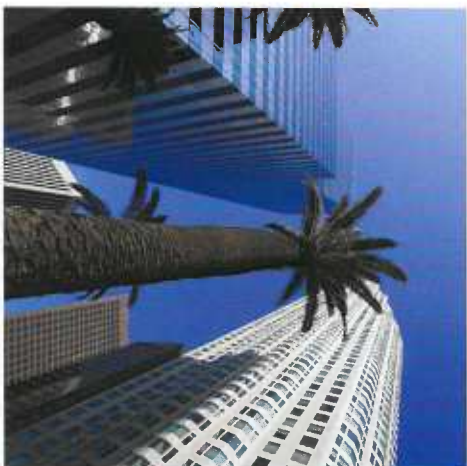


2014

LOS ANGELES CITY COUNCIL DISTRICTS
ECONOMIC REPORT





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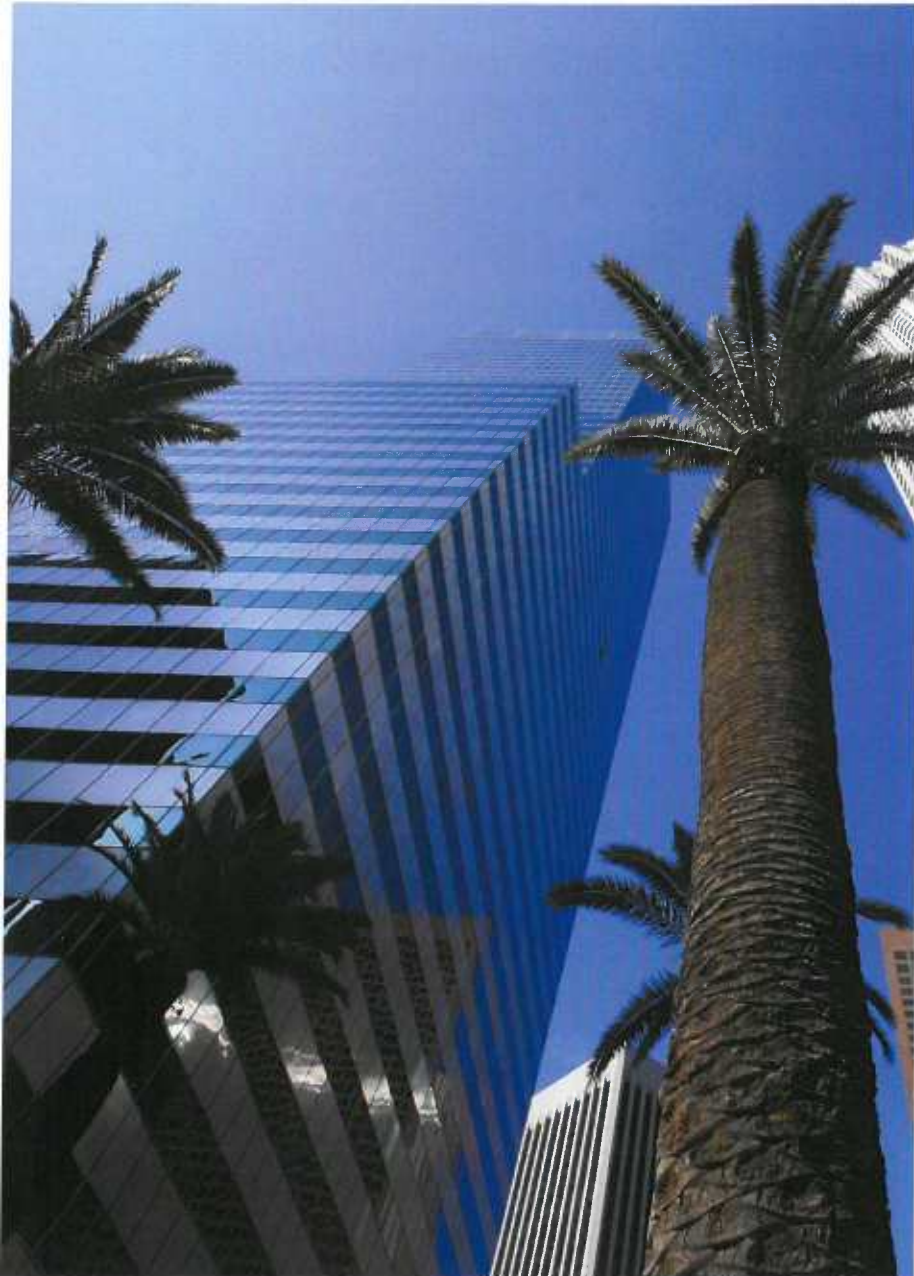


2014

LOS ANGELES CITY COUNCIL DISTRICTS ECONOMIC REPORT

ABOUT BEACON ECONOMICS

Beacon Economics, LLC is a leading provider of economic research, forecasting, industry analysis, and data services. By delivering independent, rigorous analysis we give our clients the knowledge they need to make the right strategic decisions about investment, growth, revenue, and policy. Learn more at BeaconEcon.com.



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Job creation and fostering good government – that continues to be our focus as we bring together Los Angeles’ business and civic leaders for the 2014 ACCESS L.A. City Hall event.

Understanding the economy of Los Angeles is essential to creating new jobs, and with that in mind, the L.A. Area Chamber has once again commissioned the L.A. City Council Districts Economic Report. Response to our first three reports was excellent, and the study quickly became an important tool for City Council members, as well as the business community.

Conducted by the L.A. Area Chamber and Beacon Economics and sponsored by **Tesoro Refining & Marketing, Los Angeles Refinery**, this fifth annual study looks at economic trends by City Council district. The 2014 report compares key economic indicators for each of L.A.’s 15 City Council districts, highlighting annual employment, average wage, tax revenue and building permits over the last year.

Council members have a direct impact on projects within their districts and throughout the City. We look forward to meeting with Council members to determine how this data can be used to move forward on economic development projects in their respective districts and throughout the community.

Creating new jobs requires everyone’s commitment.

Sincerely,

Gary Toebben

President & CEO

Los Angeles Area Chamber of Commerce



THANK YOU TO OUR 2014 DIAMOND CLUB MEMBERS

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INTRODUCTION



In 2010, the Los Angeles Area Chamber of Commerce charged Beacon Economics with developing a report that would facilitate a more focused dialogue about economic conditions within the City of Los Angeles and that would present information on underlying trends in each of the City's 15 city council districts. This report is the fifth annual Los Angeles City Council Districts Report. The goal of this report is to provide timely economic and demographic indicators for the City of Los Angeles and the various disparate areas within the City. As an annual report, this analysis is also intended to track ongoing progress, identifying potential challenges and providing important context for economic and policy decisions that will help to shape the future of the City.

Since the creation of the initial Los Angeles City Council Districts Report five years ago, there have been several improvements to the quantity and quality of data presented on a district-by-district basis. This year, Beacon Economics and the Chamber are excited to present two important additions to the report: more detailed employment data and substantial demographic and quality of life indicators.

This report begins with a broad summary of economic conditions at the national, state, and regional level, and then proceeds to analyze the state of the City of Los Angeles. It concludes with a specific analysis of each of Los Angeles' 15 city council districts.



SUMMARY

Overall, economic recovery in the United States continues to move forward. Estimates from the U.S. Bureau of Economic Analysis show that the nation's economy expanded by roughly 3 percent in 2013, and is on track for another 3 percent expansion in 2014. Employment levels have returned to their pre-recession peak, corporate profits and the equity markets are near all-time highs, and interest rates remain very low from a historical perspective. The U.S. economy will continue to face challenges in the quarters and years ahead, including ongoing issues in the rest of the world, domestic policy battles, and long-term structural problems regarding various entitlement programs. However, the effects of the 'Great Recession' have continued to fade in 2014 and the outlook for 2015 remains better still.

In California, virtually every key economic indicator is moving in the right direction: GDP is expanding in real terms, incomes are rising in the aggregate, consumer and business spending are approaching its fifth year of consecutive growth, and the State's unemployment rate has fallen from a peak of 12.4 percent to 7.4 percent (July 2014) despite the fact that the labor force has continued to expand since the end of the downturn. However, the progress has not been spread evenly across the state with some Californians doing much better in the current economic environment than others. The Golden State continues to face critical challenges, including improving education and infrastructure, addressing long-term liabilities, reducing the cost of building/housing and invigorating manufacturing. Still, despite these issues, California remains at the forefront of growth nationwide, and if its challenges are tackled appropriately, could climb even higher in the state rankings.

Turning to Los Angeles County – the State's largest metropolitan area – economic recovery has progressed more slowly than metropolitan areas such as San Francisco and San Jose. L.A. County's unemployment rate was 8.1 percent in August 2014 and the unemployment rate in the City of L.A. now stands at 9.2 percent. Household employment in the County is still 19,300 jobs below the pre-recession peak reached in November 2007, while nonfarm payroll employment (based on place of work) is still 1.2 percent below its pre-recession peak (reached in March 2007).

Within the City of L.A. the recovery has been uneven, with some areas improving while other businesses and residents continue to struggle. This report focuses on L.A.'s city council districts and, based on various economic indicators, illustrates that while some districts are gaining momentum, others have been less prosperous.

Employment grew
1.3 PERCENT
from 2012 to 2013 in
the City of Los Angeles



CITYWIDE
sales tax receipts
up by 5.2%



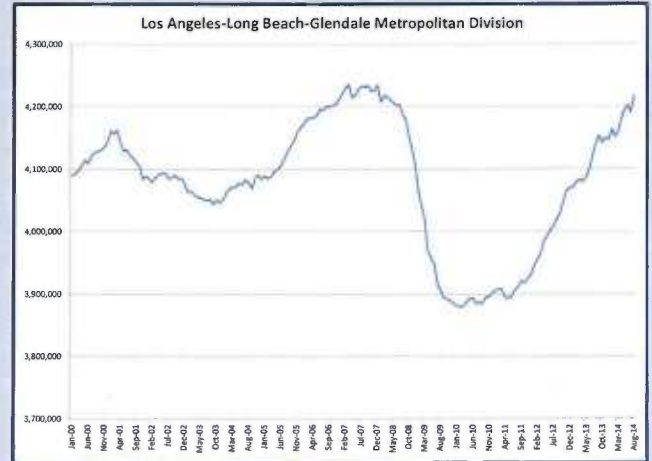
SUMMARY



Employment in Los Angeles County: Pre-Recession Peak to Trough to Current

Indicator	Nonfarm	Household
Peak Month	Mar-07	Nov-07
Peak Employment (000s)	4	4,649.1
Trough Month	Feb-10	Dec-09
Trough Employment (000s)	3,879.5	4,257.9
Peak to Trough Change (000s)	-356.1	-391.2
Peak to Trough Change (%)	-8.4	-8.4
Current Month	Jul-14	Jul-14
Current Employment (000s)	4,185.5	4,615.2
Trough to Current Change (000s)	306.0	357.3
Trough to Current Change (%)	7.9	8.4
Remaining to Previous Peak (000s)	-50.1	-33.9
Remaining to Previous Peak (%)	-1.2	-0.7

Source: Employment Development Department



- Total employment in the City of L.A. grew by 1.3 percent from 2012 to 2013. In 2013, there were approximately 1.56 million jobs filled within the City.
- Private sector employment in the City of L.A. grew by 1.8 percent over the year and accounts for 1.32 million jobs within the City. Private sector employment grew in 14 out of the 15 council districts.
- The average wage in the City of L.A. grew by 2.4 percent in 2012 from the year before – partly because federal tax policies encouraged businesses to unload spending before the end of that year. In 2013, average wage growth moderated, declining by 1.2 percent from that previous irregular year. Excluding the abnormalities in 2012, average wages in the City of L.A. have been growing at an average annual rate of 0.6 percent since 2011.
- Construction in the City of L.A. continues to blossom as major residential and mixed use projects take place downtown and infrastructure projects appear throughout the City. The value of construction permits grew by 4.1 percent from FY 2013 to FY 2014, to approximately \$2.75 billion, with the most growth coming from permitting for single-family residential units.
- Consumer spending had another encouraging year in FY 2014 with citywide sales tax receipts up by 5.2 percent. This follows a 4.9 percent increase in FY 2013. Business revenues were up in 2012, as well. Gross business tax receipts rose by 6.8 percent.

DATA SUMMARY

District Boundaries

All selected data was based on new city council boundaries as approved by the L.A. City Council in June 2012. Data were geographically coded in order to reflect new district boundaries in all previous years detailed.

Los Angeles City Business Tax (Gross Receipts Tax)

This data set was prepared by the Office of Finance for the City of L.A. Covered under the City's business tax ordinance, this privilege tax is designed to produce revenue for the City, not to regulate business operations in any way. All businesses are required to pay the business tax at a rate determined by the type of products and services provided by each company (defined in sections 21.53 to 21.197 in the City's business tax ordinance), with the exception of organizations formed only for religious or charitable purposes, which are exempt. The City's Office of Finance collects this tax based upon the businesses gross receipts and type of business. The data reported here include gross receipts from firms that have a physical location inside the City of L.A. Firms that do business in L.A. but do not have a physical location within the city limits are excluded. Gross receipts data are broken down by North American Industry Classification System (NAICS) sector, but often firms do not have a NAICS code and are included in the unclassified sector. These data are excluded from the sectoral breakdown graphics, but often constitute a large share of a district's total. The gross receipts tax holiday for all new businesses in L.A., regardless of size, was extended to three years in August 2010.

Los Angeles City Sales Tax Receipts

Obtained from the Office of Finance for the City of L.A., sales tax receipts are a dollar count of revenue from sales tax in each city council district. The data cover FY2010-13.

Building Permit Data

The Department of Building and Safety for the City of L.A. keeps a database of all building permits granted within the City, both commercial and residential. The database contains permits for new construction as well as permits for alterations to existing structures. The parcel number and/or the address are inputted into geographic information system software to determine the appropriate council district. All of the data in the construction charts has been smoothed using moving averages to reduce the statistical noise and seasonality of the data.

Employment Data

Drawn from the Quarterly Census of Employment and Wages (QCEW, formerly the ES-202) this database provides the number of employers, employees, and total payroll for the third quarter of each year (generally the peak employment quarter). The California Employment Development Department's Labor Market Information Division provided this data for each district. County employment changes are drawn from the employment by industry report, while the unemployment rate data is found in the unemployment and labor force report. Note: prior to 2009, employment data from one large employer was coded as part of District 1 but not in the years that followed. Data in the employment chart for District 1 are reported as coded with the Employment Development Department. Employees that were formerly coded with that employer as part of District 1 were recoded into other districts, in turn increasing total employment in those other districts beginning in 2009.

Demographic Data

The American Community Survey from the U.S. Census provides demographic, housing, and labor force statistics by place of residency. This data is collected by Census Tract, which is then grouped by the corresponding council district. As two different vintages of Census Tracts are used to analyze these statistics in the 2005-2009 period and the 2008-2012 period, caution should be used when comparing changes in these statistics.

CITY OF LOS ANGELES

The following analysis summarizes economic trends in the City of L.A. Included are accompanying figures that highlight different aspects of the City's economy in recent years. The information for the City is organized as follows:

Private Industry Employment in 2013
City of Los Angeles

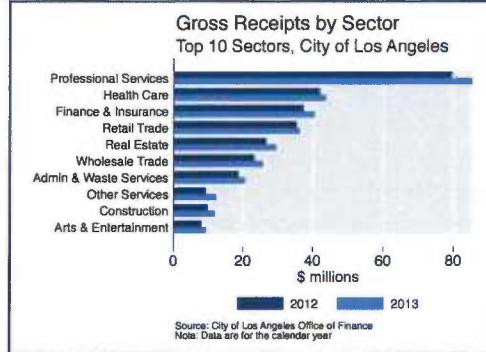
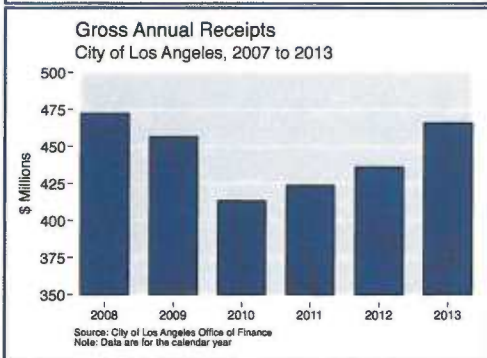
Industry	Employment (000s)	Annual Growth (%)		County Share (%)
		City	County	
Education/Health	322.5	+5.4	+5.9	45.2
Leisure and Hospitality	165.5	+3.5	+5.2	37.9
Prof, Sci, Tech, and Mgmt	138.5	-1.3	+2.8	41.5
Retail Trade	136.5	+2.1	+1.3	33.6
Manufacturing	95.5	-1.9	-0.2	26.1
Financial Activities	91.0	-0.9	+0.5	42.9
Admin Support	90.0	+1.8	+4.6	35.1
Wholesale Trade	69.0	+0.5	+3.1	31.6
Other Services	65.0	+2.6	+2.8	44.8
Transport/Warehouse	55.0	-1.8	+2.1	38.0
Information	54.0	-1.4	+3.1	27.3
NR/Construction	38.5	+2.9	+6.9	31.6
Total Private	1,321.0	+1.8	+3.3	37.2

Source: California Employment Development Department.

