



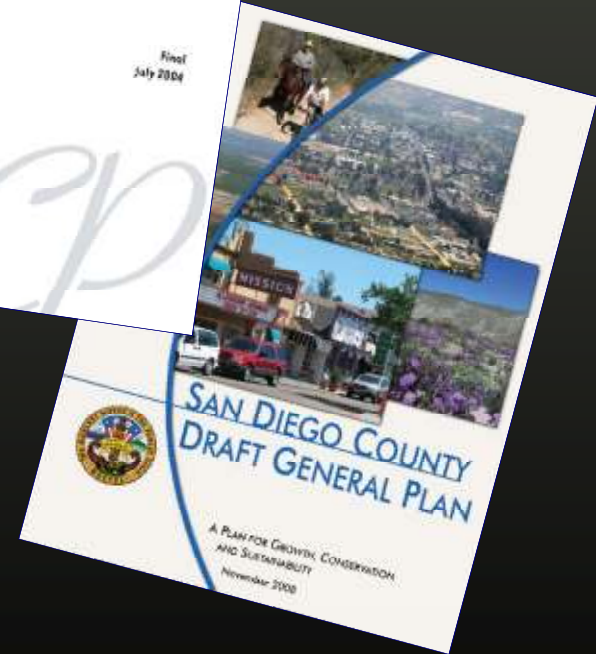
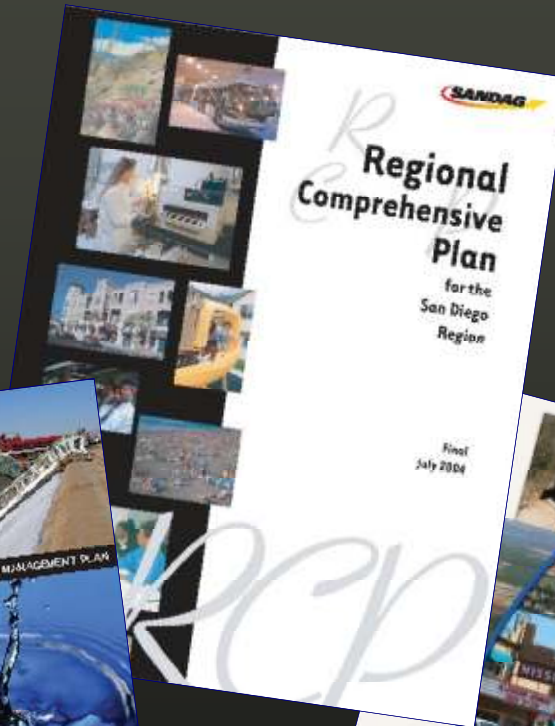
Our Region. Our Future.

Beth Jarosz
Senior Analyst





Purpose of the SANDAG Forecast

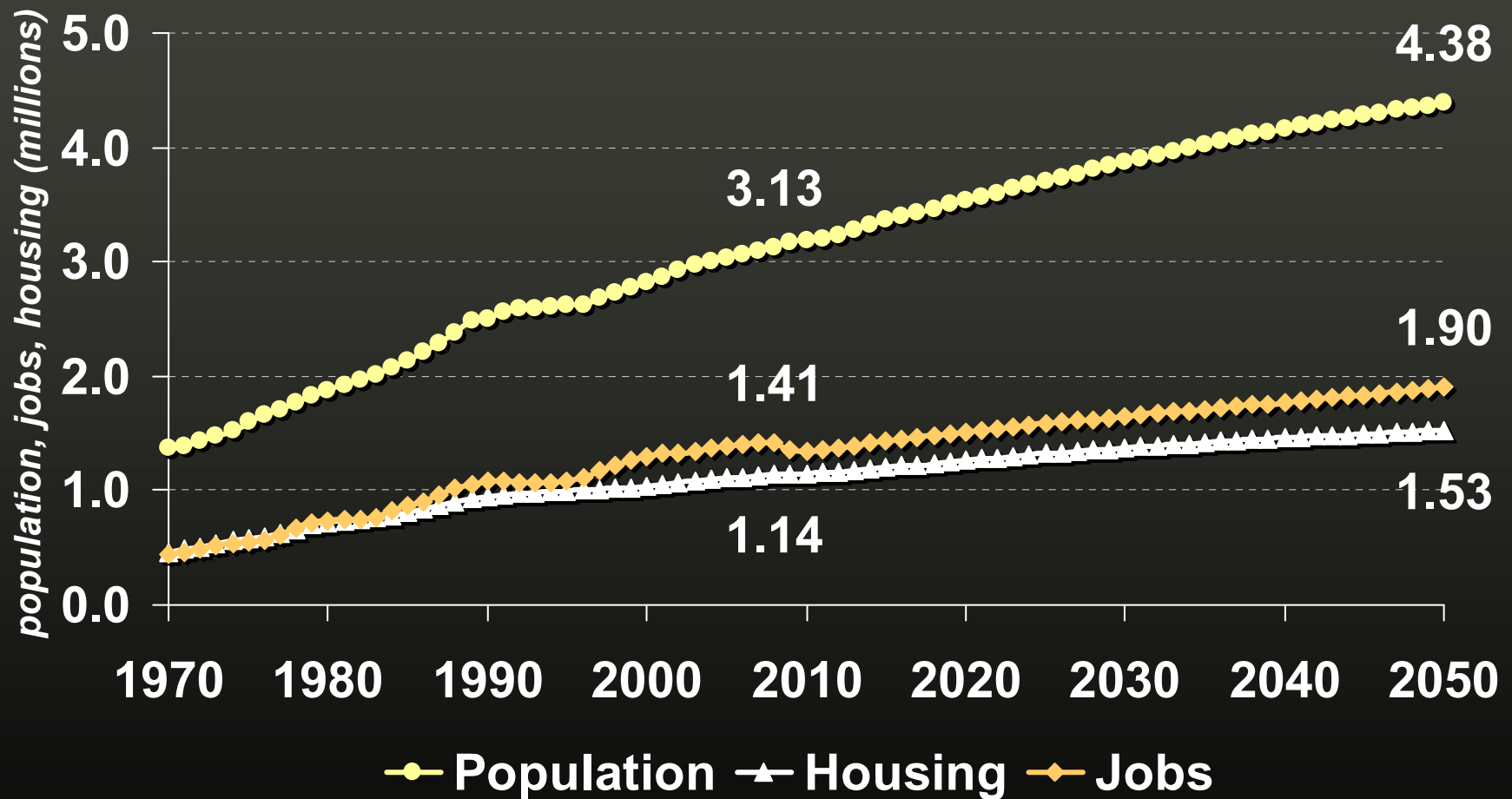


Forty Years in San Diego: Past, Present, and Future



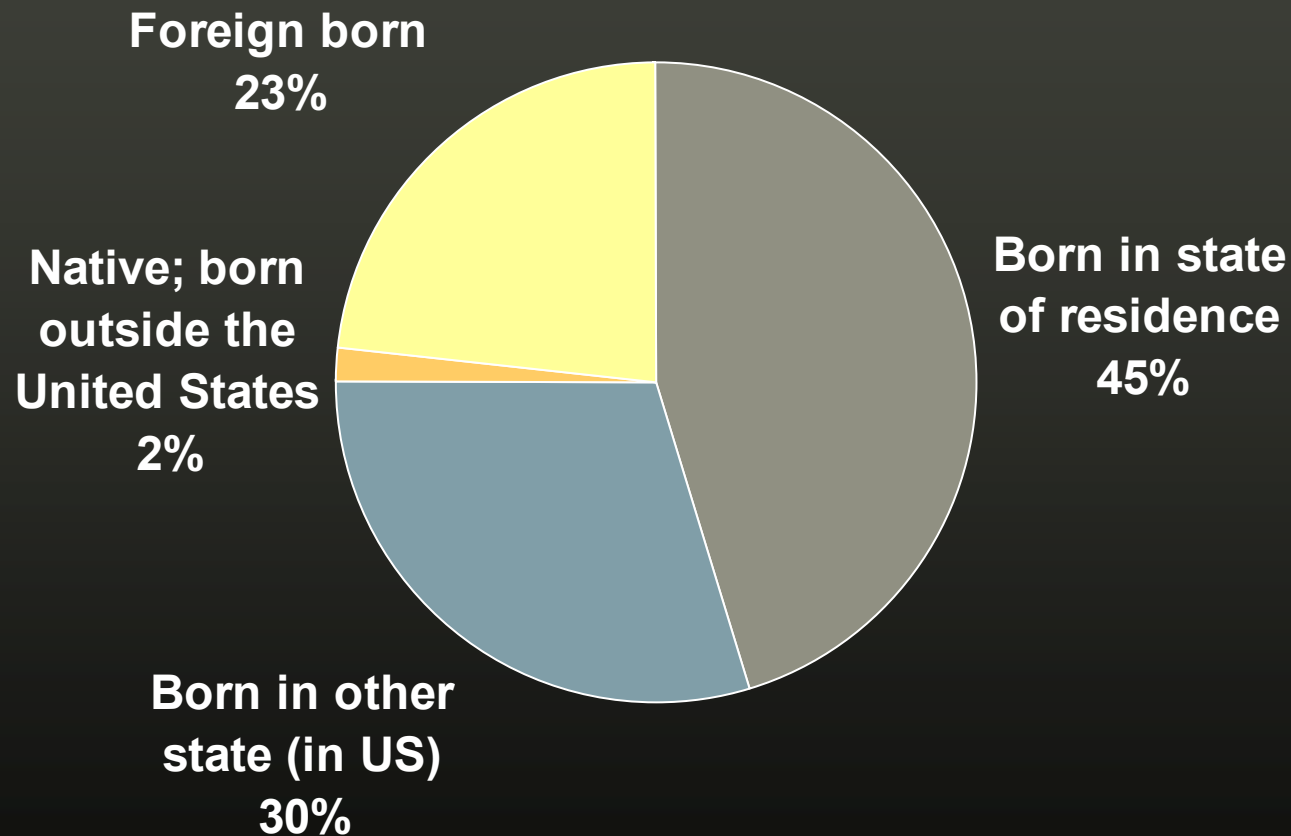
Sources: Caltrans photo archives (1966 and 1993); SANDAG Smart Growth Photo Gallery (2008)

