



West Santa Ana Branch Transit Oriented Corridor

Transit Oriented Development Strategic Implementation Plan

Contract No: PS36724000

Corridor-Wide Socioeconomic and Demographic Profile

DRAFT: October 31st, 2017

UPDATED: August 25, 2018

Developed by: HR&A Advisors, Inc.

Presented by: City Design Studio

Presented to: Los Angeles County Metropolitan Transportation Authority



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Corridor-Wide Socioeconomic and Demographic Profile | Introduction

- **As part of its work for the West Santa Ana Branch Transit Corridor (“WSAB”) Transit Oriented Development Strategic Implementation Plan**, HR&A Advisors, Inc. (“HR&A”) evaluated **key demographic and employment indicators** for the entire WSAB Corridor (“the Corridor”).
- The following Corridor-Wide Socioeconomic Demographic Report summarizes our findings. It includes four sections:
 - **Geographic Context** - A brief geographic description of the Corridor;
 - **Corridor-Wide Demographic Analysis** - A comparative review of the demographic and socio-economic characteristics of the Corridor by sub area;
 - **Corridor-Wide Employment Analysis** - A review of employment and industry characteristics and trends within the Corridor by sub area; and
 - **Station Area Profiles** - First, an overview of key station area characteristics—population, jobs to households ratios and top industry—for all 15 stations along the Corridor, followed by the detailed station area profiles for each of the 15 station areas.

Introduction

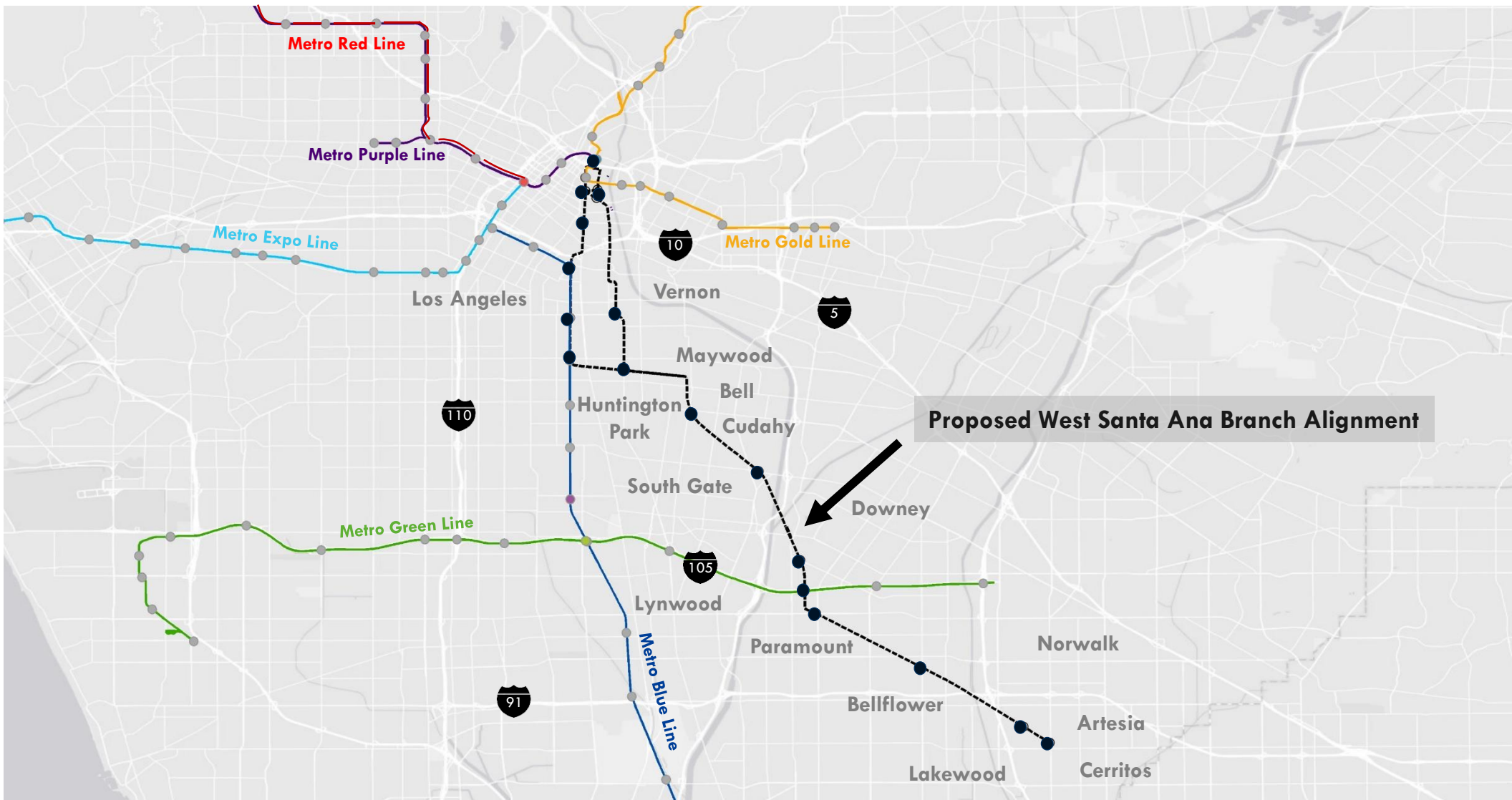
Geographic Context

Demographic Overview

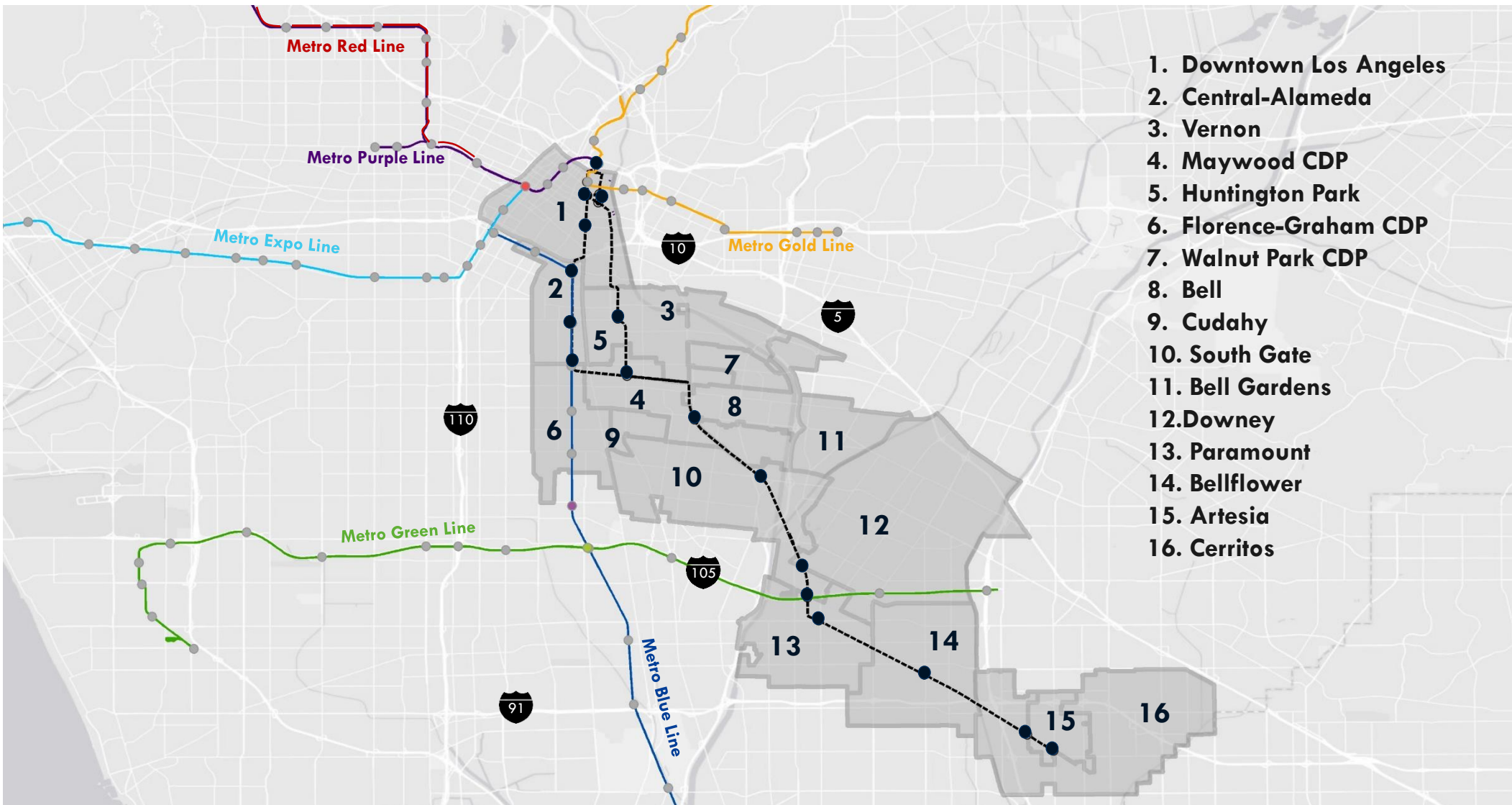
Employment Overview

Station Area Profiles

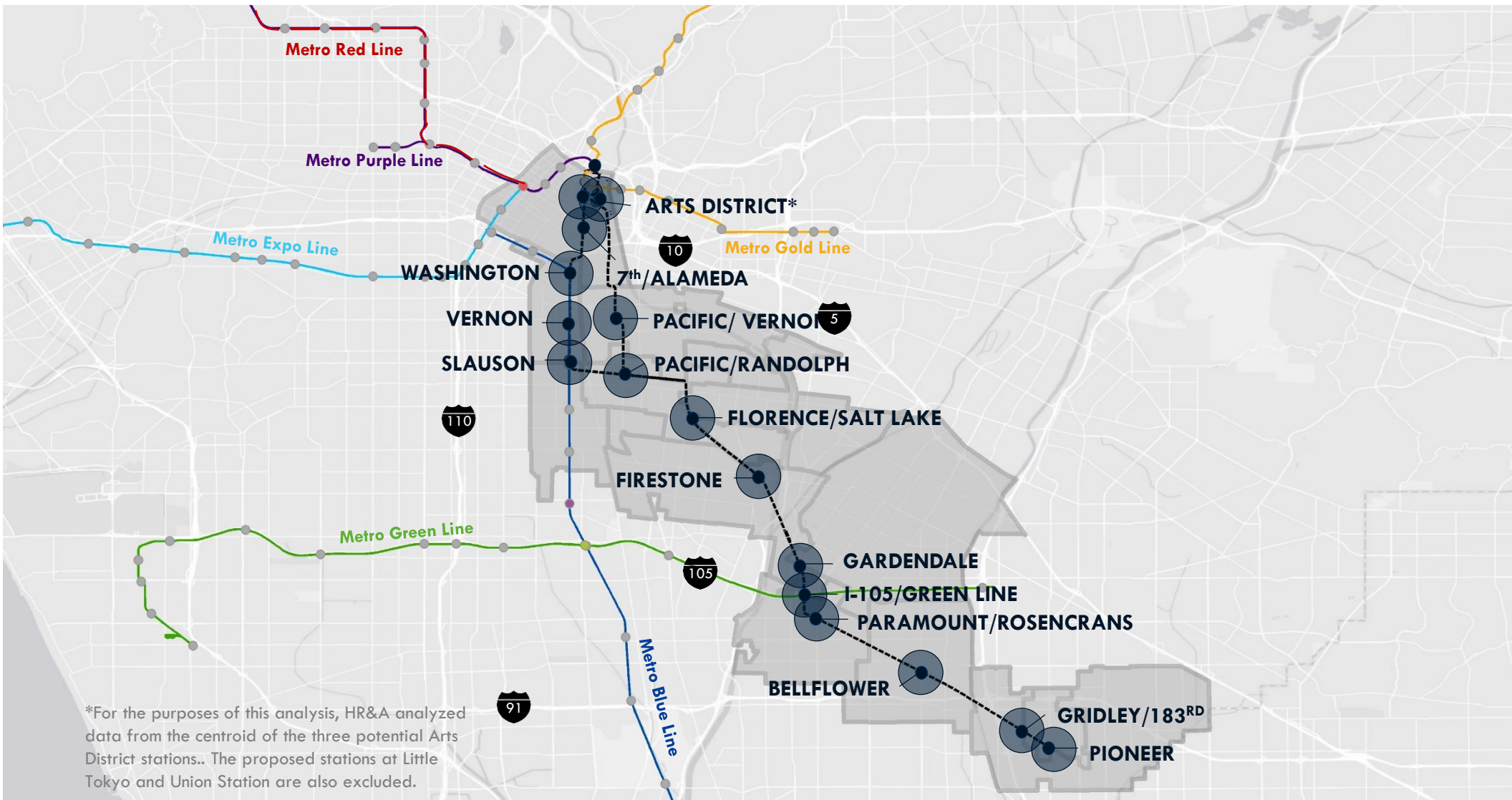
The **West Santa Ana Branch (“WSAB”) Transit Corridor (“Corridor”)** is a proposed 20-mile alignment that will run through nine cities and unincorporated area of Los Angeles County from Downtown Los Angeles to southeast Los Angeles County.



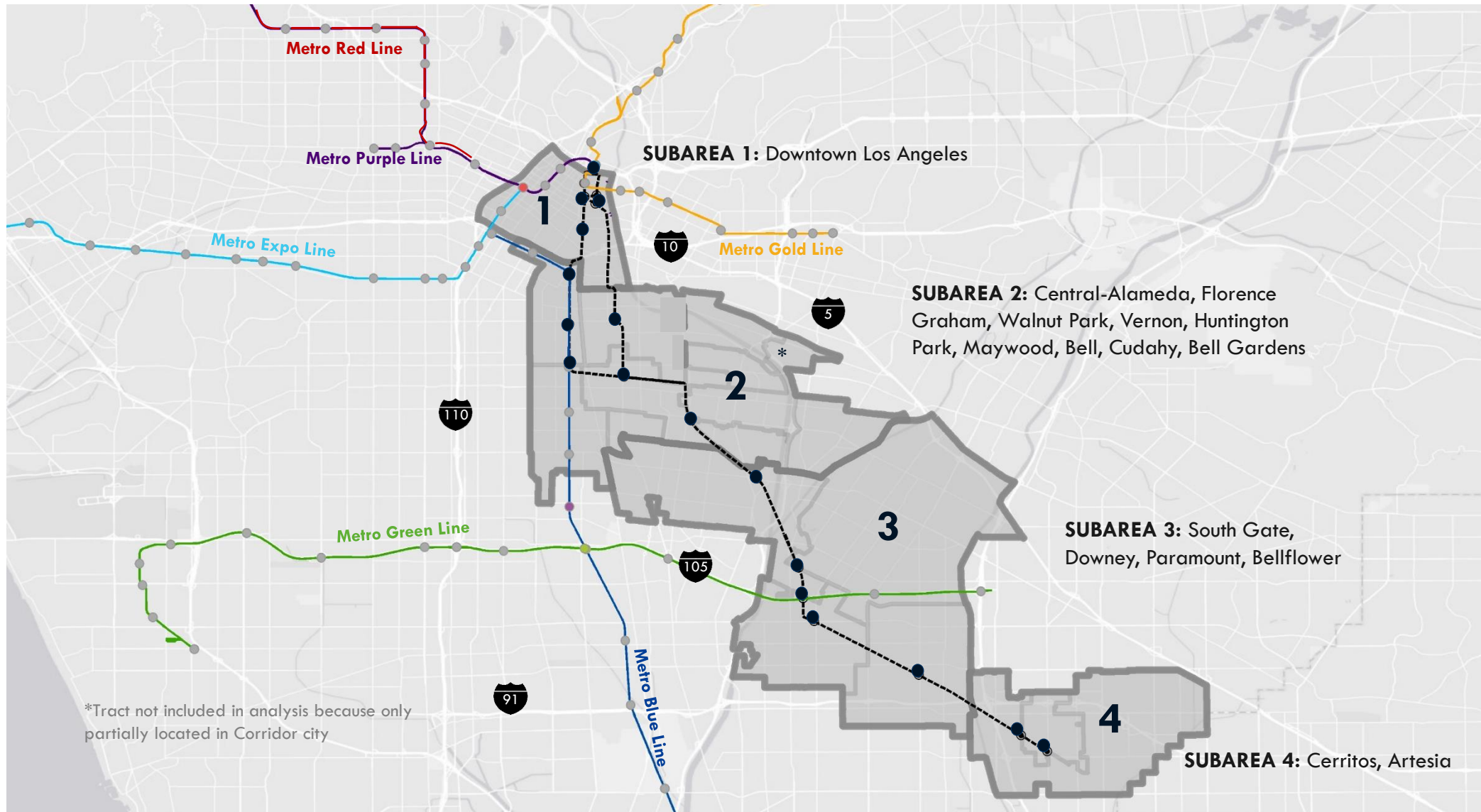
This section analyzes **demographic and employment** data from 16 jurisdictions, which includes the nine communities that the alignment will run through as well as a number of surrounding cities and unincorporated areas of LA County.



HR&A also evaluated relevant demographic and employment indicators from **15 half-mile station areas*** along the proposed alignment.



For purposes of the demographic and employment analysis, HR&A divided the **Corridor** into **four demographic subareas**, which are defined by the political boundaries of the 15 communities mentioned previously.



Introduction

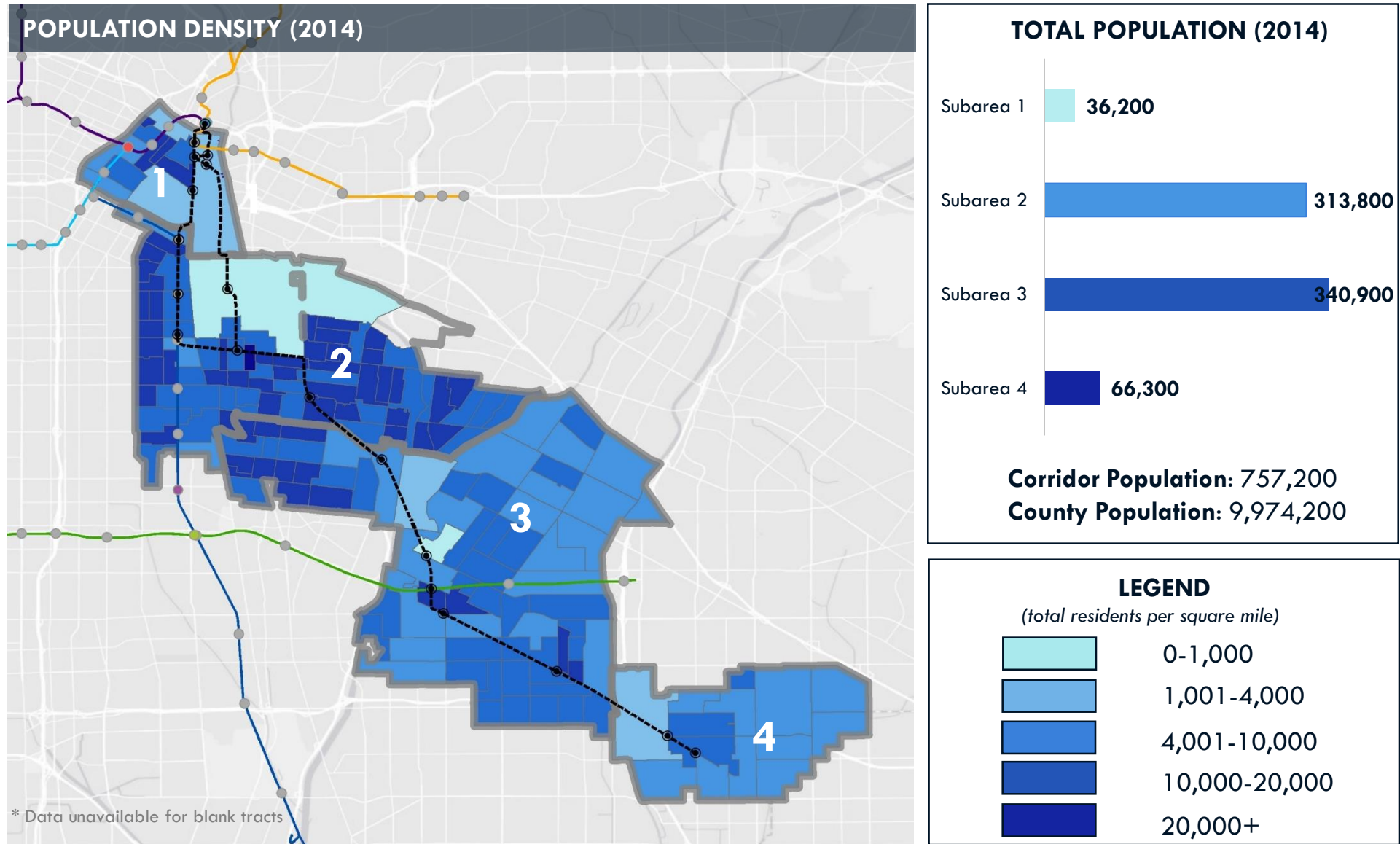
Geographic Context

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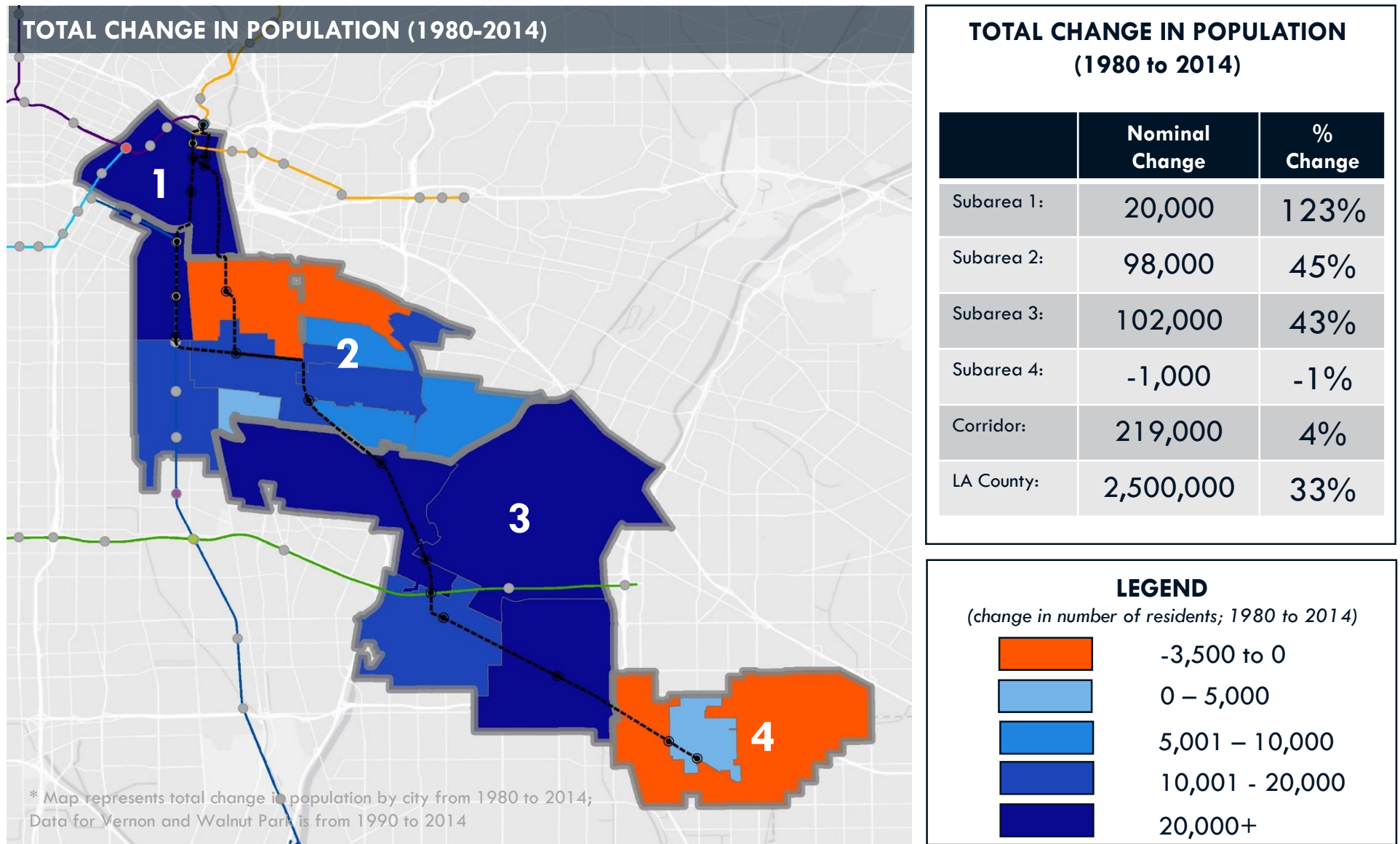
Station Area Profiles

The **Corridor** has a population of **757,200**, which represents approximately 8% of Los Angeles' County total population. Subarea 3 has the largest population, while Subarea 2 has the highest population density overall.

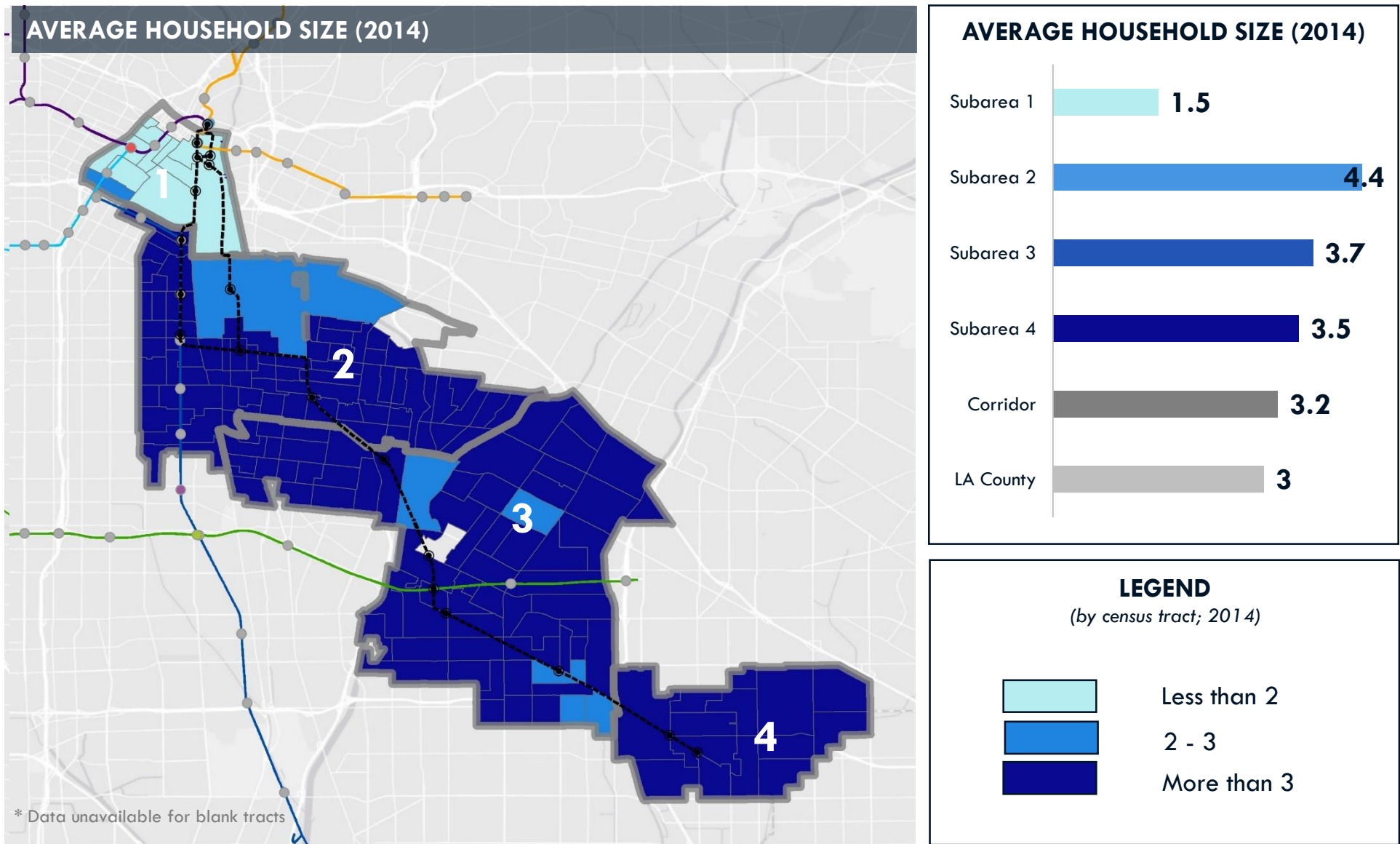


Source: US Census 2010-2014 ACS
HR&A Advisors, Inc.

