

Profile of the City of Sierra Madre (Draft)

Southern California Association of Governments' (SCAG) Regional Council includes 67 Districts which represent 188 cities in the SCAG region.

SCAG Regional Council District 35 includes eight cities:
Arcadia, Bradbury, Duarte, Monrovia, San Gabriel, San Marino, Sierra Madre, and Temple City
Represented by: **Hon. Harry Baldwin**



This project was funded by the Southern California Association of Governments and shared with the City of Sierra Madre. SCAG regularly provides local governments with support in planning data and information, technical assistance such as GIS training, and planning assistance such as visioning, infill, and real estate investment analysis.

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I. Introduction

The purpose of this report is to provide the City of Sierra Madre with meaningful and updated information to support planning. Information with respect to, for example, demographic, socio-economic and housing, is obtained from a myriad of sources. In addition, data related to education is also included. The report focuses on the change in the city since 2000 in comparison with that of Los Angeles County. The information is presented and interpreted to demonstrate current trends that may indicate a future direction of Sierra Madre.

STATISTICAL DATA

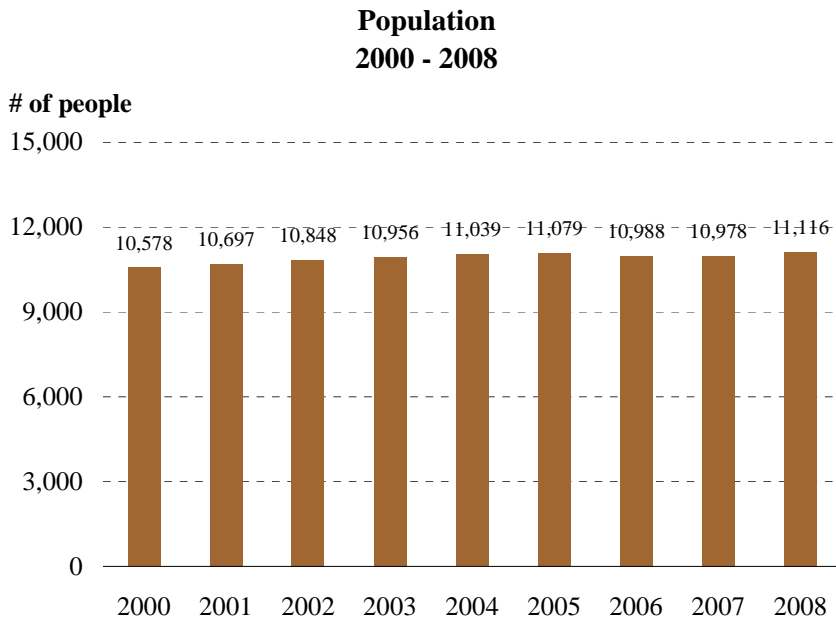
<i>Category</i>	<i>Sierra Madre</i>	<i>Los Angeles County</i>	<i>Sierra Madre relative to Los Angeles County</i>	<i>SCAG Region</i>
Population (2008)	11,116	10,363,850	0.1%	18,638,942
Median Age (Yrs) ¹	45.5	33.9	11.6	33.5
White (Non-Hispanic) ¹	79.5%	28.9%	0.3%	35.3%
Asian (Non-Hispanic) ¹	6.1%	12.8%	0.1%	11.3%
Black (Non-Hispanic) ¹	1.1%	8.7%	0.0%	6.8%
American Indian ¹	0.2%	0.3%	0.1%	0.3%
All Other Non-Hispanic ¹	3.5%	2.0%	0.2%	2.3%
Hispanic ¹	9.6%	47.3%	0.0%	43.9%
Number of Households (2008)	4,831	3,260,434	0.1%	5,849,833
Number of Housing Units (2008)	5,000	3,403,480	0.1%	6,224,661
Home Ownership Rate ¹	62.2%	49.3%	0.2%	56.5%
Average Household Size (2008)	2.3	3.1	-0.8	3.13
Median Family Income ¹ (\$)	100,142	56,930	43,212	61,901
Median Existing Home Price (2007) (\$)	794,500	540,000	254,500	505,000
Number of Jobs (2006)	3,393	4,481,061	0.1%	7,966,247

Source: Claritas Inc. 2007, California Department of Finance, Data Quick, SCAG.

1. City data is based on Claritas Inc., 2007. County data is collected from U. S. Census Bureau: American Community Survey 2006.

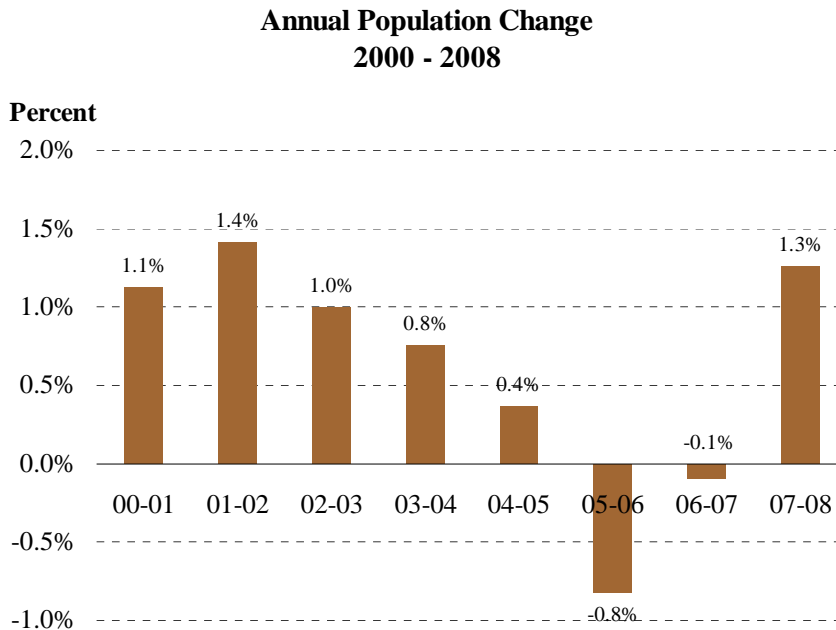
II. Population

Population Growth



Source: California Department of Finance, E-5, May 2008

- Between 2000 and 2008, the total population of the city increased by 538, reaching 11,116 in 2008.
- During this 8-year period, the city's population growth rate of 5.1 percent was well below the Los Angeles County rate of 8.9 percent.
- In 2008, the city was ranked as the 78th most populous city (out of 88 cities) in Los Angeles County.

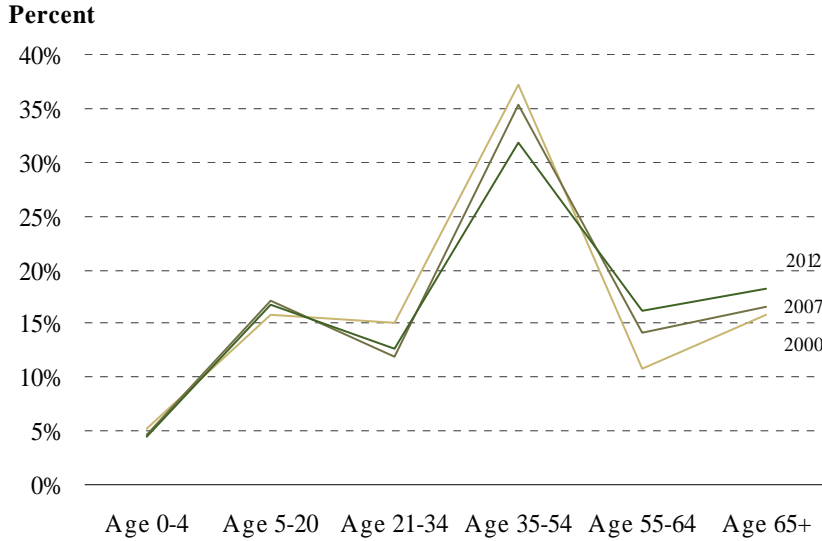


Source: California Department of Finance, E-5, May 2008

- Beginning in 2002, population growth slowed steadily and showed a population loss in 2006 and 2007.
- From 2007 to 2008, the city nearly regained all its 2002 annual population growth rate.

Population by Age

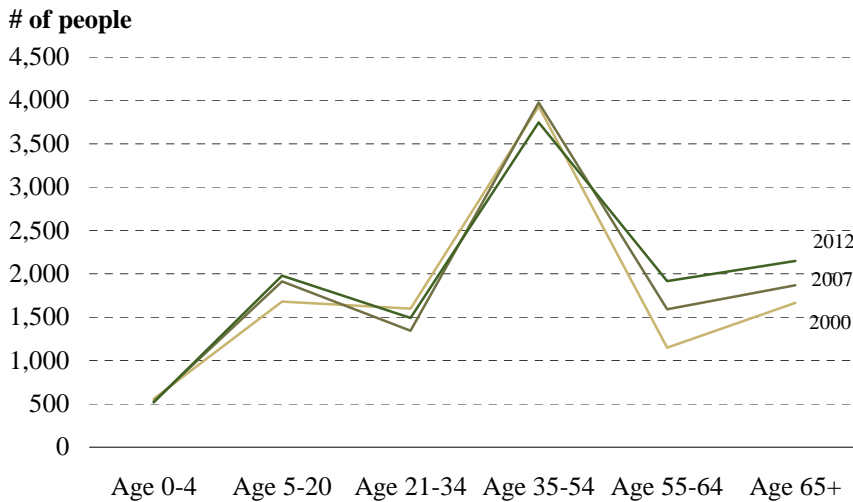
**Population by Age
2000 - 2012**



Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2012, the middle-aged working cohort (35 – 54 years old) is projected to continue to be the largest age group, accounting for 32 percent of the total population in 2012, decreasing from 37 percent in 2000.
- During this 12-year period, the share of population between ages 55 and 64 is projected to increase the most from 11 percent to 16 percent.

**Population by Age
2000 - 2012**

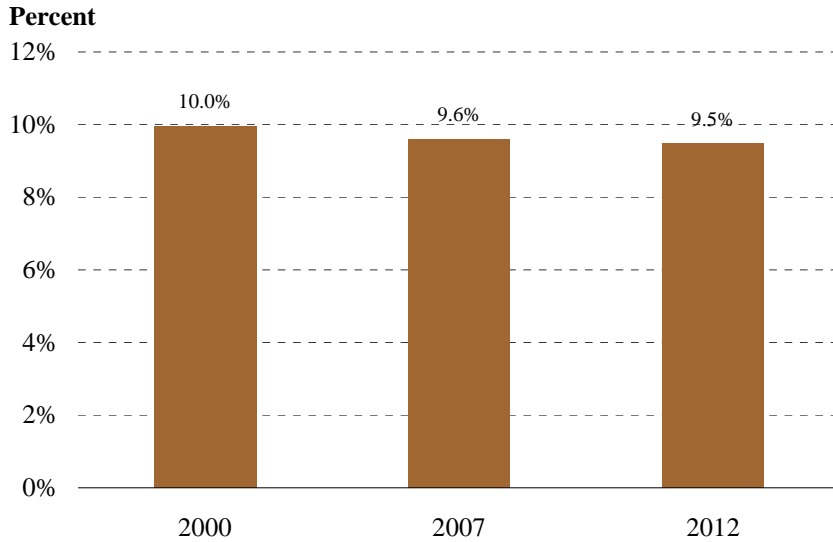


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- As to the population by age group, those aged 55 and older are projected to increase significantly, up by nearly 45 percent.

Population by Race/Ethnicity

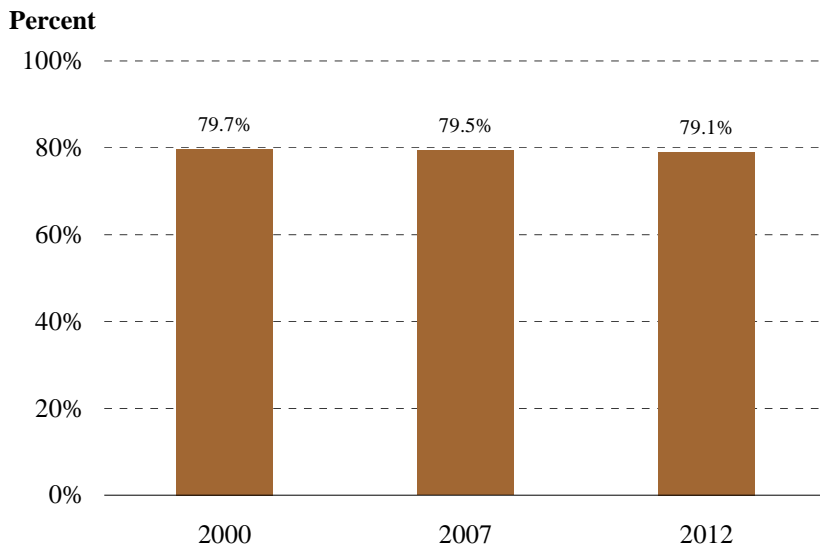
Hispanic or Latino of Any Race 2000 - 2012



Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2007, the share of Hispanic population in the city stayed about the same at 10 percent, significantly lower than the county share of 47 percent in 2007. Hispanics are projected to remain about the same at 10 percent in 2012.

White (Non-Hispanic) 2000 - 2012

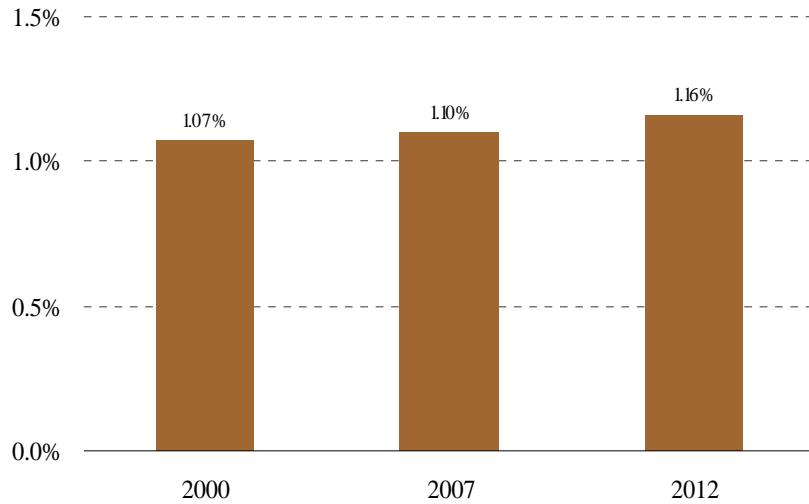


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Unlike most cities in Southern California, the share of non-Hispanic White population is projected to stay very high and stable at around 80 percent from 2000 to 2012.

Black (Non-Hispanic) 2000 - 2012

Percent

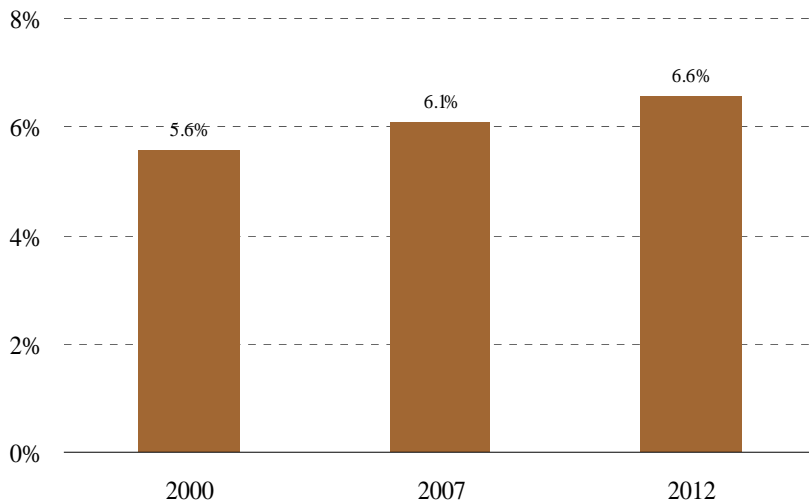


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2012, the share of non-Hispanic Black population in the city is projected to stay at around 1 percent, well below the Los Angeles County share of 8.7 percent.

Asian (Non-Hispanic) 2000 - 2012

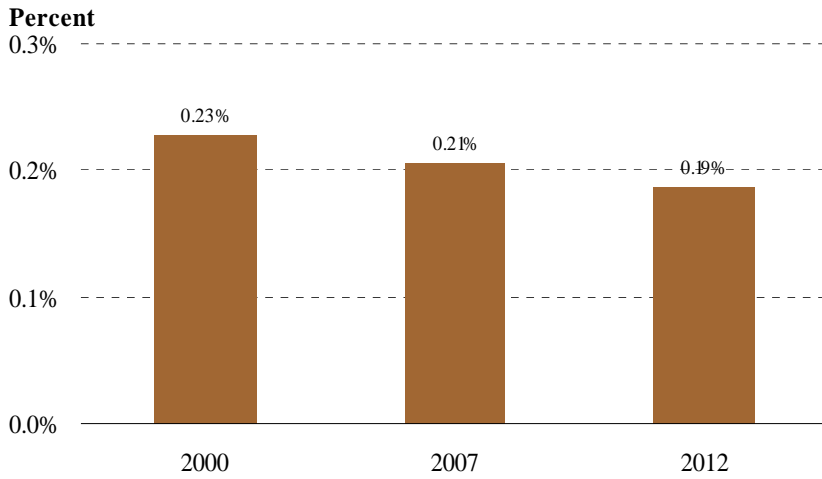
Percent



Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- The share of the Asian population in the city is projected to increase from 5.6 percent in 2000 to 6.1 percent in 2007.

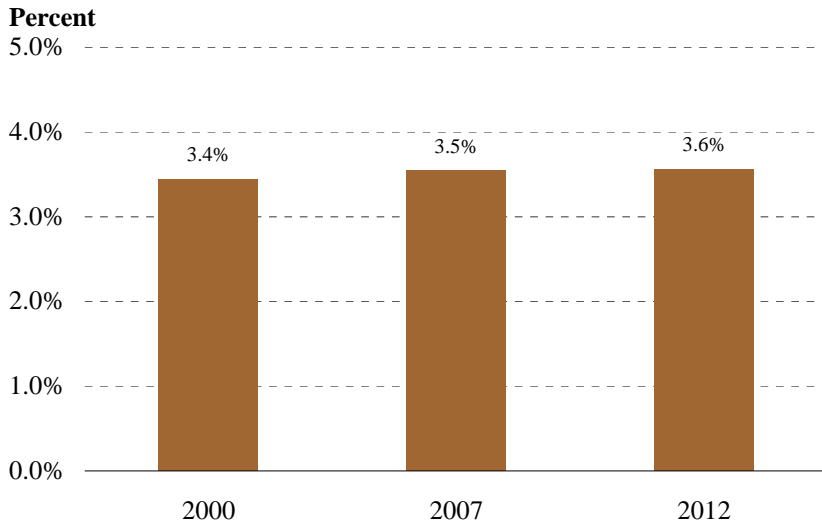
American Indian (Non-Hispanic) 2000 - 2012



Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2012, the share of the American Indian population in Sierra Madre is projected to stay around 0.2 percent.

All Other (Non-Hispanic) 2000 - 2012

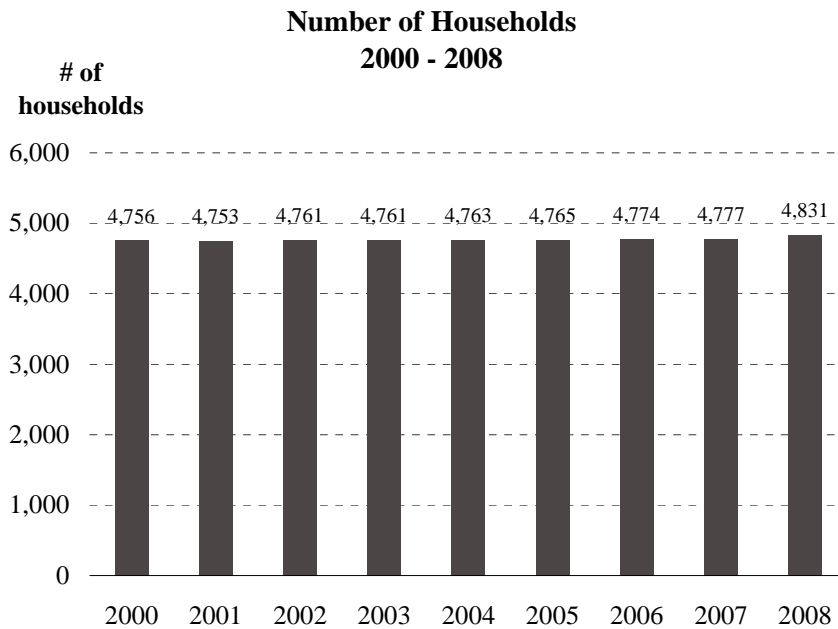


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- During the 12-year period, the share of all other non-Hispanic population group is projected to stay stable at around 3.5 percent.

III. Households

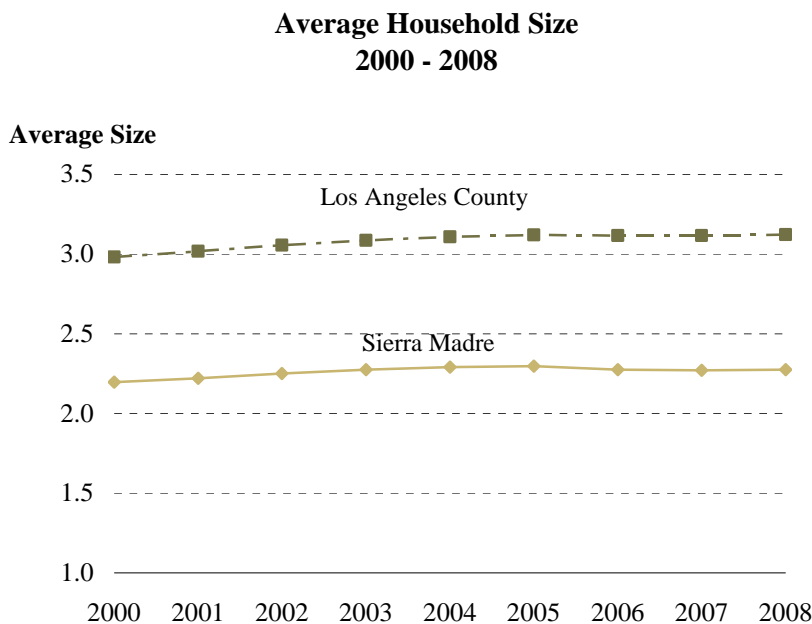
Number of Households



Source: California Department of Finance, E-5, May 2008

- Between 2000 and 2008, the total number of households in the city increased by only 75, or 1.6 percent, much lower than its population growth rate of 5.1 percent.
- During this 8-year period, the city's household growth rate of 1.6 percent was lower than the Los Angeles County rate of 4.0 percent.

Average Household Size

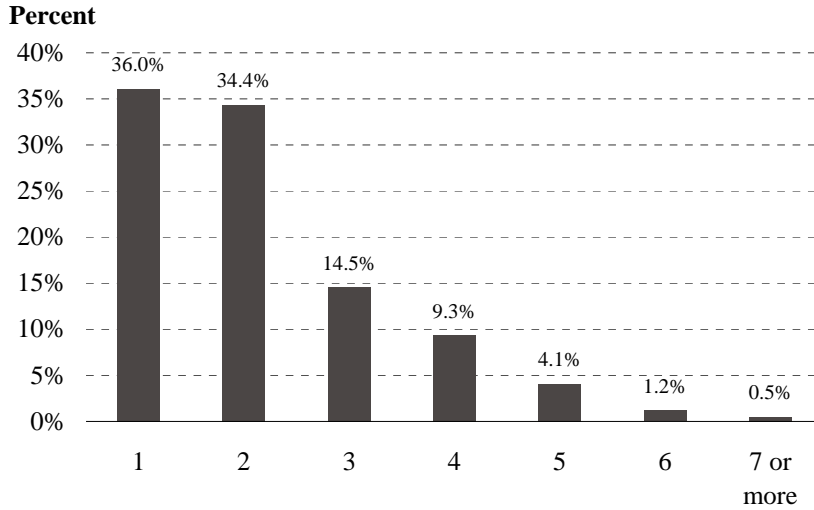


Source: California Department of Finance, E-5, May 2008

- In 2008, the city's average household size was 2.3, significantly lower than the county average of 3.1.
- Between 2000 and 2008, average household size increased slightly in the city and the county, but the difference between them remained constant.

Households by Size

**Households by Household Size
2007**

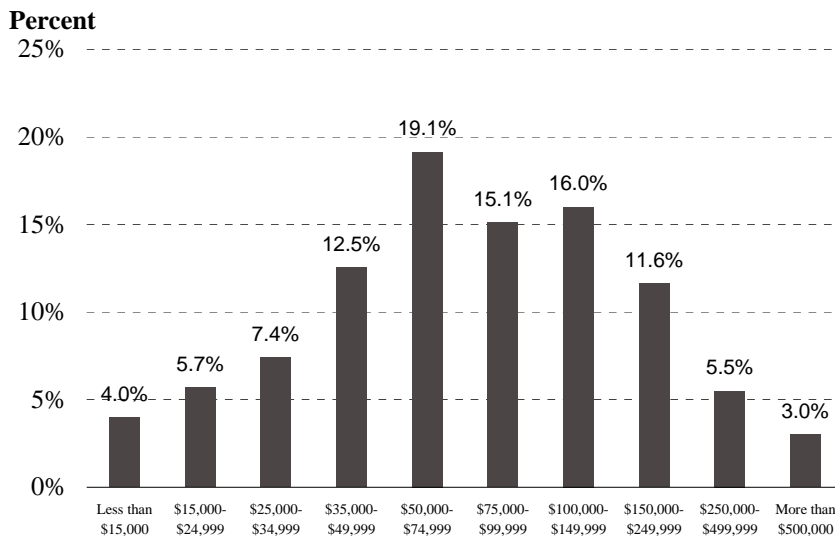


Source: Claritas Inc., 2007

- Close to 85 percent of all Sierra Madre households have 3 people or fewer.
- About 36 percent of the households are single-person households, much higher than the county share of 26 percent.
- Only about 5.8 percent of all households in the city have at least 5 people.

Households by Income

**Households by Household Income
2007**



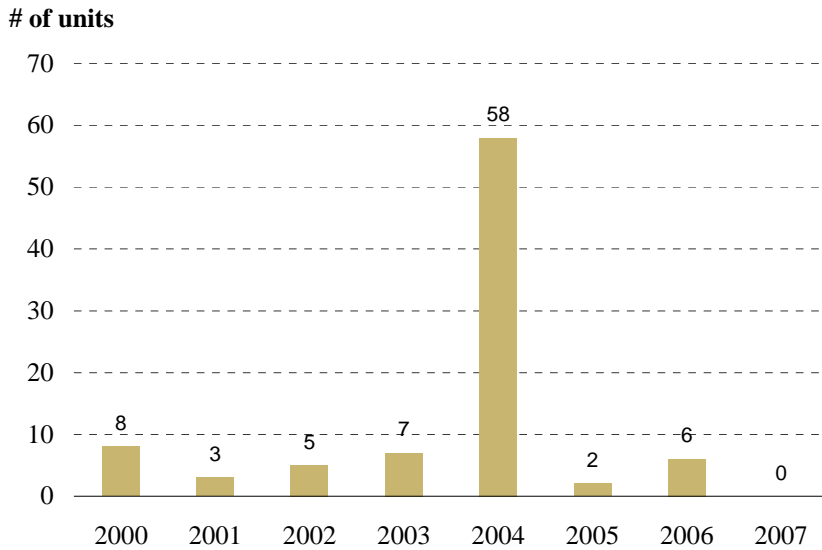
Source: Claritas Inc., 2007

- In 2007, about 30 percent of households earned less than \$50,000.
- More than one third of the households earned \$100,000 or more.

IV. Housing

Housing Production

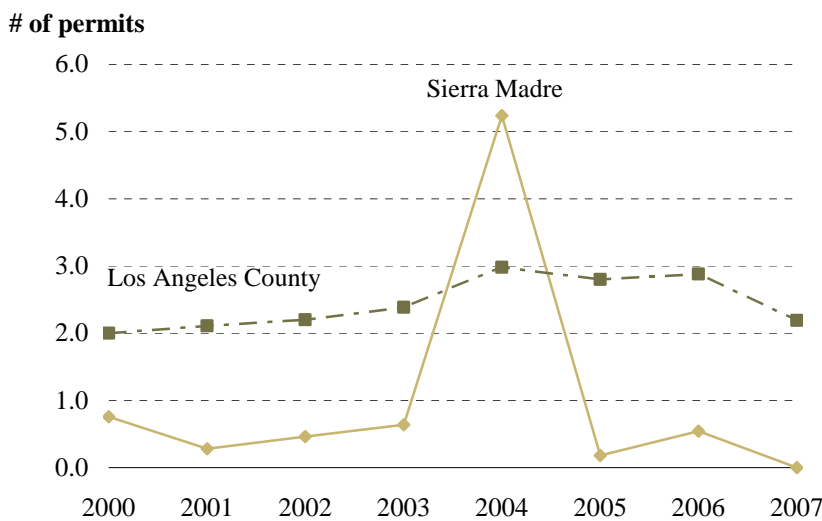
**Residential Permits Issued
2000 - 2007**



Source: Construction Industry Research Board, 2000-2007

- Between 2000 and 2007, only 89 new residential units were permitted. Moreover, nearly two thirds of these were permitted in 2004.

**Permits Issued per 1,000 Residents
2000 - 2007**



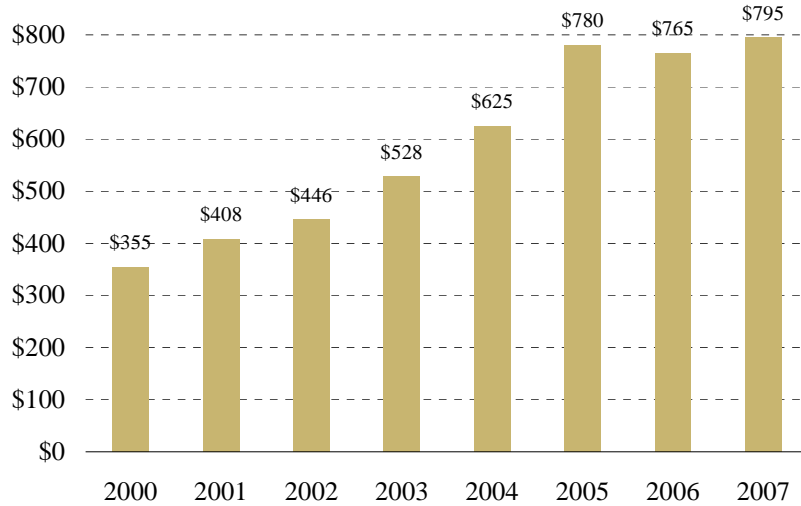
Source: Construction Industry Research Board, 2000-2007 and SCAG

- With the exception of a much higher figure in 2004, the city generally had lower levels of housing units permitted per 1,000 residents when compared to the county as a whole.

Housing Values

**Median Home Price
2000 - 2007**

Thousands

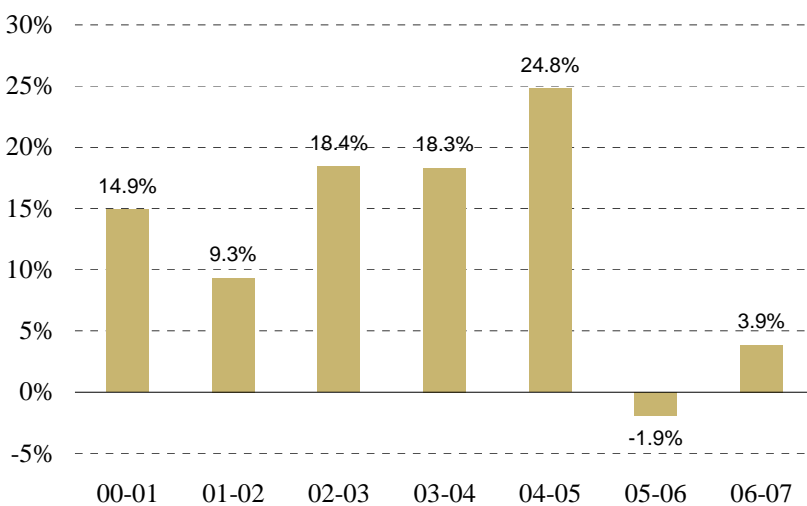


Source: Data Quick, 2008

- Between 2000 and 2005, median home sale prices more than doubled, jumping from \$355,000 to \$780,000.
- After a small dip in 2006, the median home price increased to \$795,000 in 2007, \$255,000 higher than that in Los Angeles County.

**Median Home Price Appreciation Rate
2000 - 2007**

Percent

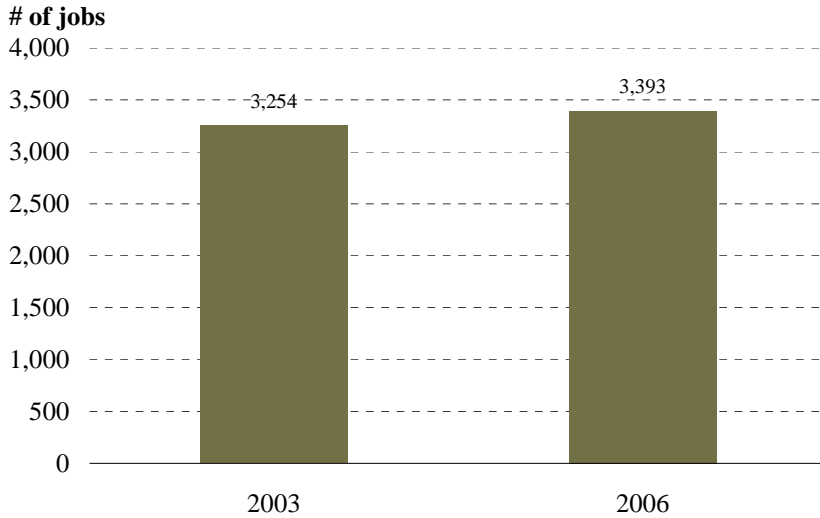


Source: Data Quick, 2008

- Between 2000 and 2005, annual home price appreciation rates varied between 9 and 25 percent.
- In sharp contrast, median home price fell to negative 19 percent during the 2005-2006 period.

V. Employment

**Total Jobs
2003 and 2006**



Source: California Employment Development Department, 2003 & 2006 and SCAG

- In 2006, total jobs in Sierra Madre reached 3,393, about 4.3 percent greater than its 2003 level. The job growth rate in the city was slightly higher than the 2.9 percent growth rate in Los Angeles County.
- Total jobs in the city included 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.

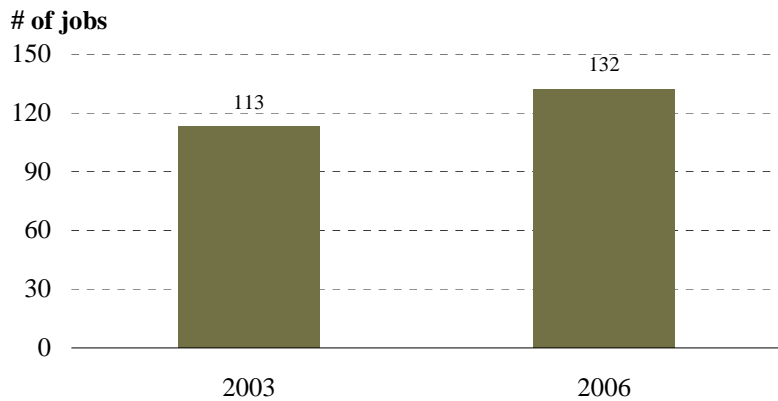
**Jobs in Manufacturing
2003 and 2006**



Source: California Employment Development Department, 2003 & 2006 and SCAG

- Between 2003 and 2006, the number of manufacturing jobs in Sierra Madre dropped by eight percent.

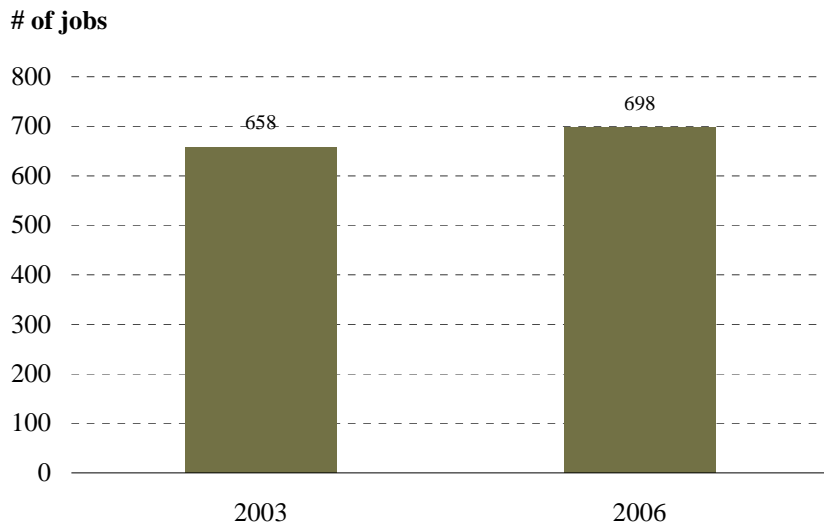
Jobs in Construction 2003 and 2006



Source: California Employment Development Department, 2003 & 2006 and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2003 and 2006, construction jobs in the city increased by about 17 percent.

Jobs in Retail Trade 2003 and 2006



Source: California Employment Development Department, 2003 & 2006 and SCAG

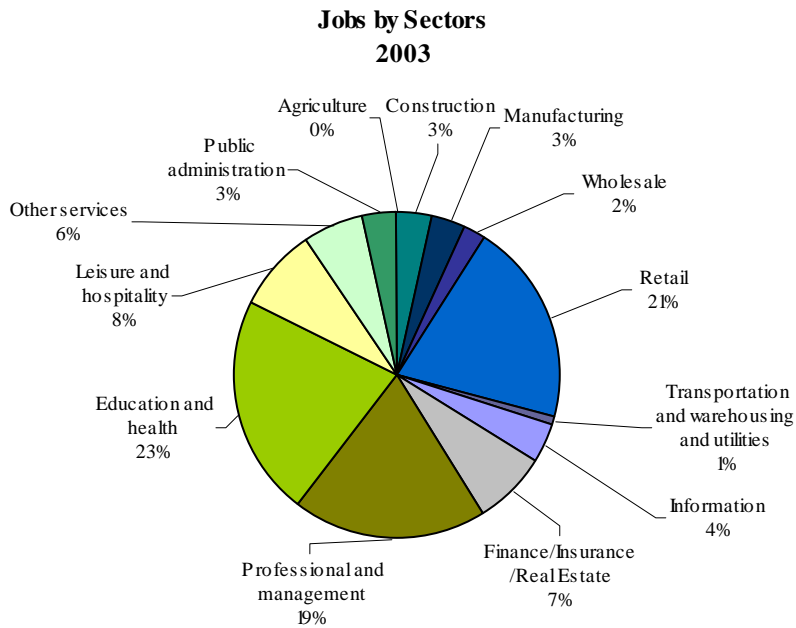
- Between 2003 and 2006, the number of retail trade jobs in the city increased by six percent.

Jobs in Professional and Management 2003 and 2006



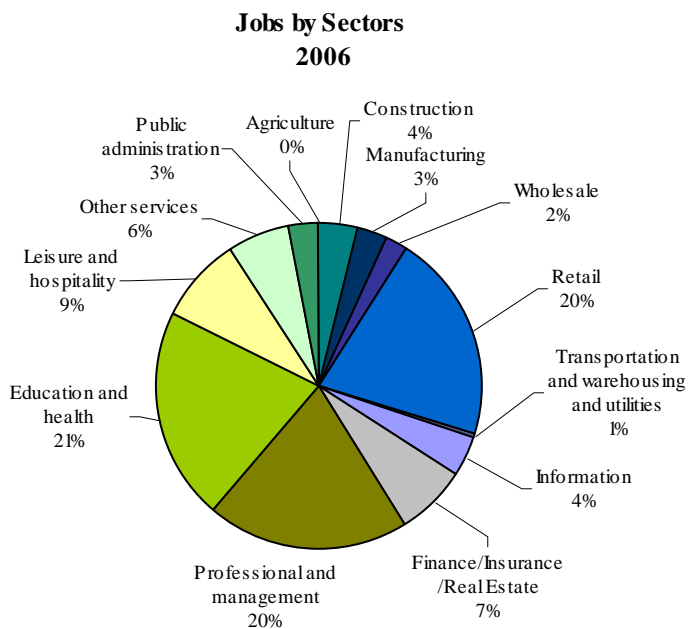
Source: California Employment Development Department, 2003 & 2006 and SCAG

- Jobs in the professional and management sector include those employed in, for example, professional and technical services, management of companies, and administration and support.
- Between 2003 and 2006, the number of professional and management jobs increased by about seven percent.



Source: California Employment Development Department, 2003 and SCAG

- Between 2003 and 2006, there were only slight changes in the share of jobs by sector in the city. For example, during this period, the share of education and health jobs declined by two percentage points while the share of professional and management and leisure and hospitality jobs increased by one percentage point each.

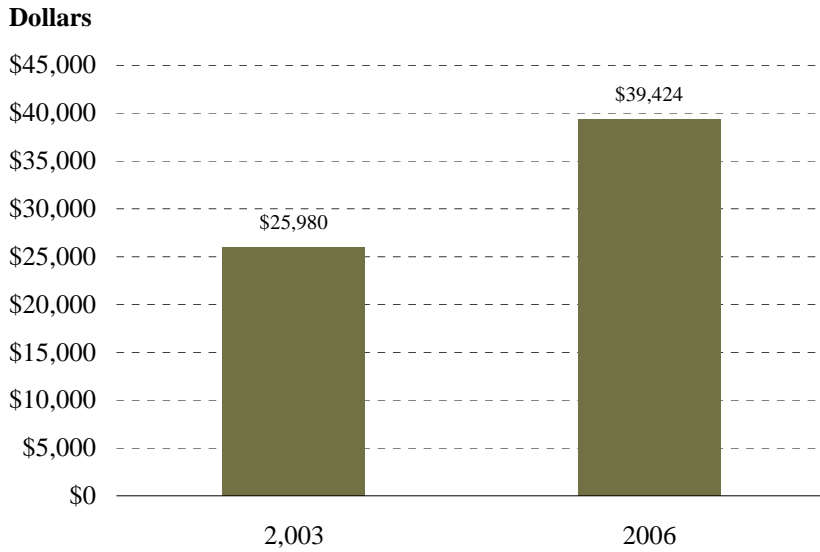


Source: California Employment Development Department, 2006 and SCAG

- In 2006, the education and health (21.1 percent) sector remained the largest sector, accounting for 21.1 percent of total jobs in the city.
- This was closely followed by the retail (20.6 percent) and professional and management (20.0 percent) sectors.
- The three largest sectors, accounted for 61 percent of total jobs in the city.

Average Salaries

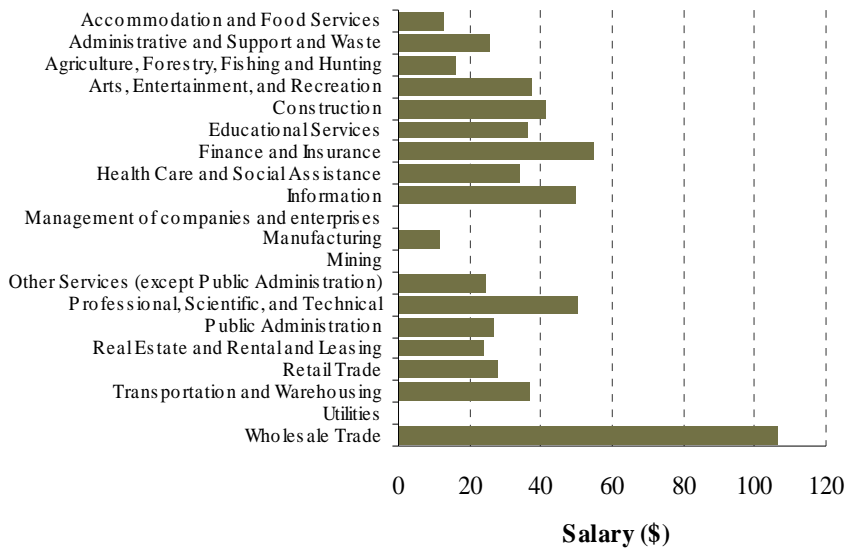
**Average Annual Salary per Job
2003 and 2006**



- Average salaries per job in the city increased from \$25,980 in 2003 to \$39,424 in 2006, a 52 percent increase, which was much higher than the inflation rate of 13 percent during the same period for Southern California.

Source: California Employment Development Department, 2003 & 2006

**Average Annual Salary by Sector
2006 (in thousands)**

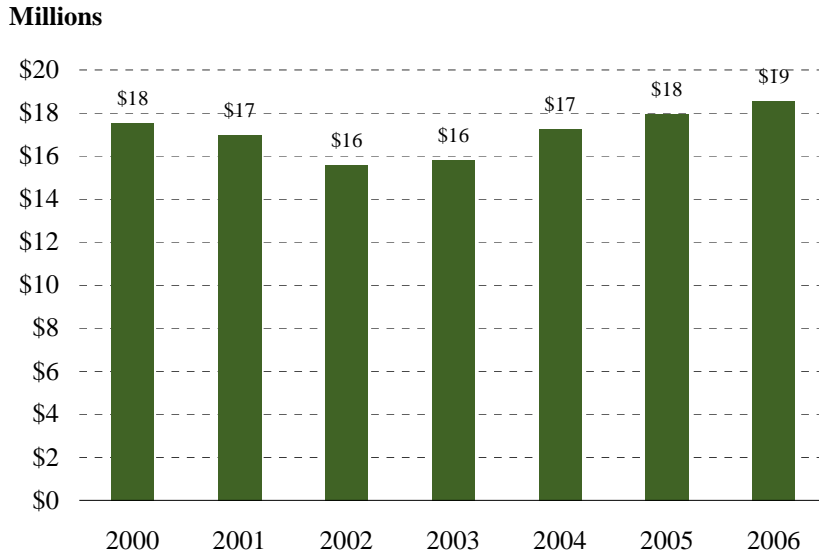


- In 2006, the sector providing the highest salary per job in Sierra Madre was Wholesale Trade (about \$106,748).
- The Manufacturing sector provided the lowest annual salary per job (about \$12,044).

Source: California Employment Development Department, ES-202, 2006

VI. Retail Sales

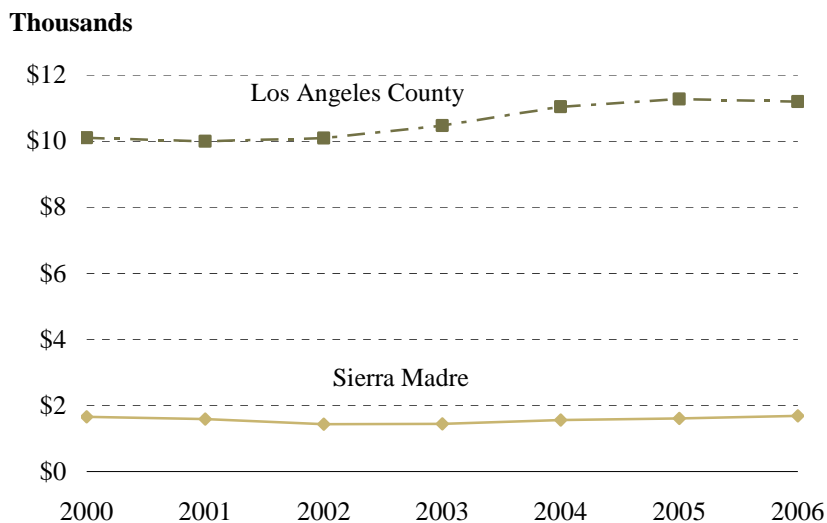
**Real Retail Sales
2000 - 2006 (in 2006 \$)**



Source: California Board of Equalization, 2000-2006

- Real (inflation adjusted) retail sales dropped by 11 percent from 2000 to 2002 but steadily increased 19 percent between 2002 to 2006.

**Real Retail Sales per Person
2000 - 2006 (in 2006 \$)**

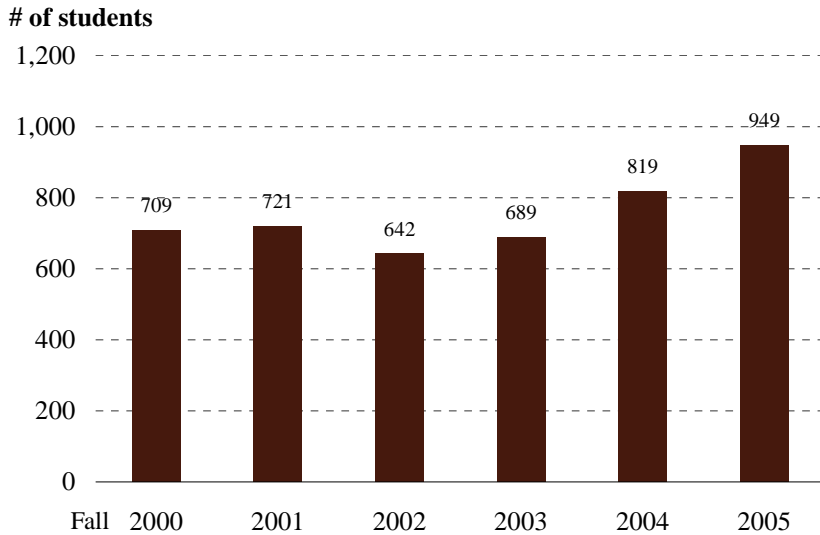


Source: California Board of Equalization, 2000-2006 and SCAG

- Between 2000 and 2006, real retail sales per person changed very little for the city. Further, per capita retail sales were much lower in the city than in the county as a whole.

VII. Education

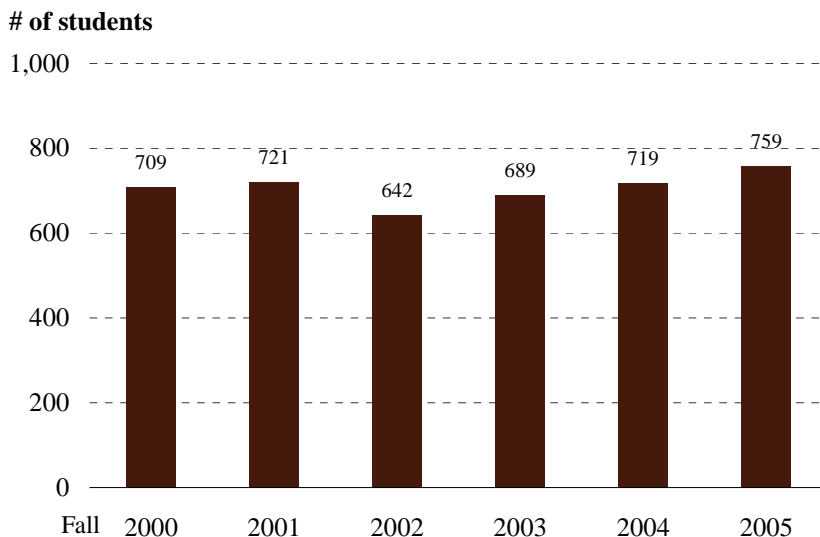
**K-12 Student Enrollment
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- Between 2000 and 2002, total K-12 public school enrollment for schools within the city fluctuated slightly. From 2002 to 2005, the enrollment increased steadily and significantly by nearly 48 percent.

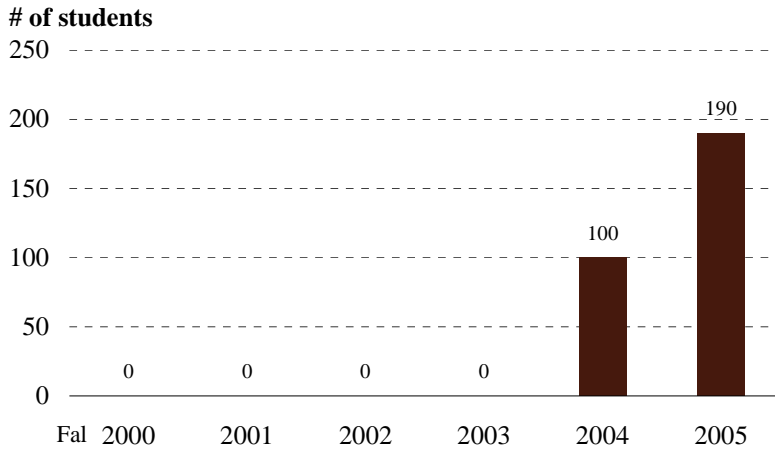
**K-6 Student Enrollment
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- During this period, total number of public elementary school enrollment in the city followed similar trend but the increase from 2002 to 2005 was much lower at 18 percent.

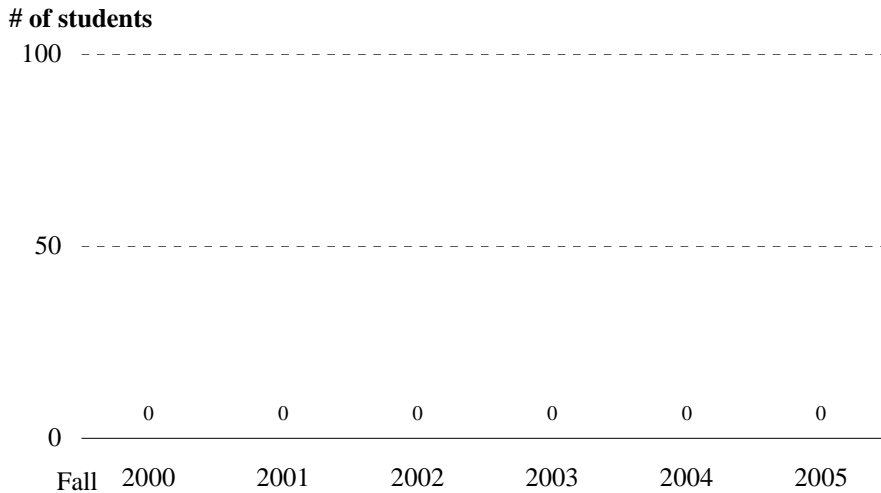
**Grades 7-9 Student Enrollment
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- There were no public middle schools (grades 7-9) in Sierra Madre until 2004.
- Enrollment in public middle schools nearly doubled from 100 students in 2004 to 190 students in 2005.

**Grades 10-12 Student Enrollment
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- There is no public high school in the city of Sierra Madre.

VIII. References

California Department of Finance, Demographic Research Unit

California Employment Development Department Labor Market Information Division

California State Board of Equalization

Construction Industry Research Board

Claritas Inc.

Data Quick Information System

National Center for Education Statistics

U.S. Census Bureau

IX. Acknowledgements

The preparation of this report was funded in part through grants from the U. S. Department of Transportation – Federal Highway Administration and the Federal Transit Administration. Additional assistance was provided by the California Department of Transportation.