2050 Forecast: Population, Jobs, Housing

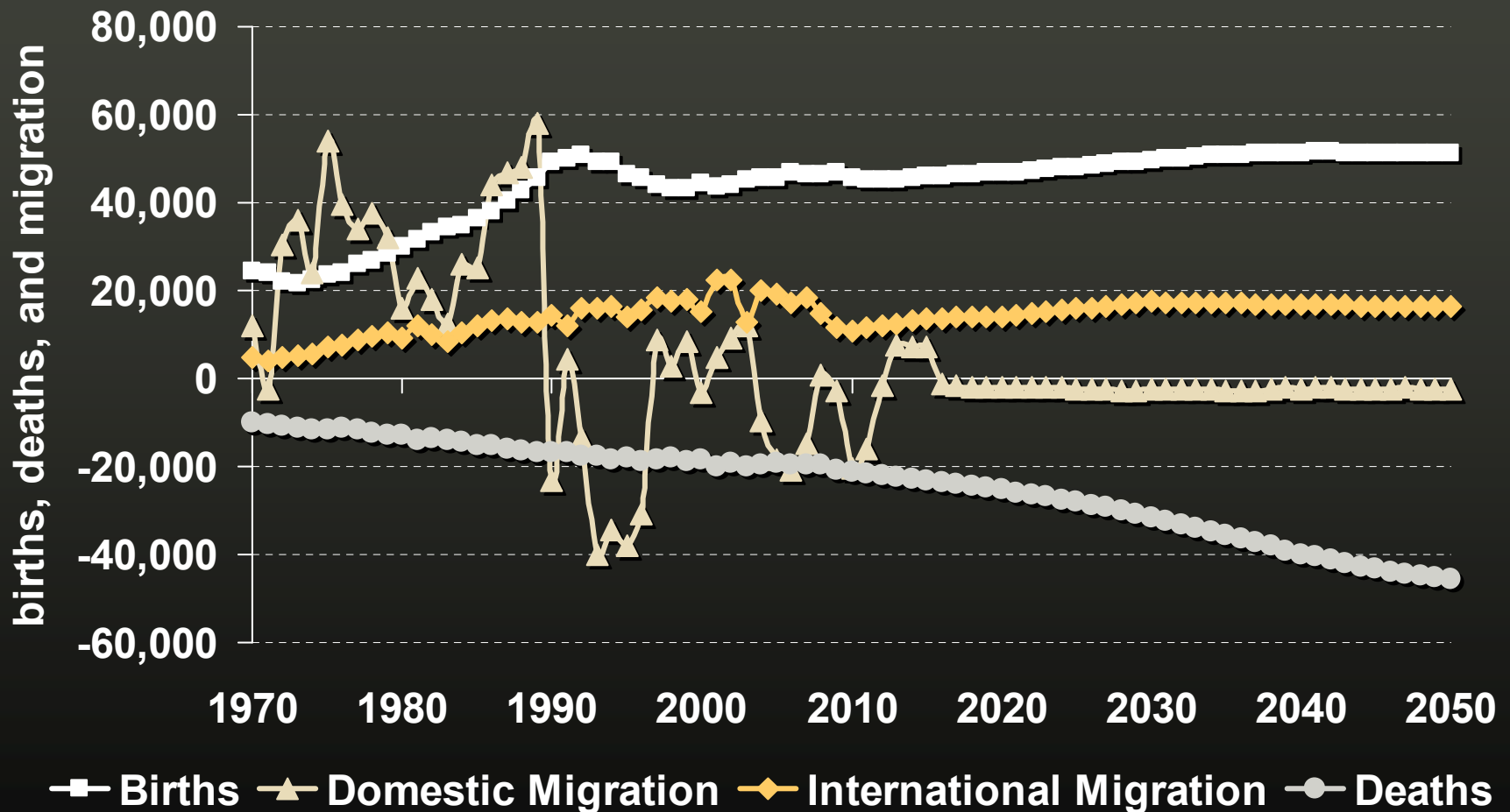


Source: SANDAG, 2050 Regional Growth Forecast (Feb 2010)

Today more than half of San Diegans were born outside of CA



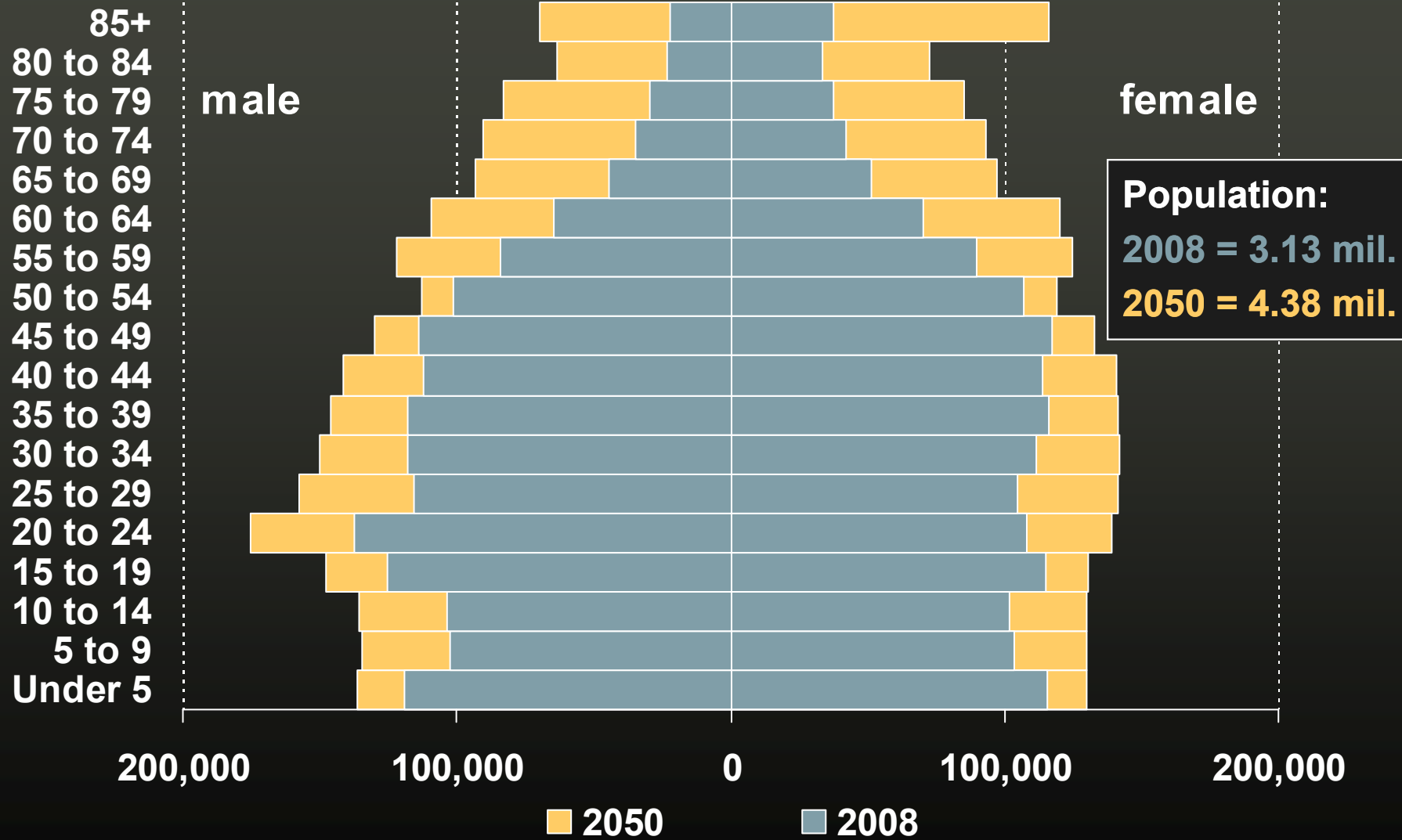
But in the future, most growth will be home-grown.



Source: SANDAG, 2050 Regional Growth Forecast (Feb 2010)

Aging Population

Most growth in ages 65+

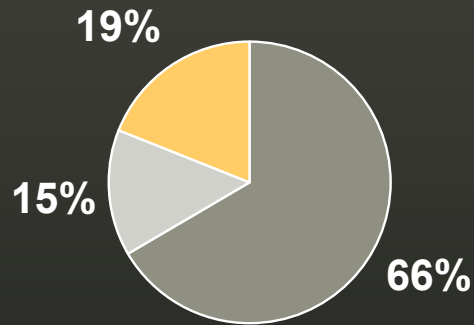


Source: SANDAG, 2050 Regional Growth Forecast (Feb 2010)

