



City of Santa Ana

Environmental Scan 2013

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City of Santa Ana

Demographics



Environmental Scan 2013

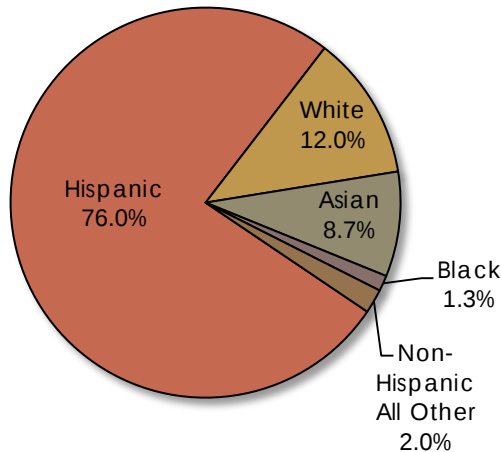
Demographics Summary

Category	Santa Ana	Orange County
Total Population	327,731	3,055,792
Hispanic	78.5%	34.3%
White	8.7%	42.5%
Asian	10.7%	18.7%
Black	0.9%	1.4%
Non-Hispanic All Other	1.1%	3.1%

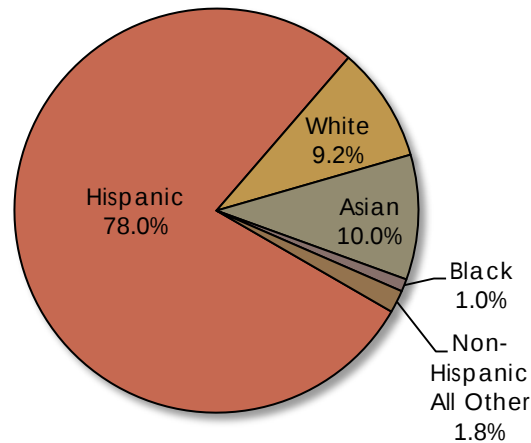
Source: 2000 and 2010 U.S. Census, Nielson Co., 2012

Demographics Summary

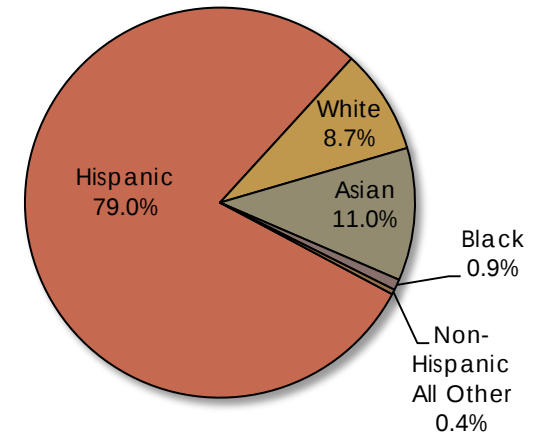
Santa Ana 2000



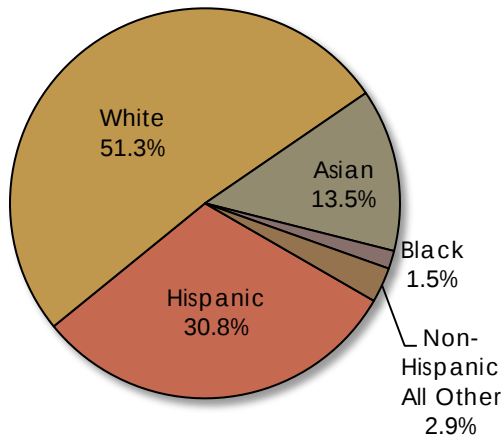
Santa Ana 2010



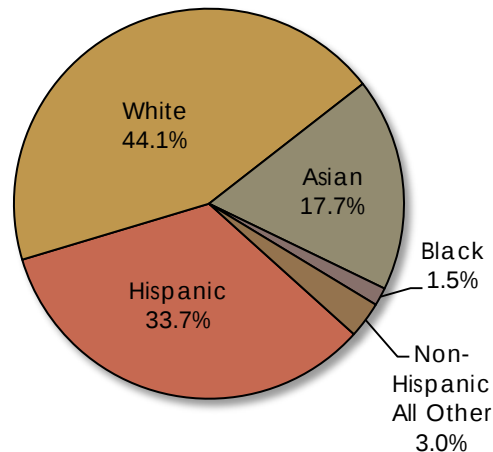
Santa Ana 2012



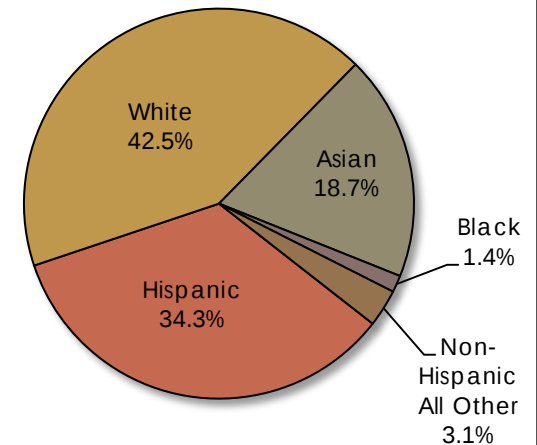
Orange County 2000



Orange County 2010



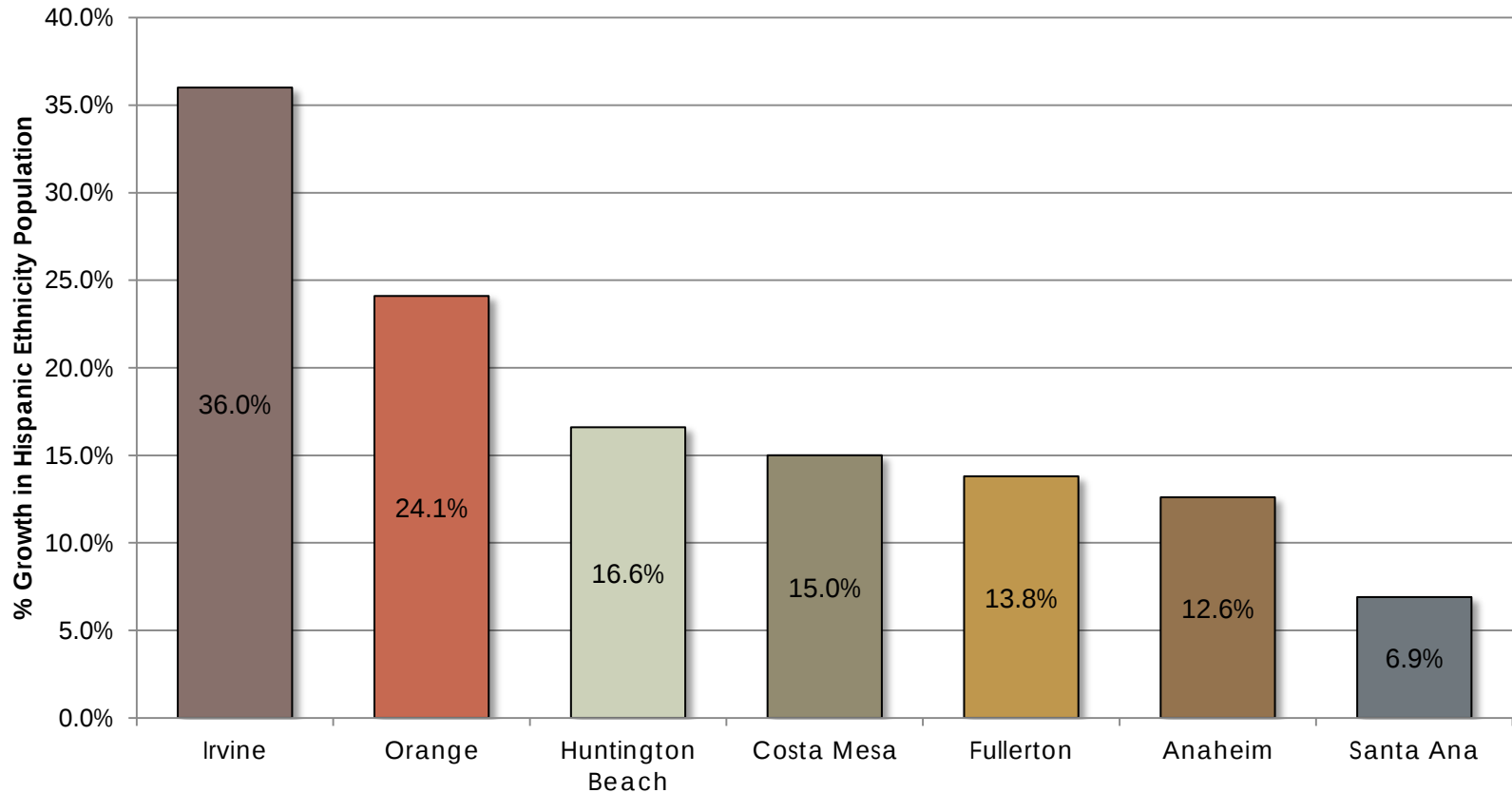
Orange County 2012



Source: 2000 and 2010 U.S. Census, Nielson Co., 2012

Demographic Changes

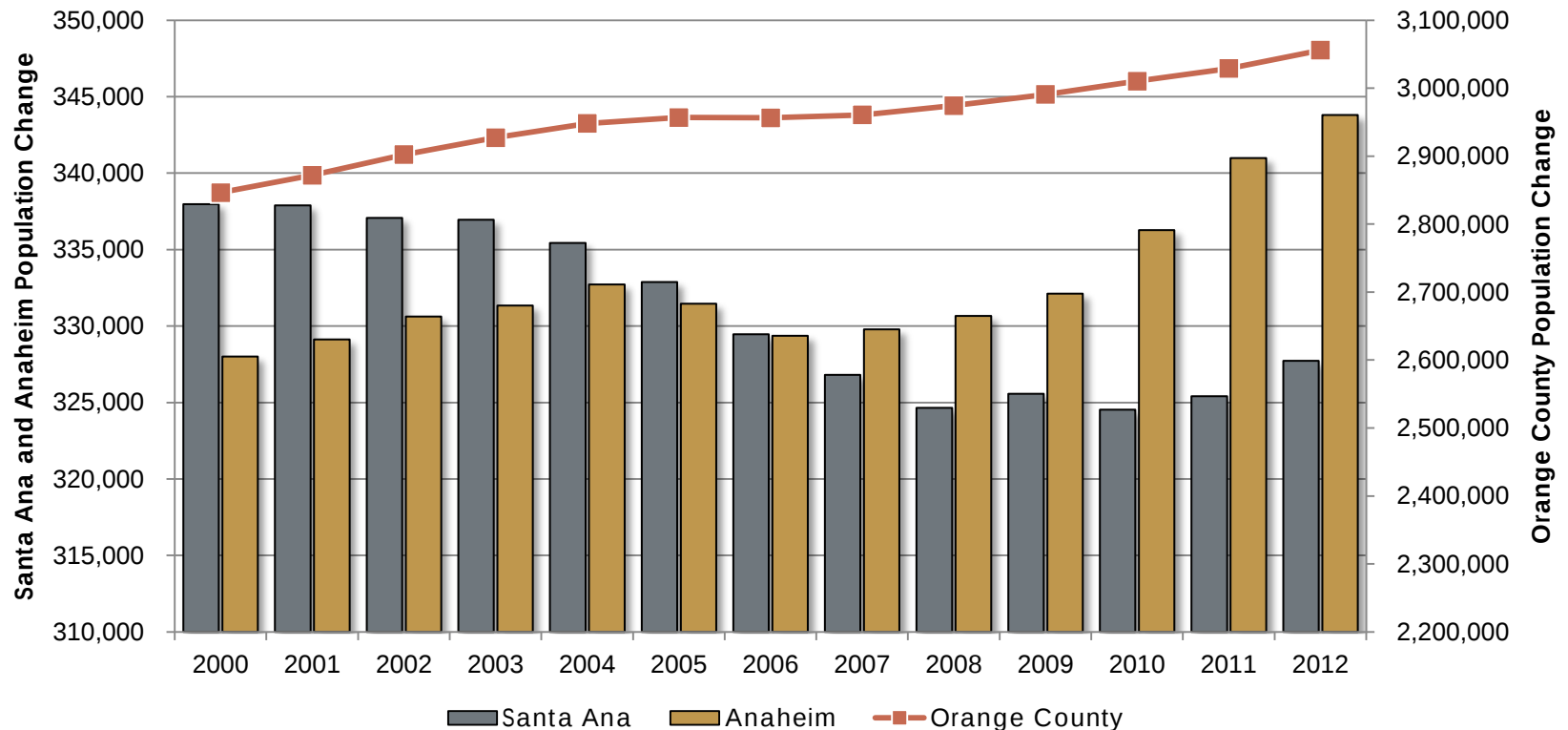
Hispanic Ethnicity Growth (2010 through 2015)



Source: Demographics Now.com

Population Change

Santa Ana, Anaheim, Orange County

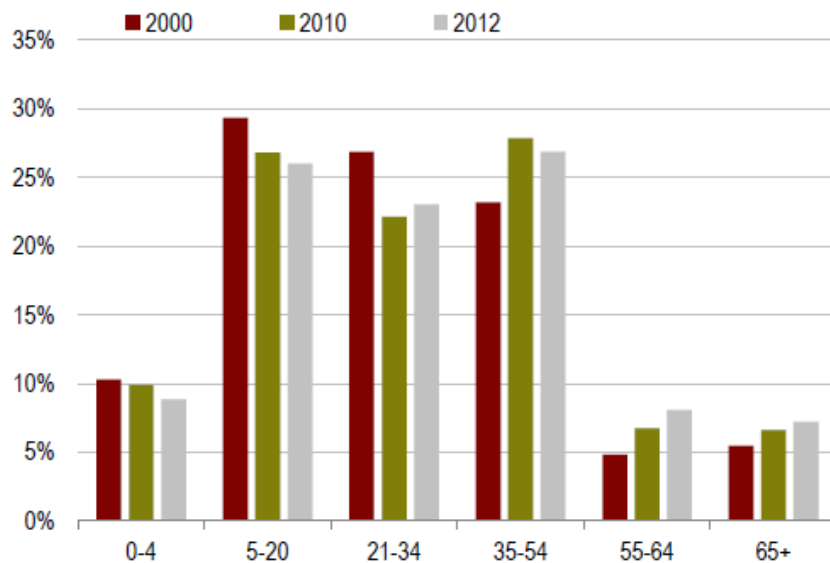


10.7% of Orange County's total population lived in Santa Ana in 2012

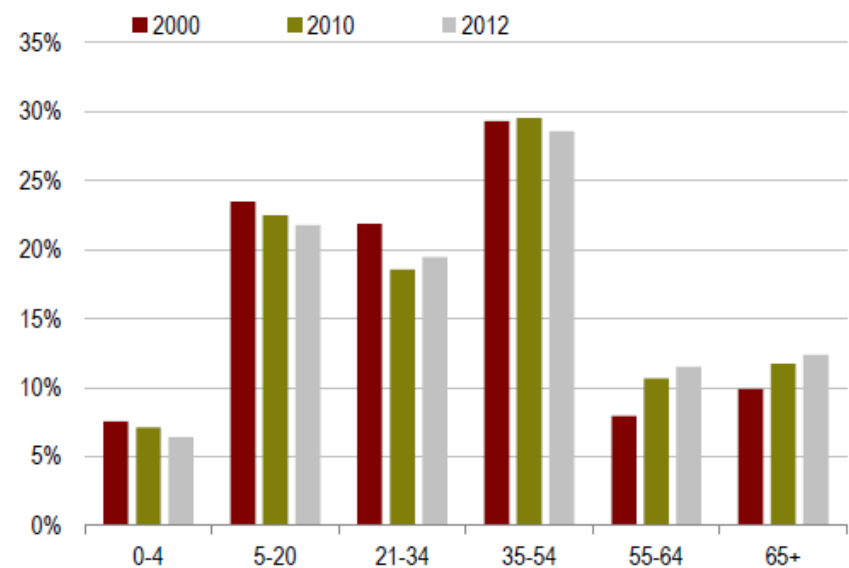
Sources: California Department of Finance, E-5, 2012