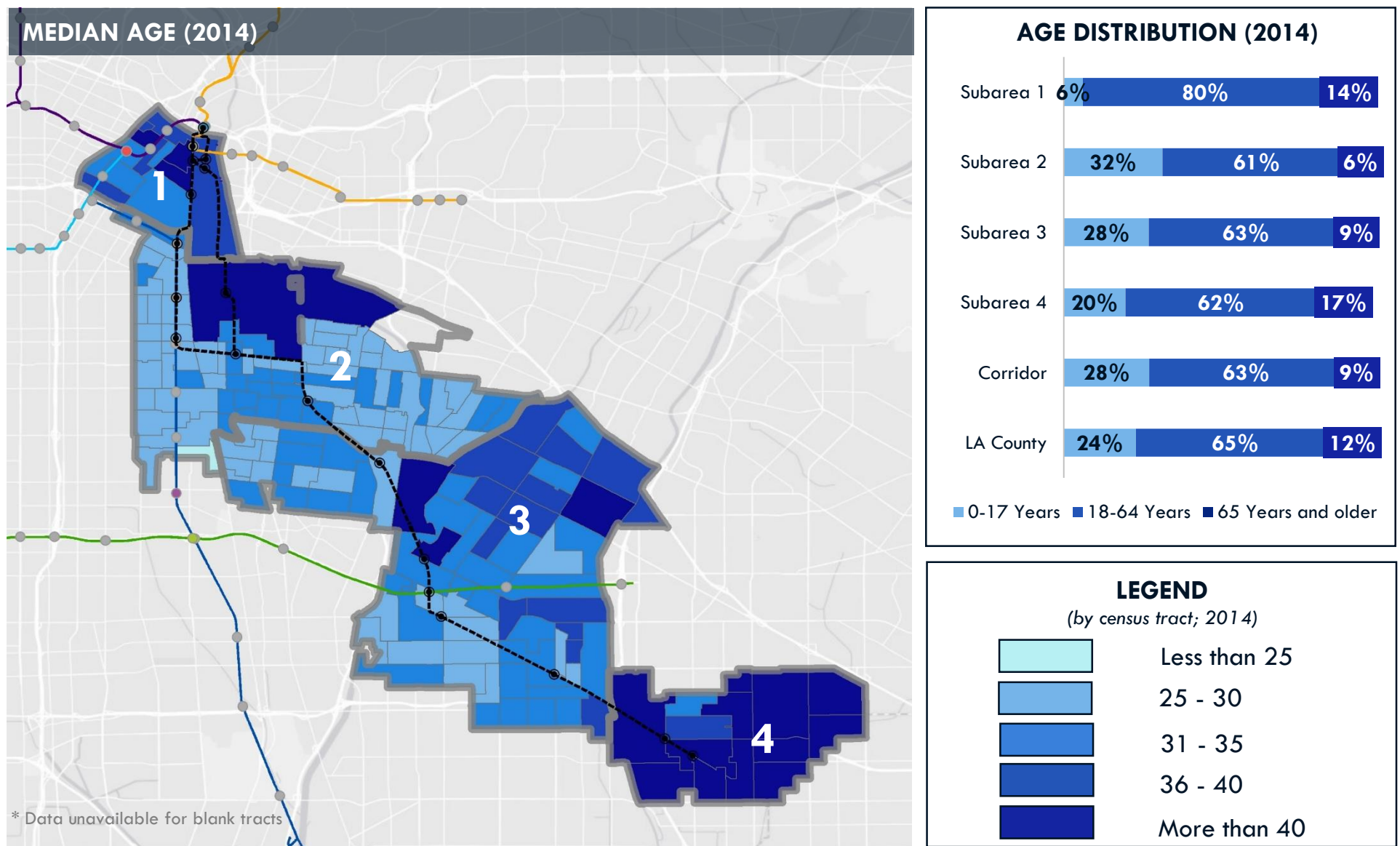
Since 1980, the **Corridor's** population has grown from 538,600 to 757,200 residents. Subareas 1 and 3 have experienced the greatest amount of total growth, while portions of South L.A. and Cerritos saw a net decrease in population.



The **Corridor** has an average household size of 3 persons per household, slightly above the County’s average. **Subarea 2**—the region with the highest population density—also has the highest average household size, (4.4), signaling large family households and/or potential overcrowding.



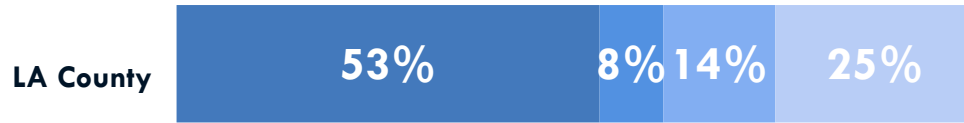
The majority of residents in the **Corridor** are “working-age”: **64%** of residents are ages 18-64. The Corridor’s median age of the corridor is **34.9**, similar to the County’s median age of **35.3**.



Source: US Census 2010-2014 ACS
HR&A Advisors, Inc.

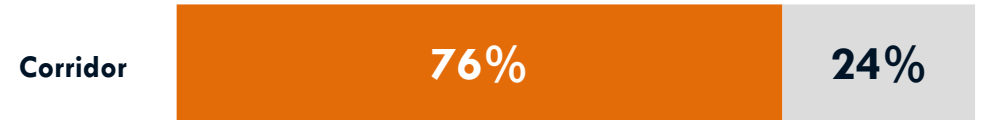
The **Corridor** is a diverse and predominately Hispanic area, with **48%** of the population identifying as non-white and **76%** of Hispanic ethnicity.

**CORRIDOR POPULATION
BY RACE (2014)**



- White
- Black / African American
- Asian / Pacific Islander
- Other / Multiracial

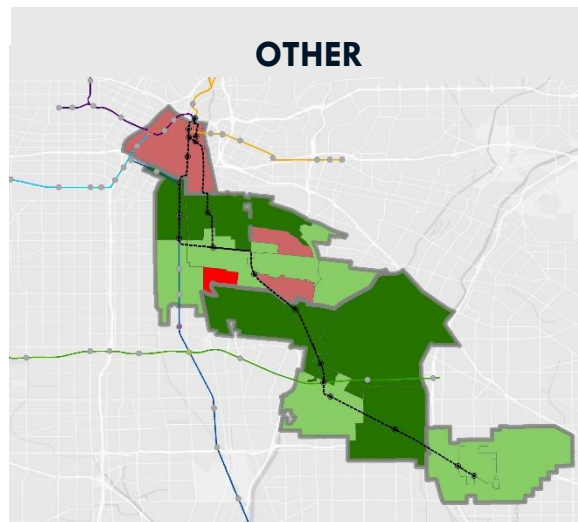
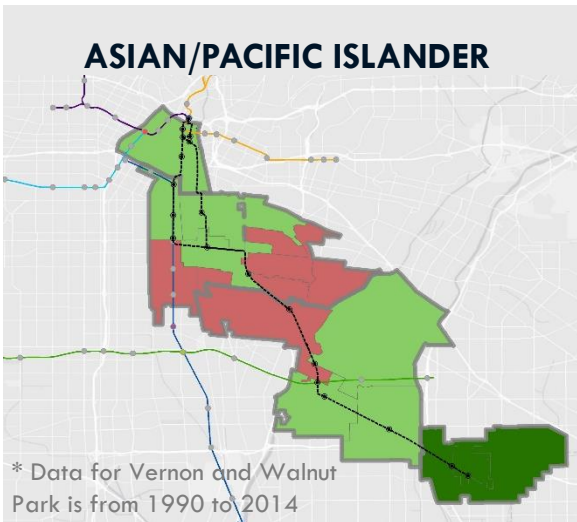
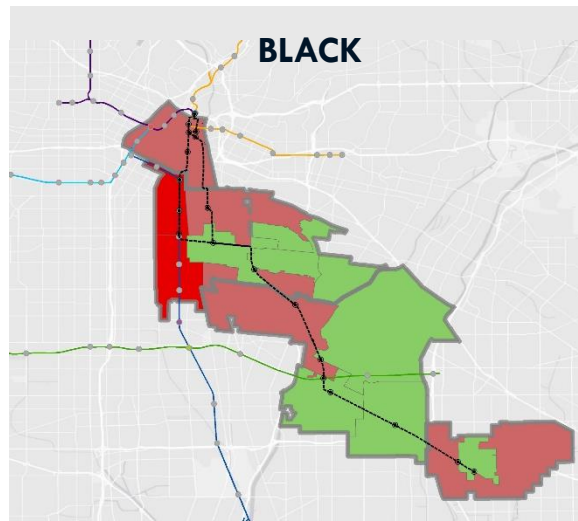
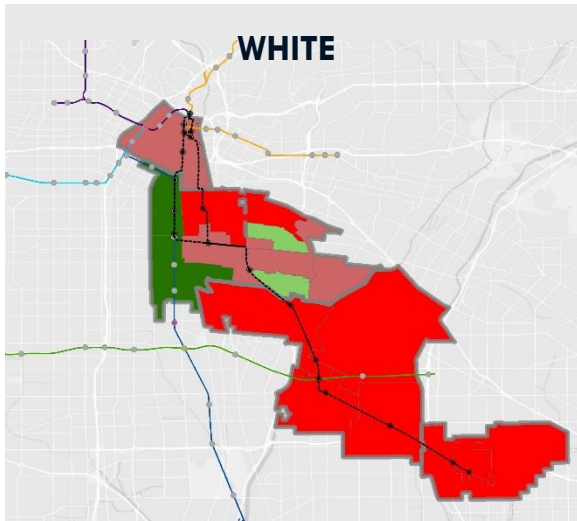
**CORRIDOR POPULATION
BY HISPANIC ETHNICITY (2014)**



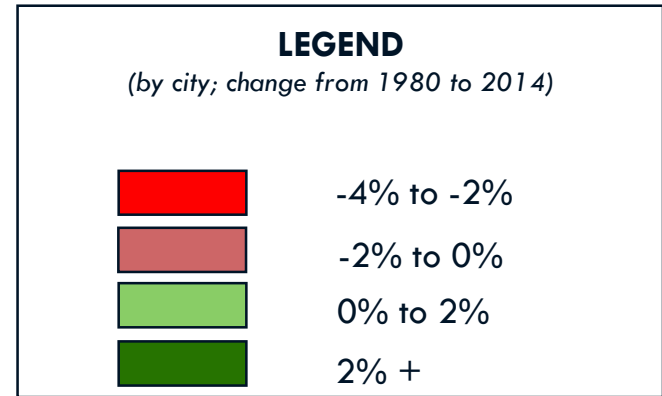
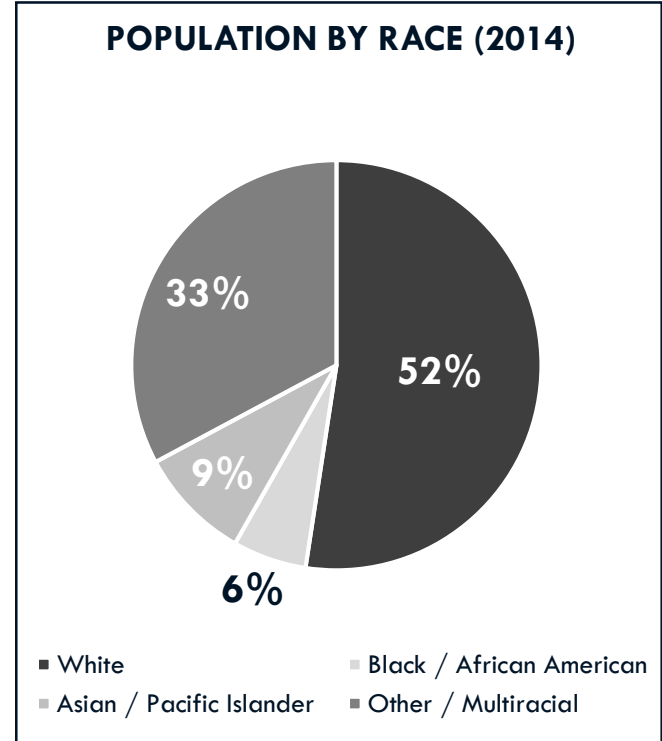
- Hispanic or Latino
- Non-Hispanic

Since 1980, the **Corridor's** population has become increasingly diverse. In most parts of the Corridor, the population of White residents has decreased, while residents of other racial identities have increased. This trend is even stronger in the southern portion of the Corridor.

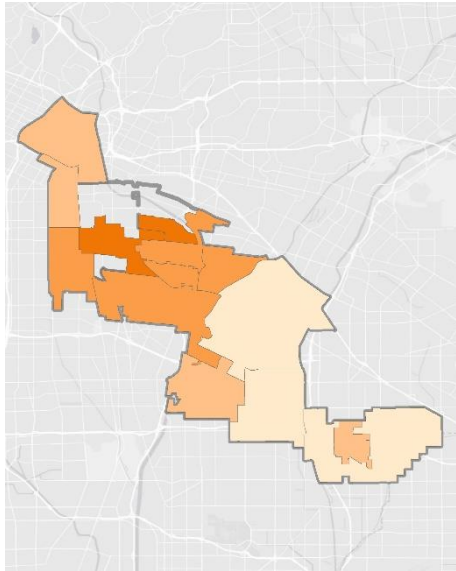
PERCENT CHANGE IN RACIAL MAKEUP (1980-2014)



* Data for Vernon and Walnut Park is from 1990 to 2014

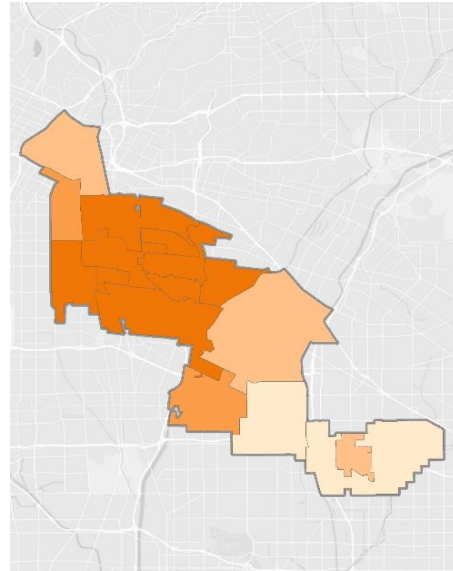


Additionally, since 1980, the **Corridor's** population has become increasingly Hispanic: from **44%** of the total population to **76%**.



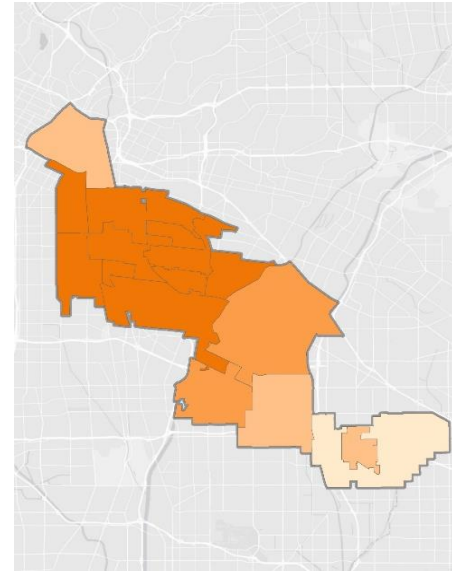
1980

Hispanic (Corridor): 44%
Hispanic (LA County): 28%



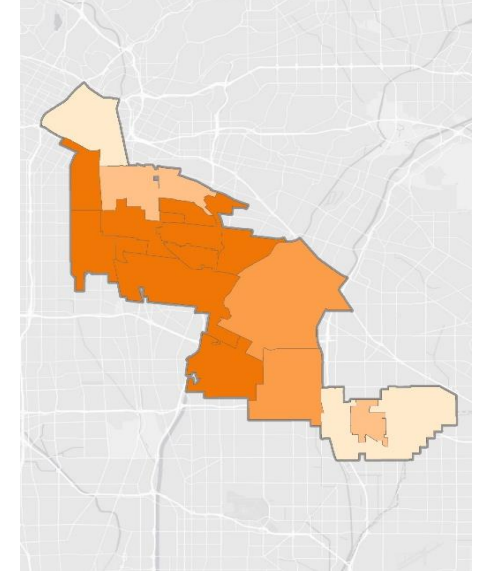
1990

% Hispanic (Corridor): 66%
% Hispanic (County): 38%



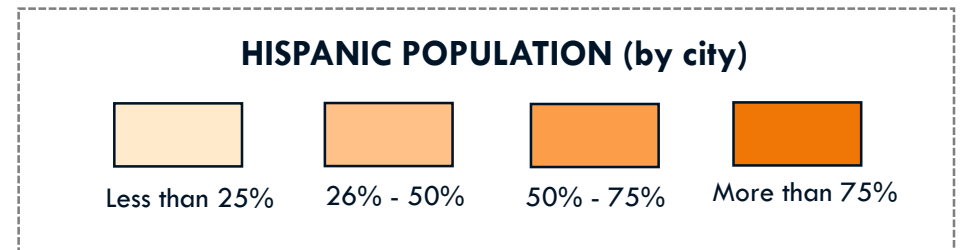
2000

% Hispanic (Corridor): 74%
% Hispanic (County): 45%



2010

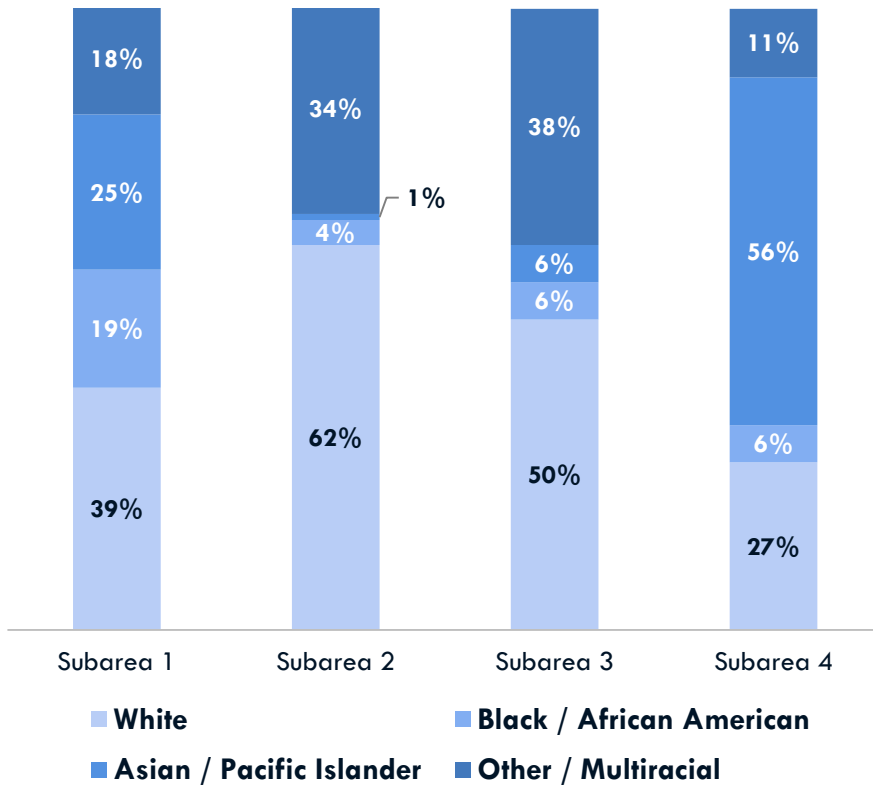
% Hispanic (Corridor): 73%
% Hispanic (County): 48%



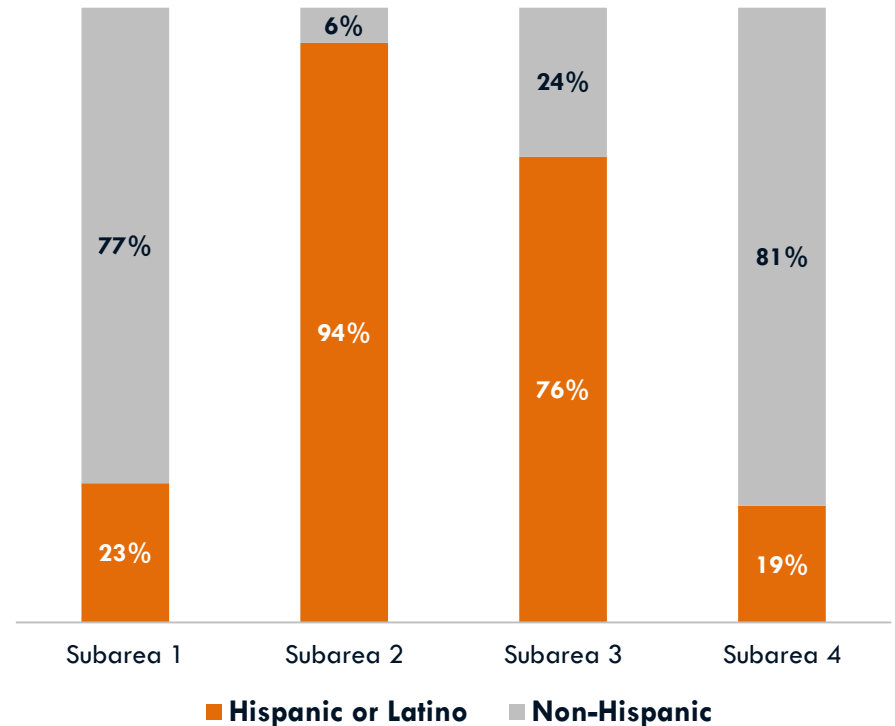
* Data unavailable for blank tracts

Today, within the Corridor, **Subareas 2 and 3** are overwhelmingly Hispanic; **94%** of residents in **Subarea 2** identify as Hispanic and **76%** in **Subarea 3**. Meanwhile, in **Subarea 4**, more than **half** of the resident population identifies as Asian/Pacific Islander.

POPULATION BY RACE (2014)



POPULATION BY HISPANIC ETHNICITY (2014)



***SUBAREA 1:** Downtown Los Angeles

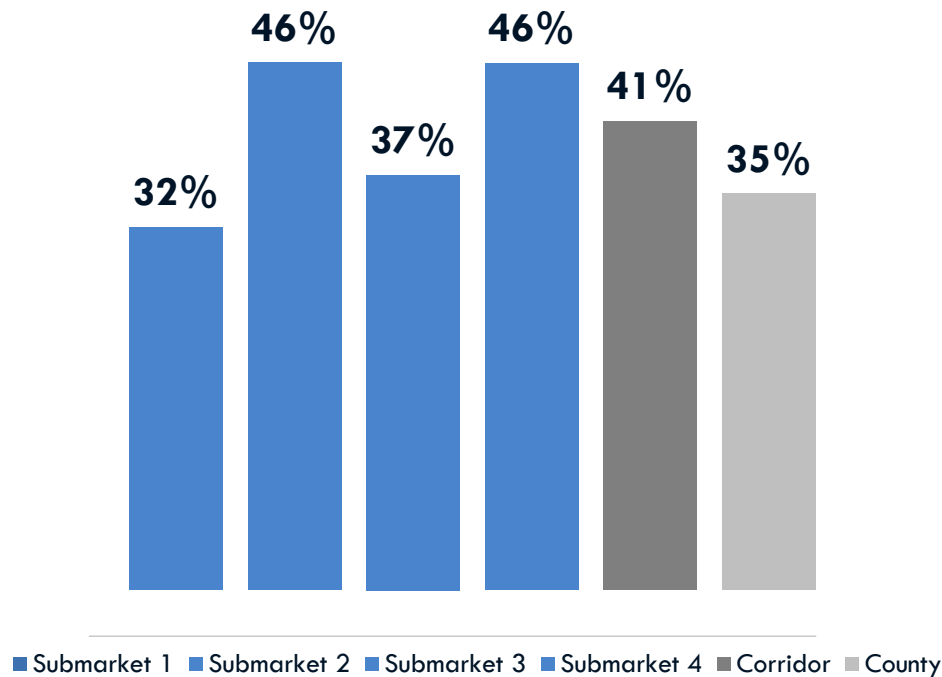
SUBAREA 2: Central-Alameda, Florence Graham, Walnut Park, Vernon, Huntington Park, Maywood, Bell, Cudahy, Bell Gardens

SUBAREA 3: South Gate, Downey, Paramount, Bellflower

SUBAREA 4: Cerritos, Artesia

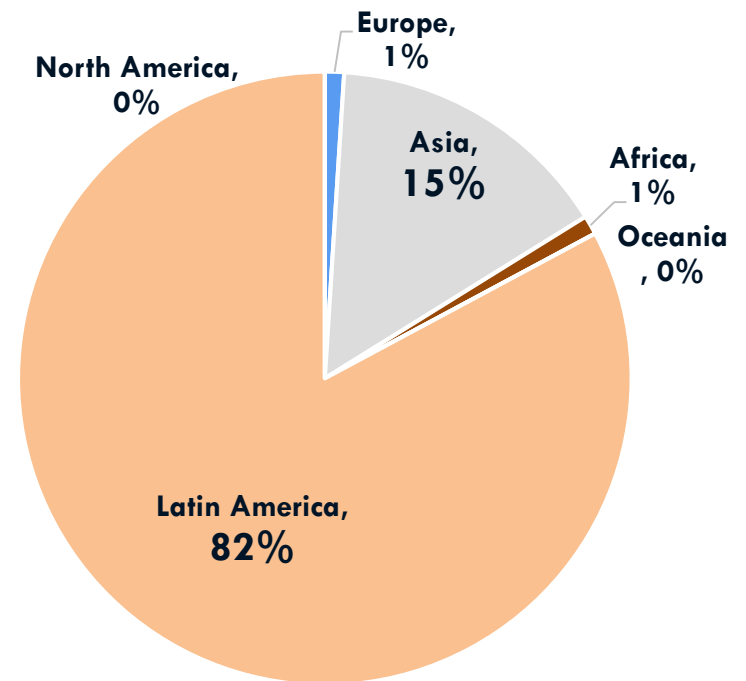
Today, **41%** of **Corridor** residents are foreign-born and over **82%** of this population is from Latin America. Another **15%** of this population is from Asian countries. In 1980, the foreign-born population was only **30%** of the population.

FOREIGN-BORN POPULATION (2014)



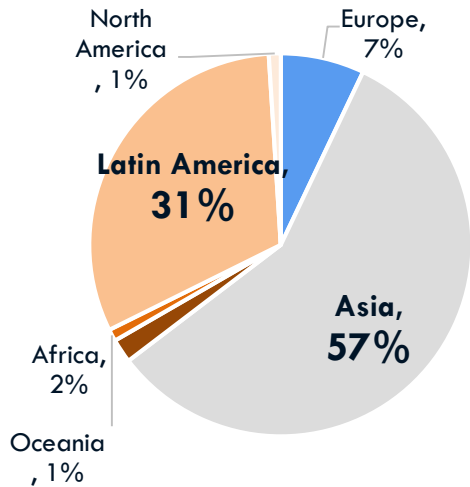
- ***SUBAREA 1:** Downtown Los Angeles
- SUBAREA 2:** Central-Alameda, Florence Graham, Walnut Park, Vernon, Huntington Park, Maywood, Bell, Cudahy, Bell Gardens
- SUBAREA 3:** South Gate, Downey, Paramount, Bellflower
- SUBAREA 4:** Cerritos, Artesia

CORRIDOR BREAKDOWN (2014)



Subareas 2 and 3's foreign-born population is overwhelmingly **Latin American** (99% and 85% respectively). The majority of **Subarea 4's** foreign-born population is **Asian** (79%), and **Subarea 1** is a bit more varied, with significant populations from Asia and Latin America.