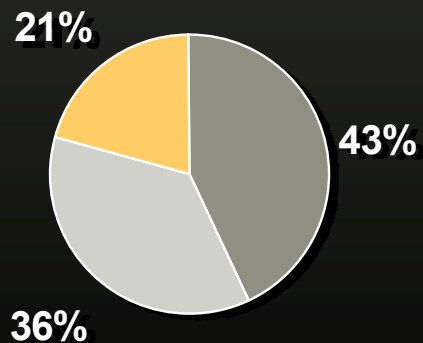
Race and Ethnicity

San Diego now a “majority minority” county

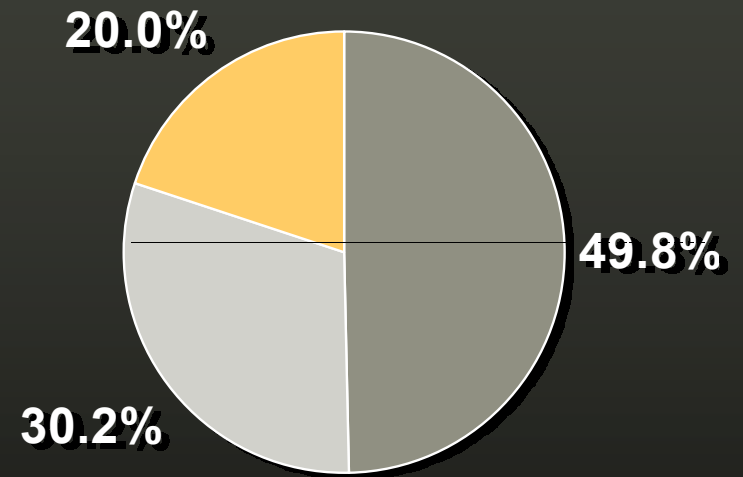
UNITED STATES



CALIFORNIA

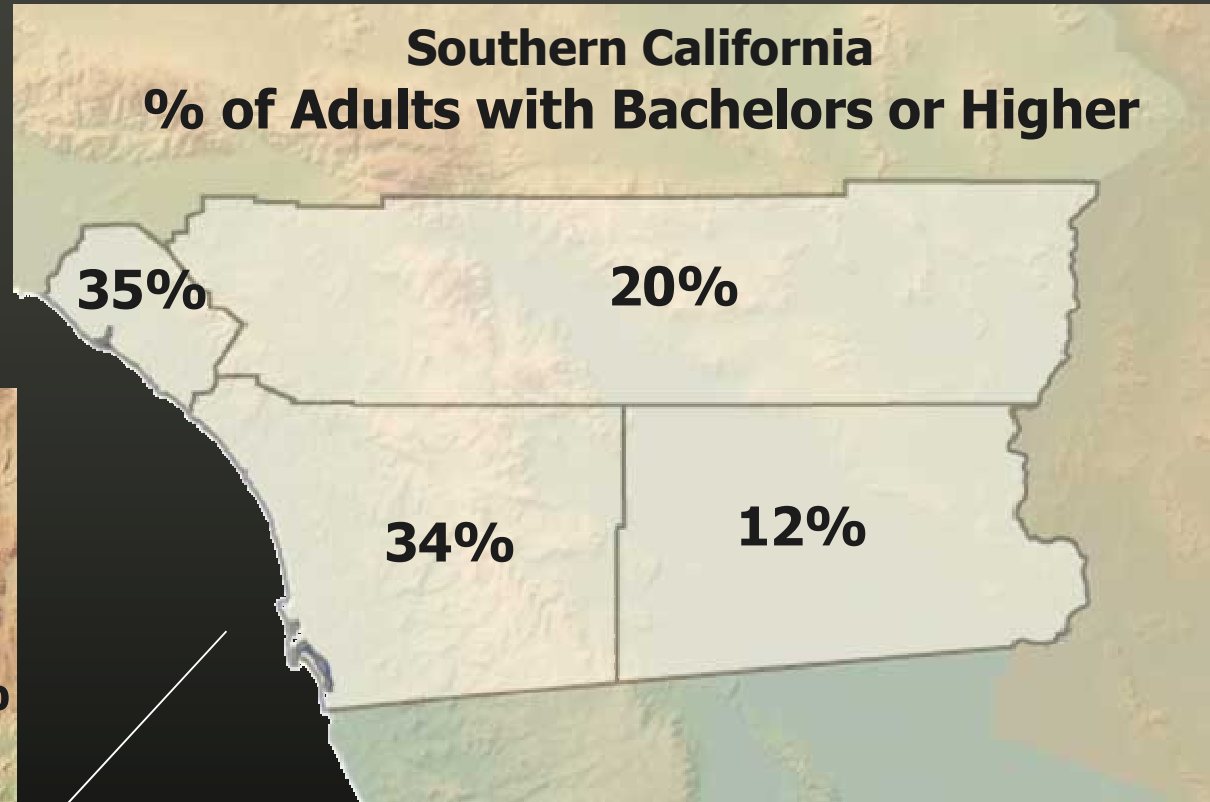


SAN DIEGO



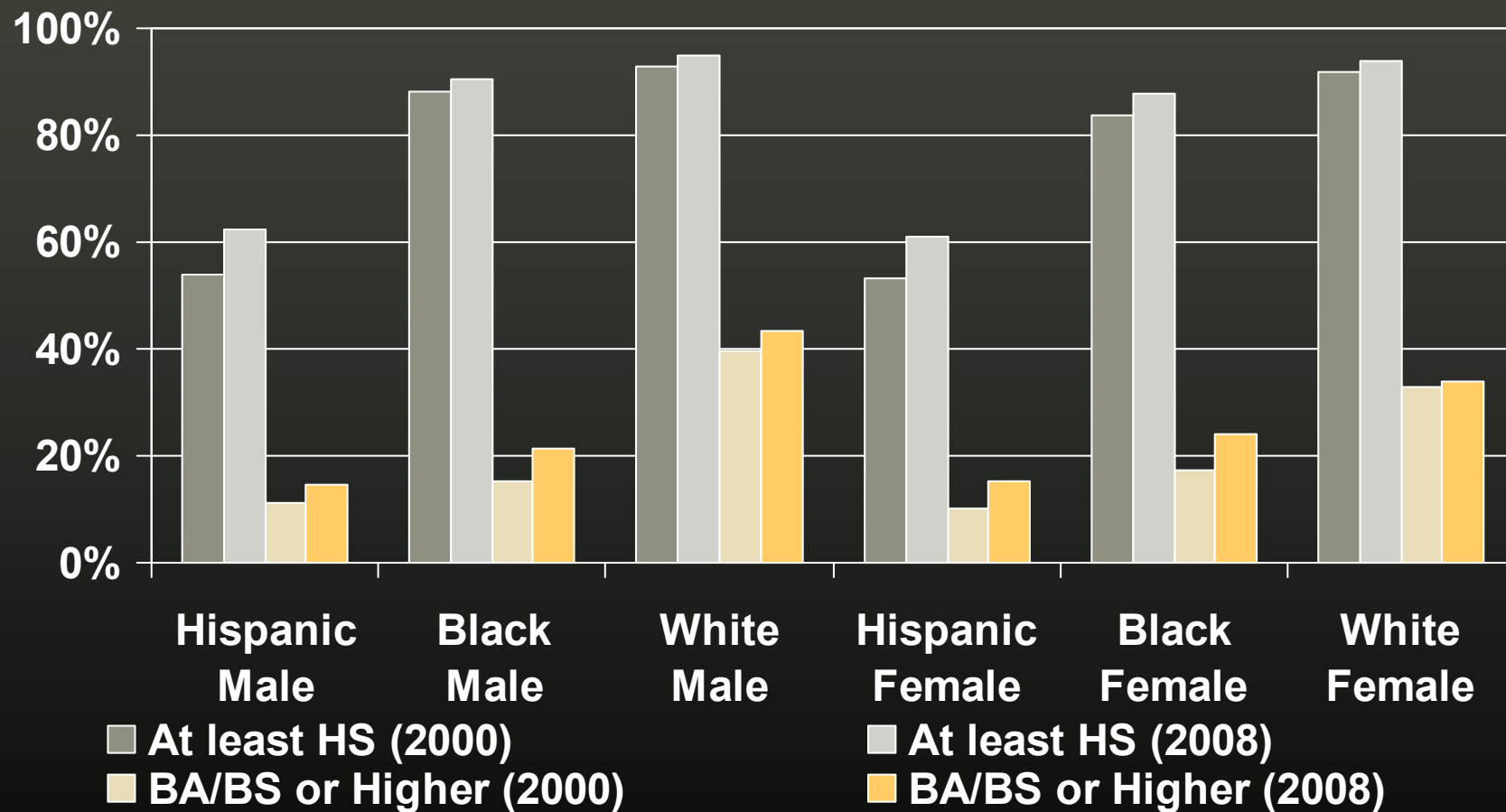
- White
- Hispanic
- Other Race

San Diegans are likely to have completed college



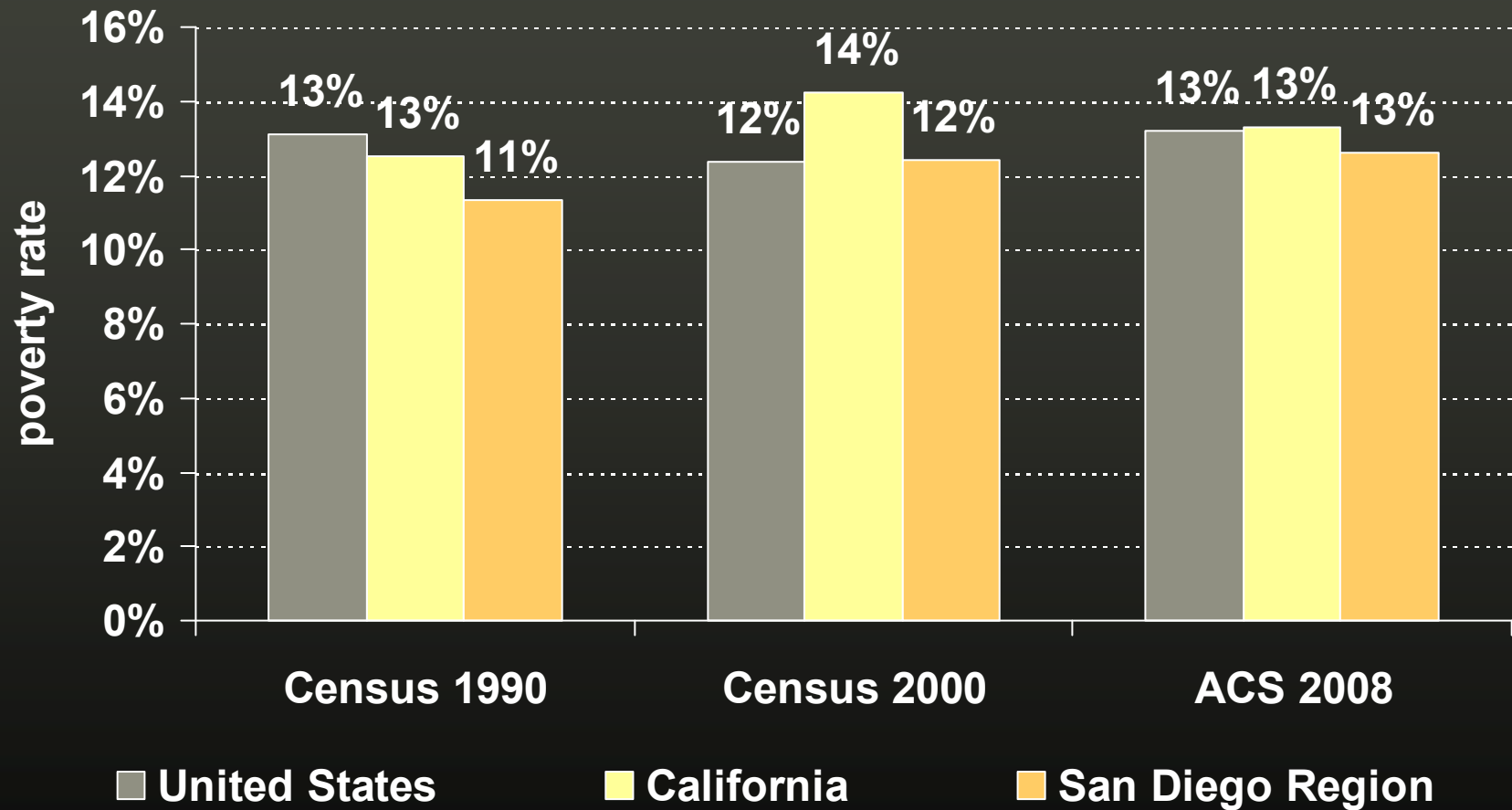
Sources: U.S. Census Bureau, ACS (2008)

Disparities exist in educational attainment, but are shrinking.



