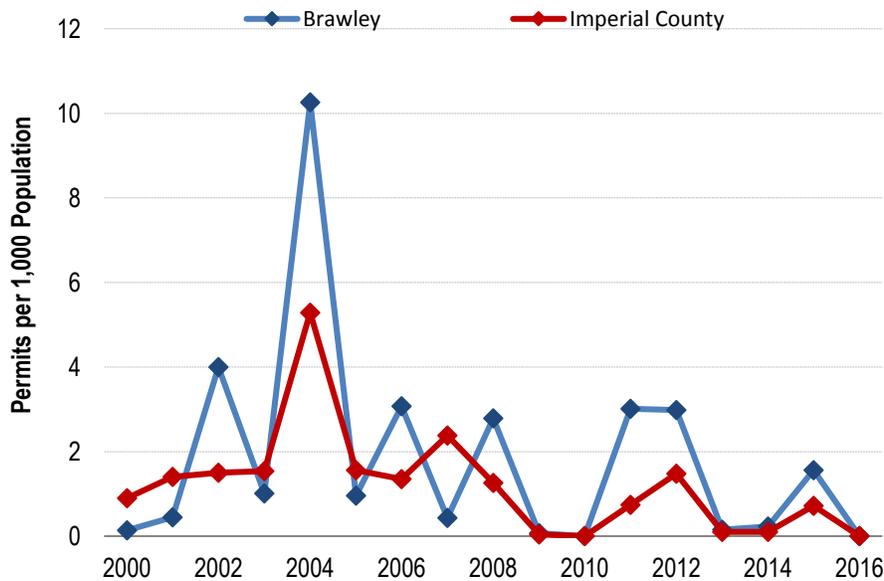
Permits Issued for Multi-Family Units: 2000 - 2016



Source: Construction Industry Research Board, 2000-2016

- Between 2000 and 2016, there were permits issued for 757 multi-family residential units.

Multi-Family Permits Issued per 1,000 Residents: 2000 - 2016



Source: Construction Industry Research Board, 2000-2016

- For the city in 2016, the number of permits per 1,000 residents decreased to 0 permits. For the county overall, it decreased to 0 permits per 1,000 residents.

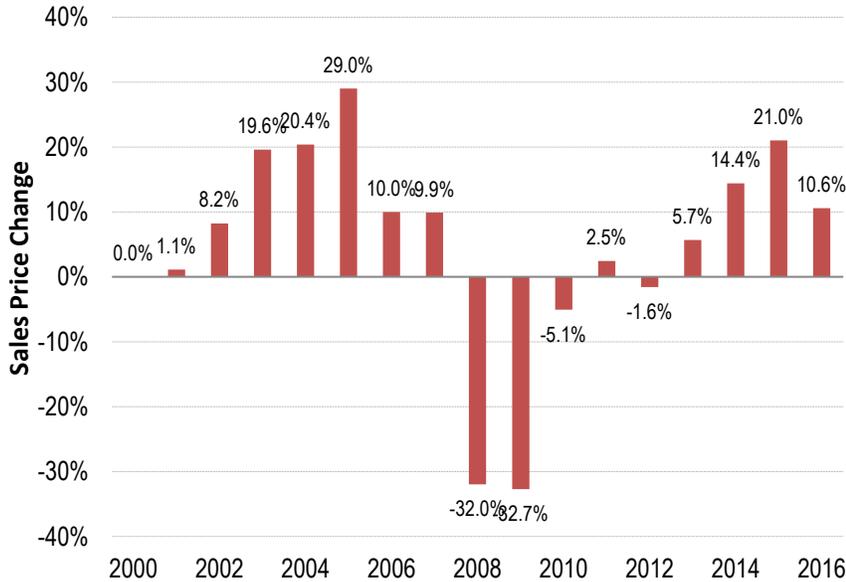
Home Sales Prices

Median Home Sales Price for Existing Homes: 2000 - 2016 (in \$ thousands)



Source: CoreLogic/DataQuick, 2016

Annual Median Home Sales Price Change for Existing Homes: 2000 - 2016



Source: CoreLogic/DataQuick, 2016

- Between 2000 and 2016, the median home sales price increased 74.2 percent from \$114,250 to \$199,000.
- Median home sales price increased by 63.1 percent between 2010 and 2016.
- In 2016, the median home sales price in the city was \$199,000, \$4,500 lower than that in the county overall.
- Note: Median home sales price reflects resale of existing homes and provides guidance on the market values of homes sold.
- Between 2000 and 2016, the largest single year increase was 29 percent.

Housing Type

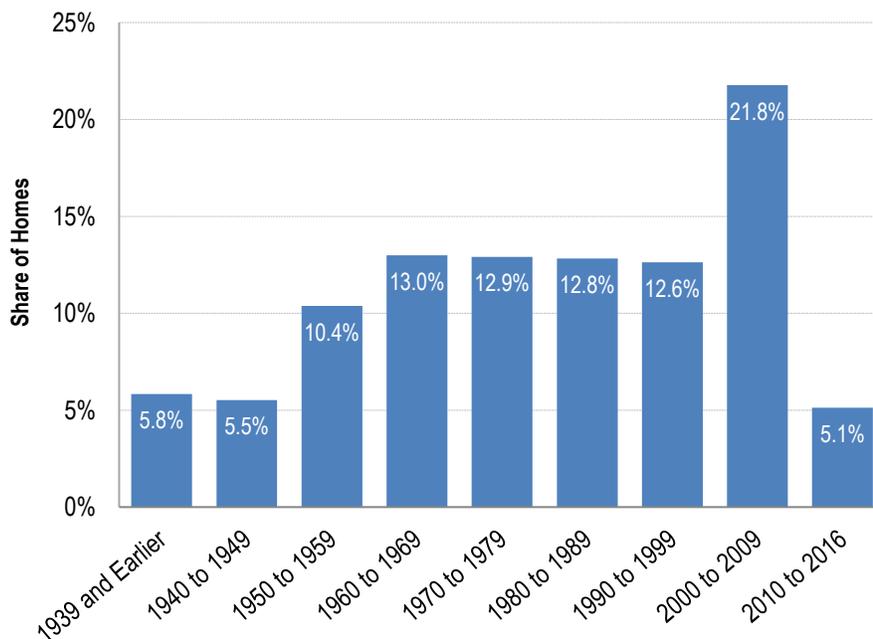
Housing Type by Units: 2016

Housing Type	Number of Units	Percent of Total Units
Single Family Detached	5,767	67.5 %
Single Family Attached	265	3.1 %
Multi-family: 2 to 4 units	583	6.8 %
Multi-family: 5 units plus	1,577	18.4 %
Mobile Home	357	4.2 %
Total	8,549	100 %

- The most common housing type is Single Family Detached.
- Approximately 70.6 percent were single family homes and 25.3 percent were multi-family homes.

Source: California Department of Finance, E-5, 2016

Age of Housing Stock: 2016

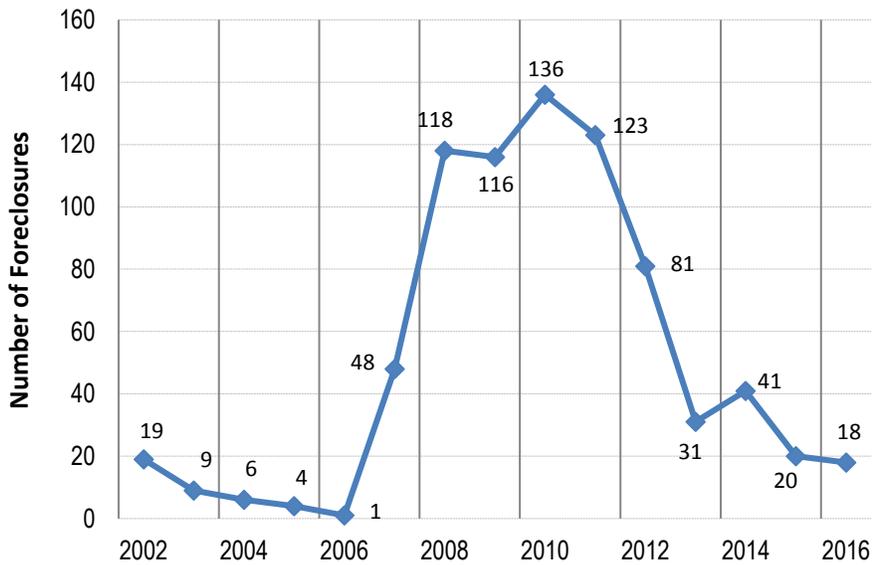


- 34 percent of the housing stock was built before 1970.
- 66 percent of the housing stock was built after 1970.