Annual Wages by Industry in 2013
City of Los Angeles

Industry	Avg. Wage (\$000s)	Annual Growth (%)		City vs. County (%)
		City	County	
Information	119.0	-5.3	-2.2	+20.4
Financial Activities	101.0	-2.8	-0.3	+15.9
Prof, Sci, Tech, and Mgmt	96.0	-1.1	-2.3	+6.9
Transport/Warehouse	58.0	+3.7	+2.8	+0.2
Wholesale Trade	55.5	-0.5	-0.3	-5.0
NR/Construction	54.0	-6.1	+0.4	-8.5
Manufacturing	53.5	-0.8	+0.3	-10.4
Education/Health	48.0	+1.3	-18.1	+13.4
Admin Support	42.0	-0.5	-1.4	+14.9
Leisure and Hospitality	38.5	-3.7	-3.0	+14.9
Other Services	38.0	+0.7	-	-
Retail Trade	33.0	-0.8	-0.2	+2.7
Total Private	57.5	-1.9	-4.7	+5.1

Source: California Employment Development Department, QCEW



- The first figure shows annual employment in the City's private sectors in 2013.
- The second figure shows the average wage in the City's private sectors and the average wage relative to the County. Average wage is calculated according to the wages of employed workers only, and does not reflect overall changes in earnings for workers who become unemployed. Changes may reflect a shift in the mix of jobs in the market.
- The third figure plots the value of residential construction permits, broken out by new construction and alterations to existing properties.
- The fourth figure shows the value of building permits by year, broken out into residential and non-residential components.
- The fifth figure shows gross annual receipts for the calendar years 2008 to 2013.
- The final figure shows the top 10 sectors for gross receipts in 2013, with their 2012 levels for comparison.



LABOR MARKET AND FIRM DATA

Private and Public Sector Employment and Firm Statistics

Council District	Employment Statistics					Wage Statistics		Establishment Statistics	
	Job Count (000s)			Annual Growth (%)		Average 2013 (\$000s)	Ann. Growth 2013 (%)	Estab. 2013 (000s)	Average Employees
	2011	2012	2013	2012	2013				
1	90.0	91.2	94.3	+1.3	+3.5	47.9	+2.3	8.9	11
2	60.1	62.2	63.0	+3.4	+1.3	41.4	-2.1	11.8	5
3	96.2	98.5	100.2	+2.4	+1.7	53.1	-3.3	11.7	9
4	91.3	95.0	95.5	+4.1	+0.6	58.1	-4.6	13.2	7
5	187.2	191.0	196.4	+2.0	+2.8	81.7	-1.8	18.8	10
6	72.1	73.5	75.0	+1.9	+2.2	44.7	+0.4	8.7	9
7	52.3	51.4	51.7	-1.8	+0.6	48.4	-0.1	6.3	8
8	18.5	19.6	20.5	+6.1	+4.2	25.5	-6.1	7.1	3
9	66.0	67.3	67.5	+2.0	+0.3	49.5	-2.0	6.0	11
10	63.1	66.9	67.5	+6.0	+0.9	39.0	-2.9	10.1	7
11	140.5	145.5	143.9	+3.6	-1.1	63.4	-3.0	11.9	12
12	99.8	100.9	102.2	+1.1	+1.3	44.2	-0.7	9.2	11
13	91.3	93.1	94.3	+2.0	+1.3	55.1	-0.3	11.3	8
14	307.4	318.8	322.3	+3.7	+1.1	73.6	+0.3	16.5	20
15	59.1	58.9	59.4	-0.4	+0.9	50.2	+1.0	5.9	10
City	1,495.0	1,533.8	1,553.7	+2.6	+1.3	59.2	-1.2	157.3	10

Source: Employment Development Department

Private and Public Sector Employment Rankings, 2013 and 2014

District	Total Jobs		Job Growth		Average Wage	
	2012	2013	2012	2013	2012	2013
1	8	7	12	2	10	10
2	12	12	6	6	13	13
3	5	5	7	5	6	6
4	6	6	3	13	4	4
5	2	2	8	3	1	1
6	9	9	11	4	11	11
7	14	14	15	12	9	9
8	15	15	1	1	15	15
9	10	11	9	14	7	8
10	11	10	2	10	14	14
11	3	3	5	15	3	3
12	4	4	13	7	12	12
13	7	8	10	8	5	5
14	1	1	4	9	2	2
15	13	13	14	11	8	7

Source: Employment Development Department

BUILDING PERMITS



Value of Building Permits by City Council District Fiscal Year 2012-13 (\$ millions)

Council District	Single-Family	Apartments	Commercial	Other New Construction	Residential Alterations	Non-Residential Alterations	Total
1	2.7	53.7	0.7	57.8	3.1	8.2	126.2
2	18.9	53.6	6.7	20.4	16.2	6.8	122.6
3	9.7	172.1	1.1	15.1	27.8	10.1	235.9
4	41.8	36.7	8.6	10.9	46.9	10.1	155.1
5	87.4	72.5	22.2	7.8	37.8	17.8	245.5
6	5.1	21.1	18.6	18.9	5.4	6.4	75.5
7	15.5	15.0	4.3	1.4	11.0	11.0	58.1
8	2.6	17.9	1.7	5.2	5.7	2.4	35.6
9	2.2	69.9	0.5	46.6	6.1	5.0	130.3
10	6.0	15.5	13.6	74.8	4.6	7.3	121.8
11	88.0	171.2	57.4	32.0	40.3	58.1	447.0
12	21.4	16.3	1.3	2.5	10.2	17.6	69.3
13	7.6	119.7	36.3	25.2	11.8	17.4	218.0
14	3.4	146.9	115.4	138.5	56.6	33.5	494.4
15	7.6	33.0	21.9	28.0	3.0	7.8	101.3
Total	319.8	1,015.3	310.3	485.1	286.6	219.7	2,636.6

Source: City of Los Angeles Department of Building and Safety

Value of Building Permits by City Council District Fiscal Year 2013-2014 (\$ millions)

Council District	Single-Family	Apartments	Commercial	Other New Construction	Residential Alterations	Non-Residential Alterations	Total
1	3.4	29.4	0.1	50.6	8.2	14.0	105.8
2	43.1	21.3	4.6	7.3	15.2	8.9	100.3
3	10.9	15.2	2.0	3.0	14.9	5.7	51.6
4	73.2	55.3	48.6	21.9	34.8	23.1	256.8
5	103.1	77.2	17.9	13.1	43.4	22.9	277.7
6	17.6	95.9	35.4	3.8	8.1	7.4	168.3
7	18.2	16.7	2.8	2.8	14.2	4.7	59.4
8	5.8	26.1	17.1	3.0	8.2	2.3	62.4
9	4.7	28.3	12.4	12.2	8.4	11.2	77.1
10	8.8	77.5	14.6	29.0	9.6	8.2	147.7
11	133.5	203.6	48.1	55.4	51.8	22.9	515.3
12	17.6	22.7	30.1	14.5	14.5	14.8	114.3
13	23.0	23.8	70.8	90.9	10.6	13.2	232.2
14	9.8	295.6	43.9	119.0	36.0	44.3	548.5
15	4.7	3.8	4.3	3.2	4.0	8.3	28.2
Total	477.4	992.5	352.5	429.6	282.1	211.6	2,745.7

Source: City of Los Angeles Department of Building and Safety



LOCAL RECEIPTS

Gross Business Receipts

Council District	Total			Top Sector in Each District	Top Sector in Each District		
	2012 (\$ millions)	2013 (\$ millions)	Change (%)		Sector	2012 (\$ millions)	2013 (\$ millions)
1	10.5	11.8	11.8	Health Care	1.9	2.1	18
2	12.7	13.6	6.7	Retail Trade	2.1	2.2	16
3	31.0	33.7	8.6	Health Care	9.7	10.3	31
4	27.9	29.9	7.2	Professional Services	3.7	4.4	15
5	68.9	77.3	12.3	Professional Services	21.2	21.7	28
6	16.2	16.9	4.0	Health Care	3.1	3.1	18
7	7.3	8.6	17.2	Health Care	1.5	1.5	18
8	3.0	3.1	4.9	Retail Trade	0.9	1.0	31
9	8.5	9.1	6.6	Retail Trade	1.4	1.1	12
10	13.5	14.2	5.6	Professional Services	1.7	1.9	13
11	41.8	44.0	5.4	Professional Services	9.5	9.9	22
12	19.4	20.8	7.4	Health Care	5.3	5.6	27
13	17.7	19.1	8.0	Health Care	3.1	3.2	17
14	87.0	89.2	2.6	Professional Services	29.7	30.6	34
15	13.3	14.9	12.2	Wholesale Trade	2.6	2.7	18
Total	436.1	465.8	6.8				

Source: City of Los Angeles Office of Finance
Gross business receipts are for the calendar year.

Sales Tax Receipts

Council District	Value (\$ millions)			Change vs. Prior Year (%)	
	FY 2011-12	FY 2012-13	FY 2013-14	FY 2012-13	FY 2013-14
1	14.5	18.2	14.0	26.0	-23.0
2	21.8	22.6	24.9	3.4	10.1
3	42.0	44.1	46.4	5.1	5.1
4	38.1	39.8	43.5	4.4	9.2
5	47.1	50.2	54.4	6.5	8.5
6	37.0	37.1	41.3	0.3	11.5
7	26.6	27.4	29.9	3.1	9.0
8	7.3	7.6	8.0	5.5	4.0
9	14.1	15.2	16.2	7.7	6.6
10	16.1	16.9	18.1	4.6	7.2
11	53.4	55.3	54.0	3.6	-2.3
12	34.9	35.5	38.8	1.5	9.4
13	21.5	23.0	24.9	6.8	8.4
14	30.7	32.0	33.8	4.3	5.6
15	25.9	27.1	27.2	4.6	0.3
Total	431.0	452.0	475.3	4.9	5.2

Source: City of Los Angeles Office of Finance

GILBERT CEDILLO DISTRICT 1



City Council District 1, extending west and northwest from downtown Los Angeles, has a population of 248,000 people. The centrally located district, home to Chinatown and Mac Arthur Park, is crossed by I-5 and Route 101 while the 110 freeway spans the length of the district. Being the third-smallest City Council district in terms of area, District 1 has more than 8,900 firms that provide 64,100 private and 30,200 public sector jobs. The average annual wage in the district is \$47,900, falling below the average wage for the City as a whole by more than 11,000 per year.

PRIVATE EMPLOYMENT increased by 4%



EMPLOYMENT AND FIRM STATISTICS

- Private employment in District 1 increased by 4.0 percent to 64,100 jobs in 2013, compared to 1.8 percent growth in the City overall. The administrative support and education/health sectors had the strongest employment growth, increasing by 12.3 percent and 8.9 percent, respectively.
- The average wage for workers employed in the private sector was \$43,000 in District 1, up 1.5 percent from 2012. Although administrative support had the strongest employment growth, the average wage in this sector, at \$32,000, is the lowest in the District.

DEMOGRAPHICS

- Median household income in District 1 increased by 4.1 percent from 2009 to 2012, to \$34,400, but remains 31.1 percent below the City average. Almost 70 percent of households in District 1 earned less than \$50,000 in 2012, compared to only half of all households in the City.
- About half (54.3 percent) of the population 25 years and older in District 1 had a high school diploma in 2012, which is 20 percentage points below the City average. Additionally, this share has not changed much since 2009.

CONSTRUCTION

- The value of building permits in District 1 totaled \$105.8 million during the FY 2013-14, a 16.1 percent decline from the previous fiscal year (\$126.2 million).
- Despite falling by \$7.2 million from the previous fiscal year, the bulk of construction permit values came from the other new construction category, which includes mixed-use buildings.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- Gross receipts in District 1 grew by 11.8 percent from 2012 to 2013, to \$11.8 million, indicating that business activity had further accelerated.
- Health care has been the top sector in terms of gross receipts in District 1, accounting for 18 percent of total gross receipts in 2013.
- Sales tax receipts in District 1 returned to \$14.0 million in FY 2013-14 – a more-normal level in historic terms after an unusual spike in FY 2012-13.

Health care accounted for 18% of total GROSS RECEIPTS

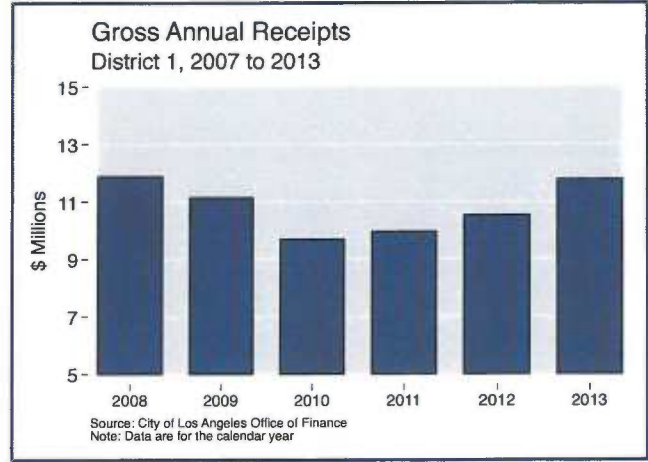


GROSS RECEIPTS INCREASED by 11.8% from 2012 to 2013





GILBERT CEDILLO DISTRICT 1



Nonresidential Construction: District 1

Type	2012/13 (\$000s)	2013/14 (\$000s)
NR Alt./Additions	8,242	13,983
Industrial	70	259
Retail	470	35
Office	15	0
Total Nonresidential	66,597	64,391

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 1

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	2,556	2,489
Health Care	1,879	2,086
Retail Trade	1,127	1,354
Professional Services	979	1,154
Real Estate	678	816
Transportation & Warehousing	187	726
Admin & Waste Services	867	669
Wholesale Trade	516	603
Total	10,530	11,774

Source: Los Angeles City Dept. of Finance.

GILBERT CEDILLO DISTRICT 1

photo source: auntielaurie@flickr



Population Characteristics in 2012: District 1

Metric	2012			Change Since 2009		
	District 1	City of Los Angeles	Los Angeles County	District 1	City of Los Angeles	Los Angeles County
Population (000s %)	248	3,805	9,840	-	-	-
Median Age (Years)	32.8	34.1	34.8	+0.7	+0.8	+1.0
Population Under 18 Years of Age (% %)	24.2	23.0	24.4	-2.1	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	54.3	74.2	76.4	+0.2	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	16.7	30.8	29.5	+0.8	+1.4	+1.1

Income Characteristics in 2012: District 1

Metric	2012			Change Since 2009		
	District 1	City of Los Angeles	Los Angeles County	District 1	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	34.4	49.7	56.2	+4.1	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	39.9	26.7	22.6	-2.1	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	29.3	23.6	22.5	+1.2	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	20.6	26.8	29.0	-0.1	-0.6	-0.7
Household Income: Above \$100,000 (% %)	10.1	23.0	26.0	+1.0	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	9.9	7.5	7.0	+1.7	+2.0	+1.9
Share of Households with Public Assistance (% %)	5.2	4.5	4.1	+0.5	+0.6	+0.5
Average Public Assistance (\$ %)	5,300	5,450	5,575	-9.0	+3.7	+3.5

Housing Characteristics in 2012: District 1

Metric	2012			Change Since 2009		
	District 1	City of Los Angeles	Los Angeles County	District 1	City of Los Angeles	Los Angeles County
Housing Units (000s %)	86.9	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	18.7	38.0	47.3	-1.4	-1.4	-1.3
Housing Vacancy (% %)	4.8	1.9	1.7	+2.5	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	91.7	94.0	94.2	-2.8	-2.0	-1.7
Households that Moved in Before 2000 (% %)	31.6	34.6	37.5	-8.1	-7.7	-6.9

Resident Employment Characteristics in 2012: District 1

Metric	2012			Change Since 2009		
	District 1	City of Los Angeles	Los Angeles County	District 1	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	113.3	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	48.2	78.6	82.0	+3.3	+4.1	+3.7
Unemployment Rate (% %)	8.3	7.6	7.0	+2.6	+2.2	+2.0
Average Commute Time (Min. %)	31.7	29.2	29.1	+0.5	-0.3	+0.3
Public Transit Commuters (% %)	27.3	11.1	7.1	-1.0	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	20.9	35.2	35.2	+2.2	+1.3	+1.1
Service (% %)	26.0	20.7	18.6	+1.7	+1.3	+1.1
Sales (% %)	21.1	23.7	25.3	-1.1	-0.7	-0.8
Natural Resources (% %)	10.5	8.3	8.0	-1.5	-1.1	-1.0
Prod, Transp, and Moving (% %)	21.5	12.2	12.9	-1.3	-0.8	-0.5

Source: American Community Survey.



GILBERT CEDILLO DISTRICT 1

photo source: auntielaurie@flickr

Private Employment by Industry in District 1: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Education/Health	18.8	+8.9	+5.4	5.8
Retail Trade	8.1	+1.4	+2.1	5.9
Wholesale Trade and Trans	6.9	+2.1	-0.6	5.6
Admin Support	6.0	+12.3	+1.8	6.7
Leisure and Hospitality	6.0	+6.9	+3.5	3.6
Prof, Sci, Tech, and Mgmt	4.4	-7.8	-1.3	3.1
Other Services	4.3	+3.0	+2.6	6.5
Financial Activities	3.6	-4.1	-0.9	4.0
Manufacturing	3.4	-2.0	-1.9	3.5
Information	1.4	-0.9	-1.4	2.6
NR/Construction	1.2	+7.7	+2.9	3.1
Total Private	64.1	+4.0	+1.8	4.9

Source: California Employment Development Department.

Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Private Sector Annual Wages by Industry in District 1: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Prof, Sci, Tech, and Mgmt	71.0	+3.2	-1.1	-26
Leisure and Hospitality	63.0	+22.6	-3.7	63
Wholesale Trade and Trans	49.0	+2.4	+1.3	-13
Information	47.0	-1.9	-5.3	-60
Financial Activities	46.0	+9.1	-2.8	-54
NR/Construction	43.5	-1.5	-6.1	-19
Education/Health	37.5	-5.2	+1.3	-22
Other Services	36.0	+6.3	+0.7	-5
Manufacturing	34.5	+3.0	-0.8	-35
Retail Trade	32.5	+3.0	-0.8	-2
Admin Support	32.0	-11.8	-0.5	-23
Total Private	43.0	+1.5	-1.9	-25

Source: California Employment Development Department.

Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Social Assistance	8.1	+19.8	17.7
Administrative Serv.	6.1	+14.4	32.4
Ambulatory Health Care Serv.	3.7	+4.3	52.8
Credit Intermediation	2.4	-6.2	44.7
Nursing Care Facilities	2.1	-1.4	29.6
Membership Assoc. And Org.	2.0	+1.8	42.1
Food And Beverage Stores	1.8	+3.8	22.8

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Less than 50 Employees	+1.5	+5.8
50 to 250 Employees	-0.1	-0.5
More than 250 Employees	+1.0	+5.5
Establishment Average Wage		
Less than \$25,000	+2.0	+9.8
\$25,000 to \$50,000	-0.1	-0.3
More than \$50,000	+0.5	+3.2

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	312
Existing, Reduced Workforce	343
Existing, Unchanged Workforce	81
Left District	63
New to District	81

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

PAUL KREKORIAN DISTRICT 2

photo source: adam carolla



City Council District 2 in the San Fernando Valley stretches from the hills of Studio City to the edge of Verdugo Mountains Park in Sun Valley. It is also home to the NoHo Arts District, a region brewing with creativity, as well as entertainment production studios and beautiful parks. Approximately 50 square miles, District 2 is home to 11,800 firms, providing 61,400 private and 1,600 public sector jobs. The average wage in the district, \$41,400, falls below the average wage for the City as a whole by more than 17,000 per year.

**PRIVATE SECTOR
EMPLOYMENT**
grew by 3.6%



EMPLOYMENT AND FIRM STATISTICS

- Spurred by a 9.3 percent increase in education/health employment, private sector employment in District 2 grew by 3.6 percent to 61,400 jobs in 2013.
- Despite strong employment growth, the average wage in District 2 fell by 1.8 percent to \$41,000 in 2013. Two of the District's largest sectors, education/health and leisure and hospitality, which are lower paid relative to the City average for these sectors, contributed to the overall decline in private sector wages.

DEMOGRAPHICS

- Despite a 1.3 percent increase in the number of employed workers, the unemployment rate in District 2 increased by 3.1 percent, to 9.1 percent, from 2009 to 2012. This indicates that the District's labor force has increased beyond the hiring capacity of firms in the surrounding area.
- Median household income in the District grew twice as quickly as it did across the City from 2009 to 2012, ending up at \$55,100. Additionally, household income in District 2 is distributed uniformly, with each of the four income brackets representing about 25 percent of all households.

**MEDIAN HOUSEHOLD
INCOME** grew twice as
quickly as it did across
the City



CONSTRUCTION

- Building permit values for new structures, which totaled \$100.3 million during the FY 2013-14, were down \$22.2 million from the previous year despite a \$24.2 million jump in single-family construction permits.
- Apartment construction permitting values dropped by more than \$32.3 million over the year, falling to \$21.3 million during the FY 2013-14.

GROSS RECEIPTS



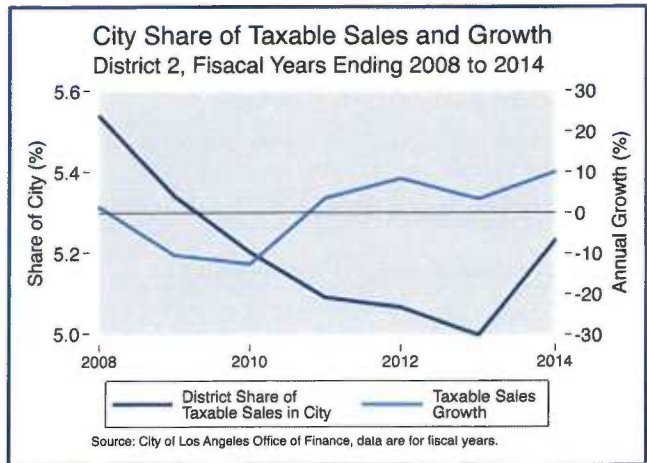
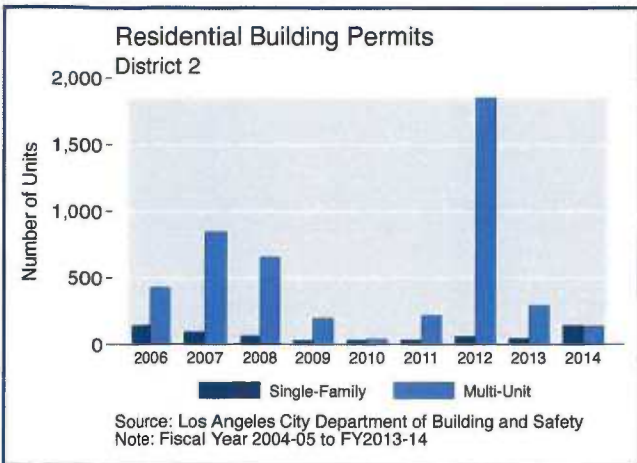
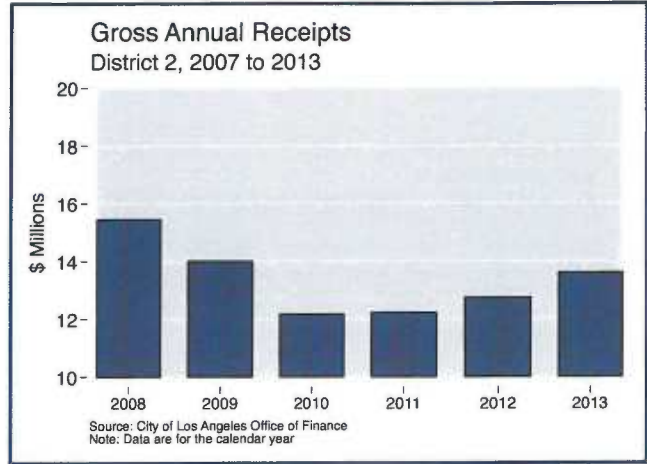
increased
by 6.7% in 2013

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- Gross receipts in District 2 increased for the fourth consecutive year and were up by 6.7 percent over the year, to \$13.6 million in 2013. Nevertheless, gross receipts remain 16.2 percent below their pre-recession peak.
- Gross receipts in the District's largest sector, retail trade, grew by approximately 1.0 percent, to \$2.2 million. Other sectors with significant gains include health care (15.1 percent) and professional services (9 percent).
- Sales tax receipts increased by 10.2 percent to \$24.9 million during FY 2013-14, up from a growth rate of 3.4 percent during FY 2012-13.



PAUL KREKORIAN DISTRICT 2



Nonresidential Construction: District 2

Type	2012/13 (\$000s)	2013/14 (\$000s)
NR Alt./Additions	6,850	8,932
Office	3,578	1,455
Retail	2,380	591
Industrial	0	0
Total Nonresidential	33,567	20,283

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 2

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	4,068	4,120
Retail Trade	2,125	2,159
Real Estate	1,133	1,239
Professional Services	789	869
Health Care	650	748
Other Services	528	726
Admin & Waste Services	662	721
Educational Services	619	637
Total	12,744	13,599

Source: Los Angeles City Dept. of Finance.

PAUL KREKORIAN DISTRICT 2



Population Characteristics in 2012: District 2

Metric	2012			Change Since 2009		
	District 2	City of Los Angeles	Los Angeles County	District 2	City of Los Angeles	Los Angeles County
Population (000s %)	259	3,805	9,840	-	-	-
Median Age (Years)	34.9	34.1	34.8	+0.3	+0.8	+1.0
Population Under 18 Years of Age (% %)	21.5	23.0	24.4	-1.5	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	77.7	74.2	76.4	+1.1	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	31.6	30.8	29.5	+1.9	+1.4	+1.1

Income Characteristics in 2012: District 2

Metric	2012			Change Since 2009		
	District 2	City of Los Angeles	Los Angeles County	District 2	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	55.1	49.7	56.2	+5.6	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	24.4	26.7	22.6	+0.1	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	24.3	23.6	22.5	-2.3	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	28.5	26.8	29.0	-1.1	-0.6	-0.7
Household Income: Above \$100,000 (% %)	22.7	23.0	26.0	+3.3	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	6.5	7.5	7.0	+1.6	+2.0	+1.9
Share of Households with Public Assistance (% %)	4.1	4.5	4.1	+0.7	+0.6	+0.5
Average Public Assistance (\$ %)	5,425	5,450	5,575	+1.5	+3.7	+3.5

Housing Characteristics in 2012: District 2

Metric	2012			Change Since 2009		
	District 2	City of Los Angeles	Los Angeles County	District 2	City of Los Angeles	Los Angeles County
Housing Units (000s %)	101.5	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	34.7	38.0	47.3	-1.2	-1.4	-1.3
Housing Vacancy (% %)	2.1	1.9	1.7	+0.7	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	93.0	94.0	94.2	-3.2	-2.0	-1.7
Households that Moved in Before 2000 (% %)	33.6	34.6	37.5	-7.9	-7.7	-6.9

Resident Employment Characteristics in 2012: District 2

Metric	2012			Change Since 2009		
	District 2	City of Los Angeles	Los Angeles County	District 2	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	130.7	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	75.9	78.6	82.0	+6.8	+4.1	+3.7
Unemployment Rate (% %)	9.1	7.6	7.0	+3.1	+2.2	+2.0
Average Commute Time (Min. %)	29.4	29.2	29.1	-1.2	-0.3	+0.3
Public Transit Commuters (% %)	8.0	11.1	7.1	+0.4	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	35.5	35.2	35.2	+0.7	+1.3	+1.1
Service (% %)	20.7	20.7	18.6	+0.5	+1.3	+1.1
Sales (% %)	24.1	23.7	25.3	+0.3	-0.7	-0.8
Natural Resources (% %)	8.9	8.3	8.0	-0.8	-1.1	-1.0
Prod, Transp, and Moving (% %)	10.8	12.2	12.9	-0.8	-0.8	-0.5

Source: American Community Survey.



PAUL KREKORIAN DISTRICT 2

Private Employment by Industry in District 2: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Education/Health	15.5	+9.3	+5.4	4.8
Retail Trade	7.9	-0.1	+2.1	5.8
Leisure and Hospitality	7.3	+4.8	+3.5	4.4
Manufacturing	6.8	+3.7	-1.9	7.1
Admin Support	5.2	-0.0	+1.8	5.8
Wholesale Trade and Trans	3.8	-3.1	-0.6	3.0
Financial Activities	3.1	+3.4	-0.9	3.4
Other Services	3.1	+5.2	+2.6	4.7
Prof, Sci, Tech, and Mgmt	3.0	-1.1	-1.3	2.1
NR/Construction	2.9	+6.1	+2.9	7.6
Information	2.8	-1.1	-1.4	5.2
Total Private	61.4	+3.6	+1.8	4.6

Source: California Employment Development Department.

Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Private Sector Annual Wages by Industry in District 2: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Information	106.0	-1.9	-5.3	-11
Prof, Sci, Tech, and Mgmt	63.5	-0.5	-1.1	-34
Other Services	55.0	+3.7	+0.7	46
Financial Activities	51.0	+4.0	-2.8	-49
Manufacturing	49.0	-3.6	-0.8	-9
Wholesale Trade and Trans	44.5	-3.2	+1.3	-21
NR/Construction	41.5	+3.0	-6.1	-23
Admin Support	34.5	+2.8	-0.5	-18
Retail Trade	31.5	+3.8	-0.8	-4
Leisure and Hospitality	30.0	-4.1	-3.7	-22
Education/Health	28.5	-5.4	+1.3	-41
Total Private	41.0	-1.8	-1.9	-28

Source: California Employment Development Department.

Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Social Assistance	7.7	+17.0	11.9
Food Serv. And Drinking Places	6.1	+6.5	18.4
Administrative Serv.	5.1	-0.1	34.6
Food And Beverage Stores	2.2	-4.6	24.7
Specialty Trade Contractors	2.0	+3.4	43.1
Fabricated Metal Product Mfg.	1.9	-1.5	69.0
Wholesalers, Durable Goods	1.5	-5.9	48.9
Nursing Care Facilities	1.4	-1.1	29.9

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+2.4	+6.7
50 to 250 Employees	-0.4	-2.7
More than 250 Employees	+0.1	+1.0
Establishment Average Wage		
Less than \$25,000	+1.5	+5.8
\$25,000 to \$50,000	+0.2	+0.8
More than \$50,000	+0.5	+3.5

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	427
Existing, Reduced Workforce	397
Existing, Unchanged Workforce	130
Left District	77
New to District	105

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

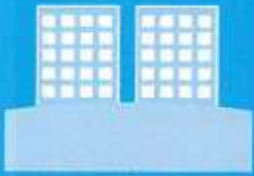
Note: Based on Employment as of Dec. 2012 and Dec. 2013

BOB BLUMENFIELD DISTRICT 3



City Council District 3, the westernmost district in the City of Los Angeles, is composed of five San Fernando Valley communities: Woodland Hills, Tarzana, Reseda, Winnetka and Canoga Park. District 3 is home to 11,700 firms, providing 96,400 private and 3,800 public sector jobs. Average annual wage in the district is \$53,000, below the City average of \$59,200.

PRIVATE EMPLOYMENT
grew by 2.0% to
96,400 jobs



EMPLOYMENT AND FIRM STATISTICS

- Private employment in District 3 grew by 2.0 percent to 96,400 jobs in 2013, on par with the rate of job growth in the City overall.
- Manufacturing workers in District 3 earned an average of \$94,000 – 75 percent more than the average throughout the City for this sector. Wholesale trade workers earned an average of \$68,000 – 20 percent more than the City average.

DEMOGRAPHICS

- The average amount of public assistance received by all beneficiaries in District 3 increased by 23.7 percent from 2009 to 2012, to \$5,600. On the other hand, only 2.7 percent of all households in the district receive public assistance, compared to 4.5 percent throughout the City.
- Despite a decline in the total number of employed workers, the unemployment rate of 6.1 percent in the district is 1-1.5 percentage points below the City and County rates.

CONSTRUCTION

- The value of building permits in District 3 declined precipitously from \$235.9 million during the FY 2012-13 to \$51.6 million in the FY 2013-14 due to a drop in planned multi-unit construction. Permit valuations in the District are at their lowest levels since the FY 2005-06.
- Despite the sharp drop in the value of multi-unit construction, apartment construction projects accounted for three of the top five permitted projects during the FY 2013-14 in District 3.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- Gross receipts increased by 8.6 percent, to \$33.7 million, in District 3 in 2013, marking the first time since 2009 that gross receipts have exceeded \$32 million.
- The majority of the net increase came from the health care sector (6.2 percent), which has almost fully recovered from a down year in 2012. Moreover, after a 24 percent drop from 2011 to 2012, the finance and insurance sector nearly doubled its gross receipts in 2013.
- Sales tax receipts in District 3 grew by 5.1 percent during FY 2013-14, to \$46.4 million, the same rate of growth as during FY 2012-13. District 3 had the third highest sales tax receipts of any district in the City in FY 2013-14.

BUILDING PERMIT
VALUES declined
to \$51.6 million

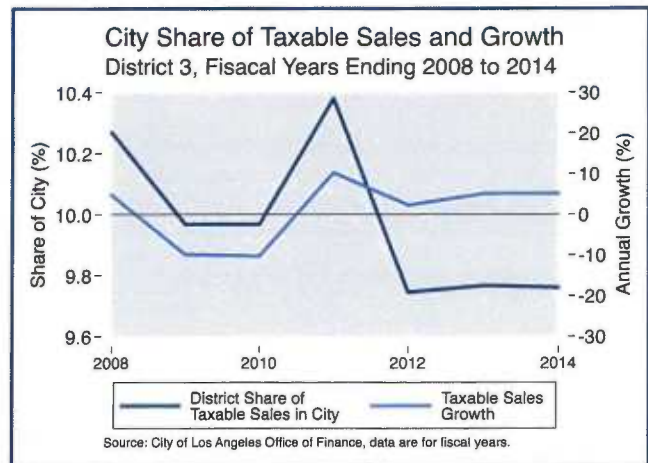
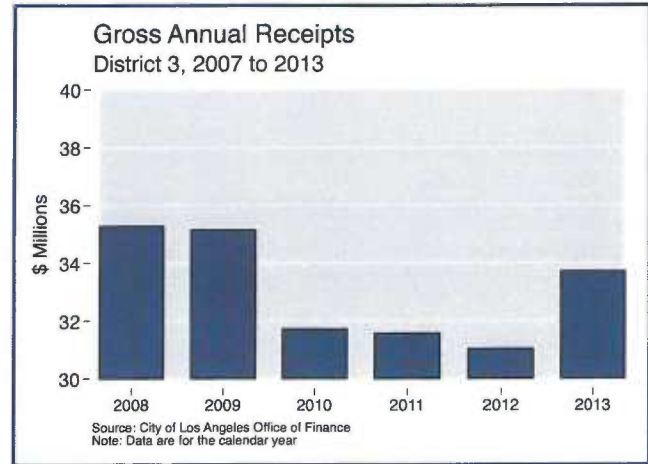


HIGHEST SALES
TAX RECEIPTS
of any district





BOB BLUMENFIELD DISTRICT 3



Nonresidential Construction: District 3

Type	2012/13 (\$000s)	2013/14 (\$000s)
NR Alt./Additions	10,122	5,658
Retail	1,070	1,286
Office	0	400
Industrial	329	0
Total Nonresidential	26,189	10,373

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 3

Sector	2012 (\$000s)	2013 (\$000s)
Health Care	9,710	10,314
Unknown	7,969	8,234
Professional Services	3,625	4,149
Retail Trade	3,140	3,074
Real Estate	1,349	1,535
Finance & Insurance	766	1,489
Admin & Waste Services	1,073	989
Wholesale Trade	781	936
Total	31,027	33,706

Source: Los Angeles City Dept. of Finance.

BOB BLUMENFIELD DISTRICT 3



Population Characteristics in 2012: District 3

Metric	2012			Change Since 2009		
	District 3	City of Los Angeles	Los Angeles County	District 3	City of Los Angeles	Los Angeles County
Population (000s %)	256	3,805	9,840	-	-	-
Median Age (Years)	37.0	34.1	34.8	+0.7	+0.8	+1.0
Population Under 18 Years of Age (% %)	23.5	23.0	24.4	-1.1	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	82.2	74.2	76.4	+0.6	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	33.8	30.8	29.5	+1.3	+1.4	+1.1

Income Characteristics in 2012: District 3

Metric	2012			Change Since 2009		
	District 3	City of Los Angeles	Los Angeles County	District 3	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	67.1	49.7	56.2	-2.4	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	19.8	26.7	22.6	+1.2	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	21.2	23.6	22.5	+0.1	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	30.4	26.8	29.0	-1.5	-0.6	-0.7
Household Income: Above \$100,000 (% %)	28.6	23.0	26.0	+0.1	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	4.8	7.5	7.0	+1.8	+2.0	+1.9
Share of Households with Public Assistance (% %)	2.7	4.5	4.1	+0.8	+0.6	+0.5
Average Public Assistance (\$ %)	5,600	5,450	5,575	+23.7	+3.7	+3.5

Housing Characteristics in 2012: District 3

Metric	2012			Change Since 2009		
	District 3	City of Los Angeles	Los Angeles County	District 3	City of Los Angeles	Los Angeles County
Housing Units (000s %)	93.2	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	53.0	38.0	47.3	-3.4	-1.4	-1.3
Housing Vacancy (% %)	2.6	1.9	1.7	-0.1	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	94.3	94.0	94.2	-2.1	-2.0	-1.7
Households that Moved in Before 2000 (% %)	36.5	34.6	37.5	-7.2	-7.7	-6.9

Resident Employment Characteristics in 2012: District 3

Metric	2012			Change Since 2009		
	District 3	City of Los Angeles	Los Angeles County	District 3	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	122.7	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	84.7	78.6	82.0	-1.9	+4.1	+3.7
Unemployment Rate (% %)	6.1	7.6	7.0	+1.9	+2.2	+2.0
Average Commute Time (Min. %)	29.2	29.2	29.1	+0.1	-0.3	+0.3
Public Transit Commuters (% %)	5.8	11.1	7.1	+0.3	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	36.3	35.2	35.2	-0.5	+1.3	+1.1
Service (% %)	20.4	20.7	18.6	+2.6	+1.3	+1.1
Sales (% %)	26.9	23.7	25.3	-0.8	-0.7	-0.8
Natural Resources (% %)	7.6	8.3	8.0	-1.2	-1.1	-1.0
Prod, Transp, and Moving (% %)	8.8	12.2	12.9	-0.1	-0.8	-0.5

Source: American Community Survey.



BOB BLUMENFIELD DISTRICT 3

Private Employment by Industry in District 3: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Education/Health	22.4	+6.8	+5.4	7.0
Retail Trade	14.0	+4.5	+2.1	10.3
Financial Activities	12.4	-4.5	-0.9	13.7
Admin Support	10.2	-0.3	+1.8	11.3
Leisure and Hospitality	9.7	+1.6	+3.5	5.8
Prof, Sci, Tech, and Mgmt	8.0	+3.7	-1.3	5.8
Manufacturing	5.2	-2.6	-1.9	5.5
NR/Construction	4.3	+3.8	+2.9	11.3
Other Services	3.9	+7.2	+2.6	6.0
Wholesale Trade and Trans	3.9	-3.8	-0.6	3.2
Information	2.4	-3.7	-1.4	4.4
Total Private	96.4	+2.0	+1.8	7.3

Source: California Employment Development Department.
Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Private Sector Annual Wages by Industry in District 3: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Information	104.5	-17.1	-5.3	-12
Manufacturing	94.0	-4.9	-0.8	75
Financial Activities	88.0	+1.1	-2.8	-13
Prof, Sci, Tech, and Mgmt	84.0	+7.8	-1.1	-13
Wholesale Trade and Trans	68.0	+4.9	+1.3	20
NR/Construction	42.5	-7.8	-6.1	-21
Education/Health	42.0	-5.9	+1.3	-13
Admin Support	38.0	+2.0	-0.5	-9
Other Services	36.5	+2.0	+0.7	-4
Retail Trade	32.5	-1.1	-0.8	-1
Leisure and Hospitality	28.5	-16.0	-3.7	-26
Total Private	53.5	-3.5	-1.9	-7

Source: California Employment Development Department.
Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Administrative Serv.	10.2	-0.3	38.2
Ambulatory Health Care Serv.	8.9	+2.1	58.2
Insurance Carriers	6.7	-4.2	99.5
Specialty Trade Contractors	3.0	+4.7	39.9
Food And Beverage Stores	3.0	+2.5	25.7
Nursing Care Facilities	2.8	+4.8	32.4
General Merchandise Stores	2.5	+15.7	27.4
Credit Intermediation	2.2	-7.8	91.0
Clothing Stores	1.9	+3.3	21.0

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+2.1	+4.4
50 to 250 Employees	-0.5	-1.9
More than 250 Employees	+0.3	+1.5
Establishment Average Wage		
Less than \$25,000	+1.6	+4.8
\$25,000 to \$50,000	+0.5	+1.9
More than \$50,000	-0.2	-0.5

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	557
Existing, Reduced Workforce	605
Existing, Unchanged Workforce	176
Left District	109
New to District	190

Source: California Employment Development Department.
Note: Only includes businesses with more than 10 employees.
Note: Based on Employment as of Dec. 2012 and Dec. 2013

TOM LABONGE DISTRICT 4



City Council District 4 stretches from Miracle Mile over Mulholland Drive and into North Hollywood, including the expansive Griffith Park to the east and the iconic Hollywood sign. The is home to more than 13,200 firms, providing 92,600 private and 2,900 public sector jobs. Average wage of District 4 is higher than most of the other districts, at roughly \$58,000 per year.

PRIVATE
EMPLOYMENT
grew 1%



EMPLOYMENT AND FIRM STATISTICS

- Total private employment in District 4 grew 1.0 percent in 2013, to 92,600 jobs, primarily due to a 5.5 percent rise in the number of workers employed in the education/health sector.
- Employment in the information sector in the district accounts for 13.5 percent of the City total.
- Despite the growth in employment, the average wage in District 4 declined 5.0 percent to \$58,000. Nonetheless, the average wage remains slightly higher than the City average.

DEMOGRAPHICS

- A majority of workers (58 percent) in District 4 are employed in the mid-to-high wage management, business, science and arts category. This category is also associated with high-skilled jobs – illustrated by the fact that more than half of the District's population 25 years and older had a Bachelor's degree as of 2012, compared to 30.8 percent throughout the City.
- Given the higher levels of education, it is not surprising that the District's median household income of \$72,000 is approximately 45 percent higher than the City median and 28.1 percent higher than the County median.

BUILDING PERMIT
VALUES increased by
26.4%



CONSTRUCTION

- Building permit values in District 4 increased by 26.4 percent from \$155.1 million in FY 2012-13 to \$256.8 million this past fiscal year.
- Office construction accounted for the District's two highest valued construction projects in FY 2013-14, a five-story and four-story office building (\$19 million and \$16.6 million, respectively) located a mile from the Hollywood Forever Cemetery.

SALES TAX RECEIPTS
increased by 9.2% to
\$43.5 million during
FY 2013-14



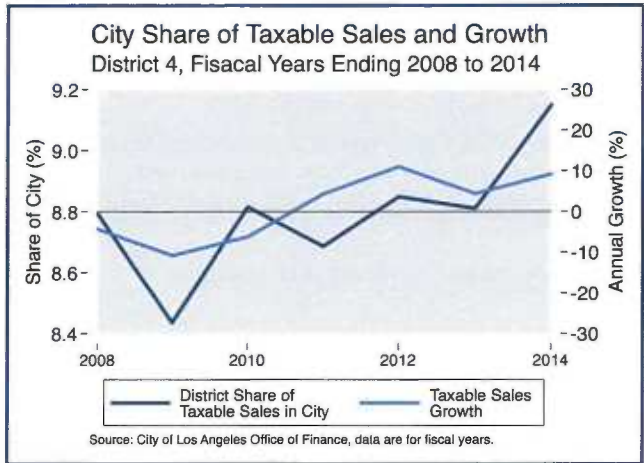
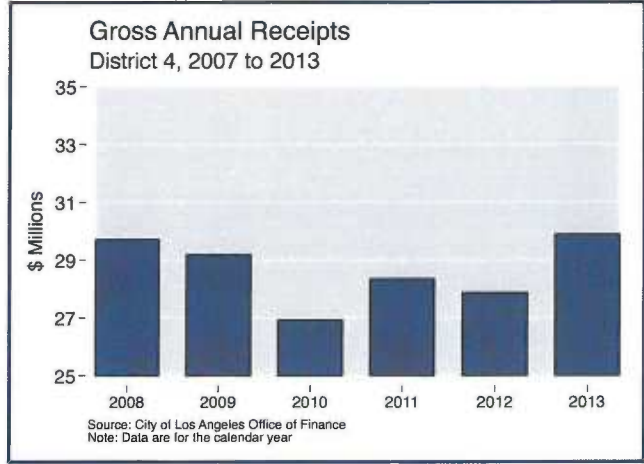
GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- After a down year in 2012, gross receipts in District 4 rebounded by 7.2 percent in 2013, to \$29.9 million, and are now at their highest levels in the last seven years.
- After being usurped by retail trade as the District's largest sector in 2012, professional services returned to the top spot in 2013. Professional services grew by 19 percent, to \$4.4 million, in 2013, while retail trade contracted by 20.2 percent during the same time period.
- Sales tax receipts in District 4 increased by 9.2 percent, to \$43.5 million, during FY 2013-14, much faster than the citywide growth of 5.2 percent.



TOM LABONGE DISTRICT 4

photo source: nicoleabalde@flickr



Nonresidential Construction: District 4

Type	2012/13 (\$000s)	2013/14 (\$000s)
Office	3,129	35,607
NR Alt./Additions	10,122	23,073
Retail	2,926	1,200
Industrial	2	0
Total Nonresidential	29,062	92,197

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 4

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	8,235	8,414
Professional Services	3,723	4,431
Retail Trade	4,029	3,214
Real Estate	2,417	2,765
Health Care	2,342	2,399
Arts & Entertainment	1,495	1,619
Admin & Waste Services	1,073	1,593
Finance & Insurance	891	1,280
Total	27,862	29,878

Source: Los Angeles City Dept. of Finance.

TOM LABONGE DISTRICT 4



Population Characteristics in 2012: District 4

Metric	2012			Change Since 2009		
	District 4	City of Los Angeles	Los Angeles County	District 4	City of Los Angeles	Los Angeles County
Population (000s %)	247	3,805	9,840	-	-	-
Median Age (Years)	38.4	34.1	34.8	+0.8	+0.8	+1.0
Population Under 18 Years of Age (% %)	14.8	23.0	24.4	-0.8	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	93.5	74.2	76.4	+0.5	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	55.6	30.8	29.5	+1.8	+1.4	+1.1

Income Characteristics in 2012: District 4

Metric	2012			Change Since 2009		
	District 4	City of Los Angeles	Los Angeles County	District 4	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	72.0	49.7	56.2	+3.0	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	19.3	26.7	22.6	-0.0	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	20.2	23.6	22.5	-0.3	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	27.6	26.8	29.0	-1.5	-0.6	-0.7
Household Income: Above \$100,000 (% %)	32.9	23.0	26.0	+1.8	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	1.7	7.5	7.0	+0.5	+2.0	+1.9
Share of Households with Public Assistance (% %)	1.7	4.5	4.1	+0.4	+0.6	+0.5
Average Public Assitance (\$ %)	7,300	5,450	5,575	+17.6	+3.7	+3.5

Housing Characteristics in 2012: District 4

Metric	2012			Change Since 2009		
	District 4	City of Los Angeles	Los Angeles County	District 4	City of Los Angeles	Los Angeles County
Housing Units (000s %)	130.3	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	34.3	38.0	47.3	-0.7	-1.4	-1.3
Housing Vacancy (% %)	1.9	1.9	1.7	+0.1	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	95.1	94.0	94.2	-0.9	-2.0	-1.7
Households that Moved in Before 2000 (% %)	30.7	34.6	37.5	-7.0	-7.7	-6.9

Resident Employment Characteristics in 2012: District 4

Metric	2012			Change Since 2009		
	District 4	City of Los Angeles	Los Angeles County	District 4	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	143.0	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	109.1	78.6	82.0	+6.6	+4.1	+3.7
Unemployment Rate (% %)	7.7	7.6	7.0	+2.2	+2.2	+2.0
Average Commute Time (Min. %)	28.0	29.2	29.1	-0.3	-0.3	+0.3
Public Transit Commuters (% %)	5.6	11.1	7.1	+0.1	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	58.0	35.2	35.2	+1.6	+1.3	+1.1
Service (% %)	13.3	20.7	18.6	+0.3	+1.3	+1.1
Sales (% %)	22.1	23.7	25.3	-1.0	-0.7	-0.8
Natural Resources (% %)	2.6	8.3	8.0	-0.8	-1.1	-1.0
Prod, Transp, and Moving (% %)	4.1	12.2	12.9	-0.1	-0.8	-0.5

Source: American Community Survey.



TOM LABONGE DISTRICT 4

Private Employment by Industry in District 4: 2013

Industry	Employment (000s)	Annual Growth District (%)	City (%)	City Share (%)
Education/Health	17.9	+5.5	+5.4	5.6
Leisure and Hospitality	17.7	+2.3	+3.5	10.7
Retail Trade	11.8	+0.4	+2.1	8.7
Prof, Sci, Tech, and Mgmt	11.6	-0.4	-1.3	8.4
Financial Activities	8.7	-0.4	-0.9	9.6
Information	7.3	-7.9	-1.4	13.5
Other Services	7.1	+0.7	+2.6	10.9
Admin Support	5.1	+4.0	+1.8	5.7
Wholesale Trade and Trans	2.4	-3.8	-0.6	1.9
NR/Construction	1.6	+16.0	+2.9	4.2
Manufacturing	1.4	-12.2	-1.9	1.4
Total Private	92.6	+1.0	+1.8	7.0

Source: California Employment Development Department.
Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Private Sector Annual Wages by Industry in District 4: 2013

Industry	Avg. Wage (\$000s)	Annual Growth District (%)	City (%)	District vs. City (%)
Information	112.5	-5.8	-5.3	-5
Prof, Sci, Tech, and Mgmt	81.0	-2.1	-1.1	-16
Financial Activities	75.0	-1.5	-2.8	-26
Admin Support	70.0	-10.1	-0.5	67
Manufacturing	62.0	+15.4	-0.8	16
Wholesale Trade and Trans	56.5	-10.1	+1.3	-0
Leisure and Hospitality	50.0	-4.6	-3.7	30
Other Services	45.5	+1.5	+0.7	20
NR/Construction	43.5	+7.4	-6.1	-19
Retail Trade	38.5	-7.1	-0.8	17
Education/Health	35.5	-3.3	+1.3	-25
Total Private	58.0	-5.0	-1.9	1

Source: California Employment Development Department.
Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Private Subsectors in District 4: 2013

Subsector	Employment (000s)	Growth (%)	Avg. Wage (\$000s)
Food Serv. And Drinking Places	12.5	+3.6	19.9
Ambulatory Health Care Serv.	5.3	+0.4	48.3
Motion Pic. And Sound Recording	4.4	-43.7	106.4
Nursing Care Facilities	3.3	+13.1	42.0
Real Estate	3.3	+5.6	50.6
Broadcasting, Except Internet	3.1	-9.4	101.0
Food And Beverage Stores	2.6	-1.8	30.2
Personal And Laundry Serv.	2.5	-0.9	35.2
Performing Arts And Sports	2.2	-5.1	246.7

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+1.7	+3.5
50 to 250 Employees	+0.3	+1.0
More than 250 Employees	-1.2	-8.5
Establishment Average Wage		
Less than \$25,000	+1.1	+3.4
\$25,000 to \$50,000	+0.6	+2.3
More than \$50,000	-0.9	-2.8

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	623
Existing, Reduced Workforce	586
Existing, Unchanged Workforce	175
Left District	160
New to District	191

Source: California Employment Development Department.
Note: Only includes businesses with more than 10 employees.
Note: Based on Employment as of Dec. 2012 and Dec. 2013

PAUL KORETZ DISTRICT 5

photo source: freeloosedirt@flickr



City Council District 5 runs along the City's spine in the Santa Monica Mountains and includes communities on the west side of Los Angeles from Hollywood to Bel Air, as well as communities in the San Fernando Valley. With approximately 18,800 firms, District 5 boasts the second highest employment numbers, with 192,400 private and 4,000 public sectors jobs. Due in no small part to the legal and business center of Century City, average wage in the district is \$81,700 per year – the highest in the City.

ANNUAL WAGE IS
43% HIGHER than
the average wage
in the City.

\$\$\$\$

EMPLOYMENT AND FIRM STATISTICS

- Employment in District 5 grew by approximately 1.6 percent in 2013, to 192,400 jobs. The information sector in the District, which accounts for over one-quarter of the sector's total employment citywide, grew by 4.6 percent to 14,300 jobs.
- The average wage in District 5 decreased at about the same rate as the average wage in the City overall (1.8 percent compared to 1.9 percent). Yet overall, the average wage of \$82,000 in District 5 remains 43 percent higher than the average wage in the City.

DEMOGRAPHICS

- Housing vacancy declined from 3.2 percent to 2.3 percent from 2009 to 2012 but remains 0.4 percentage points higher than the City average.
- The share of the population 25 years and older with a Bachelor's degree in District 5 (61.6 percent), is double the share citywide (30.8 percent), while the share of the population with a high school diploma (94.3 percent) is 20 percentage points higher than the City average.

CONSTRUCTION

- Permit values increased by \$32.2 million over the year, to \$277.7 million in FY 2013-14. They are at their highest level of value since FY 2006-07.
- Permit values for single-family construction grew 18 percent over the year, to \$103.1 million, while remaining relatively flat in other areas of construction.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- In 2013, District 5 experienced the second largest increase in gross receipts of all districts in the City, jumping by 12.3 percent to \$77.3 million.
- Although the professional and business service sector remains the largest sector in terms of gross receipts in District 5, the finance and insurance sector had the highest rate of growth. After declining by 13.1 percent in 2012, gross receipts in finance and insurance increased by 58 percent to \$12.1 million in 2013.
- On the consumer side, sales tax receipts posted another year of strong growth in District 5. Sales tax receipts grew by 8.5 percent in FY 2013-14, to \$54.4 million, after increasing by 6.5 percent in FY 2012-13.

PERMIT VALUES
increased by \$32.2
million over the year

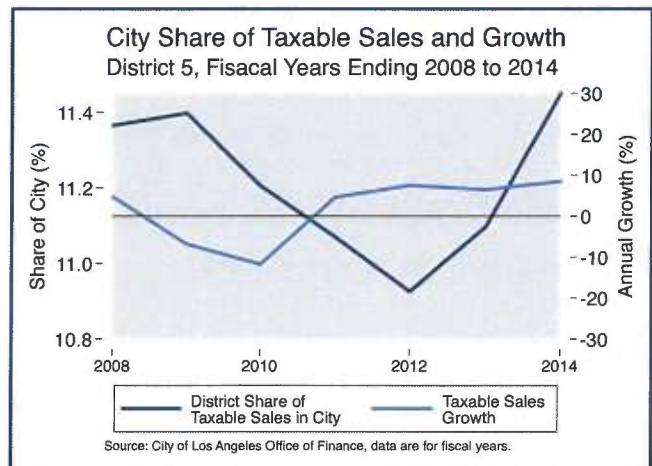
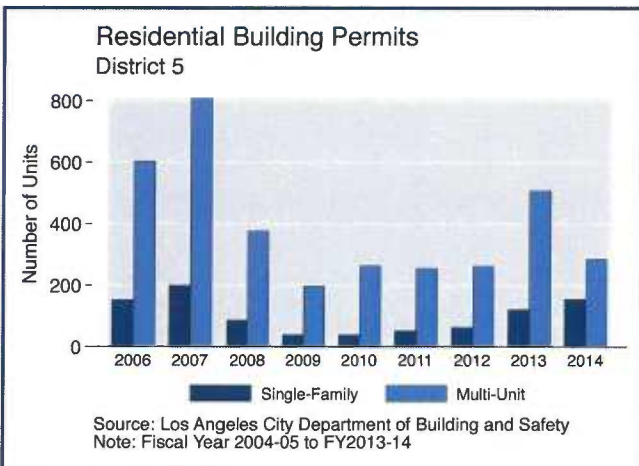
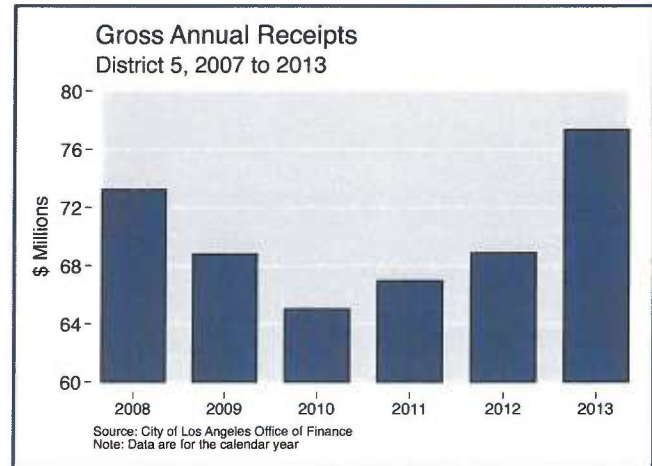


GROSS RECEIPTS
INCREASED
by 8.5%





PAUL KORETZ DISTRICT 5



Nonresidential Construction: District 5

Type	2012/13 (\$000s)	2013/14 (\$000s)
NR Alt./Additions	17,850	22,943
Office	0	13,309
Retail	600	4,580
Industrial	0	30
Total Nonresidential	46,369	52,244

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 5

Sector	2012 (\$000s)	2013 (\$000s)
Professional Services	21,200	21,675
Unknown	14,250	15,464
Finance & Insurance	7,686	12,144
Health Care	5,640	6,313
Real Estate	5,193	5,138
Admin & Waste Services	4,420	4,386
Retail Trade	3,330	3,693
Arts & Entertainment	2,337	2,785
Total	68,868	77,322

Source: Los Angeles City Dept. of Finance.

PAUL KORETZ DISTRICT 5



Population Characteristics in 2012: District 5

Metric	2012			Change Since 2009		
	District 5	City of Los Angeles	Los Angeles County	District 5	City of Los Angeles	Los Angeles County
Population (000s %)	257	3,805	9,840	-	-	-
Median Age (Years)	37.2	34.1	34.8	-0.4	+0.8	+1.0
Population Under 18 Years of Age (% %)	14.8	23.0	24.4	-0.9	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	94.3	74.2	76.4	+0.9	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	61.6	30.8	29.5	+1.6	+1.4	+1.1

Income Characteristics in 2012: District 5

Metric	2012			Change Since 2009		
	District 5	City of Los Angeles	Los Angeles County	District 5	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	82.2	49.7	56.2	+1.7	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	19.2	26.7	22.6	-0.2	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	17.4	23.6	22.5	-0.1	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	25.9	26.8	29.0	-0.3	-0.6	-0.7
Household Income: Above \$100,000 (% %)	37.5	23.0	26.0	+0.6	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	1.6	7.5	7.0	+0.7	+2.0	+1.9
Share of Households with Public Assistance (% %)	1.5	4.5	4.1	+0.3	+0.6	+0.5
Average Public Assistance (\$ %)	6,475	5,450	5,575	+7.9	+3.7	+3.5

Housing Characteristics in 2012: District 5

Metric	2012			Change Since 2009		
	District 5	City of Los Angeles	Los Angeles County	District 5	City of Los Angeles	Los Angeles County
Housing Units (000s %)	121.4	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	39.0	38.0	47.3	-1.5	-1.4	-1.3
Housing Vacancy (% %)	2.3	1.9	1.7	-0.9	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	94.4	94.0	94.2	-2.3	-2.0	-1.7
Households that Moved in Before 2000 (% %)	31.6	34.6	37.5	-7.6	-7.7	-6.9

Resident Employment Characteristics in 2012: District 5

Metric	2012			Change Since 2009		
	District 5	City of Los Angeles	Los Angeles County	District 5	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	136.0	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	118.7	78.6	82.0	+2.6	+4.1	+3.7
Unemployment Rate (% %)	5.7	7.6	7.0	+1.4	+2.2	+2.0
Average Commute Time (Min. %)	24.8	29.2	29.1	-4.7	-0.3	+0.3
Public Transit Commuters (% %)	4.6	11.1	7.1	-0.5	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	60.6	35.2	35.2	+0.5	+1.3	+1.1
Service (% %)	10.4	20.7	18.6	+0.3	+1.3	+1.1
Sales (% %)	23.3	23.7	25.3	-1.5	-0.7	-0.8
Natural Resources (% %)	2.3	8.3	8.0	+0.0	-1.1	-1.0
Prod, Transp, and Moving (% %)	3.3	12.2	12.9	+0.6	-0.8	-0.5

Source: American Community Survey.



PAUL KORETZ DISTRICT 5

Private Employment by Industry in District 5: 2013

Industry	Employment (000s)	Annual Growth District (%)	City (%)	City Share (%)
Education/Health	59.1	+2.8	+5.4	18.3
Prof, Sci, Tech, and Mgmt	28.4	-2.6	-1.3	20.5
Leisure and Hospitality	25.2	+3.8	+3.5	15.2
Retail Trade	16.2	-0.6	+2.1	11.9
Financial Activities	14.9	-1.8	-0.9	16.4
Information	14.3	+4.6	-1.4	26.6
Admin Support	12.9	+2.0	+1.8	14.3
Other Services	11.9	+6.0	+2.6	18.3
Wholesale Trade and Trans	4.4	+6.5	-0.6	3.6
NR/Construction	3.1	-2.5	+2.9	8.0
Manufacturing	1.9	-2.9	-1.9	2.0
Total Private	192.4	+1.6	+1.8	14.6

Source: California Employment Development Department.

Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Private Sector Annual Wages by Industry in District 5: 2013

Industry	Avg. Wage (\$000s)	Annual Growth District (%)	City (%)	District vs. City (%)
Financial Activities	158.5	-7.7	-2.8	57
Information	142.5	-7.4	-5.3	20
Prof, Sci, Tech, and Mgmt	109.0	-4.6	-1.1	14
NR/Construction	95.5	-24.2	-6.1	78
Wholesale Trade and Trans	91.5	-1.9	+1.3	62
Education/Health	70.5	+16.1	+1.3	48
Leisure and Hospitality	65.5	-7.4	-3.7	69
Manufacturing	54.5	-13.2	-0.8	2
Admin Support	46.5	-0.5	-0.5	11
Other Services	39.0	+0.1	+0.7	4
Retail Trade	35.0	-3.9	-0.8	6
Total Private	82.0	-1.8	-1.9	43

Source: California Employment Development Department.

Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Private Subsectors in District 5: 2013

Subsector	Employment (000s)	Growth (%)	Avg. Wage (\$000s)
Ambulatory Health Care Serv.	10.2	+1.7	68.3
Legal Serv.	9.1	-1.4	140.1
Accounting And Book. Serv.	7.8	-11.2	82.2
Motion Pic. And Sound Recording	7.6	+8.3	157.1
Real Estate	4.5	+3.7	65.2
Securities and Investments	4.4	+0.4	293.7

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
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Establishment Size

Less than 50 Employees	+10.2	+12.9
50 to 250 Employees	+0.4	+0.9
More than 250 Employees	-7.5	-11.7

Establishment Average Wage

Less than \$25,000	+1.7	+3.7
\$25,000 to \$50,000	+2.9	+6.1
More than \$50,000	-1.4	-1.4

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	1,004
Existing, Reduced Workforce	1,010
Existing, Unchanged Workforce	296
Left District	225
New to District	331

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

NURY MARTINEZ DISTRICT 6



City Council District 6, located in the geographic center of the San Fernando Valley, is home to the communities of Arleta, North Hills East, West Van Nuys/Lake Balboa, Panorama City, Sun Valley, and parts of Van Nuys and North Hollywood. The district employs around 75,000 people (70,200 private and 4,800 public sector) at approximately 8,700 firms. Average wage for those workers is about \$44,700 per year, placing wages in the district about \$14,500 below the City average.

**PRIVATE
EMPLOYMENT**
grew by 2.7% to
70,200 jobs



PERMIT VALUES
increased to
\$168.3 million



GROSS RECEIPTS
increased by 4%



EMPLOYMENT AND FIRM STATISTICS

- Lead by growth in its five largest employment sectors, total private employment in District 6 grew by 2.7 percent to 70,200 jobs in 2013. However, a significant portion of this growth occurred in establishments where the average wage is less than \$25,000.
- Workers in all but two sectors – manufacturing and retail trade – earn less than their counterparts across the City. While the average wage in District 6 grew by 0.1 percent over the year, the average wage of \$44,000 remains 23 percent below the average wage in the City.

DEMOGRAPHICS

- Only 15.8 percent of the population 25 years and older had a Bachelor's degree as of 2012.
- Nearly half of District 6 residents (49.7 percent) are employed in service and sales occupations – an occupation group that tends to have a higher proportion of lower-skilled workers earning below average wages.
- The share of households receiving Supplemental Nutrition Assistance Program (SNAP) assistance increased 4.3 percentage points from 2009 to 2012, to 10.6 percent. Meanwhile, the average amount of public assistance received by beneficiaries decreased by 5.2 percent to \$5,300 during this time period.

CONSTRUCTION

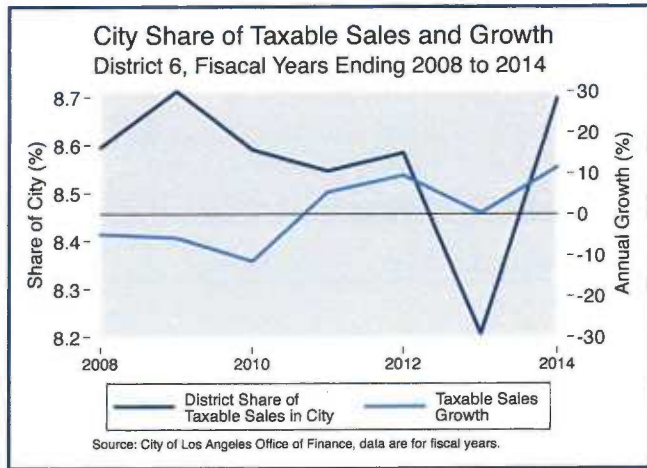
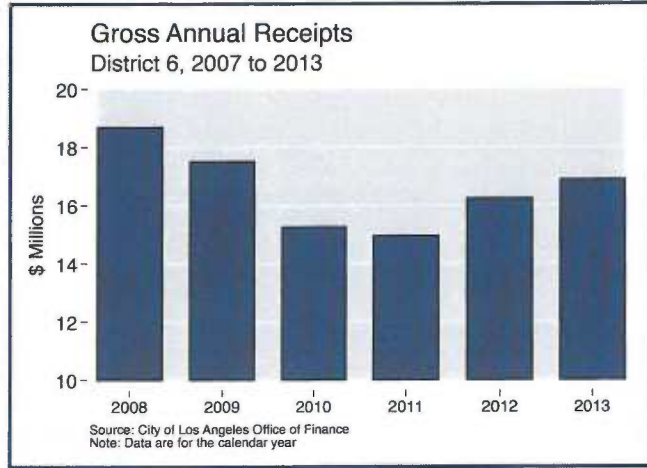
- Permit values in District 6 increased from \$75.5 million in FY 2012-13 to \$168.3 million in FY 2013-14 primarily due to a \$90 million increase in residential permit values. In fact, residential permit values had their best year since 2007.
- Non-residential permit values were relatively flat over the year, growing by only \$2 million.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- Gross receipts in District 6 increased for the second consecutive year, growing by 4.0 percent, to \$16.9 million, in 2013.
- The real estate and professional services sectors experienced the largest growth in gross receipts in 2013, increasing by 13.9 percent and 17.3 percent, respectively.
- District 6 experienced the largest growth in sales tax receipts of all districts in the City during FY 2013-14, growing by 11.5 percent to \$41.3 million. This comes after relatively flat tax receipts in FY 2012-13.



NURY MARTINEZ DISTRICT 6



Nonresidential Construction: District 6

Type	2012/13 (\$000s)	2013/14 (\$000s)
Office	15,447	27,751
NR Alt./Additions	6,414	7,363
Retail	2,387	1,914
Industrial	1,672	426
Total Nonresidential	43,881	46,276

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 6

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	4,977	4,944
Health Care	3,082	3,087
Retail Trade	2,635	2,412
Wholesale Trade	1,053	1,179
Real Estate	908	1,035
Professional Services	879	1,031
Admin & Waste Services	555	658
Other Services	395	546
Total	16,238	16,880

Source: Los Angeles City Dept. of Finance.

NURY MARTINEZ DISTRICT 6



Population Characteristics in 2012: District 6

Metric	2012			Change Since 2009		
	District 6	City of Los Angeles	Los Angeles County	District 6	City of Los Angeles	Los Angeles County
Population (000s %)	257	3,805	9,840	-	-	-
Median Age (Years)	31.9	34.1	34.8	+1.2	+0.8	+1.0
Population Under 18 Years of Age (% %)	27.7	23.0	24.4	-2.1	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	63.3	74.2	76.4	+1.1	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	15.8	30.8	29.5	+0.8	+1.4	+1.1

Income Characteristics in 2012: District 6

Metric	2012			Change Since 2009		
	District 6	City of Los Angeles	Los Angeles County	District 6	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	45.7	49.7	56.2	+3.7	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	28.1	26.7	22.6	+0.7	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	27.9	23.6	22.5	-1.6	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	29.3	26.8	29.0	-0.6	-0.6	-0.7
Household Income: Above \$100,000 (% %)	14.7	23.0	26.0	+1.6	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	10.6	7.5	7.0	+4.3	+2.0	+1.9
Share of Households with Public Assistance (% %)	5.1	4.5	4.1	+0.8	+0.6	+0.5
Average Public Assistance (\$ %)	5,300	5,450	5,575	-5.2	+3.7	+3.5

Housing Characteristics in 2012: District 6

Metric	2012			Change Since 2009		
	District 6	City of Los Angeles	Los Angeles County	District 6	City of Los Angeles	Los Angeles County
Housing Units (000s %)	75.5	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	38.8	38.0	47.3	-2.8	-1.4	-1.3
Housing Vacancy (% %)	1.4	1.9	1.7	-1.0	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	95.5	94.0	94.2	-2.4	-2.0	-1.7
Households that Moved in Before 2000 (% %)	34.4	34.6	37.5	-8.0	-7.7	-6.9

Resident Employment Characteristics in 2012: District 6

Metric	2012			Change Since 2009		
	District 6	City of Los Angeles	Los Angeles County	District 6	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	115.8	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	58.1	78.6	82.0	+3.3	+4.1	+3.7
Unemployment Rate (% %)	8.2	7.6	7.0	+3.0	+2.2	+2.0
Average Commute Time (Min. %)	30.9	29.2	29.1	+1.4	-0.3	+0.3
Public Transit Commuters (% %)	10.5	11.1	7.1	+2.0	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	19.8	35.2	35.2	-0.5	+1.3	+1.1
Service (% %)	26.6	20.7	18.6	+3.0	+1.3	+1.1
Sales (% %)	23.1	23.7	25.3	+0.5	-0.7	-0.8
Natural Resources (% %)	15.1	8.3	8.0	-1.8	-1.1	-1.0
Prod, Transp, and Moving (% %)	15.4	12.2	12.9	-1.2	-0.8	-0.5

Source: American Community Survey.



NURY MARTINEZ DISTRICT 6

Private Employment by Industry in District 6: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Education/Health	19.4	+5.5	+5.4	6.0
Manufacturing	9.3	+1.1	-1.9	9.7
Retail Trade	8.9	+2.7	+2.1	6.5
Leisure and Hospitality	5.1	+10.1	+3.5	3.1
NR/Construction	5.0	+3.5	+2.9	13.1
Wholesale Trade	4.1	-1.0	+0.5	5.9
Admin Support	3.8	+7.5	+1.8	4.2
Transport/Warehouse	3.7	-1.1	-1.8	6.6
Prof, Sci, Tech, and Mgmt	3.5	-0.1	-1.3	2.5
Financial Activities	3.4	-6.9	-0.9	3.7
Other Services	2.8	+0.4	+2.6	4.3
Information	1.3	-5.2	-1.4	2.4
Total Private	70.2	+2.7	+1.8	5.3

Source: California Employment Development Department.

Private Sector Annual Wages by Industry in District 6: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Information	81.5	+0.6	-5.3	-31
Prof, Sci, Tech, and Mgmt	56.0	+4.9	-1.1	-41
Manufacturing	56.0	+3.9	-0.8	4
Wholesale Trade	54.0	+0.7	-0.5	-3
NR/Construction	49.5	-0.1	-6.1	-8
Financial Activities	49.0	+4.5	-2.8	-51
Transport/Warehouse	47.5	+5.1	+3.7	-18
Education/Health	41.5	-2.6	+1.3	-13
Admin Support	38.5	-6.6	-0.5	-8
Other Services	34.5	+0.6	+0.7	-9
Retail Trade	33.5	+1.7	-0.8	3
Leisure and Hospitality	23.0	-0.8	-3.7	-40
Total Private	44.0	+0.1	-1.9	-23

Source: California Employment Development Department.

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Ambulatory Health Care Serv.	7.0	-0.4	54.3
Social Assistance	6.0	+17.3	15.0
Specialty Trade Contractors	3.7	+3.5	45.5
Wholesalers, Durable Goods	2.7	-1.0	53.8
Food And Beverage Stores	2.0	+8.6	24.8
Nursing Care Facilities	1.8	+9.2	32.8
General Merchandise Stores	1.3	+2.5	26.8

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
-----------------------	----------------------	-------------------

Establishment Size

Less than 50 Employees	+2.1	+5.8
50 to 250 Employees	-0.7	-3.5
More than 250 Employees	+0.5	+4.3

Establishment Average Wage

Less than \$25,000	+2.0	+9.6
\$25,000 to \$50,000	-0.5	-2.2
More than \$50,000	+0.3	+1.4

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	489
Existing, Reduced Workforce	468
Existing, Unchanged Workforce	113
Left District	104
New to District	151

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

FELIPE FUENTES DISTRICT 7



City Council District 7 covers the northeast section of the San Fernando Valley including the communities of Pacoima, Mission Hills and Sylmar. The District is home to 6,300 firms, providing 48,000 private and 3,700 public sector jobs. The average annual wage in District 7 is \$48,400, approximately \$10,800 below the City average.

NR/Construction
had the strongest
EMPLOYMENT
GROWTH
AT 14%



EMPLOYMENT AND FIRM STATISTICS

- Total private employment in District 7 grew slower than it did in the City overall (0.5 percent to 1.8 percent). NR/Construction had the strongest employment growth at 14.0 percent, followed by the education/health sector at 7.2 percent.
- Employment growth was strongest in establishments where the average annual wage was less than \$25,000, which contributed the decline in the District's average annual wage.
- Workers in the manufacturing sector in District 7, the District's second largest source of employment, earn \$65,000, which is 21 percent more than the average manufacturing employee in the City overall.

DEMOGRAPHICS

- The share of the population 25 years and older with a Bachelor's degree in District 7 was 17.1 percent in 2012, 13.7 percentage points lower than the City average. Nevertheless, the median household income of \$58,400 in District 7 is almost 18 percent higher than the City average.
- Since 2009, the median household income in the District fell by almost 1 percent. Nonetheless, the share of households earning more than \$100,000 increased by 1.2 percentage points to 21.1 percent during this time period.

CONSTRUCTION

- Permit values were relatively flat in District 7, growing by only \$1.3 million over the year.
- Residential construction accounted for 83 percent of the total value of permitted construction in the District, due in part to a 41.2 percent decrease in non-residential permit values in FY 2013-14.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- In 2013, gross receipts in District 7 increased by 17.2 percent over the previous year, to \$8.6 million, and are now near their pre-recession high of \$8.7 million.
- Growth in gross receipts was spread across a wide variety of sectors, with each of the 10 largest sectors experiencing an increase in 2013.
- Sales tax receipts in District 7 grew by 9.0 percent, to \$27.4 million, in FY 2013-14.

RESIDENTIAL
CONSTRUCTION
accounted for 83%
of total value of
permitted construction

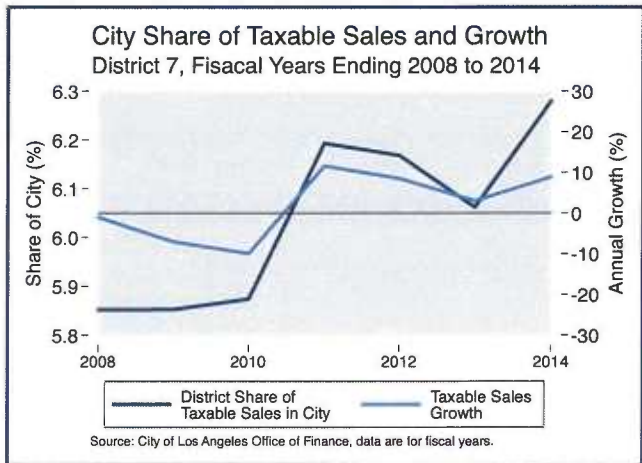
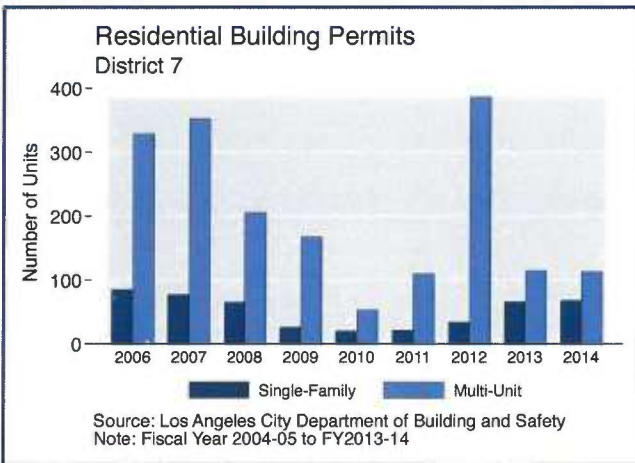
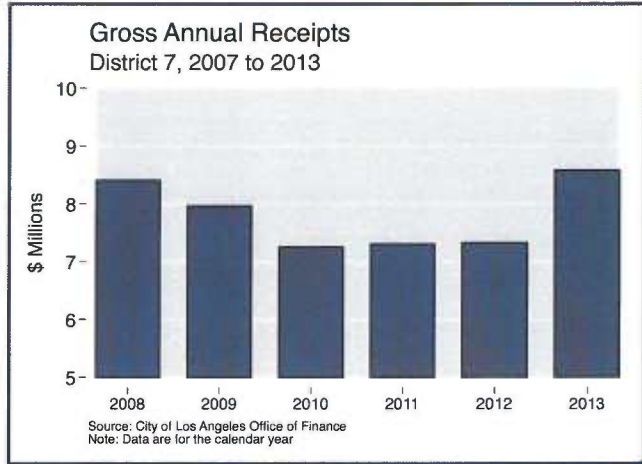


GROSS RECEIPTS
increased by
17.2%





FELIPE FUENTES DISTRICT 7



Nonresidential Construction: District 7

Type	2012/13 (\$000s)	2013/14 (\$000s)
NR Alt./Additions	10,973	4,651
Office	3,495	878
Retail	800	374
Industrial	3,973	270
Total Nonresidential	16,517	10,045

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 7

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	2,463	2,796
Health Care	1,452	1,545
Retail Trade	1,065	1,184
Wholesale Trade	502	550
Real Estate	346	439
Transportation & Warehousing	110	339
Construction	232	284
Admin & Waste Services	174	278
Total	7,323	8,581

Source: Los Angeles City Dept. of Finance.

FELIPE FUENTES DISTRICT 7



Population Characteristics in 2012: District 7

Metric	2012			Change Since 2009		
	District 7	City of Los Angeles	Los Angeles County	District 7	City of Los Angeles	Los Angeles County
Population (000s %)	250	3,805	9,840	-	-	-
Median Age (Years)	33.1	34.1	34.8	+1.0	+0.8	+1.0
Population Under 18 Years of Age (% %)	27.6	23.0	24.4	-1.3	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	66.6	74.2	76.4	+2.5	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	17.1	30.8	29.5	+1.4	+1.4	+1.1

Income Characteristics in 2012: District 7

Metric	2012			Change Since 2009		
	District 7	City of Los Angeles	Los Angeles County	District 7	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	58.4	49.7	56.2	-0.9	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	20.5	26.7	22.6	+1.1	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	24.1	23.6	22.5	-0.2	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	34.3	26.8	29.0	-2.1	-0.6	-0.7
Household Income: Above \$100,000 (% %)	21.1	23.0	26.0	+1.2	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	7.6	7.5	7.0	+2.4	+2.0	+1.9
Share of Households with Public Assistance (% %)	4.4	4.5	4.1	+0.9	+0.6	+0.5
Average Public Assistance (\$ %)	5,625	5,450	5,575	+4.7	+3.7	+3.5

Housing Characteristics in 2012: District 7

Metric	2012			Change Since 2009		
	District 7	City of Los Angeles	Los Angeles County	District 7	City of Los Angeles	Los Angeles County
Housing Units (000s %)	71.0	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	61.9	38.0	47.3	-4.3	-1.4	-1.3
Housing Vacancy (% %)	2.2	1.9	1.7	+0.1	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	92.4	94.0	94.2	-2.6	-2.0	-1.7
Households that Moved in Before 2000 (% %)	42.1	34.6	37.5	-6.0	-7.7	-6.9

Resident Employment Characteristics in 2012: District 7

Metric	2012			Change Since 2009		
	District 7	City of Los Angeles	Los Angeles County	District 7	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	108.9	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	68.2	78.6	82.0	+0.4	+4.1	+3.7
Unemployment Rate (% %)	7.6	7.6	7.0	+2.3	+2.2	+2.0
Average Commute Time (Min. %)	28.8	29.2	29.1	+3.0	-0.3	+0.3
Public Transit Commuters (% %)	4.3	11.1	7.1	+0.2	+0.2	+0.1

Top Occupations

Mgmt, Bsn, Sci, and Arts (% %)	26.0	35.2	35.2	+2.4	+1.3	+1.1
Service (% %)	20.4	20.7	18.6	+2.3	+1.3	+1.1
Sales (% %)	25.7	23.7	25.3	-1.2	-0.7	-0.8
Natural Resources (% %)	13.3	8.3	8.0	-1.7	-1.1	-1.0
Prod, Transp, and Moving (% %)	14.6	12.2	12.9	-1.8	-0.8	-0.5

Source: American Community Survey.



FELIPE FUENTES DISTRICT 7

Private Employment by Industry in District 7: 2013

Industry	Employment (000s)	Annual Growth District (%)	City (%)	City Share (%)
Education/Health	13.9	+7.2	+5.4	4.3
Manufacturing	10.5	-5.0	-1.9	11.0
Retail Trade	5.2	-6.8	+2.1	3.8
Leisure and Hospitality	3.3	+1.3	+3.5	2.0
NR/Construction	3.2	+14.0	+2.9	8.3
Wholesale Trade	3.1	-2.1	+0.5	4.5
Transport/Warehouse	1.8	+4.2	-1.8	3.3
Prof/Business and Info	1.8	+1.3	+0.6	1.2
Other Services	1.2	+1.1	+2.6	1.8
Financial Activities	1.2	-3.1	-0.9	1.3
Total Private	48.0	+0.5	+1.8	3.6

Source: California Employment Development Department.

Note: Prof/Business and Info combines Prof, Sci, Tech, and Mgmt, Admin Support, and Information.

Private Subsectors in District 7: 2013

Subsector	Employment (000s)	Growth (%)	Avg. Wage (\$000s)
Social Assistance	5.2	+21.9	13.9
Nursing Care Facilities	3.1	+1.2	36.6
Specialty Trade Contractors	2.2	+18.8	46.2
Food And Beverage Stores	2.2	-7.2	28.2
Wholesalers, Durable Goods	1.6	-3.0	48.8
Fabricated Metal Product Mfg.	1.4	+0.2	47.8
Transp. Equipment Mfg.	1.2	-8.6	56.8
Plastics And Rubber Products Mfg.	1.1	+2.9	52.4

Source: California Employment Development Department.

Private Sector Annual Wages by Industry in District 7: 2013

Industry	Avg. Wage (\$000s)	Annual Growth District (%)	City (%)	District vs. City (%)
Prof/Business and Info	223.0	-0.8	-3.6	37
Manufacturing	65.0	+0.5	-0.8	21
NR/Construction	58.0	+8.0	-6.1	7
Wholesale Trade	54.0	+4.1	-0.5	-2
Financial Activities	51.5	-9.1	-2.8	-49
Transport/Warehouse	47.0	-0.8	+3.7	-19
Education/Health	35.5	-4.9	+1.3	-25
Other Services	30.5	+4.1	+0.7	-19
Retail Trade	29.0	+1.3	-0.8	-11
Leisure and Hospitality	16.5	-0.4	-3.7	-57
Total Private	48.5	-0.3	-1.9	-16

Source: California Employment Development Department.

Note: Prof/Business and Info combines Prof, Sci, Tech, and Mgmt, Admin Support, and Information.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+1.4	+6.7
50 to 250 Employees	-0.7	-4.4
More than 250 Employees	-0.5	-4.0
Establishment Average Wage		
Less than \$25,000	+0.8	+5.3
\$25,000 to \$50,000	-0.2	-1.2
More than \$50,000	-0.3	-2.2

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	276
Existing, Reduced Workforce	267
Existing, Unchanged Workforce	87
Left District	50
New to District	58

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

BERNARD PARKS DISTRICT 8



Council District 8 in south Los Angeles runs west of the 110 freeway and reaches I-10 at its northernmost point. With 7,100 firms, District 8 consists of the fewest number of workers of all City Council districts – 17,900 private and 2,600 public sector jobs. Average annual wage in the district, roughly \$25,500, is the lowest of all City Council districts.

**EMPLOYMENT
increased by 7.6%**



EMPLOYMENT AND FIRM STATISTICS

- Employment in District 8 grew robustly in 2013, increasing by 7.6 percent, to 17,900 jobs. However, the bulk of the growth occurred in establishments that pay workers less than \$25,000 per year on average.
- The average wage in every sector in District 8 is significantly lower than the corresponding average wage in the City as a whole. Overall, the average wage of \$21,500 in District 8 is 62 percent below the average wage citywide.

DEMOGRAPHICS

- The share of households receiving public assistance in the District is more than double the share citywide (9.9 percent compared to 4.5 percent), as is the share of households in the District receiving Supplemental Nutrition Assistance Program (SNAP) assistance (15.9 percent compared to 7.5 percent). However, the average amount of public assistance received by beneficiaries decreased 1 percent to \$5,050 from 2009 to 2012.
- The distribution of household income in District 8 is skewed towards the lower income brackets. Nearly 40 percent of all households earn less than \$25,000, while two-thirds of all households in the District earn less than \$50,000.

CONSTRUCTION

- Building permit values in District 8 rebounded during the FY 2013-14, reaching \$62.4 million from \$35.6 million the previous fiscal year.
- Both residential and non-residential permit values increased in FY 2013-14, each rising by \$13 million. The growth in residential permit values is due to several improvement projects to apartment buildings in the District.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- In 2013, after two consecutive years of decreases, gross business receipts increased by 4.9 percent to \$3.1 million in District 8.
- The amount of gross business receipts remains heavily tied to the retail trade sector, which accounted for nearly one-third of all receipts in District 8 in 2013.
- Sales tax receipts continue to grow at a healthy pace, increasing by 4 percent to \$8.0 million in FY 2013-14. This follows a 5.5 percent increase during FY 2012-13.

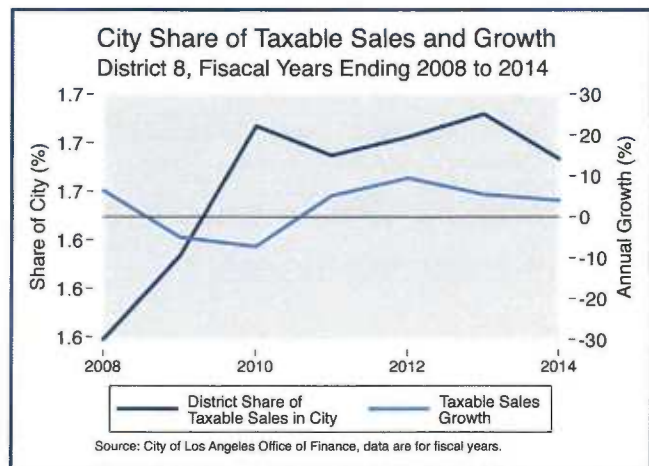
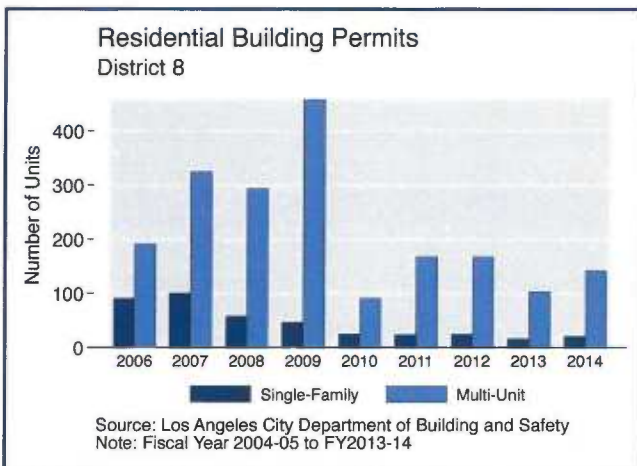
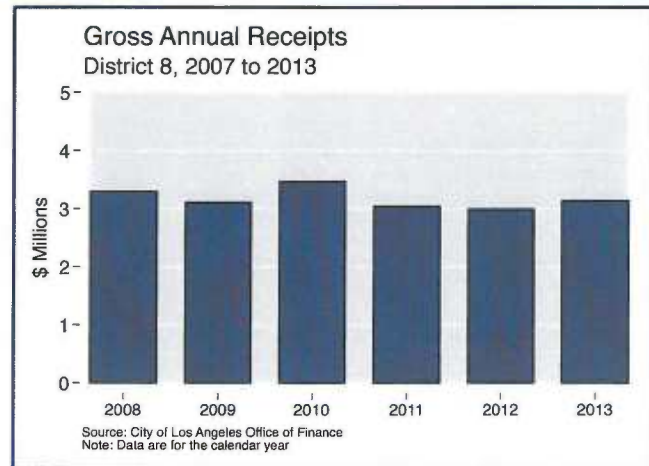
**BUILDING PERMIT
VALUES REACHED
\$62.4 MILLION**

**SALES TAX
RECEIPTS
increased
by 4.9%**





BERNARD PARKS DISTRICT 8



Nonresidential Construction: District 8

Type	2012/13 (\$000s)	2013/14 (\$000s)
Office	67	15,512
Industrial	0	4,094
NR Alt./Additions	2,392	2,263
Retail	1,661	1,130
Total Nonresidential	9,048	22,007

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 8

Sector	2012 (\$000s)	2013 (\$000s)
Retail Trade	923	970
Unknown	906	951
Real Estate	195	229
Other Services	157	203
Health Care	240	197
Accommodation & Food	160	161
Admin & Waste Services	84	93
Wholesale Trade	102	81
Total	2,989	3,135

Source: Los Angeles City Dept. of Finance.

BERNARD PARKS DISTRICT 8



Population Characteristics in 2012: District 8

Metric	2012			Change Since 2009		
	District 8	City of Los Angeles	Los Angeles County	District 8	City of Los Angeles	Los Angeles County
Population (000s %)	247	3,805	9,840	-	-	-
Median Age (Years)	31.9	34.1	34.8	+1.6	+0.8	+1.0
Population Under 18 Years of Age (% %)	28.0	23.0	24.4	-2.4	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	62.3	74.2	76.4	+1.3	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	11.4	30.8	29.5	+1.4	+1.4	+1.1

Income Characteristics in 2012: District 8

Metric	2012			Change Since 2009		
	District 8	City of Los Angeles	Los Angeles County	District 8	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	34.1	49.7	56.2	+0.3	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	39.7	26.7	22.6	+0.2	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	26.7	23.6	22.5	-1.2	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	23.7	26.8	29.0	-0.9	-0.6	-0.7
Household Income: Above \$100,000 (% %)	9.8	23.0	26.0	+2.0	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	15.9	7.5	7.0	+2.7	+2.0	+1.9
Share of Households with Public Assistance (% %)	9.9	4.5	4.1	+0.4	+0.6	+0.5
Average Public Assitance (\$ %)	5,050	5,450	5,575	-0.9	+3.7	+3.5

Housing Characteristics in 2012: District 8

Metric	2012			Change Since 2009		
	District 8	City of Los Angeles	Los Angeles County	District 8	City of Los Angeles	Los Angeles County
Housing Units (000s %)	121.4	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	39.0	38.0	47.3	-1.5	-1.4	-1.3
Housing Vacancy (% %)	2.3	1.9	1.7	-0.9	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	94.4	94.0	94.2	-2.3	-2.0	-1.7
Households that Moved in Before 2000 (% %)	31.6	34.6	37.5	-7.6	-7.7	-6.9

Resident Employment Characteristics in 2012: District 8

Metric	2012			Change Since 2009		
	District 8	City of Los Angeles	Los Angeles County	District 8	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	96.1	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	48.9	78.6	82.0	+5.4	+4.1	+3.7
Unemployment Rate (% %)	8.6	7.6	7.0	+1.5	+2.2	+2.0
Average Commute Time (Min. %)	32.1	29.2	29.1	-0.3	-0.3	+0.3
Public Transit Commuters (% %)	14.9	11.1	7.1	+0.4	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	18.8	35.2	35.2	+0.8	+1.3	+1.1
Service (% %)	28.9	20.7	18.6	+3.3	+1.3	+1.1
Sales (% %)	23.7	23.7	25.3	-0.9	-0.7	-0.8
Natural Resources (% %)	11.0	8.3	8.0	-0.5	-1.1	-1.0
Prod, Transp, and Moving (% %)	17.6	12.2	12.9	-2.7	-0.8	-0.5

Source: American Community Survey.



BERNARD PARKS DISTRICT 8

photo source: amoeba music

Private Employment by Industry in District 8: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Education/Health	9.3	+22.1	+5.4	2.9
Retail Trade	2.6	+6.5	+2.1	1.9
Leisure and Hospitality	1.9	-5.0	+3.5	1.2
Other Services and Constr	1.3	-3.2	+2.7	1.3
Manufacturing	0.7	-28.9	-1.9	0.7
Wholesale Trade	0.5	-2.4	+0.5	0.7
Financial Activities	0.4	-15.0	-0.9	0.5
Transport/Warehouse	0.4	+0.3	-1.8	0.7
Prof/Business and Info	0.3	-11.3	+0.6	0.2
Total Private	17.9	+7.6	+1.8	1.4

Source: California Employment Development Department.

Note: Prof/Business and Info combines Prof, Sci, Tech, and Mgmt, Admin Support, and Information.

Note: Other Services and Constr combines Other Services and NR/Construction.

Private Sector Annual Wages by Industry in District 8: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Prof/Business and Info	124.5	+15.8	-3.6	-24
Manufacturing	39.0	-9.2	-0.8	-28
Transport/Warehouse	33.5	-1.7	+3.7	-43
Financial Activities	32.0	+14.5	-2.8	-68
Wholesale Trade	30.5	+3.8	-0.5	-45
Other Services and Constr	28.0	+7.9	-2.5	-36
Retail Trade	23.0	-4.3	-0.8	-30
Education/Health	17.0	-8.0	+1.3	-64
Leisure and Hospitality	14.0	-0.0	-3.7	-64
Total Private	21.5	-5.7	-1.9	-62

Source: California Employment Development Department.

Note: Prof/Business and Info combines Prof, Sci, Tech, and Mgmt, Admin Support, and Information.

Note: Other Services and Constr combines Other Services and NR/Construction.

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Social Assistance	7.1	+21.9	12.6
Food Serv. And Drinking Places	1.8	-4.0	13.7
Food And Beverage Stores	1.1	+1.0	25.2
Nursing Care Facilities	0.7	+12.0	24.8

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+1.4	+11.3
50 to 250 Employees	+0.1	+3.3
More than 250 Employees		
Establishment Average Wage		
Less than \$25,000	+1.3	+12.0
\$25,000 to \$50,000	+0.2	+3.5
More than \$50,000	-0.2	-20.1

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	112
Existing, Reduced Workforce	107
Existing, Unchanged Workforce	27
Left District	22
New to District	23

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

CURREN D. PRICE, JR DISTRICT 9

photo source: dthompson7@flickr



City Council District 9 encompasses some of the most culturally diverse communities in Los Angeles. At our northern border, the district houses some of L.A.'s most important attractions, including the L.A. Convention Center, Staples Center and the L.A. Live Complex. The home to dozens of local schools and the University of Southern California and Los Angeles, District 9 is home to more than 6,000 firms, which provide 61,400 private and 6,100 public sector jobs. The average worker in the district earns approximately \$49,500, nearly \$10,000 below the City average.

EMPLOYMENT
increased by
2.8%



61,400 jobs

EMPLOYMENT AND FIRM STATISTICS

- Employment in District 9 increased by approximately 2.8 percent in 2013, reaching a total of 61,400 jobs. A large chunk of this growth occurred in establishments where the average annual wage is \$50,000 or more.
- At \$65,500, the average wage in the education/health sector is 37 percent higher than the average wage for workers in the sector citywide. However, the overall average wage of \$49,000 in District 9 is 14 percent below the average in the City.

DEMOGRAPHICS

- The median household income in District 9, at \$28,300, is about half the median household income across the County. The workforce in the District is composed primarily of workers in lower income occupations. In fact, the high wage management, business, science and arts category represents only 11.7 percent of all workers in the District, compared to 35.2 percent of workers living throughout the City.
- Nearly one-quarter of all households in the District receive Supplemental Nutrition Assistance Program (SNAP) assistance, which is about three times the share of households on SNAP across the City and County. Additionally, almost 11 percent of all households in District 9 receive public assistance.

CONSTRUCTION

- After experiencing a 191 percent increase in permit values from FY 2011-12 to FY 2012-13, permit values fell by 41 percent in FY 2013-14, to \$77.1 million.
- Despite falling by \$41.6 million, multi-family construction was the largest source of permit values during FY 2013-14 in District 9.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

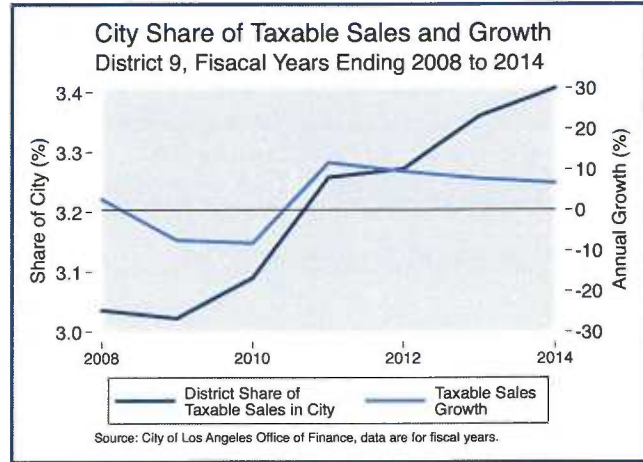
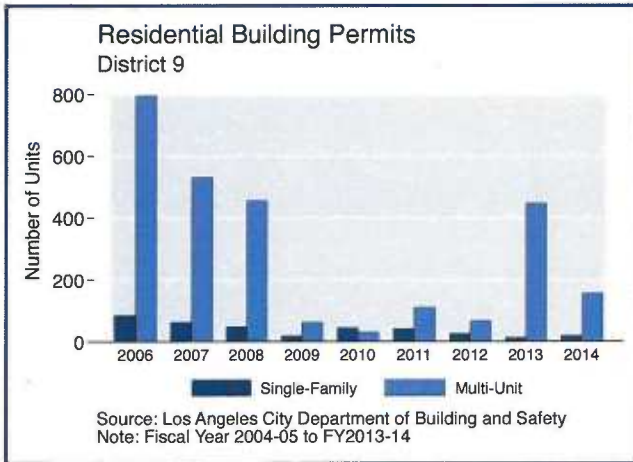
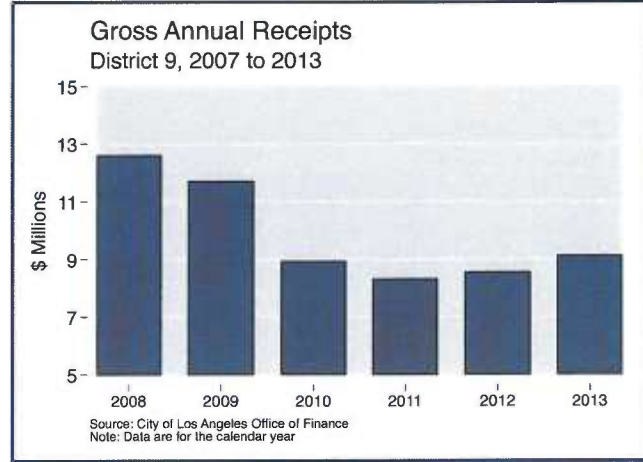
- Gross receipts in District 9 increased by approximately 6.6 percent from \$8.5 million in 2012 to \$9.1 million in 2013.
- Gross receipts in the District's second largest sector, wholesale trade, grew by nearly 10 percent in 2013. Meanwhile, retail trade, the largest source of gross business receipts, fell by 21.4 percent, to \$1.1 million, during the same time period.
- On the consumer side, sales tax receipts posted above-average growth in FY 2013-14 at 6.2 percent, to \$16.2 million, compared to 5.2 percent citywide.

GROSS RECEIPTS
increased by
approximately 6.6% to
\$9.1 million





CURREN D. PRICE, JR DISTRICT 9



Nonresidential Construction: District 9

Type	2012/13 (\$000s)	2013/14 (\$000s)
NR Alt./Additions	4,971	11,159
Retail	0	8,618
Industrial	1,117	7,080
Office	460	745
Total Nonresidential	51,614	35,245

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 9

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	2,558	2,610
Retail Trade	1,363	1,126
Wholesale Trade	998	1,098
Admin & Waste Services	862	955
Professional Services	586	686
Manufacturing	543	640
Real Estate	330	424
Construction	299	394
Total	8,540	9,105

Source: Los Angeles City Dept. of Finance.