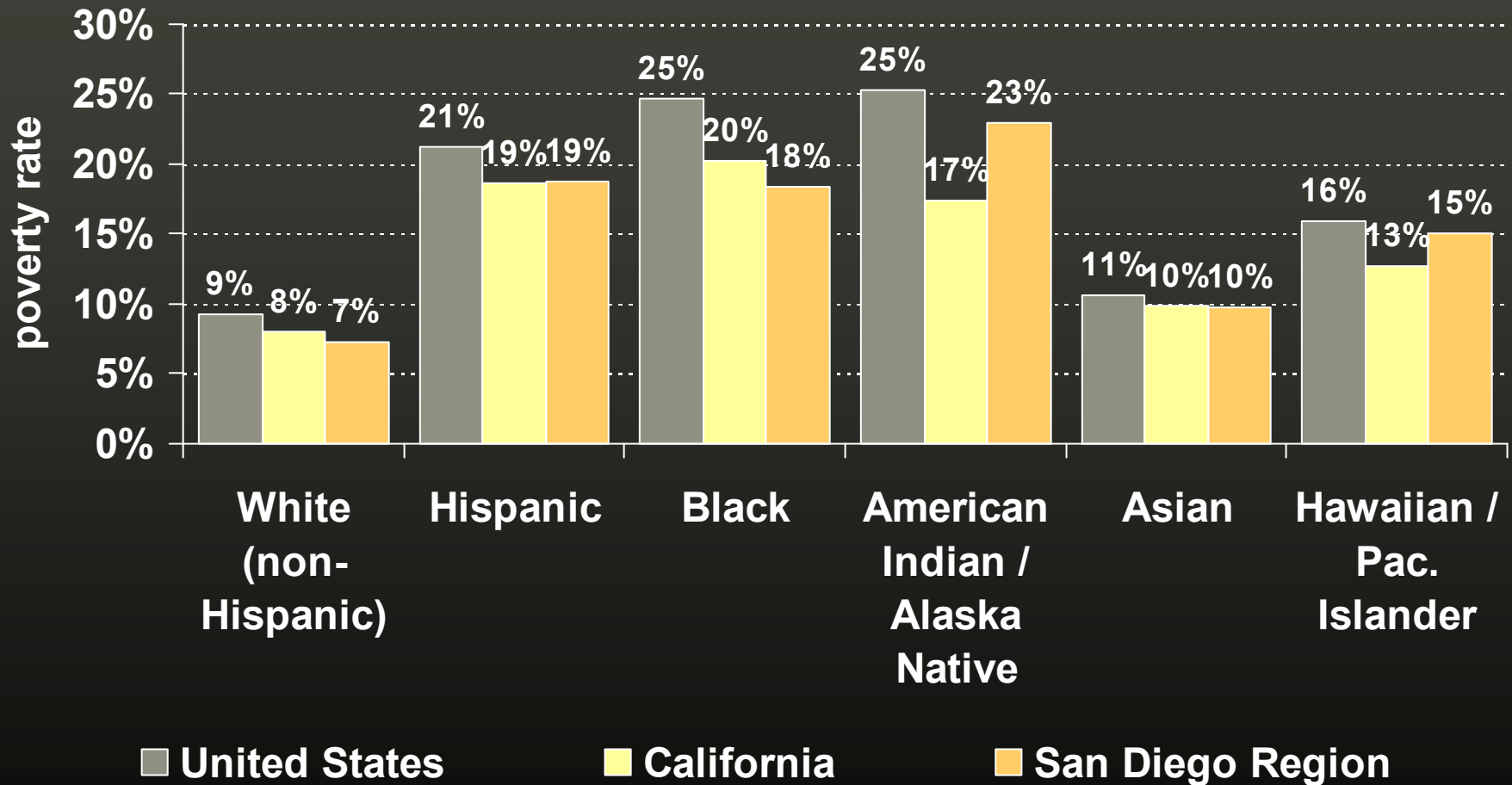
Sources: U.S. Census Bureau, Census (2000) and ACS (2008)

Poverty rate...



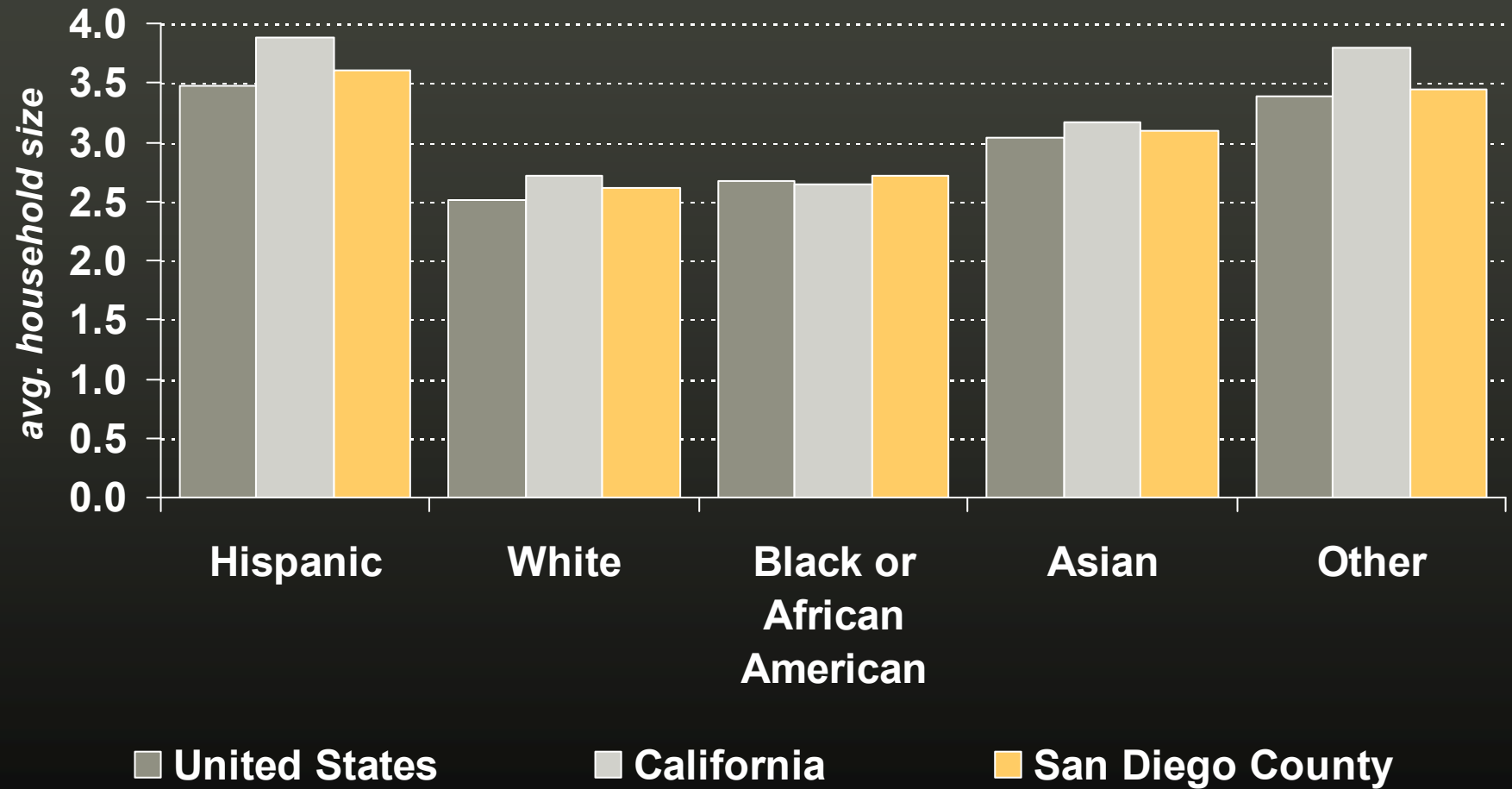
Sources: U.S. Census Bureau, ACS (2008) and Census (1990 and 2000)

Poverty rate by race/ethnicity...



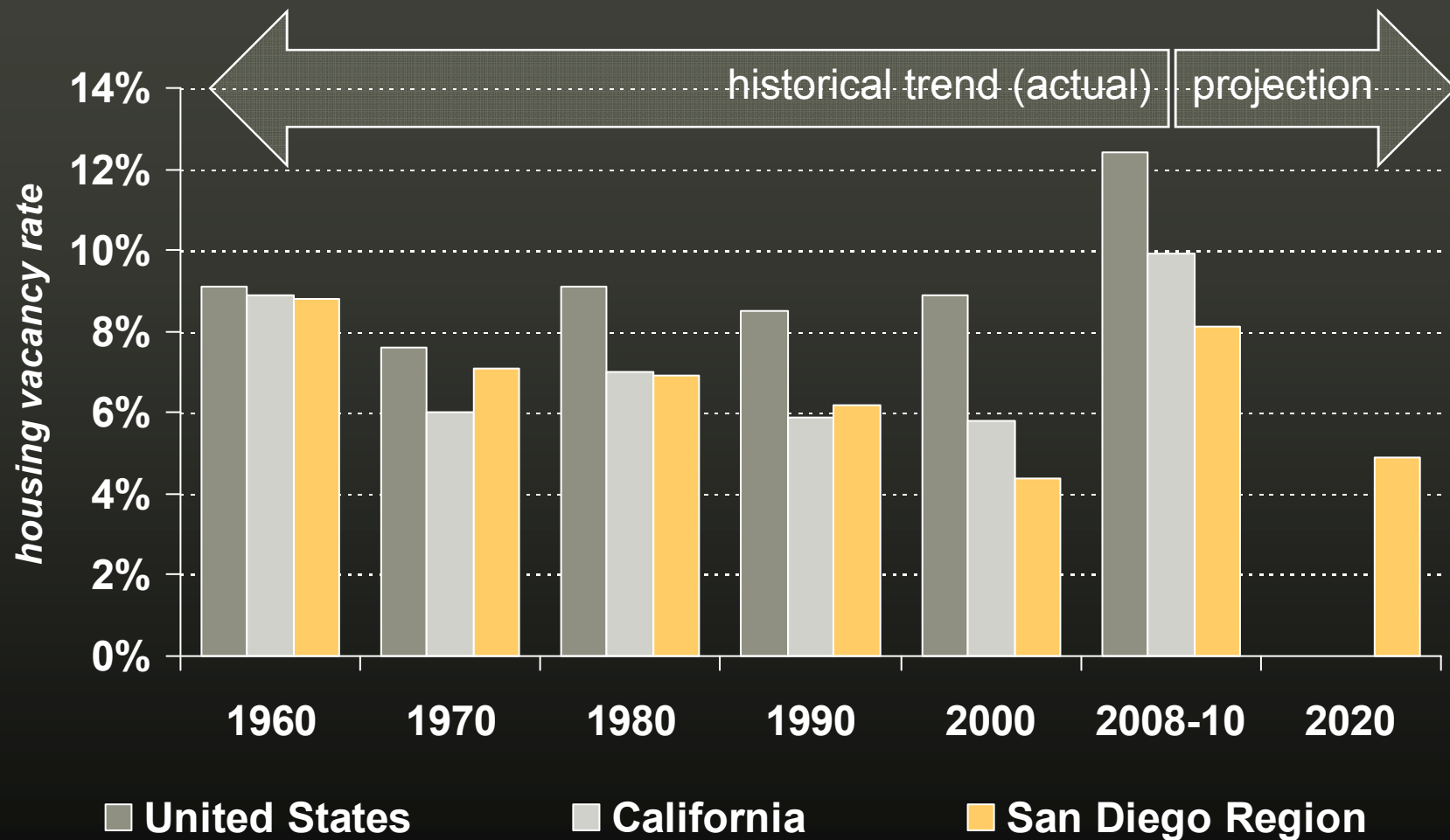
Sources: U.S. Census Bureau, ACS (2006-08)

Household size by race/ethnicity...