Source: Nielsen Co., 2016

Foreclosures

Number of Foreclosures: 2016

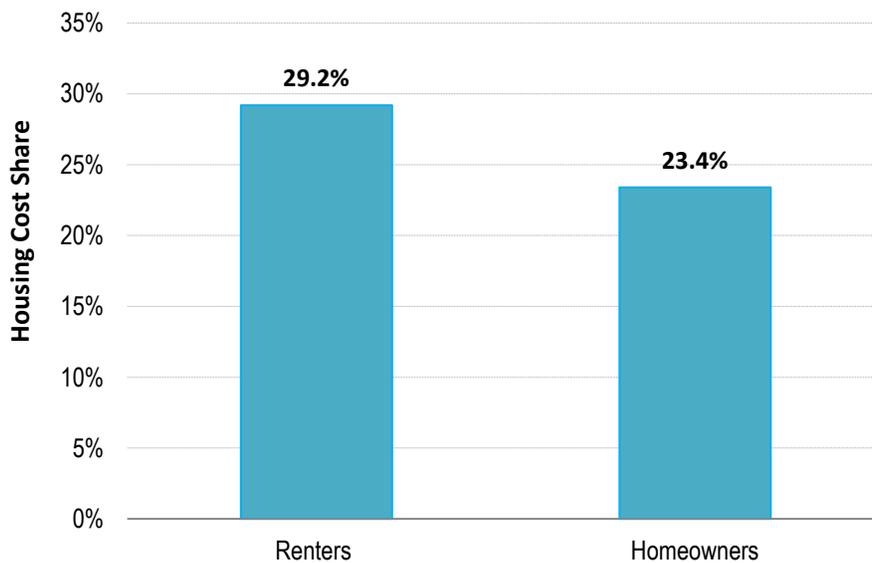


Source: CoreLogic/DataQuick, 2016

- There were a total of 18 foreclosures in 2016.
- Between 2007 and 2016, there were a total of 732 foreclosures.

Housing Cost Share

Percentage of Housing Cost for Renters and Homeowners: 2014



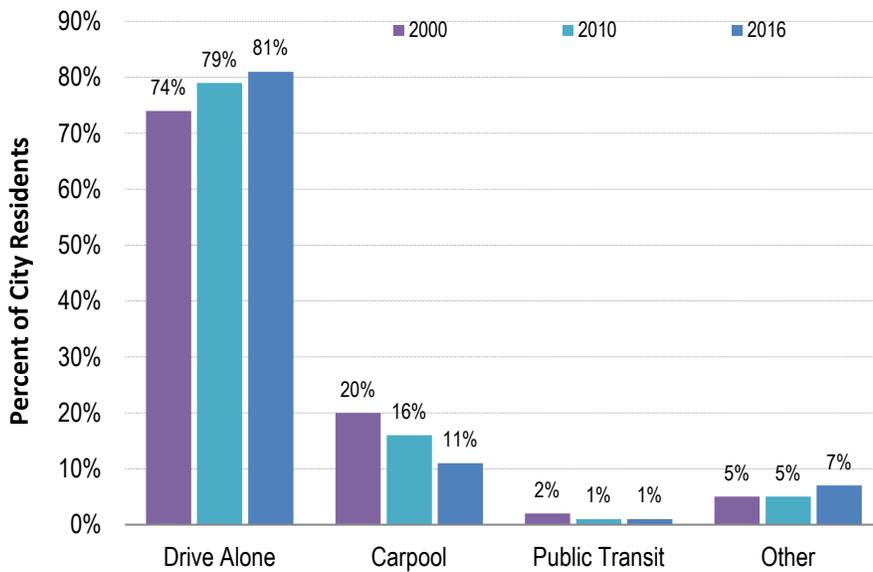
Source: U.S. Census American Community Survey, 2015

- Housing costs accounted for an average of 29.2 percent of total household income for renters.
- Housing costs accounted for an average of 23.4 percent of total household income for homeowners.

V. Transportation

Journey to Work for Residents

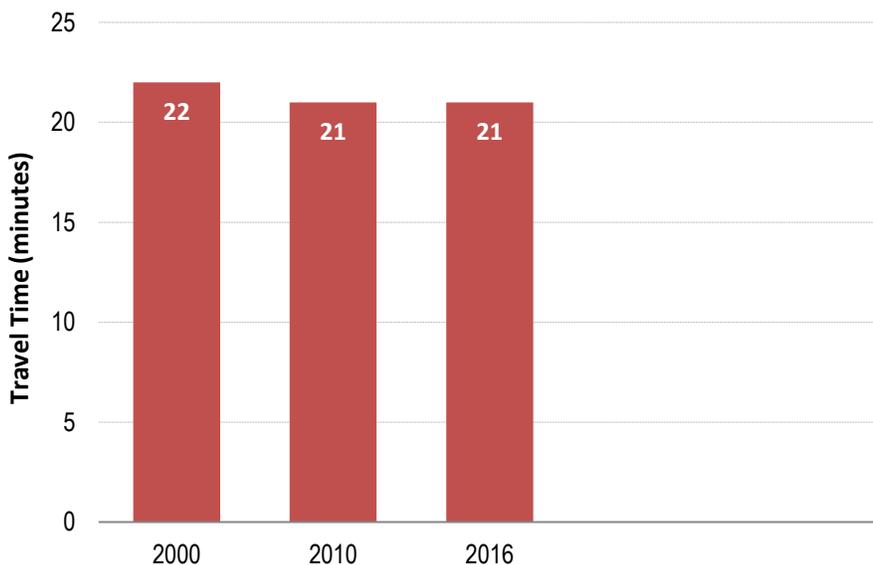
Transportation Mode Choice: 2000, 2010, and 2016



Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2016

- Between 2000 and 2016, the greatest change occurred in the percentage of individuals who traveled to work by carpool; this share decreased by 9.1 percentage points.
- 'Other' refers to bicycle, pedestrian, and home-based employment.

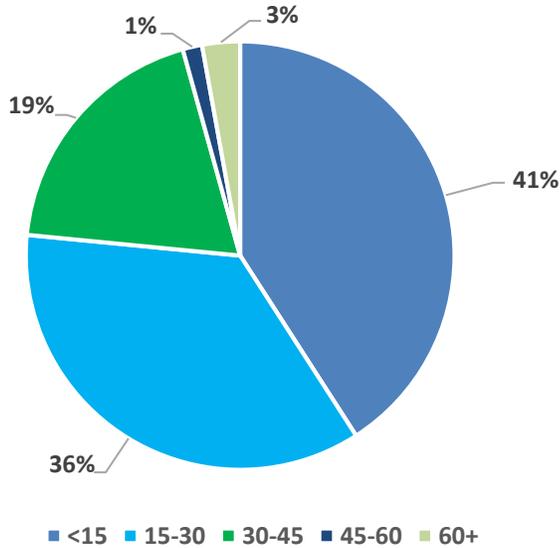
Average Travel Time (minutes): 2000, 2010, and 2016



Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2016

- Between 2000 and 2016, the average travel time to work decreased by approximately 1 minute.

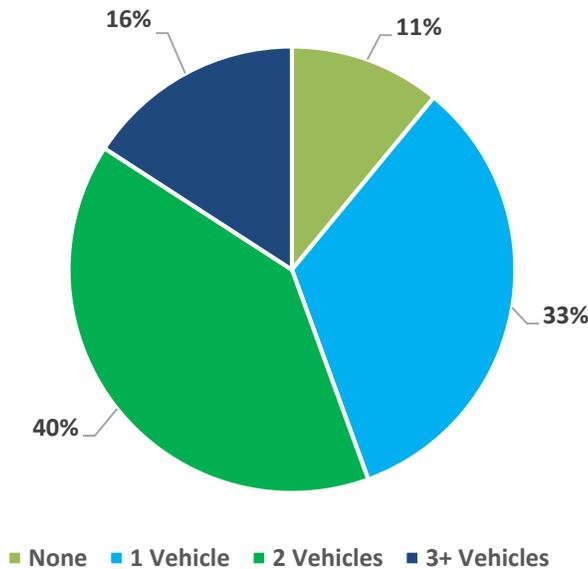
Travel Time to Work (Range of Minutes): 2016



- In 2016, 23.5 percent of Brawley commuters required more than 30 minutes to travel to work.
- Travel time to work figures reflect average one way commute travel times, not round trip.

Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2016

Household Vehicle Ownership: 2016



- 44.5 percent of Brawley households own one or no vehicles, while 55.5 percent of households own two or more vehicles.

Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2016

VI. Active Transportation

Over the course of the next 25 years, population growth and demographic shifts will continue to transform the character of the SCAG region and the demands placed on it for livability, mobility, and overall quality of life. Our future will be shaped by our response to this growth and the demands it places on our systems.

SCAG is responding to these challenges by embracing sustainable mobility options, including support for enhanced active transportation infrastructure. Providing appropriate facilities to help make walking and biking more attractive and safe transportation options will serve our region through reduction of traffic congestion, decreasing greenhouse gas emissions, improving public health, and enhancing community cohesion and sustainability.

Beginning with the 2017 Local Profiles, SCAG will be providing information on the active transportation resources being implemented throughout our region. The 2017 Local Profiles initiates this enhanced active transportation element with a compilation of bicycle lane mileage by facility type at the county level. This data, provided by our County Transportation Commissions for the year 2012, will serve as a baseline to measure regional progress over subsequent years. It is expected that with each cycle of the Local Profiles, additional active transportation data resources will become available for inclusion in these reports at the local jurisdictional level.