Population by Age

Population Share by Age: 2000, 2010 and 2012



Santa Ana

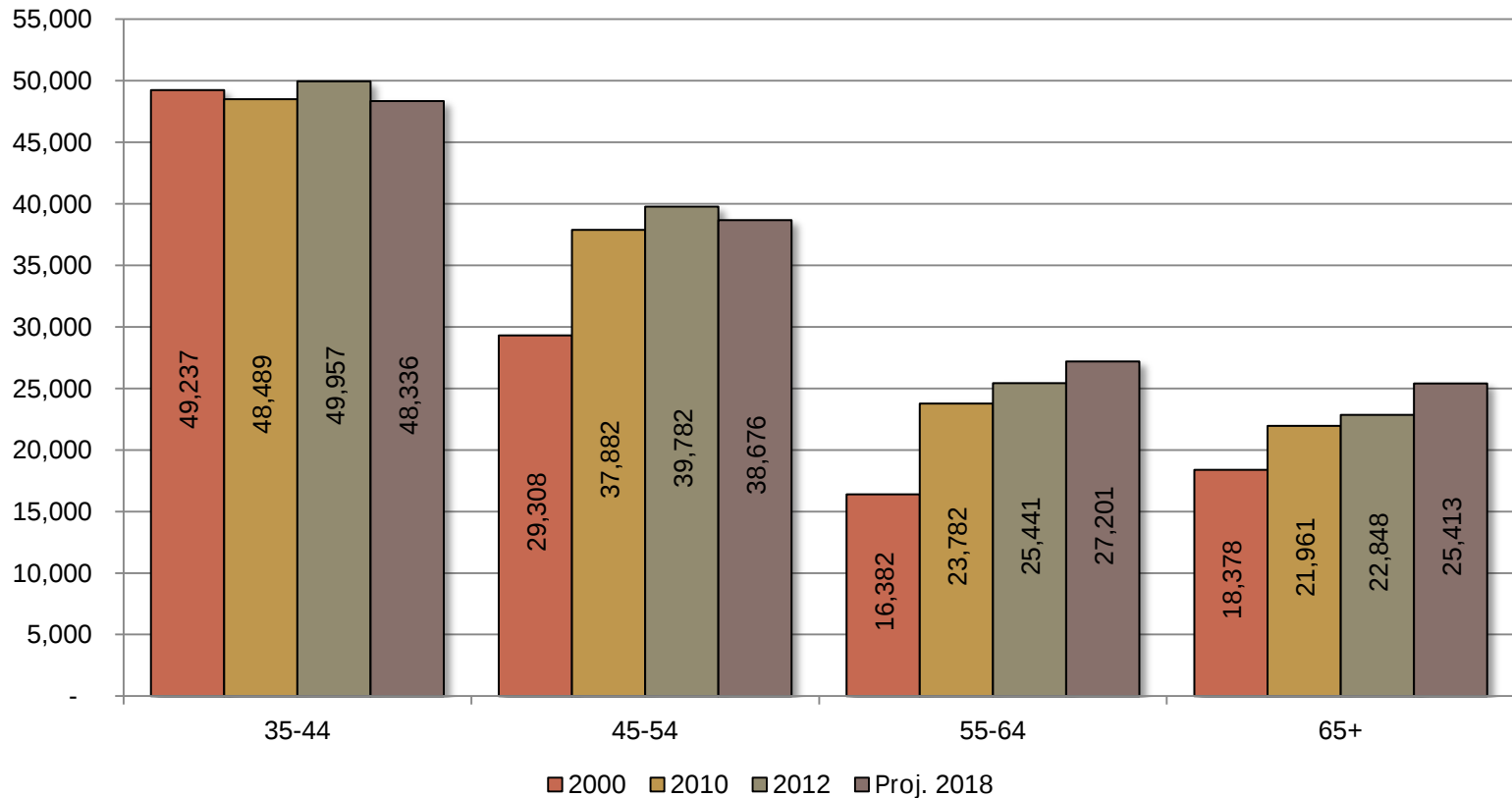


Orange County

Sources: 2000 and 2010 U.S. Decennial Census, Nielson Co., 2012

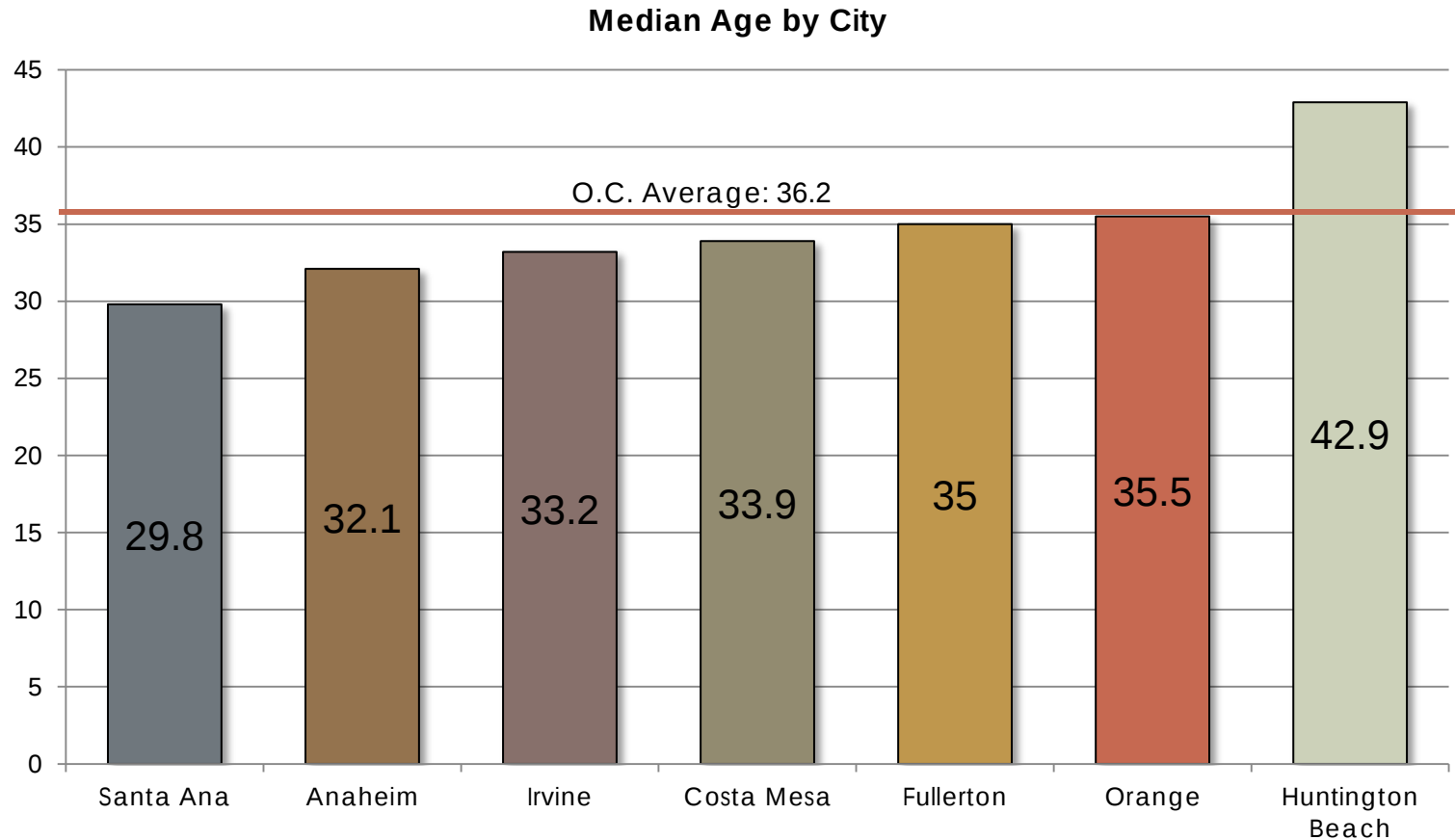
Population by Age

Population by Age: 2000, 2010, 2012, 2018



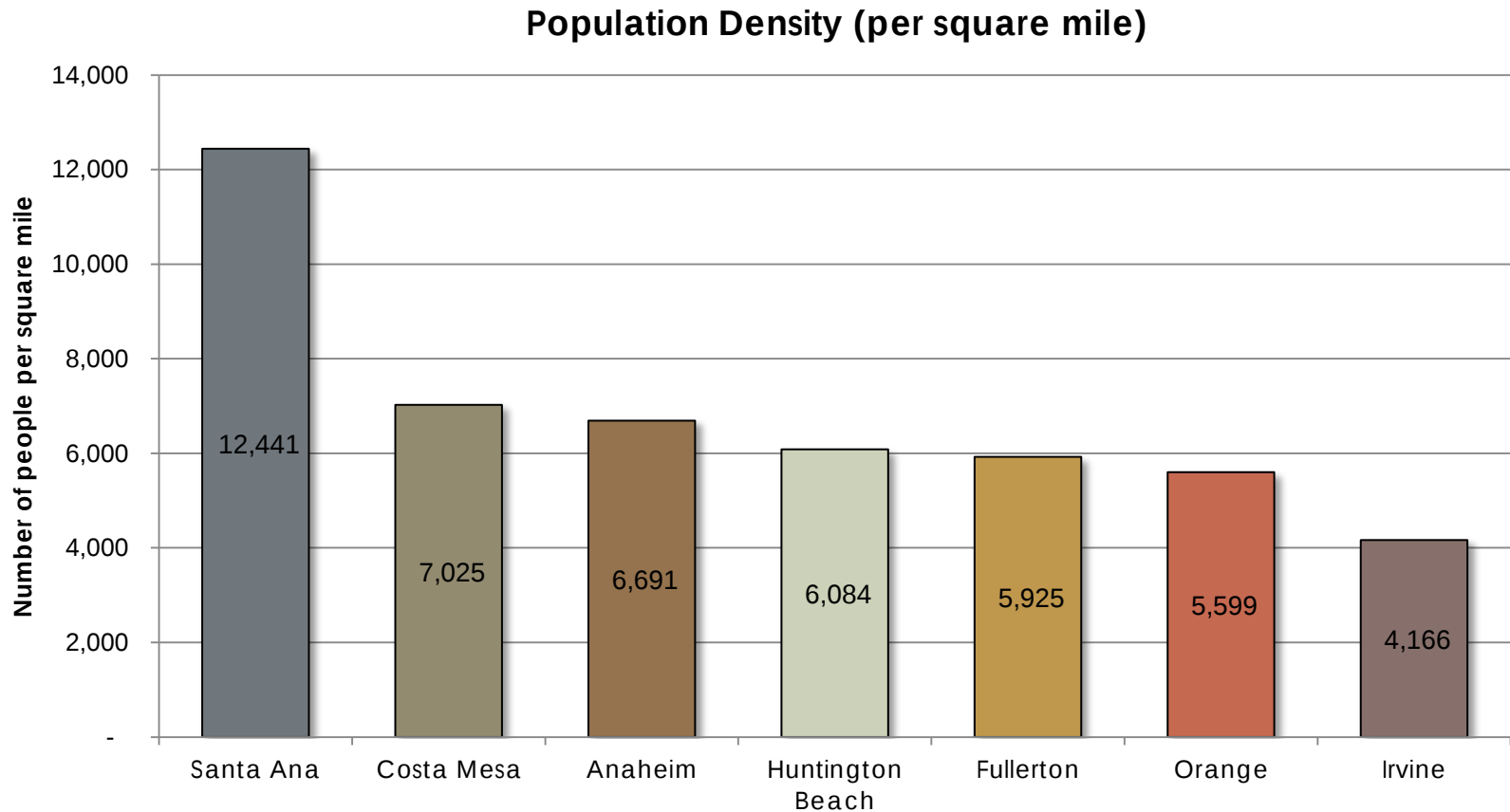
Sources: 2000 and 2010 U.S. Decennial Census, Nielson Co., 2012

Median Age



Sources: Census 2010 SF1 & 2006-2010 American Community Survey

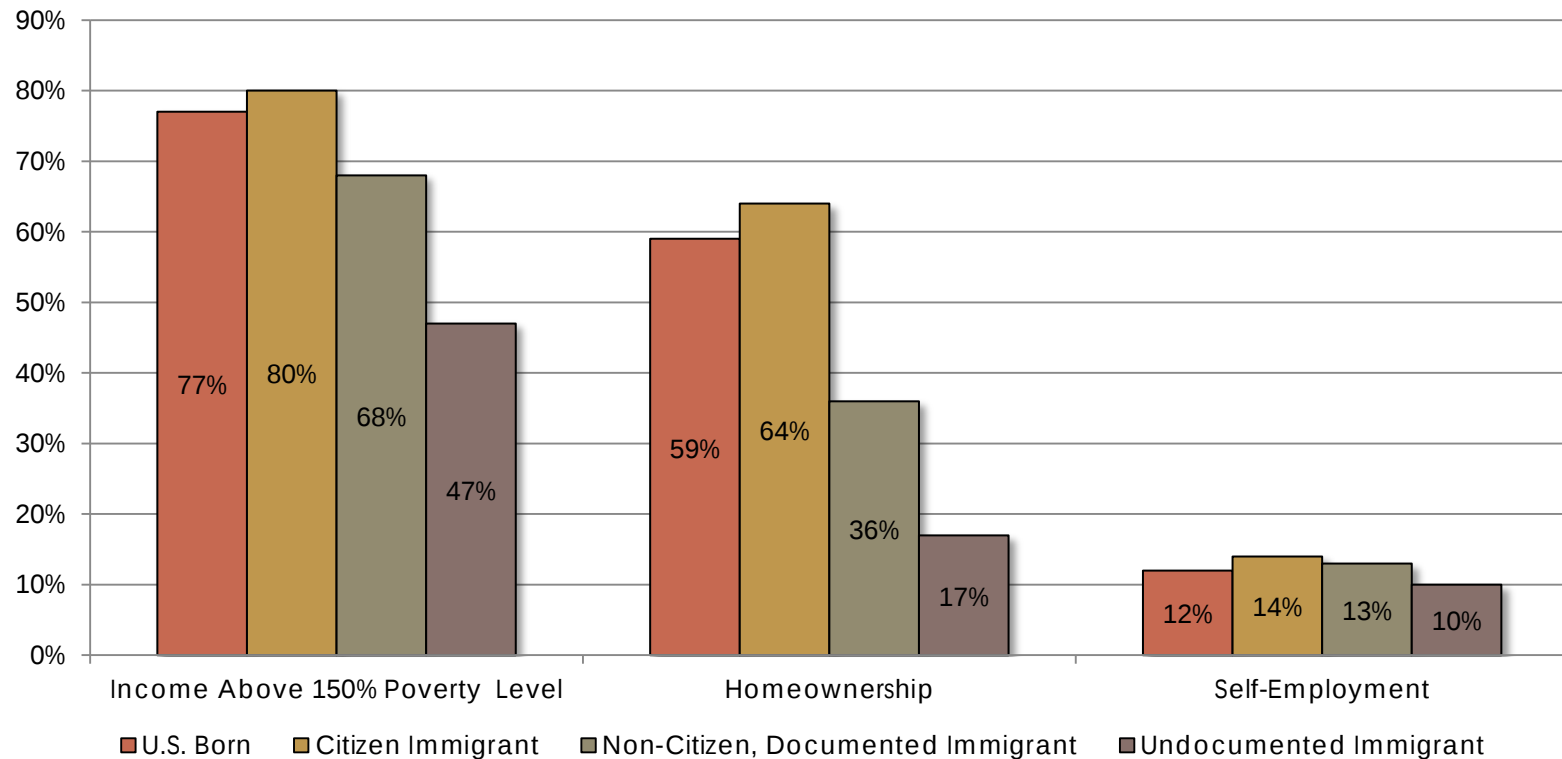
Population Density



Sources: 2010 U.S. Decennial Census

California Immigration

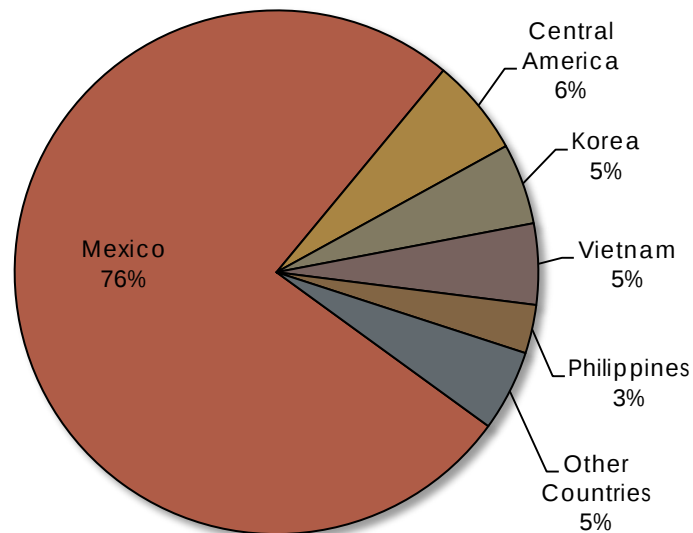
Economic Outcomes by US-born and Immigrant Status (2009-2011)



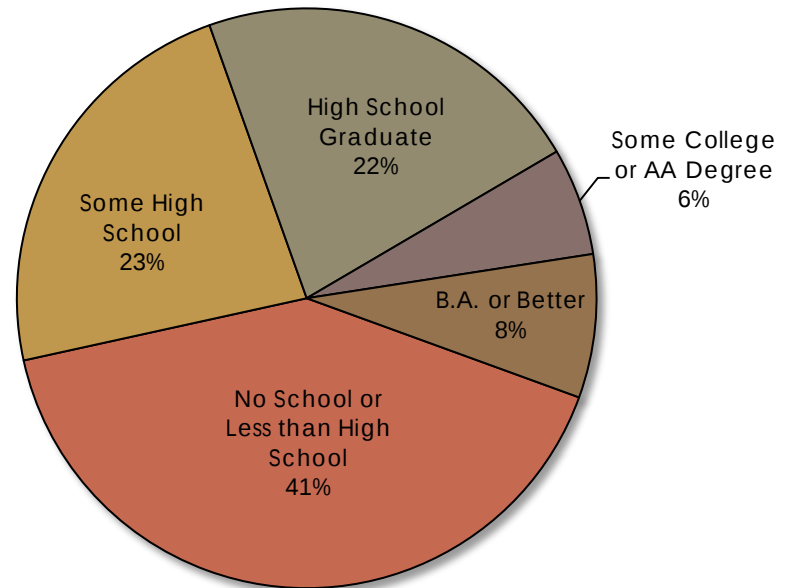
Sources: American Community Survey 2009-2011