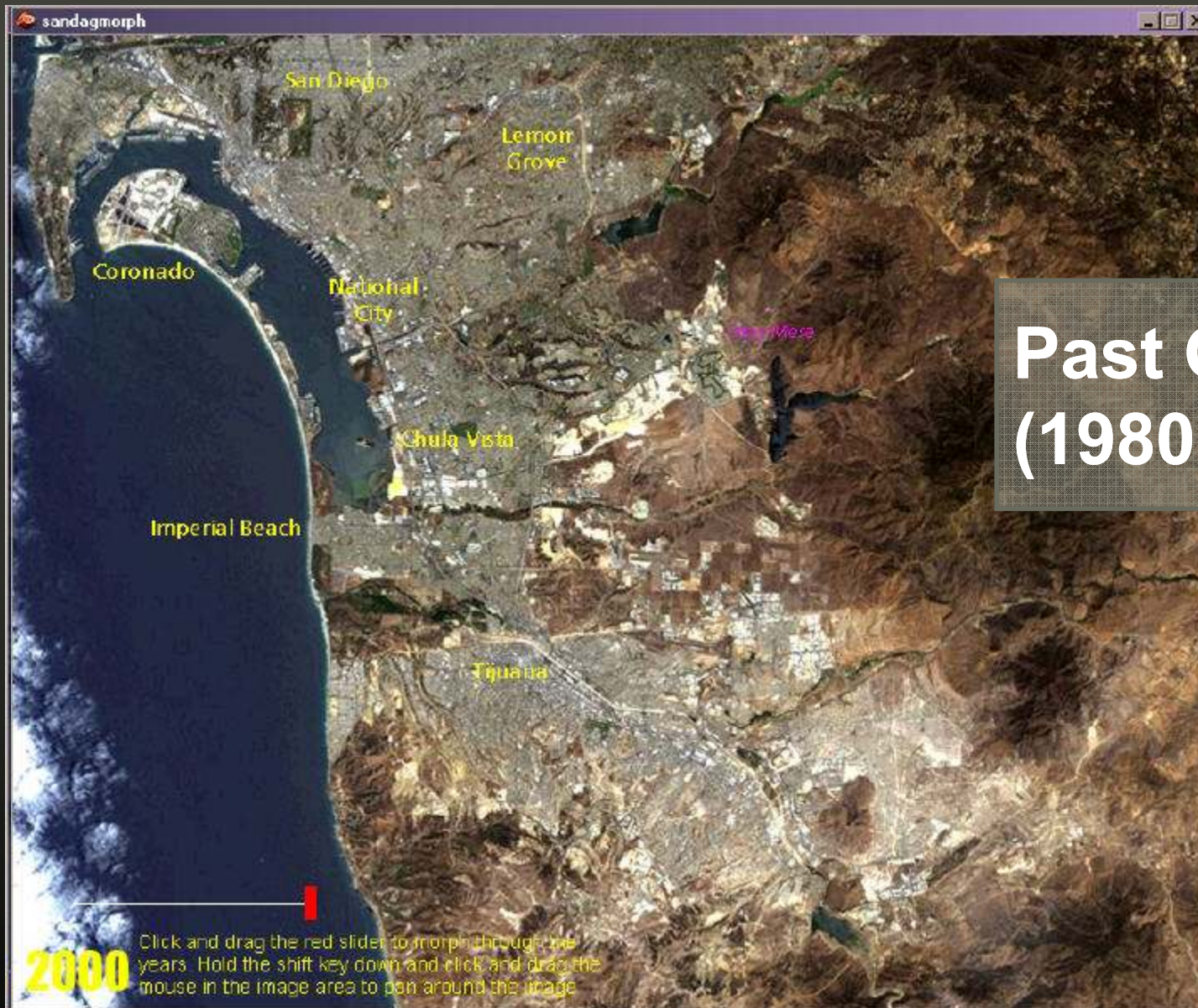
Sources: U.S. Census Bureau, ACS (2006-08)

Vacancy rate...



Sources: U.S. Census Bureau, Census 1950-2000 and ACS (2008) and SANDAG 2050 Regional Growth Forecast

Where will the region grow?



Past Growth (1980-2000)

U.S./Mexico Border

Oceanside

Vista

Carlsbad

San Marcos

Escondido

Encinitas

Rancho Bernardo

Rancho Santa Fe

Solana Beach

Poway

Del Mar

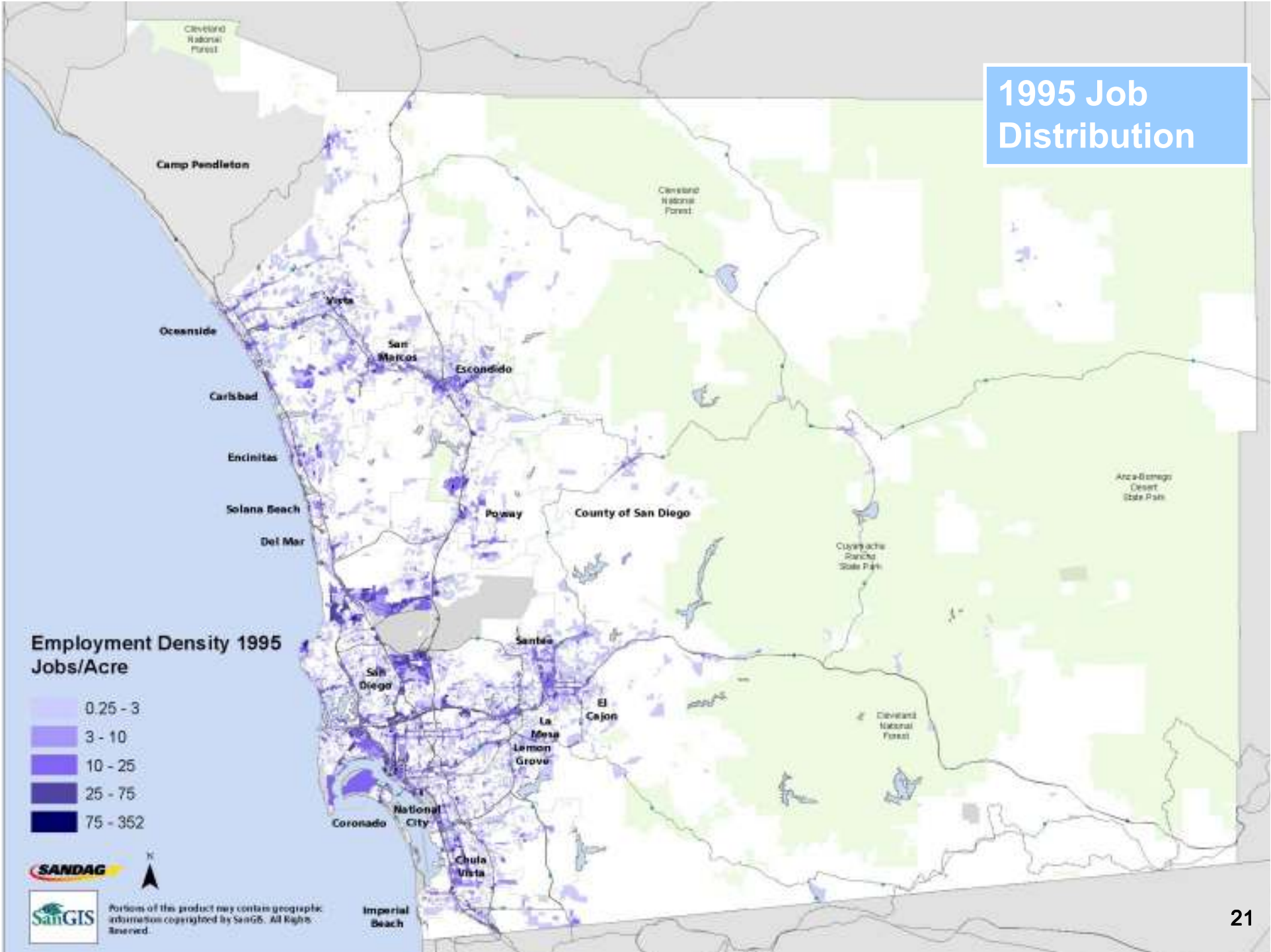
San Diego

2000

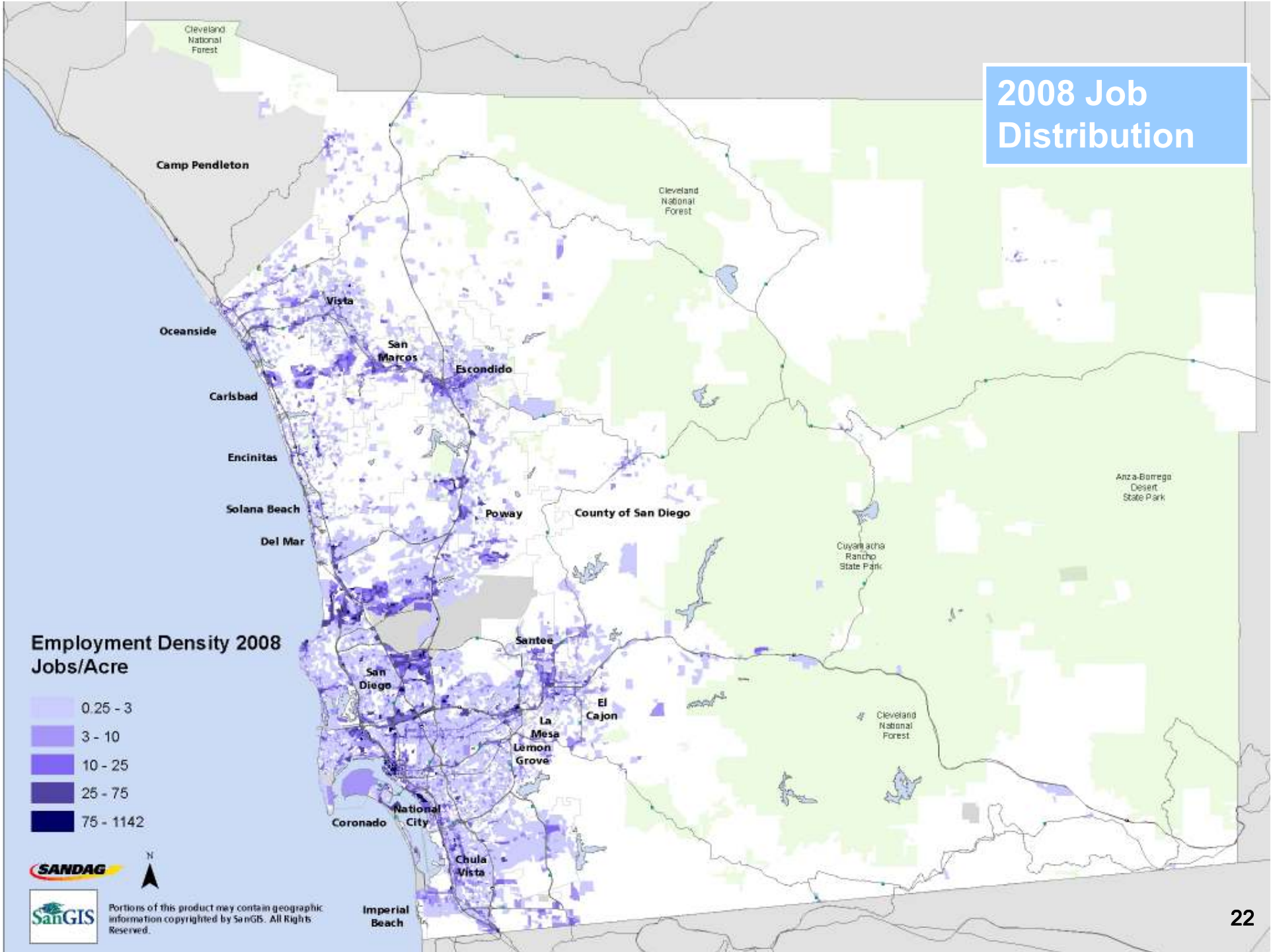
Click and drag the red slider to morph through the years. Hold the shift key down and click and drag the mouse in the image area to pan around the image