Bike Lane Mileage by Class: 2012

County	Class 1	Class 2	Class 3	Class 4	Total Miles
Imperial	3	4	82	0	89
Los Angeles	302	659	519	2	1,482
Orange	259	706	87	0	1,052
Riverside	44	248	129	0	421
San Bernardino	77	276	150	0	503
Ventura	61	257	54	0	372
SCAG Region	746	2,150	1,021	2	3,919

Source: County Transportation Commissions, 2012

Class 1 (Bike Path): Separated off-road trail for the exclusive use of bicycles & pedestrians.

Class 2 (Bike Lane): Striped on-road lane for bike travel along a roadway.

Class 3 (Bike Route): Roadway dedicated for shared use by pedestrians, bicyclists, & motor vehicles.

Class 4 (Protected Bike Lane): Lane separated from vehicle traffic by more than striping, such as grade separation or barriers.

VII. Employment

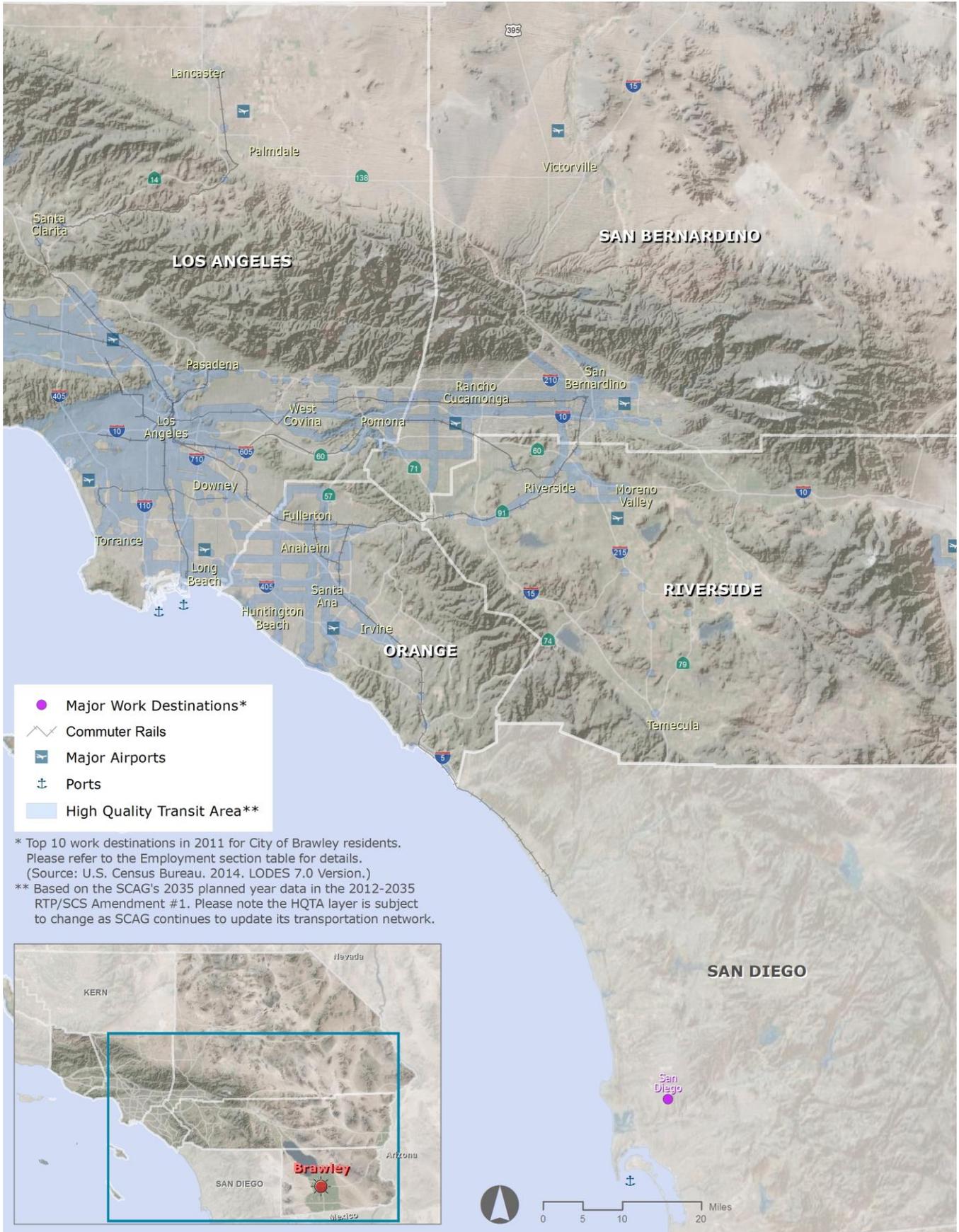
Employment Centers

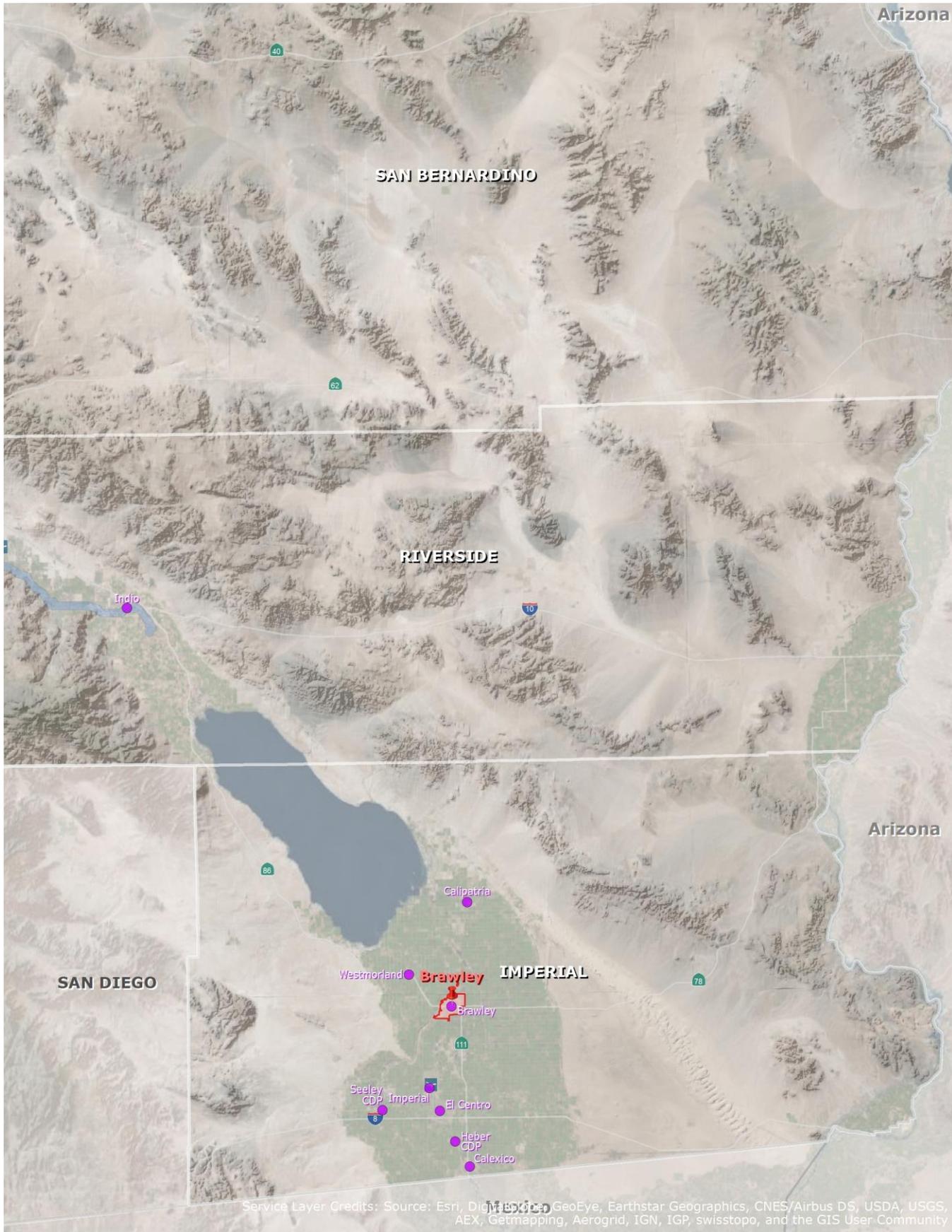
Top Places Where Residents Commute to Work: 2014

Local Jurisdiction		Number of Commuters	Percent of Total Commuters
1.	Brawley	2,703	32.6 %
2.	El Centro	1,047	12.6 %
3.	Calipatria	525	6.3 %
4.	San Diego County	296	3.6 %
5.	Unincorporated Imperial County	279	3.4 %
6.	Imperial	254	3.1 %
7.	Calexico	178	2.2 %
8.	Los Angeles	176	2.1 %
All Other Destinations		2,825	34.1 %

Source: U.S. Census Bureau, 2017, LODES Data; Longitudinal-Employer Household Dynamics Program, <https://lehd.ces.census.gov/data/lodes/>

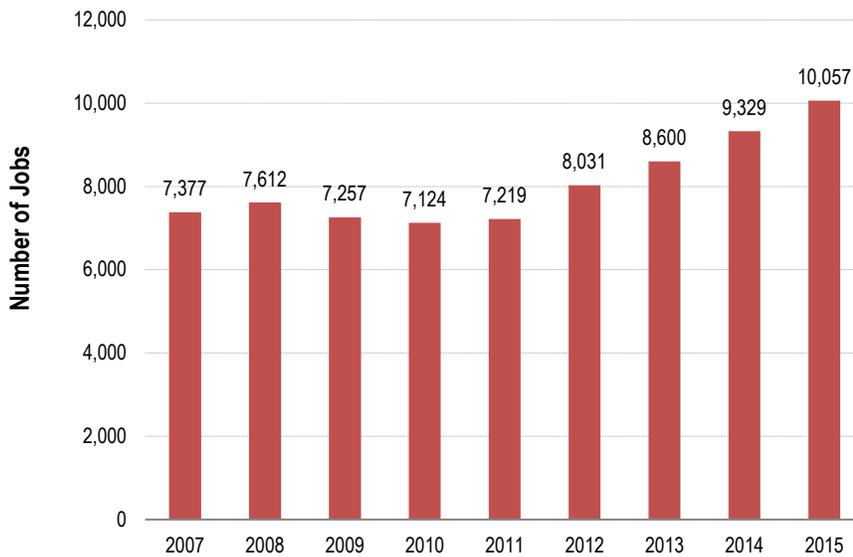
- This table identifies the top locations where residents from the City of Brawley commute to work.
- 32.6% work in the city where they live, while 67.4% commute to other places.