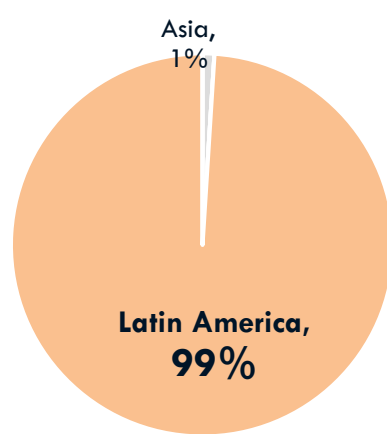
SUBMARKET 1:
32% foreign-born



TOP COUNTRIES OF ORIGIN

1. Korea (29%)
2. Mexico (19%)
3. China (9%)

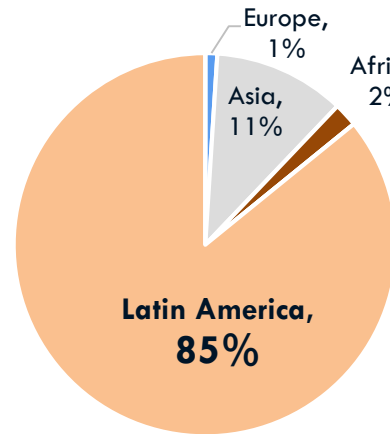
SUBMARKET 2:
46% foreign-born



TOP COUNTRIES OF ORIGIN

1. Mexico (78%)
2. El Salvador (10%)
3. Guatemala (6%)

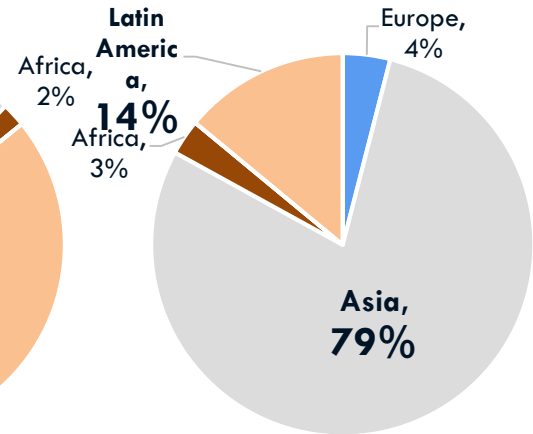
SUBMARKET 3:
37% foreign-born



TOP COUNTRIES OF ORIGIN

1. Mexico (65%)
2. El Salvador (7%)
3. Philippines (5%)

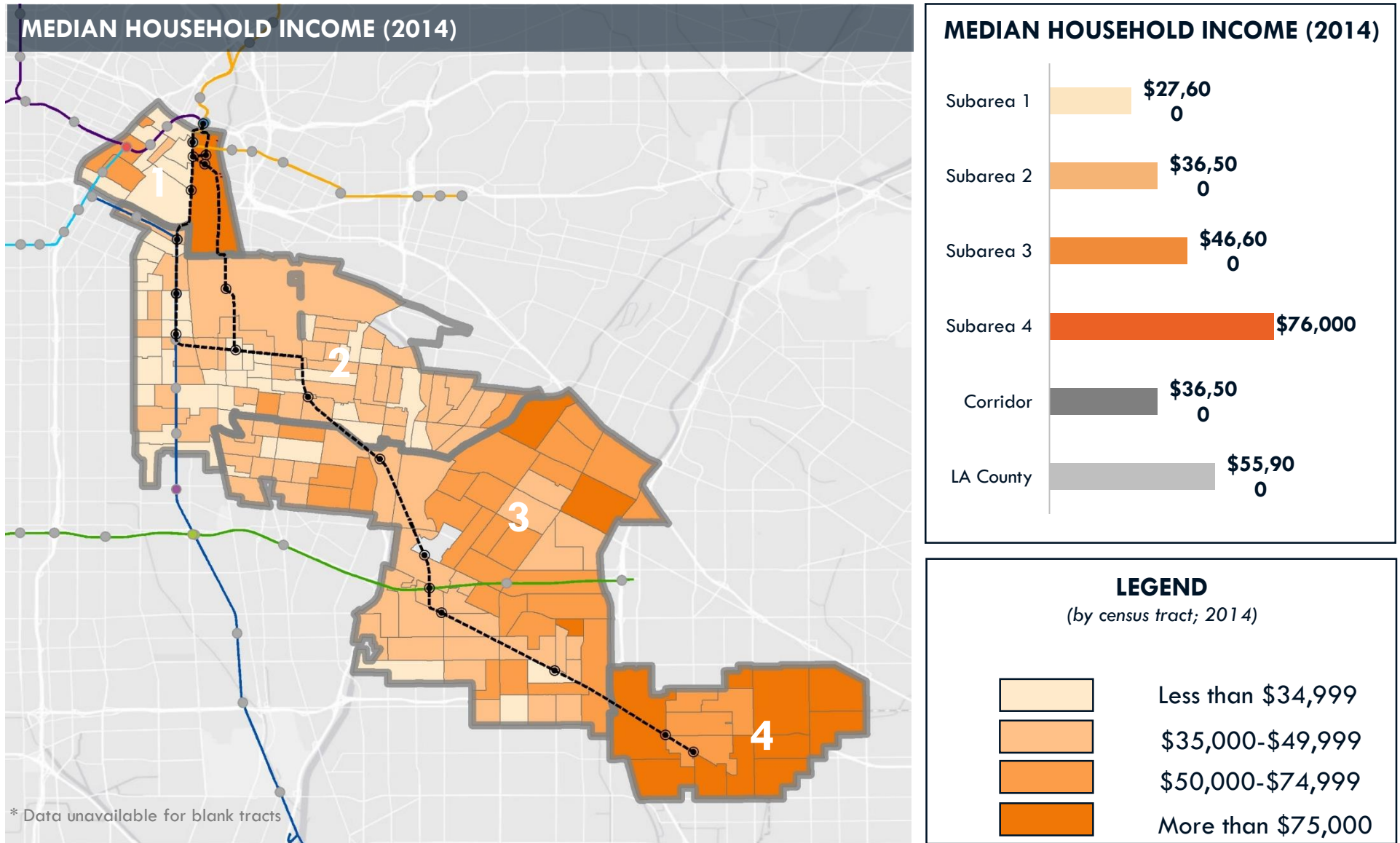
SUBMARKET 4:
46% foreign-born



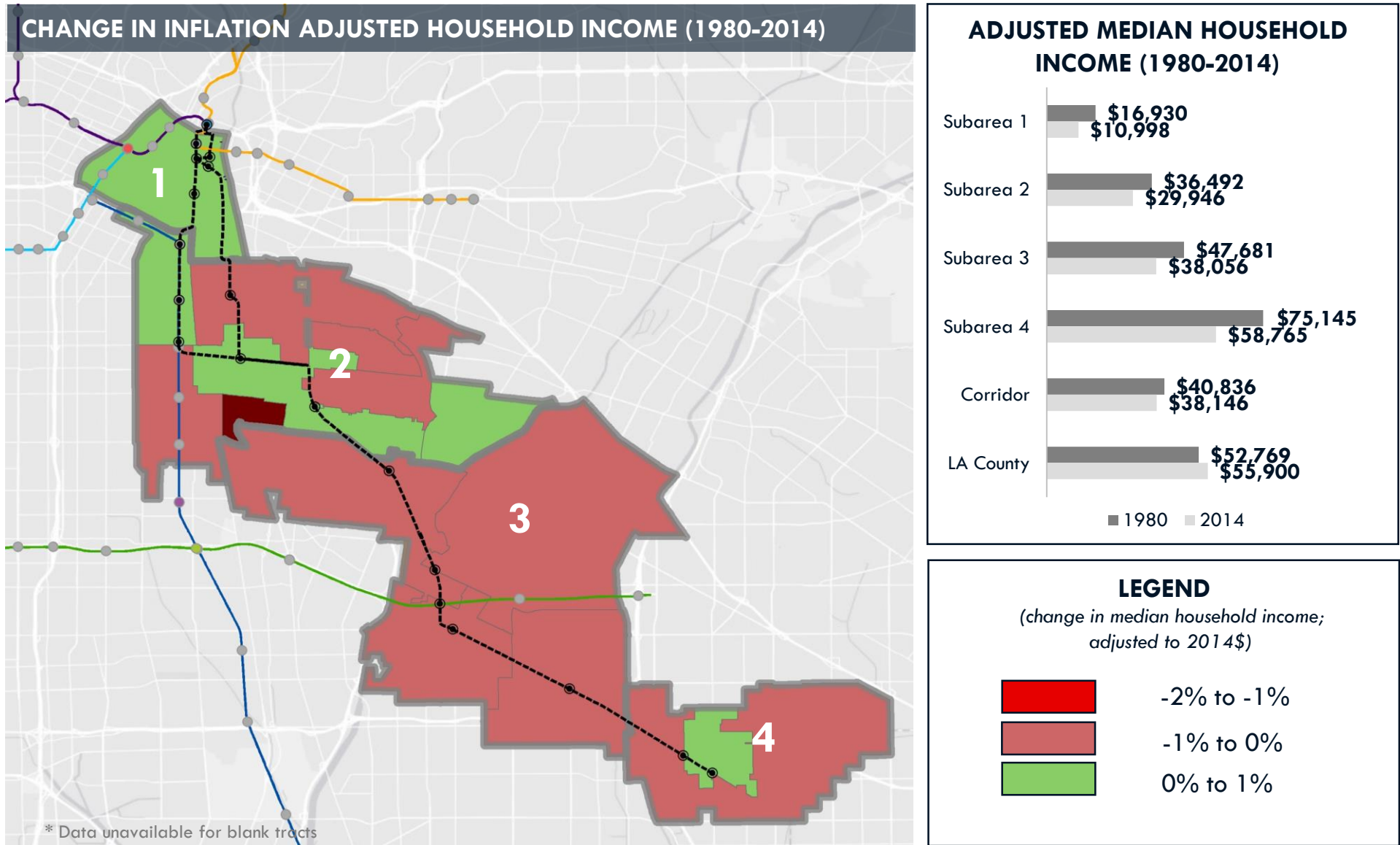
TOP COUNTRIES OF ORIGIN

1. Philippines (22%)
2. Korea (18%)
3. China (17%)

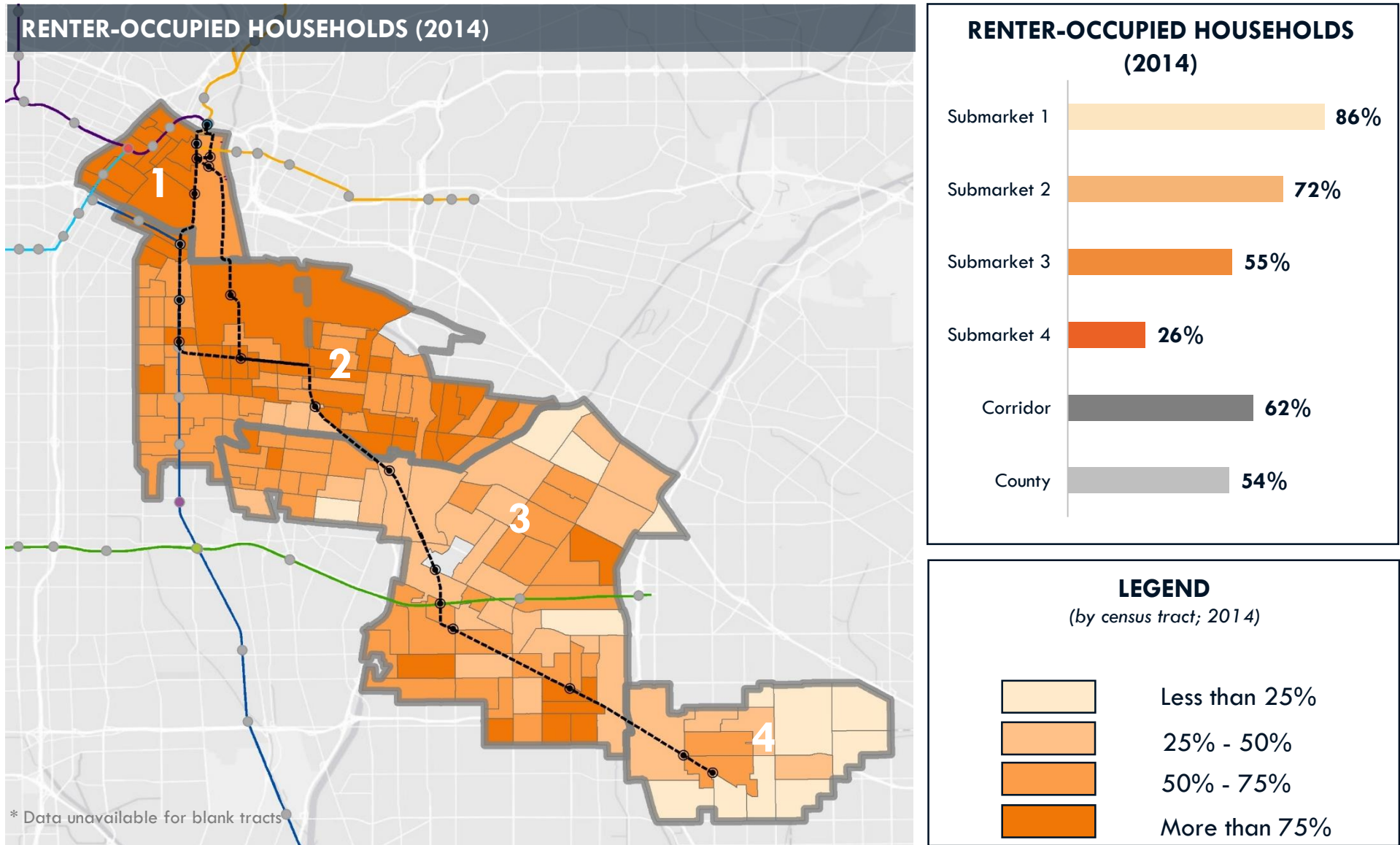
The median household income of the **Corridor** is **\$38,130** (30% below the County's median of \$55,870). Incomes tend to increase as one moves south along the Corridor, with **Subarea 4** having the highest median income at **\$76,015**.



Since 1980, the adjusted median income has **declined slightly**; from \$40,836 to \$38,130. The average rate of change in most cities is **-0.1%**.

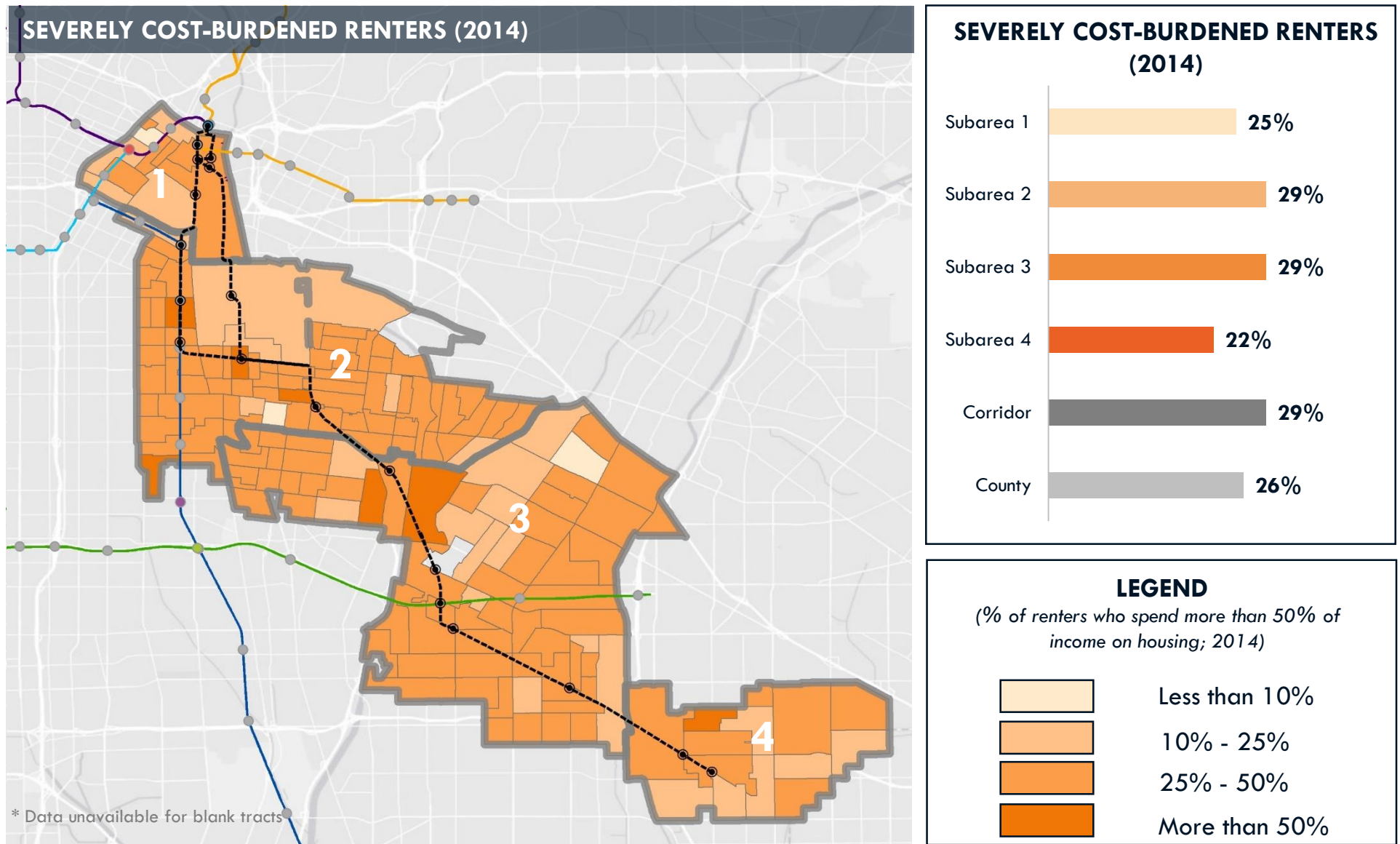


Today, most residents of the **Corridor** do not own their homes; more than **62%** of households are renter-occupied, which is higher than in LA County. **Subarea 1** has highest proportion of renter-occupied households, while **Subarea 4** has the greatest proportion of homeowners.

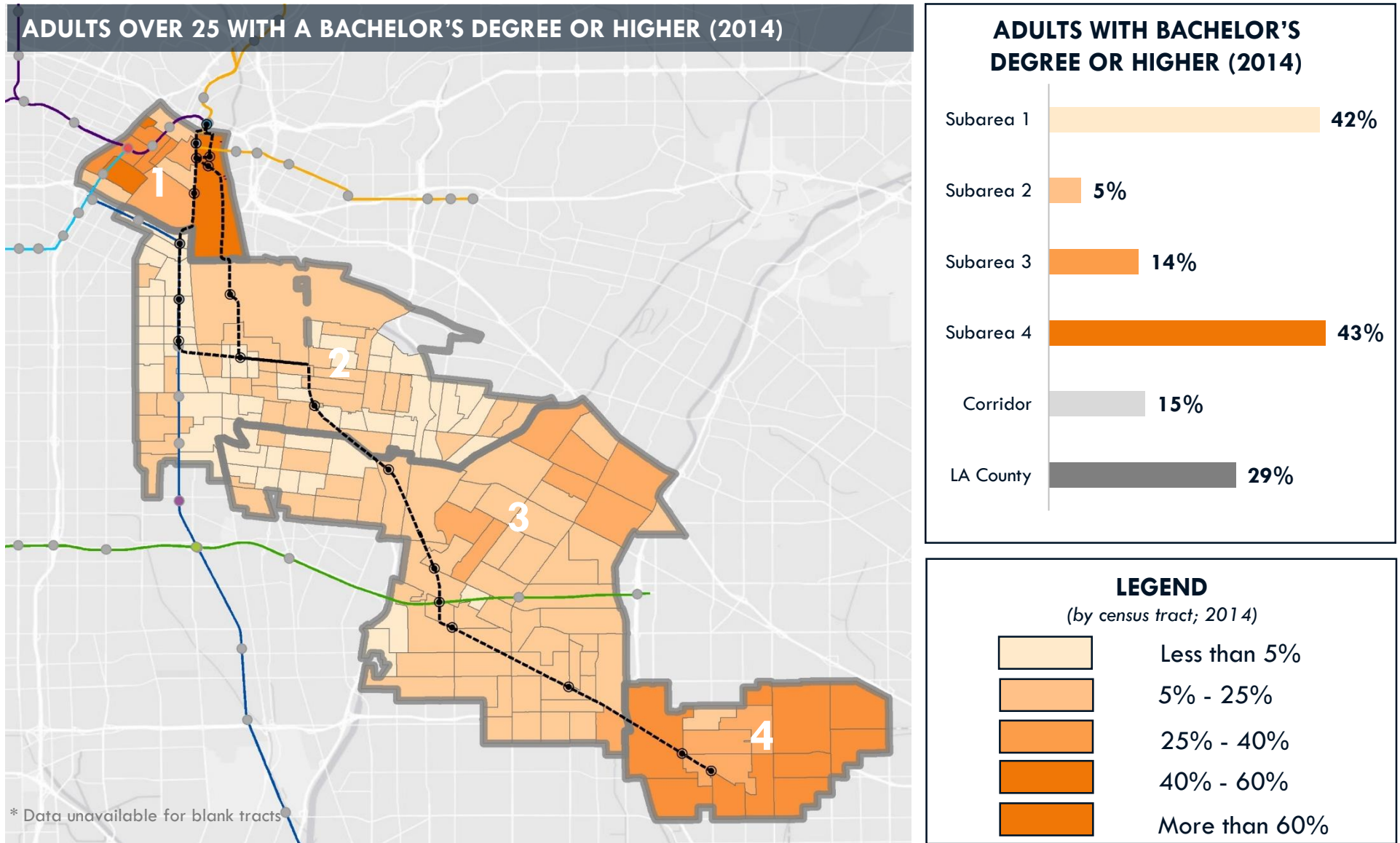


Source: US Census 2010-2014 ACS
HR&A Advisors, Inc.

Additionally, in the **Corridor**, **29%** of renters are **severely cost-burdened**, spending **50% or more** of their income on rent. More than **64%** of renters are **cost-burdened** (spending more than 30% of income on rent).



Only **15%** of adults over 25 years old in the Corridor have a Bachelor's Degree. **Subarea 4**, however, has more adults than average with Bachelor's Degrees (**43%**).



Demographic and Socio-Economic Conclusions: Corridor

KEY DEMOGRAPHIC FINDINGS

- Over the past three decades, the Corridor has become an increasingly **racially and ethnically diverse area**.
- In 1980, the Corridor's population was 69% white and 44% Hispanic. Today, the Corridor is more than 76% are Hispanic.
- The **foreign-born population has also increased** from 30% to 41% of the total population, with most foreign-born persons coming from Latin American countries.

KEY SOCIOECONOMIC FINDINGS

- On average, households are **low to moderate income**. The median income throughout the Corridor is \$41,534 (less than the County's median of \$55,870). Median income varies greatly across the Corridor: from **\$27,650 in Subarea 1 to \$76,020 in Subarea 4**.
- **62% of residents are renters** and of these renters, about **30% are severely cost-burdened**.
- A primarily working class community, residents have low rates of educational attainment, with only **15% of adults over 25 holding a Bachelor's degree or higher**.

Introduction

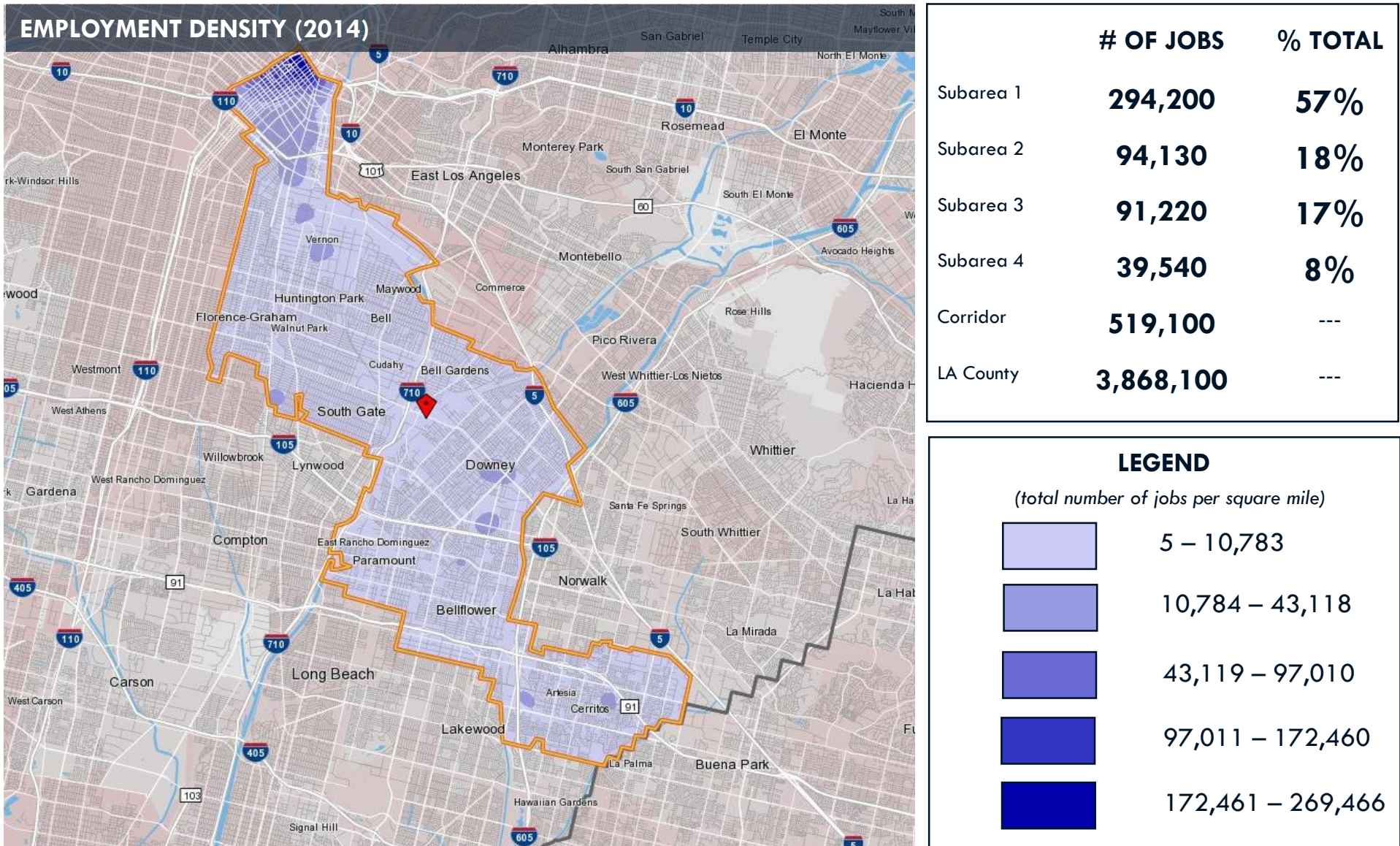
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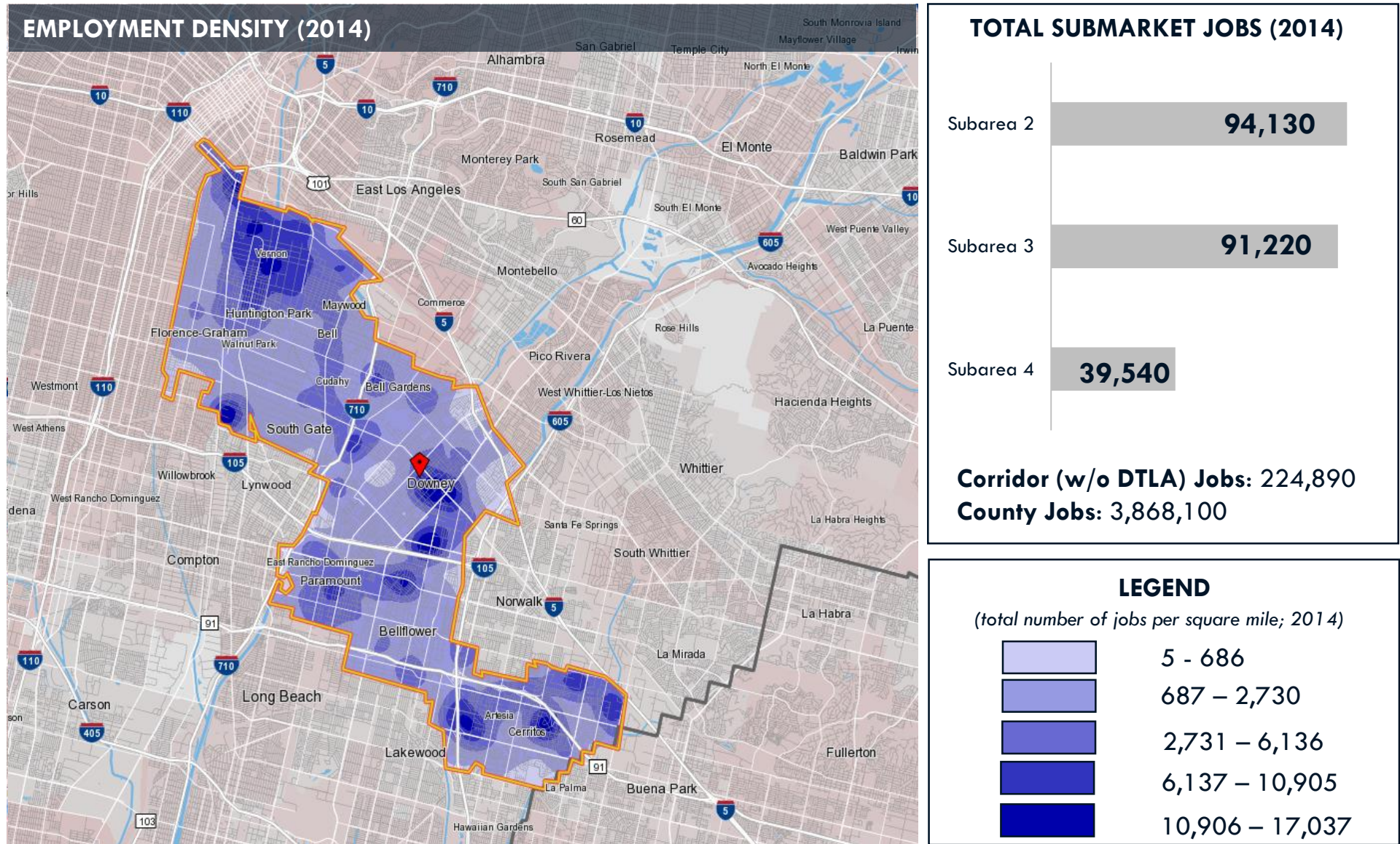
Station Area Profiles

The **West Santa Ana Branch Corridor** has approximately **520,000 jobs**. **57%** of jobs are located in **Subarea 1** (Downtown Los Angeles). **Subarea 2** and **Subarea 3** had a combined share of **35%** of all **Corridor** jobs.