1995 Job Distribution



2008 Job Distribution

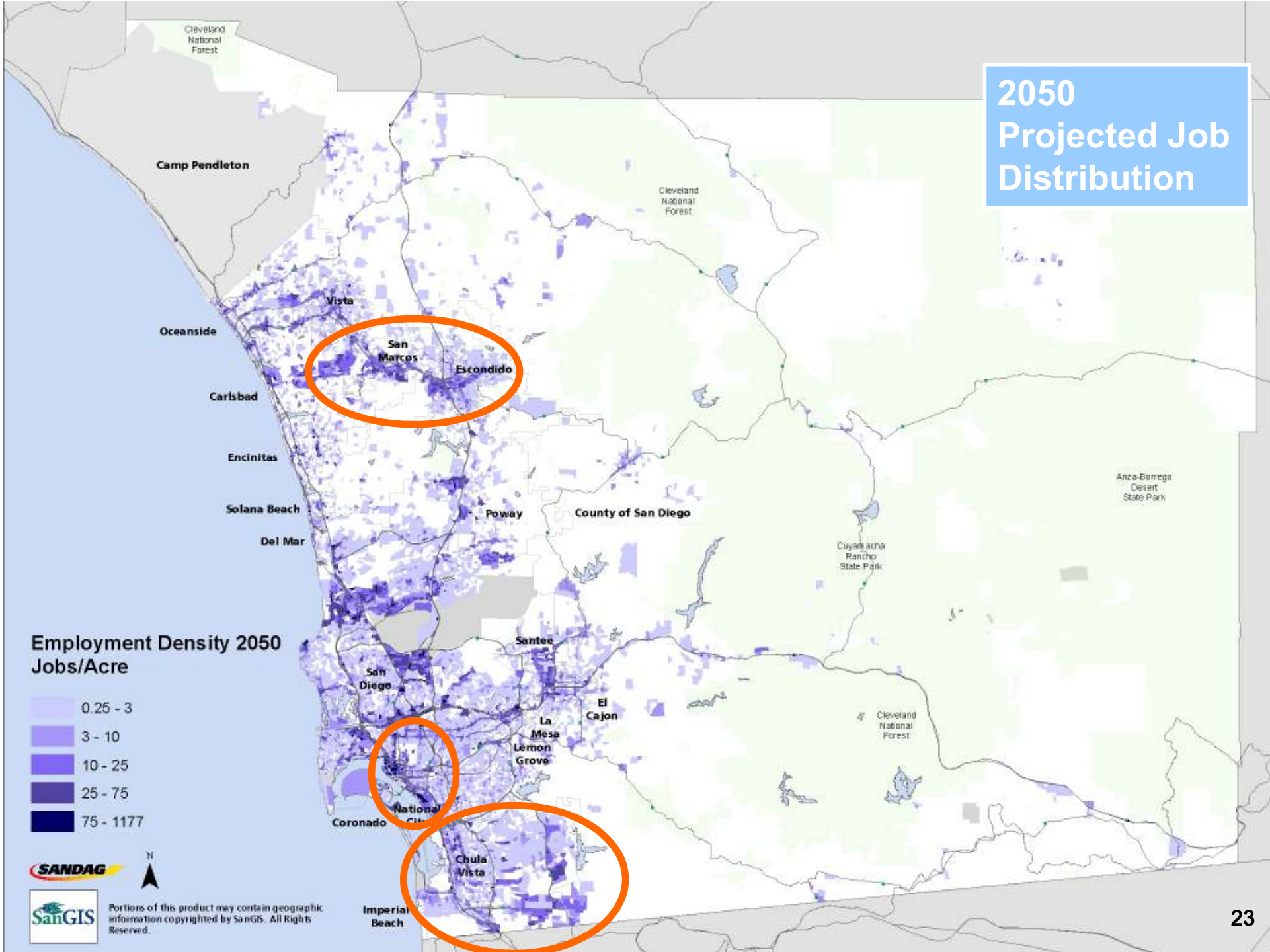


SANDAG

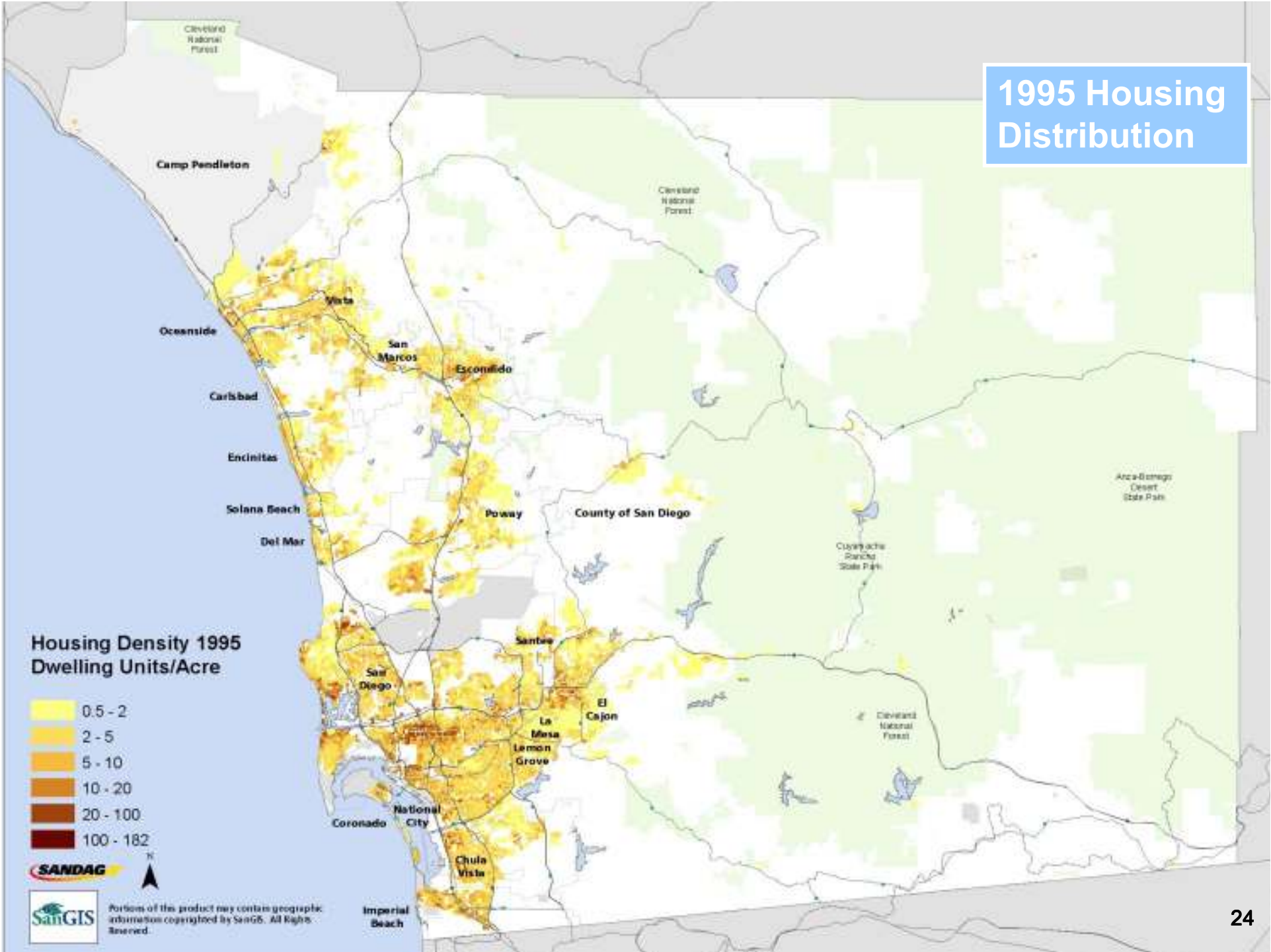


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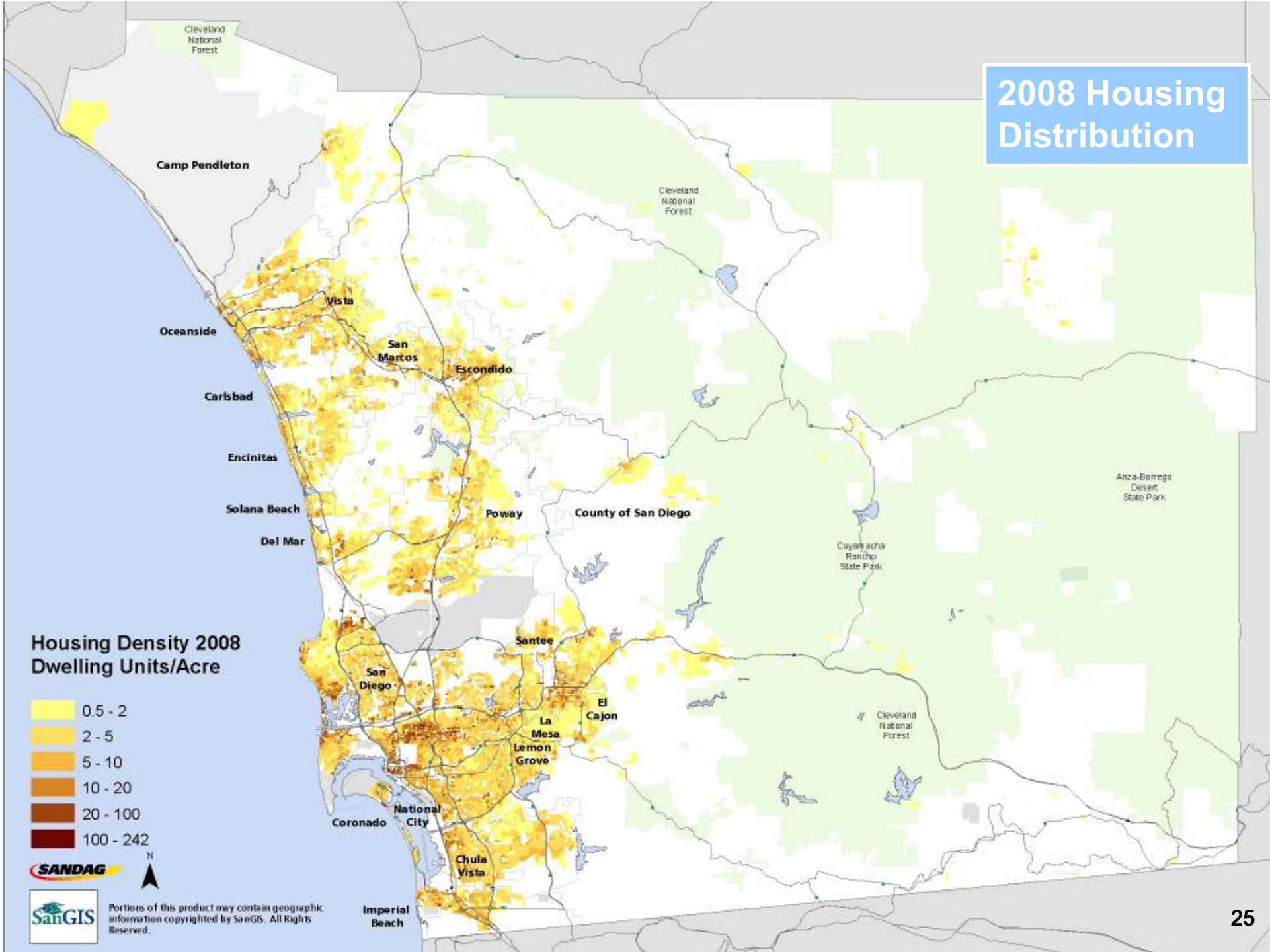
2050 Projected Job Distribution



1995 Housing Distribution