Undocumented Immigrants

Countries/Regions of Origin for Undocumented Residents in Orange County

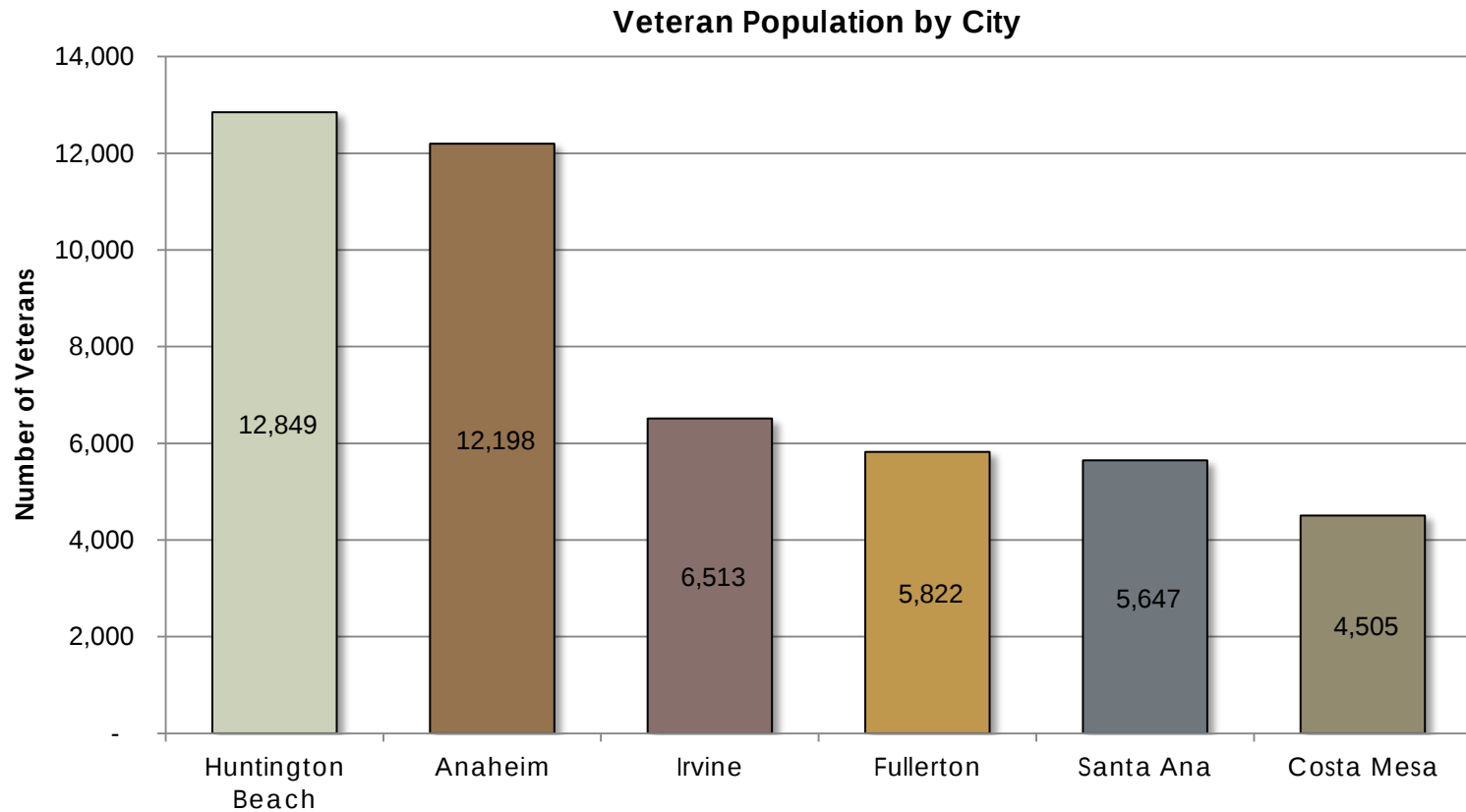


Educational Attainment for Undocumented Immigrants in Orange County



Sources: American Community Survey 2009-2011

Veteran Population



Source: 2007-2011 American Community Survey

City of Santa Ana

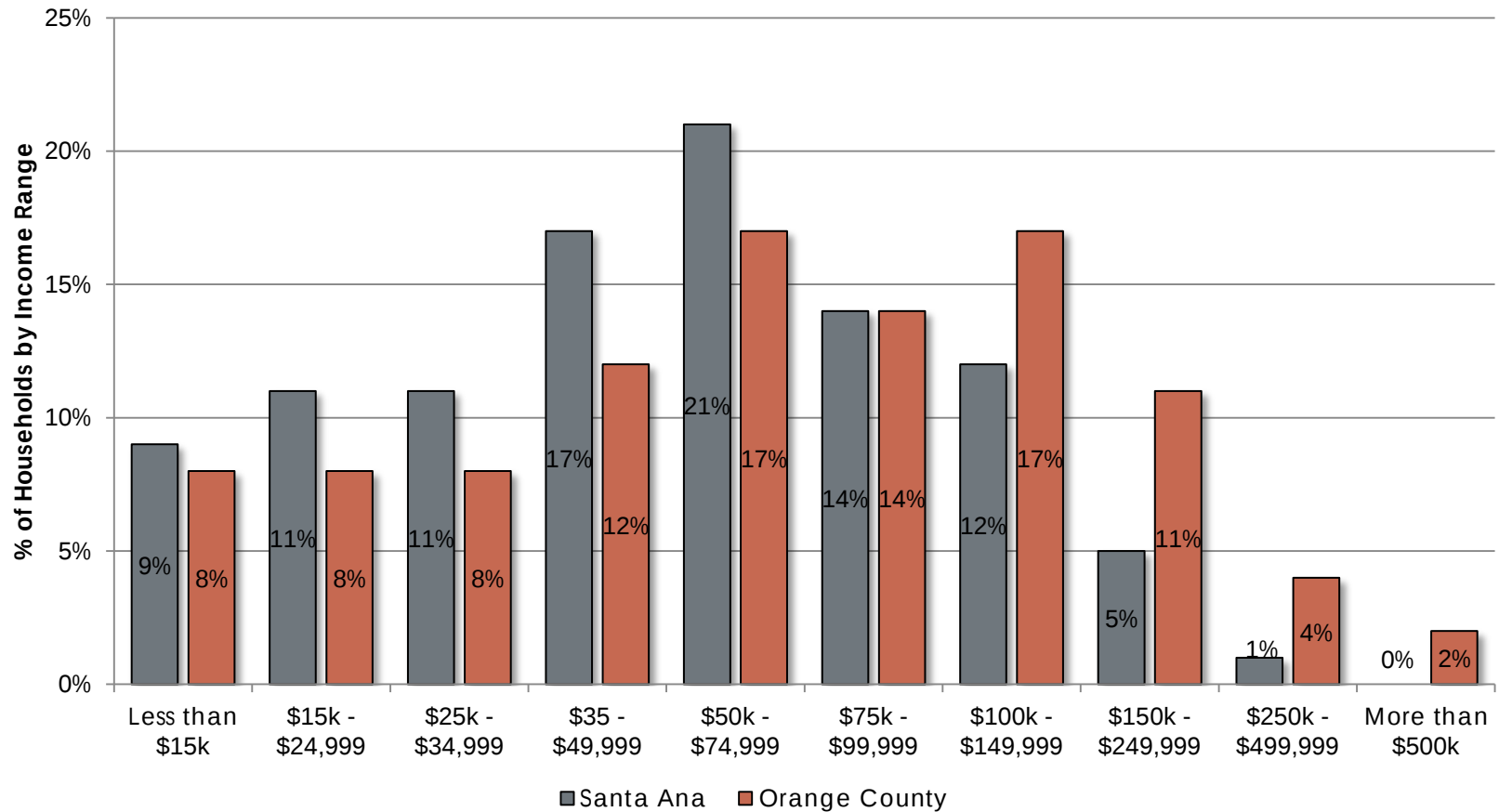
Housing and Household Characteristics



Environmental Scan 2013

Households by Income

Percent of Households by Household Income 2012

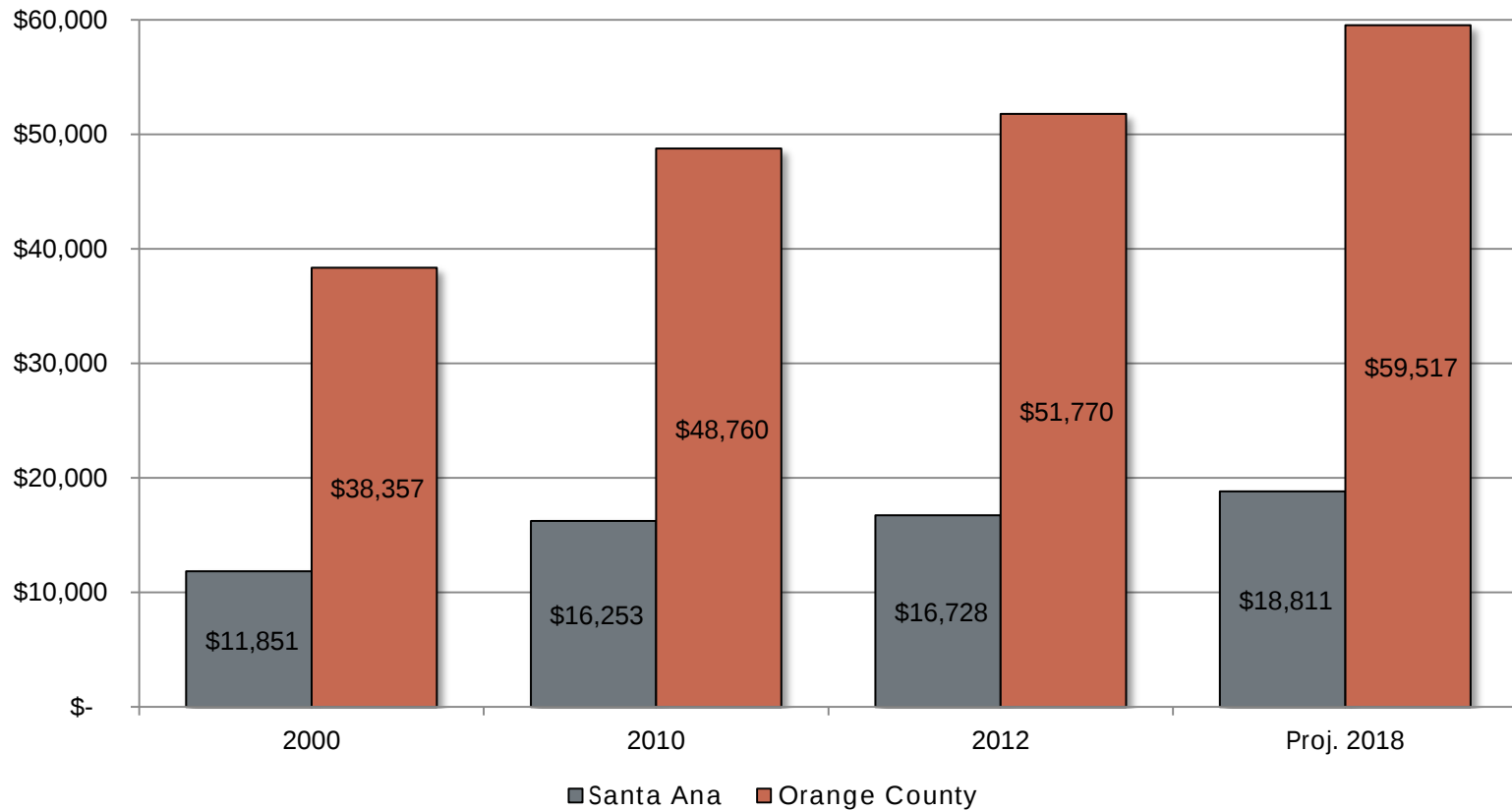


Household: A group of people who occupy a housing unit, not necessarily from a single family

Source: Nielson Co., 2012

Per Capita Income

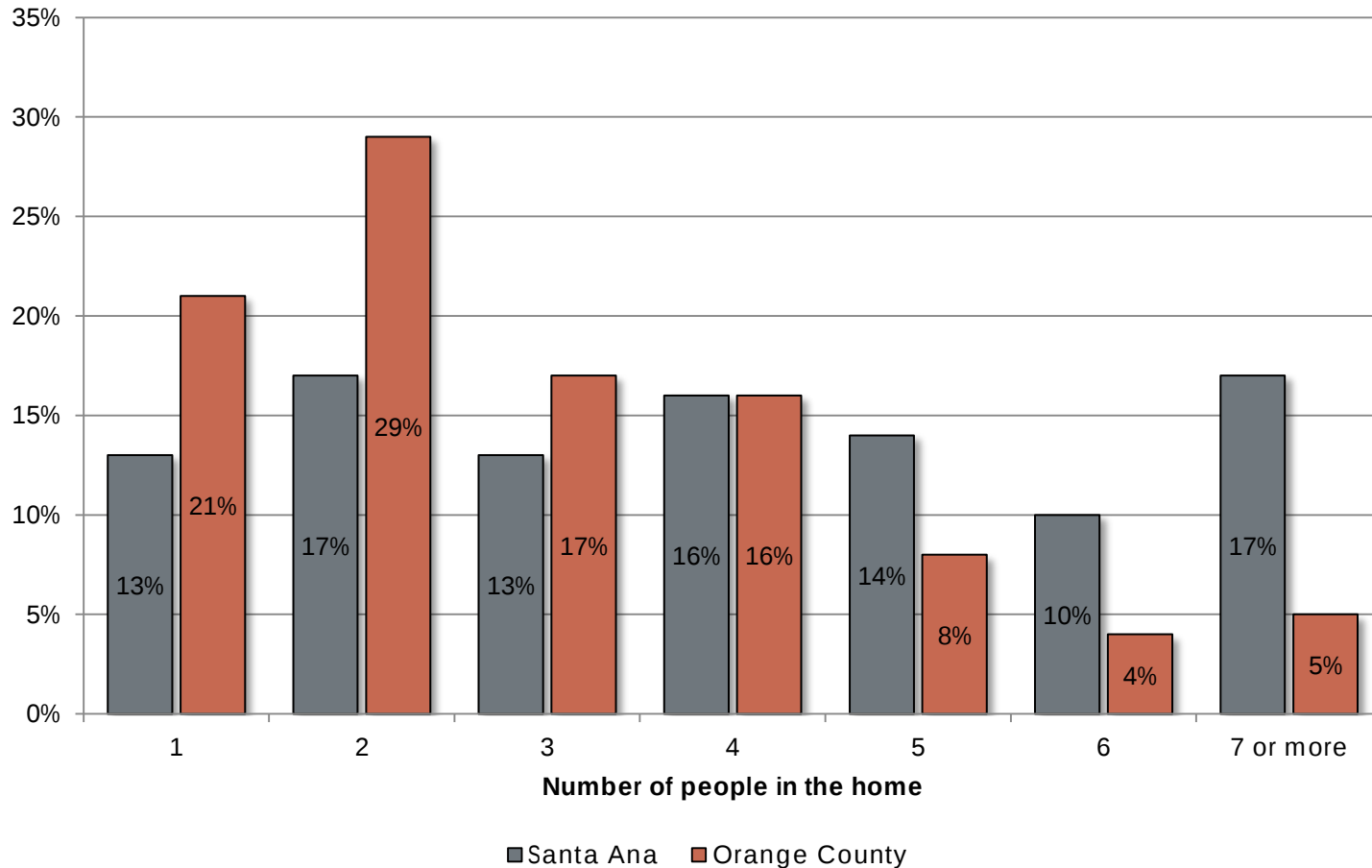
Per Capita Income: 2000, 2010, 2012 & 2018



Source: 2000, 2010 U.S. Decennial Census, Demographics Now, Bureau of Economic Analysis

Average Household Size

Percent of Households by Household Size 2012



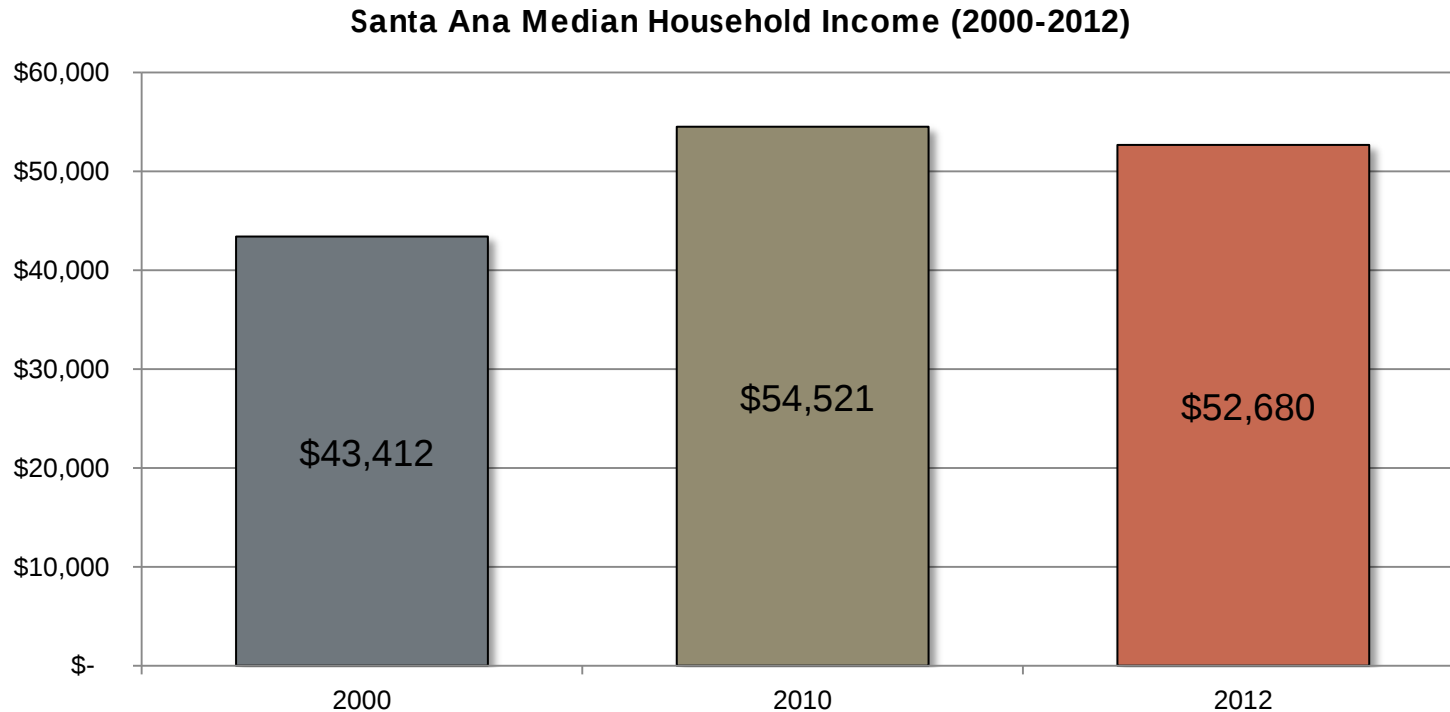
Source: Nielson Co., 2012

Population and Households

	Population Change (2010-2015)	No. of Households (2010-2015)
Anaheim	+7.7%	+2.3%
Costa Mesa	+4.9%	+0.3%
Fullerton	+2.3%	-2.6%
Huntington Beach	+2.1%	-2.6%
Irvine	+11.9%	+6.6%
Orange	+14.7%	+8.5%
Santa Ana	+6.2%	+1.9%

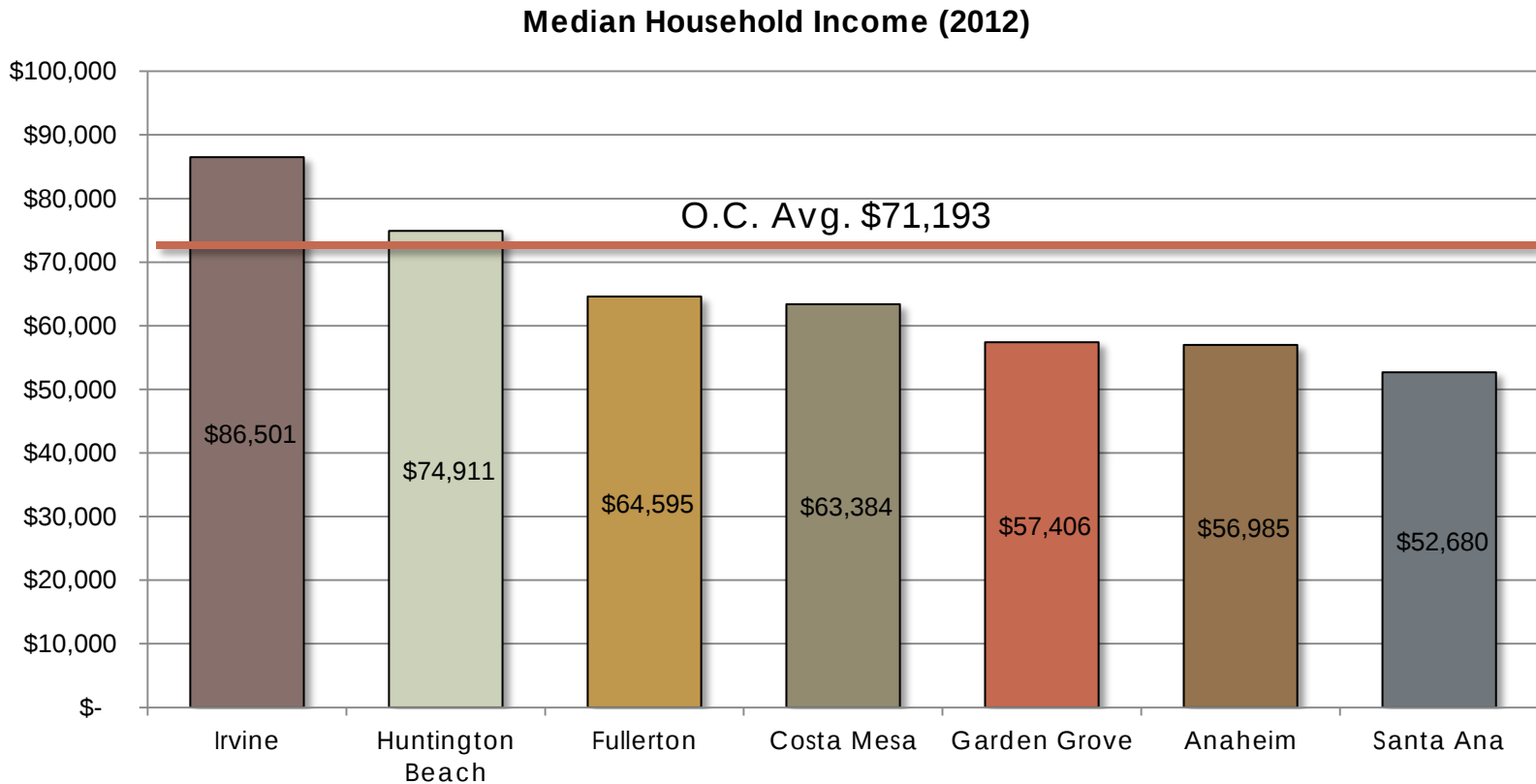
Santa Ana is estimated to have a 6.2% increase in population while only a 1.9% increase in the number of households