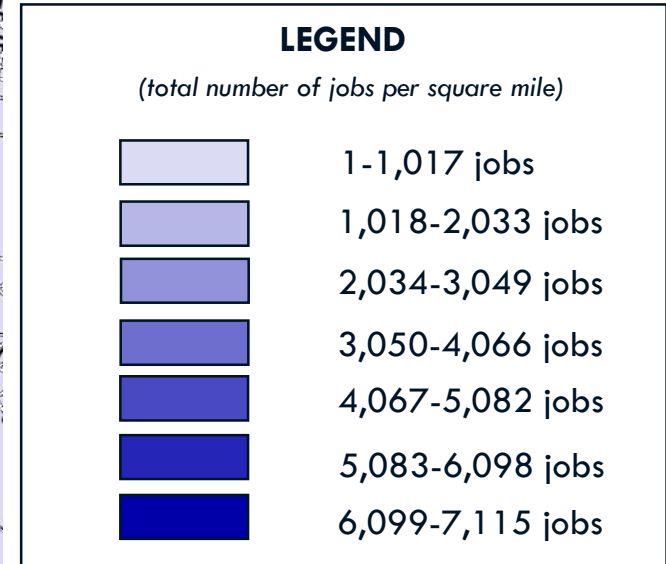
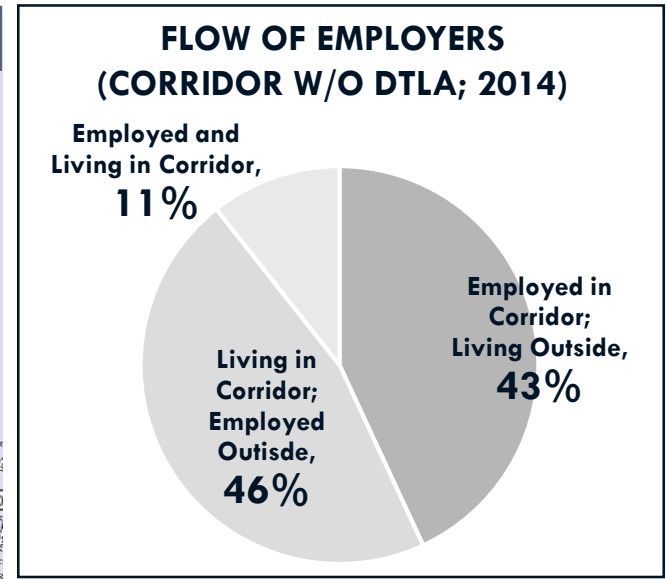
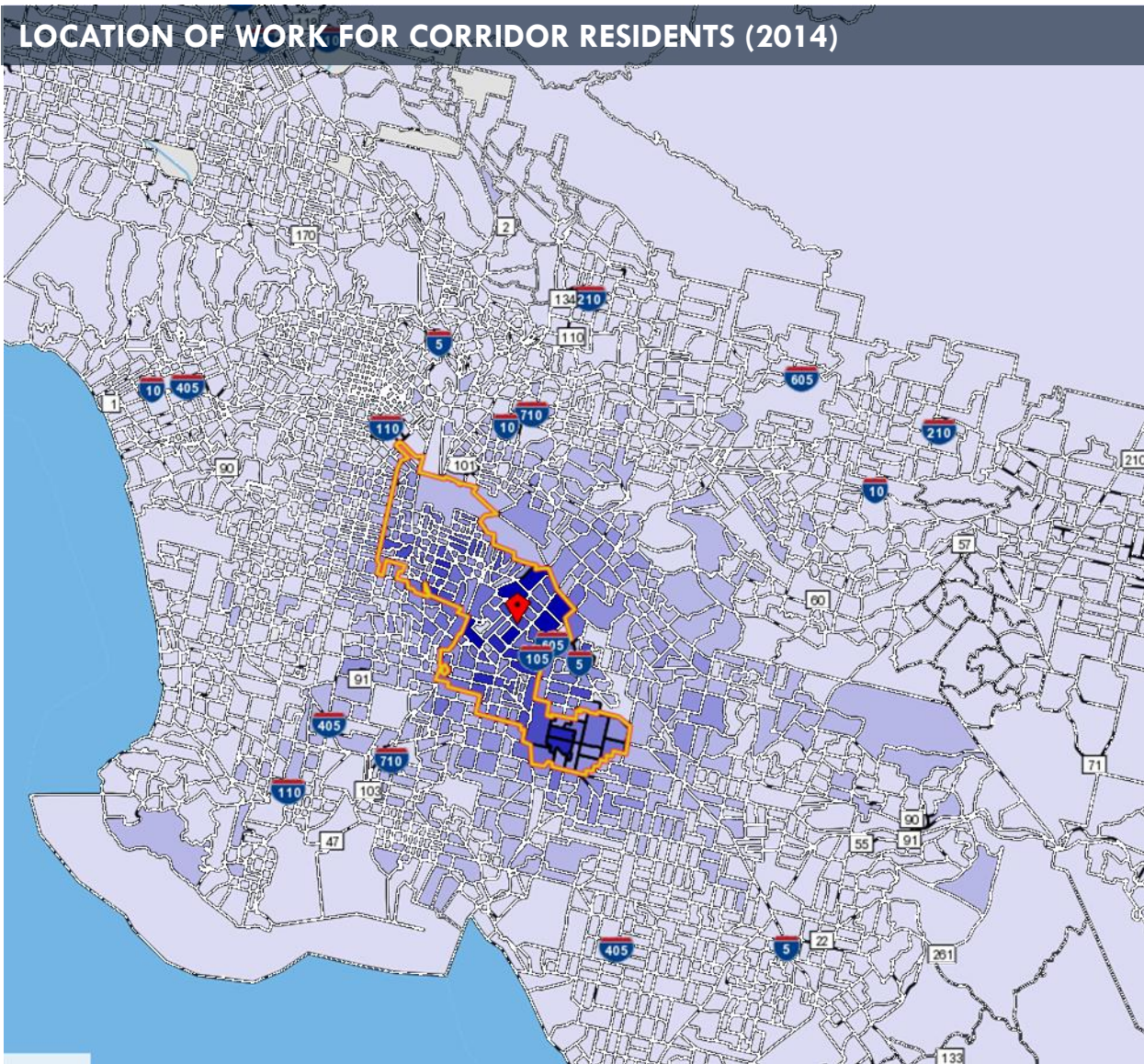
Source: LEHD
HR&A Advisors, Inc.

The Corridor (excluding DTLA) has 225,000 jobs. **Submarket 2** has 42% of jobs, **Submarket 3** has 40% of jobs, and Subarea 4 has 18% of jobs. The rest of the analysis will primarily focus on the Corridor excluding DTLA.



Source: LEHD
 HR&A Advisors, Inc.

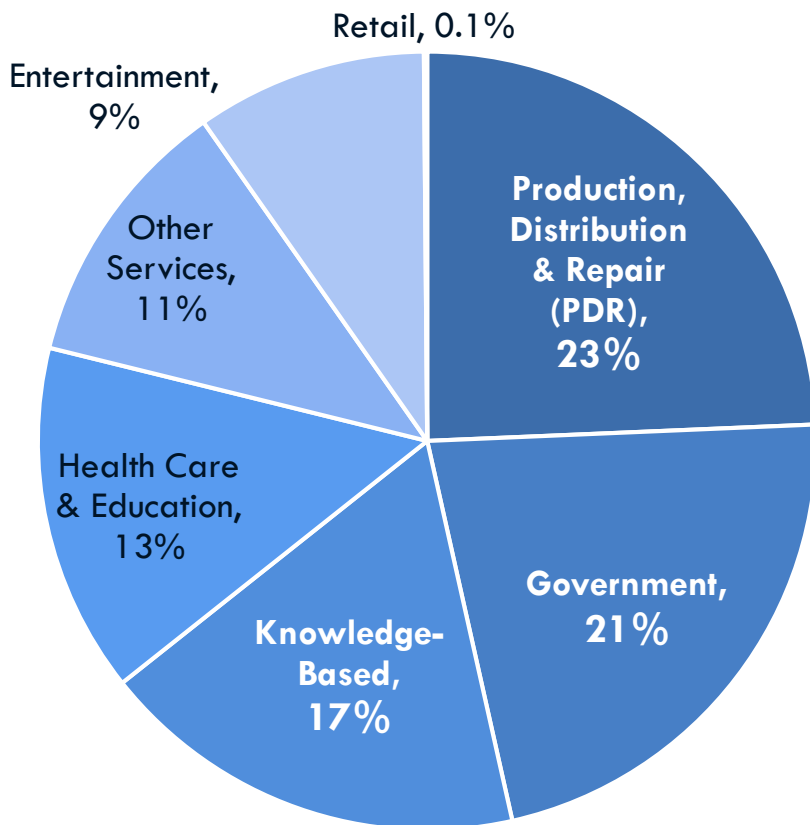
45,000 workers both work and live within the **Corridor (w/o DTLA)**. 194,000 residents are employed outside the Corridor, and 180,000 commute into the Corridor for work. Within the Corridor, the City of Vernon is the primary center of jobs.



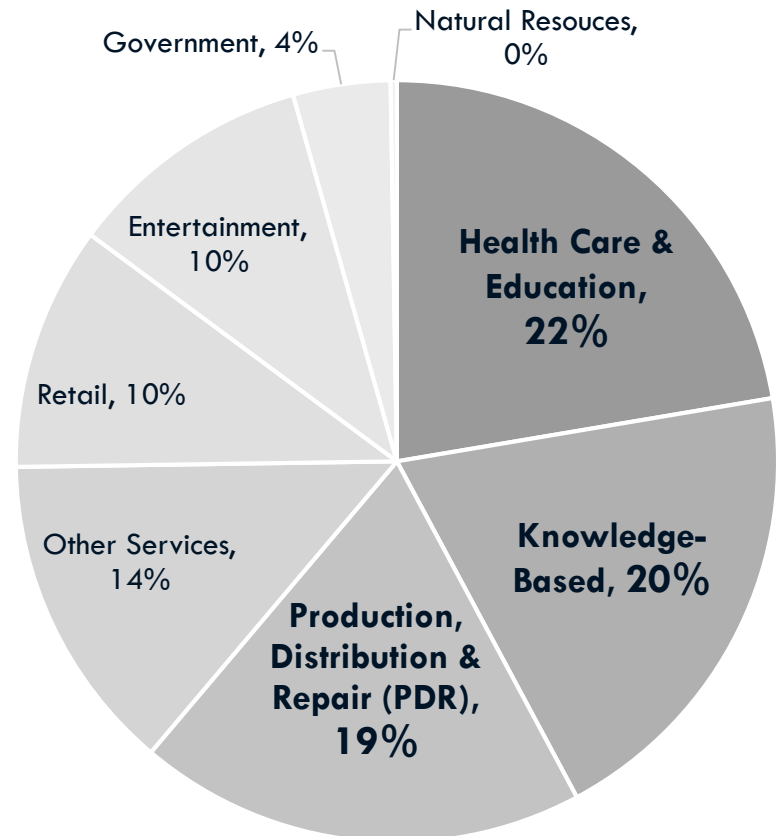
Source: LEHD
HR&A Advisors, Inc.

In Los Angeles County, the top sector by employment is **Health Care & Education (22% of jobs)**. In the **Corridor**, the top 3 sectors are **Production, Distribution & Repair (23%)**, **Government (21%)** and **Knowledge-Based (17%)**.

**CORRIDOR EMPLOYMENT COMPOSITION
(2014)**

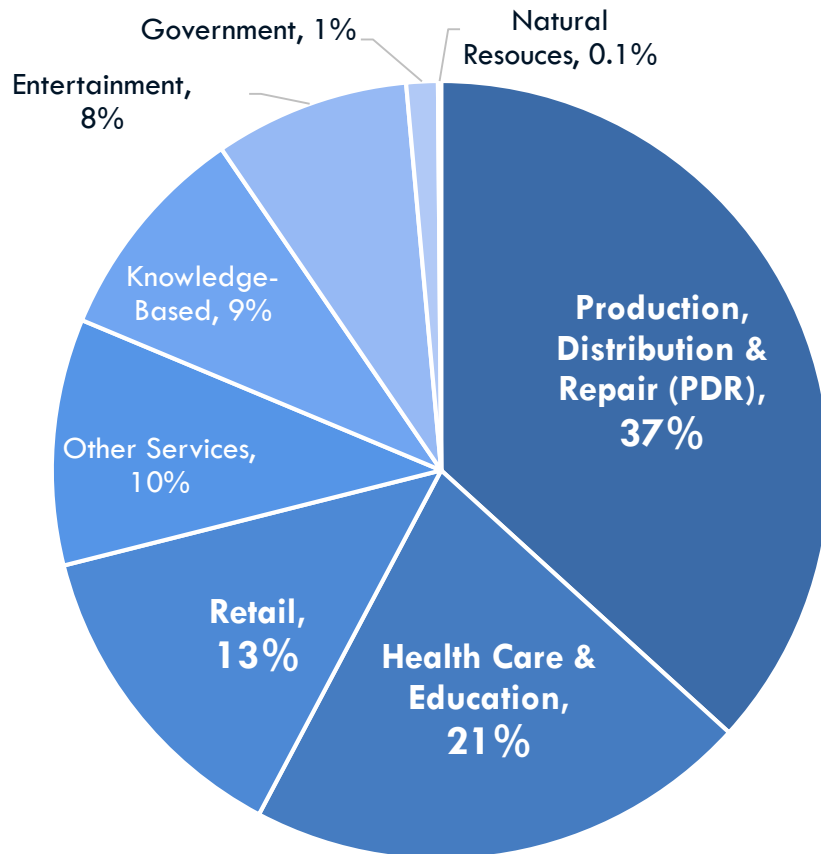


**COUNTY EMPLOYMENT COMPOSITION
(2014)**

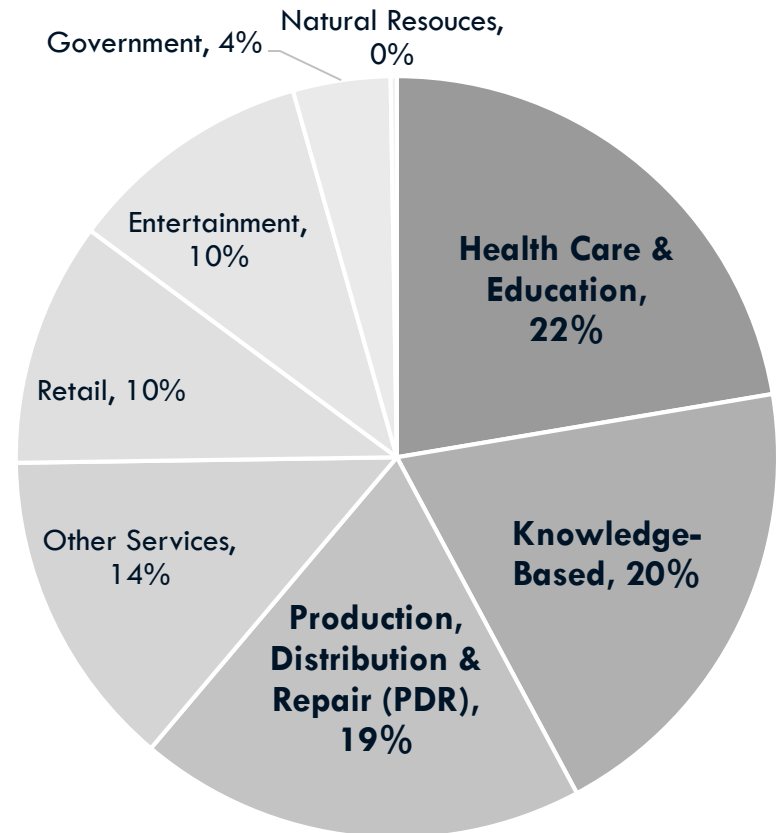


Excluding including Downtown Los Angeles, **PDR** makes up an even larger share-**37%**- of jobs in the Corridor. The growing **Healthcare and Education** sector makes up around **21% of jobs**, followed by **Retail** at **13% of jobs**.

CORRIDOR (w/o DTLA) EMPLOYMENT COMPOSITION (2014)

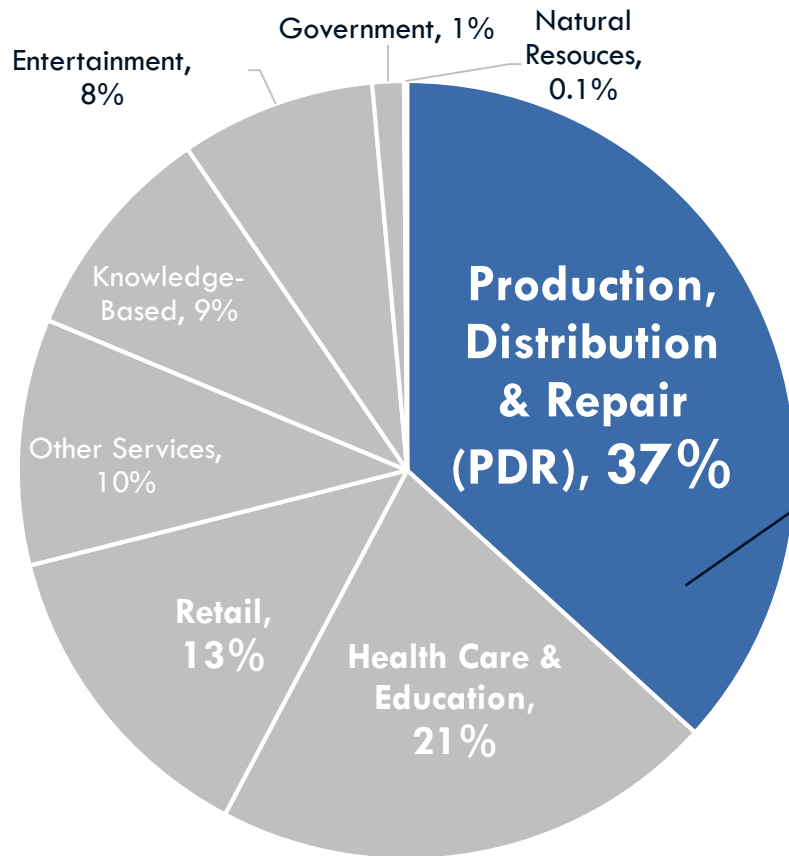


COUNTY EMPLOYMENT COMPOSITION (2014)

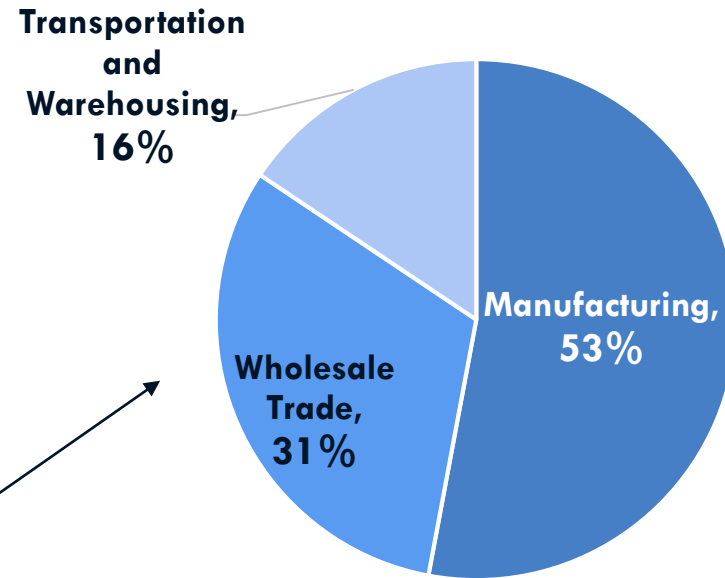


Manufacturing jobs make up **53% of PDR jobs** and **20% of all jobs** in the Corridor. **Wholesale Trade** accounts for **12% of all Corridor jobs** and **Transportation and Warehousing** accounts for another **6% of all jobs**. In the County, Manufacturing makes up only 10% of jobs.

CORRIDOR (w/o DTLA) EMPLOYMENT COMPOSITION (2014)

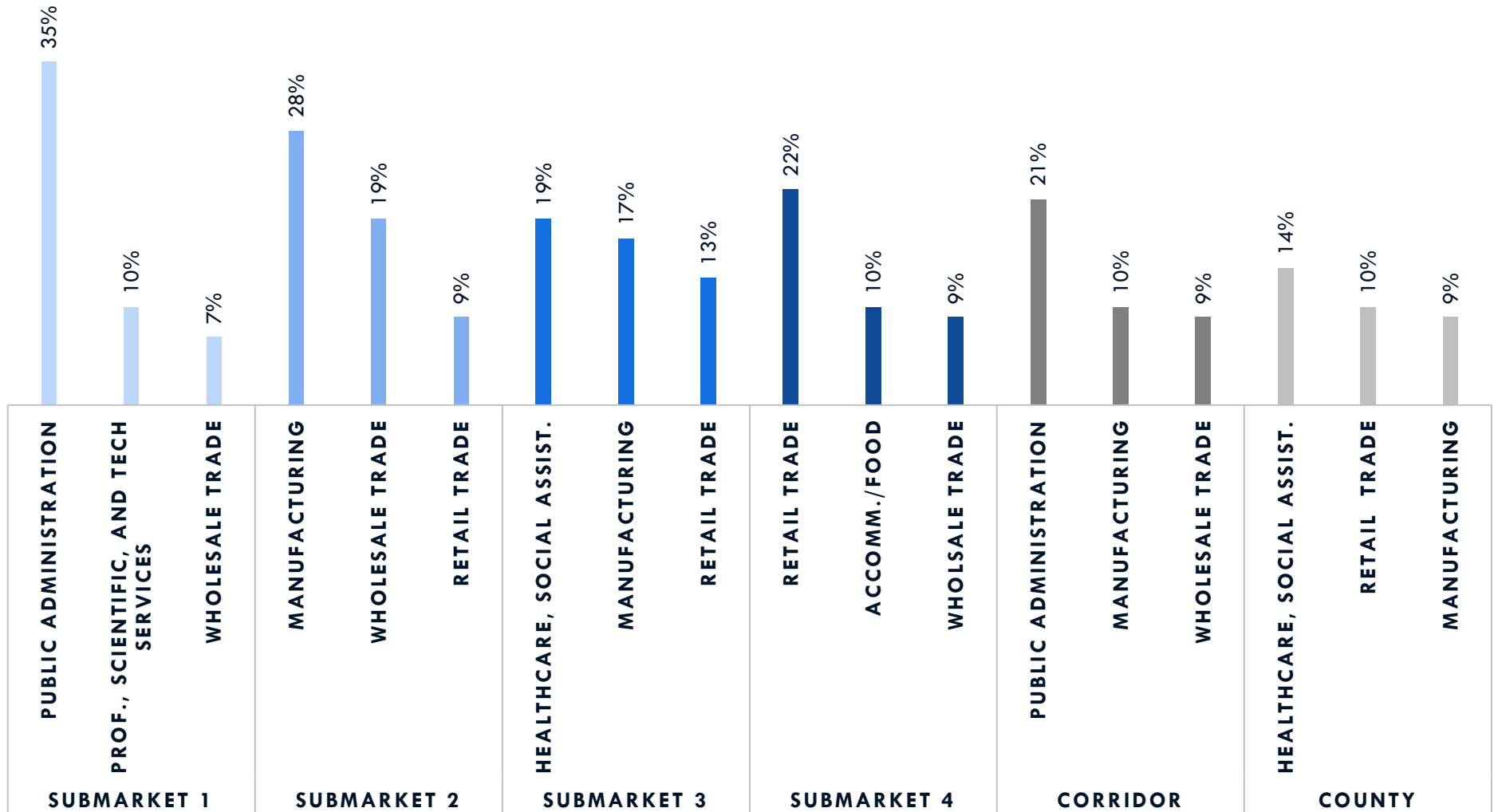


PDR SECTOR BREAKDOWN (2014)



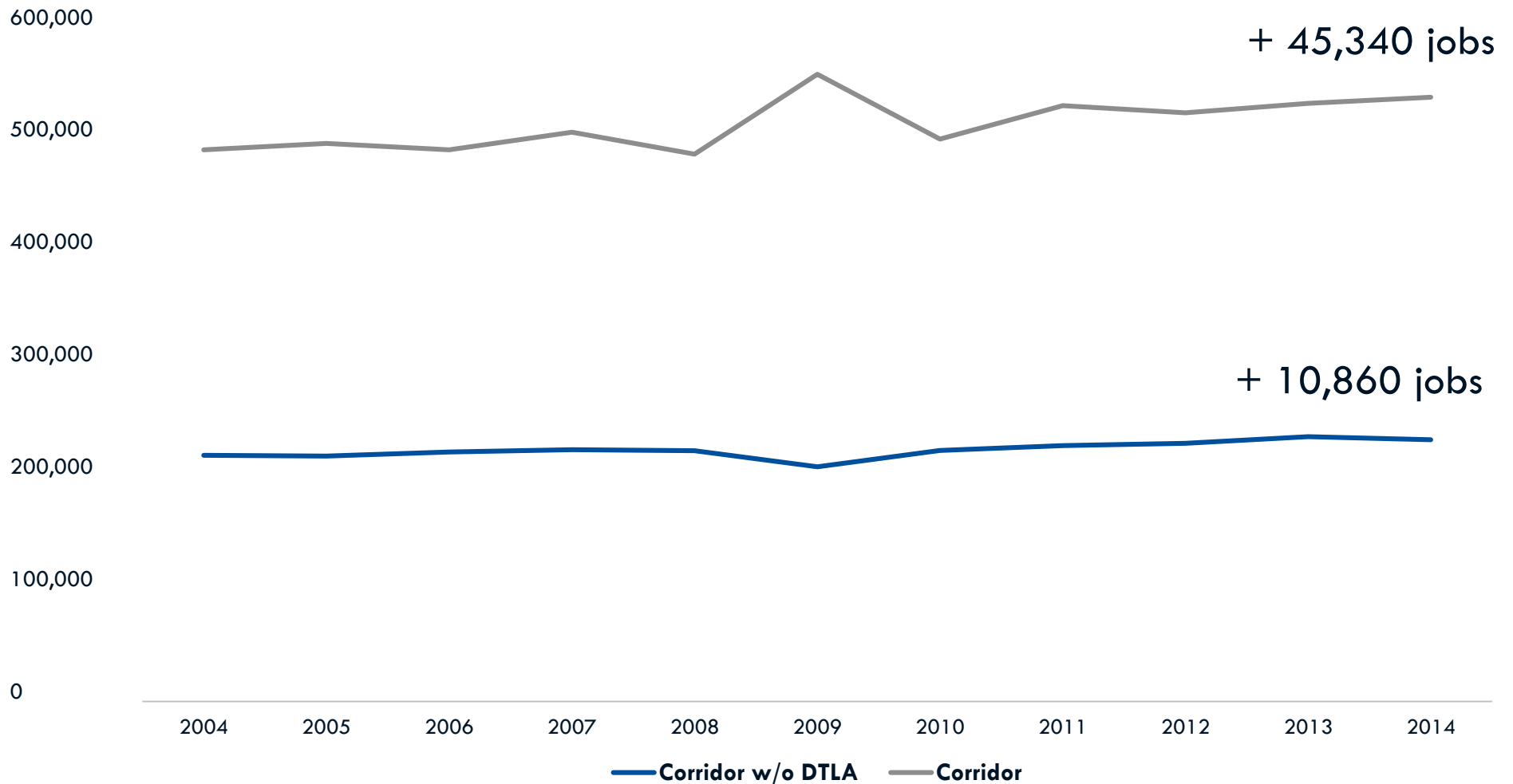
Along the **Corridor**, most of the Government jobs are concentrated in **Subarea 1**. The top industries in **Subareas 2, 3 and 4** are **Manufacturing, Healthcare, and Retail Trade** (respectively).