Total Jobs

Total Jobs: 2007 - 2015

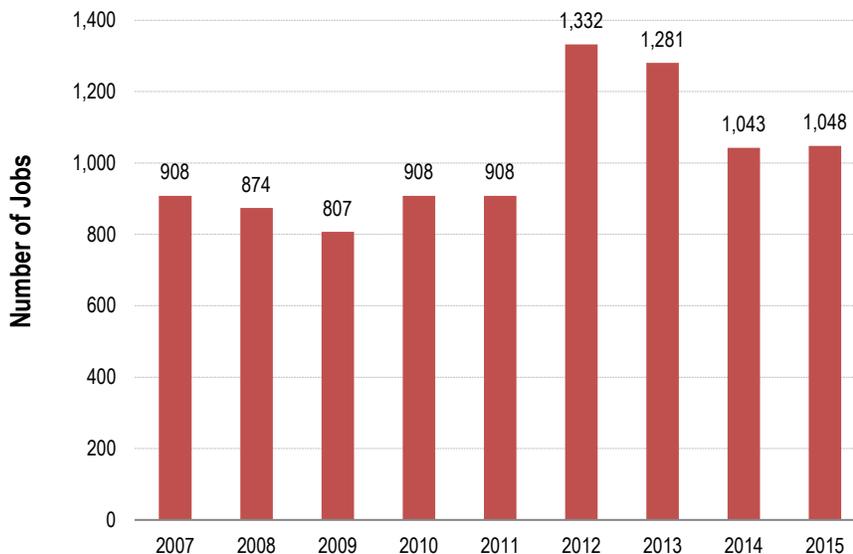


Sources: California Employment Development Department, 2007 - 2015; InfoGroup; and SCAG

- Total jobs include wage and salary jobs and jobs held by business owners and self-employed persons. The total job count does not include unpaid volunteers or family workers, and private household workers.
- In 2015, total jobs in the City of Brawley numbered 10,058, an increase of 36.3 percent from 2007.

Jobs by Sector

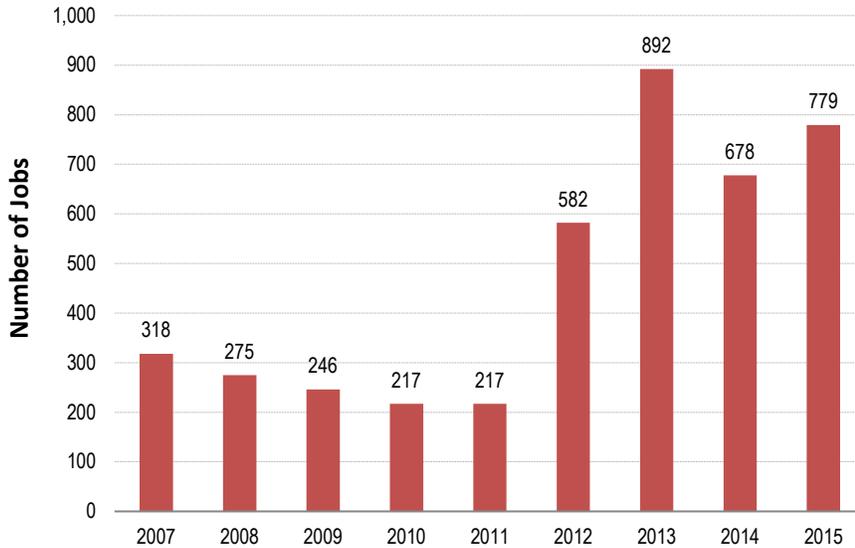
Jobs in Manufacturing: 2007 - 2015



Sources: California Employment Development Department, 2007 - 2015; InfoGroup; and SCAG

- Manufacturing jobs include those employed in various sectors including food; apparel; metal; petroleum and coal; machinery; computer and electronic products; and transportation equipment.
- Between 2007 and 2015, the number of manufacturing jobs in the city increased by 15.5 percent.

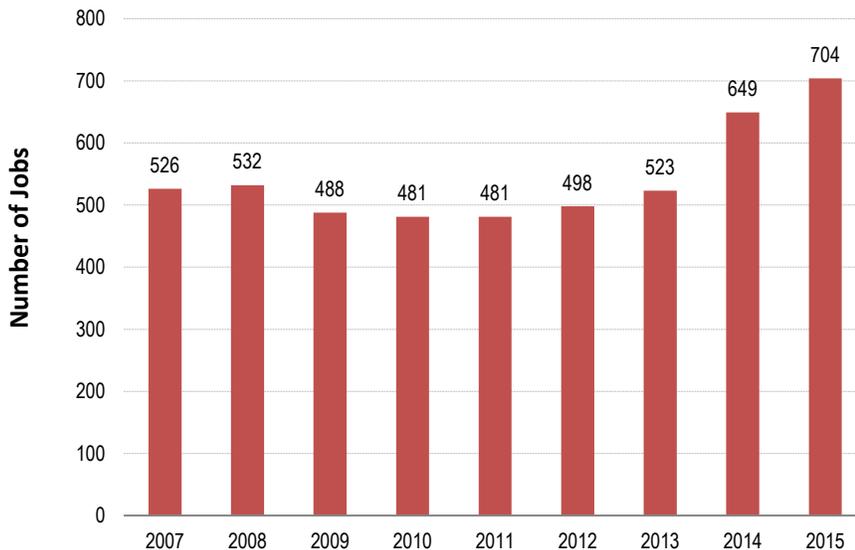
Jobs in Construction: 2007 - 2015



Sources: California Employment Development Department, 2007 - 2015; InfoGroup; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2015, construction jobs in the city increased by 145 percent.

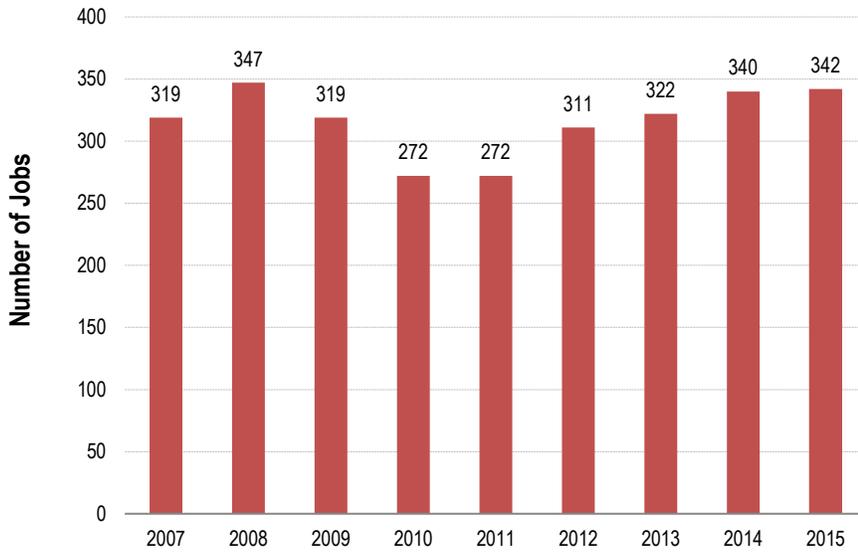
Jobs in Retail Trade: 2007 - 2015



Sources: California Employment Development Department, 2007 - 2015; InfoGroup; and SCAG

- Retail trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliances, building materials, food and beverage, clothing, sporting goods, books, and office supplies.
- Between 2007 and 2015, the number of retail trade jobs in the city increased by 33.9 percent.