Median Household Income



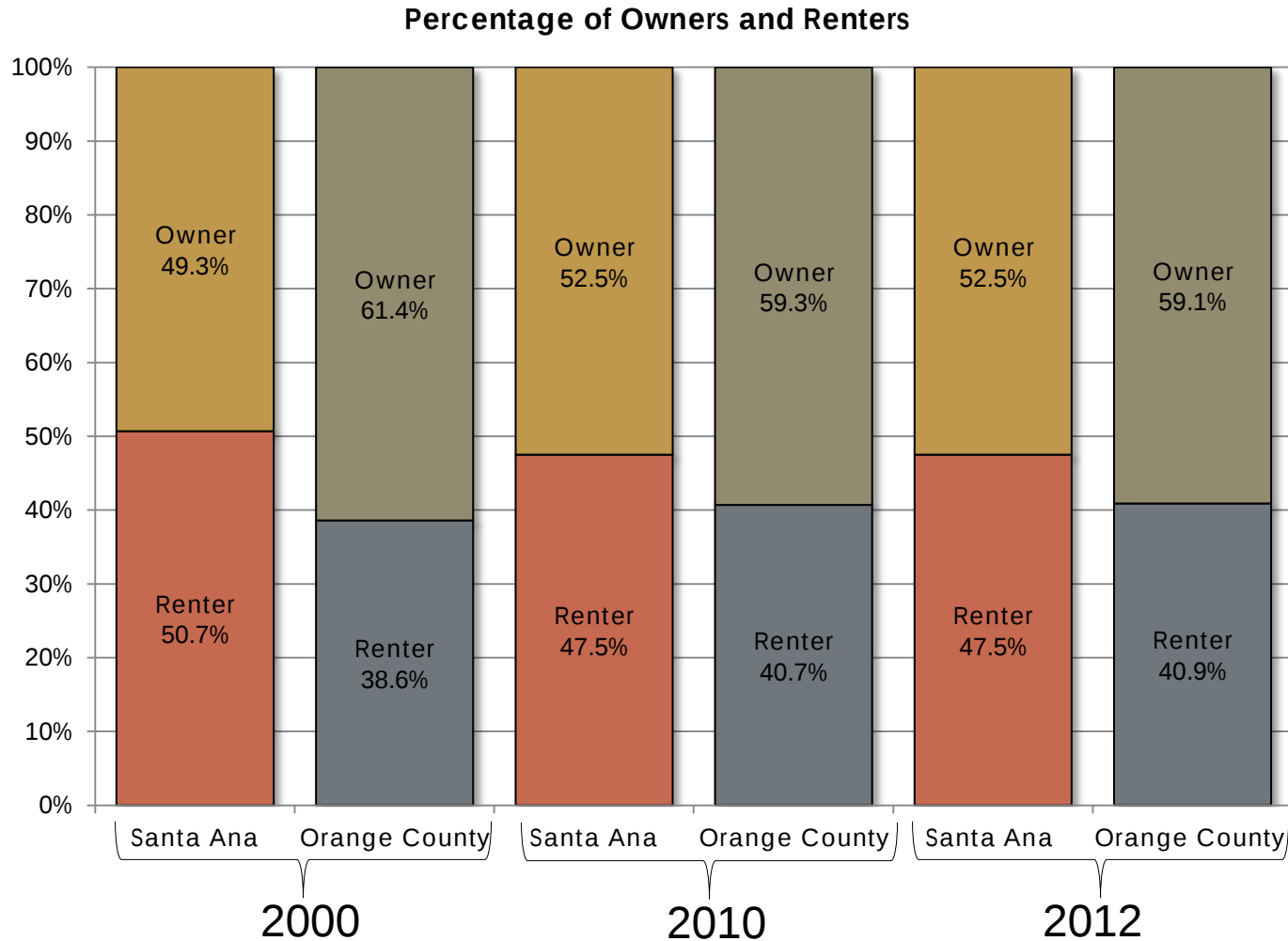
Source: Nielson Co., 2012, US Census 2010

Median Household Income



Source: Nielson Co., 2012, US Census 2010

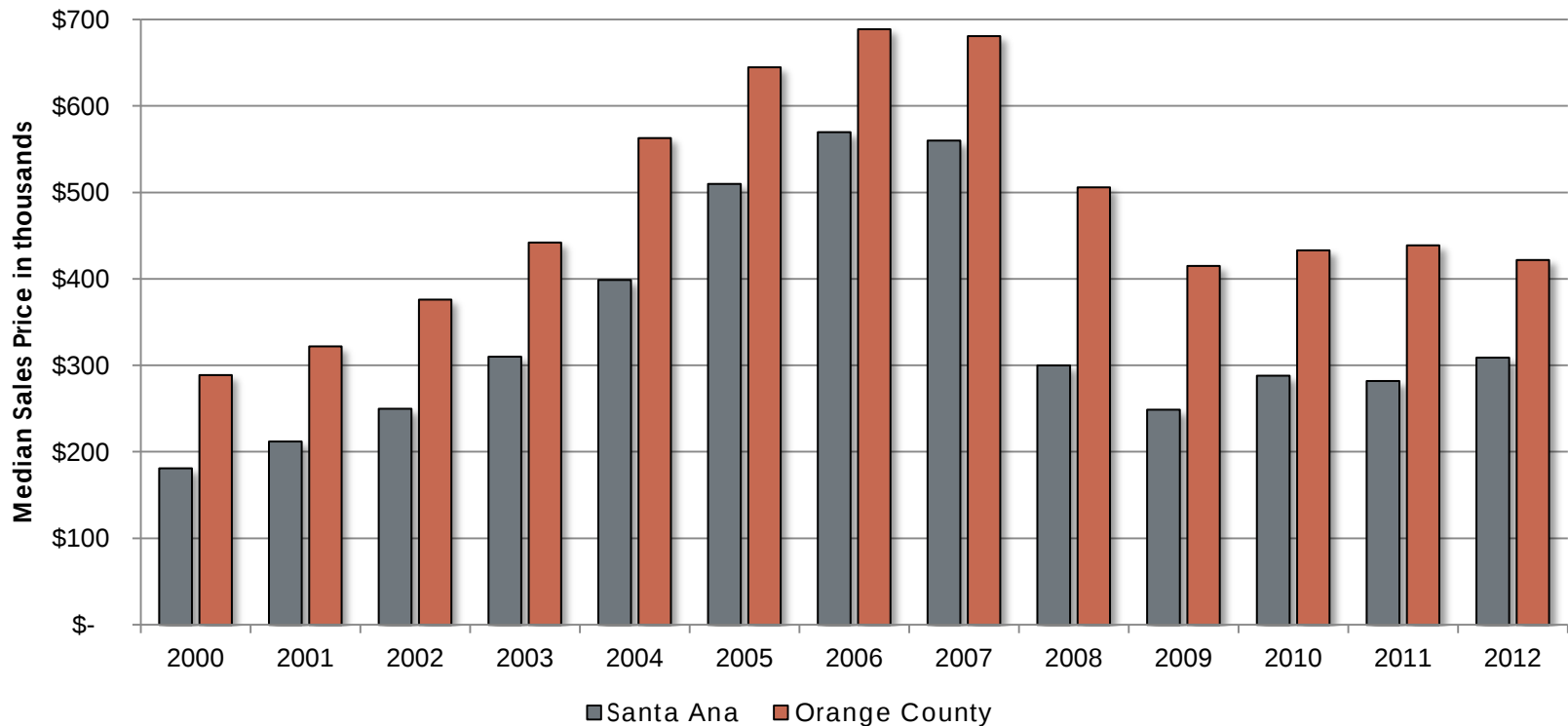
Renters and Homeowners



Source: Nielson Co., 2012

Home Sales Prices

Median Homes Sales Price for Existing Homes (in \$ thousands)



Source: MDA Data Quick, 2012

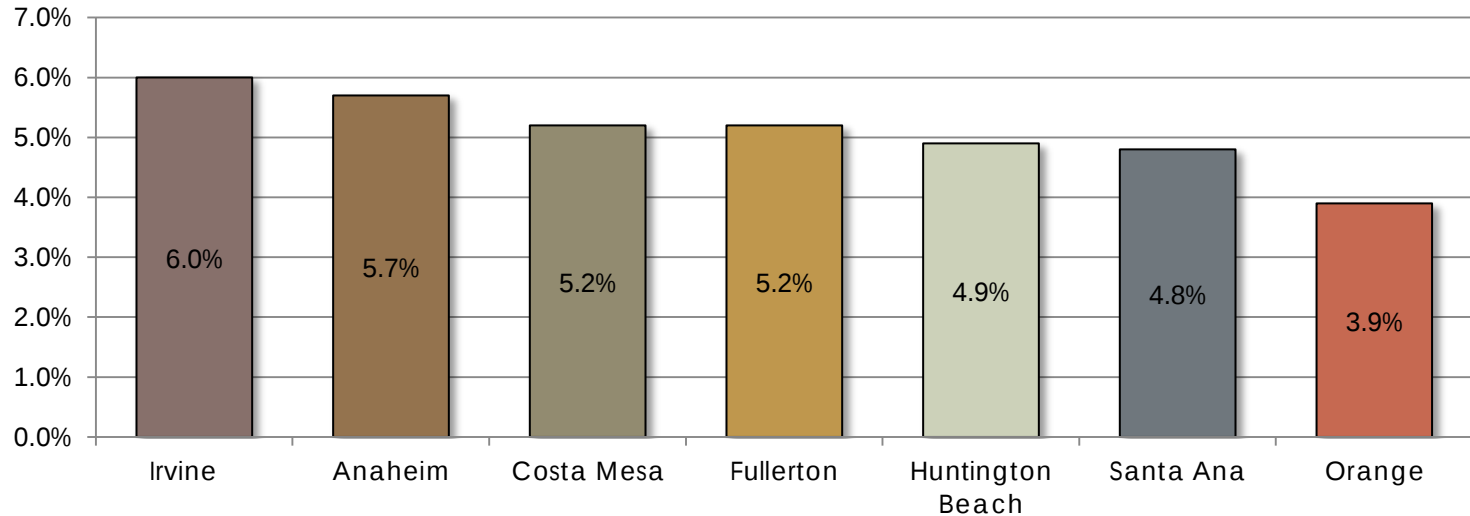
Change in Median Home Price

Zip Code	Median Home Value (June 2013)	Percent Change (2012-2013)
92701	\$265,000	+32.5%
92703	\$365,000	+49.0%
92704	\$353,500	+28.5%
92705	\$700,000	+14.8%
92706	\$470,000	+34.3%
92707	\$317,000	+17.4%

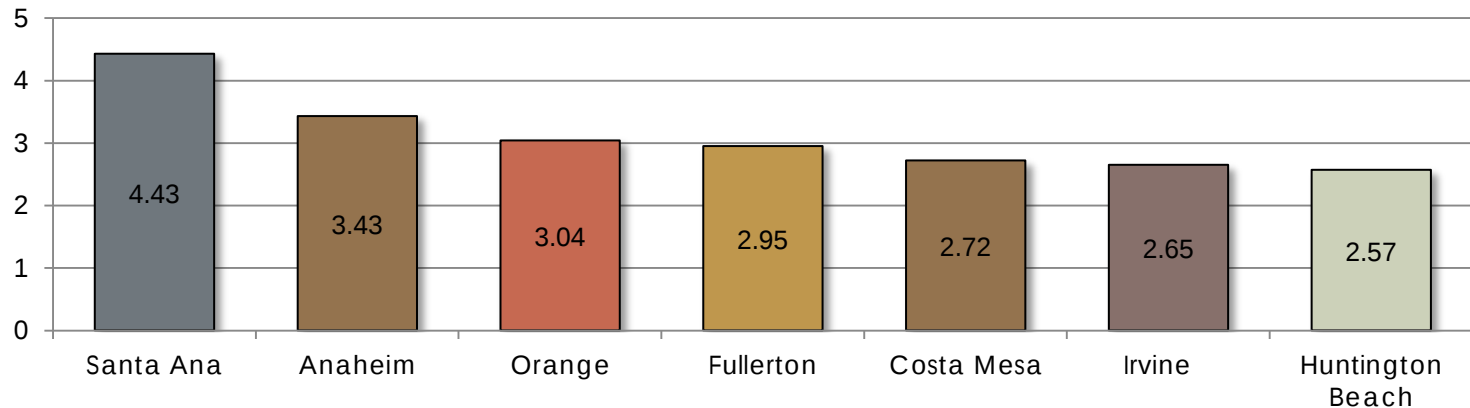
- Based on home sales in the specified zip code

Housing Units

Vacancy Rate



Persons Per Household



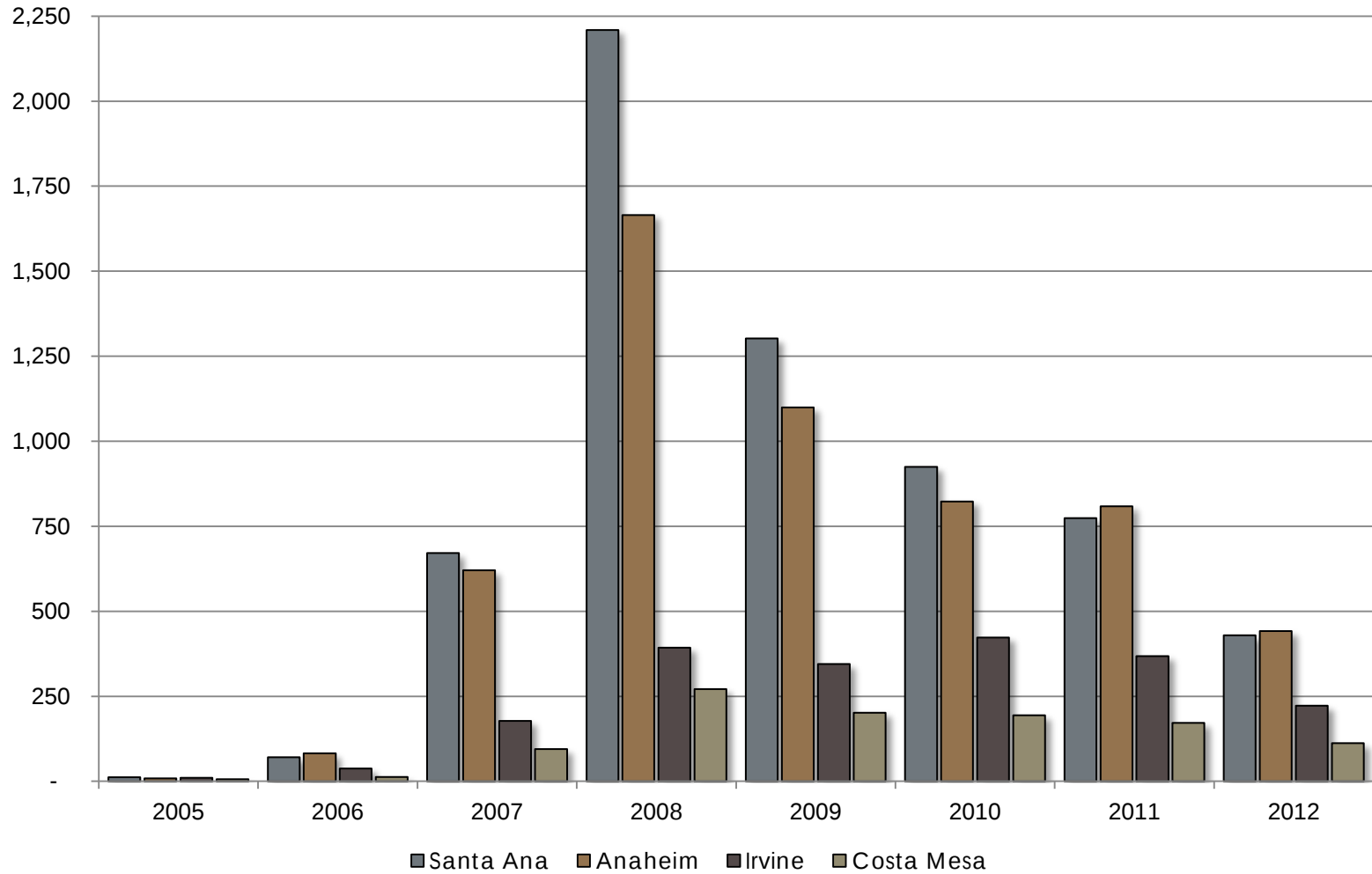
Source: California Department of Finance

Housing Units by Type

Housing Type	% of Total Units (Santa Ana)	% of Total Units (Orange County)
Single-Family Detached	46.1%	50.9%
Single-Family Attached	7.4%	12.1%
Multi-Family (2-4 units)	9.7%	8.7%
Multi-Family (5+ units)	31.6%	25.1%
Mobile Home	5.3%	3.2%