TOP 3 INDUSTRIES BY EMPLOYMENT (2014)



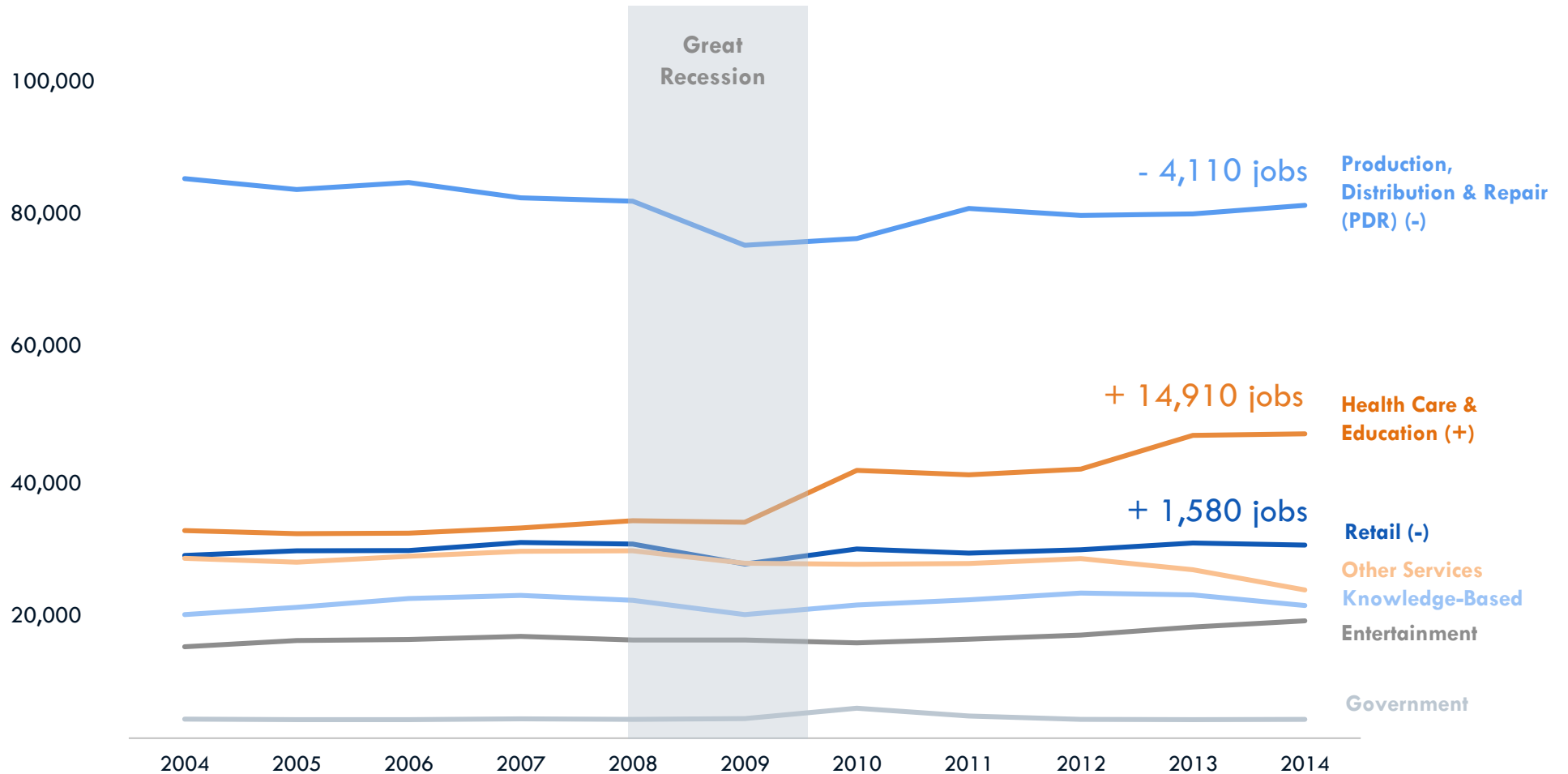
From 2004 to 2014, the total number of jobs in the whole **Corridor** increased from **474,000** to **520,000**. Excluding DTLA, that number went from **214,000** to **225,000**.

TOTAL NUMBER OF JOBS, CORRIDOR (2004-2014)



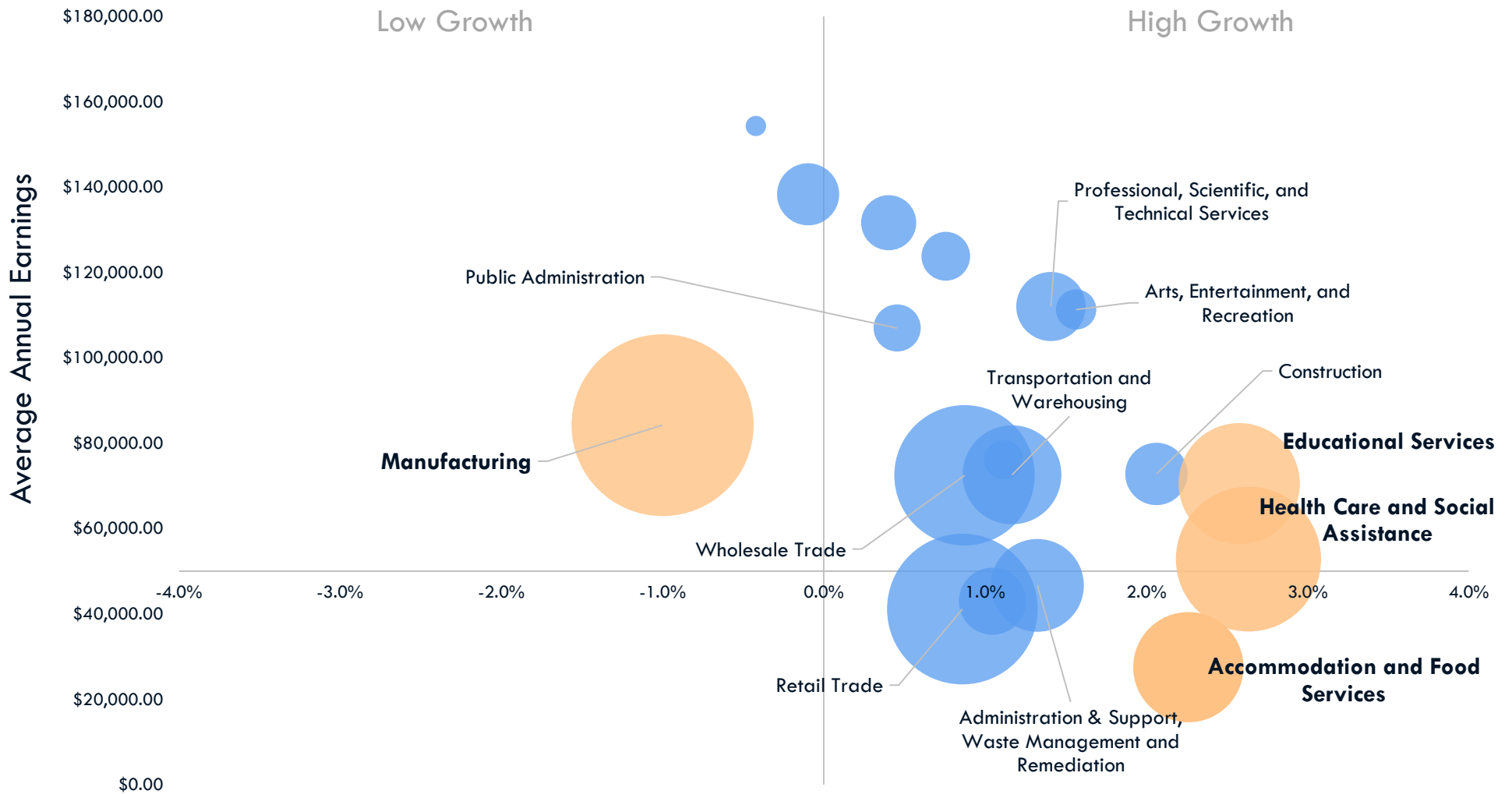
The **Corridor (w/o DTLA)** has remained a heavily industrial area, with **PDR** continuing to make up the greatest proportion of jobs. **Health Care & Education** had the second highest number of jobs, and increased by **14,910** jobs in the past ten years.

CHANGE IN EMPLOYMENT BY SECTOR, CORRIDOR w/o DTLA (2014)



PDR will remain an important sector, though it might shift towards transportation, warehousing and wholesale trade, which have higher growth rates and slightly less annual earnings. **Education, Health Care, and Accommodation and Food Services** are also set to grow.

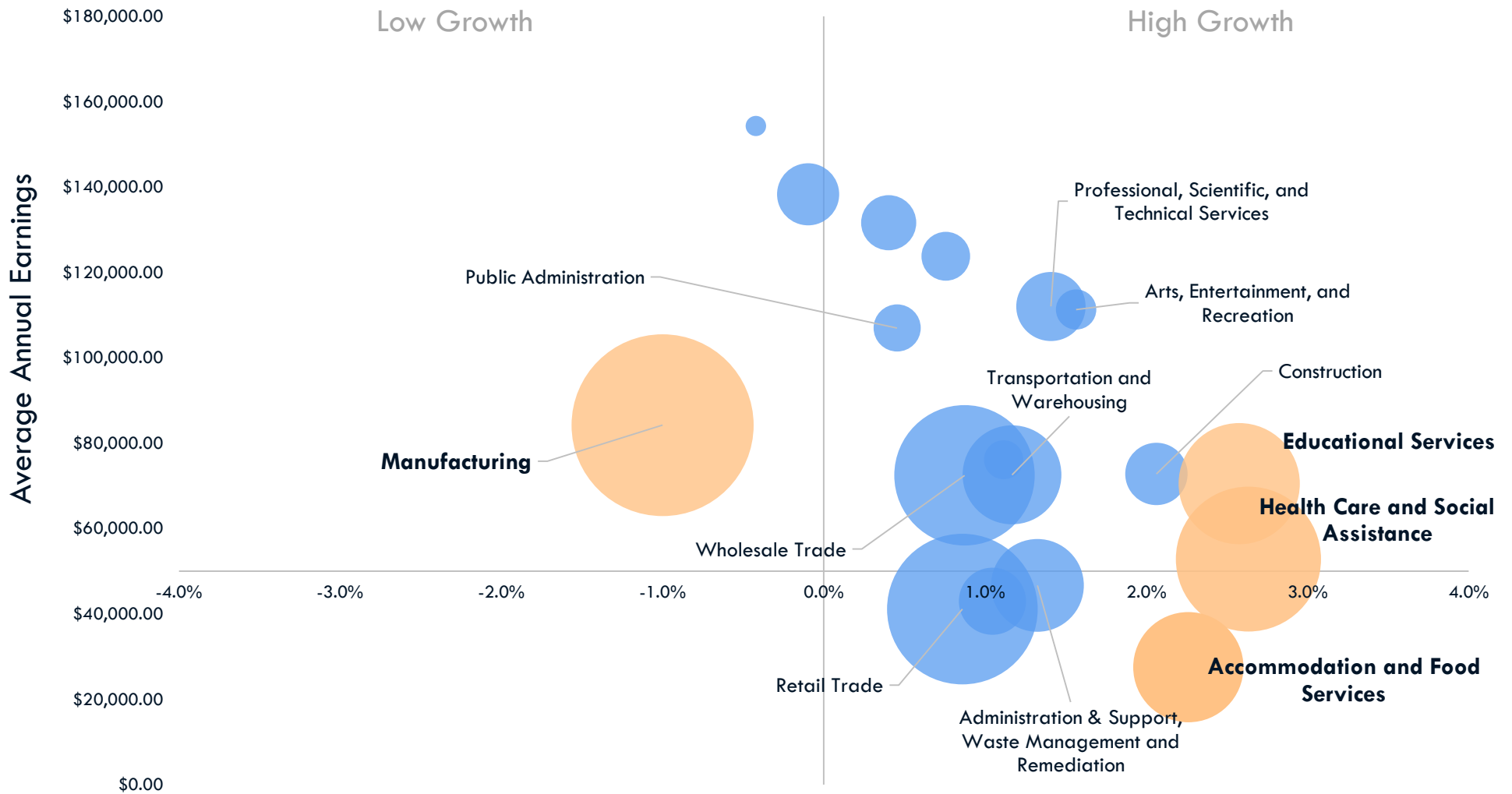
CORRIDOR w/o DTLA ANALYSIS (2014)



Source: LEHD; CAEDD; EMSI
HR&A Advisors, Inc.

These sectors have various earning levels. **Manufacturing** and **Educational Services** pay above the County’s median annual income of **\$55,000**, **Educational Services** pays around the average and **Accommodation and Food Services** pays less.

CORRIDOR w/o DTLA ANALYSIS (2014)



Source: LEHD; CAEDD; EMSI
HR&A Advisors, Inc.

Employment Conclusions: Corridor

- About half of workers in the Corridor **commute more than 10 miles to work**. The city of **Vernon** (highly industrial) is a main job center within the Corridor.
- The **Production, Distribution and Repair (PDR)** sector makes up **37%** of Corridor (w/o DTLA) **jobs**
- **The Manufacturing industry makes up 53%** of **these jobs**, which has **high pay** relative to Wholesale trade and Transportation/ Warehousing.
- However, in the past ten years, **Manufacturing jobs have declined** while Wholesale Trade and Transportation/ Warehousing jobs have **increased**. **This trend is expected to continue**
- **Health Care and Education jobs** (now **21%** of jobs) have grown at a rate of around 1% and are expected to continue to grow.



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Geographic Context

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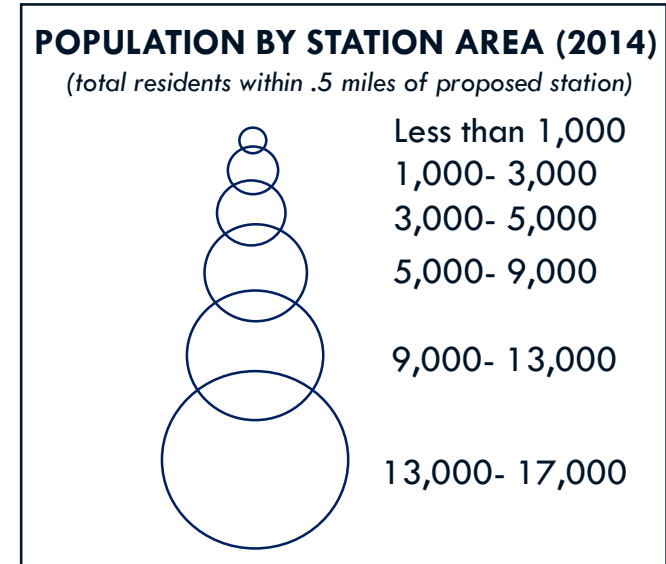
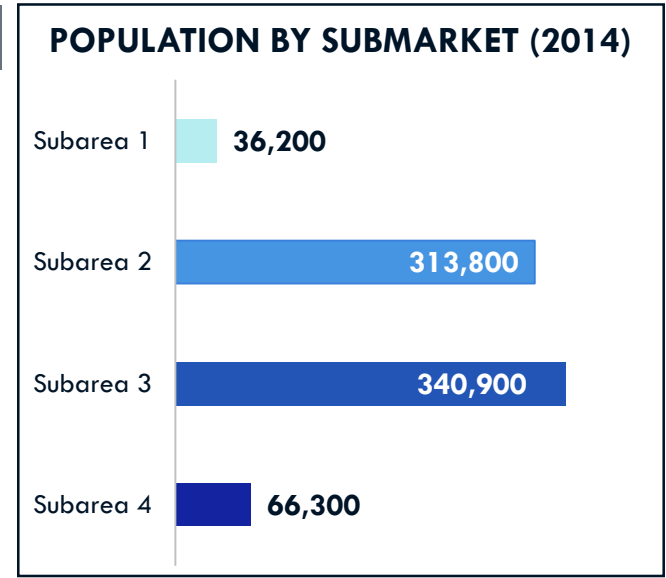
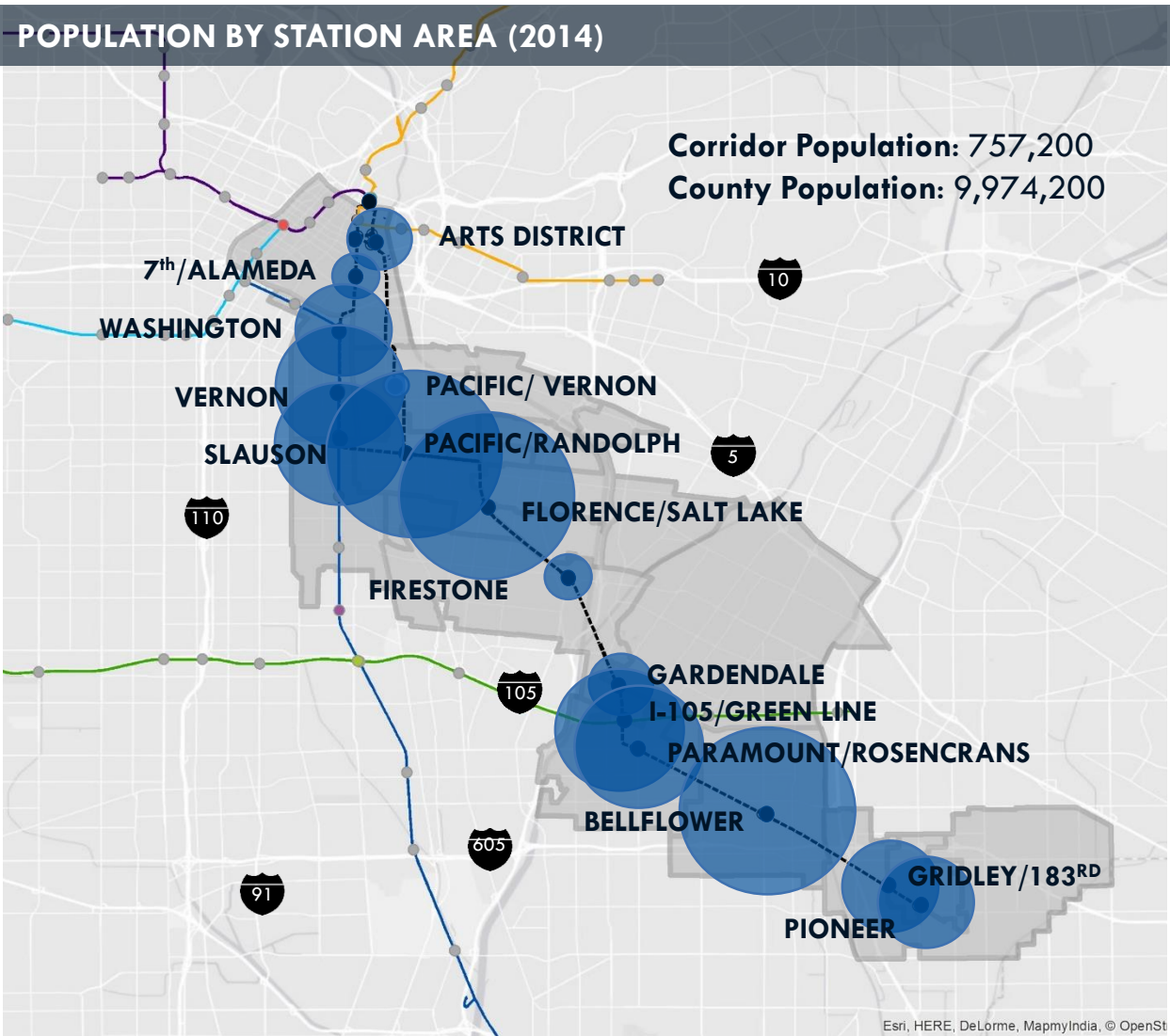
Employment Overview

Station Area Profiles

Station Area Profiles | Section Introduction

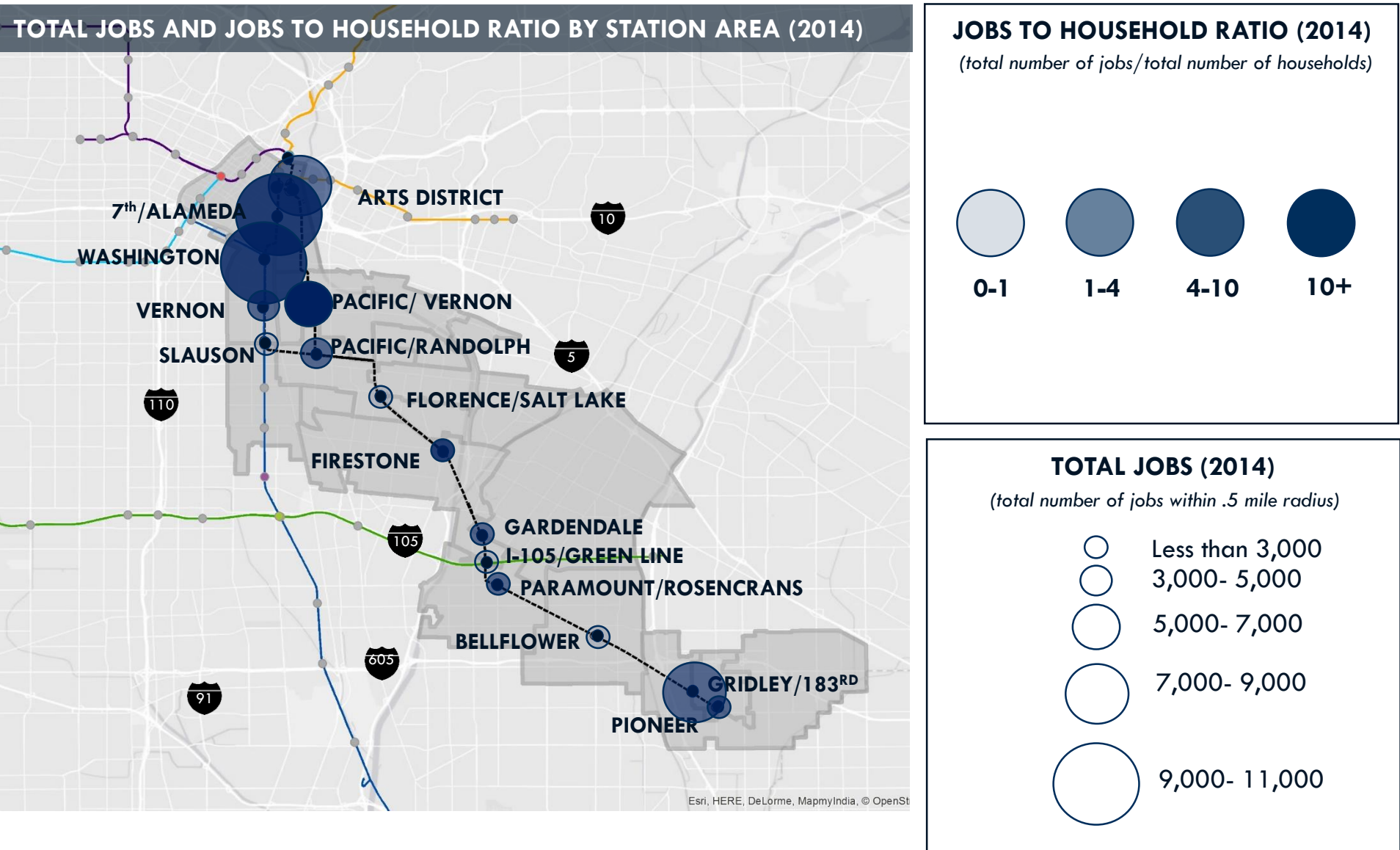
- HR&A Advisors, Inc. (“HR&A”) evaluated **key demographic and employment indicators** for **15** proposed WSAB stations. HR&A has summarized the most relevant demographic and employment indicators for each station area in the following **Station Area Profiles**.
- **The first three slides provide an a comparative overview of population, jobs and key industries by station area across the Corridor.** The rest of the section provides detailed profiles of each station area.
- **Demographic and employment information for each station area is provided within the context of two geographies:** (1) one of four demographic “subareas” that collectively span the corridor and (2) Los Angeles County. These larger geographies are useful benchmarks for understanding, at a high level, the strengths and weaknesses of each station area relative to its surrounding context.

Despite the concentration of population throughout each of the subareas along the **West Santa Ana Branch Corridor**, population within a ½ mile of each station area varies significantly, from 5,000 to 10,000 residents.



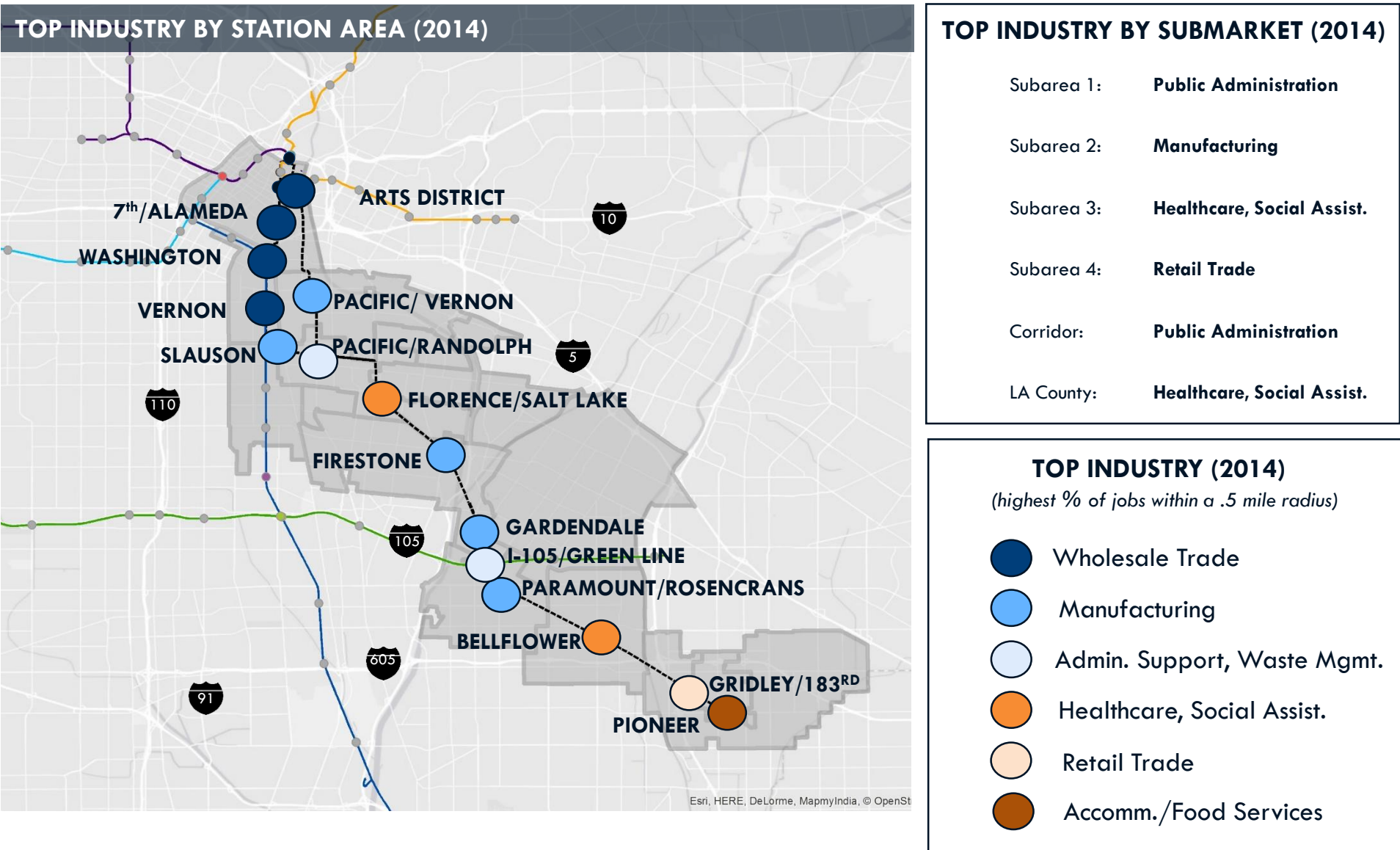
Source: US Census 2010-2014 ACS
HR&A Advisors, Inc.