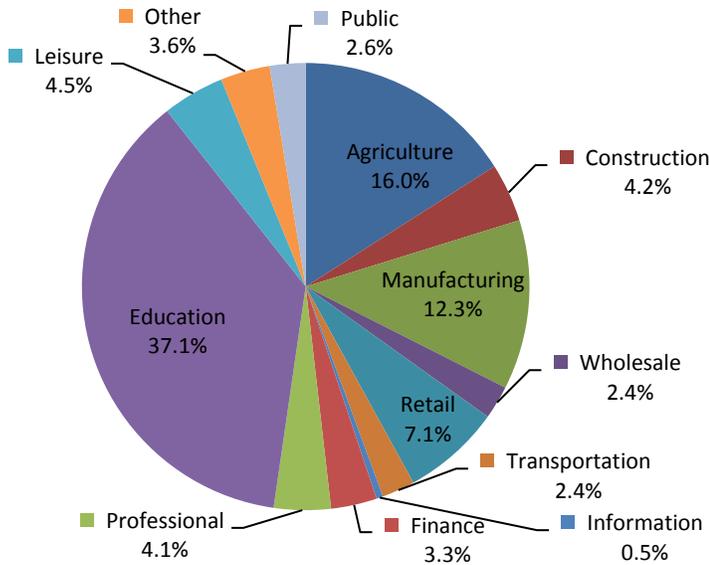
Jobs in Professional and Management: 2007 - 2015



Sources: California Employment Development Department, 2007 - 2015; InfoGroup; and SCAG

- Jobs in the professional and management sector include those employed in professional and technical services, management of companies, and administration and support.
- Between 2007 and 2015, the number of professional and management jobs in the city increased by 7.2 percent.

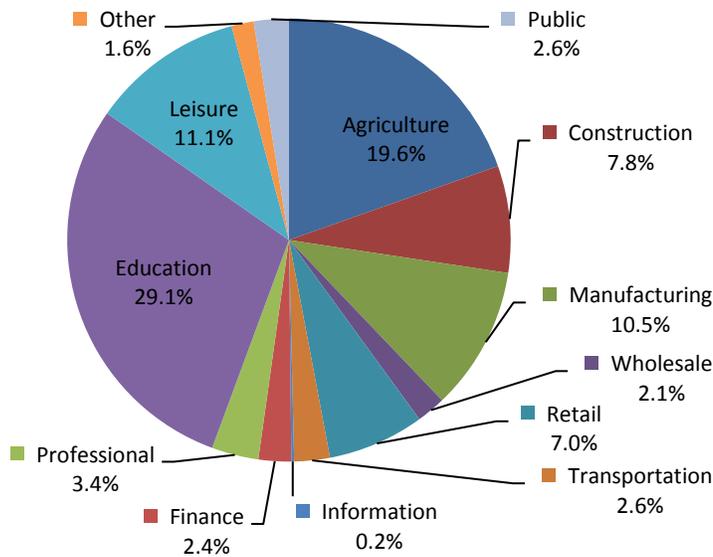
Jobs by Sector: 2007



Sources: California Employment Development Department, 2007; InfoGroup; and SCAG.

- From 2007 to 2015, the share of Leisure jobs increased from 4.5 percent to 11.1 percent.
- See Methodology Section for industry sector definitions.

Jobs by Sector: 2015

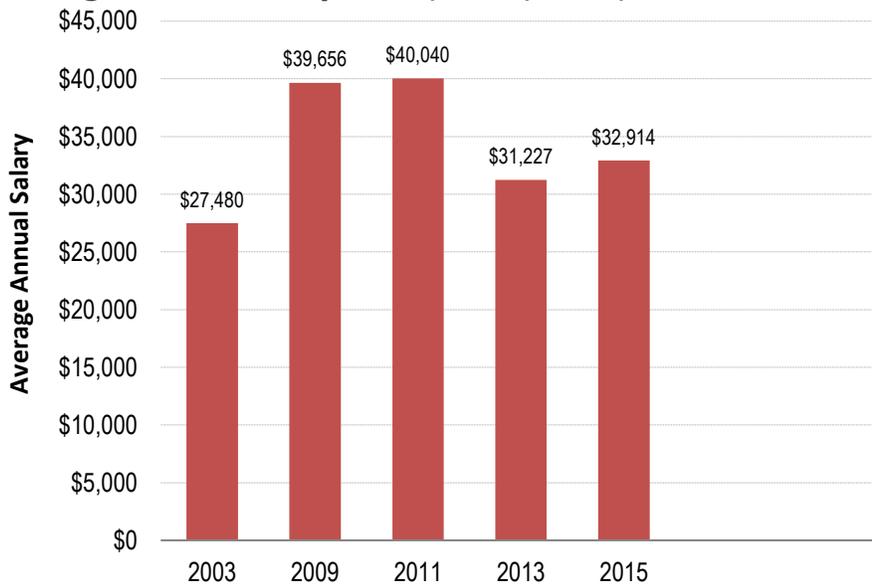


Sources: California Employment Development Department, 2016; InfoGroup; and SCAG.

- In 2015, the Education sector was the largest job sector, accounting for 29.1 percent of total jobs in the city.
- Other large sectors included Agriculture (19.6 percent), Leisure (11.1 percent), and Manufacturing (10.5 percent).

Average Salaries

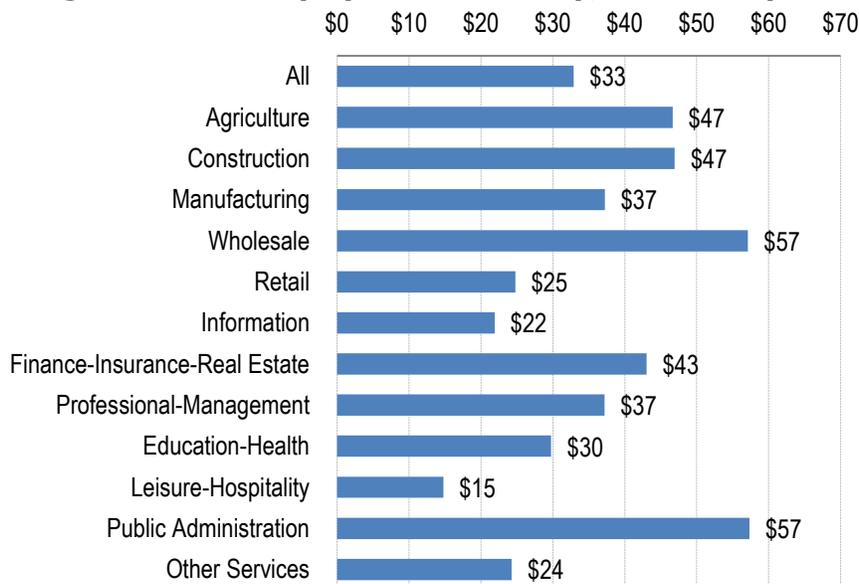
Average Annual Salary: 2003, 2009, 2011, and 2015



Source: California Employment Development Department, 2003 - 2015

- Average salaries for jobs located in the city increased from \$27,480 in 2003 to \$32,914 in 2015, a 19.8 percent change.
- Note: Dollars are not adjusted for annual inflation.

Average Annual Salary by Sector: 2015 (\$ thousands)



Source: California Employment Development Department, 2015

- In 2015, the employment sector providing the highest salary per job in the city was Public Administration (\$57,332).
- The Leisure-Hospitality sector provided the lowest annual salary per job (\$14,788).

VIII. Retail Sales

Real Retail Sales

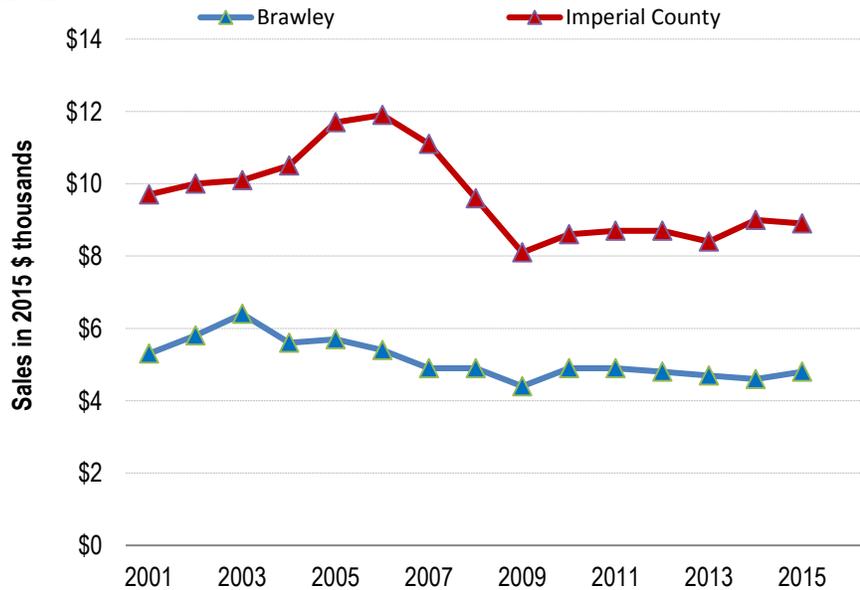
Real Retail Sales (in 2015 \$ millions): 2001 - 2015



Source: California Board of Equalization, 2001-2015

- Real (inflation adjusted) retail sales in the City of Brawley increased by 7.3 percent between 2000 and 2005.
- Real retail sales increased by 5.9 percent between 2005 and 2015.