Source: California Department of Finance, E-5, 2012

Foreclosures



Source: MDA Data Quick, 2012

City of Santa Ana

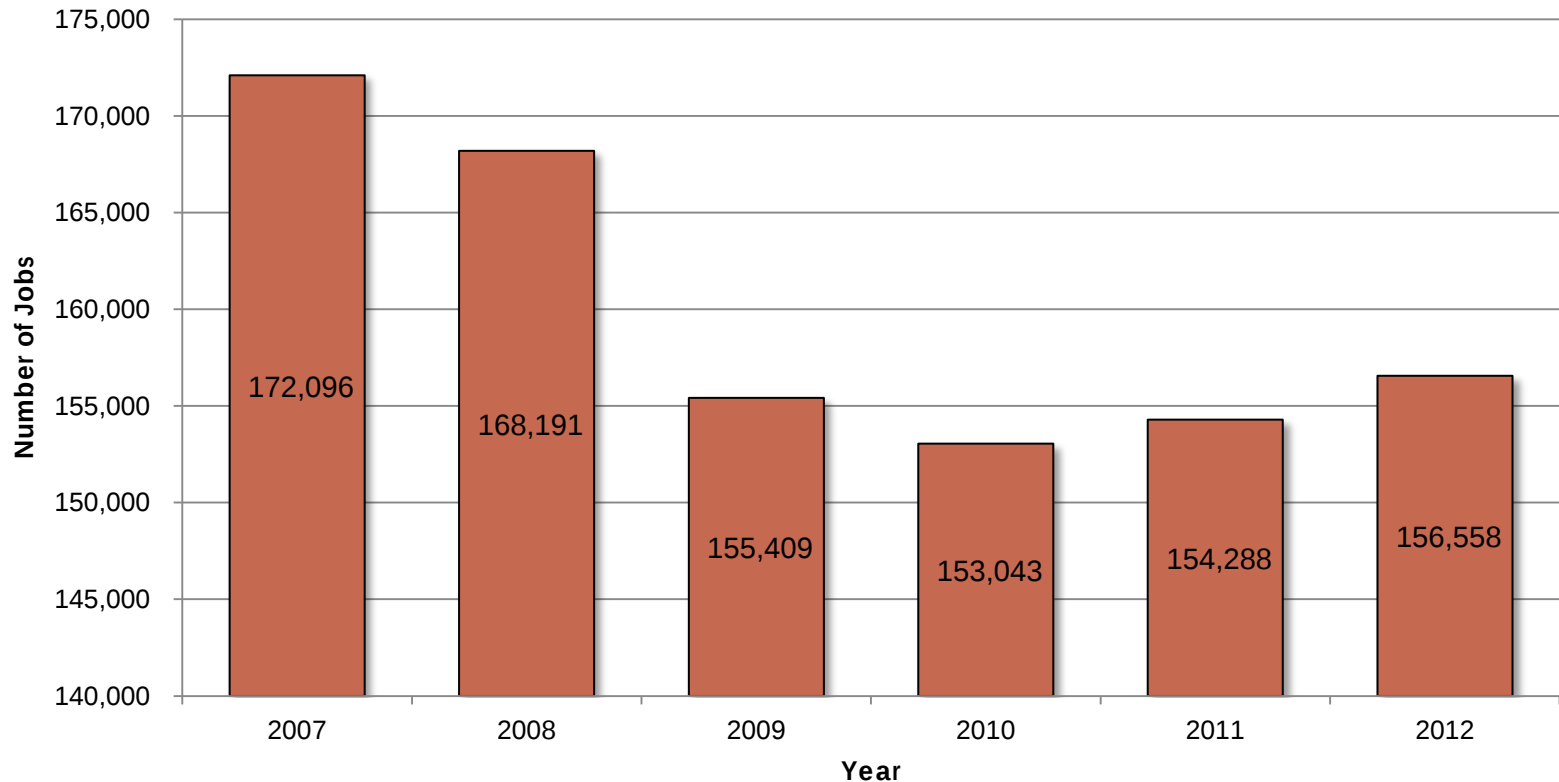
Employment and Salary



Environmental Scan 2013

Total Jobs

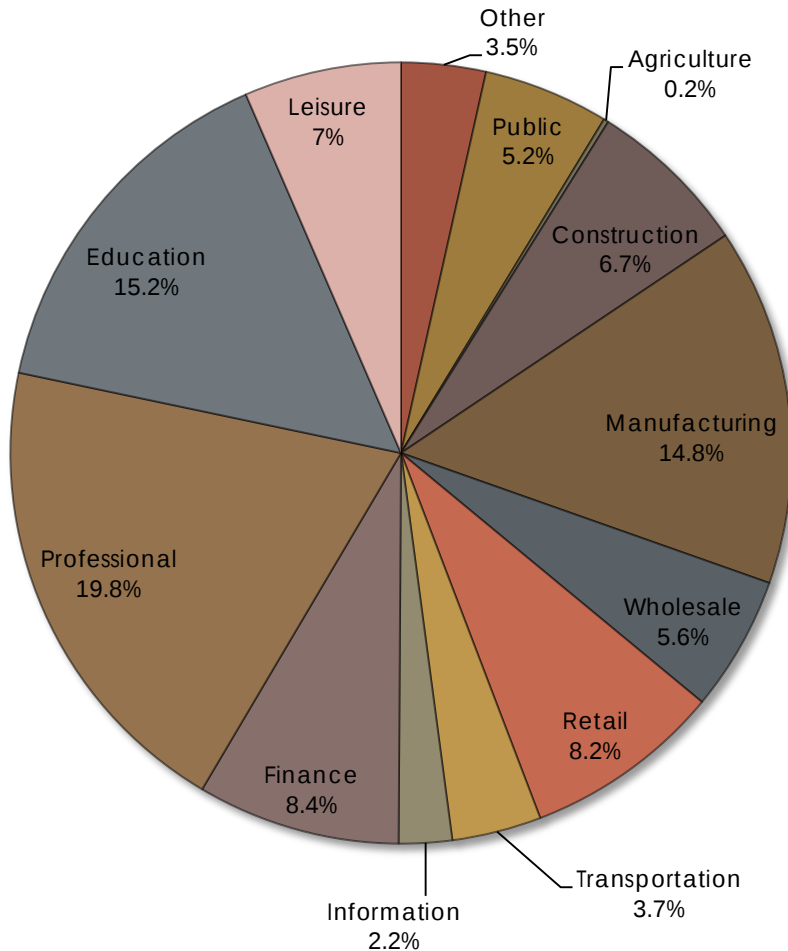
Santa Ana Total Jobs



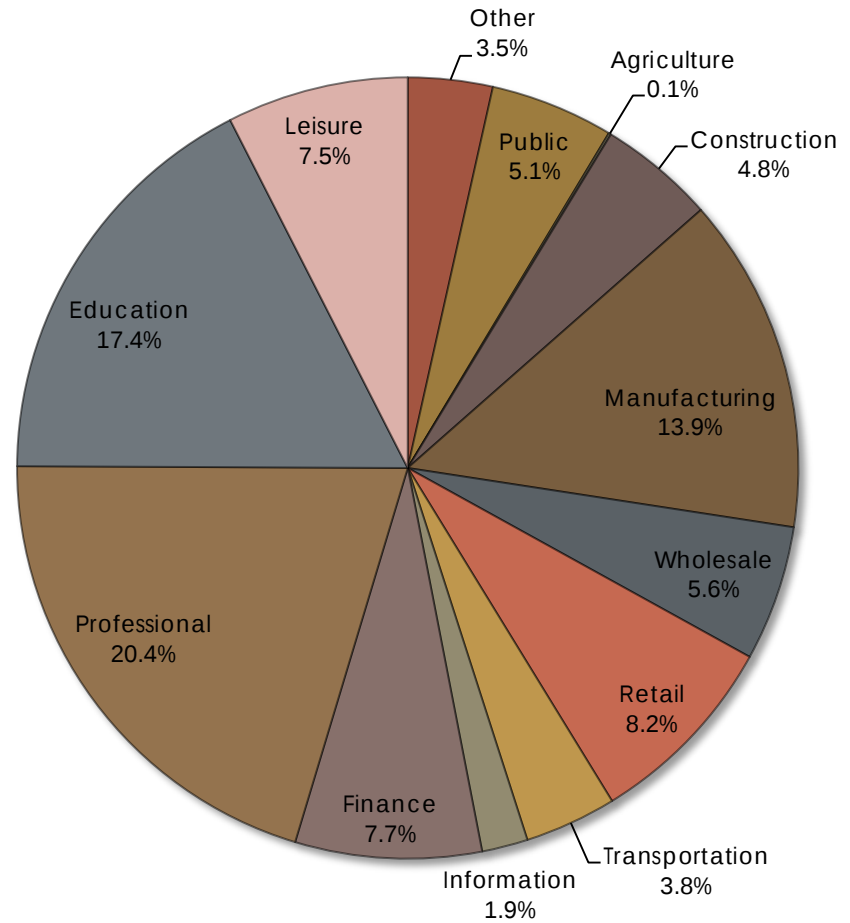
Source: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

Jobs by Sector

2007



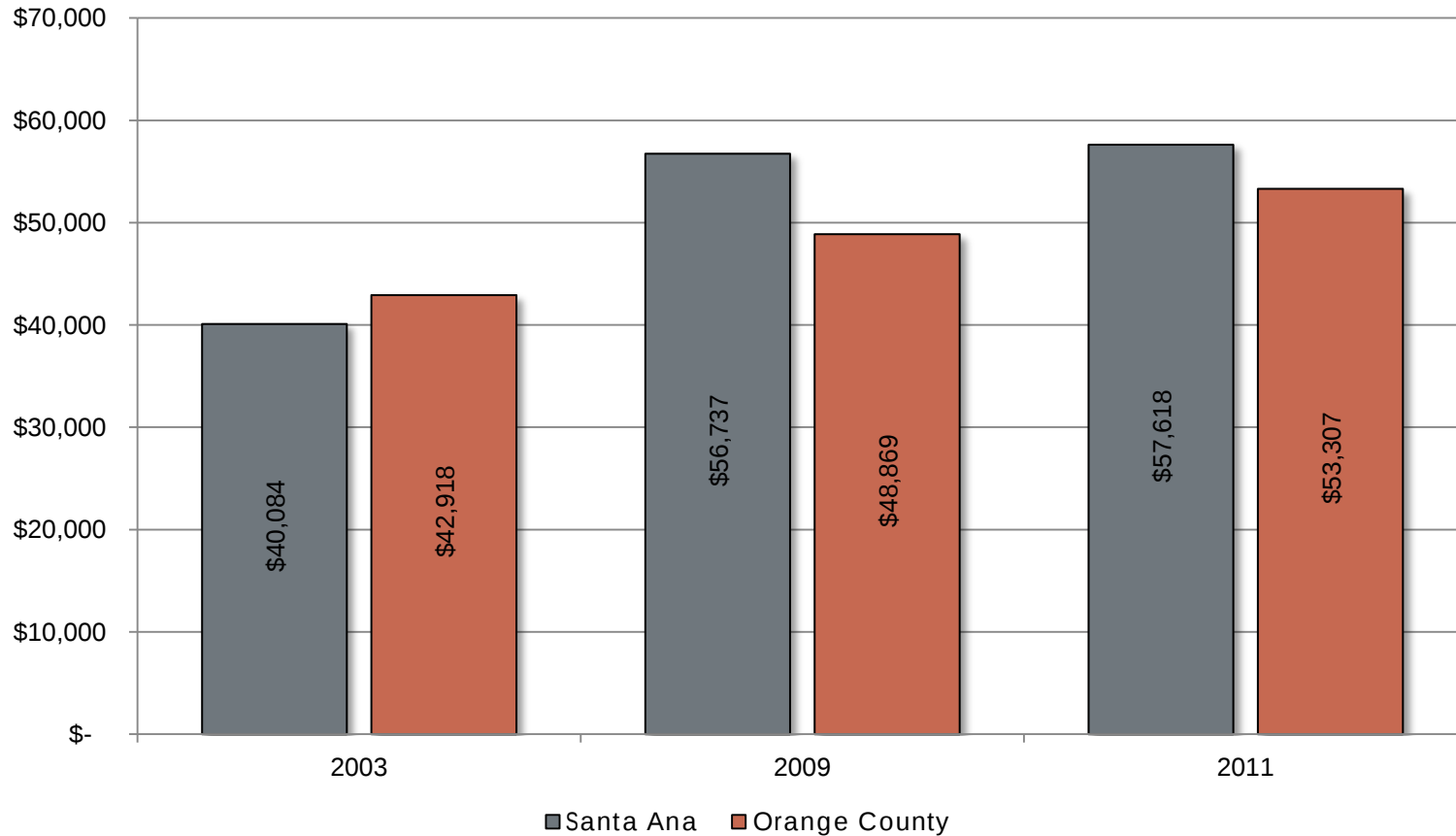
2012



Source: California Employment Development Department, 2007; InfoGroup; and SCAG

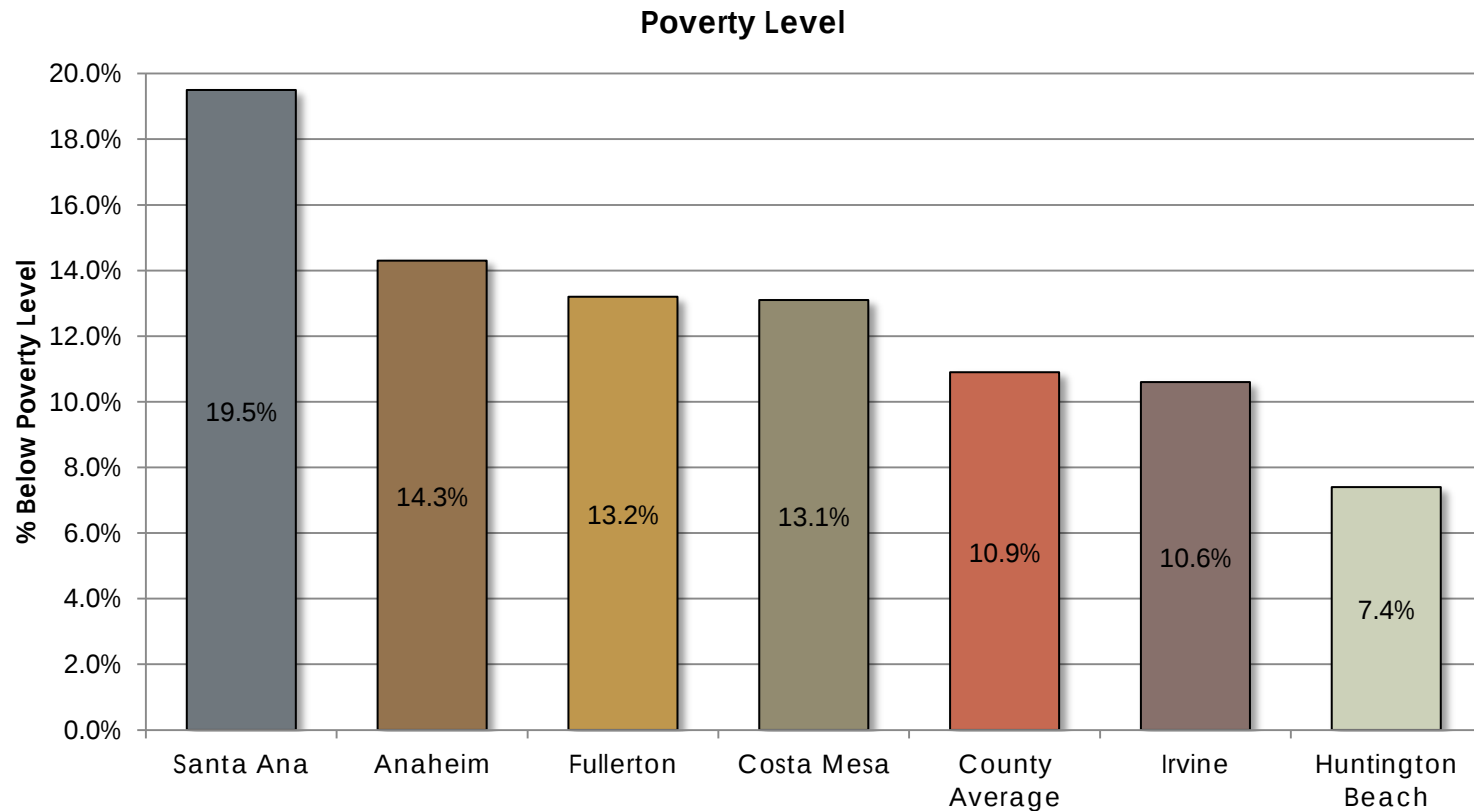
Annual Salary

Average Annual Salary for Businesses Located in Santa Ana / Orange County



Source: California Employment Development Department, 2003, 2009, 2011

Poverty



Poverty threshold: Annual income less than \$23,497

Source: 2007-2011 American Community Survey

City of Santa Ana

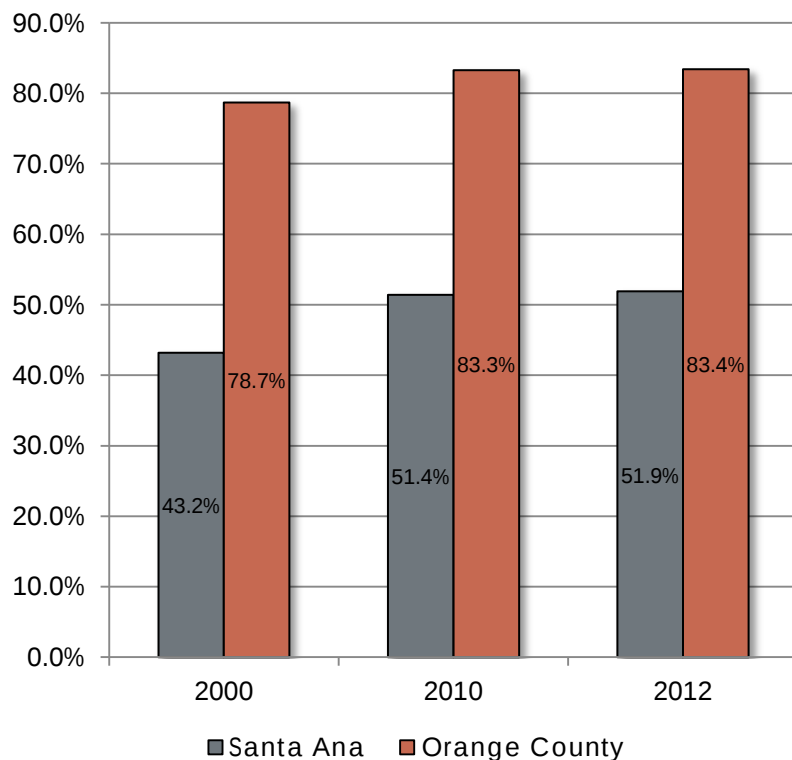
Education



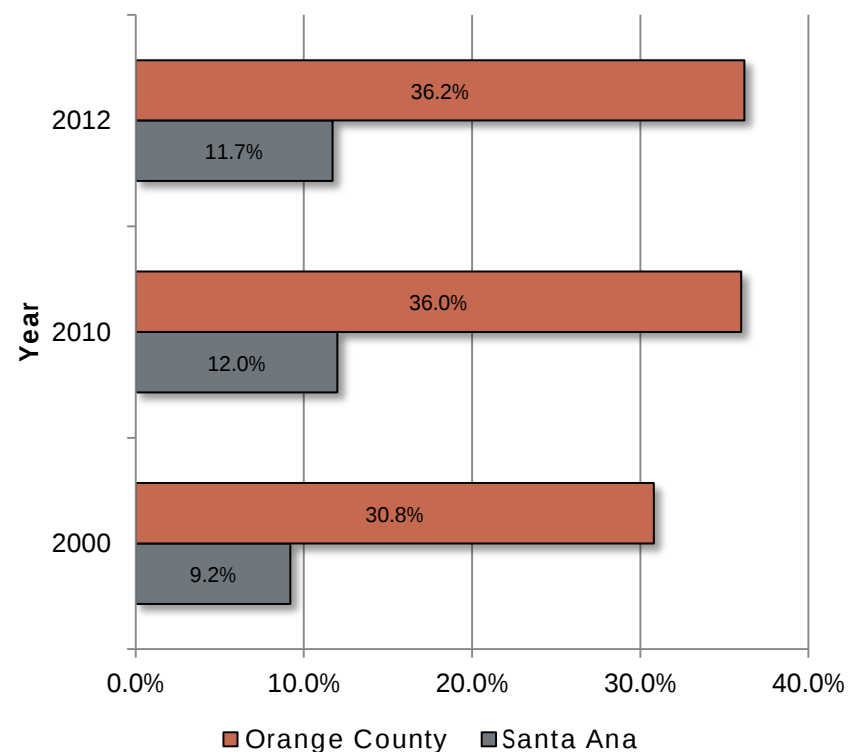
Environmental Scan 2013

Educational Attainment

**% Population 25-years and over
completing High School or Higher**



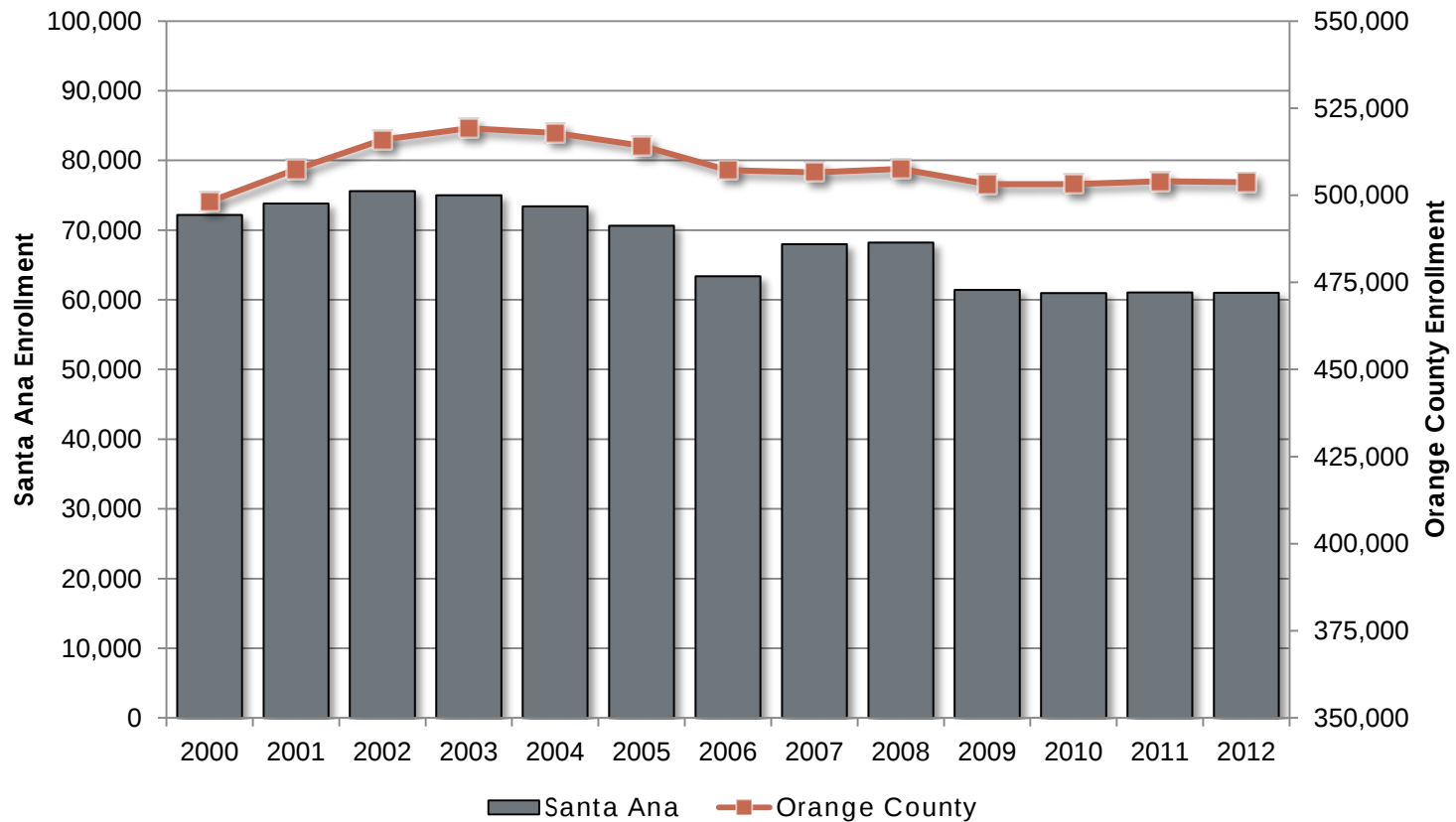
**% of Population 25 years and over
Completing a Bachelor's Degree or Higher**