2008 Housing Distribution



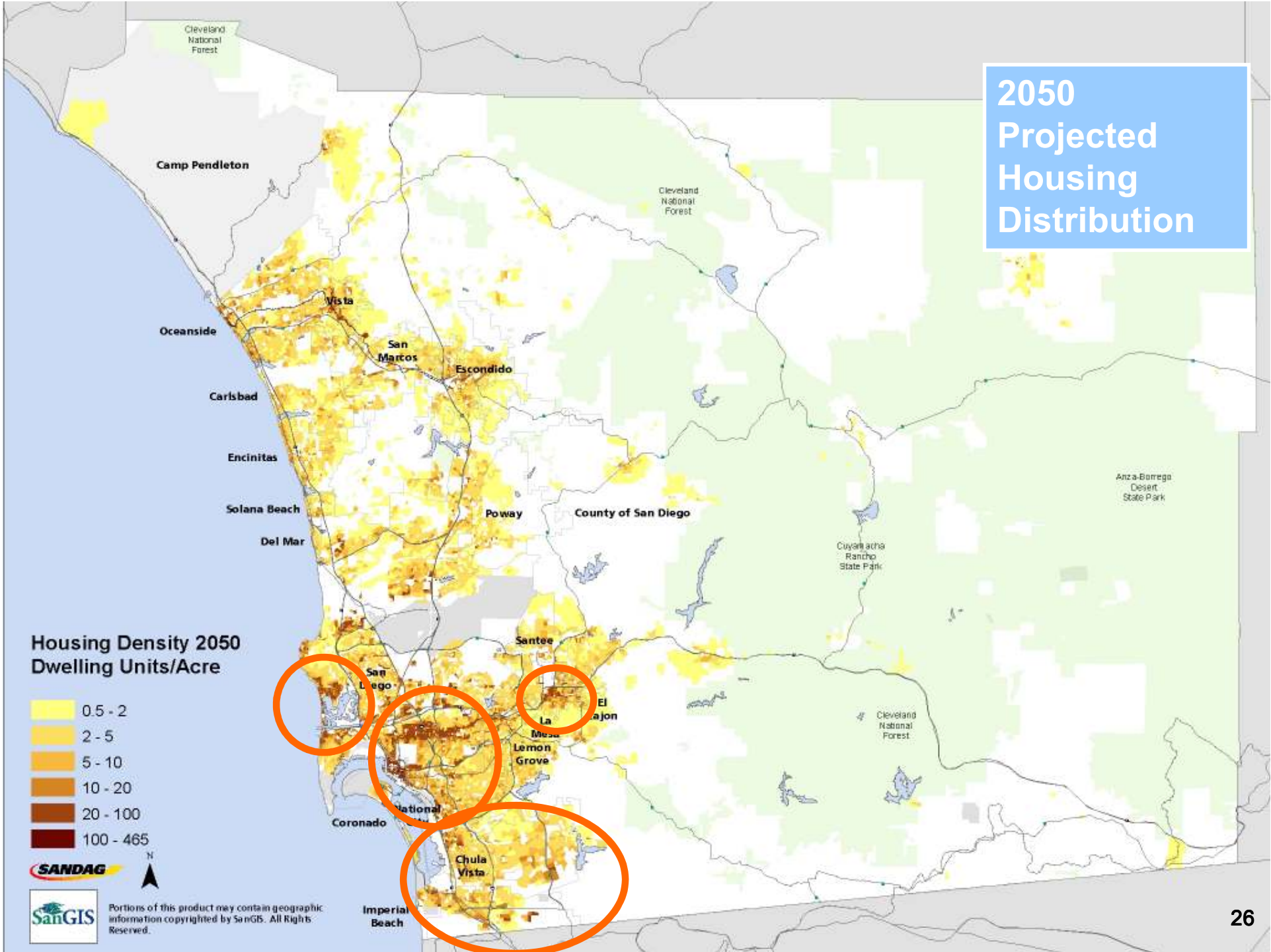
Housing Density 2008 Dwelling Units/Acre

- 0.5 - 2
- 2 - 5
- 5 - 10
- 10 - 20
- 20 - 100
- 100 - 242



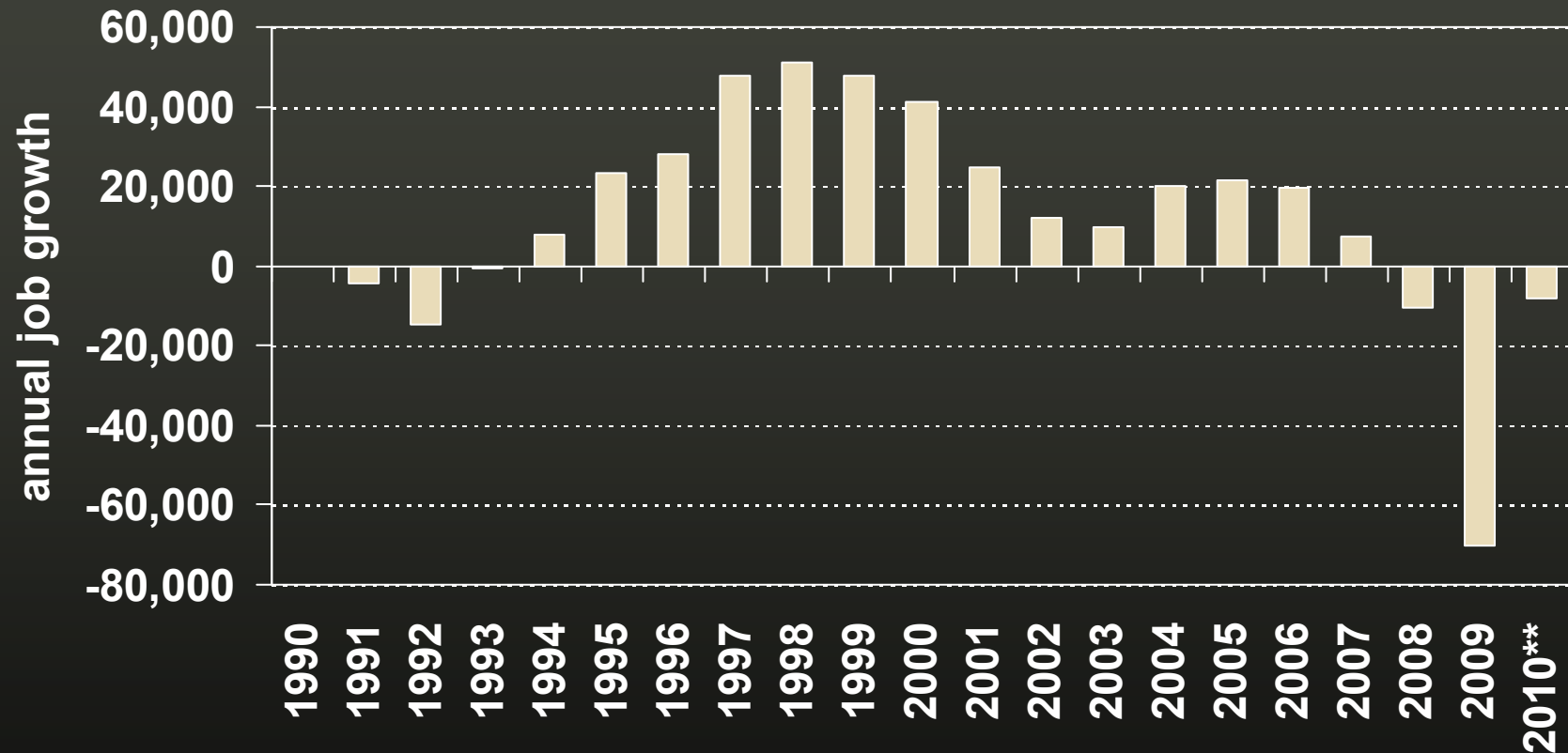
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2050 Projected Housing Distribution