Real Retail Sales per Person (in 2015 \$ thousands): 2001 - 2015



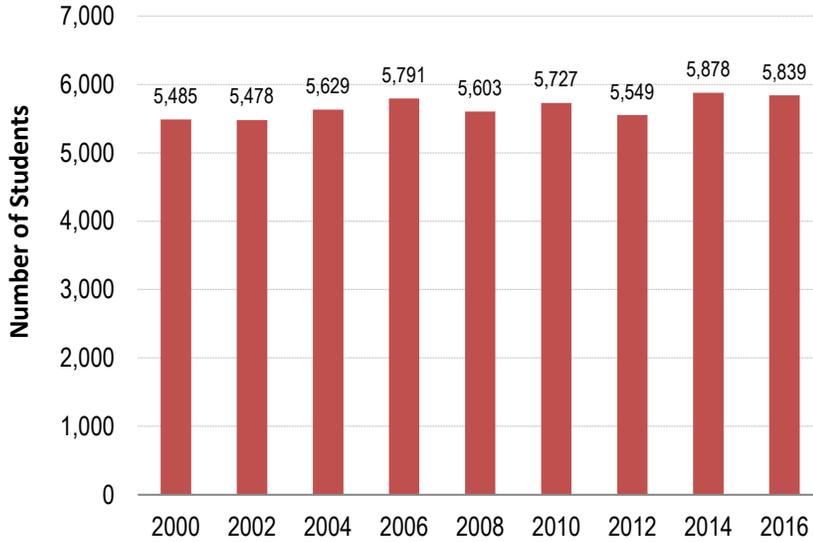
Source: California Board of Equalization, 2001-2015

- Between 2001 and 2015, retail sales per person for the city decreased from \$5,045 to \$4,810.

IX. Education

Total Student Enrollment

K-12 Public School Student Enrollment: 2000 - 2016

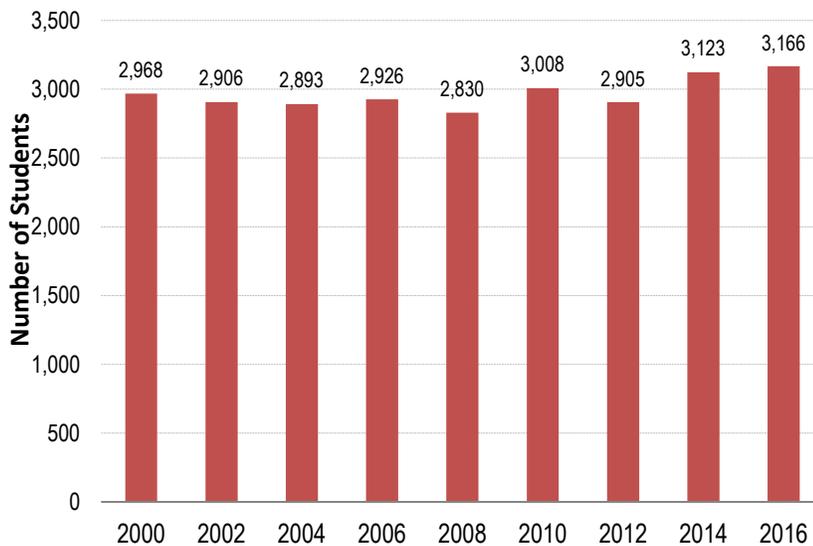


Source: California Department of Education, 2000 - 2016

- Between 2000 and 2016, total K-12 public school enrollment for schools within the City of Brawley increased by 354 students, or about 6.5 percent.

Student Enrollment by Grade

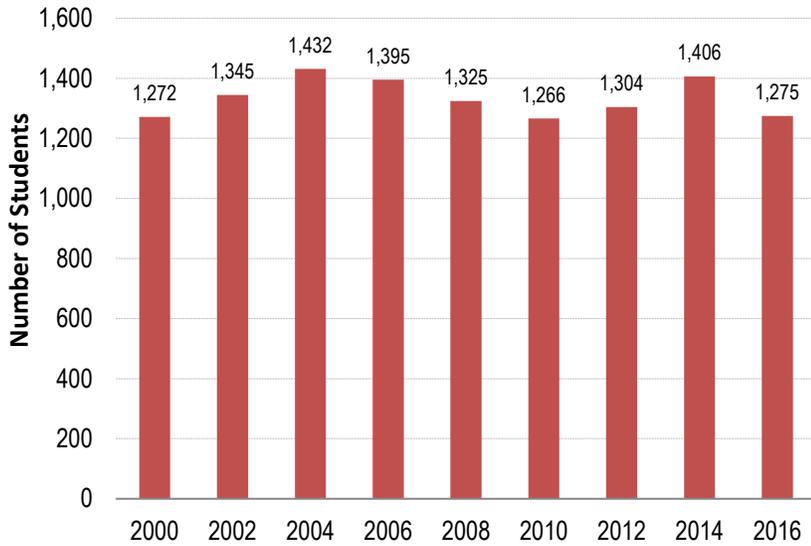
K-6 Public School Student Enrollment: 2000 - 2016



Source: California Department of Education, 2000 - 2016

- Between 2000 and 2016, total public elementary school enrollment increased by 199 students or 6.7 percent.

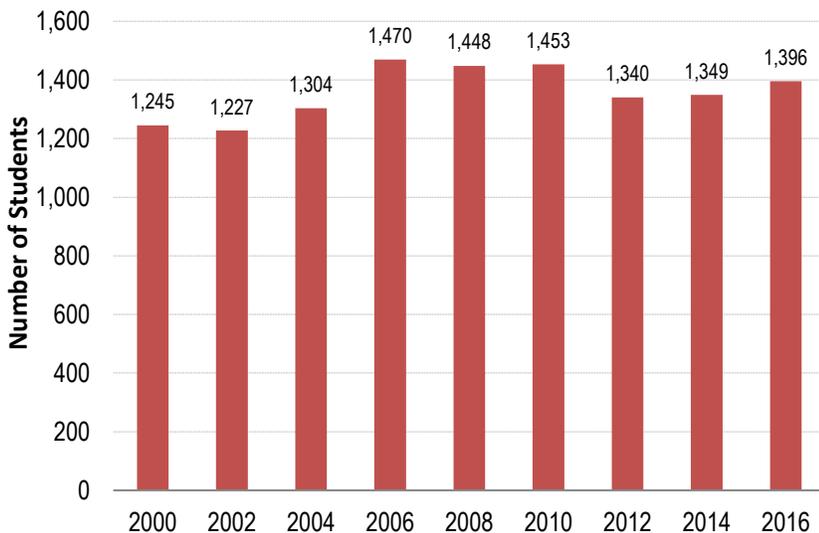
Grades 7-9 Public School Student Enrollment: 2000 - 2016



Source: California Department of Education, 2000 - 2016

- Between 2000 and 2016, total public school enrollment for grades 7-9 increased by 3.6 students or 0.3 percent.

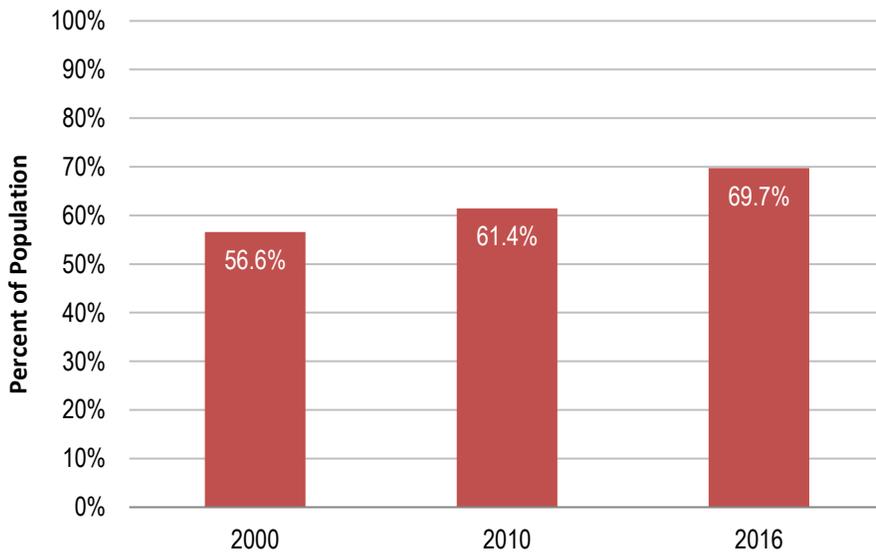
Grades 10-12 Public School Student Enrollment: 2000 - 2016



Source: California Department of Education, 2000 - 2016

- Between 2000 and 2016, total public school enrollment for grades 10-12 increased by 152 students, about 12.2 percent.