Source: 2000 and 2010 Census; Nielson Co., 2012

Education Enrollment

K-12 Public School Enrollment



Source: National Center for Education Statistics, 2000-2012

City of Santa Ana

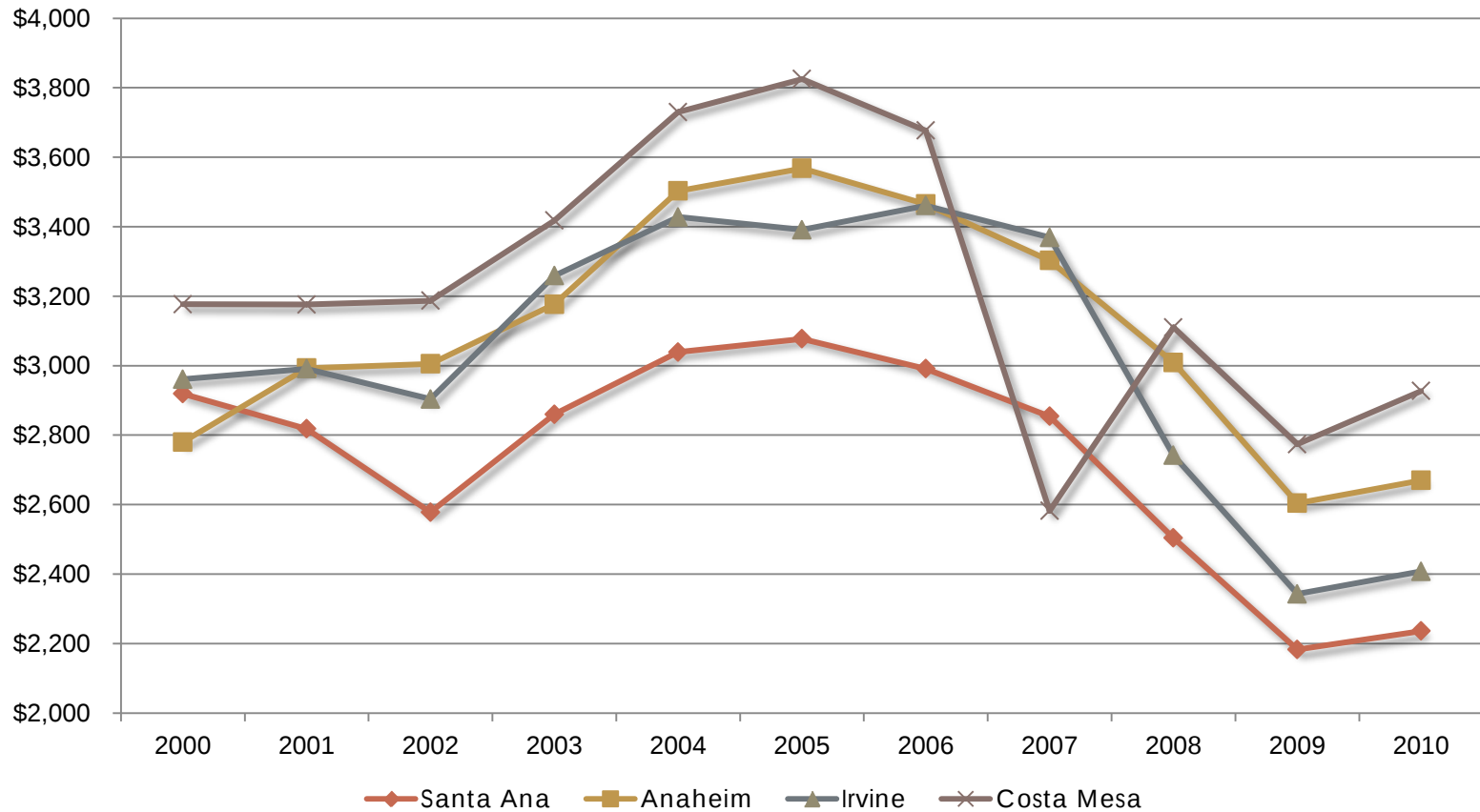
Economy and Labor Force



Environmental Scan 2013

Retail Sales

Retail Sales 2000-2010 (\$ millions)



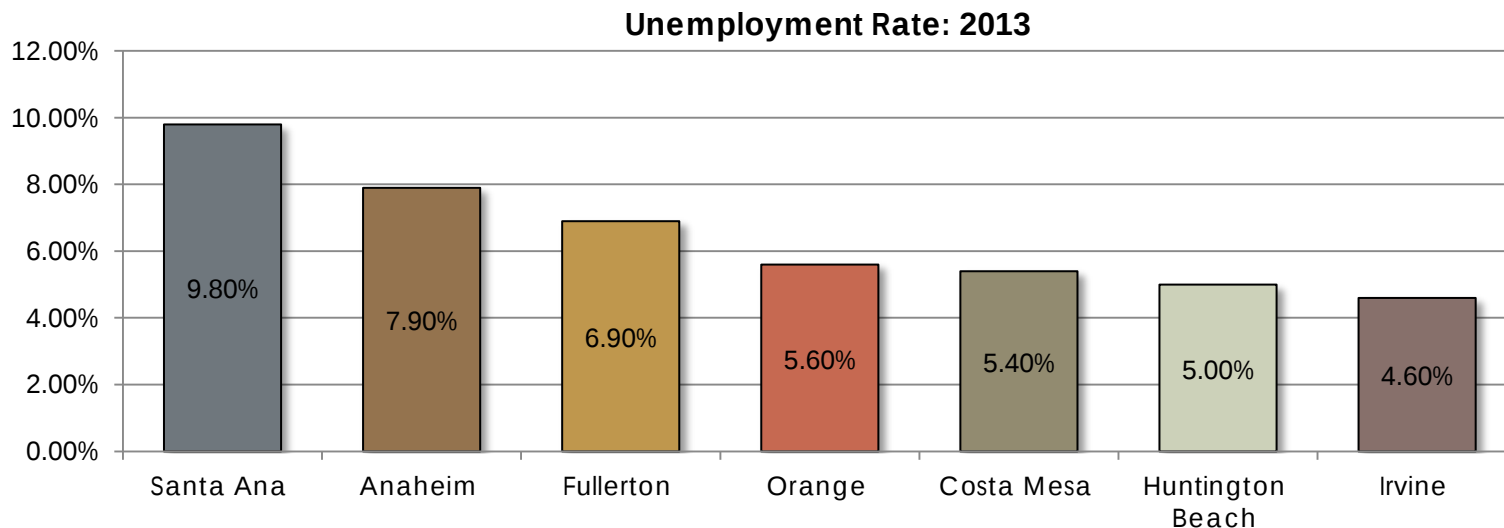
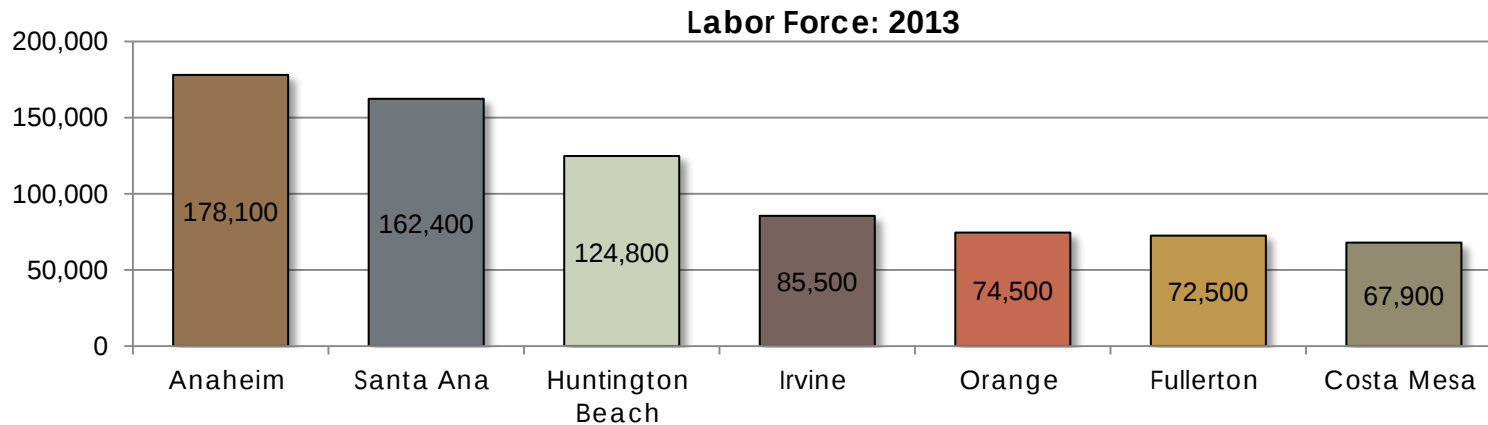
Source: California Board of Equalization, 2000-2010

Commercial Real Estate

2 nd Quarter 2013	
	Vacancy Rate
Industrial	
Santa Ana	3.66%
Orange County	4.70%
Office	
Santa Ana	13.37%
Orange County	12.49%
Retail	
Santa Ana	5.22%
Orange County	5.54%
Research & Development	
Santa Ana	7.53%
Orange County	7.21%

Source: Santa Ana Community Development Agency

Labor Force and Unemployment



Source: California Employment Development Department

Labor Statistics

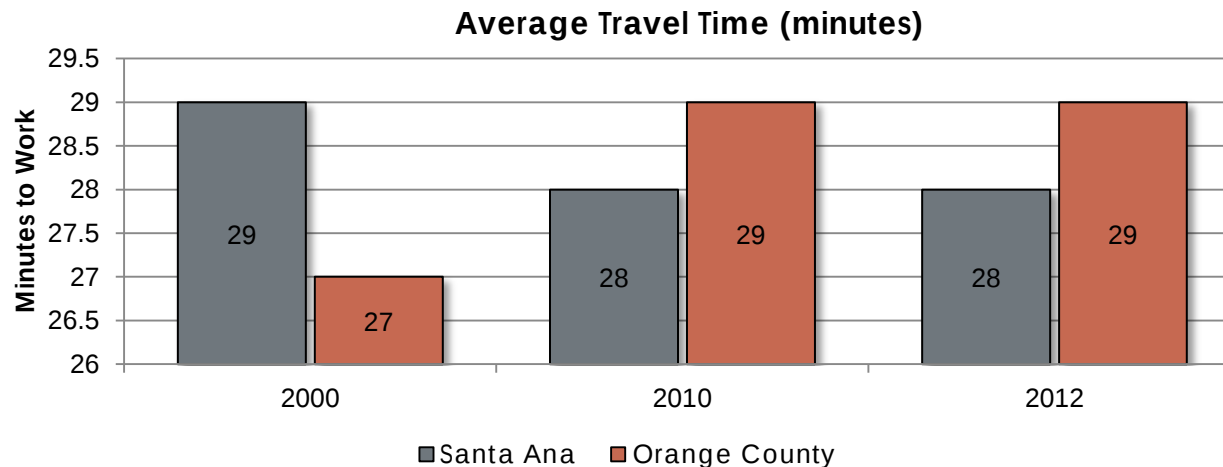
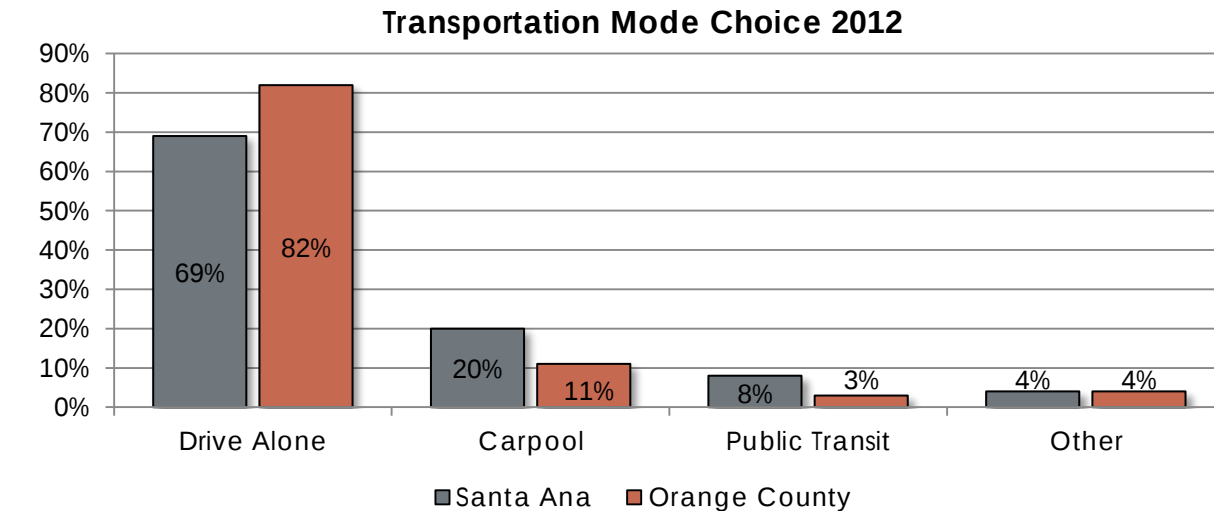
Labor Statistics			
	June 2013	June 2012	% Change
Labor Force	162,500	162,800	-0.3%
Employment	146,600	142,300	+3.0%
Unemployment	15,900	20,500	-22.4%
Unemployment Rate	9.8%	12.6%	-2.8%

Source: Bureau of Labor Statistics, 2013

Santa Ana's Largest Employers (2013):

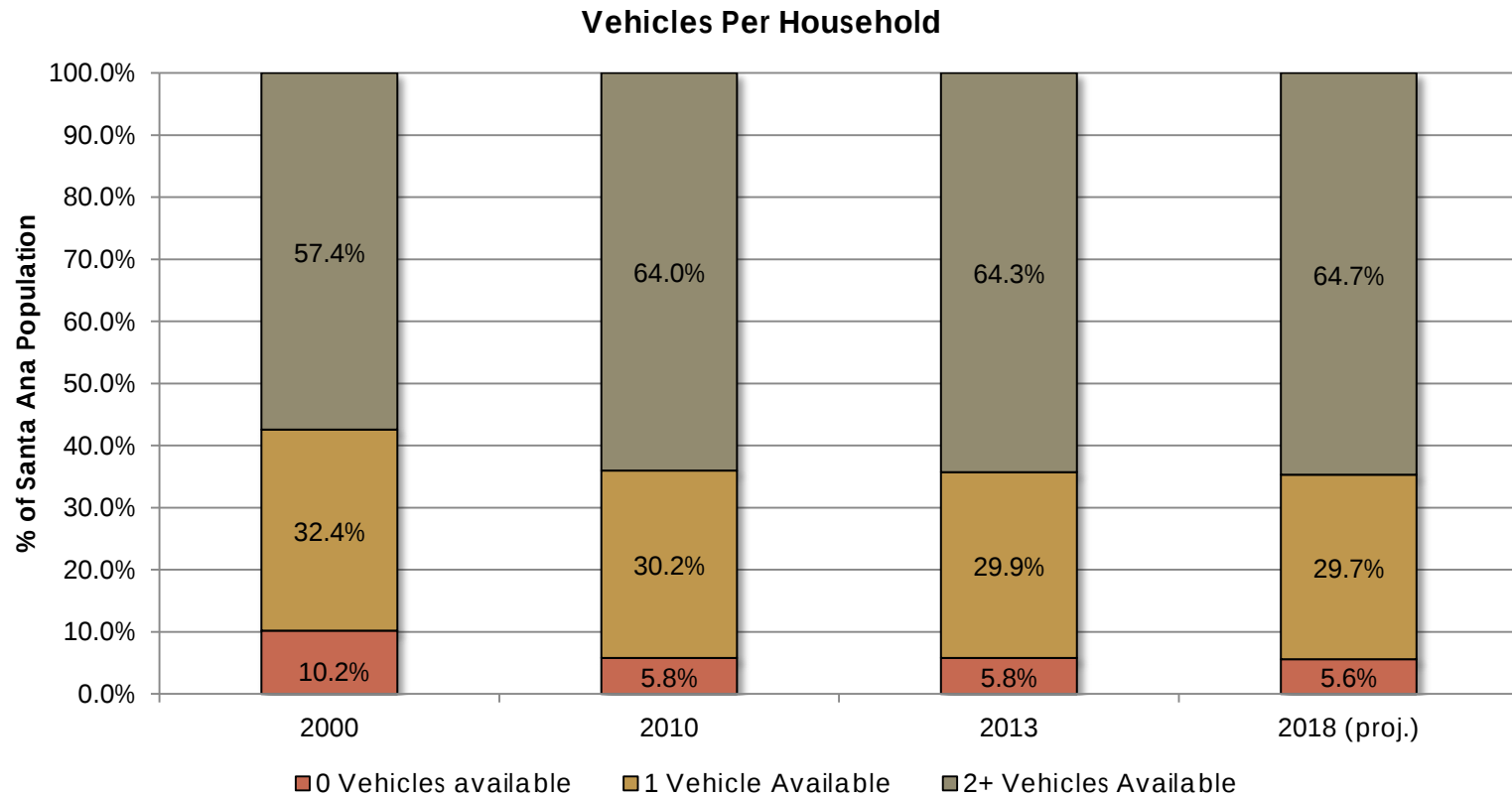
- Government Operations
- Western Medical Center
- Freedom Communications Inc.
- Ingram Micro Inc.
- TTM Technologies Inc.
- Tenet Healthcare Systems Medical Inc.
- First American Financial Corp.
- Corinthian Colleges Inc.
- Integrated Healthcare Holdings, Inc.
- Universal Services of America
- MSC Software Corp.
- Stearns Learning Inc.