Additionally, the jobs to household ratio varied significantly. Of the 15 station areas analyzed along the **Corridor**, the proposed **Pacific-Vernon** station area had the highest jobs to household ratio, at **345 jobs per 1 household**.



Source: LEHD
HR&A Advisors, Inc.

Finally, the **top industry by total jobs** varied along the alignment. In the northern portion, **Wholesale Trade** dominated the largest share of station areas; **Manufacturing** in the middle and then a mix of **Healthcare, Social Assist., Retail Trade,** and **Accommodation/Food Services**.



Station Area Profiles | Content Guide



SECTION B
Key Employment Data

This table presents key indicators related to workers who are employed within the station area, submarket, and Los Angeles County. Metrics include worker population, average earnings per job, and top employment industries within each geography.

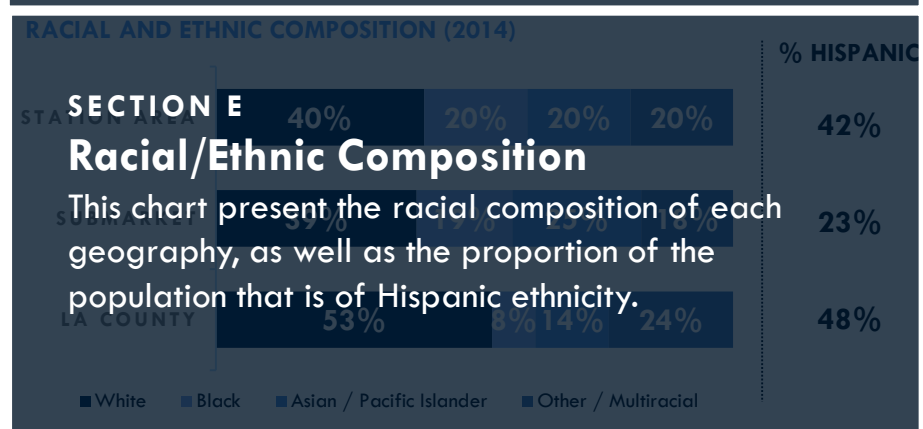
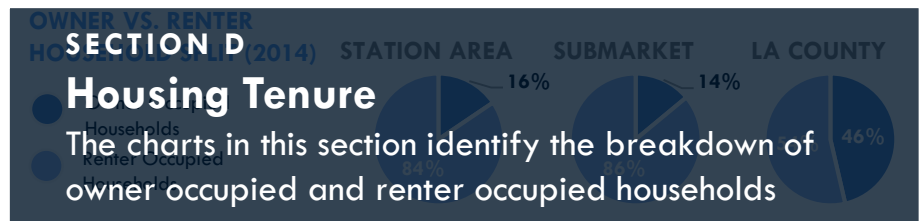
EMPLOYMENT (2014)	STATION AREA	SUBMARKET	LA COUNTY
Total Worker Population	8,187	293,317	3,868,109
Employment Growth (2010-14)	-13%	3%	5%
Average Annual Earnings	\$3,179	\$82,794	\$74,071
Top Employment Industries	Wholesale Trade	Public Administration	Public Healthcare, Social Assit.
	Accommodations / Food Services	Prof. Scientific and Tech. Services	Retail Trade
	Educational Services	Wholesale Trade	Manufacturing
	12%	7%	9%

* Includes income from Social Security supplements (additional employee benefits), and proprietor income.

SECTION C
Key Demographics

This table presents key indicators related to residents who live within the station area, submarket, and Los Angeles County. Statistics include resident population, household, median household income, median age of persons residing in each geography.

DEMOGRAPHICS (2014)	STATION AREA	SUBMARKET	LA COUNTY
Total Population	4,821	36,244	9,974,203
Population Density (per Sq. Mile)	6,141	6,983	2,458
Total Households (HH)	2,710	21,124	3,242,391
Average HH Size	1.78	1.50	3.00
Job to HH Ratio	3.02	3.87	1.19
Median Age	43.9	39.9	35.3
0 to 17 Years	6%	6%	24%
18 to 64 Years	71%	80%	65%
64 Years and Over	15%	14%	12%

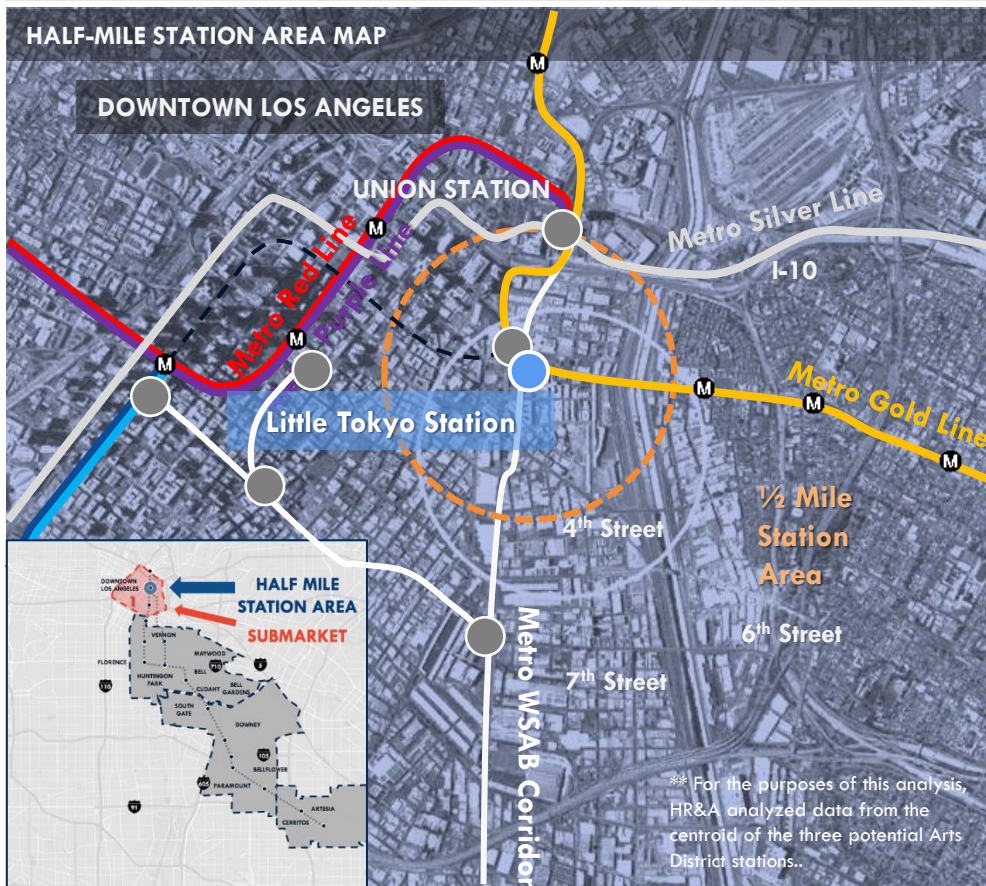


SECTION F
Mobility

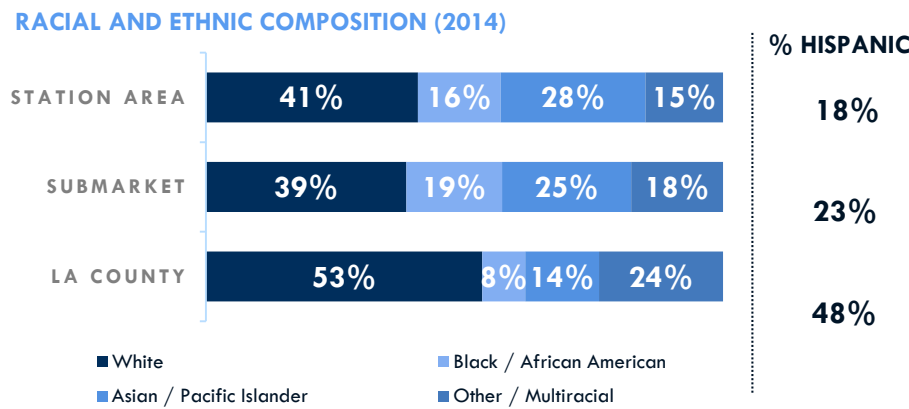
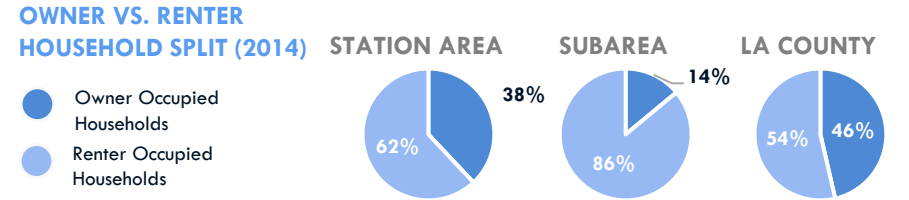
This table reflects average commute time and modal split for residents of each geography specified.

MOBILITY (2014)	STATION AREA	SUBMARKET	LA COUNTY
Average Commute Time	30 mins.	28 mins.	30 mins.
Public Transit Users	19%	5%	7%
Solo Drivers	51%	51%	73%
Other	30%	44%	20%

Little Tokyo Half-Mile Station Area Profile | Demographics & Employment



DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	7,208	36,244	9,974,203
Pop. Density (Per Sq. Mile)	8,182	6,983	2,458
Total Households (HH)	3,528	21,124	3,242,391
Average HH Size	1.50	1.50	3.00
Job to HH Ratio	14.75	13.89	1.19
Median HH Income	\$36,323	\$27,647	\$55,870
Median Income <\$35K	25%	54%	33%
Median Income >\$125K	12%	12%	18%
Median Age	38.2	39.9	35.3
0 to 17 Years	5%	6%	24%
18 to 64 Years	86%	80%	65%
64 Years and Over	10%	14%	12%

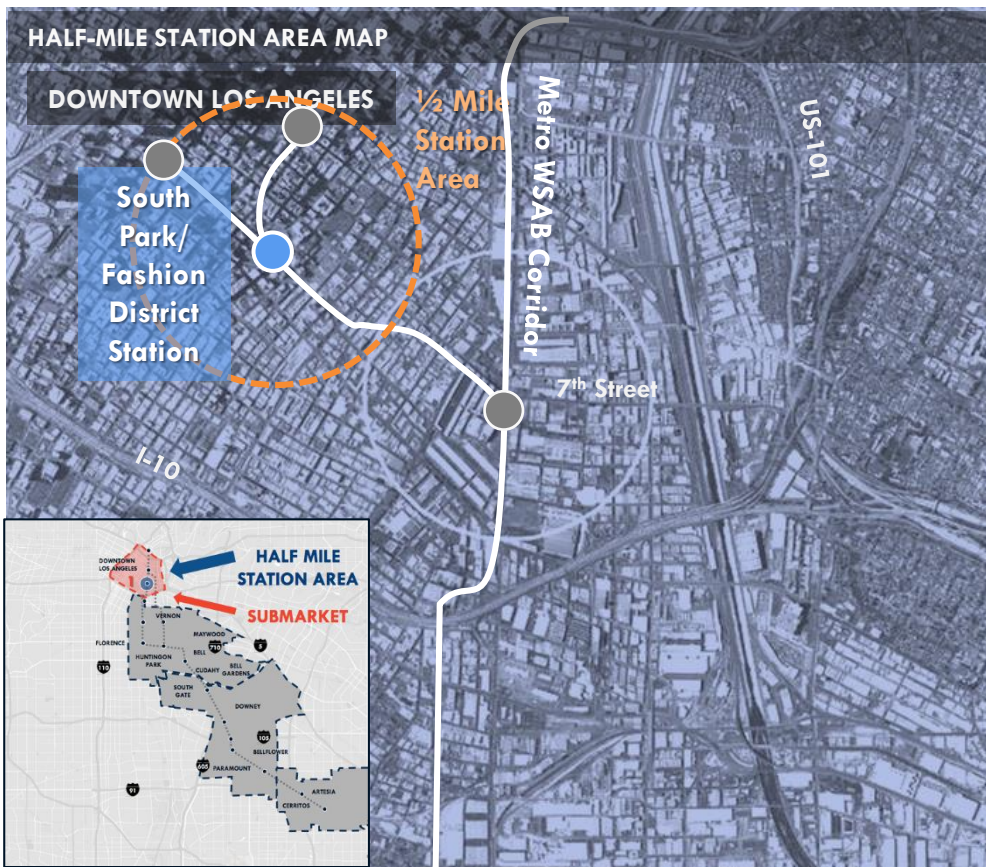


EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	52,027	293,317	3,868,109
Employment Growth (2010-14)	-30%	3%	5%
Average Earnings Per Job*	\$79,987	\$82,794	\$74,071
Top Employment Industries	Public Administration	Public Administration	Healthcare, Social Assist.
	75%	35%	14%
	Accomm. / Food	Prof., Scientific, and Tech. Services	Retail Trade
	4%	10%	10%
	Educational Services	Wholesale Trade	Manufacturing
	3%	7%	9%

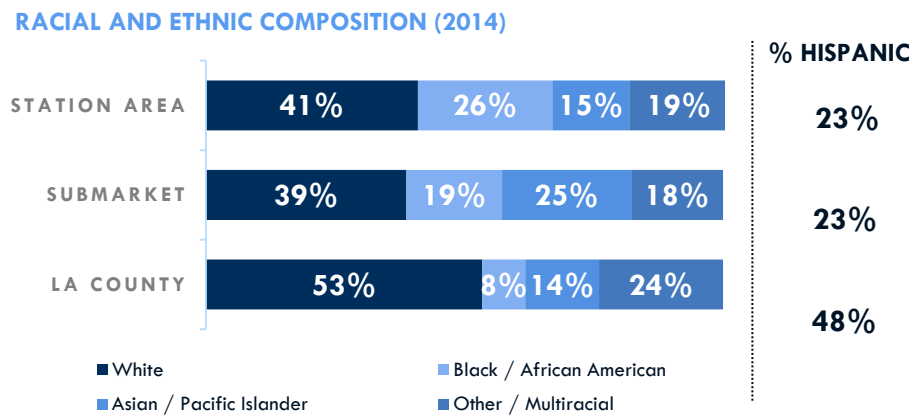
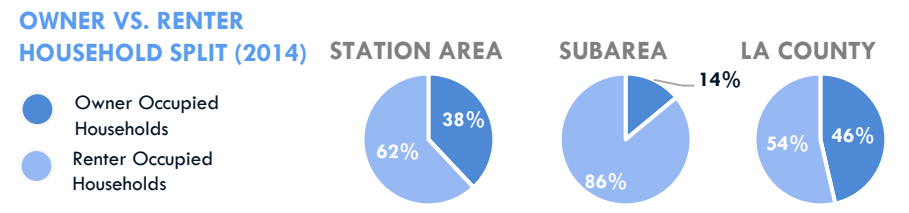
MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	27 mins.	28 mins.	30 mins.
Public Transit Users	15%	15%	7%
Solo Drivers	55%	51%	73%
Other	30%	34%	20%

Sources: LEHD, EMSI
HR&A Advisors, Inc.

South Park/Fashion District Half-Mile Station Area Profile | Demographics & Employment



DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	14,846	36,244	9,974,203
Pop. Density (Per Sq. Mile)	18,912	6,983	2,458
Total Households (HH)	9,075	21,124	3,242,391
Average HH Size	1.4	1.50	3.00
Job to HH Ratio	3.22	13.89	1.19
Median HH Income	\$23,419	\$27,647	\$55,870
Median Income <\$35K	51%	54%	33%
Median Income >\$125K	10%	12%	18%
Median Age	39.6	39.9	35.3
0 to 17 Years	6%	6%	24%
18 to 64 Years	85%	80%	65%
64 Years and Over	9%	14%	12%



EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	29,231	293,317	3,868,109
Employment Growth (2010-14)	21%	3%	5%
Average Earnings Per Job*	\$66,575	\$82,794	\$74,071
Top Employment Industries			
	Wholesale Trade	Public Administration	Healthcare, Social Assit.
	25%	35%	14%
	Public Administration	Prof., Scientific, and Tech. Services	Retail Trade
	14%	10%	10%
	Retail Trade	Wholesale Trade	Manufacturing
	13%	7%	9%

MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	28 mins.	28 mins.	30 mins.
Public Transit Users	17%	15%	7%
Solo Drivers	49%	51%	73%
Other	34%	34%	20%

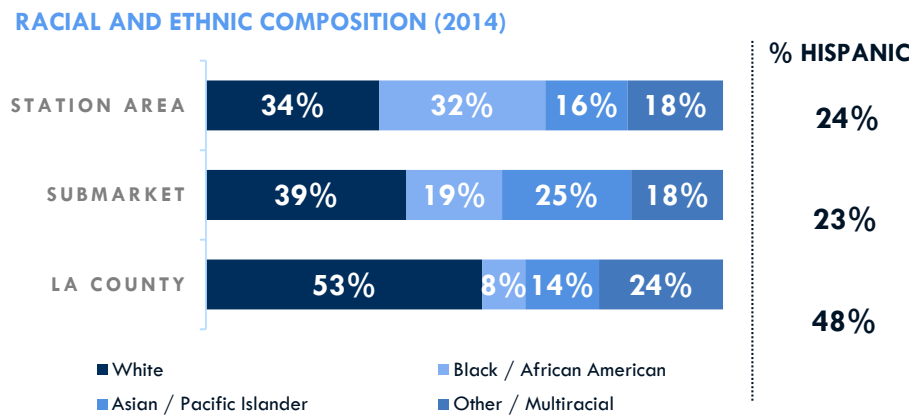
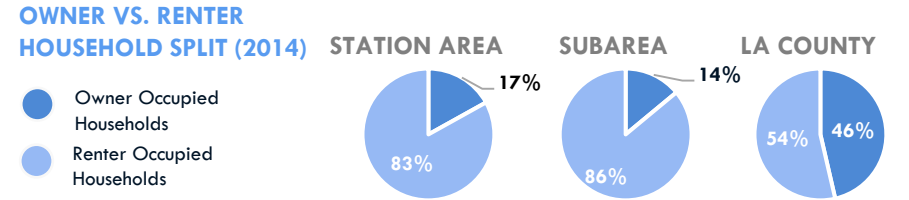
Sources: LEHD, EMSI
HR&A Advisors, Inc.

Sources: U.S. Census 2010-2014 ACS, ESRI
DRAFT Metro West Santa Ana Branch TOD Implementation Strategy | 46

Arts District South Half-Mile Station Area Profile | Demographics & Employment



DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	1,791	36,244	9,974,203
Pop. Density (Per Sq. Mile)	2,282	6,983	2,458
Total Households (HH)	1,162	21,124	3,242,391
Average HH Size	1.54	1.50	3.00
Job to HH Ratio	9.05	13.89	1.19
Median HH Income	\$15,183	\$27,647	\$55,870
Median Income <\$35K	64%	54%	33%
Median Income >\$125K	7%	12%	18%
Median Age	45.1	39.9	35.3
0 to 17 Years	5%	6%	24%
18 to 64 Years	86%	80%	65%
64 Years and Over	9%	14%	12%



EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	10,520	293,317	3,868,109
Employment Growth (2010-14)	-29%	3%	5%
Average Earnings Per Job*	\$58,151	\$82,794	\$74,071
Top Employment Industries	Wholesale Trade	Public Administration	Healthcare, Social Assit.
	44%	35%	14%
	Transport. / Warehousing	Prof., Scientific, and Tech. Services	Retail Trade
	13%	10%	10%
	Retail Trade	Wholesale Trade	Manufacturing
	10%	7%	9%

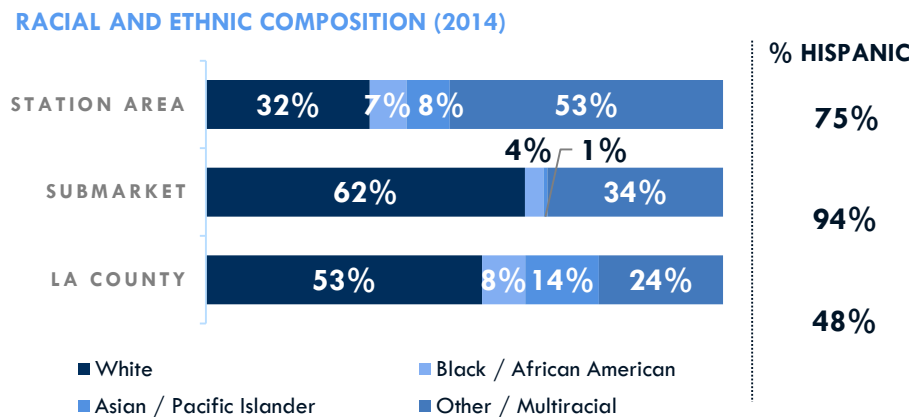
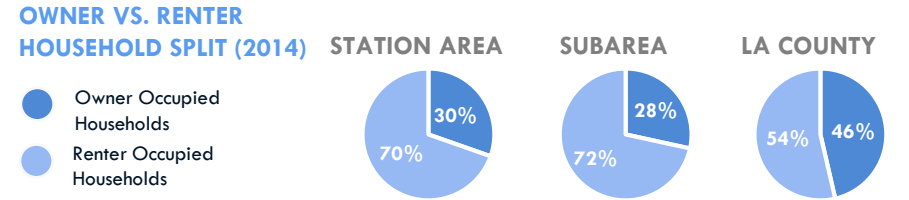
MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	30 mins.	28 mins.	30 mins.
Public Transit Users	19%	15%	7%
Solo Drivers	46%	51%	73%
Other	35%	34%	20%

Sources: LEHD, EMSI
HR&A Advisors, Inc.

Washington Half-Mile Station Area Profile | Demographics & Employment



DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	5,033	313,762	9,974,203
Pop. Density (Per Sq. Mile)	6,411	13,945	2,458
Total Households (HH)	2,342	72,986	3,242,391
Average HH Size	4.52	4.40	3.00
Job to HH Ratio	8.70	1.30	1.19
Median HH Income	\$40,136	\$36,496	\$55,870
Median Income <\$35K	45%	50%	33%
Median Income >\$125K	7%	3%	18%
Median Age	30.8	27.8	35.3
0 to 17 Years	38%	45%	34%
18 to 64 Years	57%	49%	54%
64 Years and Over	4%	6%	12%

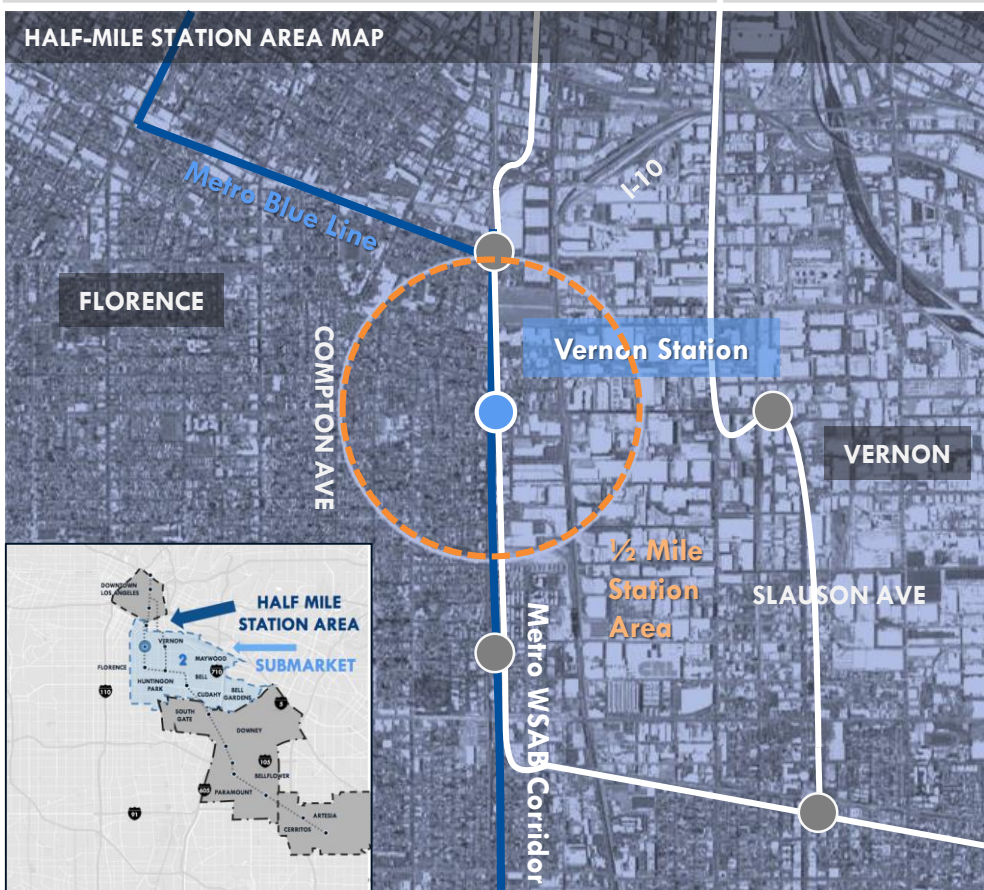


EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	9,692	95,118	3,868,109
Employment Growth (2010-14)	7%	2%	5%
Average Earnings Per Job*	\$55,088	\$62,046	\$74,071
Top Employment Industries	Wholesale Trade	Manufacturing	Healthcare, Social Assit.
	38%	28%	14%
	Manufacturing	Wholesale Trade	Retail Trade
	28%	19%	10%
	Prof., Scientific, and Tech. Services	Retail Trade	Manufacturing
	12%	9%	9%

MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	27 mins.	29 mins.	30 mins.
Public Transit Users	19%	13%	7%
Solo Drivers	55%	65%	73%
Other	26%	22%	20%

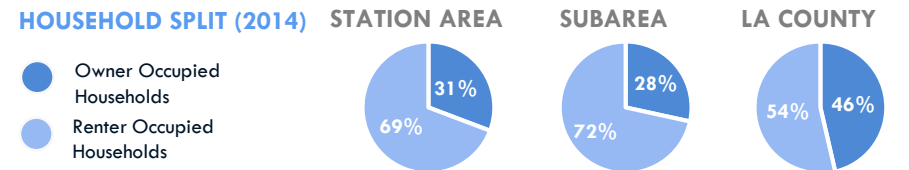
Sources: LEHD, EMSI
HR&A Advisors, Inc.