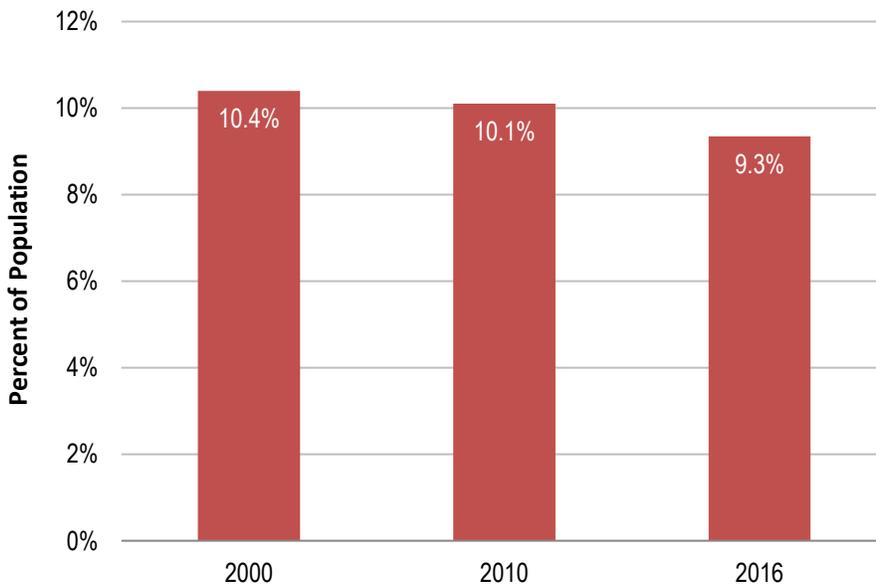
Percent of City Population 25 Years & Over Completing High School or Higher



Sources: 2000 and 2010 Census; Nielsen Co., 2016

- In 2016, 69.7 percent of the population 25 years and over completed high school or higher, which is higher than the 2000 level.

Percent of City Population 25 Years & Over Completing a Bachelor's Degree or Higher



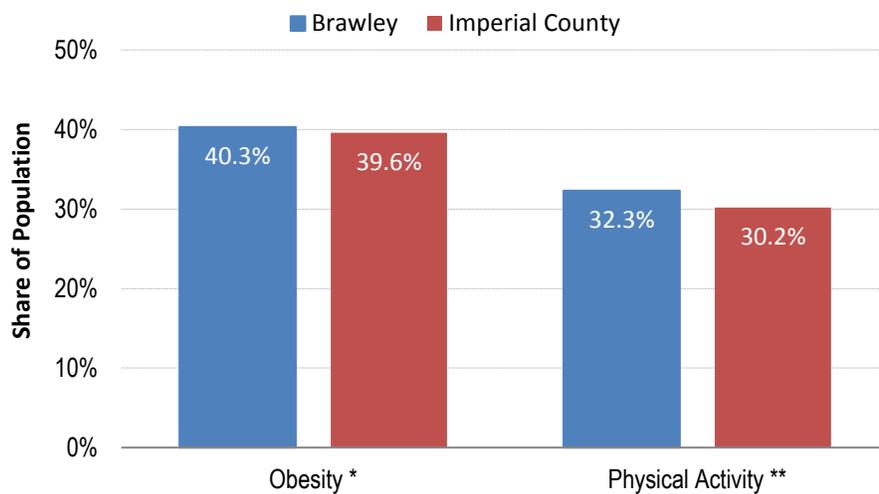
Sources: 2000 and 2010 Census; Nielsen Co., 2016

- In 2016, 9.3 percent of the population 25 years and over completed a Bachelor's degree or higher, which is lower than the 2000 level.

X. Public Health

Beginning with the 2017 edition, the Local Profiles will be providing information on public health performance at the local jurisdictional level. Many adverse public health outcomes related to obesity and poor air quality may be preventable through the implementation of a more sustainable and integrated program of community and transportation planning at the regional and local levels. Evidence has shown that built environment factors play an important role in supporting healthy behavior and reducing rates of chronic diseases and obesity. For example, improved active transportation infrastructure, better accessibility to recreational open space, and the development of more walkable communities enhance opportunities for physical exercise and thereby result in a reduction of obesity rates, along with the chronic diseases associated with physical inactivity.

Obesity Rate and Physical Activity Rate (18 Years & Over): 2014



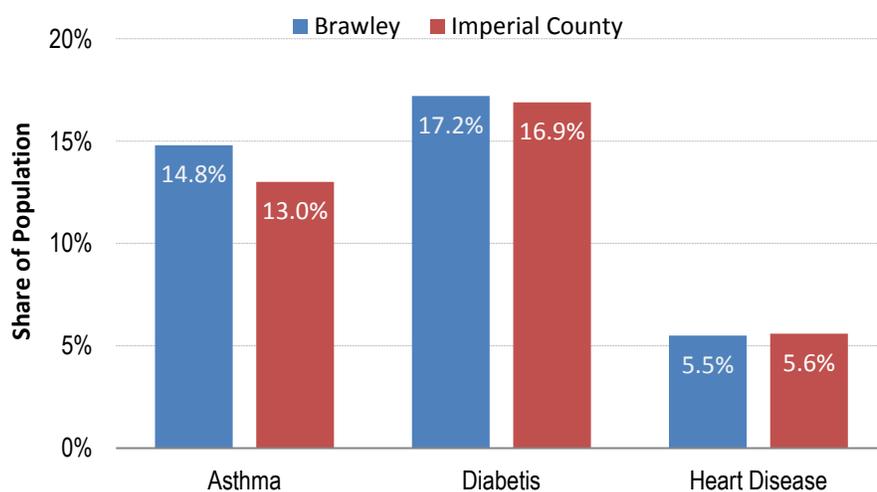
- The obesity rate in the City of Brawley was 40.3 percent in 2014, which was higher than the County rate.

Source: California Health Interview Survey, 2016.

* "Obesity" is defined as a Body Mass Index (BMI) of 30 or higher.

** "Physical Activity" refers to walking a minimum of 150 minutes per week.

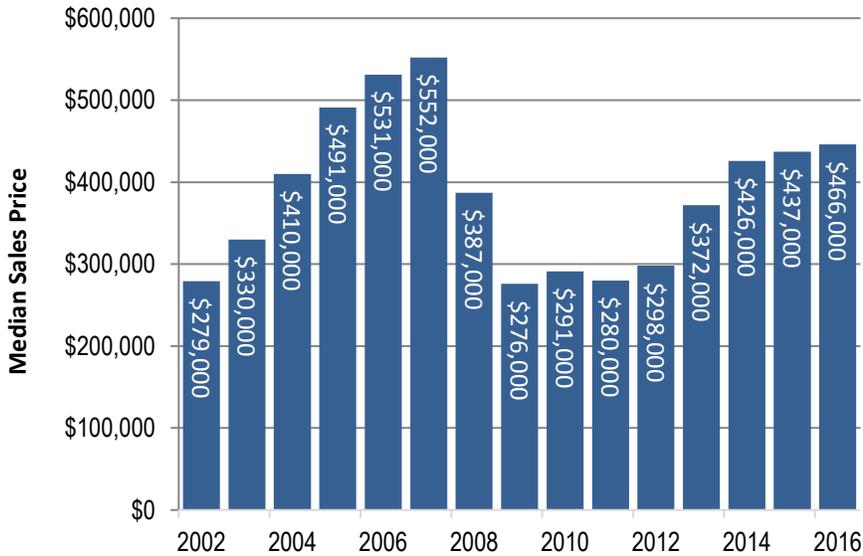
Chronic Disease Rate (18 Years & Over): 2014



- The share of population in the City of Brawley who were ever diagnosed with asthma was 14.8 percent in 2014; for diabetes the rate was 17.2 percent; and for heart disease 5.5 percent.

XI. SCAG Regional Highlights

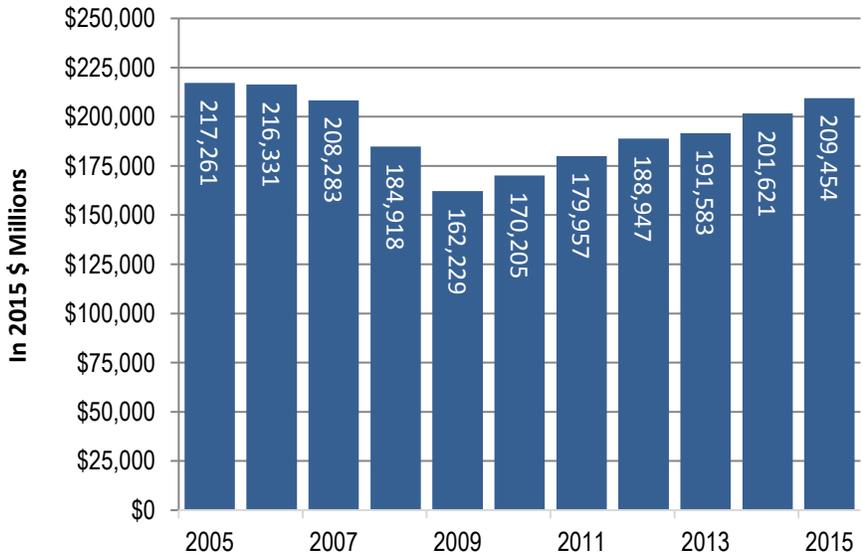
Regional Median Sales Price for Existing Homes: 2002 - 2016



Source: CoreLogic/DataQuick, 2016

- After reaching its peak in 2007, the median sales price for existing homes in the SCAG region dropped by almost half by 2009.
- In 2016, the median sales price had rebounded by about 69 percent from the 2009 low to \$466,000.
- Median home sales price was calculated based on total existing home sales in the SCAG region.