Transportation Mode / Travel Times



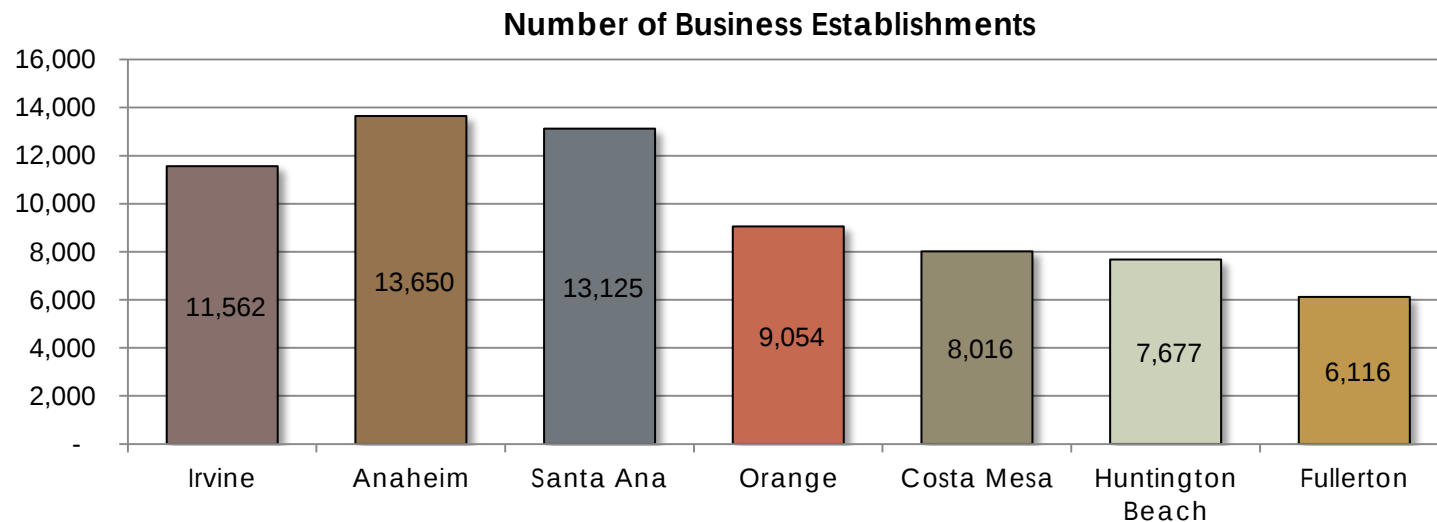
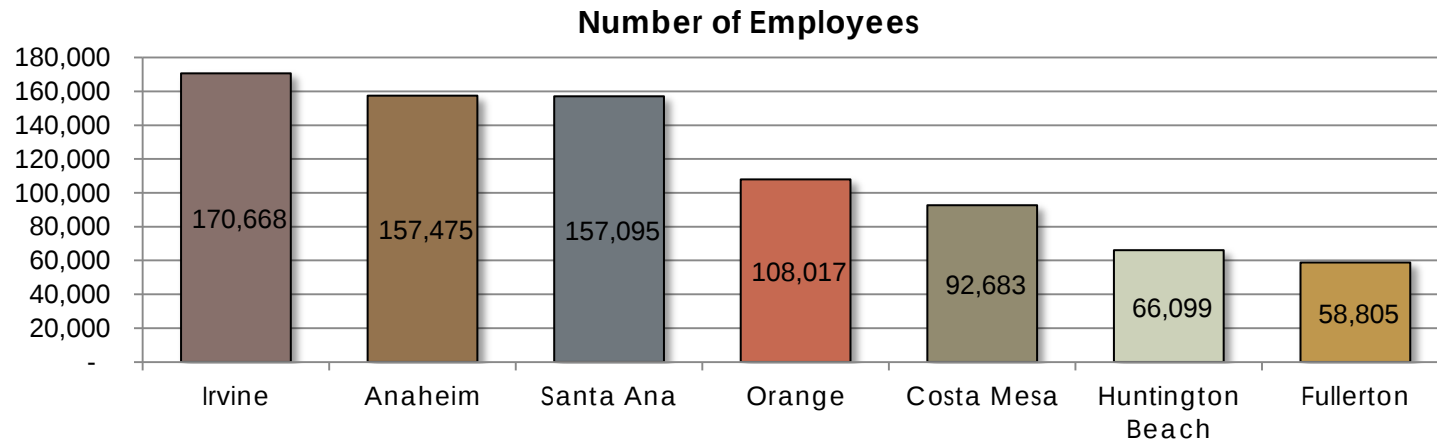
Source: Nielson Co., 2012

Vehicles Available



Source: Demographics now.com

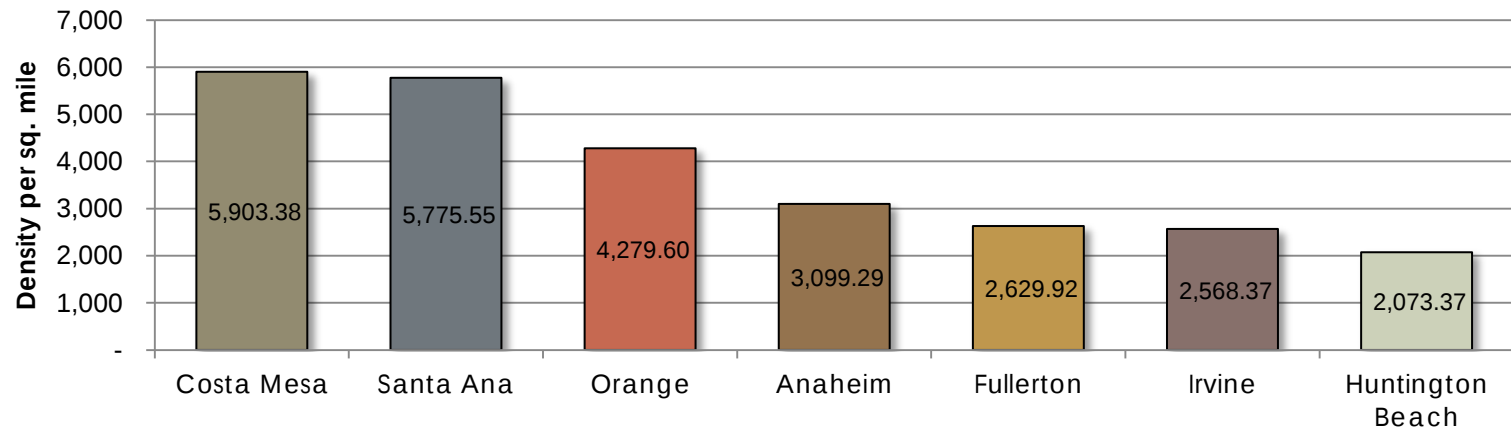
Employees & Business Establishments



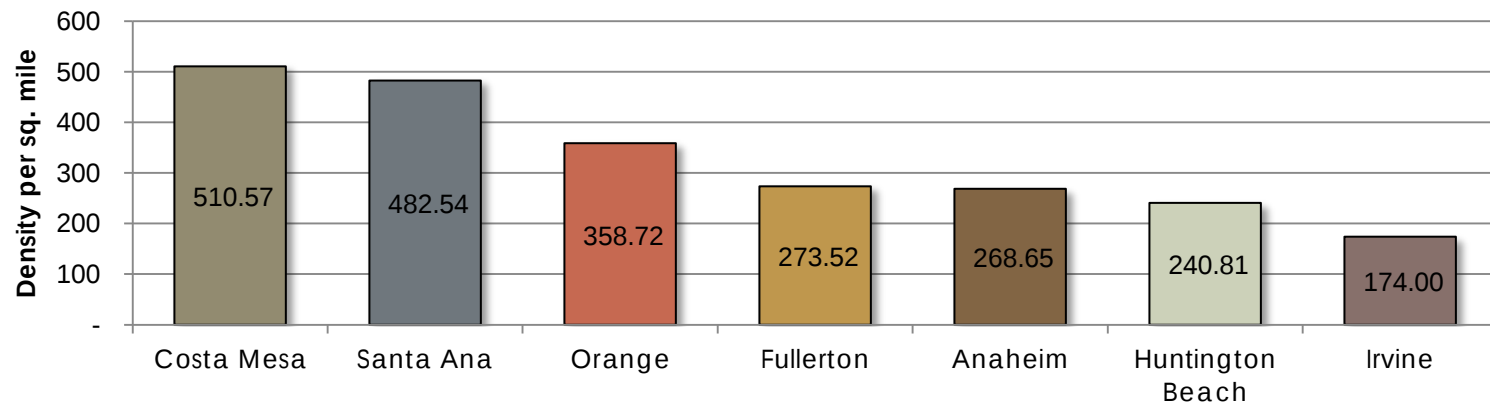
Source: Demographics Now.com

Employees & Business Establishment Densities

Employee Density (per square mile)



Density of Businesses (per square mile)



Source: Demographics Now.com

Orange County Business Journal

- The Orange County Business Journal (OCBJ) 2013 list of the fastest growing private companies in the County include several that are headquartered in Santa Ana:
 - Stearns Lending
 - Tenacore Holdings
 - Chambers Group Inc.
 - Local Splash
 - Tidalwave Financial Corp.
 - Universal Services of America
 - Wahoo's Fish Taco
- The OCBJ 2013 list of the fastest growing public companies in the County include several that are headquartered in Santa Ana:
 - Identive Group Inc.
 - AuraSound Inc.
 - Universal Technologies, Inc.
 - Collectors Universe Inc.
 - STEC Inc.
 - TTM Technologies

Labor Force Changes

	Labor Force (2013)	Labor Force (2015 Projected)	Percentage Change
Anaheim	178,100	182,661	+2.6%
Costa Mesa	67,900	65,438	-3.6%
Fullerton	72,500	70,762	-2.4%
Huntington Beach	124,800	115,271	-7.6%
Irvine	85,500	124,609	+45.7%
Orange	74,500	82,036	+10.1%
Santa Ana	162,400	166,041	+2.2%

The city of Santa Ana is expected to have a 2.2% increase in its labor force from 2013 to 2015.

Source: Demographics Now.com

City of Santa Ana

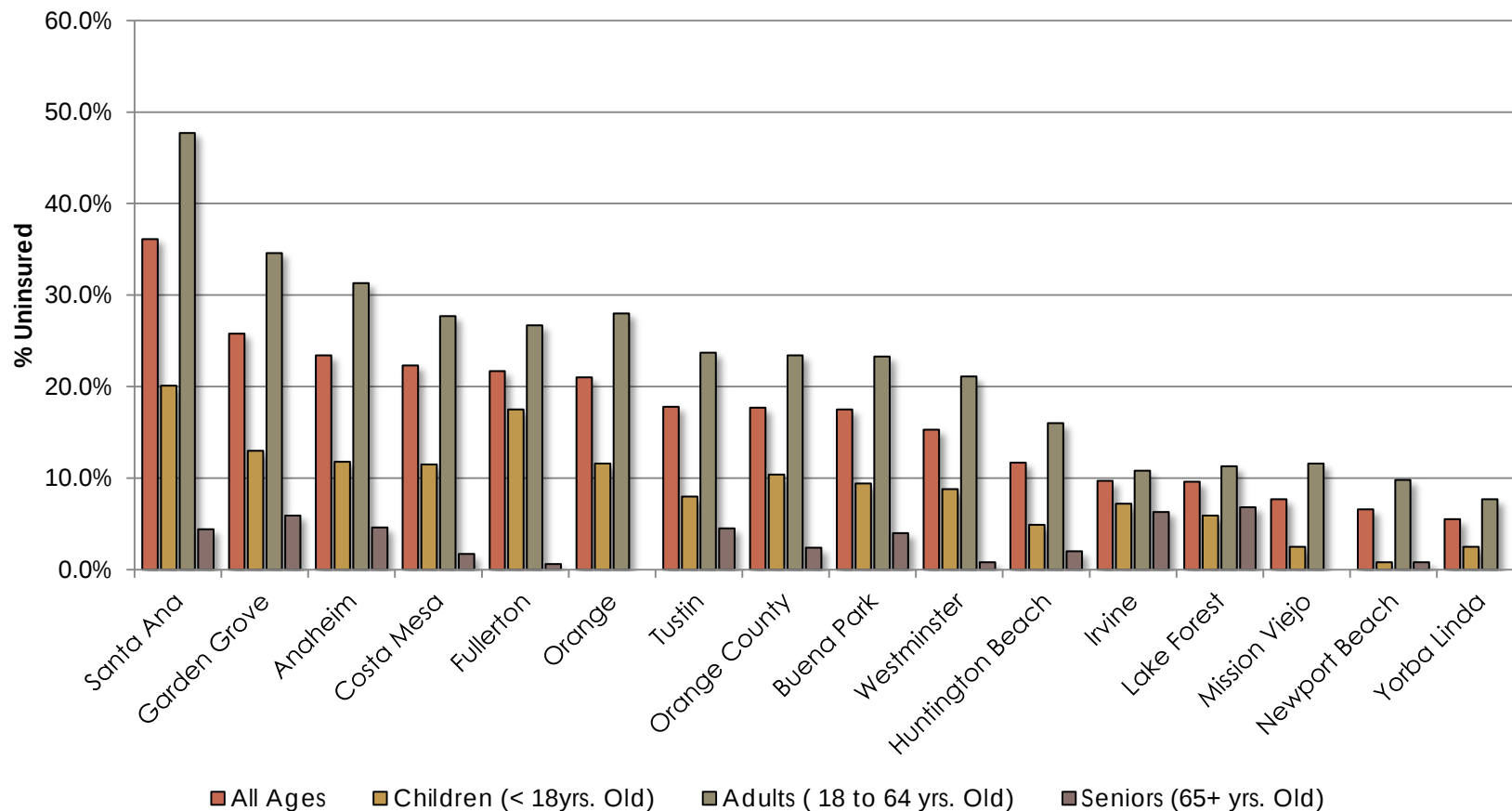
Health and the Environment



Environmental Scan 2013

Uninsured Population

% Without Health Insurance by City and Age Group



Source: American Community Survey, 2009

Birth Rates (2010)

City	Birth Rate per 1,000 Pop.
Santa Ana	19.2
Anaheim	16.3
Costa Mesa	14.2
Orange	13.9
California Average	13.7
National Average	13.0
Orange County Average	12.7
Irvine	11.7
Fullerton	11.2
Huntington Beach	10.3

Source: Orange County Geographic Health Profile: Birth Indicators (2000-2010)

Adolescent Mothers (2010)

	Adolescent Birth Rate per 1,000 Females (age 15-19)
Santa Ana	53.5
Anaheim	41.2
National Average	34.2
California Average	31.5
Costa Mesa	25.6
Orange	23.5
Orange County Average	22.4
Fullerton	17.1
Huntington Beach	11.9
Irvine	2.4

Source: Orange County Geographic Health Profile: Birth Indicators (2000-2010)

Prenatal Care (2010)

	% Receiving Prenatal Care within 1 st Trimester
Irvine	95.5%
Costa Mesa	92.8%
Huntington Beach	92.7%
Fullerton	90.7%
Orange	90.5%
Orange County Average	89.9%
Anaheim	87.8%
Santa Ana	87.2%
California Average	81.7%

Source: Orange County Geographic Health Profile: Birth Indicators (2000-2010)

Infant Mortality Rate (2010)

	Infant Mortality Rate per 1,000 Live Birth
Fullerton	8.6
Orange	7.4
Huntington Beach	5.6
California Average	4.7
Orange County Average	3.8
Anaheim	3.5
Irvine	3.2
Santa Ana	3.0
Costa Mesa	2.6

Statistics based on mothers city of residence
Infant mortality: Deaths occurring within first 365 days

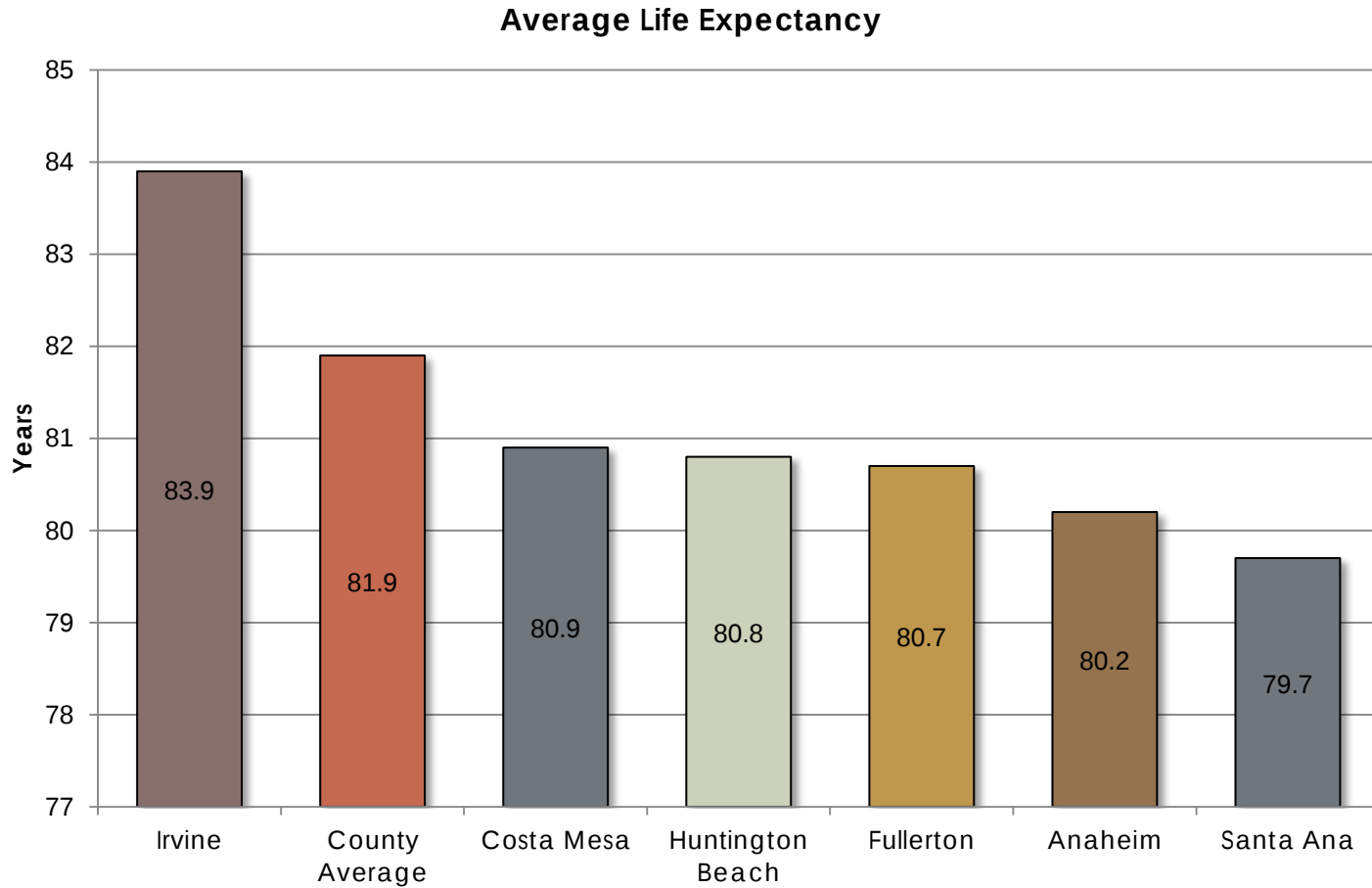
Source: Orange County Geographic Health Profile: Birth Indicators (2000-2010)