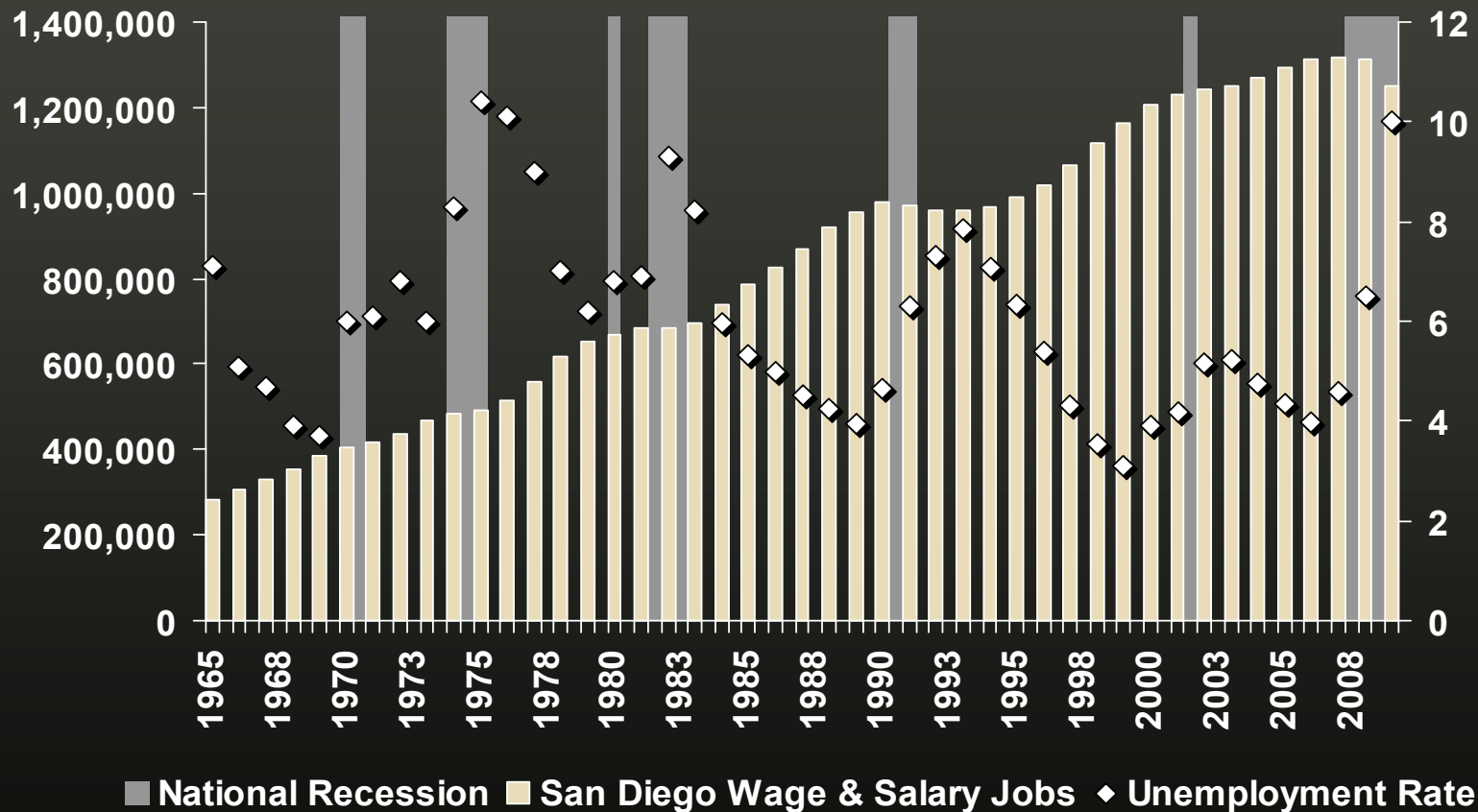
What sectors will grow?

Job losses started in 2008, continued through present



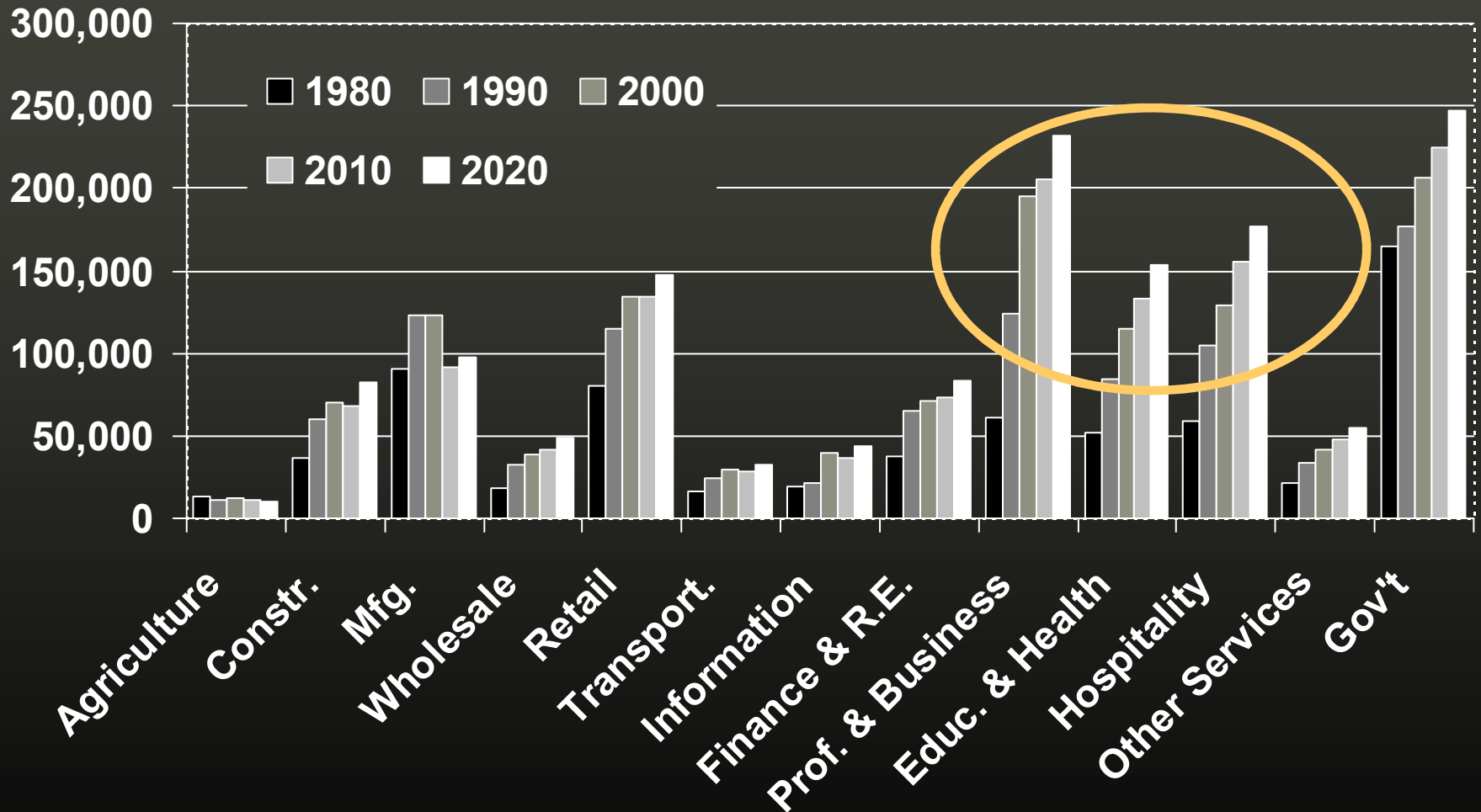
Source: California Employment Development Department (July 2010)

San Diego Region weathered past booms and busts



Source: California Employment Development Department; National Bureau of Economic Research

Professional & Business, Hospitality, and Healthcare Expected to grow most



Source: California Employment Development Department; SANDAG 2050 Regional Growth Forecast (Feb 2010)

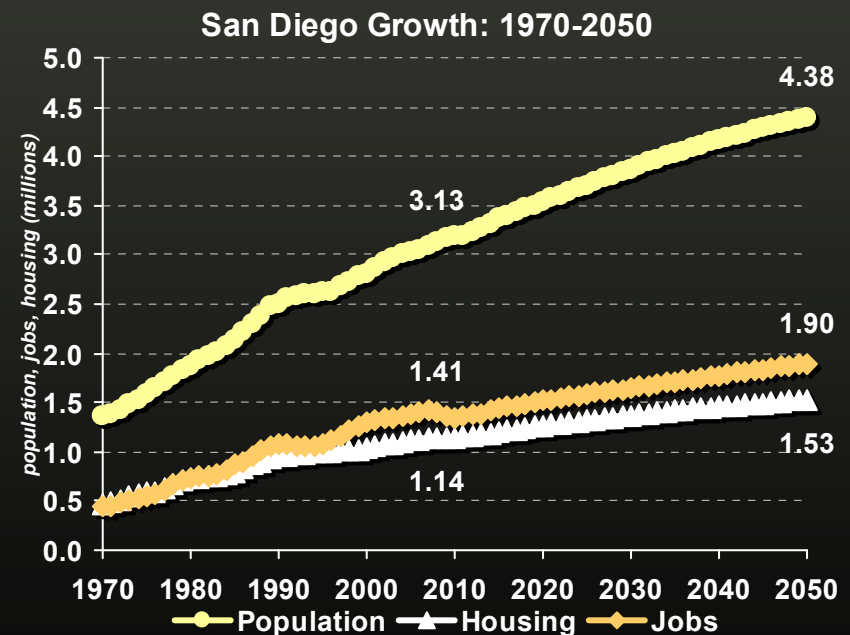
Summary / Outlook

Future Growth Areas

- Population:
 - Seniors
 - Hispanic
- Jobs:
 - Professional & Business
 - Healthcare
 - Hospitality
- Location:
 - Redev. in urban core
 - Southeast

Long-term outlook

- Recession will be long, but not forever





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Meetings/Agendas

- 3/9 [Bicycle - Pedestrian Working Group](#)
- 3/10 [Regional Planning Technical Working Group](#)
- 3/10 [San Diego Regional Traffic Engineers Council](#)
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- 3/11 [Executive Committee](#)

Publications

- [TransNet Update 2005 \[PDF\]](#)
- [San Diego County](#)

SAN DIEGO *Welcome* Association of Governments

SANDAG provides the public forum for regional policy decisions about growth, transportation planning and funding, transit construction, environmental management, economic development, housing, open space, energy, public safety, and binational topics. SANDAG is this region's association of local governments composed of 18 cities and the county government. SANDAG **polymakers** are mayors, councilmembers, and a county supervisor from each of the region's 19 local governments.

FEATURED PROJECTS

▶ **What's the State of the Commute?**

SANDAG releases evaluation of region's transportation system.

▶ **TransNet**

New report issued on transportation projects.



▶ **Survive the Drive**

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