Vernon Half-Mile Station Area Profile | Demographics & Employment

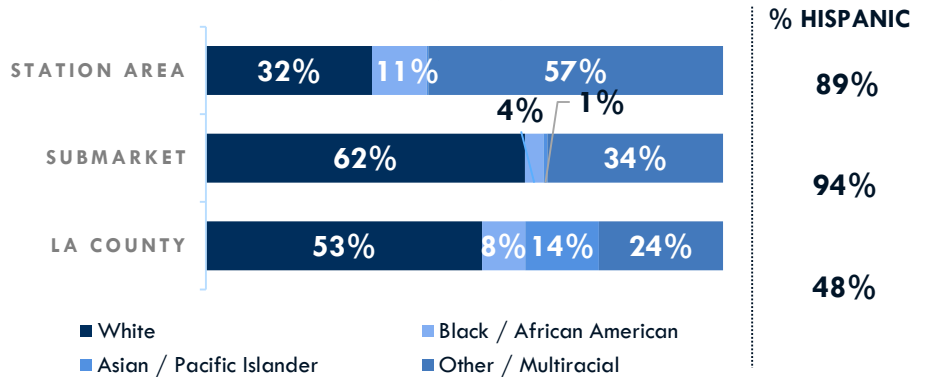


DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	11,777	313,762	9,974,203
Pop. Density (Per Sq. Mile)	6,411	13,945	2,458
Total Households (HH)	2,342	72,986	3,242,391
Average HH Size	5.03	4.40	3.00
Job to HH Ratio	1.67	1.30	1.19
Median HH Income	\$30,140	\$36,496	\$55,870
Median Income <\$35K	54%	50%	33%
Median Income >\$125K	1%	3%	18%
Median Age	27.1	27.8	35.3
0 to 17 Years	35%	32%	24%
18 to 64 Years	61%	61%	65%
64 Years and Over	5%	6%	12%

OWNER VS. RENTER HOUSEHOLD SPLIT (2014)



RACIAL AND ETHNIC COMPOSITION (2014)



EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	3,900	95,118	3,868,109
Employment Growth (2010-14)	-9%	2%	5%
Average Earnings Per Job*	\$55,088	\$62,046	\$74,071
Top Employment Industries	Wholesale Trade	Manufacturing	Healthcare, Social Assit.
	33%	28%	14%
	Manufacturing	Wholesale Trade	Retail Trade
	32%	19%	10%
	Public Administration	Retail Trade	Manufacturing
	7%	9%	9%

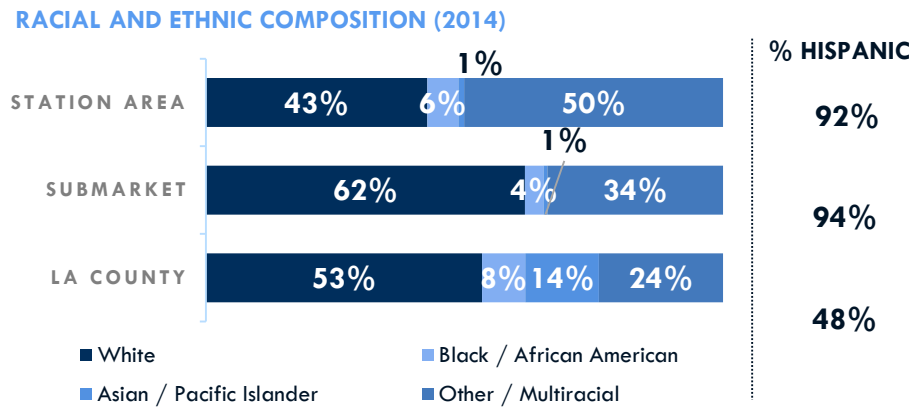
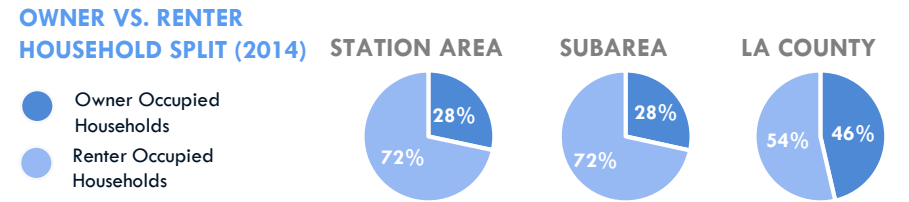
MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	28 mins.	29 mins.	30 mins.
Public Transit Users	22%	13%	7%
Solo Drivers	60%	65%	73%
Other	19%	22%	20%

Sources: LEHD, EMSI
HR&A Advisors, Inc.

Slauson Half-Mile Station Area Profile | Demographics & Employment



DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	11,975	313,762	9,974,203
Pop. Density (Per Sq. Mile)	15,255	13,945	2,458
Total Households (HH)	2,964	72,986	3,242,391
Average HH Size	4.04	4.40	3.00
Job to HH Ratio	0.63	1.30	1.19
Median HH Income	\$31,642	\$36,496	\$55,870
Median Income <\$35K	55%	50%	33%
Median Income >\$125K	1%	3%	18%
Median Age	26.6	27.8	35.3
0 to 17 Years	35%	32%	24%
18 to 64 Years	59%	61%	65%
64 Years and Over	6%	6%	12%



EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	1,872	95,118	3,868,109
Employment Growth (2010-14)	-3%	2%	5%
Average Earnings Per Job*	\$78,005	\$62,046	\$74,071
Top Employment Industries	Manufacturing	Manufacturing	Healthcare, Social Assist.
	42%	28%	14%
	Retail Trade	Wholesale Trade	Retail Trade
	14%	19%	10%
	Wholesale Trade	Retail Trade	Manufacturing
	11%	9%	9%

MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	29 mins.	29 mins.	30 mins.
Public Transit Users	14%	13%	7%
Solo Drivers	66%	65%	73%
Other	20%	22%	20%

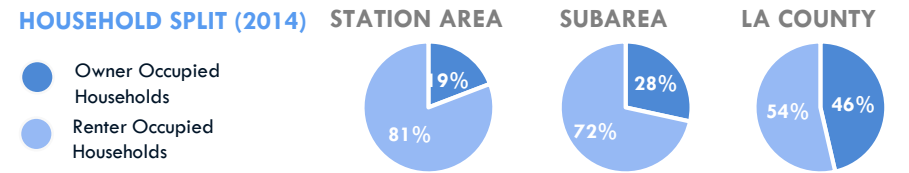
Sources: LEHD, EMSI
HR&A Advisors, Inc.

Pacific/Randolph Half-Mile Station Area Profile | Demographics & Employment

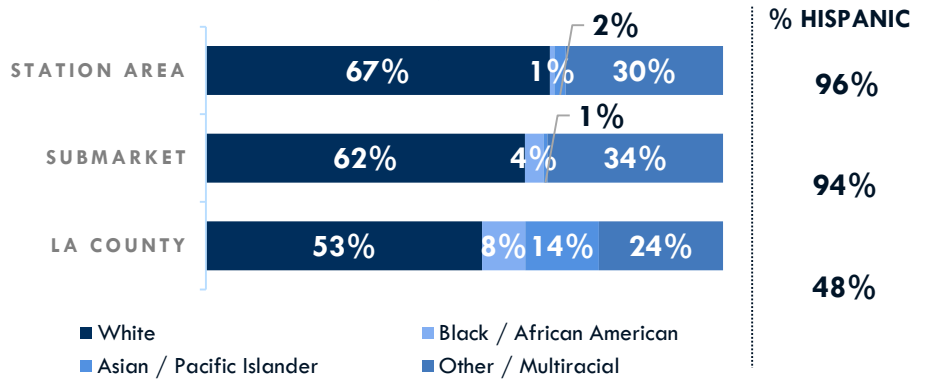


DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	16,434	313,762	9,974,203
Pop. Density (Per Sq. Mile)	20,935	13,945	2,458
Total Households (HH)	4,202	72,986	3,242,391
Average HH Size	3.91	4.40	3.00
Job to HH Ratio	1.19	1.30	1.19
Median HH Income	\$29,962	\$36,496	\$55,870
Median Income <\$35K	54%	50%	33%
Median Income >\$125K	3%	3%	18%
Median Age	30.0	27.8	35.3
0 to 17 Years	29%	32%	24%
18 to 64 Years	64%	61%	65%
64 Years and Over	7%	6%	12%

OWNER VS. RENTER HOUSEHOLD SPLIT (2014)



RACIAL AND ETHNIC COMPOSITION (2014)



EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	4,985	95,118	3,868,109
Employment Growth (2010-14)	7%	2%	5%
Average Earnings Per Job*	\$52,213	\$62,046	\$74,071
Top Employment Industries	Admin. Support, Waste Mgmt.	Manufacturing	Healthcare, Social Assist.
	22%	28%	14%
	Healthcare, Social Assist.	Wholesale Trade	Retail Trade
	20%	19%	10%
	Retail Trade	Retail Trade	Manufacturing
	20%	9%	9%

MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	30 mins.	29 mins.	30 mins.
Public Transit Users	15%	13%	7%
Solo Drivers	61%	65%	73%
Other	24%	22%	20%

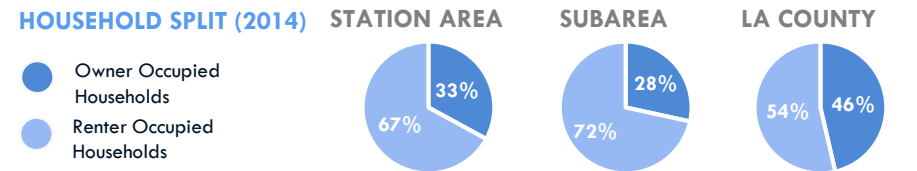
Sources: LEHD, EMSI
HR&A Advisors, Inc.

Florence/Salt Lake Half-Mile Station Area Profile | Demographics & Employment

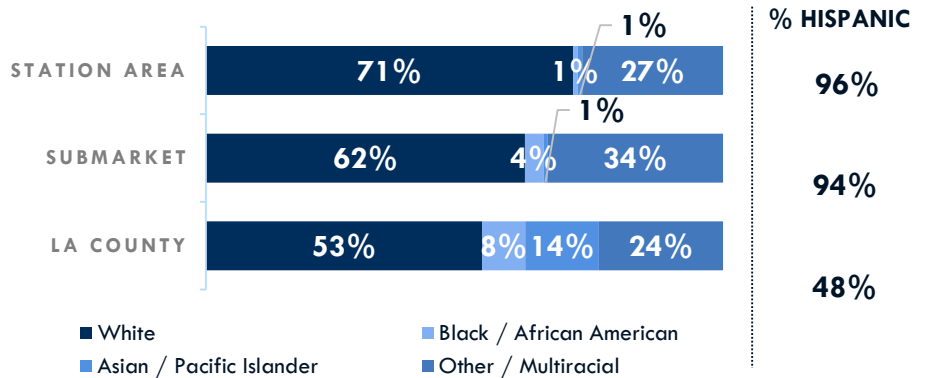


DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	15,663	313,762	9,974,203
Pop. Density (Per Sq. Mile)	19,953	13,945	2,458
Total Households (HH)	3,907	72,986	3,242,391
Average HH Size	4.01	4.40	3.00
Job to HH Ratio	0.28	1.30	1.19
Median HH Income	\$40,582	\$36,496	\$55,870
Median Income <\$35K	44%	50%	33%
Median Income >\$125K	4%	3%	18%
Median Age	30.1	27.8	35.3
0 to 17 Years	30%	32%	24%
18 to 64 Years	62%	61%	65%
64 Years and Over	7%	6%	12%

OWNER VS. RENTER HOUSEHOLD SPLIT (2014)



RACIAL AND ETHNIC COMPOSITION (2014)

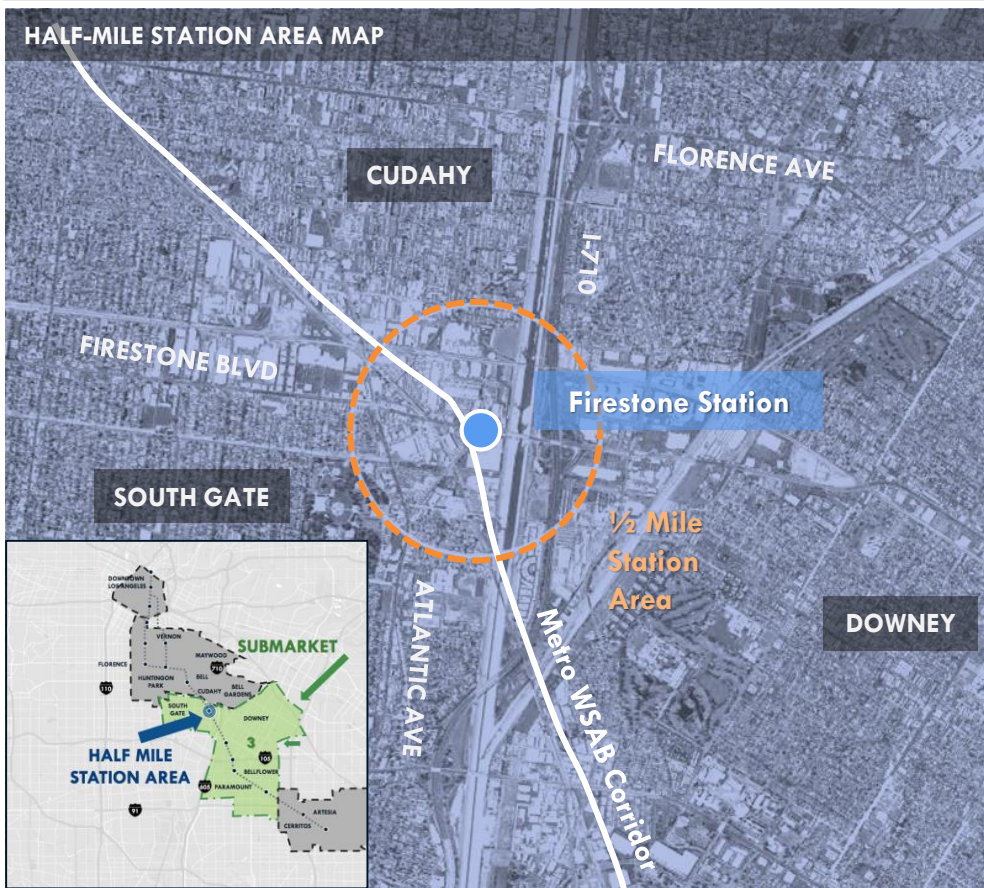


EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	1,095	95,118	3,868,109
Employment Growth (2010-14)	19%	2%	5%
Average Earnings Per Job*	\$52,213	\$62,046	\$74,071
Top Employment Industries	Healthcare, Social Assist. 21%	Manufacturing 28%	Healthcare, Social Assist. 14%
	Educational Services 20%	Wholesale Trade 19%	Retail Trade 10%
	Admin. Support, Waste Mgmt. 19%	Retail Trade 9%	Manufacturing 9%

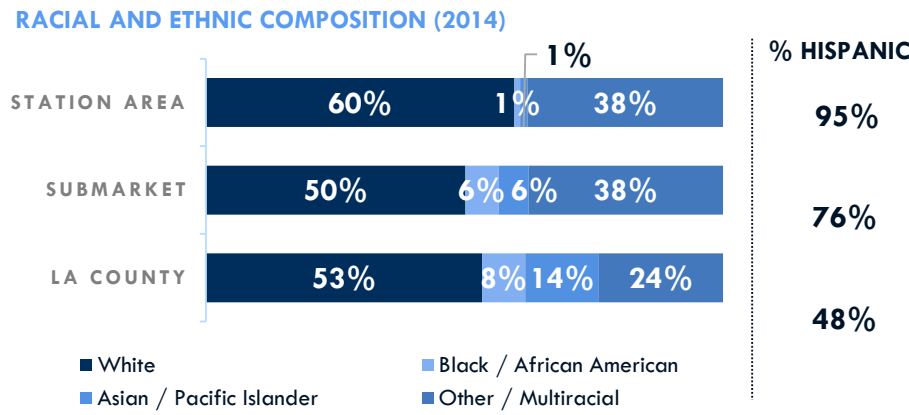
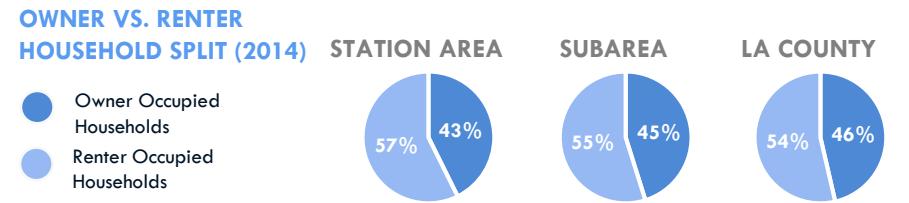
MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	31 mins.	29 mins.	30 mins.
Public Transit Users	7%	13%	7%
Solo Drivers	68%	65%	73%
Other	25%	22%	20%

Sources: LEHD, EMSI
HR&A Advisors, Inc.

Firestone Half-Mile Station Area Profile | Demographics & Employment



DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	1,891	340,931	9,974,203
Pop. Density (Per Sq. Mile)	2,409	11,023	2,458
Total Households (HH)	474	93,760	3,242,391
Average HH Size	3.99	3.70	3.00
Job to HH Ratio	4.10	0.97	1.19
Median HH Income	\$44,048	\$46,572	\$55,870
Median Income <\$35K	38%	33%	33%
Median Income >\$125K	5%	10%	18%
Median Age	29.9	31.5	35.3
0 to 17 Years	31%	28%	24%
18 to 64 Years	61%	63%	65%
64 Years and Over	8%	9%	12%



EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	1,945	91,222	3,868,109
Employment Growth (2010-14)	22%	13%	5%
Average Earnings Per Job*	\$63,882	\$68,389	\$74,071
Top Employment Industries	Manufacturing	Healthcare, Social Assist.	Healthcare, Social Assist.
	32%	19%	14%
	Transport. / Warehousing	Manufacturing	Retail Trade
	16%	17%	10%
	Construction	Retail Trade	Manufacturing
	13%	13%	9%

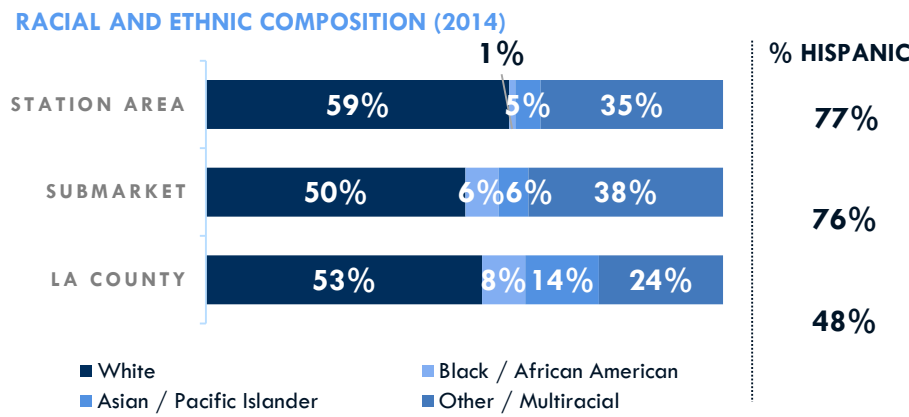
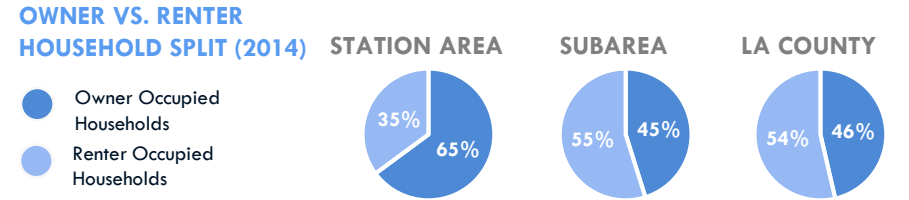
MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	29 mins.	28 mins.	30 mins.
Public Transit Users	7%	7%	7%
Solo Drivers	74%	75%	73%
Other	19%	18%	20%

Sources: LEHD, EMSI
HR&A Advisors, Inc.

Gardendale Half-Mile Station Area Profile | Demographics & Employment



DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	4,935	340,931	9,974,203
Pop. Density (Per Sq. Mile)	6,287	11,023	2,458
Total Households (HH)	1,250	93,760	3,242,391
Average HH Size	3.95	3.70	3.00
Job to HH Ratio	1.00	0.97	1.19
Median HH Income	\$53,897	\$46,572	\$55,870
Median Income <\$35K	36%	33%	33%
Median Income >\$125K	14%	10%	18%
Median Age	32	31.5	35.3
0 to 17 Years	28%	28%	24%
18 to 64 Years	61%	63%	65%
64 Years and Over	11%	9%	12%



EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	1,253	91,222	3,868,109
Employment Growth (2010-14)	-32%	13%	5%
Average Earnings Per Job*	\$81,364	\$68,389	\$74,071
Top Employment Industries	Manufacturing	Healthcare, Social Assist.	Healthcare, Social Assist.
	34%	19%	14%
	Healthcare, Social Assist.	Manufacturing	Retail Trade
	29%	17%	10%
	Finance, Insurance	Retail Trade	Manufacturing
	15%	13%	9%

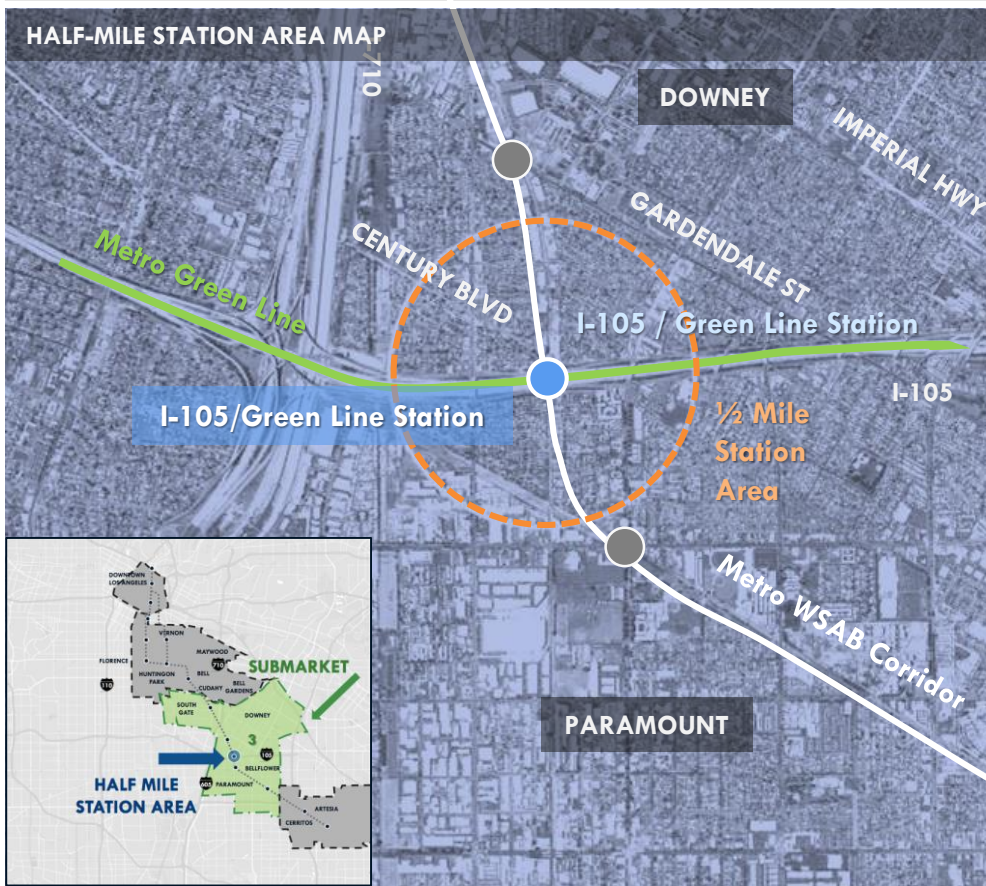
MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	27 mins.	28 mins.	30 mins.
Public Transit Users	4%	7%	7%
Solo Drivers	81%	75%	73%
Other	16%	18%	20%

Sources: LEHD, EMSI

HR&A Advisors, Inc.

Sources: U.S. Census 2010-2014 ACS, ESRI

I-105/ Green Line Half-Mile Station Area Profile | Demographics & Employment



EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	592	91,222	3,868,109
Employment Growth (2010-14)	0%	13%	5%
Average Earnings Per Job*	\$64,731	\$68,389	\$74,071
Top Employment Industries	Admin. Support, Waste Mgmt.	Healthcare, Social Assist.	Healthcare, Social Assist.
	15%	19%	14%
	Healthcare, Social Assist.	Manufacturing	Retail Trade
	14%	17%	10%
	Manufacturing	Retail Trade	Manufacturing
	11%	13%	9%

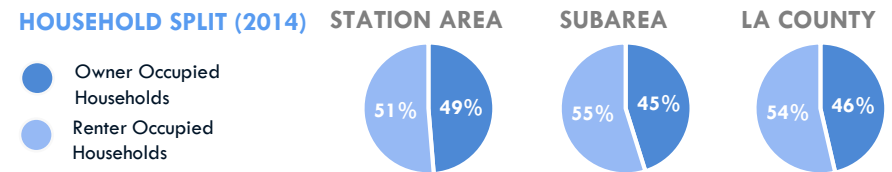
* Includes wages, salaries, supplements (additional employee benefits), and proprietor income. Approximated by zip code.

Sources: LEHD, EMSI

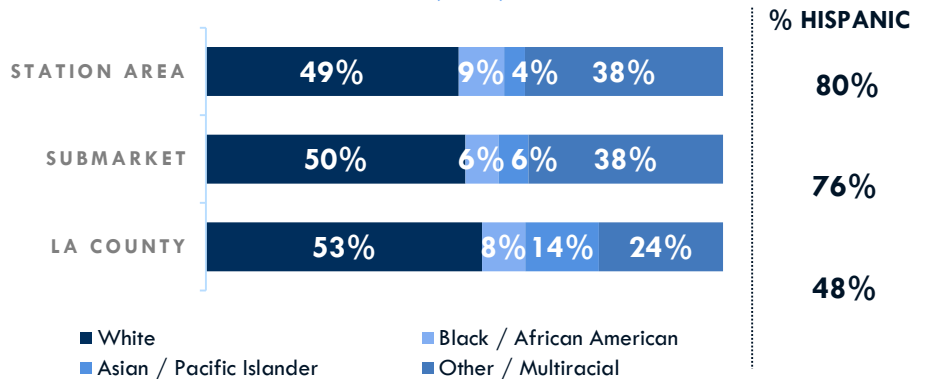
HR&A Advisors, Inc.

DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	10,232	340,931	9,974,203
Pop. Density (Per Sq. Mile)	13,034	11,023	2,458
Total Households (HH)	2,586	93,760	3,242,391
Average HH Size	3.96	3.70	3.00
Job to HH Ratio	0.23	0.97	1.19
Median HH Income	\$47,103	\$46,572	\$55,870
Median Income <\$35K	36%	33%	33%
Median Income >\$125K	5%	10%	18%
Median Age	29.6	31.5	35.3
0 to 17 Years	31%	28%	24%
18 to 64 Years	61%	63%	65%
64 Years and Over	7%	9%	12%

OWNER VS. RENTER HOUSEHOLD SPLIT (2014)



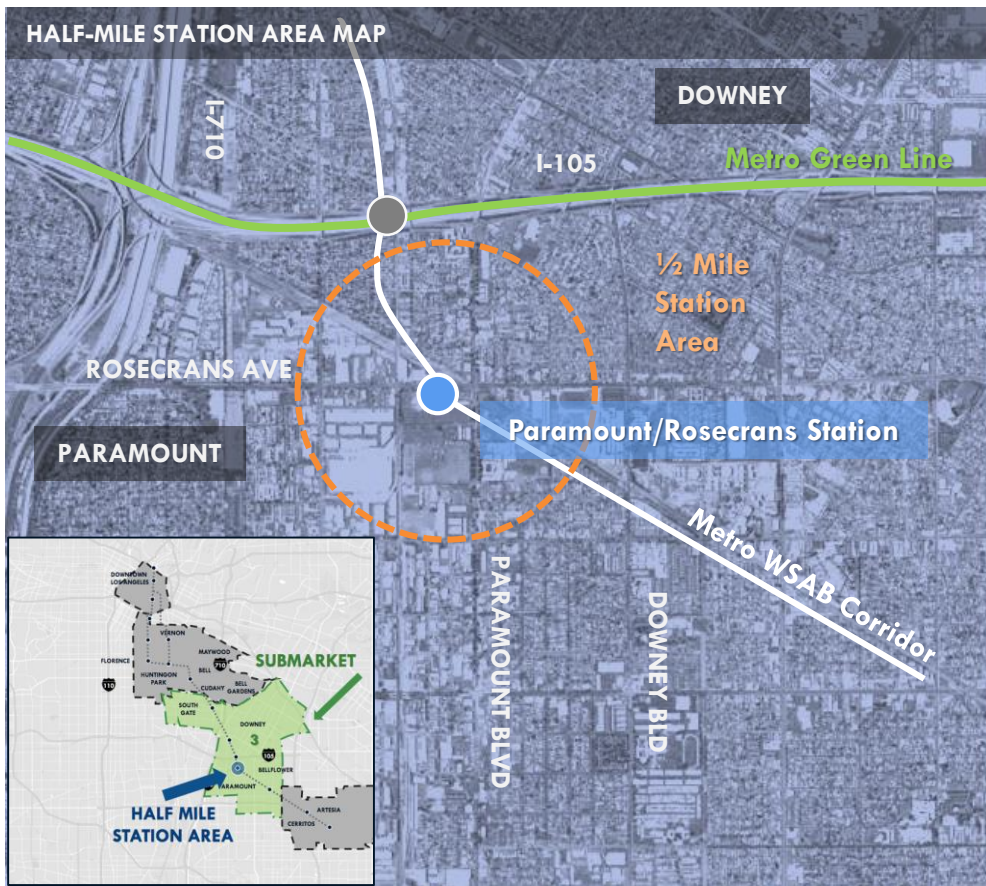
RACIAL AND ETHNIC COMPOSITION (2014)



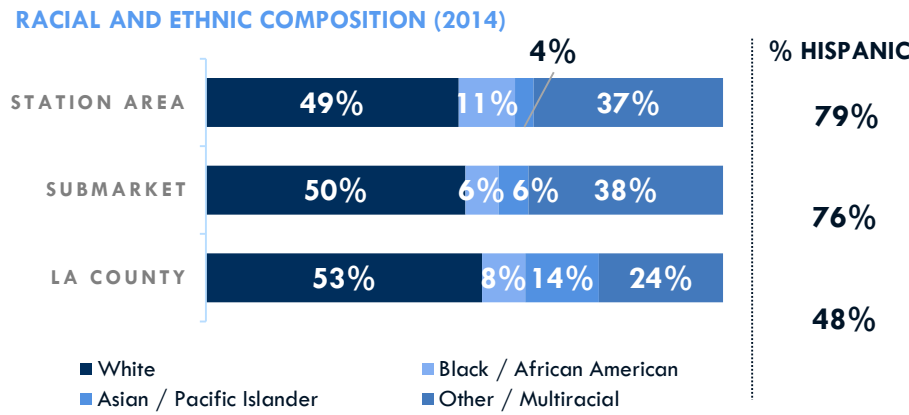
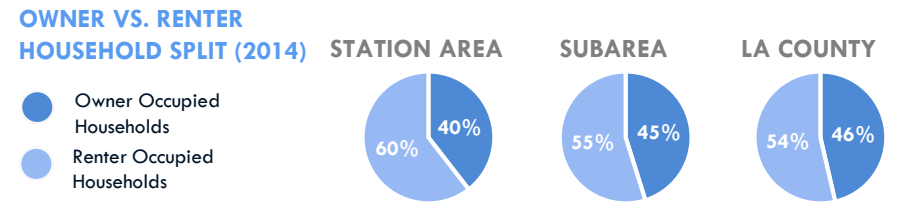
MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	28 mins.	28 mins.	30 mins.
Public Transit Users	5%	7%	7%
Solo Drivers	76%	75%	73%
Other	19%	18%	20%

Sources: U.S. Census 2010-2014 ACS, ESRI

Paramount/Rosecrans Half-Mile Station Area Profile | Demographics & Employment



DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	10,233	340,931	9,974,203
Pop. Density (Per Sq. Mile)	13,036	11,023	2,458
Total Households (HH)	2,396	93,760	3,242,391
Average HH Size	4.27	3.70	3.00
Job to HH Ratio	1.13	0.97	1.19
Median HH Income	\$46,199	\$46,572	\$55,870
Median Income <\$35K	35%	33%	33%
Median Income >\$125K	3%	10%	18%
Median Age	28.7	31.5	35.3
0 to 17 Years	32%	28%	24%
18 to 64 Years	62%	63%	65%
64 Years and Over	6%	9%	12%

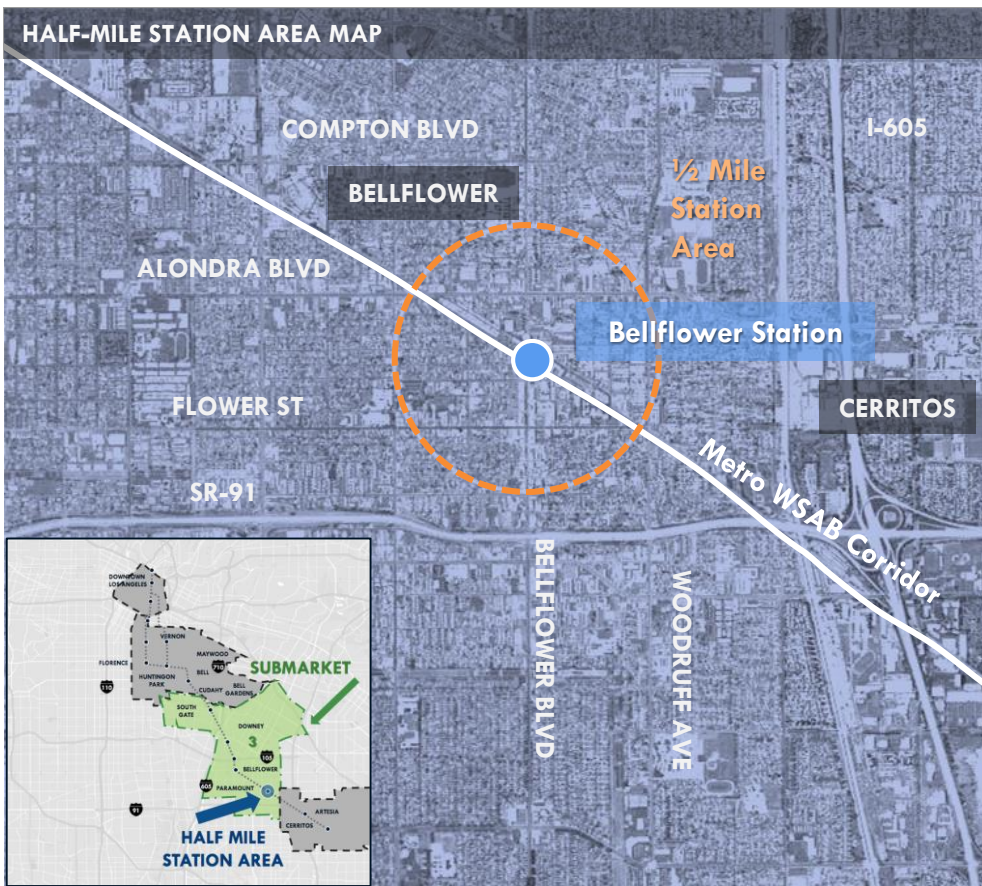


EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	2,710	91,222	3,868,109
Employment Growth (2010-14)	-14%	13%	5%
Average Earnings Per Job*	\$64,731	\$68,389	\$74,071
Top Employment Industries	Manufacturing	Healthcare, Social Assist.	Healthcare, Social Assist.
	22%	19%	14%
	Wholesale Trade	Manufacturing	Retail Trade
	16%	17%	10%
	Retail Trade	Retail Trade	Manufacturing
	15%	13%	9%

MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	28 mins.	28 mins.	30 mins.
Public Transit Users	5%	7%	7%
Solo Drivers	73%	75%	73%
Other	22%	18%	20%

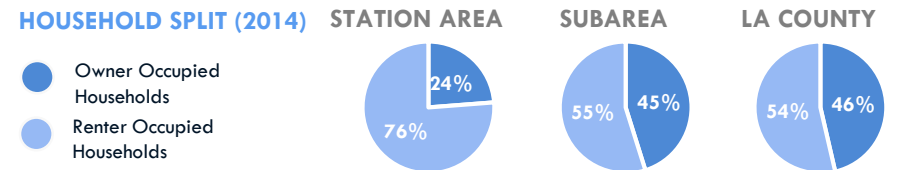
Sources: LEHD, EMSI
HR&A Advisors, Inc.

Bellflower Half-Mile Station Area Profile | Demographics & Employment

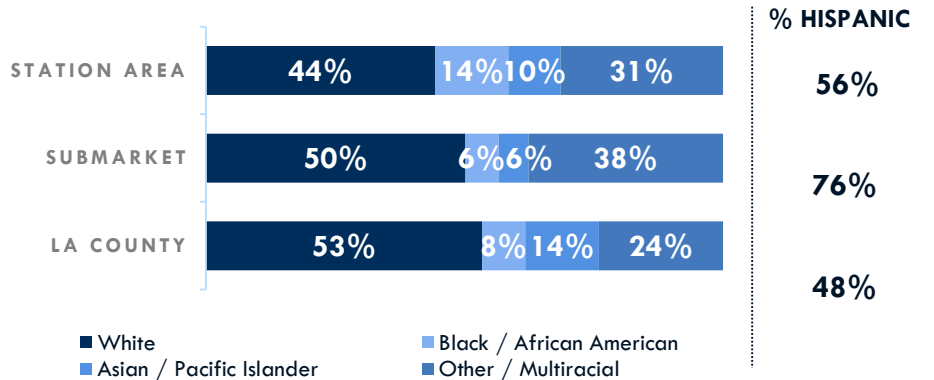


DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	15,275	340,931	9,974,203
Pop. Density (Per Sq. Mile)	19,459	11,023	2,458
Total Households (HH)	4,983	93,760	3,242,391
Average HH Size	3.07	3.70	3.00
Job to HH Ratio	0.27	0.97	1.19
Median HH Income	\$40,952	\$46,572	\$55,870
Median Income <\$35K	43%	33%	33%
Median Income >\$125K	6%	10%	18%
Median Age	30.5	31.5	35.3
0 to 17 Years	31%	28%	24%
18 to 64 Years	61%	63%	65%
64 Years and Over	8%	9%	12%

OWNER VS. RENTER HOUSEHOLD SPLIT (2014)



RACIAL AND ETHNIC COMPOSITION (2014)



EMPLOYMENT (2014)

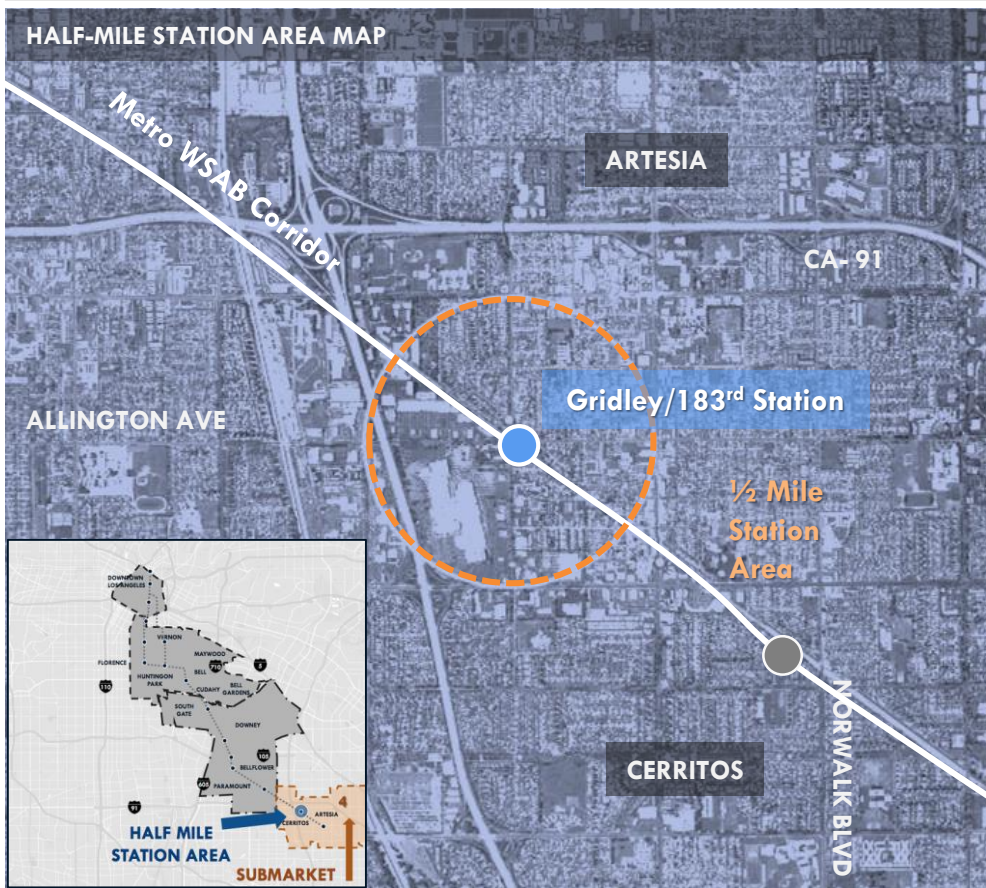
	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	1,329	91,222	3,868,109
Employment Growth (2010-14)	-22%	13%	5%
Average Earnings Per Job*	\$60,970	\$68,389	\$74,071
Top Employment Industries	Healthcare, Social Assist.	Healthcare, Social Assist.	Healthcare, Social Assist.
	24%	19%	14%
	Retail Trade	Manufacturing	Retail Trade
	21%	17%	10%
	Accomm. / Food	Retail Trade	Manufacturing
	11%	13%	9%

MOBILITY (2014)

	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	29 mins.	28 mins.	30 mins.
Public Transit Users	5%	7%	7%
Solo Drivers	78%	75%	73%
Other	17%	18%	20%

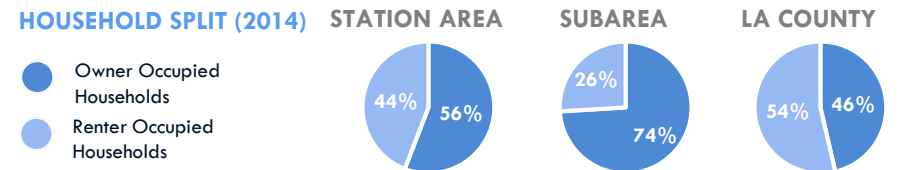
Sources: LEHD, EMSI
HR&A Advisors, Inc.

Gridley / 183rd Station Half-Mile Station Area Profile | Demographics & Employment

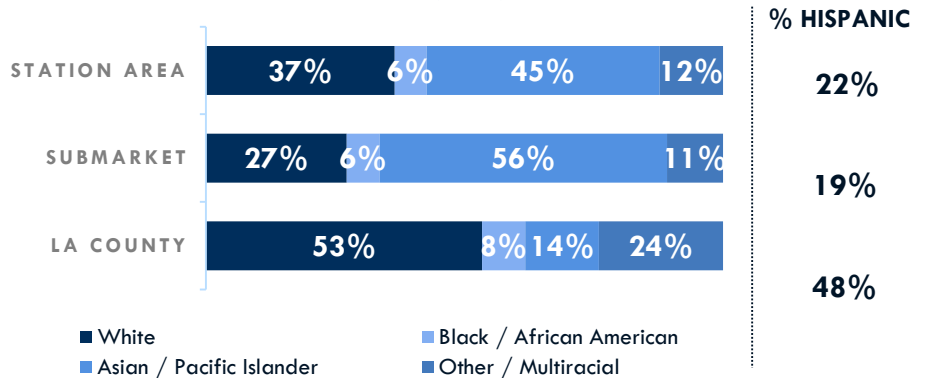


DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	5,611	66,297	9,974,203
Pop. Density (Per Sq. Mile)	7,148	6,326	2,458
Total Households (HH)	1,823	19,657	3,242,391
Average HH Size	3.08	3.45	3.00
Job to HH Ratio	3.99	2.01	1.19
Median HH Income	\$66,796	\$76,016	\$55,870
Median Income <\$35K	24%	18%	33%
Median Income >\$125K	21%	30%	18%
Median Age	41.1	41.7	35.3
0 to 17 Years	18%	20%	24%
18 to 64 Years	66%	62%	65%
64 Years and Over	16%	17%	12%

OWNER VS. RENTER HOUSEHOLD SPLIT (2014)



RACIAL AND ETHNIC COMPOSITION (2014)



EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	7,279	39,541	3,868,109
Employment Growth (2010-14)	7%	0%	5%
Average Earnings Per Job*	\$71,043	\$67,964	\$74,071
Top Employment Industries	Retail Trade	Retail Trade	Healthcare, Social Assist.
	44%	22%	14%
	Accom. / Food	Accomm. / Food	Retail Trade
	22%	10%	10%
	Healthcare, Social Assist.	Wholesale Trade	Manufacturing
	10%	9%	9%

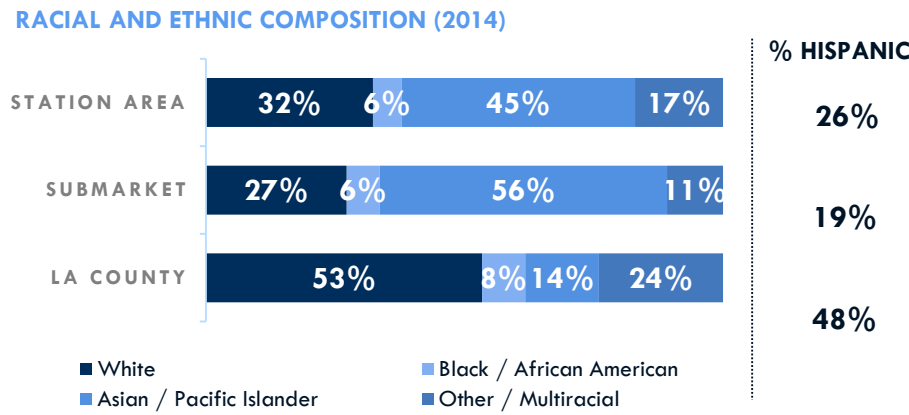
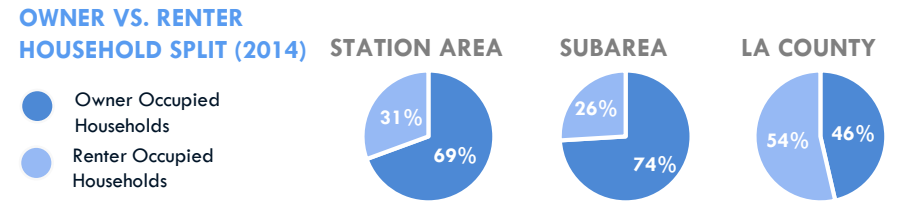
MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	27 mins.	28 mins.	30 mins.
Public Transit Users	4%	3%	7%
Solo Drivers	76%	80%	73%
Other	20%	17%	20%

Sources: LEHD, EMSI
HR&A Advisors, Inc.

Pioneer Station Half-Mile Station Area Profile | Demographics & Employment



DEMOGRAPHICS (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Population	7,052	66,297	9,974,203
Pop. Density (Per Sq. Mile)	8,983	6,326	2,458
Total Households (HH)	2,187	19,657	3,242,391
Average HH Size	3.22	3.45	3.00
Job to HH Ratio	1.30	2.01	1.19
Median HH Income	\$75,318	\$76,016	\$55,870
Median Income <\$35K	21%	18%	33%
Median Income >\$125K	26%	30%	18%
Median Age	41.0	41.7	35.3
0 to 17 Years	20%	20%	24%
18 to 64 Years	65%	62%	65%
64 Years and Over	16%	17%	12%



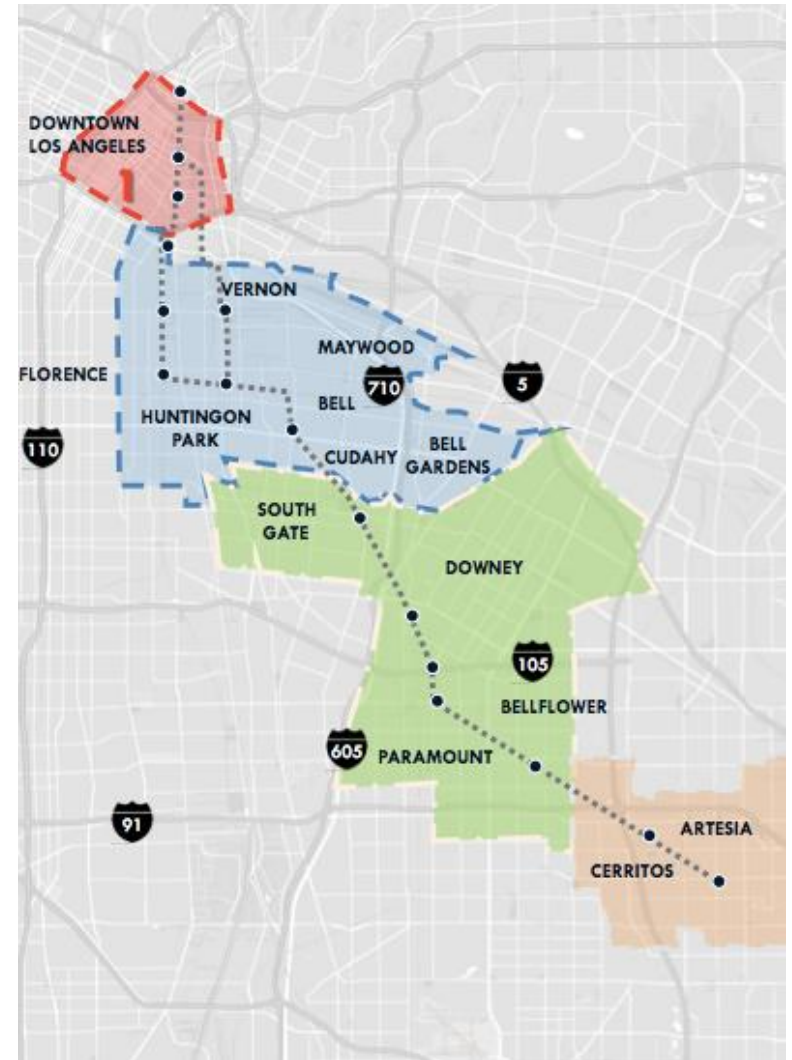
EMPLOYMENT (2014)	STATION AREA	SUBAREA	LA COUNTY
Total Worker Population	2,842	39,541	3,868,109
Employment Growth (2010-14)	6%	0%	5%
Average Earnings Per Job*	\$53,850	\$67,964	\$74,071
Top Employment Industries	Accomm. / Food	Retail Trade	Healthcare, Social Assist.
	27%	22%	14%
	Retail Trade	Accomm. / Food	Retail Trade
	26%	10%	10%
	Healthcare, Social Assist.	Wholesale Trade	Manufacturing
	16%	9%	9%

MOBILITY (2014)	STATION AREA	SUBAREA	LA COUNTY
Avg. Commute Time	27 mins.	28 mins.	30 mins.
Public Transit Users	3%	3%	7%
Solo Drivers	79%	80%	73%
Other	18%	17%	20%

Sources: LEHD, EMSI
HR&A Advisors, Inc.

Station Area Profile Conclusions

- The proposed station areas **vary significantly** in terms of population size, demographic composition, number of jobs, and key industries.
- The total number of jobs varied up to 11,000. The proposed **Pacific/Vernon station** had the highest jobs to household ratio (at **345:1**).
- The primary “top industries” were **Manufacturing** (the top industry of 5 station areas), mainly located toward the center of the Corridor; **Wholesale Trade** (the top industry of 4 station areas), all located in the northern portion; and **Healthcare, Retail Trade, Accommodation/Food Services** and **Administrative Support/Waste Management**, located in the southern portion.

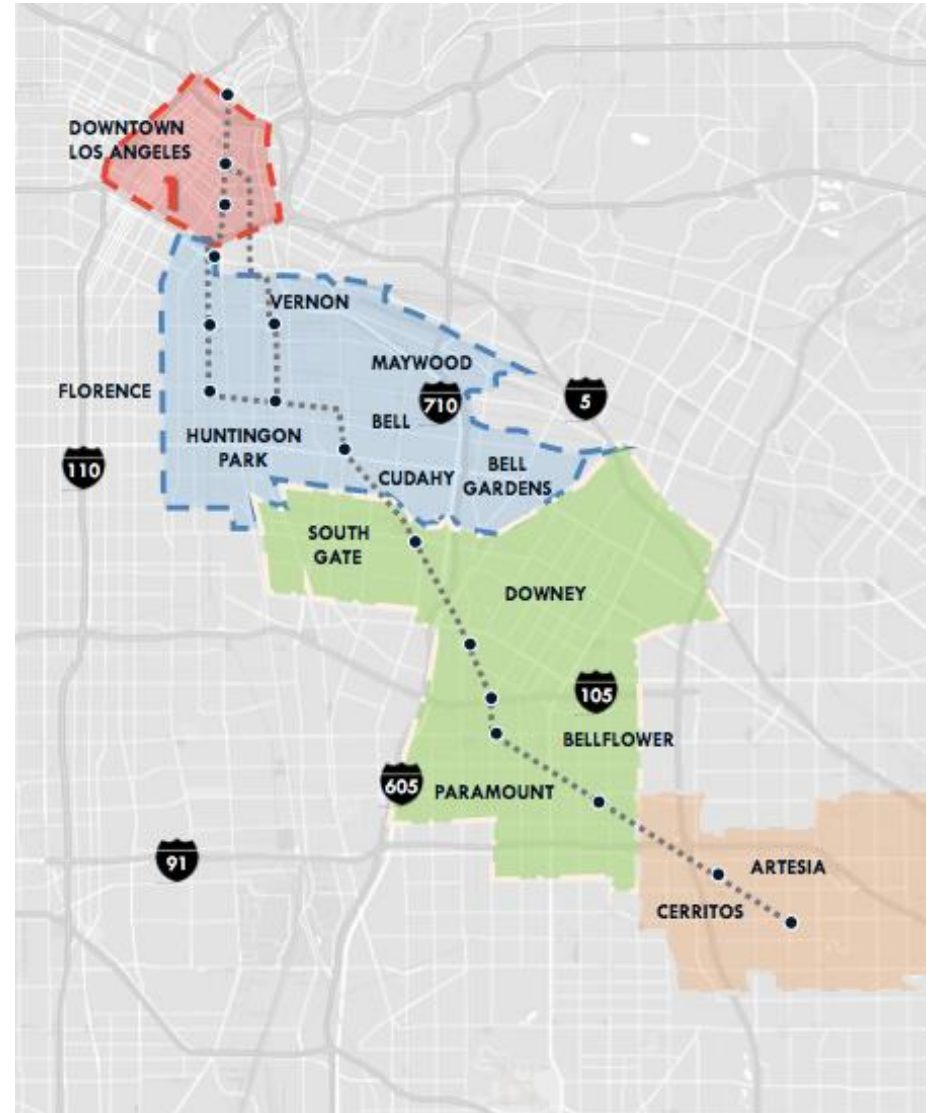


APPENDIX | Demographics & Employment

DEFINITIONS

- **Station Area:** Refers to the land within a half-mile radius of each proposed station, as marked on the West Santa Ana Branch Transit Corridor map provided on Metro’s [project website](#).
 - **Note:** The “Arts District Station” in this analysis reflects the centroid between the three Arts District Station options referenced on Metro’s Corridor map.
- **Demographic Subareas**
 - **SUBAREA 1:** Downtown Los Angeles
 - **SUBAREA 2:** Central-Alameda, Florence Graham, Walnut Park, Vernon, Huntington Park, Maywood, Bell, Cudahy, Bell Gardens
 - **SUBAREA 3:** South Gate, Downey, Paramount, Bellflower
 - **SUBAREA 4:** Cerritos, Artesia
- **Corridor:** Refers to the composite of Subareas 1-4
- **County:** Refers to Los Angeles County.

DEMOGRAPHIC SUBAREAS



APPENDIX | Demographics & Employment

DATA SOURCES

- **Employment Data:** This section reflects metrics associated with those who are employed within the specified geography (i.e., station area, SUBAREA, or LA County).
 - Longitudinal Employer-Household Dynamics (LEHD), US Census
 - Worker Population, Employment Growth, Top Industries
 - Emsi: Proprietary labor market information database, updated quarterly
 - Average Earnings Per Job
 - **Note:** *Due to data limitations, HR&A approximated Station Area average earnings by analyzing data for all zip codes falling within each half-mile station area.*

- **Demographics Data:** This section reflects metrics associated with residents who live within the specified boundary (i.e., station area, SUBAREA, or LA County).
 - ESRI
 - Station Area Population, Households (size, owner/renter)
 - American Community Survey (ACS) Social Explorer, US Census
 - SUBAREA and County (all); Station Area Median HH, Age, Race/Ethnicity, Mobility
 - **Note:** *Due to data limitations, HR&A approximated Station Area demographics by analyzing data for all census tracts falling within the half-mile station area. For Pacific-Vernon, all data points are from the the census tract within half-mile station area.*