Healthy Body Composition

	% of 9 th Grade Students with Healthy Body Composition by School District 2011-2012
Santa Ana Unified	51.5%
Orange Unified	60.7%
Garden Grove Unified	60.1%
Anaheim Union High	58.4%

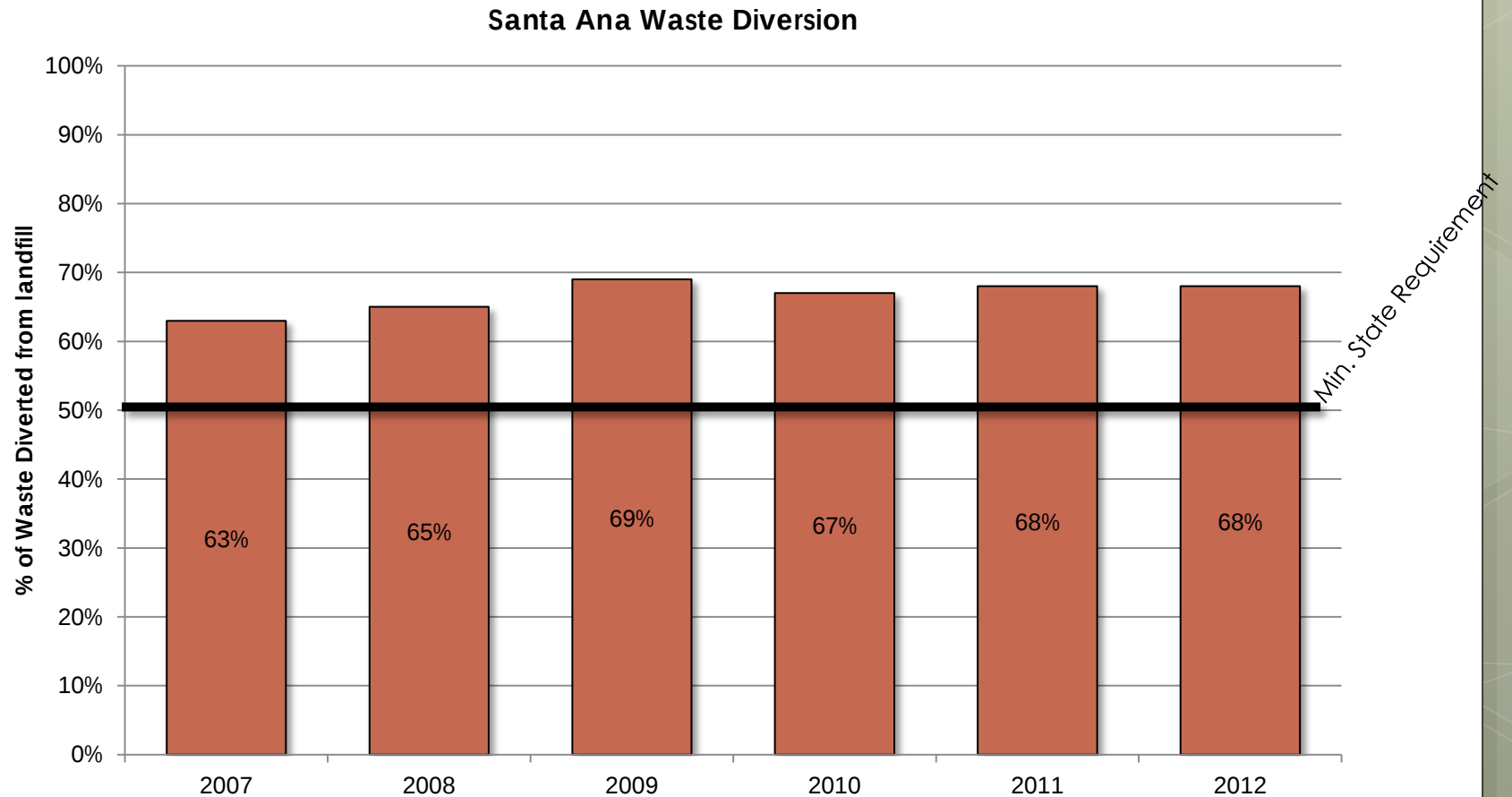
Source: California Physical Fitness Test, 2011-2012 (<http://www.cde.ca.gov/ta/tg/pf/pftresults.asp>)

Life Expectancy



Source: 2007-2011 American Community Survey

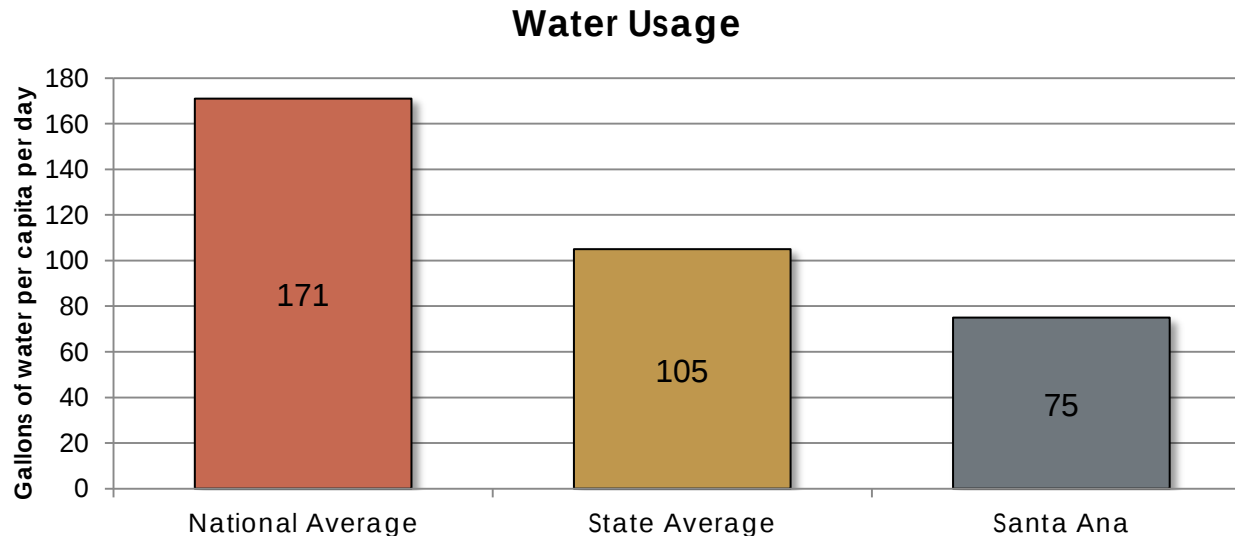
Waste Diversion



Waste Diversion: The % waste that is diverted from the landfill (i.e. Re-cycled or reused)

Source: Santa Ana Public Works Agency

Water

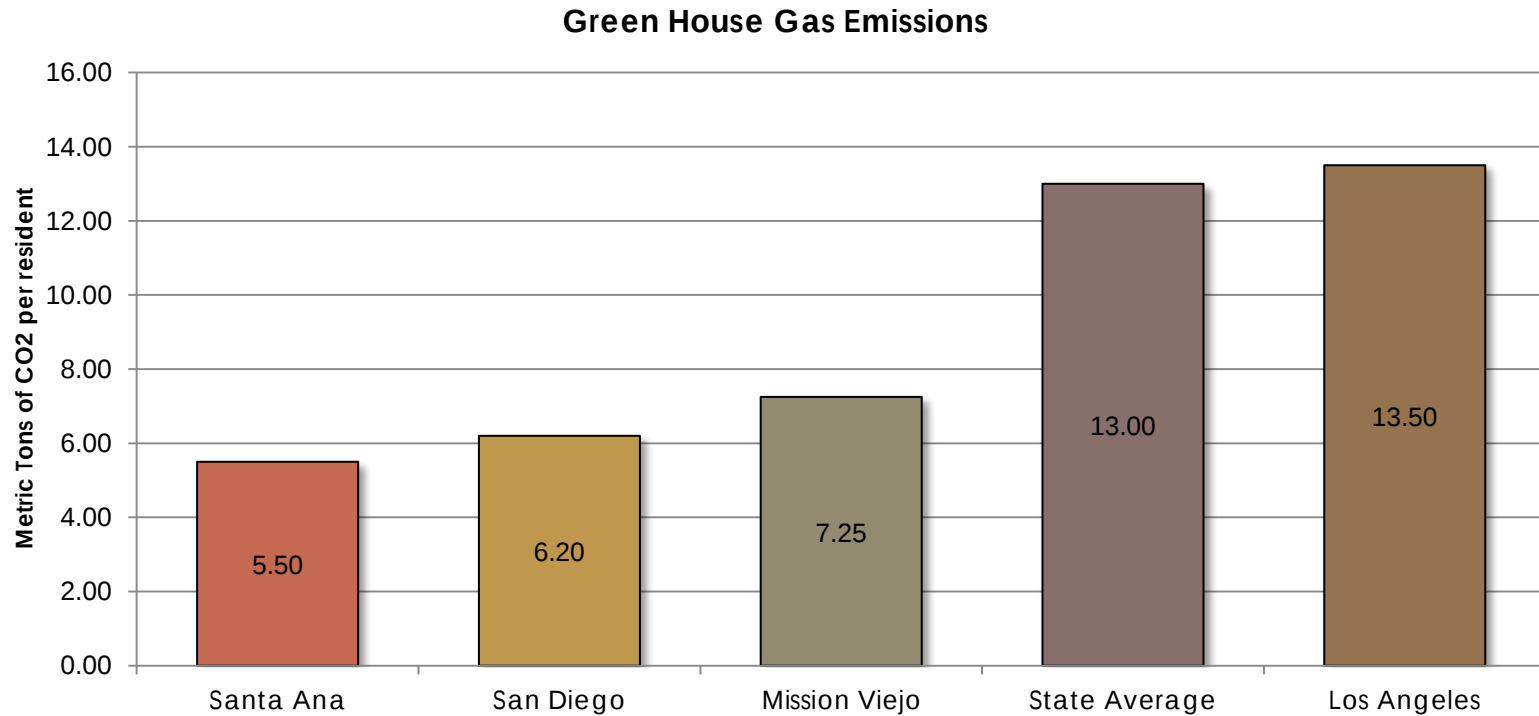


Reclaimed Water

Since 2008, Santa Ana has increased the volume of reclaimed water used in non-potable applications by **53.4 million gallons**, from 62.3 to 115.7 million gallons.

Using reclaimed water saves energy because it did not need to be pumped over long distances like potable water. Total annual energy savings are estimated to be 494,928 kWh, resulting in emissions reductions of 142 MTCO₂/year.

Green House Gas



Source: 2008 Communitywide and Municipal Greenhouse Gas Emissions Inventory and Business-as-Usual Forecast, AECOM, May 2012

City of Santa Ana

Public Safety (Crime / Fire)



Environmental Scan 2013

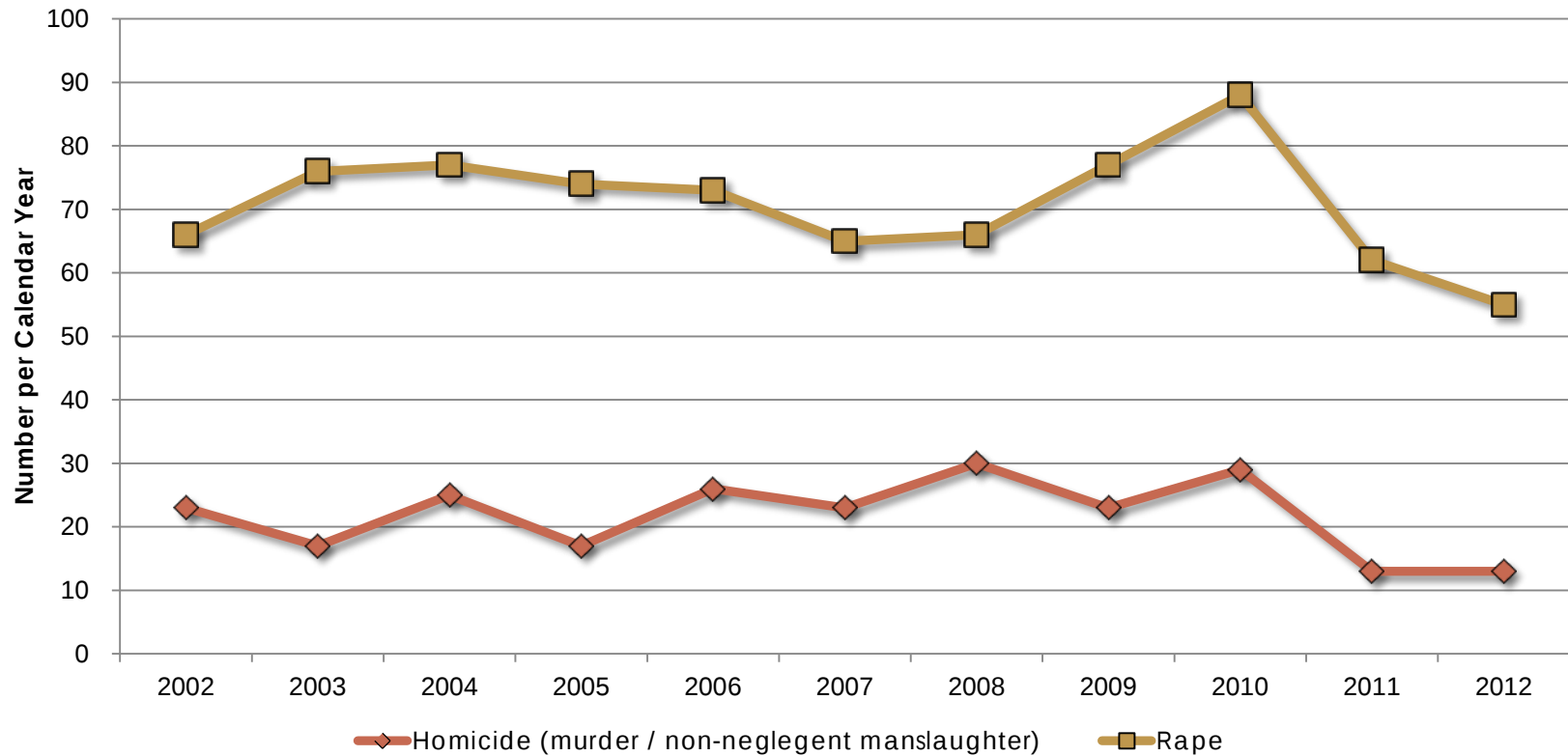
Vehicle and Pedestrian/Bicycle Accidents (2010)

City	Pedestrian (fatal)	Pedestrian (injury)	Bicycle (fatal)	Bicycle (injury)
Santa Ana	6	134	0	151
Anaheim	6	92	0	95
Huntington Beach	2	51	1	149
Costa Mesa	2	49	0	82
Fullerton	1	46	0	52
Orange	0	41	0	72
Irvine	0	22	0	63
Orange County	32	770	3	1,187

Source: Statewide Integrated Traffic Records System (SWITRS)
2010 Annual Report of Fatal and Injury Motor Vehicle Traffic Collisions

Crime Stats

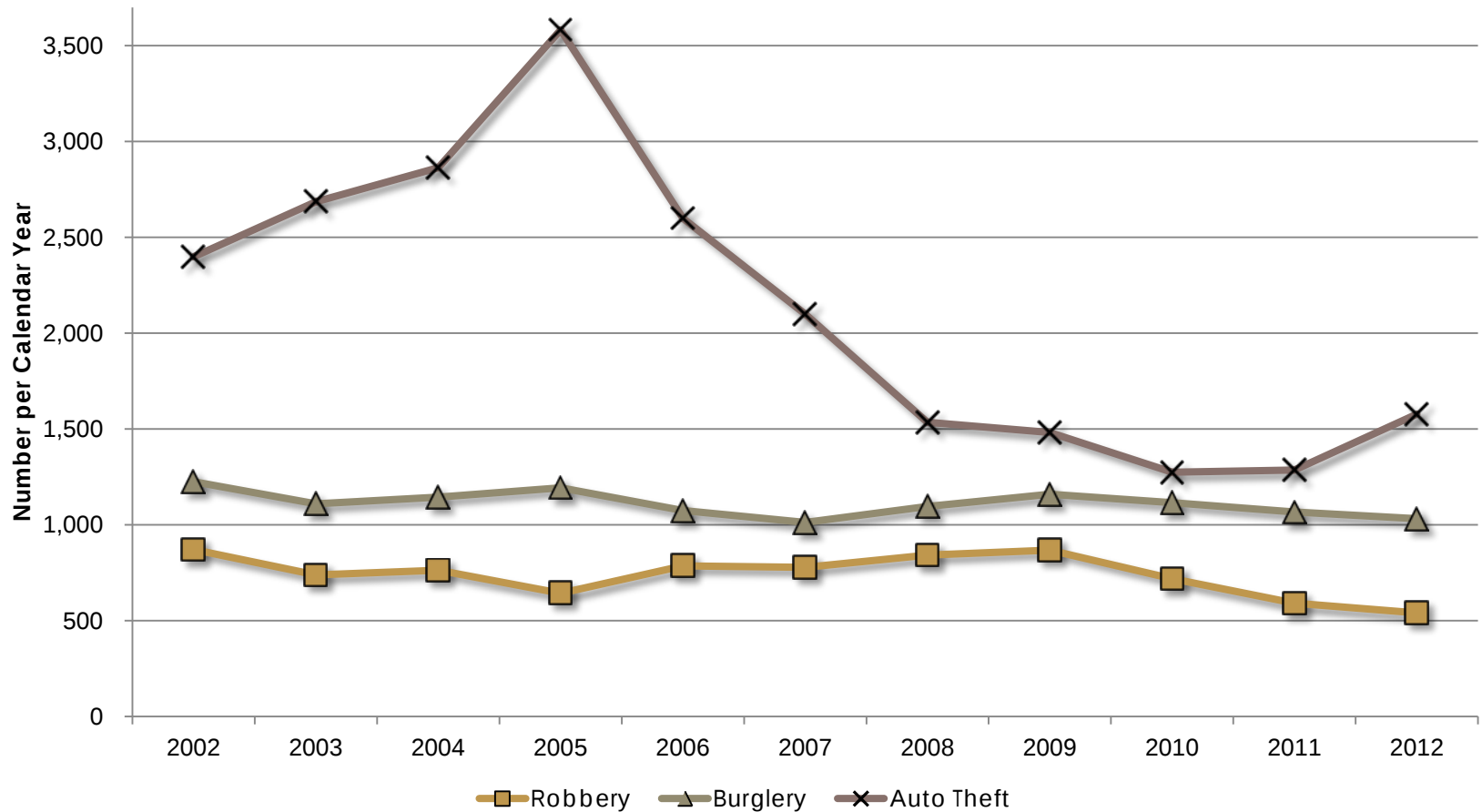
Santa Ana Type 1 Crime Statistics (2002-2012)



Source: Santa Ana Police Department

Crime Stats

Santa Ana Type 1 Crime Statistics (2002-2012)



Source: Santa Ana Police Department

Fire Stats (2012)

	Santa Ana	OCFA Service Area Total
Medical Incidents	14,007	80,436
Structure Fires (Single-Family Residential)	23	129
Non-Structure Fires (Single-Family Residential)	57	269
Structure Fires (Multi-Family Residential)	7	60
Non-Structure Fires (Multi-Family Residential)	39	228
Structure Fires (Non-Residential)	19	50
Non-Structure Fires (Non-Residential)	225	1076
Injuries/Deaths as a result of fire incident	10	53
Fire Inspections performed	2,890	6,487

Source: Orange County Fire Authority