Regional Real Retail Sales: 2005 - 2015



Source: CoreLogic/DataQuick, 2016

- Retail sales tend to follow closely with trends in personal income, employment rates, and consumer confidence.
- Before 2005, real (inflation adjusted) retail sales increased steadily by 11 percent before dropping by about 25 percent between 2005 and 2009.
- In 2015, total real retail sales in the SCAG region increased by about 29 percent since 2009.

XII. Data Sources

California Department of Education

California Department of Finance, Demographic Research Unit

California Employment Development Department, Labor Market Information Division

California State Board of Equalization

Construction Industry Research Board

InfoGroup

CoreLogic/DataQuick

Nielsen Company

U.S. Census Bureau

XIII. Methodology

SCAG's Local Profiles utilizes the most up-to-date information from a number of publically available sources, including the U.S. Census Bureau, California Department of Finance, and the California Department of Education. In the event that public information is not available or is not the most recent, SCAG contracts with a number of private entities to obtain regional data. The following sections describe how each data source was compiled to produce the information displayed in this report.

Statistical Summary Table

In the Statistical Summary Table (page 3), the values in the field "Jurisdiction Relative to County/Region" represent the difference between the jurisdiction's value and the county/region value, except for the following categories which represent the jurisdiction's value as a share of the county (or in the case of an entire county as a share of the region): Population, Number of Households, Number of Housing Units, Number of Jobs, Total Jobs Change, and K-12 Student Enrollment.

Median Age, Homeownership Rate, and Median Household Income are based on Nielsen Company data. Number of Housing Units is based on the 2010 Census and estimates from the California Department of Finance. Data for all other categories are referenced throughout the report.

Population Section

Where referenced, data from 2000 to 2016 was taken from the California Department of Finance's (DOF) E-5 estimates, which were published in May 2016. This dataset was benchmarked to population figures from the 2000 and 2010 U.S. Decennial Censuses. Data relating to population by age group and by race/ethnicity was derived from the 2000 and 2010 U.S. Decennial Censuses, and Nielsen Co. The 2000 figure was based on U.S. Decennial Census figures for April 1, 2000 and the 2010 figure was based on U.S. Decennial Census figures for April 1, 2010.

Below are definitions for race and ethnicity, taken from the U.S. Census Bureau.

The Hispanic or Latino origin category is:

- A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

The race categories are:

- American Indian or Alaska Native – A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian – A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American – A person having origins in any of the black racial groups of Africa, including those who consider themselves to be "Haitian."

- White – A person having origins in any of the original peoples of Europe, North Africa, or the Middle East.
- Some other race – This category includes Native Hawaiian or Other Pacific Islander (a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands) and all other responses not included in the "American Indian or Alaska Native," "Asian," "Black or African American," and "White" race categories described above.

Charts for population based on age were tabulated using 2000 and 2010 U.S. Decennial Census data and Nielsen Company data for 2016. Charts for race/ethnicity were tabulated using 2000 and 2010 U.S. Decennial Census data and Nielsen Company data for 2016.

Households Section

The 2000 figure was based on U.S. Decennial Census figures for April 1, 2000 and the 2010 figure was based on U.S. Decennial Census figures for April 1, 2010. Information for 2016 was supplied by the Nielsen Company. Average household size was developed using information from the California Department of Finance (DOF). Households by Size was calculated based on Nielsen Company data. Households refer to the number of occupied housing units.

Housing Section

Housing units are the total number of both vacant and occupied units. Housing units by housing type information was developed using data from the California Department of Finance (DOF). Age of housing stock information was provided by the Nielsen Company.

The number of residential units with permits issued was obtained using Construction Industry Research Board data, which are collected by counties and are self-reported by individual jurisdictions. It represents both new single family and new multifamily housing units that were permitted to be built, along with building permits that were issued for improvements to existing residential structures (e.g., re-roofs, remodels). Please note that SCAG opted to report the annual number of permits issued by each jurisdiction which may be different than the number of housing units completed or constructed annually. This was done using a single data source which provides consistent data for all jurisdictions. The Construction Industry Research Board defines "multi-family housing" to include duplexes, apartments, and condominiums in structures of more than one living unit.

The median home sales price, compiled from CoreLogic/DataQuick, was calculated based on total resales of existing homes in the jurisdiction, including single family units and condominiums. The median price does not reflect the entire universe of housing in the jurisdiction, only those that were sold within the calendar year.

Transportation Section

The journey to work data for the year 2000 was obtained by using the 2000 U.S. Decennial Census Summary File 3. Data for 2010 is based on the 2010 U.S. Census American Community Survey. Information for 2016 was provided by the Nielsen Company.

Employment Section

Data sources for estimating jurisdiction employment and wage information include the 2010 U.S. Census Bureau Local Employment Dynamics Survey, and information from the California Employment Development Department, InfoGroup, and SCAG for years 2007-2015. In many instances, employment totals from individual businesses were geocoded and aggregated to the jurisdictional level.

Employment information by industry type is defined by the North American Industry Classification System (NAICS). Although the NAICS provides a great level of detail on industry definitions for all types of businesses in North America, for the purposes of this report, this list of industries has been summarized into the following major areas: agriculture, construction, manufacturing, wholesale, retail, information, finance/insurance/real estate, professional/management, education/health, leisure/hospitality, public administration, other services, and non-classified industries.

A brief description of each major industry area is provided below:

- Agriculture – This industry includes crop production, animal production and aquaculture, forestry and logging, fishing hunting and trapping, and support activities for agriculture and forestry.
- Construction – Industries under this umbrella involve the construction of buildings, heavy and civil engineering construction, and specialty trade contractors.
- Manufacturing – This group includes the processing of raw material into products for trade, such as food manufacturing, apparel manufacturing, wood product manufacturing, petroleum and coal products manufacturing, chemical manufacturing, plastics and rubber products manufacturing, nonmetallic mineral product manufacturing and primary metal manufacturing.
- Wholesale – Wholesale industries do business in the trade of raw materials and durable goods.
- Retail – Retail industries engage in the sale of durable goods directly to consumers.
- Information – Businesses in this industry specialize in the distribution of content through a means of sources, including newspaper, periodicals, books, software, motion pictures, sound recording, radio and television broadcasting, cable or subscription programming, telecommunications, data processing/hosting, and other information mediums.
- Finance/Insurance/Real Estate – This sector includes businesses associated with banking, consumer lending, credit intermediation, securities brokerage, commodities exchanges, health/life/medical/title/property/casualty insurance agencies and brokerages, and real estate rental/leasing/sales.
- Professional Management – This industry involves businesses that specialize in professional/scientific/technical services, management of companies and enterprises, and administrative and support services. Types of establishments that would fall under this category range from law offices, accounting services, architectural/engineering firms, specialized design services, computer systems design and related services, management consulting firms, scientific research and

development services, advertising firms, office administrative services, facilities support services, among many others.

- Education/Health – Organizations include elementary and secondary schools, junior colleges, universities, professional schools, technical and trade schools, medical offices, dental offices, outpatient care centers, medical and diagnostic laboratories, hospitals, nursing and residential care facilities, social assistance services, emergency relief services, vocational rehabilitation services, and child day care services.
- Leisure/Hospitality – These industries include organizations in the performing arts, spectator sports, museums, amusement/recreation industries, traveler accommodations, and food and drink services.
- Public Administration – This classification includes public sector organizations, including legislative bodies, public finance institutions, executive and legislative offices, courts, police protection, parole offices, fire protection, correctional institutions, administration of governmental programs, space research and technology, and national security.
- Other Services – Groups in this group include, for example, automotive repair and maintenance, personal and household goods repair and maintenance, personal laundry services, dry-cleaning and laundry services, religious services, social advocacy organizations, professional organizations, and private households
- Non-Classified – Non-classified organizations involve work activities that are not included in the North American Industry Classification System.

Retail Sales Section

Retail sales data is obtained from the California Board of Equalization, which does not publish individual point-of-sale data. All data is adjusted for inflation.

Education Section

Student enrollment data is based on public school campuses that are located within each jurisdiction's respective boundary. Enrollment numbers by grade within a given jurisdiction are tabulated based upon data obtained from the California Department of Education. Enrollment year is based on the end date of the school year; for example, enrollment data for the year 2000 refers to the 1999-2000 school year. City boundaries used in the dataset for all years is based on data provided by the Local Agency Formation Commission for each county in the region.

Regional Highlights

Information for this section was developed through data from CoreLogic/DataQuick and the California Board of Equalization.

Data Sources Section

In choosing the data sources used for this report, the following factors were considered:

- Availability for all jurisdictions in the SCAG region,
- The most recognized source on the subject,
- Data sources within the public domain, and
- Data available on an annual basis.

The same data sources are used for all Local Profiles (except where noted) to maintain overall reporting consistency. The jurisdictions are not constrained from using other data sources for their planning activities.

The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Metropolitan Planning Program, Section 104(f) of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation. Additional assistance was provided by the California Department of Transportation.

XIV. Acknowledgments

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70. Hon. Mitchell Englander	<i>Los Angeles</i>	District 59
71. Hon. Mitch O'Farrell	<i>Los Angeles</i>	District 60
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Southern California Association of Governments
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Notes: