DIAMOND DISTRICT

Collective Impact
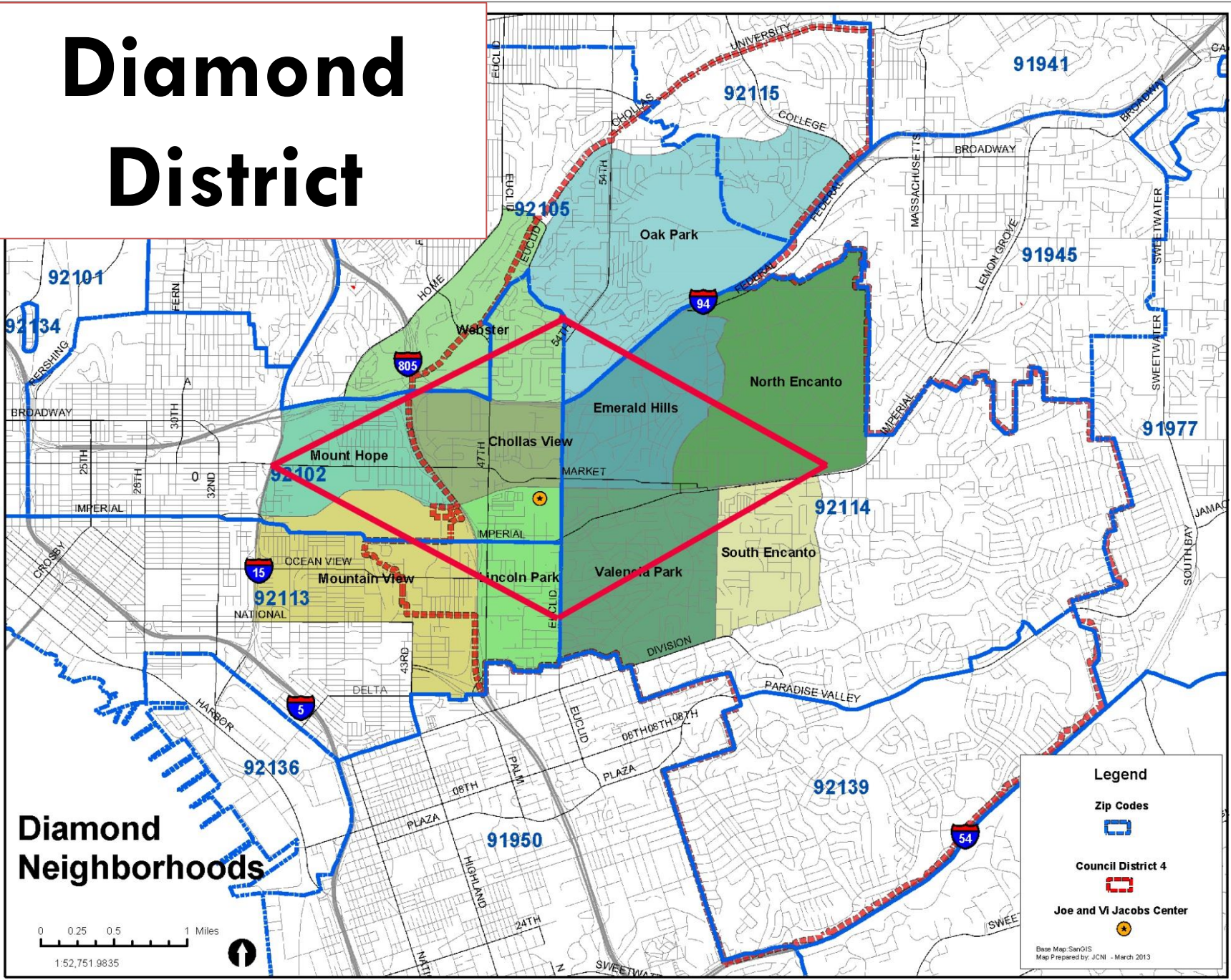
Diamond District

Diamond
Neighborhoods

Overview

Diamond District Population

In 2003
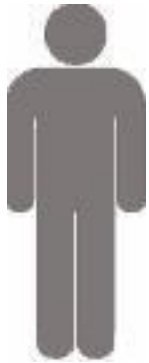
3 percent ↑

In 2013

85,124
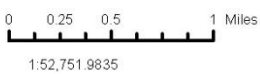
87,772

Overview

Race/Ethnicity

Legend:
- Hispanic or Latino (of any race)
- White alone
- Black or African American alone
- Asian alone
- Native Hawaiian and Other Pacific Islander alone
- Two or more races

Diamond District (n=87,876):
- 53% Hispanic or Latino
- 9% White alone
- 21% Black or African American alone
- 13% Asian alone
- 2% Native Hawaiian and Other Pacific Islander alone
- 2% Two or more races

San Diego County (n=3,100,500):
- 32% Hispanic or Latino
- 48% White alone
- 5% Black or African American alone
- 11% Asian alone
- 0% Native Hawaiian and Other Pacific Islander alone
- 3% Two or more races

Diamond District (n=87,876)   San Diego County (n=3,100,500)

Overview

Age Distribution

Diamond District Median Age
29.6 years

San Diego County Median Age
34.7 years

Legend: Diamond District (n=87,876) ■ San Diego County (n=3,100,500)

Age Group	Diamond District	San Diego County
Under 5 years old	9%	7%
5-9	8%	6%
10-14	7%	6%
15-19	10%	7%
20-24	9%	9%
25-34	14%	15%
35-44	13%	14%
45-54	12%	14%
55-59	5%	6%
60-64	4%	5%
65-74	5%	6%
75-84	3%	4%
Over 85 years old	1%	2%
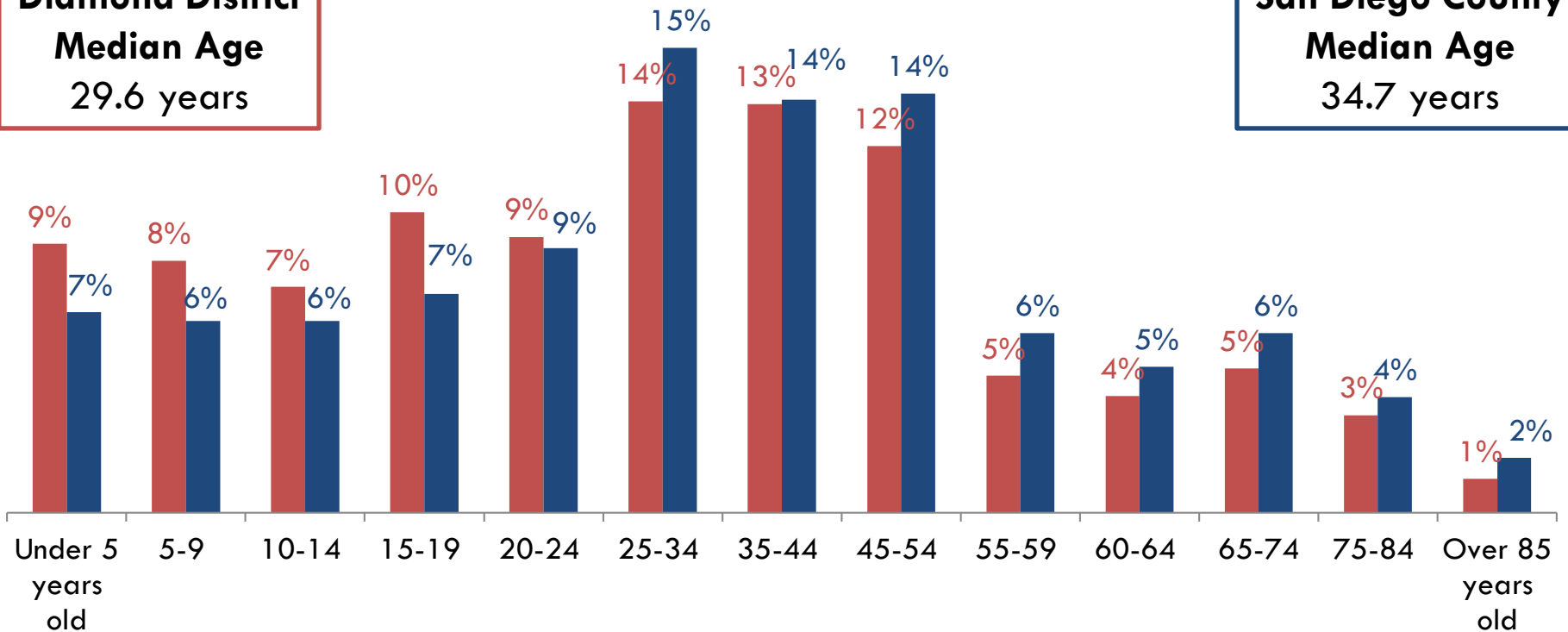
Overview

Place of Birth

Diamond District
(n=87,876)

San Diego County
(n=3,100,500)

67% 33%

77% 23%
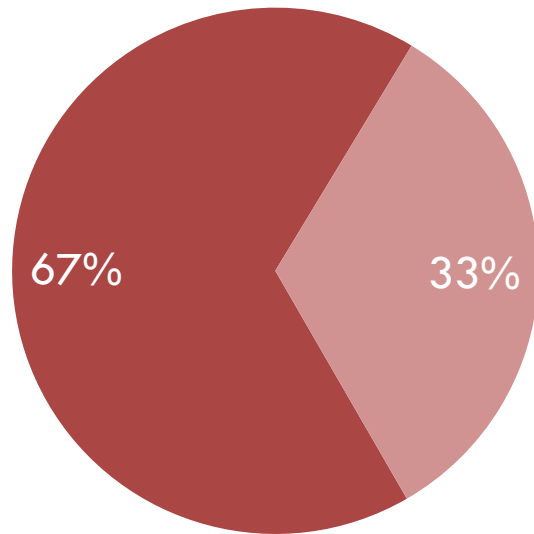
■ Native ■ Foreign-born
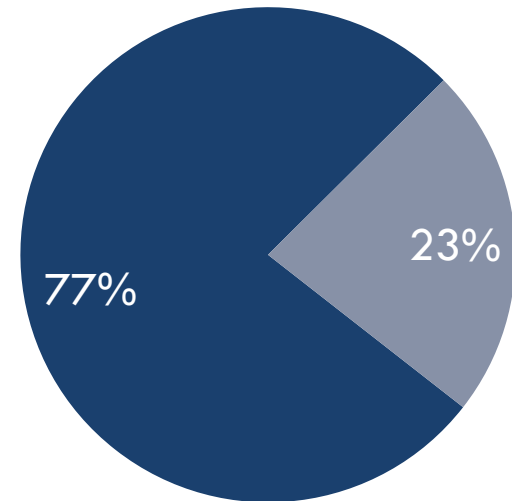
■ Native ■ Foreign-born

Overview

Citizenship Status of Foreign Born

Diamond District (n=28,946)

San Diego County (n=720,485)

Diamond District: Naturalized 41%, Not a U.S. Citizen 59%

San Diego County: Naturalized 47%, Not a U.S. Citizen 53%
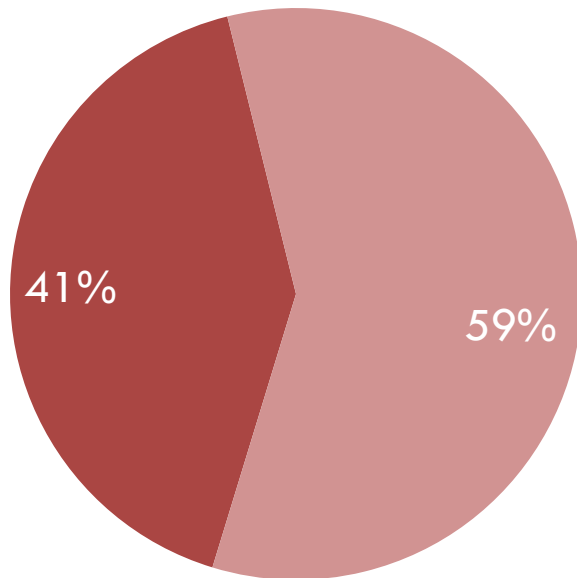
■ Naturalized ■ Not a U.S. Citizen
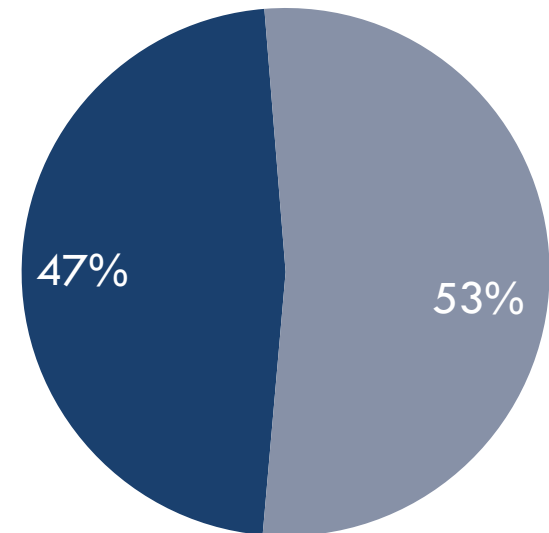
■ Naturalized ■ Not a U.S. Citizen

Overview

World Region of Birth of Foreign-Born Population

Legend:
- Northern America
- Latin America
- Oceania
- Africa
- Asia
- Europe

Diamond District (n=28,946): Latin America 69%, Asia 27%

San Diego County (n=720,485): Latin America 51%, Asia 36%
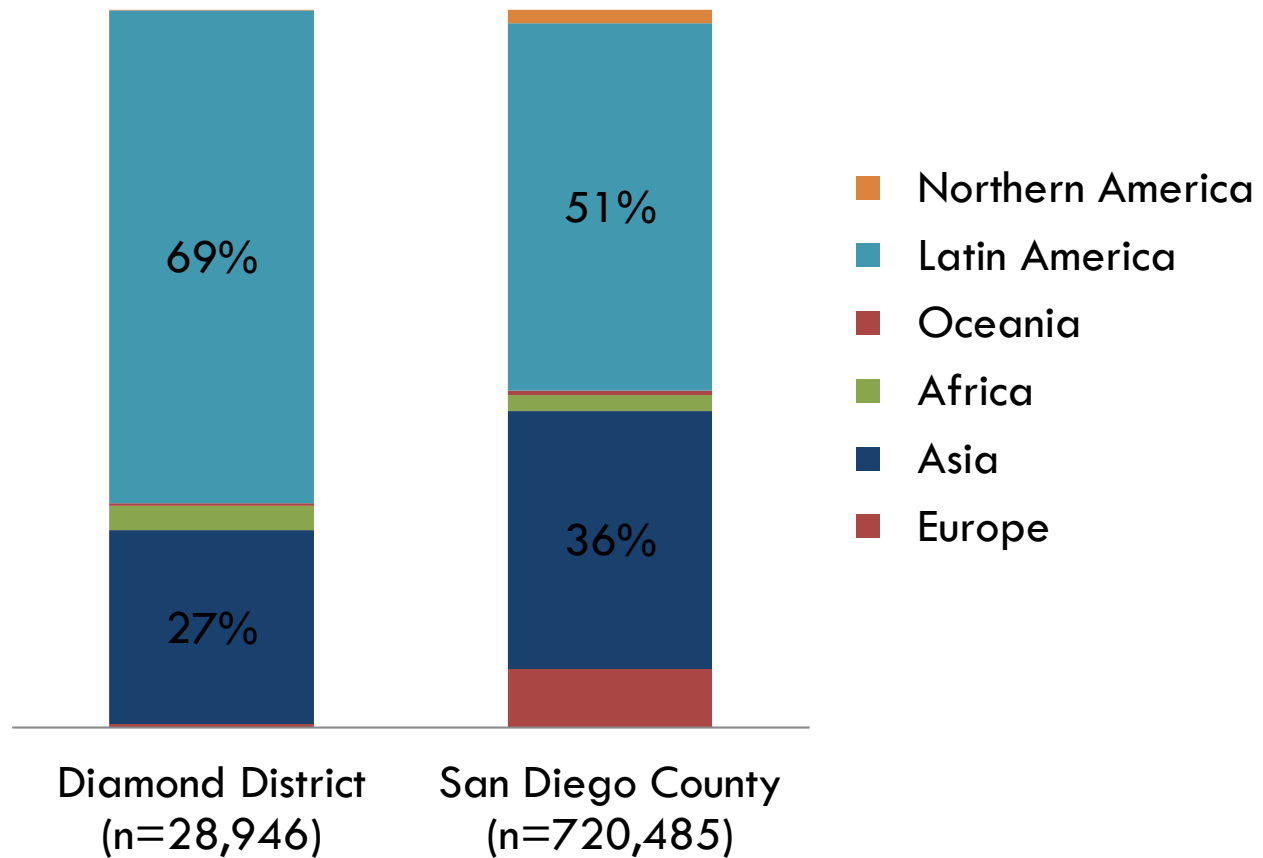
Economic Vitality

Top 5 Industries in…

Diamond District (n=1,513)

1. Administrative & Support, Waste Management, Remediation Services	**17%**
2. Other Services (except Public Administration)	**15%**
3. Retail Trade	**9%**
4. Professional, Scientific, and Technical Services	**8%**
5. Transportation and Warehousing	**6%**

City of San Diego (n=57,690)

1. Professional, Scientific, and Technical Services	**23%**
2. Other Services (except Public Administration)	**14%**
3. Construction	**8%**
4. Retail Trade	**7%**
5. Health Care and Social Assistance	**7%**

Businesses in the Diamond District
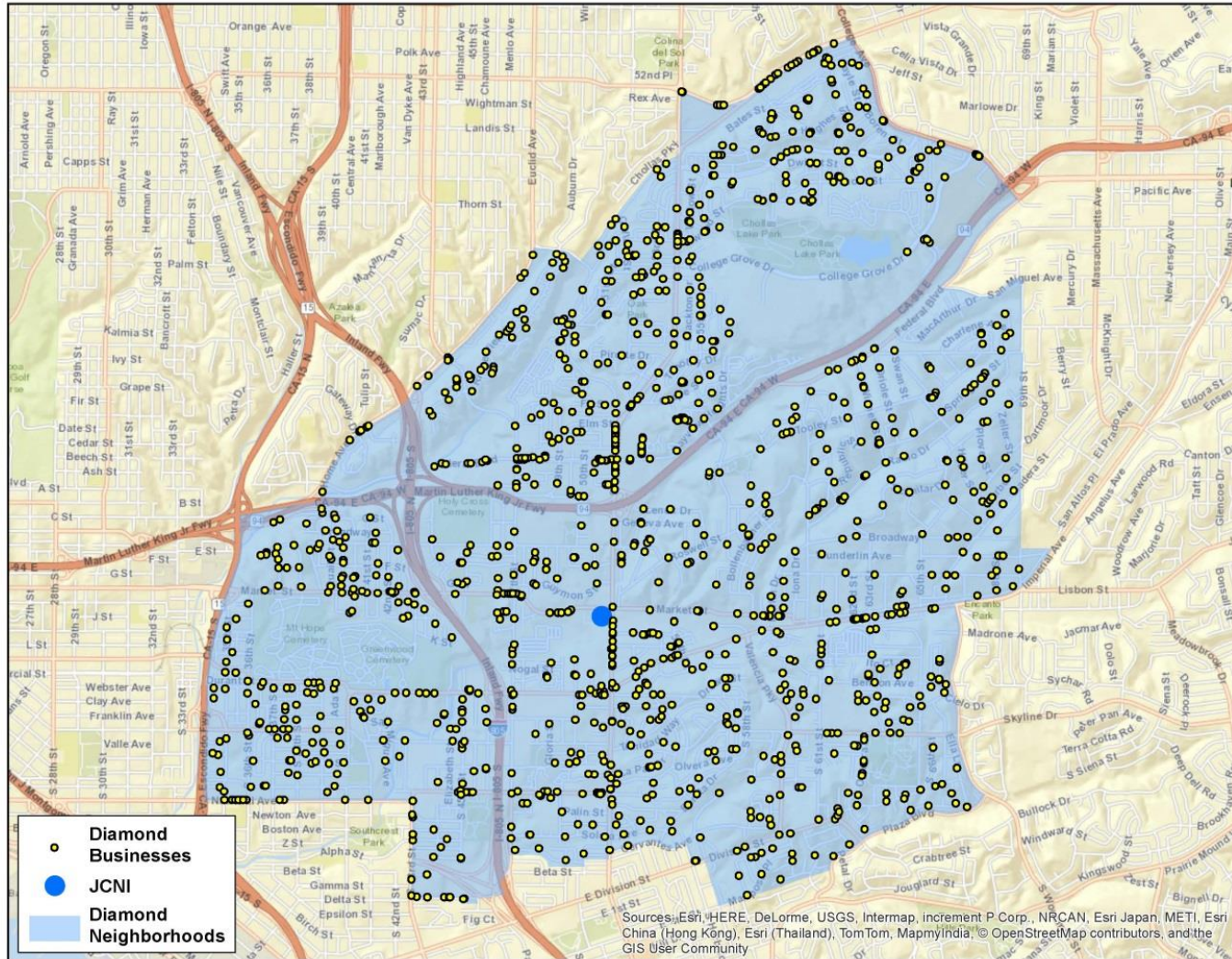
Economic Vitality

Employment by Industry (Top 5)

Diamond District (n=32,767)

1. Education, Social Services, Health	**18%**
2. Arts, Entertainment, Recreation	**16%**
3. Professional, Scientific, and Technical Services	**12%**
4. Retail Trade	**10%**
5. Manufacturing	**9%**

San Diego County (n=1,386,825)

1. Education, Social Services, Health	**21%**
2. Professional, Scientific and Technical Services	**14%**
3. Retail Trade	**11%**
4. Arts, Entertainment, Recreation	**11%**
5. Manufacturing	**9%**

Economic Vitality

Employment by Industry
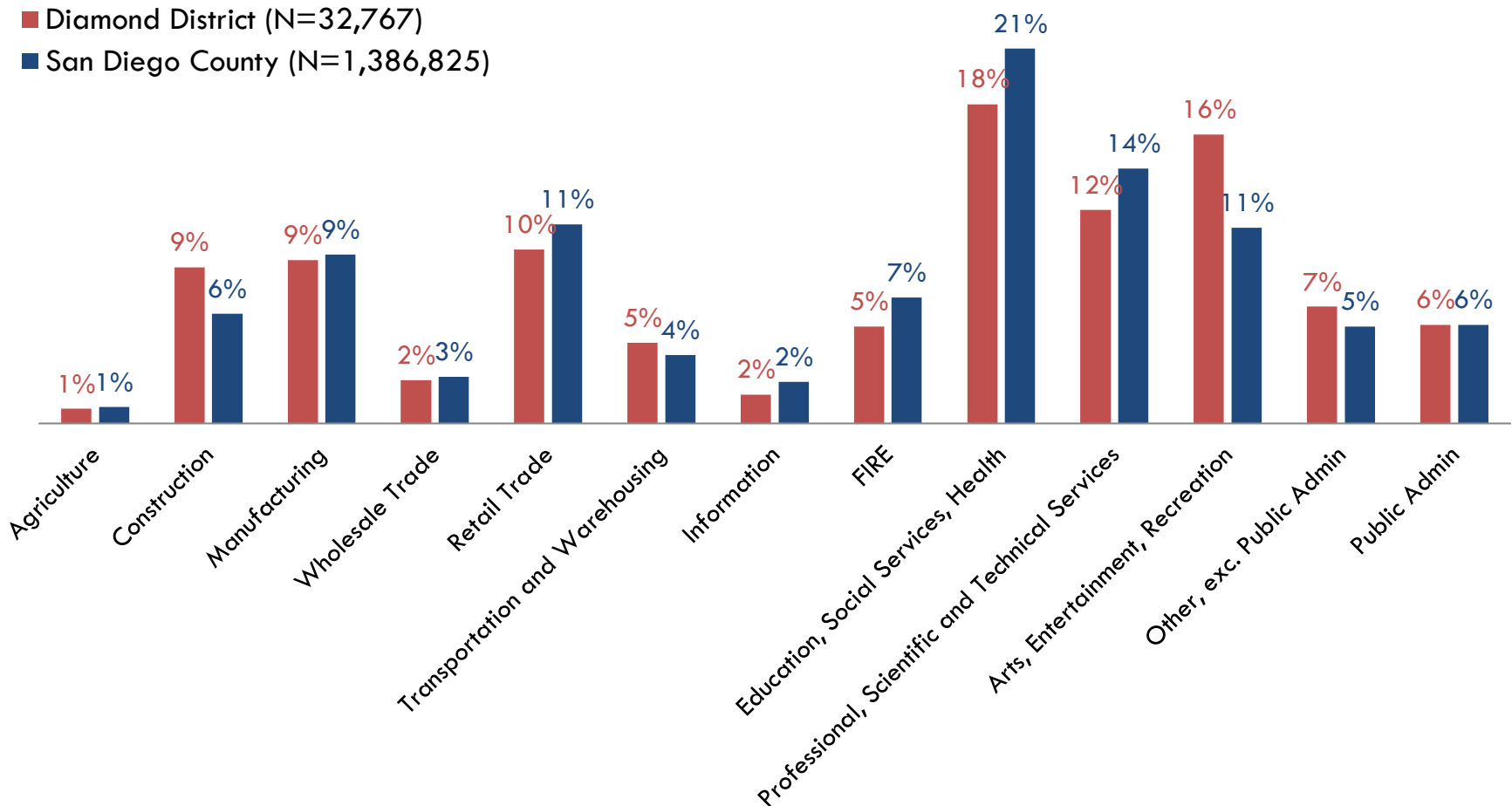
Economic Vitality

Occupations

Legend: ■ Diamond District (n=32,767)   ■ San Diego County (=1,386,825)

Occupation	Diamond District	San Diego County
Service occupations	31%	19%
Sales and office occupations	23%	25%
Management, business, science, and arts occupations	20%	40%
Natural resources, construction, and maintenance occupations	12%	8%
Production, transportation, and material moving occupations	13%	8%
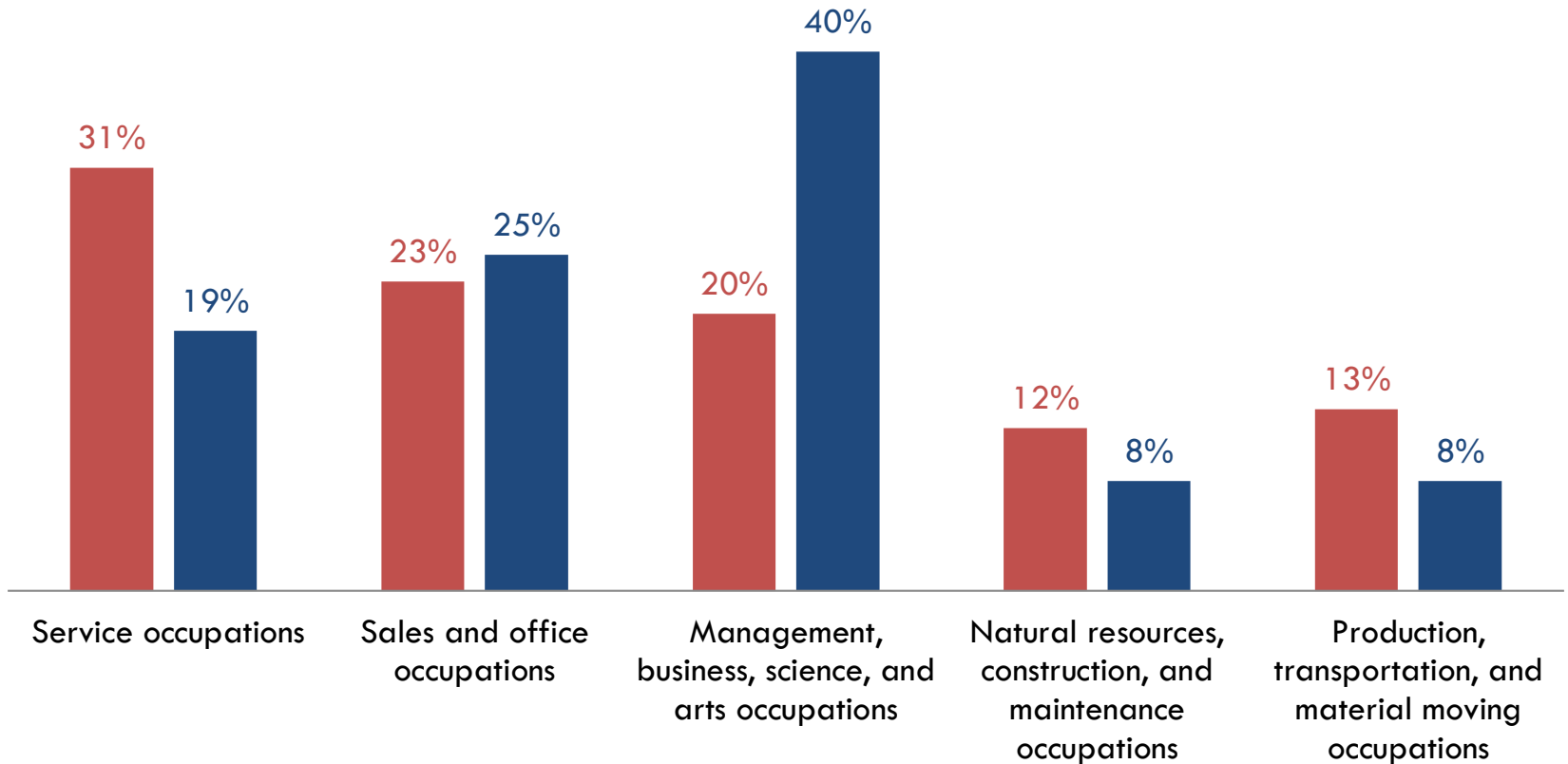
Economic Vitality

Household (HH) Income Distribution

■ Diamond District (n=18,204)   ■ San Diego County (n=708,151)

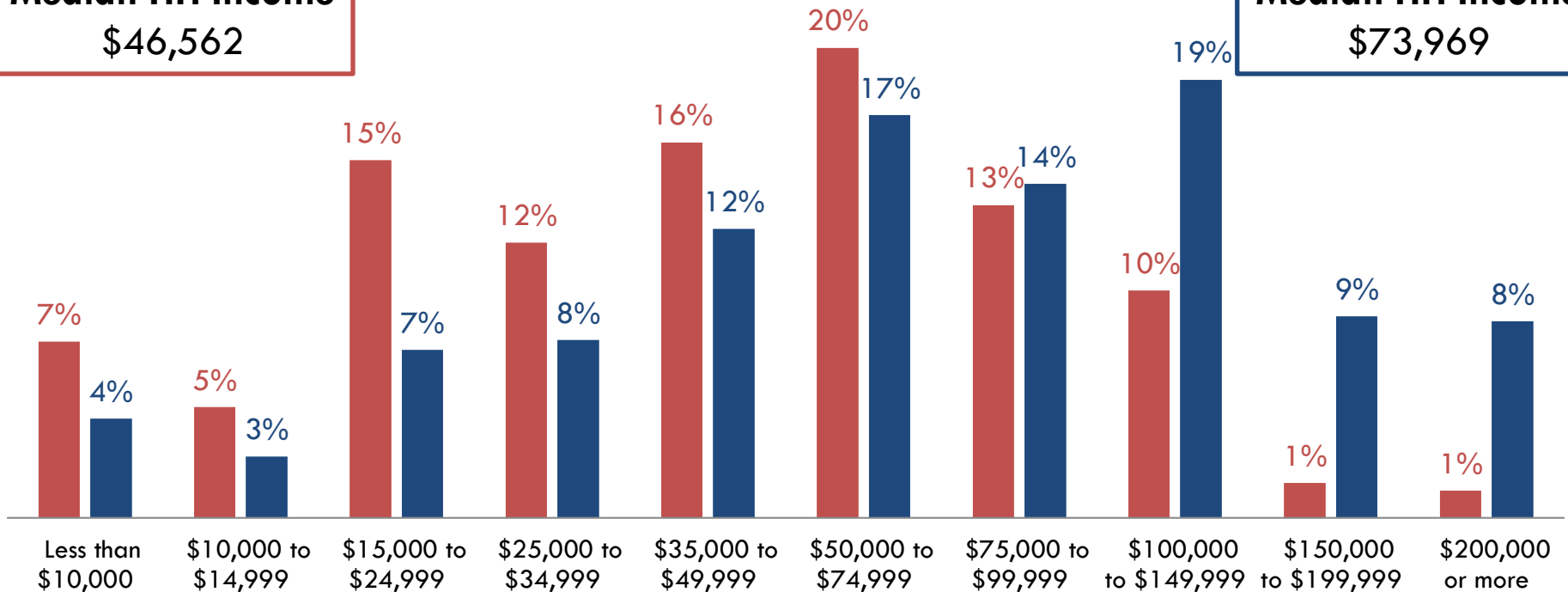**Diamond District Median HH Income $46,562**

San Diego County Median HH Income $73,969

Income Range	Diamond District	San Diego County
Less than $10,000	7%	4%
$10,000 to $14,999	5%	3%
$15,000 to $24,999	15%	7%
$25,000 to $34,999	12%	8%
$35,000 to $49,999	16%	12%
$50,000 to $74,999	20%	17%
$75,000 to $99,999	13%	14%
$100,000 to $149,999	10%	19%
$150,000 to $199,999	1%	9%
$200,000 or more	1%	8%

Economic Vitality

Household Income and Benefits

■ Diamond District (n=23,777)   ■ San Diego County (n=1,067,462)

	Earnings	Social Security	Retirement income	Supplemental Security Income	Cash public assistance income	Food Stamp/SNAP benefits
Diamond District	78%	26%	15%	8%	6%	14%
San Diego County	81%	24%	17%	4%	3%	5%
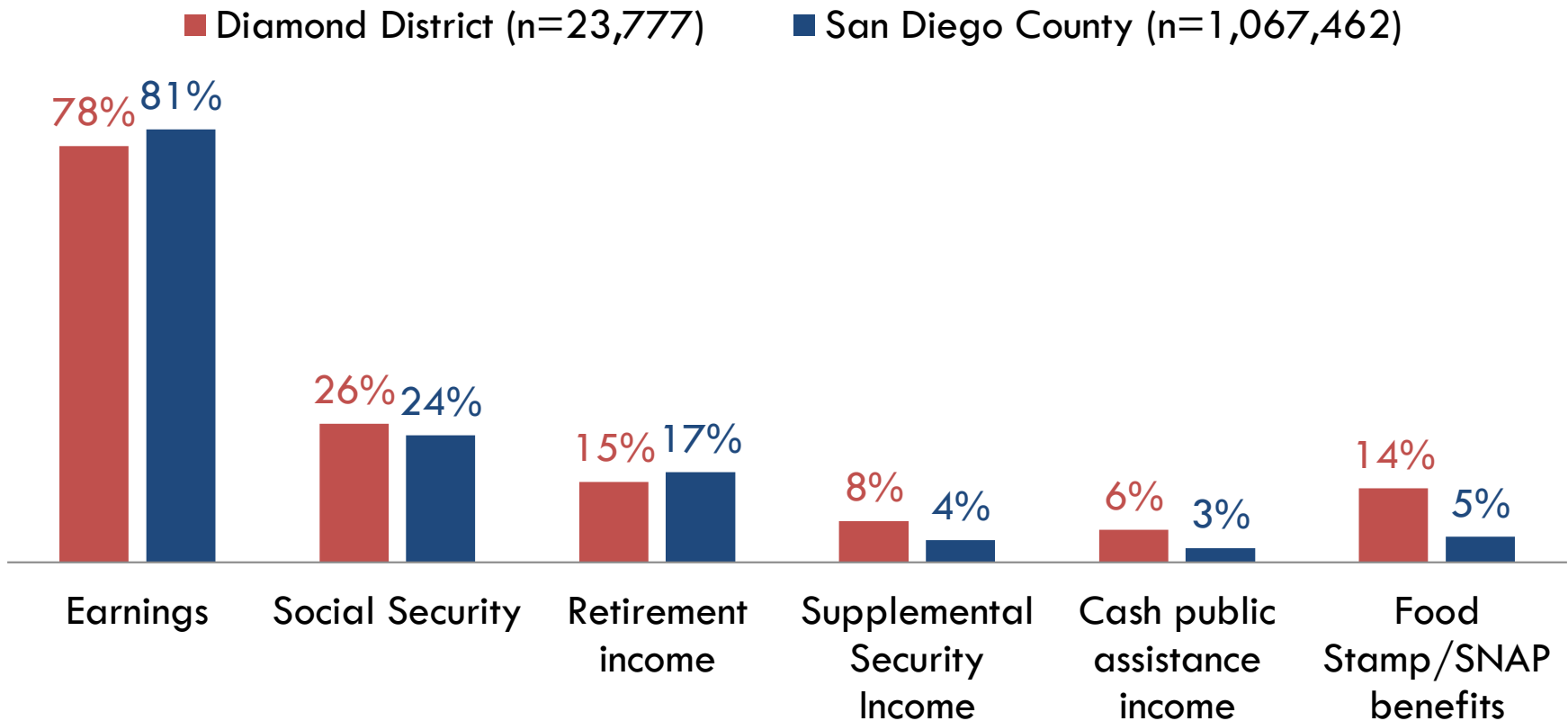
Economic Vitality

Households (HH) with Public Assistance

Diamond District (n=23,777)
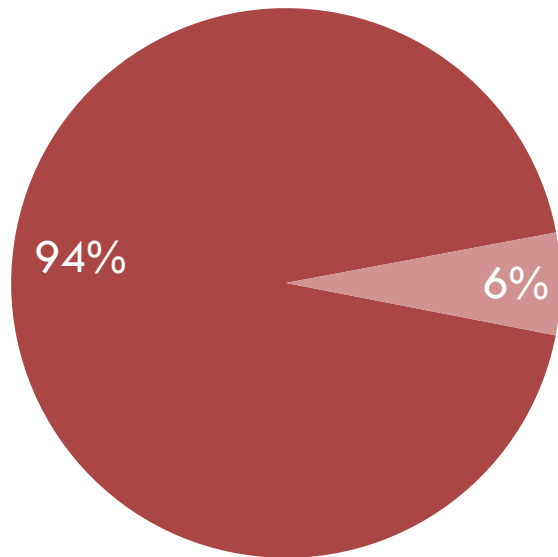
San Diego County (n=1,067,462)

94%   6%

97%   3%

- HH with no public assistance income
- HH with public assistance income
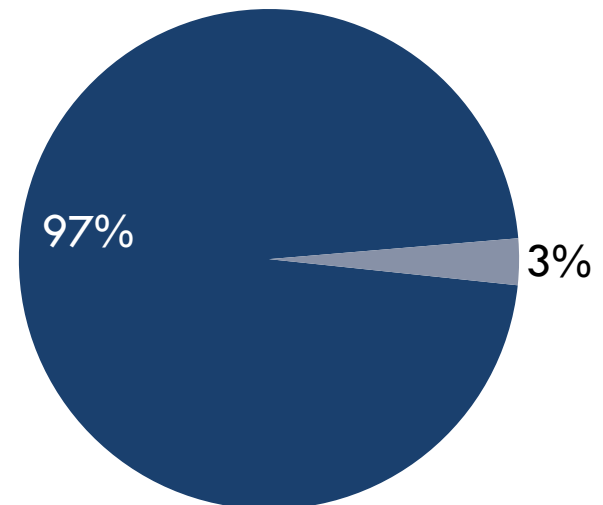
- HH with no public assistance income
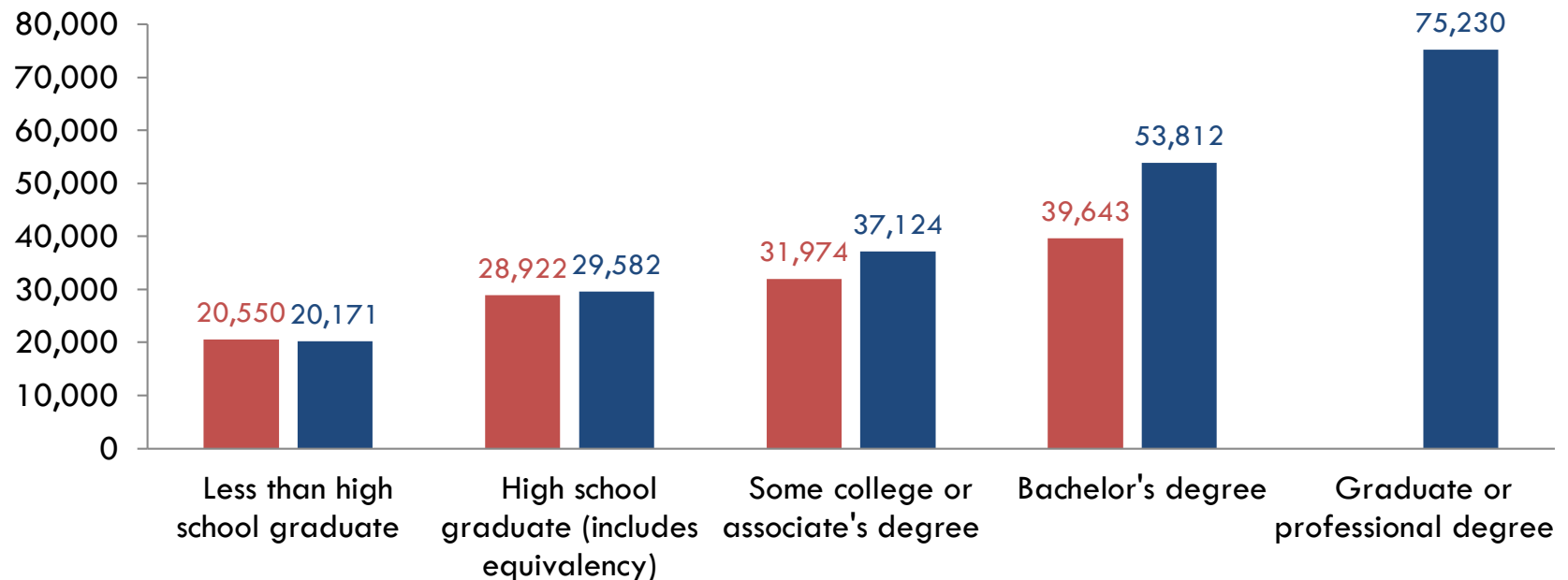- HH with public assistance income

Economic Vitality

Median Earnings by Educational Attainment

Population 25 years and over with earnings

Diamond District Median Earnings $25,252

San Diego County Median Earnings $39,572
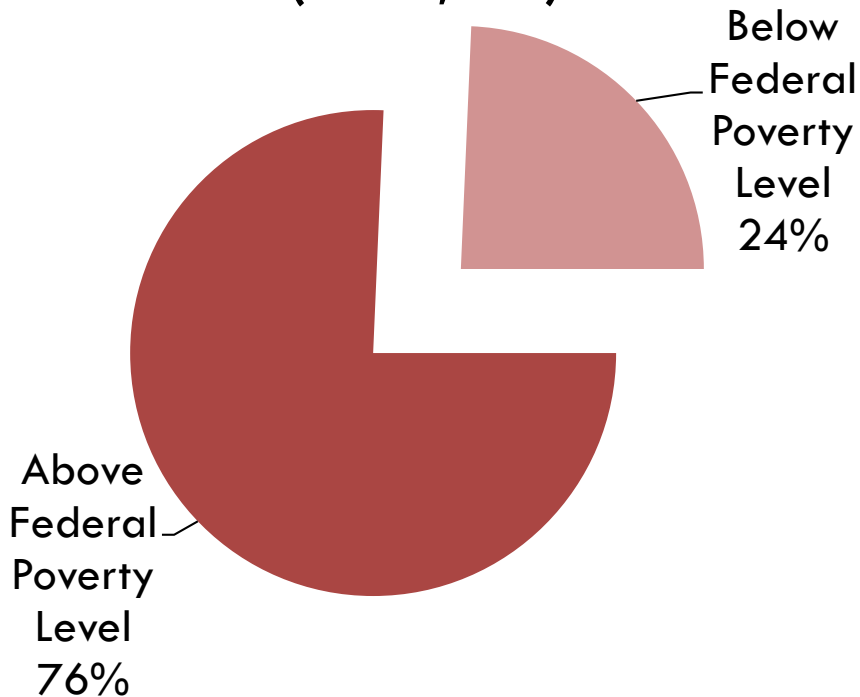

Legend: ■ Diamond District ■ San Diego County

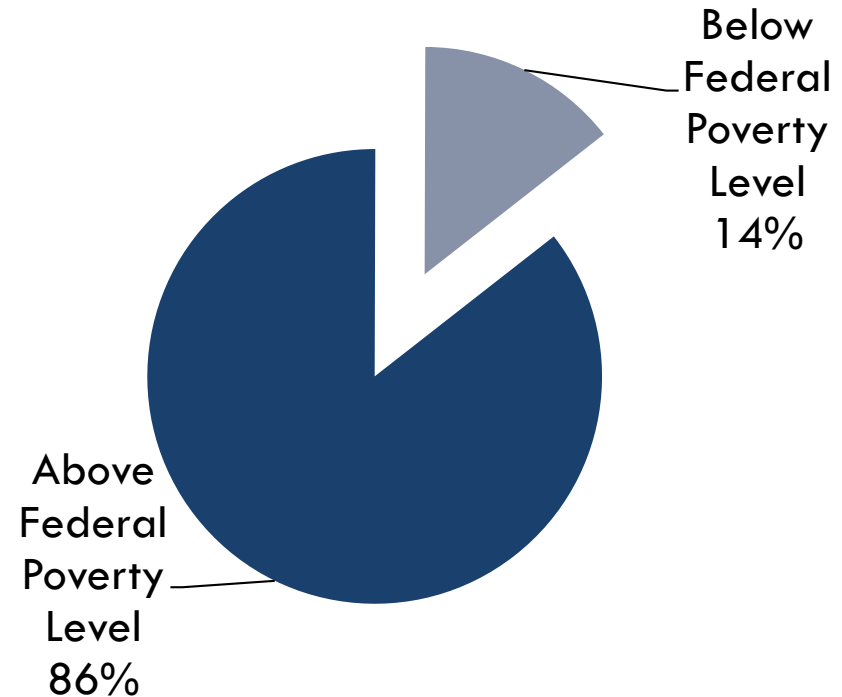| Educational Attainment	Diamond District	San Diego County
Less than high school graduate	20,550	20,171
High school graduate (includes equivalency)	28,922	29,582
Some college or associate's degree	31,974	37,124
Bachelor's degree	39,643	53,812
Graduate or professional degree		75,230

Economic Vitality

Percentage of Population Living at Poverty (using Federal Definition)

Diamond District (n=89,274)

San Diego County (n=3,057,308)

Below Federal Poverty Level 24%

Above Federal Poverty Level 76%

Below Federal Poverty Level 14%

Above Federal Poverty Level 86%

Economic Vitality

Percentage of Population Earning Less than Self-Sufficiency Standard

Households* earning less than $24,999

Diamond District: 29%

San Diego County: 19%

Self-Sufficiency Standard: $27,655 for 1 adult

Families earning less than $49,999**
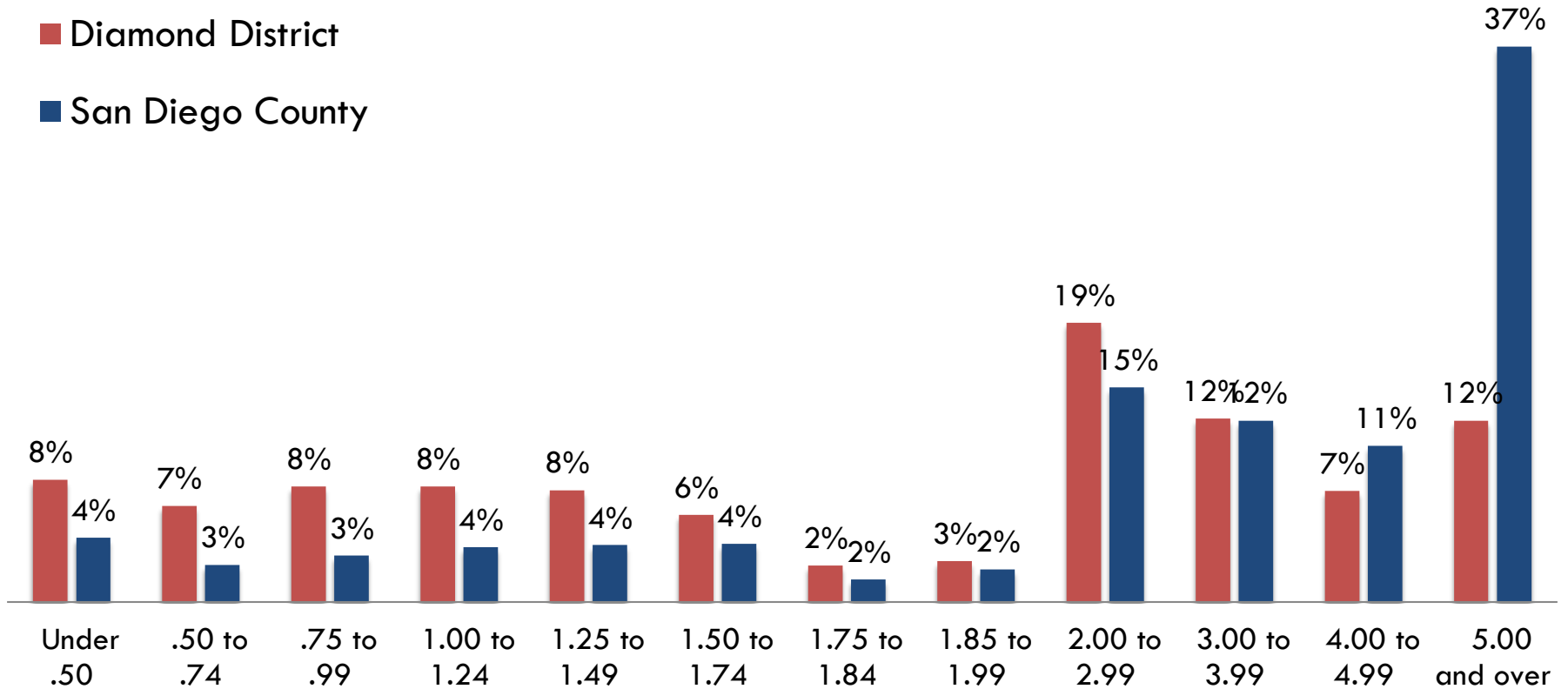
Diamond District: 55%

San Diego County: 40%

Self-Sufficiency Standard: $53,580 for a family with 1 adult + 1 preschooler

* Households may include multiple adults

** Family defined as blood relative, marriage (may or may not include child(ren))
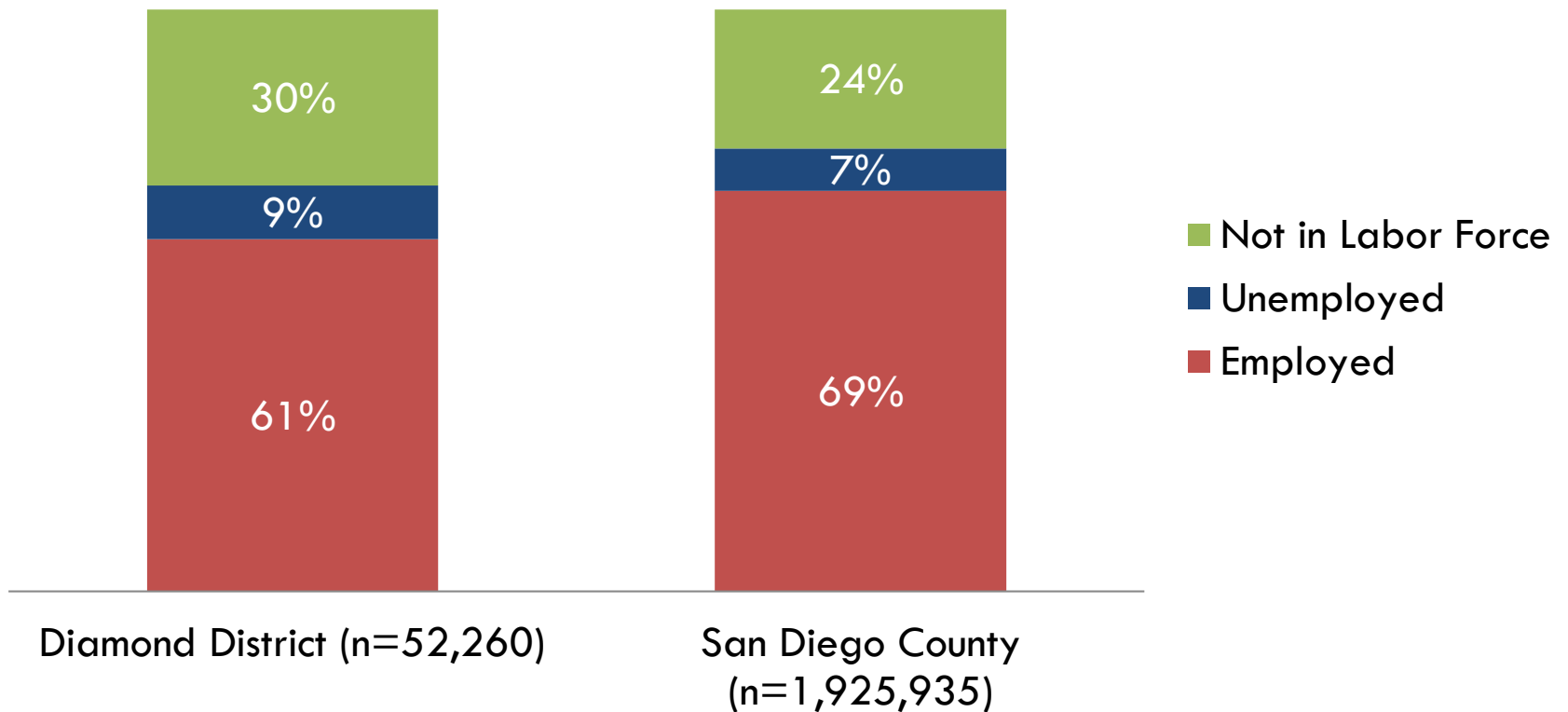
Economic Vitality

Income to Poverty Ratio in Households

Economic Vitality

Labor Force Status of Civilian Non-institutionalized

Population 18-64 years

Diamond District (n=52,260)   San Diego County (n=1,925,935)

Diamond District: Not in Labor Force 30%, Unemployed 9%, Employed 61%

San Diego County: Not in Labor Force 24%, Unemployed 7%, Employed 69%

Legend: Not in Labor Force, Unemployed, Employed

Economic Vitality

Housing Occupancy

Diamond District
(n=25,566)
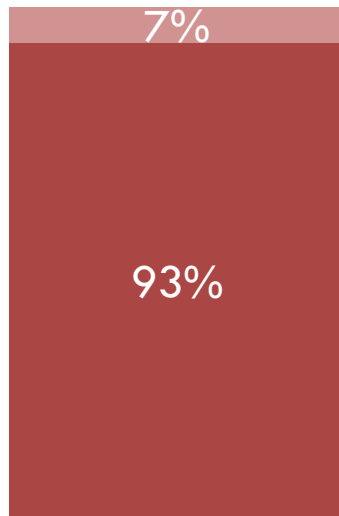
San Diego County
(n=1,163,884)

7%

93%

8%

92%
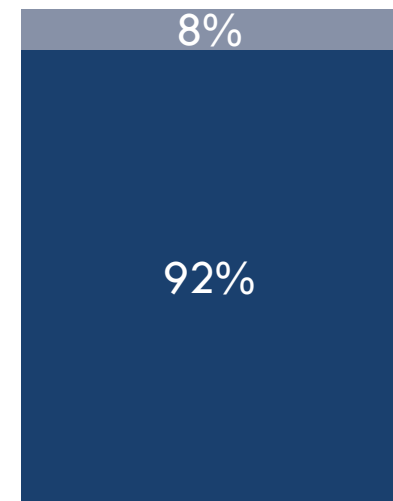
Diamond District

San Diego County

■ Vacant housing units

■ Occupied housing units

■ Vacant housing units

■ Occupied housing units

Economic Vitality

Median Value Homes

Diamond District
$275,711

San Diego County
$432,750
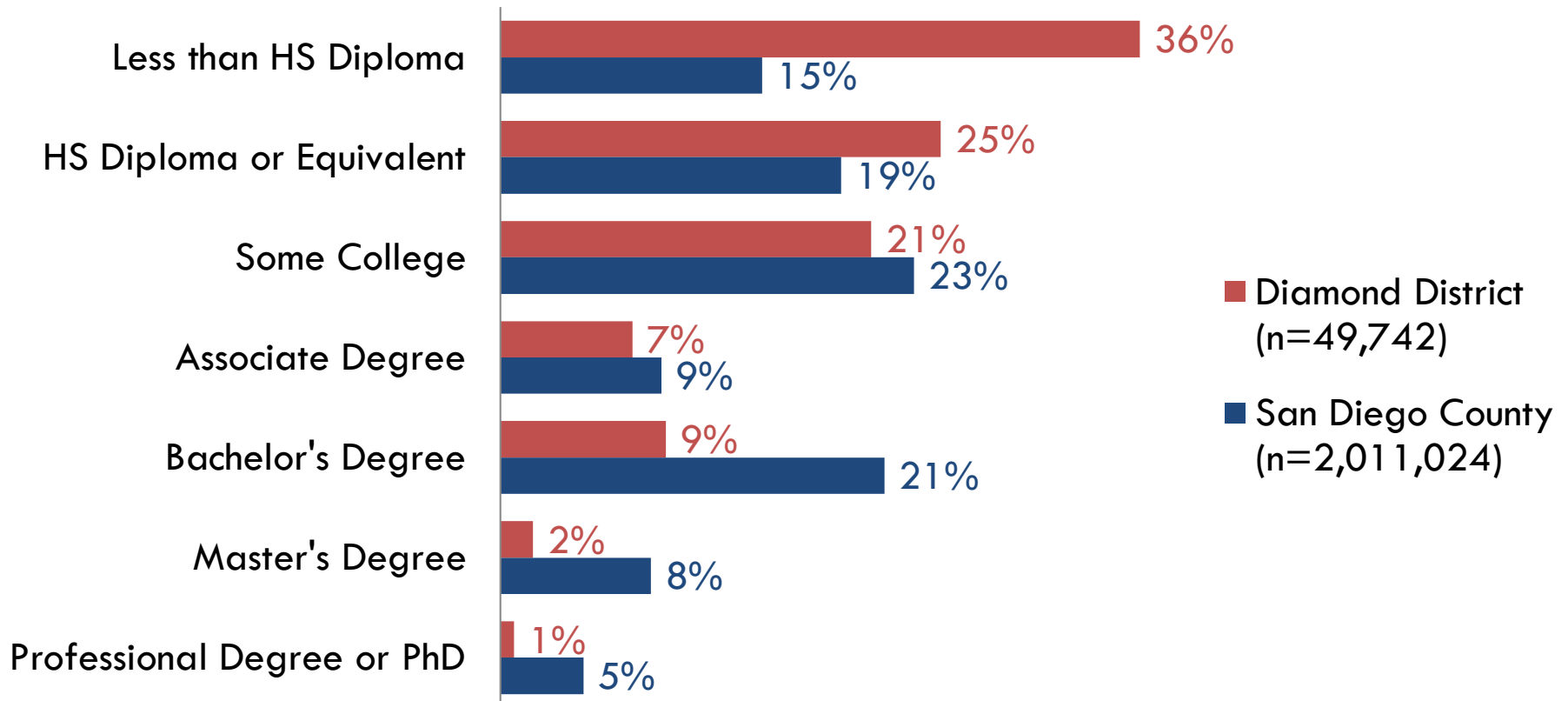
Median Gross Rent

Diamond District
$1,062

San Diego County
$1,282

Education, Skills, and Competencies

Overall Educational Attainment

Less than HS Diploma — Diamond District 36%, San Diego County 15%
HS Diploma or Equivalent — Diamond District 25%, San Diego County 19%
Some College — Diamond District 21%, San Diego County 23%
Associate Degree — Diamond District 7%, San Diego County 9%
Bachelor's Degree — Diamond District 9%, San Diego County 21%
Master's Degree — Diamond District 2%, San Diego County 8%
Professional Degree or PhD — Diamond District 1%, San Diego County 5%

■ Diamond District (n=49,742)
■ San Diego County (n=2,011,024)
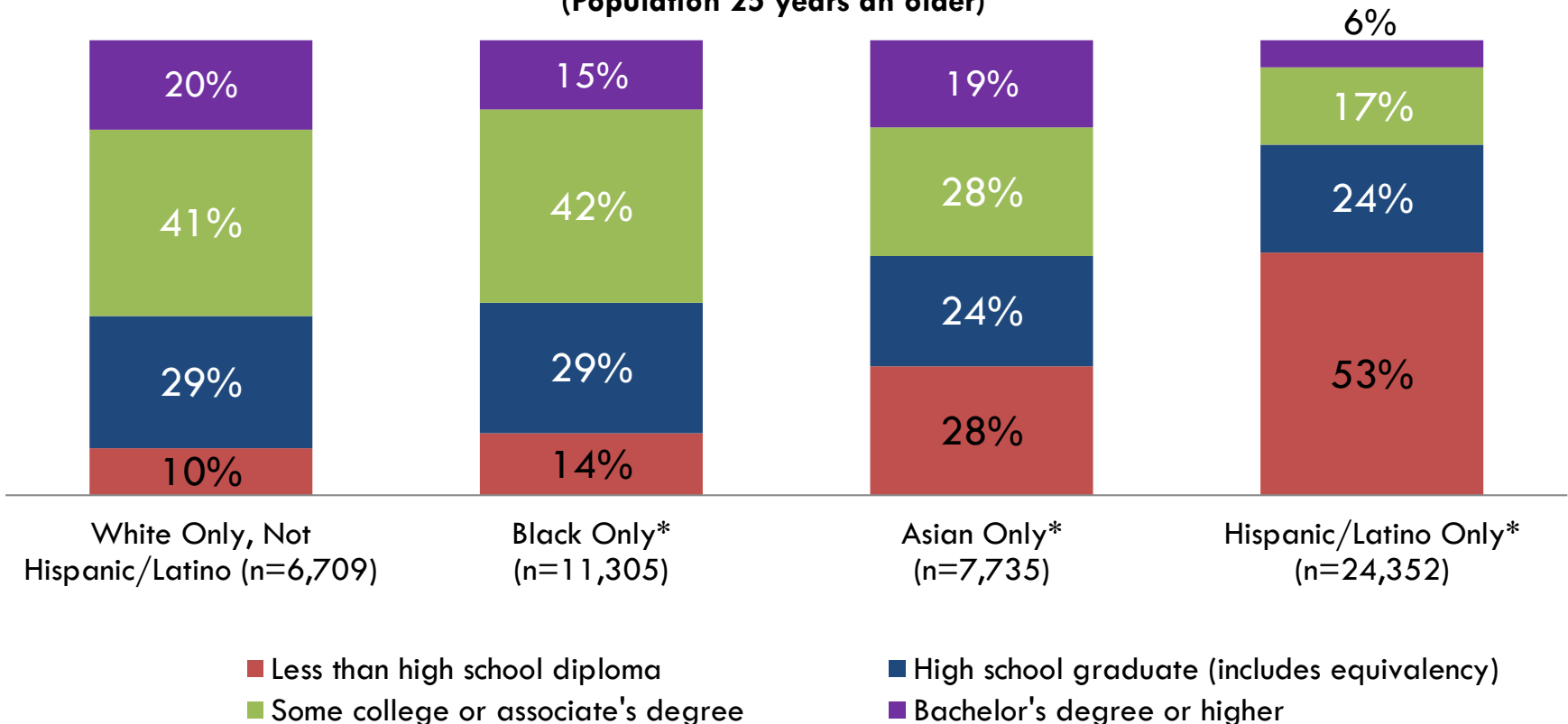
Education, Skills, and Competencies

Educational Attainment by Race/Ethnicity in the Diamond District

(Population 25 years an older)

Less than high school diploma / High school graduate (includes equivalency) / Some college or associate's degree / Bachelor's degree or higher

White Only, Not Hispanic/Latino (n=6,709): 10%, 29%, 41%, 20%

Black Only* (n=11,305): 14%, 29%, 42%, 15%

Asian Only* (n=7,735): 28%, 24%, 28%, 19%

Hispanic/Latino Only* (n=24,352): 53%, 24%, 17%, 6%

* Race includes Hispanic/Latino populations

Education, Skills, and Competencies

Diamond District Schools

Elementary Schools

Baker

Carver

Chollas/Mead

Encanto

Holly Drive Leadership Academy (K-8) (Elementary)

Horton

Johnson

Nye

Oak Park

Porter Elementary

Valencia Park

Webster

Middle Schools

Millennial Tech

O'Farrell Community School (K-12) (Middle - K-9 served)
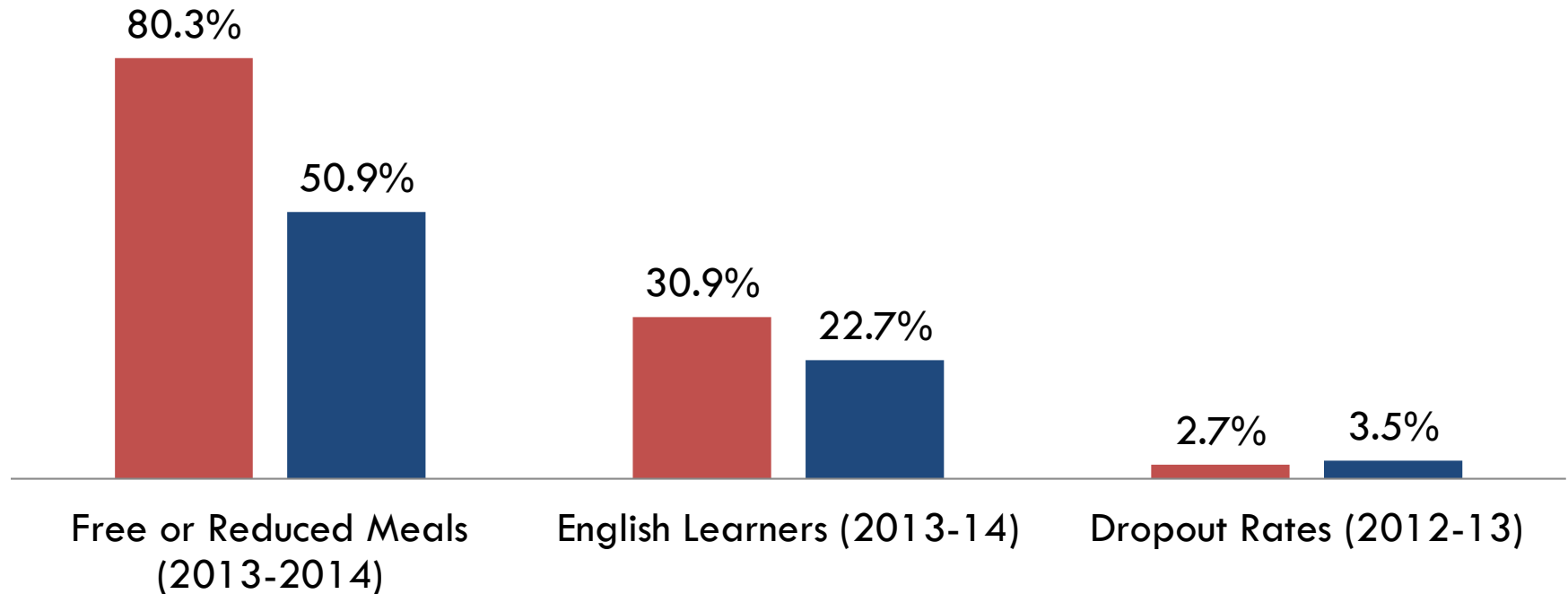
Knox Middle School

High Schools

Gompers Preparatory Academy
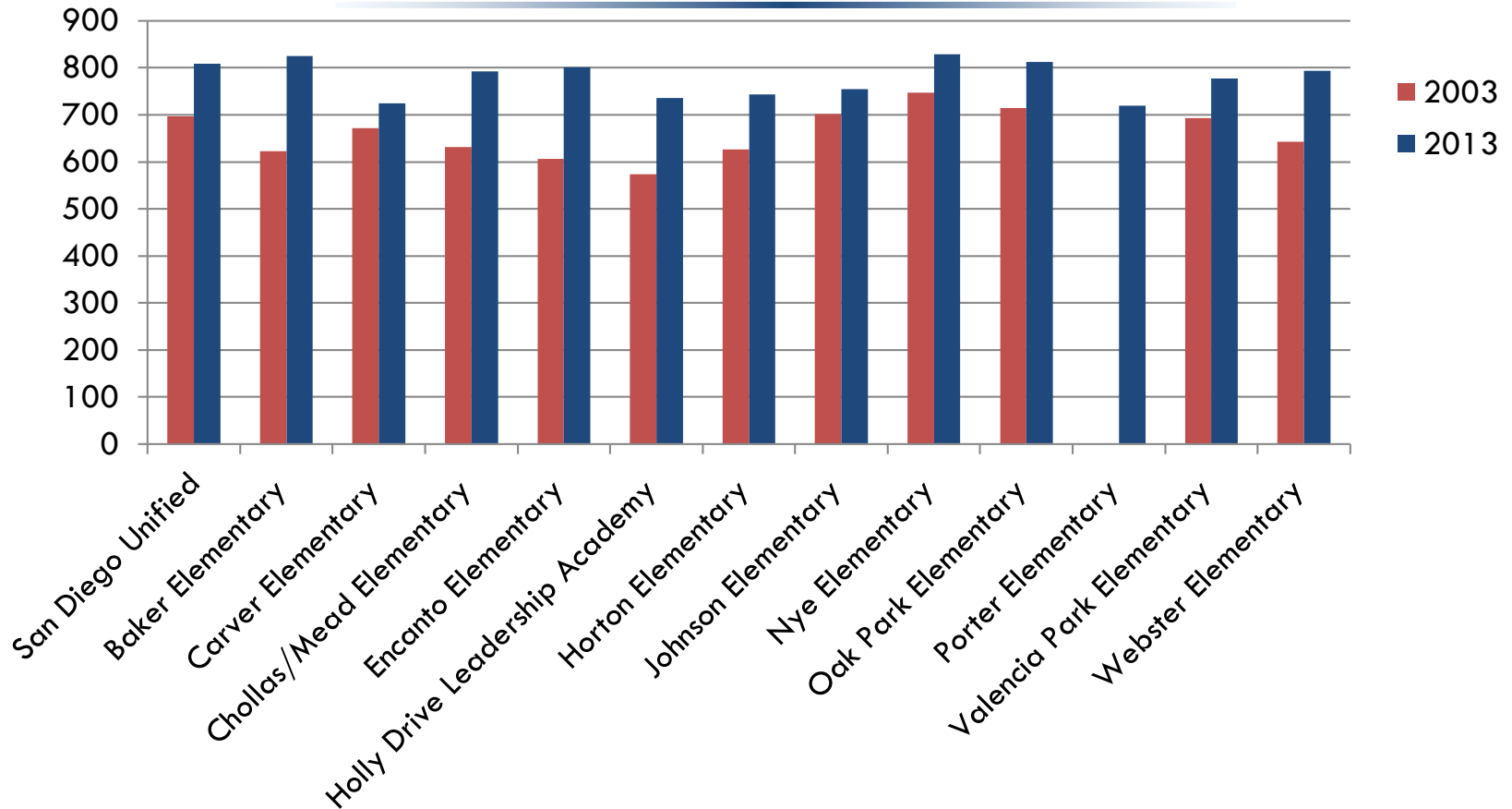
Lincoln High School

Education, Skills, and Competencies

Characteristics of Students in Public Schools

- Diamond District
- San Diego County

80.3% — Free or Reduced Meals (2013-2014)
50.9% — Free or Reduced Meals (2013-2014)
30.9% — English Learners (2013-14)
22.7% — English Learners (2013-14)
2.7% — Dropout Rates (2012-13)
3.5% — Dropout Rates (2012-13)

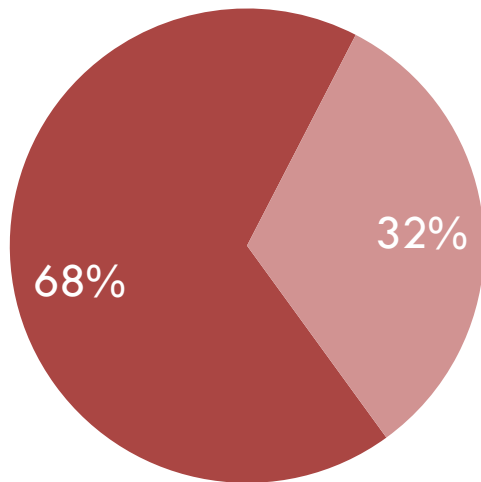# Education, Skills, and Competencies

Elementary School API Scores – 10 Year Change

Education, Skills, and Competencies

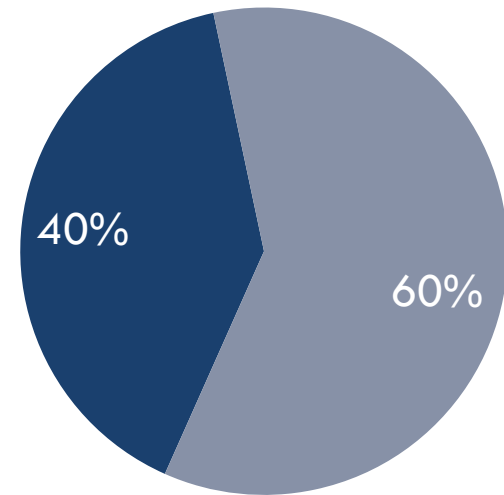## Percent of 12th Grade Students Taking the SAT

Diamond District (n=401)

68%
32%

■ Tested ■ Not Tested
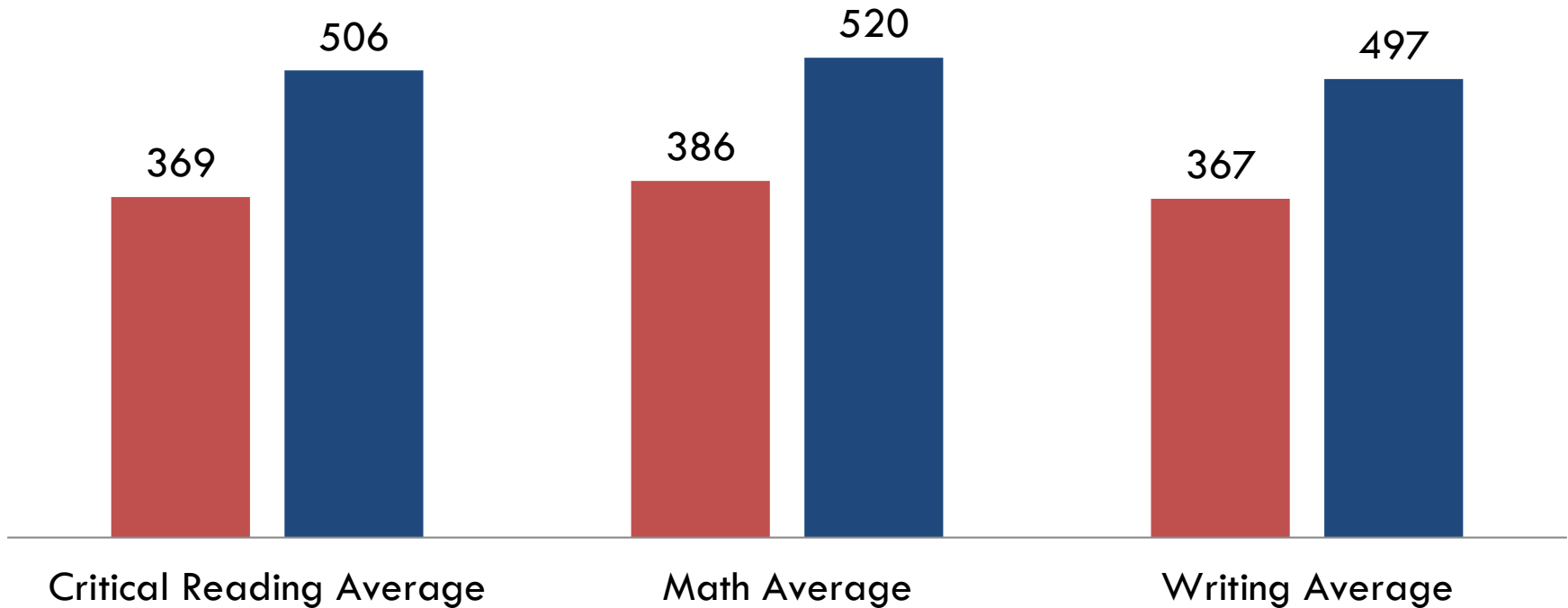
San Diego County (n=42,766)

40%
60%

■ Tested ■ Not Tested

Education, Skills, and Competencies

SAT Scores: 2012-2013
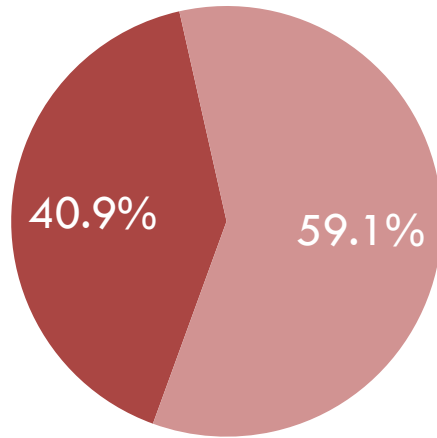
■ Diamond District (n= 271)　　■ San Diego County (n=17,271)

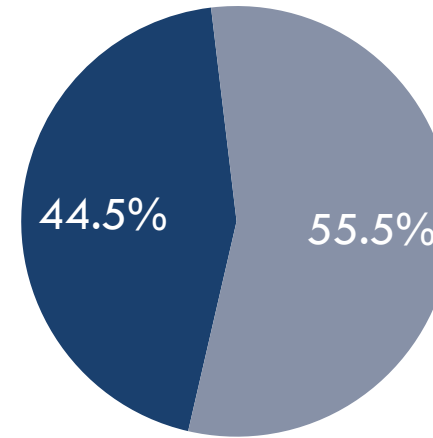|	Critical Reading Average	Math Average	Writing Average
Diamond District	369	386	367
San Diego County	506	520	497

Education, Skills, and Competencies

Percent of Resident vs Incoming Students (2013-14)

Diamond District

40.9% 59.1%

- Incoming Students (n= 4,521)
- Resident Students (n= 6,527)

San Diego Unified

44.5% 55.5%
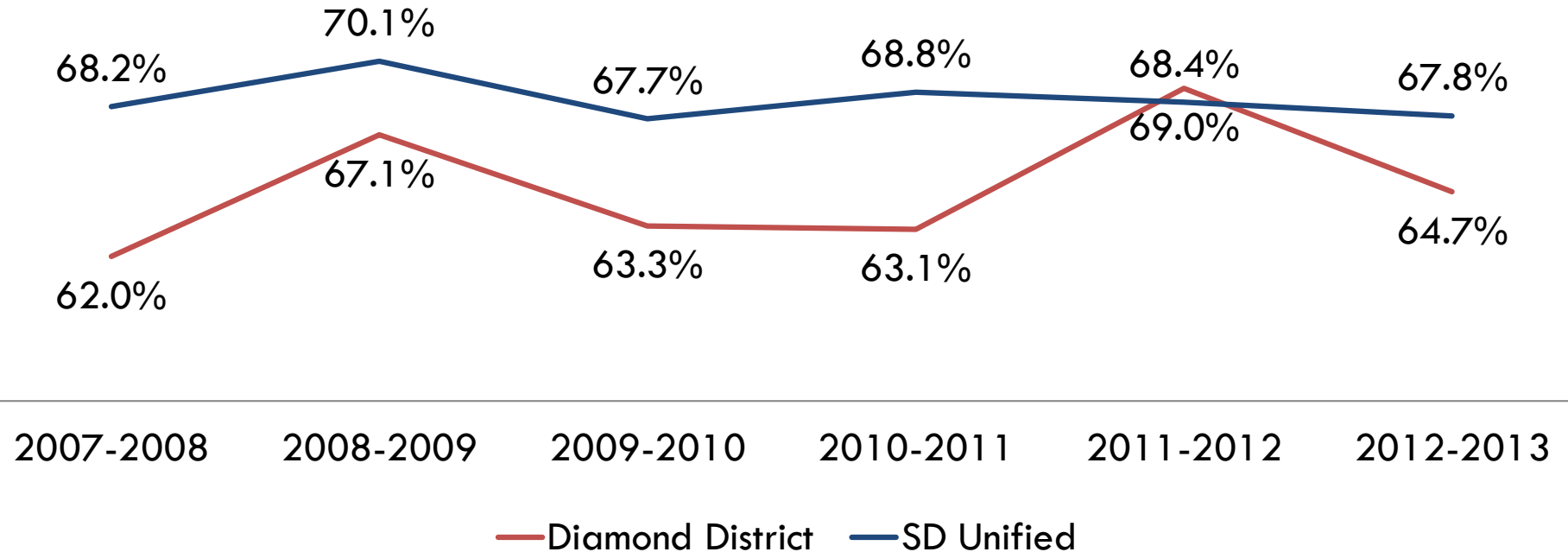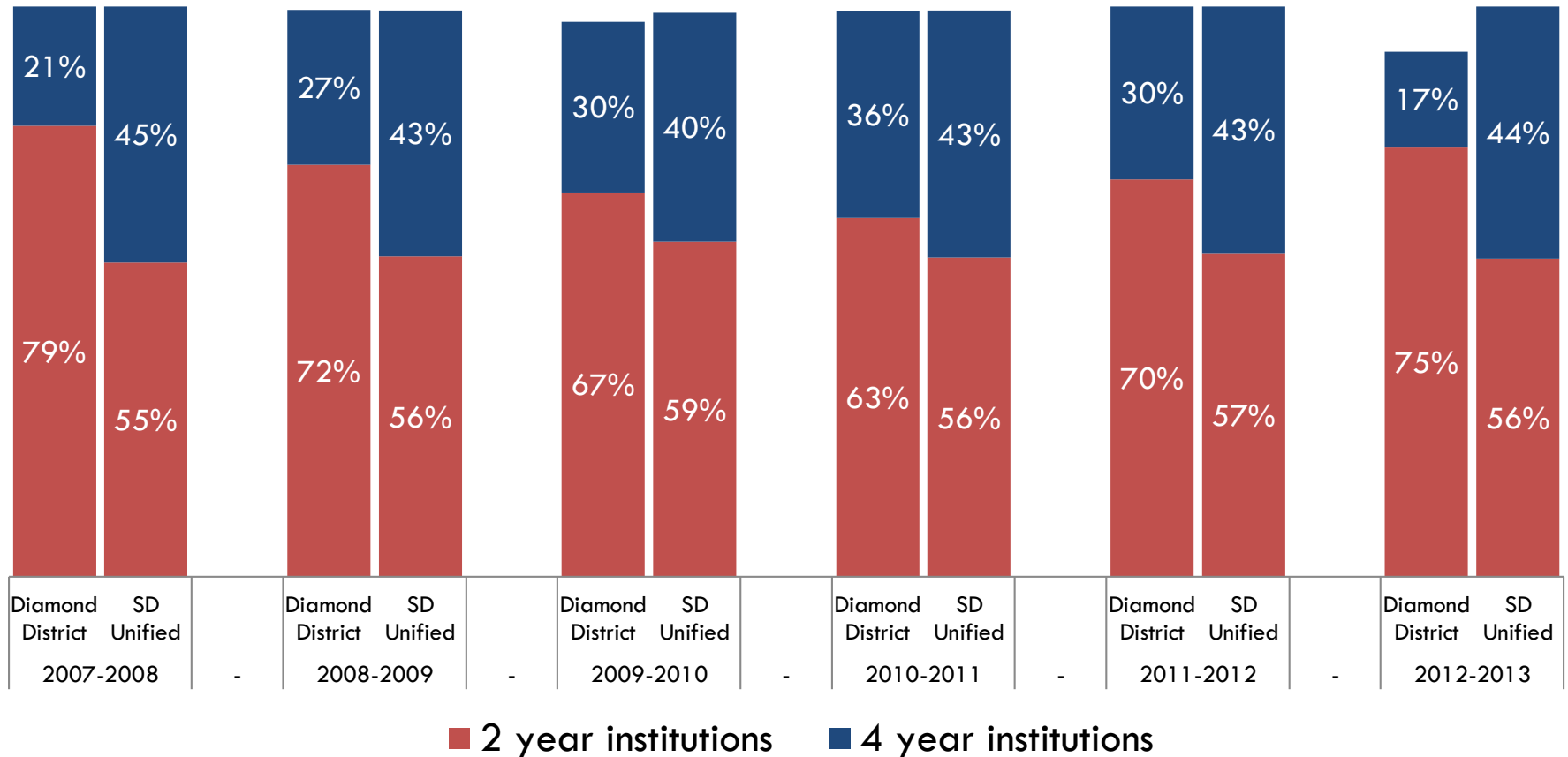
- Incoming Students (n= 58,060)
- Resident Students (n= 72,429)

Education, Skills, and Competencies

Graduates with Postsecondary Enrollment 1-Year Post Graduation

Line chart comparing Diamond District and SD Unified postsecondary enrollment rates.

SD Unified: 68.2% (2007-2008), 70.1% (2008-2009), 67.7% (2009-2010), 68.8% (2010-2011), 68.4% (2011-2012), 67.8% (2012-2013)

Diamond District: 62.0% (2007-2008), 67.1% (2008-2009), 63.3% (2009-2010), 63.1% (2010-2011), 69.0% (2011-2012), 64.7% (2012-2013)

2007-2008   2008-2009   2009-2010   2010-2011   2011-2012   2012-2013

— Diamond District   — SD Unified

Education, Skills, and Competencies

Post Secondary Education by 2 year and 4 year Institutions

	Diamond District	SD Unified		Diamond District	SD Unified		Diamond District	SD Unified		Diamond District	SD Unified		Diamond District	SD Unified		Diamond District	SD Unified
4 year	21%	45%		27%	43%		30%	40%		36%	43%		30%	43%		17%	44%
2 year	79%	55%		72%	56%		67%	59%		63%	56%		70%	57%		75%	56%
	2007-2008		-	2008-2009		-	2009-2010		-	2010-2011		-	2011-2012		-	2012-2013	

■ 2 year institutions   ■ 4 year institutions
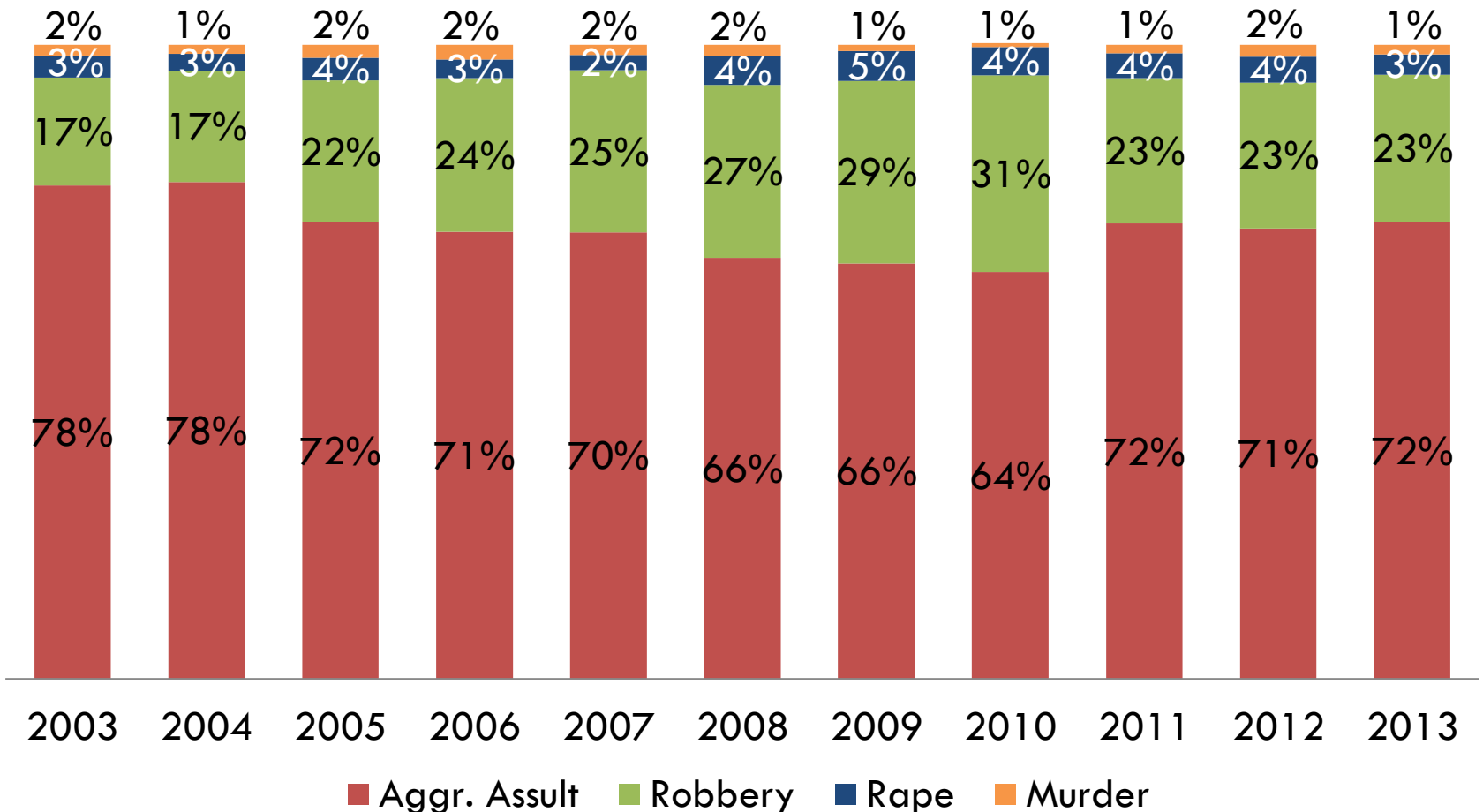
Public Safety

Violent Crime (per 1,000 population)
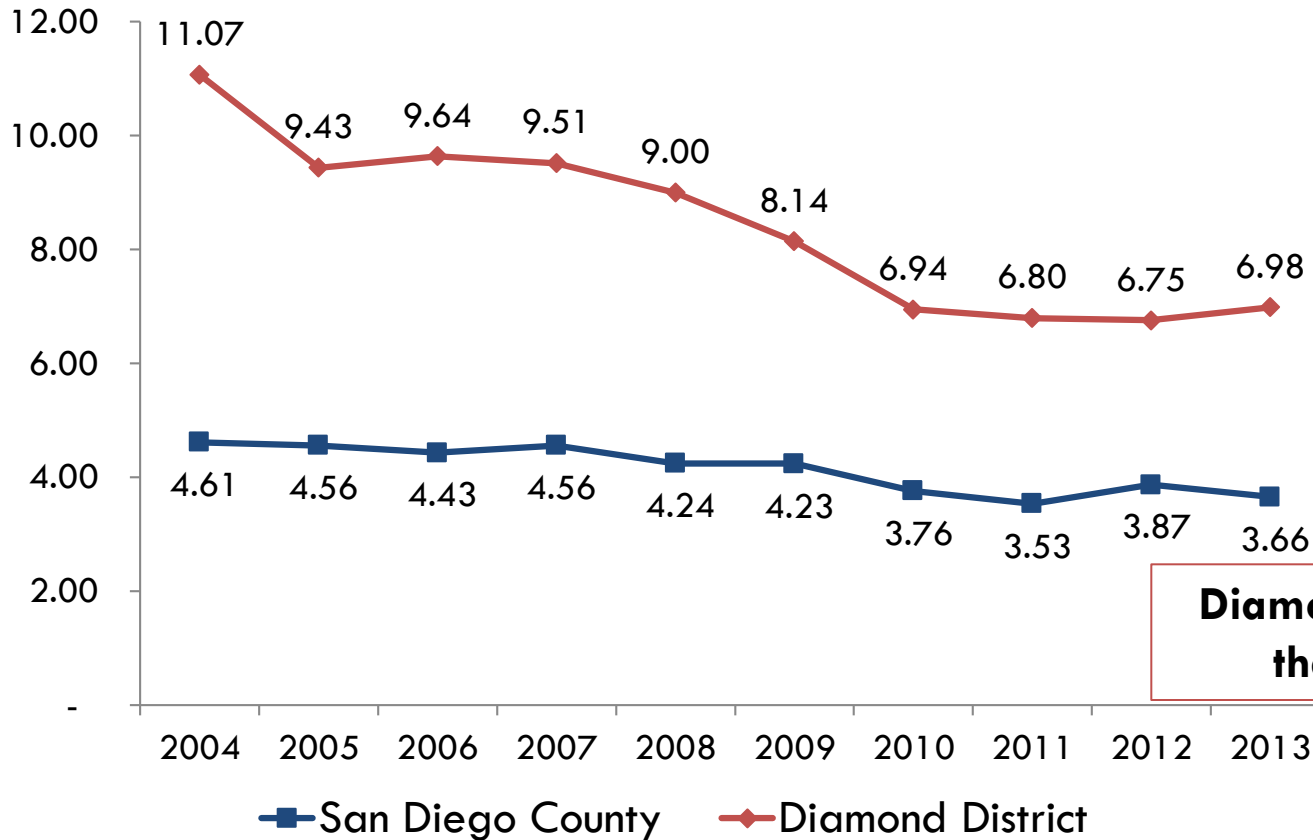
Diamond District
37% drop in 10 years

San Diego County
21% drop in 10 years
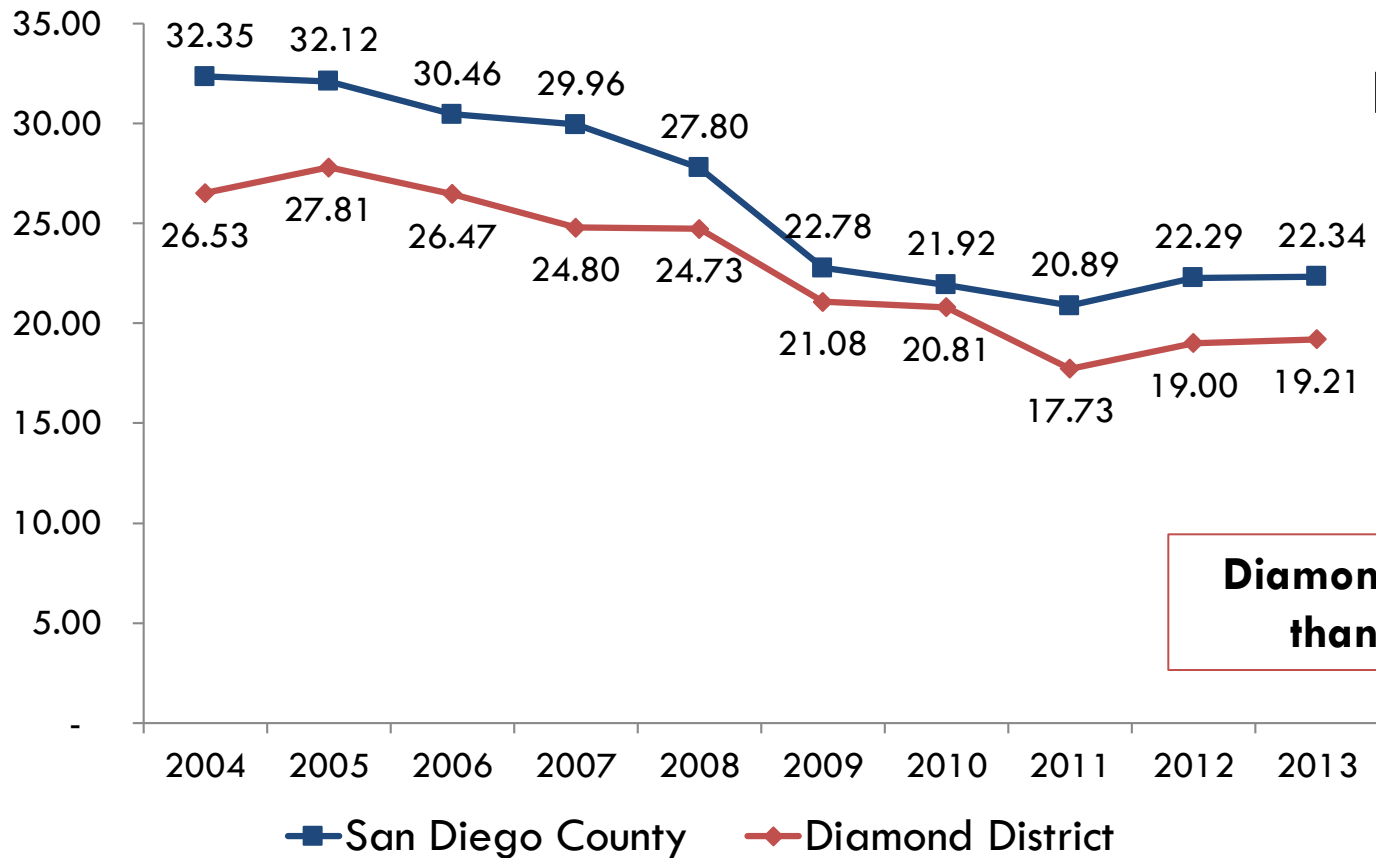
Diamond District **48% HIGHER** than San Diego County

Diamond District values: 11.07 (2004), 9.43 (2005), 9.64 (2006), 9.51 (2007), 9.00 (2008), 8.14 (2009), 6.94 (2010), 6.80 (2011), 6.75 (2012), 6.98 (2013)

San Diego County values: 4.61 (2004), 4.56 (2005), 4.43 (2006), 4.56 (2007), 4.24 (2008), 4.23 (2009), 3.76 (2010), 3.53 (2011), 3.87 (2012), 3.66 (2013)

Public Safety

Breakdown of Violent Crime in the Diamond District

Public Safety

Property Crime (per 1,000 population)

Public Safety

2013 Alcohol and Narcotics Arrests (per 1,000 population)

Diamond District 65% LOWER Alcohol arrests than City of San Diego

Diamond District 18% LOWER Narcotics arrests than City of San Diego

Alcohol Incidents Number
- 3.35
- 9.48

Narcotics Incidents Number
- 4.88
- 5.96

Diamond District City of San Diego
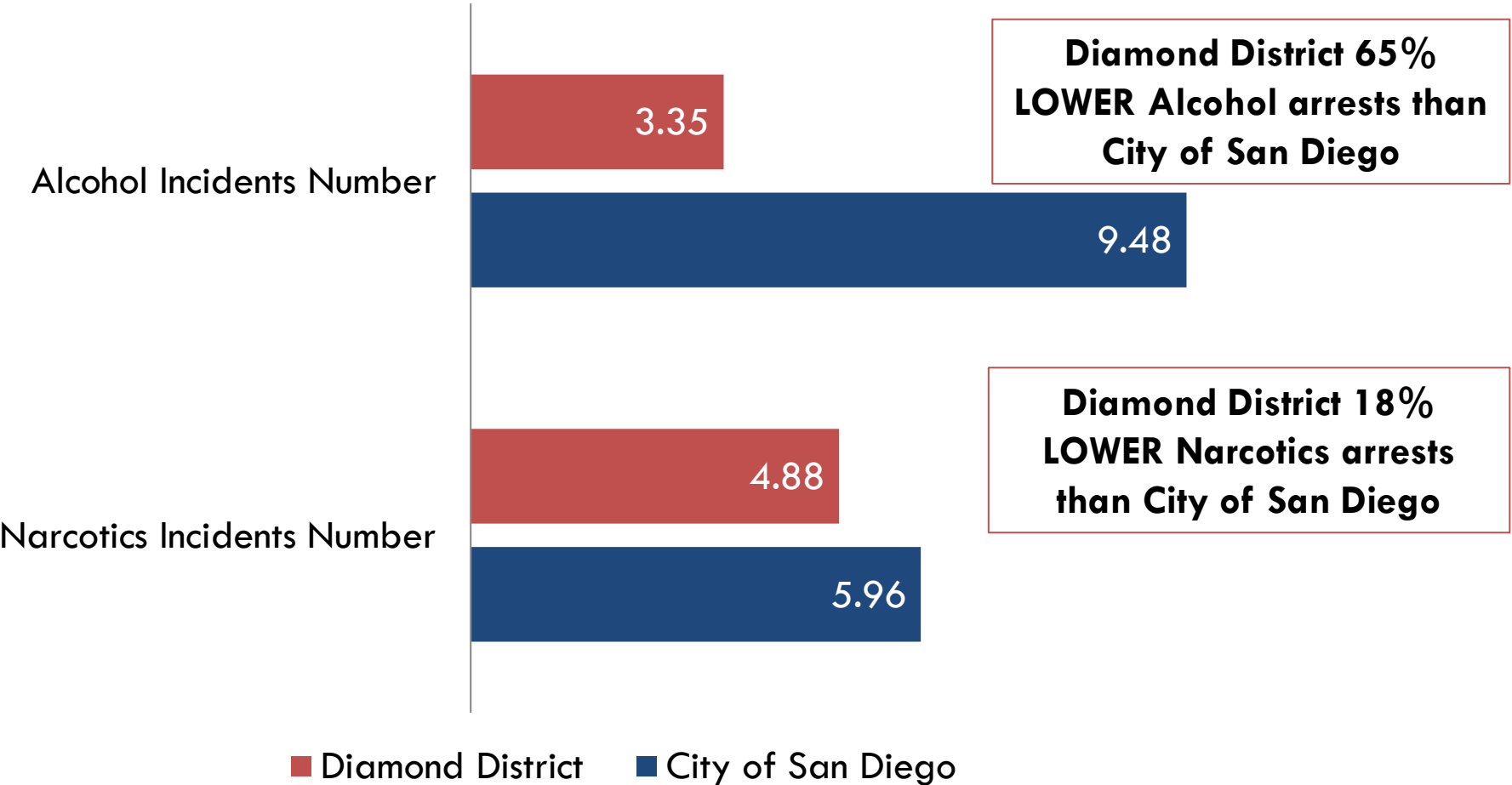
Health & Wellness

Top 5 Cause of Death

Diamond District
(n=1,220)

Heart Disease ………………….. 25.2%
Cancers ………….……………... 24.7%
Other Causes ………………... 20.2%
Unintentional Injuries ………….. 5.2%
Stroke …………………………… 5.0%

San Diego County
(n=19,925)

Cancers ……...……………… 24.8%
Heart Disease ………………... 23.1%
Other Causes ………………... 20.5%
Alzheimer's Disease …………… 5.8%
Chronic Lower Respiratory
Disease ……………………… 5.1%

Health & Wellness

Age at Death

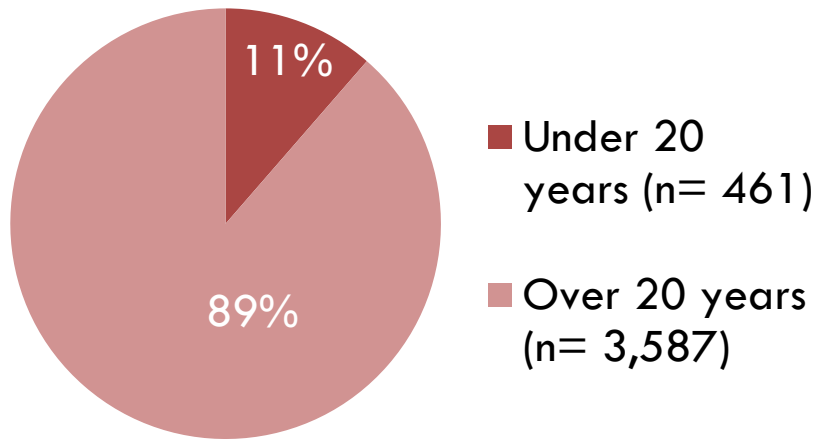|	<1	1-4	5-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Diamond District (n=1,220)	2%	0%	0%	2%	2%	4%	8%	18%	15%	24%	24%
San Diego County (n=19,925)	1%	0%	0%	1%	2%	3%	6%	12%	15%	24%	36%
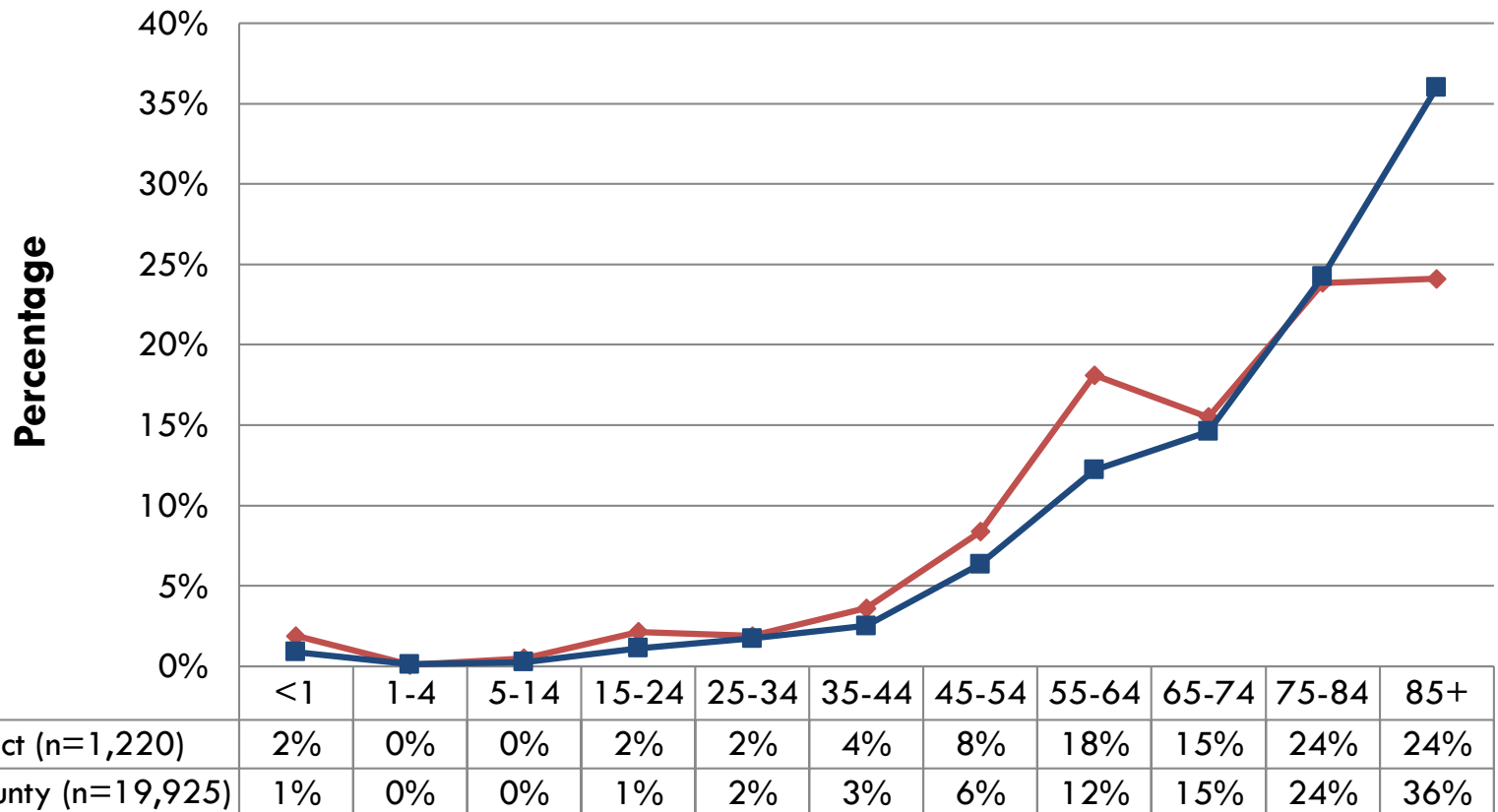
Health & Wellness

Health Insurance Coverage by Source
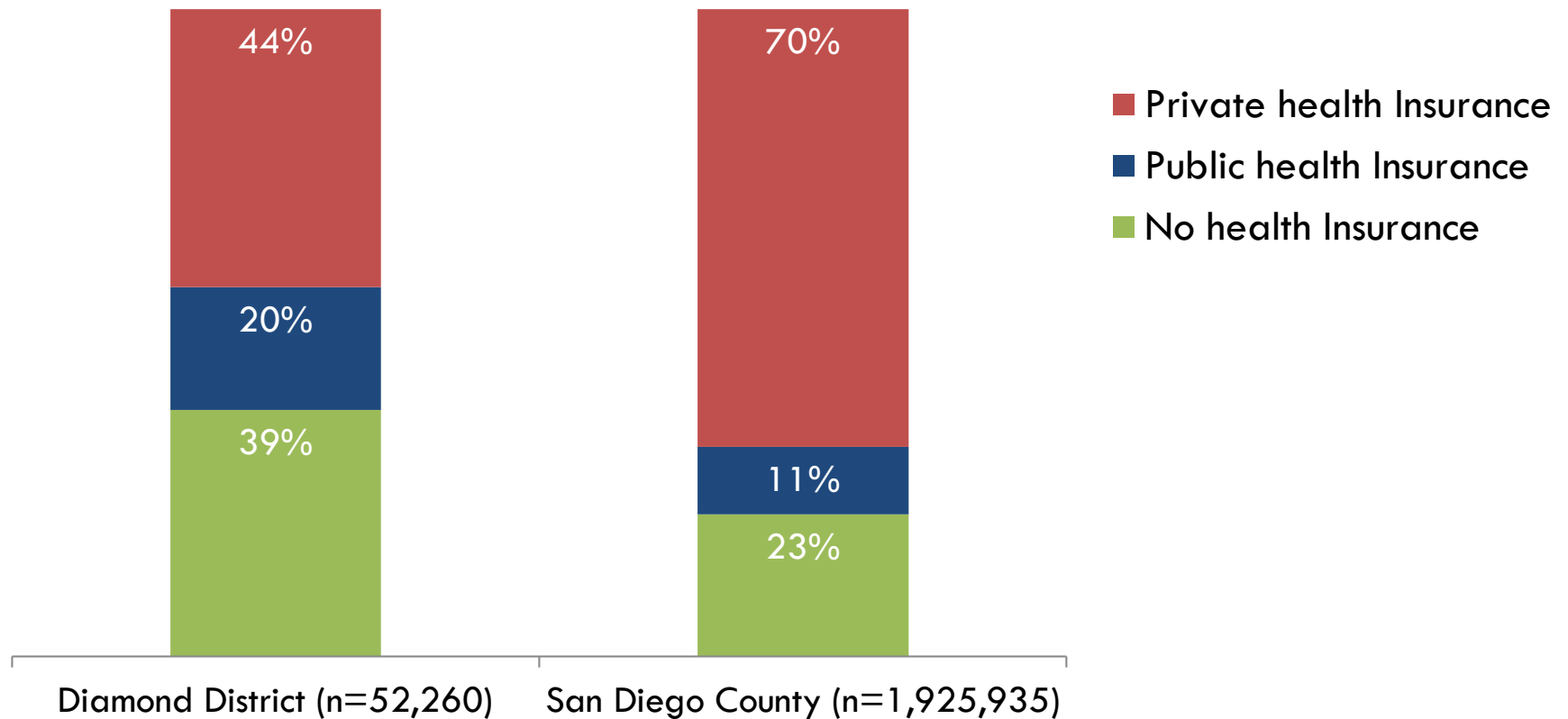
Health & Wellness

Births to Teen Mothers

Diamond District

11%

89%

- Under 20 years (n= 461)
- Over 20 years (n= 3,587)

San Diego County

6%

94%

- Under 20 years (n= 2,513)
- Over 20 years (n= 41,518)
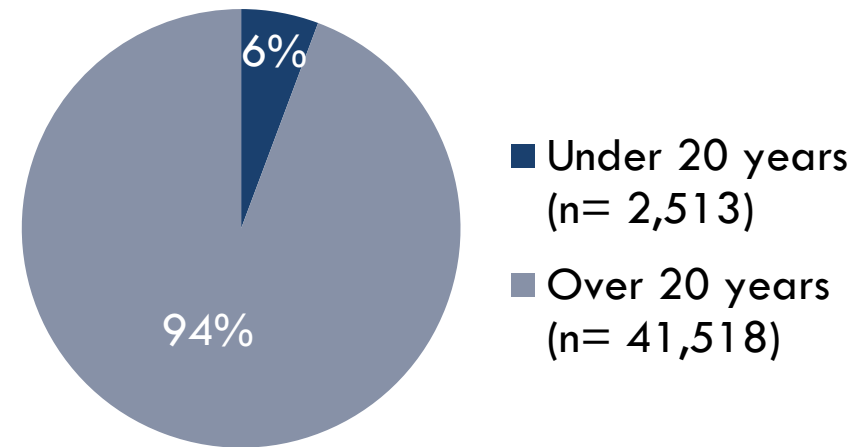
Health & Wellness

Birth Weight

Under 1500g
- 1.4% (Diamond District)
- 1.1% (San Diego County)

1500g-2499g
- 5.8% (Diamond District)
- 5.7% (San Diego County)

2500+g
- 92.8% (Diamond District)
- 93.6% (San Diego County)

■ Diamond District (n=4,048)
■ San Diego County (n=44,031)
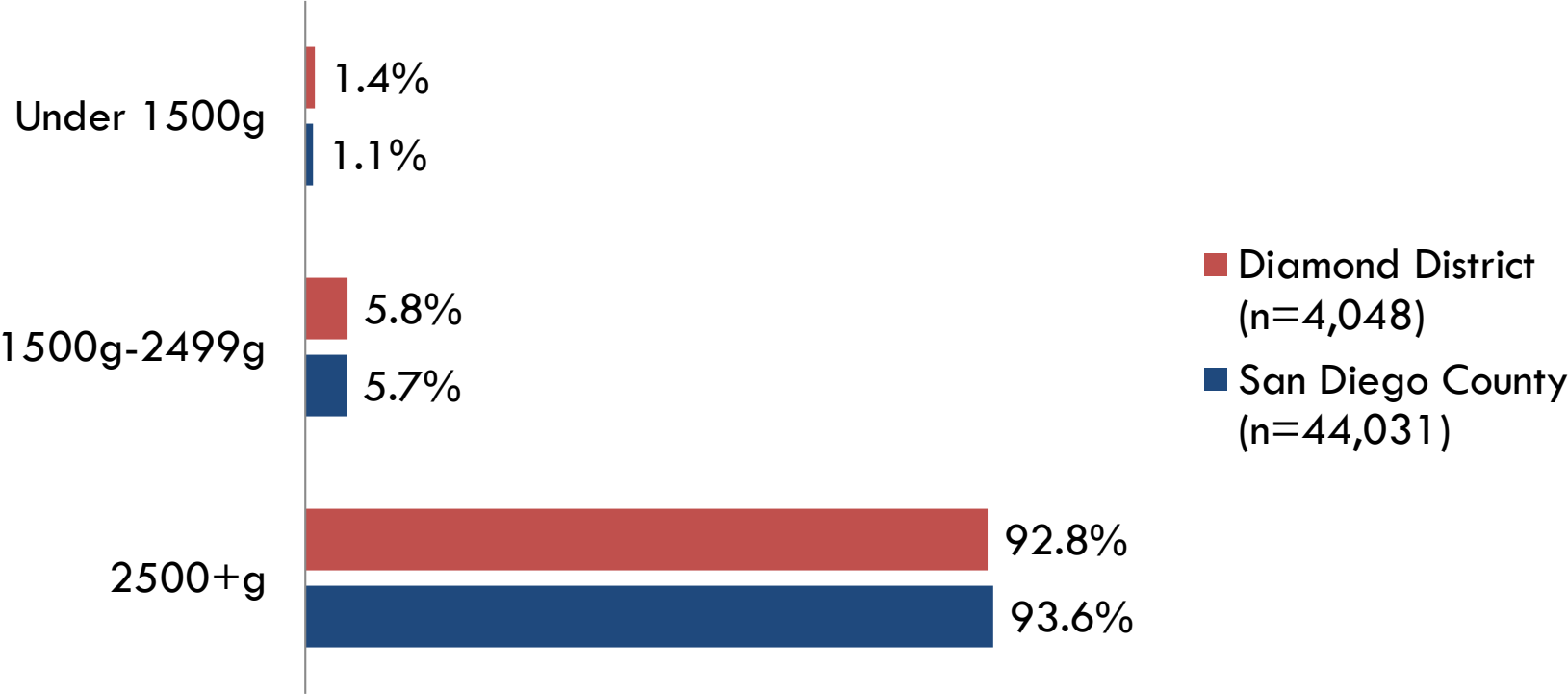
Health & Wellness

Immunization Status of Kindergarten Students

Diamond District Schools (n=1,071)
- 95% Up-to-date
- 4% Conditional
- 1% Exempt

San Diego County Schools (n=43,026)
- 90% Up-to-date
- 5% Conditional
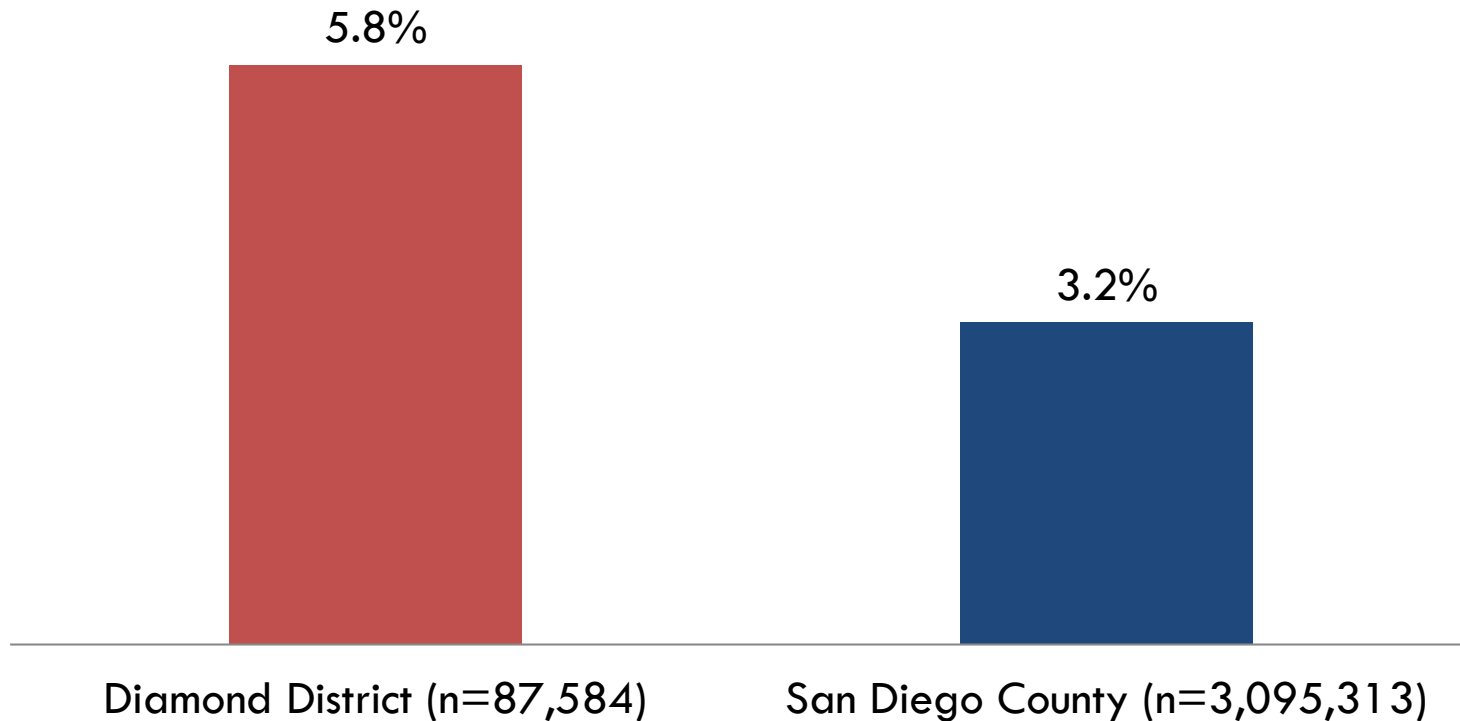- 5% Exempt

Legend: ■ Up-to-date ■ Conditional ■ Exempt
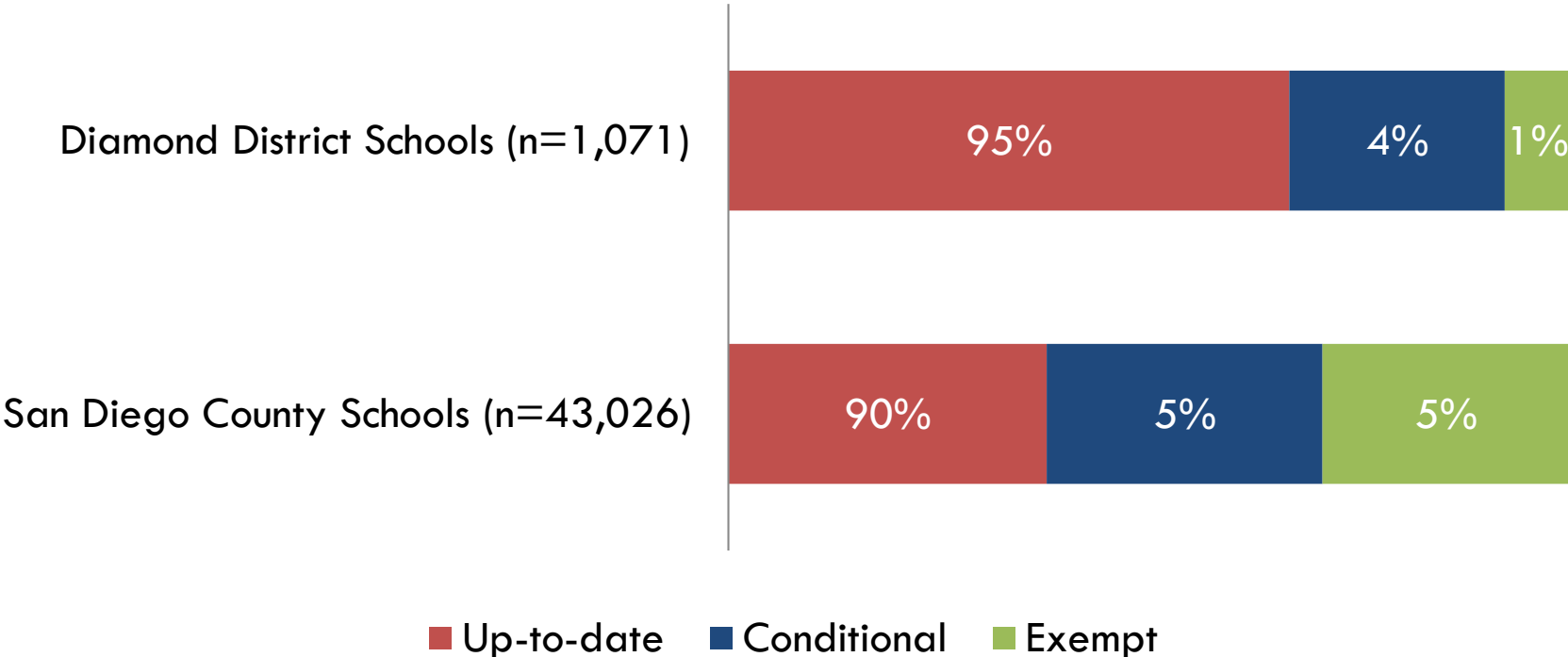
Health & Wellness

Body Composition of 9th Graders
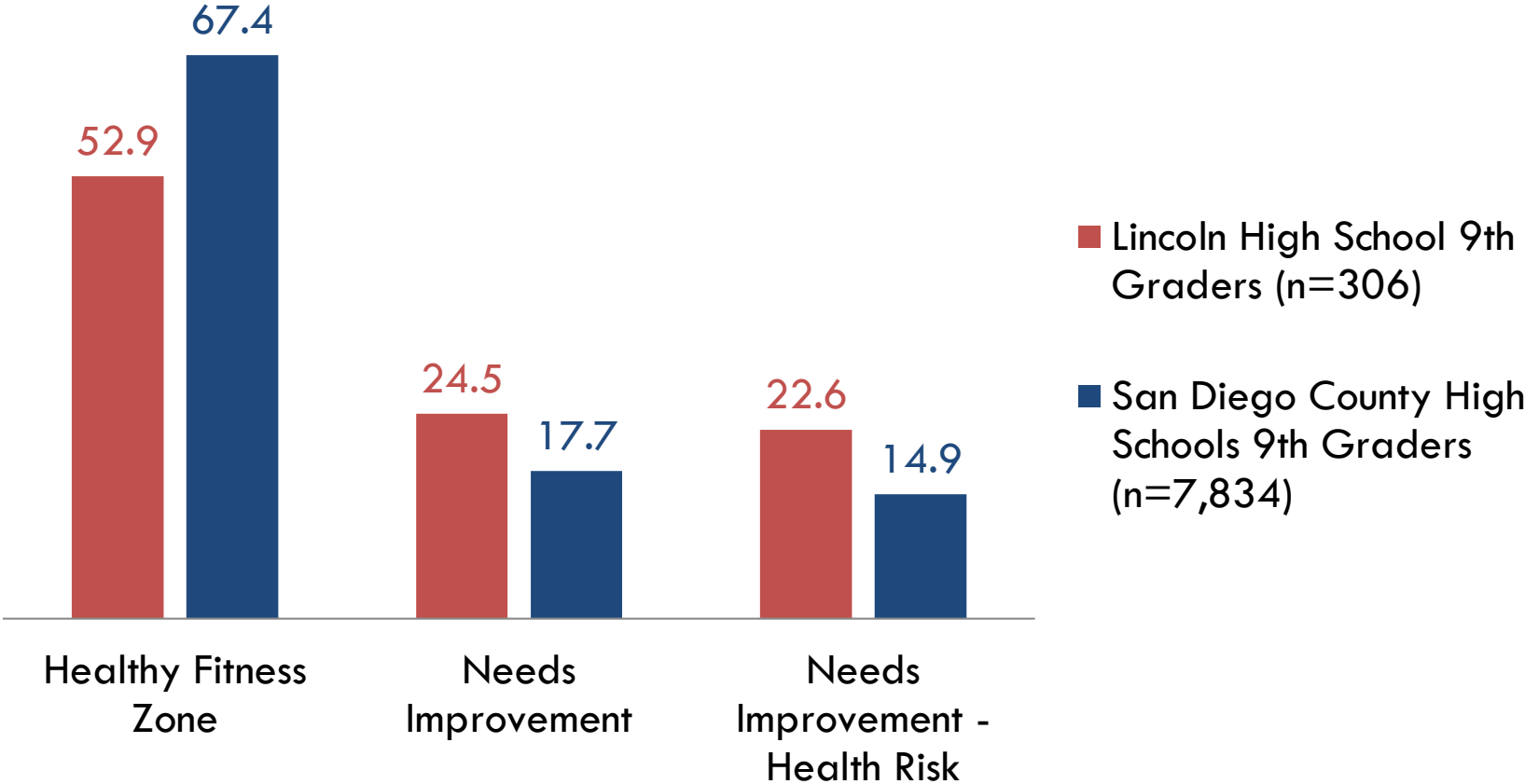
Health & Wellness

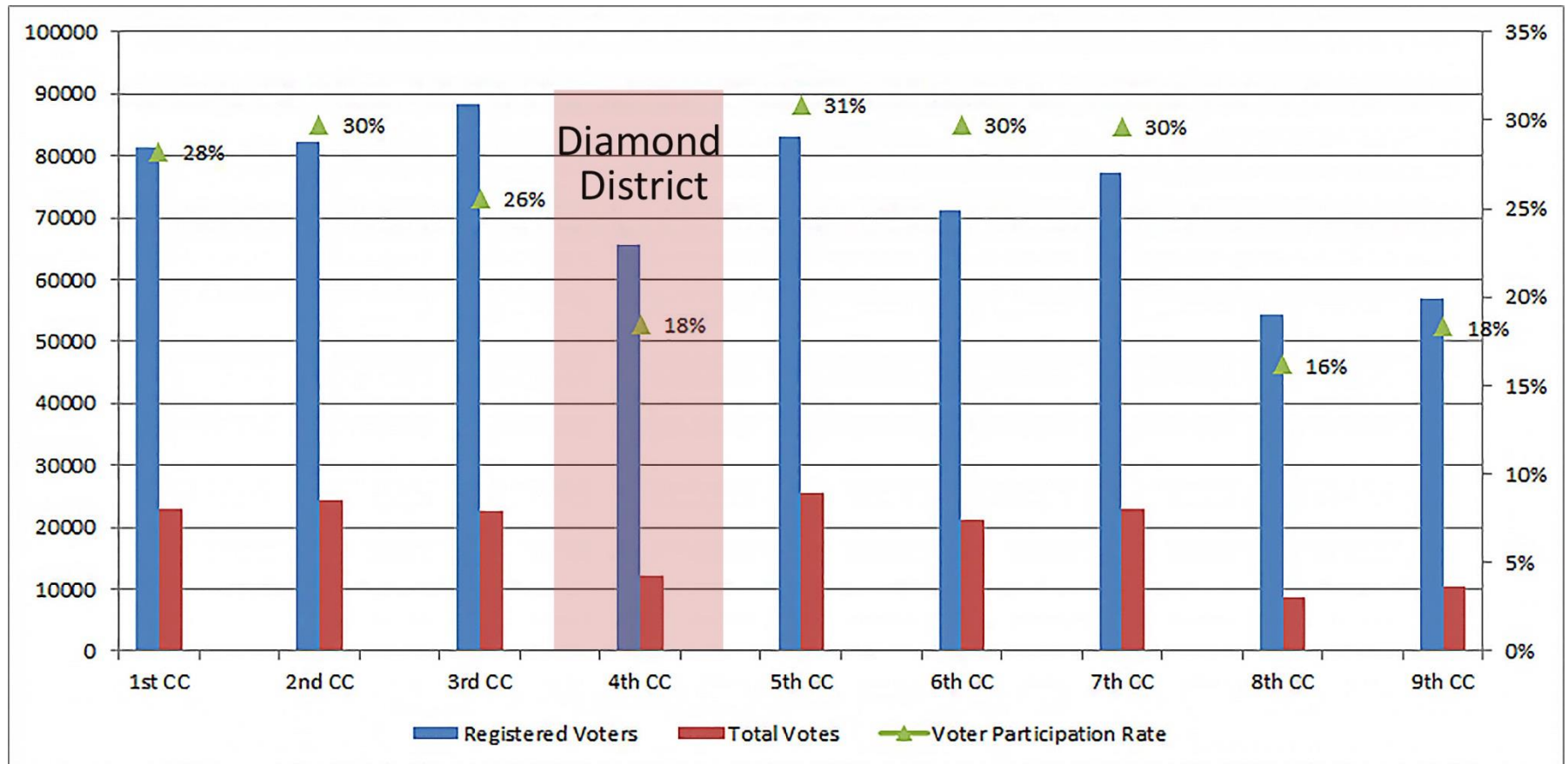**Percent of Population Residing more than 1 mile from Grocery Store**

5.8%

3.2%

Diamond District (n=87,584)   San Diego County (n=3,095,313)
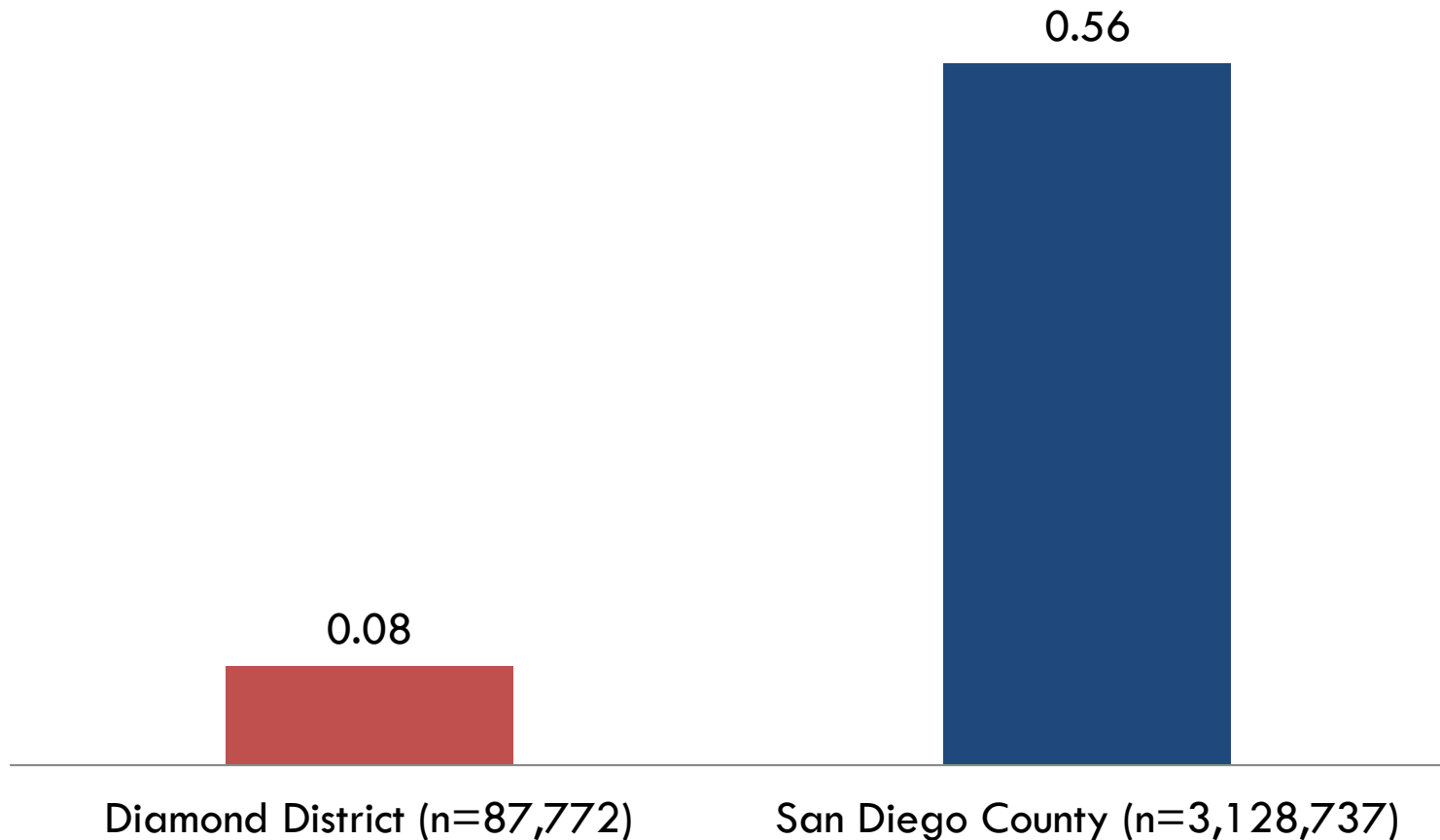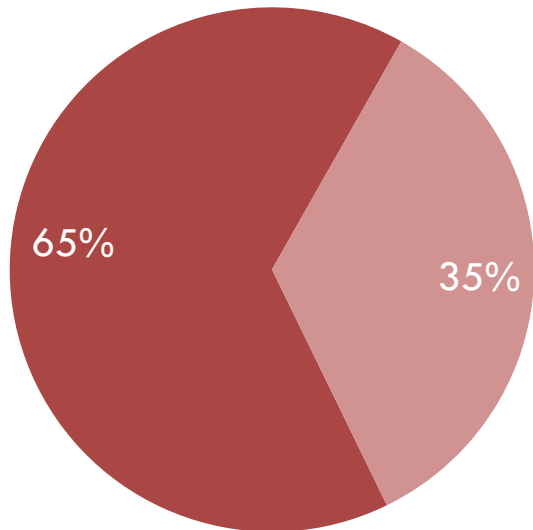
Civic Participation

**Voter Participation in June 2014 Special Election
by City Council (CC) Districts**
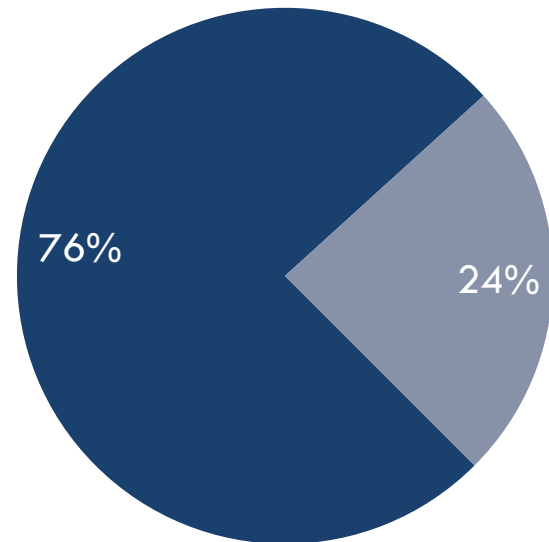
Civic Participation

2012 Presidential Election Voter Statistics

Diamond District
(n=49,409)

65%

35%

■ % who voted   ■ % who did not vote

San Diego County
(n=1,563,093)

76%

24%
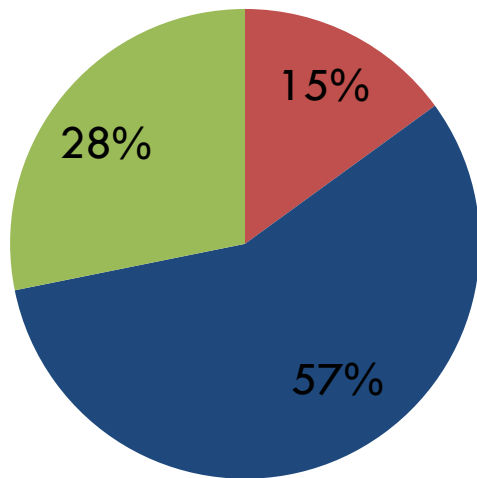
■ % who voted   ■ % who did not vote

Civic Participation

2012 Presidential Election Voter Statistics

Diamond District
(n=49,409)

- 15%
- 28%
- 57%

■ Registered Republican
■ Registered Democrat
■ Other Parties

San Diego County
(n=1,563,093)

- 34%
- 31%
- 35%
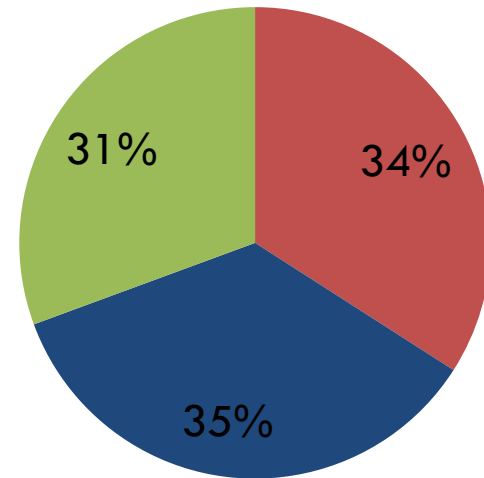
■ Registered Republican
■ Registered Democrat
■ Other Parties

Character of Community Life

Method of Commuting to Work

■ Diamond District (n=33,120)　　　■ San Diego County (n=1,431,134)

Drove Alone
- 72%
- 76%

Carpooled
- 16%
- 10%

Public Transportation
- 7%
- 3%

Walked
- 1%
- 3%

Other Means
- 1%
- 2%

Worked at Home
- 4%
- 6%
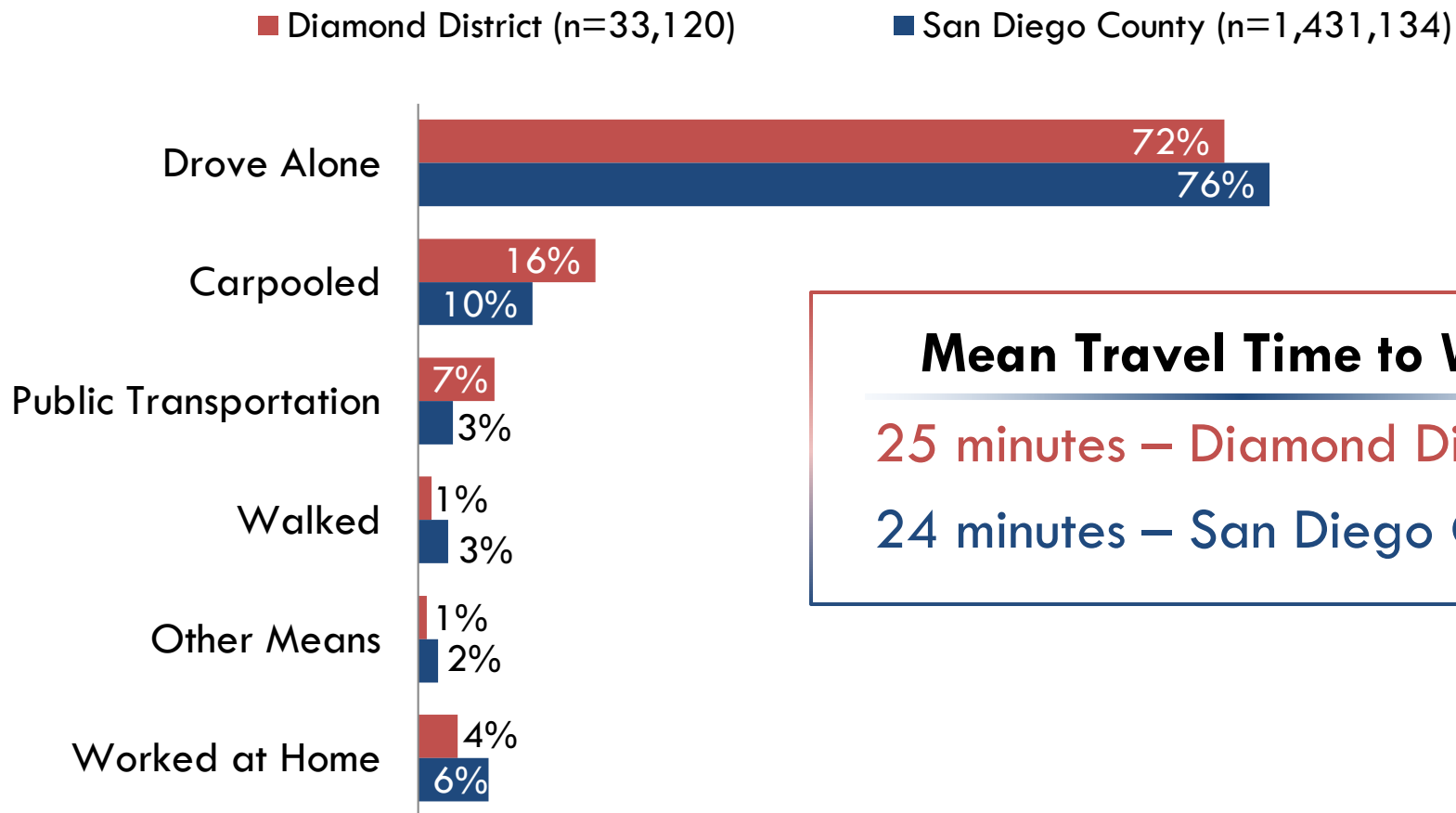
Mean Travel Time to Work

25 minutes – Diamond District

24 minutes – San Diego County

Character of Community Life

Diamond District – Euclid Avenue Trolley Stop Data

Board   Depart

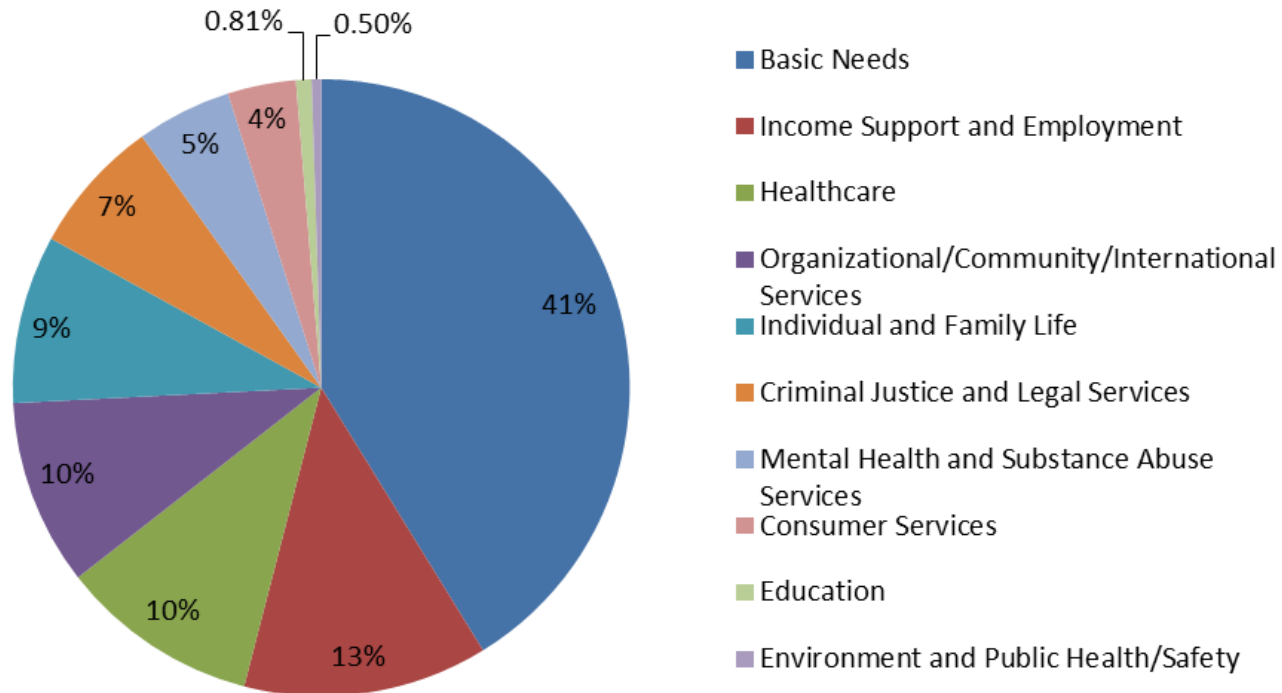| Year	Board	Depart
2004	2,229	2,390
2005	1,962	2,182
2006	2,213	2,317
2007	2,378	2,527
2008	2,482	2,642
2009	2,607	2,861
2010	2,576	2,732
2011	2,806	2,916
2012*	2,806	2,916
2013	3,361	3,510
2014	3,293	3,414

Character of Community Life

Ethnic Cuisine

Restaurants, caterers and other food services:

35% of Diamond District

TBD of San Diego County

Character of Community Life

2-1-1 San Diego. Individuals in the Diamond District Called for Assistance with the Following:

Pie chart legend:
- Basic Needs — 41%
- Income Support and Employment — 13%
- Healthcare — 10%
- Organizational/Community/International Services — 10%
- Individual and Family Life — 9%
- Criminal Justice and Legal Services — 7%
- Mental Health and Substance Abuse Services — 5%
- Consumer Services — 4%
- Education — 0.81%
- Environment and Public Health/Safety — 0.50%

Character of Community Life

Faith-Based Organizations in the Diamond District

196 places of worship, schools and social services

- 167 churches
- 1 mosque
- 3 temples

- 9 schools
- 15 social services
- 1 boarding home

Character of Community Life

Community

Diamond District

To be completed by survey

San Diego County

40.3% frequently talk with neighbors

65.5% do favors for their neighbors

89.9% frequently eat dinner with household members

Character of Community Life

Volunteerism

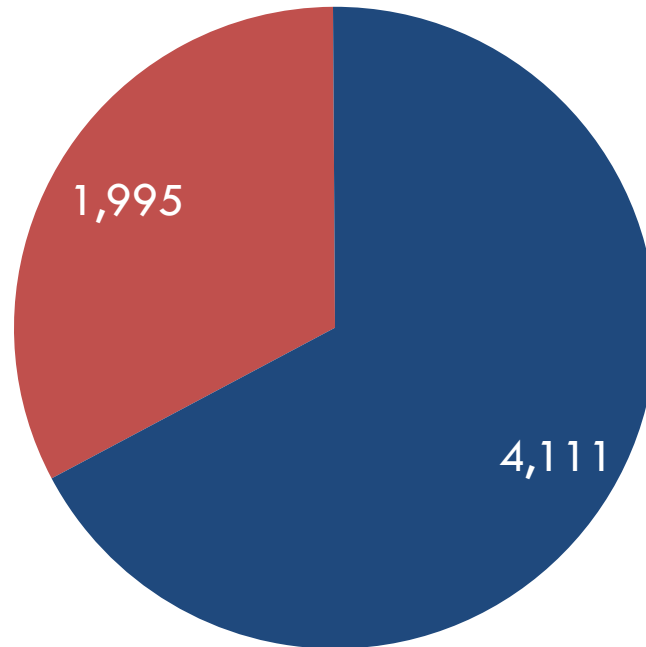| Diamond District	San Diego County (n=619,037)
To be completed by survey	29.7% of residents volunteer
	619,000 volunteers
	44.5 volunteer hours per resident

Culture and Recreation

Public Library Book Circulation (per 1,000 people)

1,995

4,111

■ Diamond District Public Libraries   ■ San Diego Public Library System

Culture and Recreation

Recreation Parks

Diamond District

Chollas Lake Park

Encanto Recreation Center

Emerald Hills

Martin Luther King, Jr. Recreation Center

Mountain View Community Center

Willie Henderson Sports Complex

Per 1,000 people

Diamond District: 0.07 parks

City of San Diego: 0.06 parks

Culture and Recreation

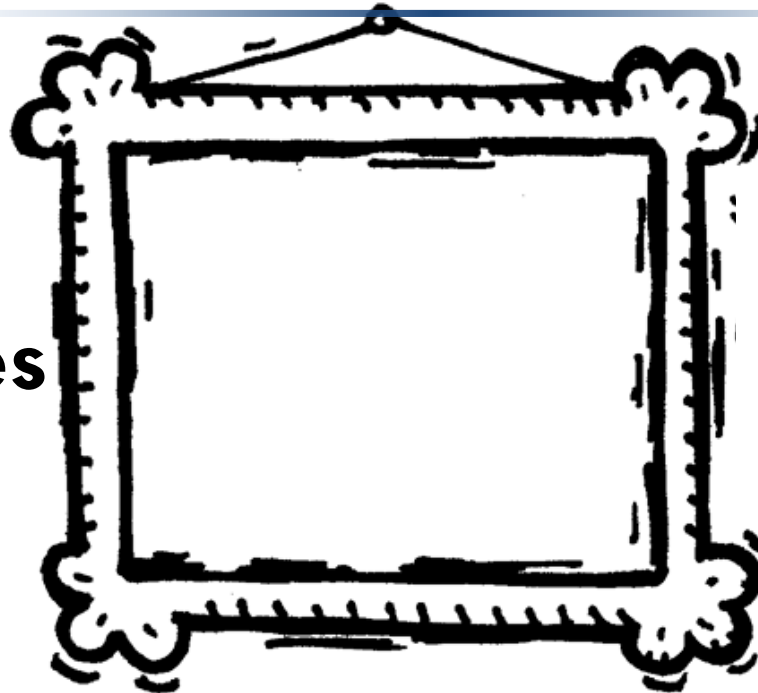## Music & Performing Arts Venues in the Diamond District

3 Venues

Culture and Recreation

**Art Galleries & Museums
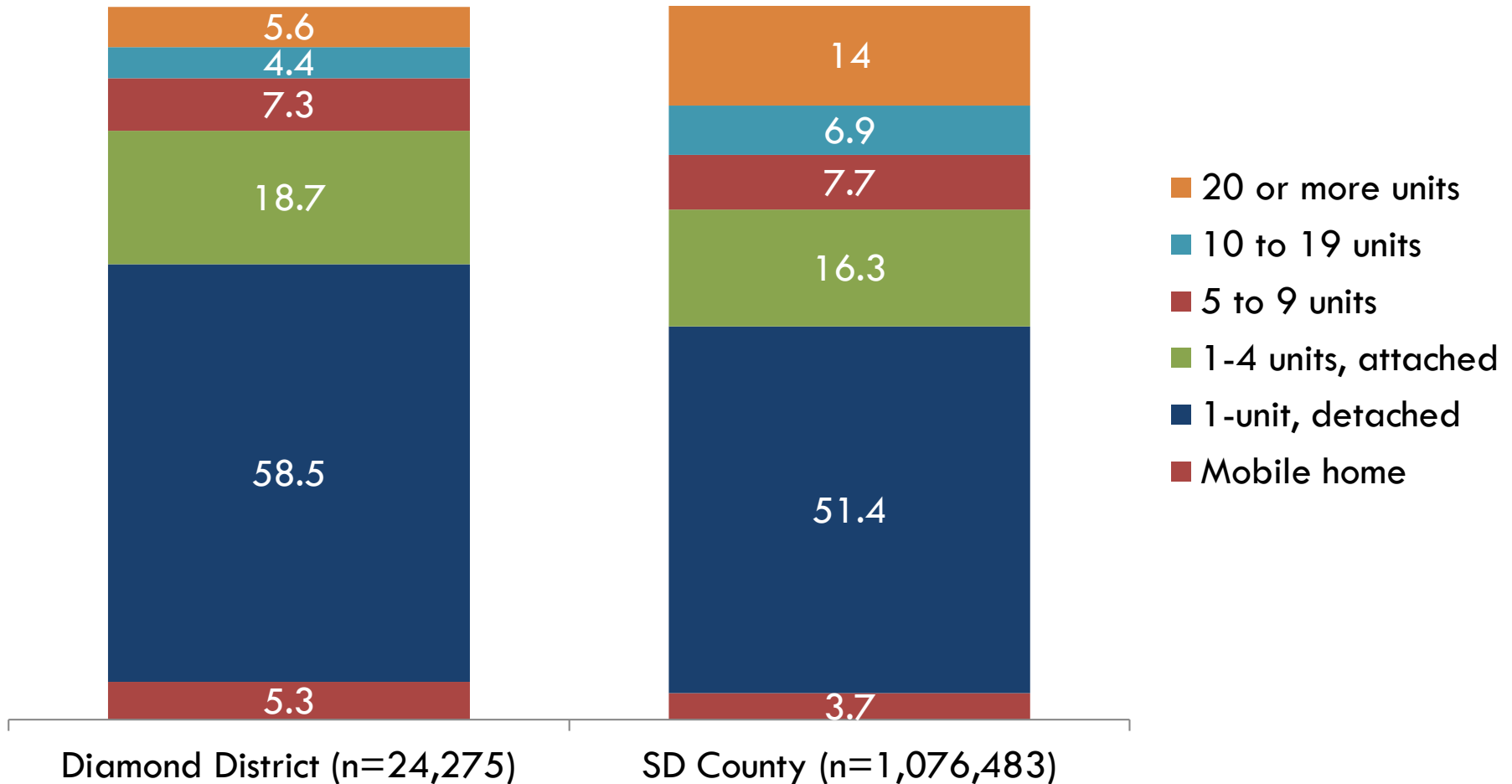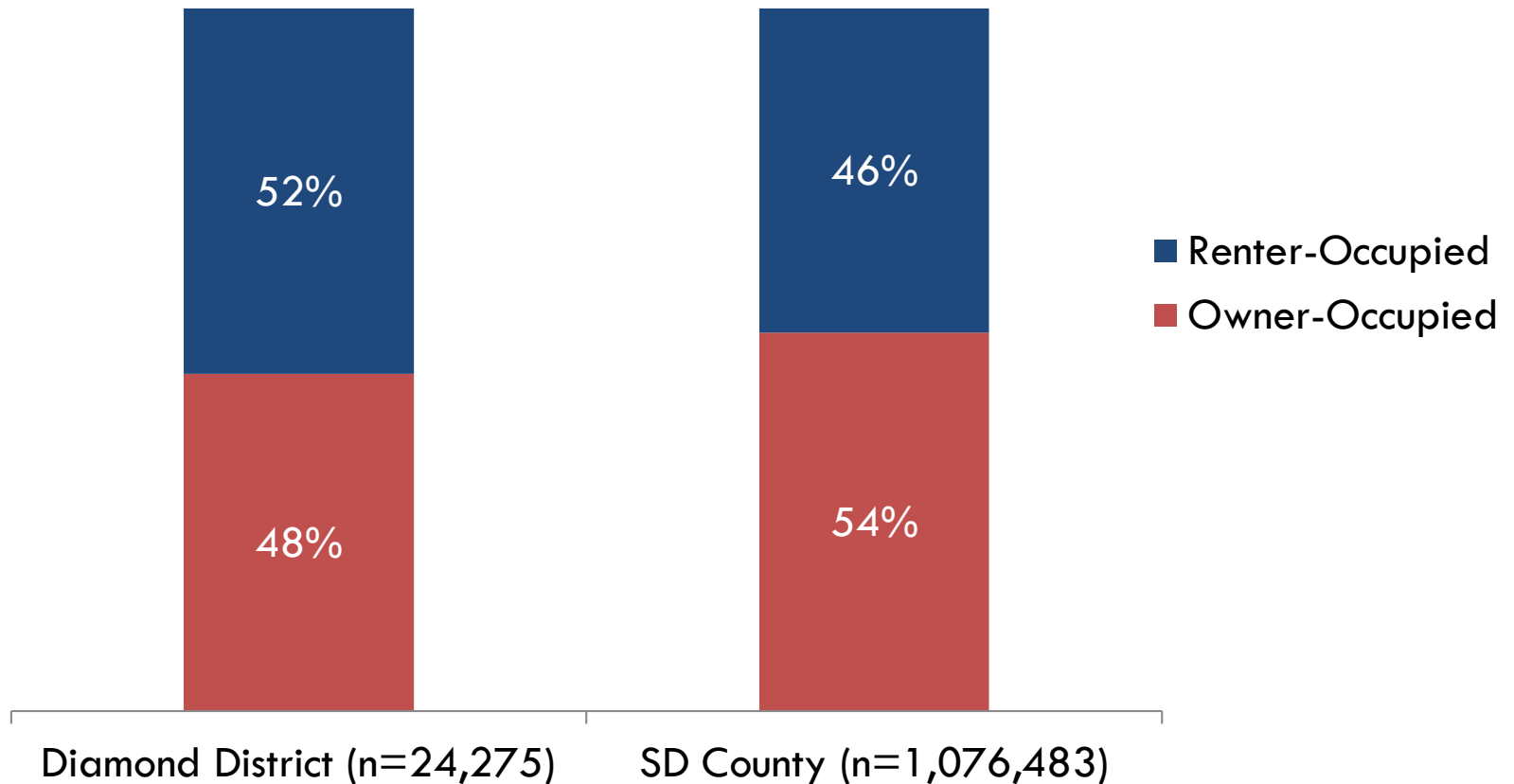in the Diamond District**

**2
Art Galleries**

**0
Museums**

Character of Physical Environment

Type of Housing (percentage)

Diamond District (n=24,275):
- 20 or more units: 5.6
- 10 to 19 units: 4.4
- 5 to 9 units: 7.3
- 1-4 units, attached: 18.7
- 1-unit, detached: 58.5
- Mobile home: 5.3

SD County (n=1,076,483):
- 20 or more units: 14
- 10 to 19 units: 6.9
- 5 to 9 units: 7.7
- 1-4 units, attached: 16.3
- 1-unit, detached: 51.4
- Mobile home: 3.7

Legend:
- 20 or more units
- 10 to 19 units
- 5 to 9 units
- 1-4 units, attached
- 1-unit, detached
- Mobile home

Character of Physical Environment

Housing Snapshot

Legend:
- ■ Renter-Occupied
- ■ Owner-Occupied

Diamond District (n=24,275): 52% Renter-Occupied, 48% Owner-Occupied

SD County (n=1,076,483): 46% Renter-Occupied, 54% Owner-Occupied

Character of Physical Environment

Housing Snapshot

Diamond District
(n=24,275)

SD County
(n=1,076,483)

Median
Rooms:

4.7

Median
Rooms:

5.1
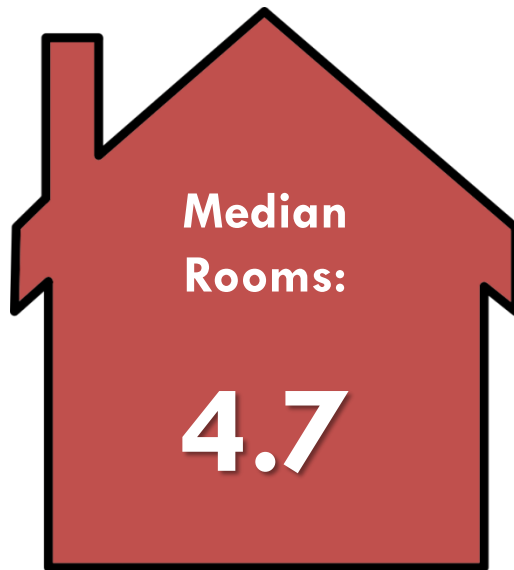
Average Household Size: 3.7
Average Family Size: 4.2
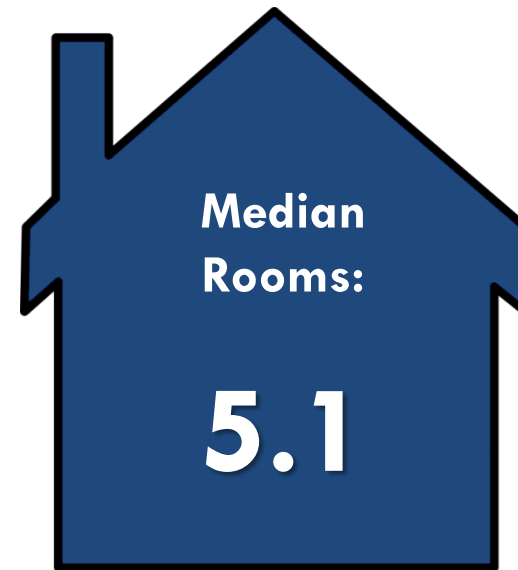
Average Household Size: 2.8
Average Family Size: 3.4

Character of Physical Environment

Percent Tree Canopy Area

1.23%

0.61%

Diamond District

San Diego County