CURREN D. PRICE, JR DISTRICT 9



Population Characteristics in 2012: District 9

Metric	2012			Change Since 2009		
	District 9	City of Los Angeles	Los Angeles County	District 9	City of Los Angeles	Los Angeles County
Population (000s %)	239	3,805	9,840	-	-	-
Median Age (Years)	27.4	34.1	34.8	+1.5	+0.8	+1.0
Population Under 18 Years of Age (% %)	31.6	23.0	24.4	-2.3	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	42.0	74.2	76.4	+1.3	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	5.6	30.8	29.5	+0.5	+1.4	+1.1

Income Characteristics in 2012: District 9

Metric	2012			Change Since 2009		
	District 9	City of Los Angeles	Los Angeles County	District 9	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	28.8	49.7	56.2	+0.8	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	43.6	26.7	22.6	-0.8	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	31.1	23.6	22.5	+0.7	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	19.7	26.8	29.0	-0.8	-0.6	-0.7
Household Income: Above \$100,000 (% %)	5.6	23.0	26.0	+0.9	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	22.4	7.5	7.0	+6.1	+2.0	+1.9
Share of Households with Public Assistance (% %)	10.9	4.5	4.1	+1.1	+0.6	+0.5
Average Public Assistance (\$ %)	5,250	5,450	5,575	-8.3	+3.7	+3.5

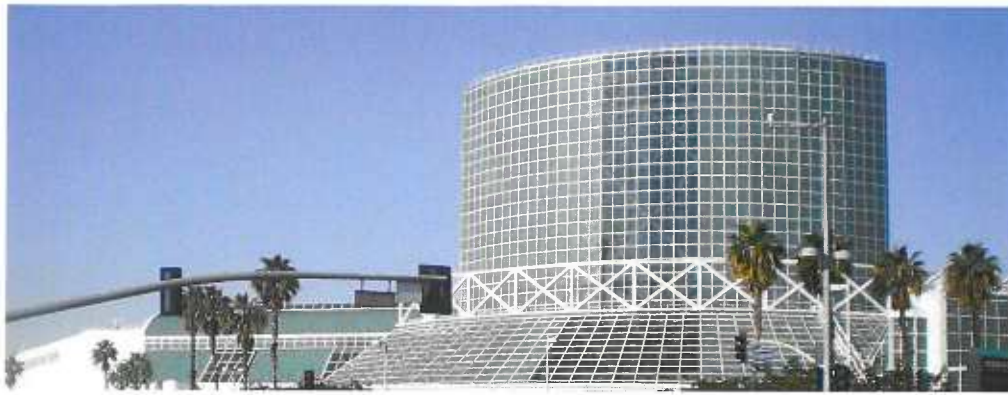
Housing Characteristics in 2012: District 9

Metric	2012			Change Since 2009		
	District 9	City of Los Angeles	Los Angeles County	District 9	City of Los Angeles	Los Angeles County
Housing Units (000s %)	61.7	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	27.3	38.0	47.3	-1.8	-1.4	-1.3
Housing Vacancy (% %)	3.1	1.9	1.7	+2.2	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	94.9	94.0	94.2	-1.4	-2.0	-1.7
Households that Moved in Before 2000 (% %)	33.2	34.6	37.5	-7.1	-7.7	-6.9

Resident Employment Characteristics in 2012: District 9

Metric	2012			Change Since 2009		
	District 9	City of Los Angeles	Los Angeles County	District 9	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	89.3	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	40.0	78.6	82.0	+1.2	+4.1	+3.7
Unemployment Rate (% %)	7.3	7.6	7.0	+1.0	+2.2	+2.0
Average Commute Time (Min. %)	29.8	29.2	29.1	-4.0	-0.3	+0.3
Public Transit Commuters (% %)	20.5	11.1	7.1	-0.2	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	11.7	35.2	35.2	+0.6	+1.3	+1.1
Service (% %)	24.4	20.7	18.6	+1.1	+1.3	+1.1
Sales (% %)	21.4	23.7	25.3	+0.9	-0.7	-0.8
Natural Resources (% %)	13.1	8.3	8.0	-1.9	-1.1	-1.0
Prod, Transp, and Moving (% %)	29.4	12.2	12.9	-0.7	-0.8	-0.5

Source: American Community Survey.



CURREN D. PRICE, JR DISTRICT 9

Private Employment by Industry in District 9: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Education/Health	26.5	+6.9	+5.4	8.2
Manufacturing	9.5	-3.9	-1.9	10.0
Wholesale Trade	5.3	+0.0	+0.5	7.7
Leisure and Hospitality	5.2	-5.0	+3.5	3.2
Retail Trade	5.1	+8.0	+2.1	3.8
Other Services and Constr	3.0	+1.4	+2.7	2.9
Prof/Business and Info	2.4	+10.1	+0.6	1.6
Transport/Warehouse	1.2	+2.5	-1.8	2.2
Financial Activities	1.0	+0.3	-0.9	1.1
Total Private	61.4	+2.8	+1.8	4.6

Source: California Employment Development Department.

Note: Prof/Business and Info combines Prof, Sci, Tech, and Mgmt, Admin Support, and Information.

Note: Other Services and Constr combines Other Services and NR/Construction.

Private Sector Annual Wages by Industry in District 9: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Prof/Business and Info	81.0	-30.1	-3.6	-50
Education/Health	65.5	-2.4	+1.3	37
Wholesale Trade	46.5	+5.7	-0.5	-16
Financial Activities	39.5	-0.3	-2.8	-61
Leisure and Hospitality	37.5	+0.4	-3.7	-3
Transport/Warehouse	35.5	-0.1	+3.7	-39
Retail Trade	34.5	-2.0	-0.8	4
Manufacturing	31.0	+0.7	-0.8	-42
Other Services and Constr	27.5	-0.1	-2.5	-38
Total Private	49.0	-2.0	-1.9	-14

Source: California Employment Development Department.

Note: Prof/Business and Info combines Prof, Sci, Tech, and Mgmt, Admin Support, and Information.

Note: Other Services and Constr combines Other Services and NR/Construction.

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Apparel Mfg.	5.6	-0.9	24.3
Social Assistance	4.8	+21.2	14.9
Wholesalers, Nondurable Goods	3.0	+4.4	40.5
Food And Beverage Stores	1.6	-2.2	22.2
Mgt./Tech. Consulting Serv.	1.3	-10.5	27.1
Textile Mills	1.3	-0.6	34.1

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+1.6	+8.0
50 to 250 Employees	-0.4	-3.1
More than 250 Employees	+0.4	+1.4
Establishment Average Wage		
Less than \$25,000	+0.3	+1.3
\$25,000 to \$50,000	+0.5	+3.9
More than \$50,000	+0.8	+3.5

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	261
Existing, Reduced Workforce	275
Existing, Unchanged Workforce	68
Left District	47
New to District	75

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

HERB J. WESSON, JR.
DISTRICT 10



City Council District 10, geography one of the smallest districts, lies west of downtown and is split into roughly equal halves by I-10. More than 67,500 people work in the District (64,400 private and 3,100 public sector jobs), which is home to about 10,000 firms. At \$39,000 per year, the average annual wage falls more than \$20,000 below the City average.

EMPLOYMENT
increased by
1.4% in
2013



EMPLOYMENT AND FIRM STATISTICS

- Employment in District 10 grew to 64,400 jobs in 2013, a 1.4 percent increase from 2012. The top three sources of employment – education/health, administrative support, and leisure and hospitality – all grew in 2013.
- Despite growth in employment, the average wage in District 10 (\$38,500) fell 1.2 percentage points more than the average wage fell across the City. Furthermore, the average wage for each sector in the district is lower than the citywide average for that sector.

DEMOGRAPHICS

- The median household income in District 10 grew by 6 percent from 2009 to 2012, to \$38,500, yet remains \$11,200 less than City median.
- One in every five workers who live in District 10 commute to work via public transportation, compared to roughly one in every 10 workers living throughout the City. The average commuter in the District spends about 32 minutes travelling to work.

CONSTRUCTION

- Permit values in District 10 increased by 21.3 percent from \$121.8 million to \$147.7 million in the FY 2013-14.
- Much of this increase can be attributed to permits for multi-family construction, which grew from \$15.5 million in the FY 2012-13 to \$77.5 million in FY 2013-14.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- Gross receipts in District 10 grew by 5.6 percent over the year, to \$14.2 million in 2013. This is in addition to the 1.8 percent bump the previous year.
- The two largest sectors in District 10, as measured by gross business receipts, grew in 2013 – professional services by 8.9 percent and retail trade by 9.8 percent.
- Sales tax receipts in District 10 increased by 7.2 percent during FY 2013-14, to \$18.1 million, adding to the strong growth experienced during FY 2012-13.

MEDIAN HOUSEHOLD
INCOME grew by 6%

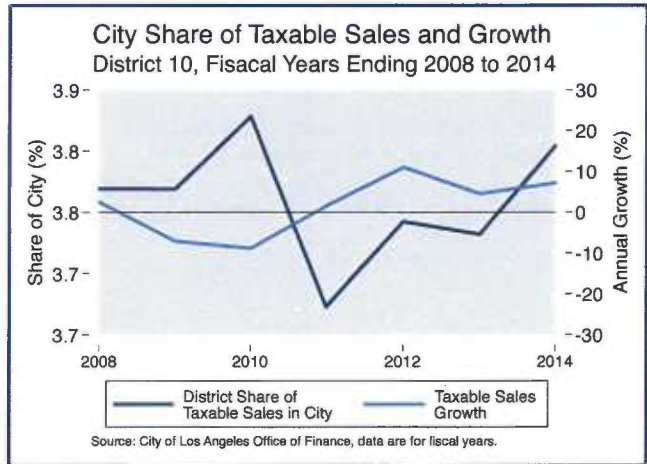
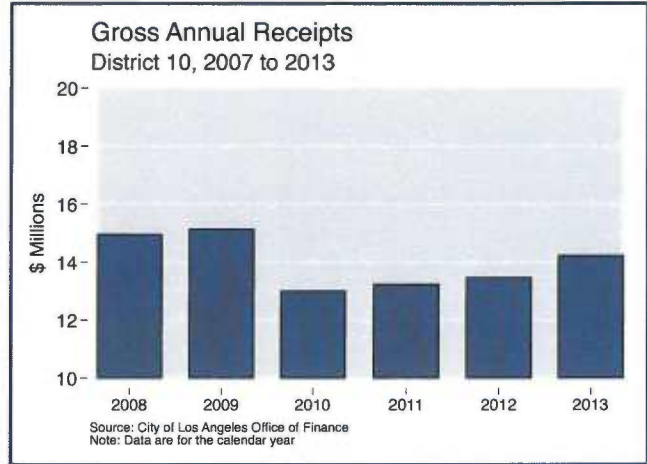


PERMIT VALUES
increased by 21.3%





HERB J. WESSON, JR. DISTRICT 10



Nonresidential Construction: District 10

Type	2012/13 (\$000s)	2013/14 (\$000s)
Retail	2,131	12,300
NR Alt./Additions	7,312	8,175
Office	0	2,338
Industrial	355	0
Total Nonresidential	95,521	51,538

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 10

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	4,565	4,686
Professional Services	1,729	1,881
Retail Trade	1,651	1,813
Health Care	1,241	1,276
Real Estate	1,079	1,220
Admin & Waste Services	765	779
Other Services	405	528
Accommodation & Food	392	433
Total	13,460	14,215

Source: Los Angeles City Dept. of Finance.

HERB J. WESSON, JR. DISTRICT 10



Population Characteristics in 2012: District 10

Metric	2012			Change Since 2009		
	District 10	City of Los Angeles	Los Angeles County	District 10	City of Los Angeles	Los Angeles County
Population (000s %)	256	3,805	9,840	-	-	-
Median Age (Years)	35.1	34.1	34.8	+2.0	+0.8	+1.0
Population Under 18 Years of Age (% %)	23.1	23.0	24.4	-1.5	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	71.0	74.2	76.4	+1.7	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	24.0	30.8	29.5	+1.7	+1.4	+1.1

Income Characteristics in 2012: District 10

Metric	2012			Change Since 2009		
	District 10	City of Los Angeles	Los Angeles County	District 10	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	38.5	49.7	56.2	+6.0	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	34.4	26.7	22.6	-1.9	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	29.6	23.6	22.5	-1.0	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	24.2	26.8	29.0	+1.0	-0.6	-0.7
Household Income: Above \$100,000 (% %)	11.8	23.0	26.0	+1.8	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	9.3	7.5	7.0	+2.6	+2.0	+1.9
Share of Households with Public Assistance (% %)	5.3	4.5	4.1	+0.5	+0.6	+0.5
Average Public Assistance (\$ %)	5,575	5,450	5,575	+9.5	+3.7	+3.5

Housing Characteristics in 2012: District 10

Metric	2012			Change Since 2009		
	District 10	City of Los Angeles	Los Angeles County	District 10	City of Los Angeles	Los Angeles County
Housing Units (000s %)	102.8	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	22.4	38.0	47.3	+0.2	-1.4	-1.3
Housing Vacancy (% %)	3.2	1.9	1.7	+1.0	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	96.4	94.0	94.2	-1.5	-2.0	-1.7
Households that Moved in Before 2000 (% %)	31.6	34.6	37.5	-8.0	-7.7	-6.9

Resident Employment Characteristics in 2012: District 10

Metric	2012			Change Since 2009		
	District 10	City of Los Angeles	Los Angeles County	District 10	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	120.6	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	53.6	78.6	82.0	+6.8	+4.1	+3.7
Unemployment Rate (% %)	8.5	7.6	7.0	+1.8	+2.2	+2.0
Average Commute Time (Min. %)	32.1	29.2	29.1	+0.7	-0.3	+0.3
Public Transit Commuters (% %)	20.3	11.1	7.1	-0.0	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	27.0	35.2	35.2	+1.9	+1.3	+1.1
Service (% %)	28.8	20.7	18.6	+0.9	+1.3	+1.1
Sales (% %)	23.9	23.7	25.3	-0.2	-0.7	-0.8
Natural Resources (% %)	9.1	8.3	8.0	-1.5	-1.1	-1.0
Prod, Transp, and Moving (% %)	11.3	12.2	12.9	-1.1	-0.8	-0.5

Source: American Community Survey.



HERB J. WESSON, JR. DISTRICT 10

photo source: 7552532@NO7@flickr

Private Employment by Industry in District 10: 2013

Industry	Employment (000s)	Annual Growth District (%)	City (%)	City Share (%)
Education/Health	17.1	+2.8	+5.4	5.3
Admin Support	9.2	+1.6	+1.8	10.2
Leisure and Hospitality	8.9	+3.1	+3.5	5.4
Retail Trade	6.6	-3.4	+2.1	4.8
Prof, Sci, Tech, and Mgmt	6.2	+2.9	-1.3	4.5
Financial Activities	3.8	+3.9	-0.9	4.2
Wholesale Trade and Trans	3.4	-3.2	-0.6	2.7
Other Services	3.4	+0.5	+2.6	5.2
Manufacturing	3.0	+4.1	-1.9	3.1
NR/Construction	1.6	-3.3	+2.9	4.2
Information	1.2	-3.9	-1.4	2.2
Total Private	64.4	+1.4	+1.8	4.9

Source: California Employment Development Department.
Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Private Sector Annual Wages by Industry in District 10: 2013

Industry	Avg. Wage (\$000s)	Annual Growth District (%)	City (%)	District vs. City (%)
Information	72.5	+3.0	-5.3	-39
Prof, Sci, Tech, and Mgmt	64.5	+6.1	-1.1	-33
Wholesale Trade and Trans	50.5	+1.7	+1.3	-11
Financial Activities	49.0	+1.3	-2.8	-51
NR/Construction	46.0	-7.4	-6.1	-15
Education/Health	37.0	-3.6	+1.3	-22
Manufacturing	35.0	-0.4	-0.8	-34
Other Services	35.0	+1.3	+0.7	-8
Admin Support	30.0	-7.0	-0.5	-28
Retail Trade	27.5	+4.0	-0.8	-17
Leisure and Hospitality	27.5	-22.2	-3.7	-29
Total Private	38.5	-3.1	-1.9	-33

Source: California Employment Development Department.
Note: Wholesale Trade and Trans combines Wholesale Trade and Transport/Warehouse.

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Administrative Serv.	9.1	+1.5	30.0
Food Serv. And Drinking Places	7.2	+5.8	18.0
Social Assistance	7.2	+19.2	18.5
Ambulatory Health Care Serv.	3.7	-4.1	59.6
Nursing Care Facilities	2.3	+0.3	31.5
Food And Beverage Stores	2.0	+7.7	25.4
Legal Serv.	1.9	+5.1	63.5
Food Mfg.	1.8	+9.1	30.3
Credit Intermediation	1.6	+1.0	54.5

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+2.3	+6.4
50 to 250 Employees	-0.4	-2.2
More than 250 Employees	-1.0	-8.9
Establishment Average Wage		
Less than \$25,000	+1.8	+6.9
\$25,000 to \$50,000	-0.7	-2.8
More than \$50,000	-0.2	-1.6

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	416
Existing, Reduced Workforce	413
Existing, Unchanged Workforce	108
Left District	94
New to District	125

Source: California Employment Development Department.
Note: Only includes businesses with more than 10 employees.
Note: Based on Employment as of Dec. 2012 and Dec. 2013

MIKE BONIN DISTRICT 11



City Council District 11, is bounded by the Santa Monica Mountains in the north, the Pacific Ocean on the west, Imperial Highway on the south and (roughly) the 405 Freeway on the east. The district encompasses Brentwood, Del Rey, Mar Vista, Marina del Rey, Pacific Palisades, Palms, Playa del Rey, Play Vista, Venice, West L.A and Westchester. Geographically one of the largest districts in Los Angeles, District 11 is also an important employment center with more than 11,900 firms, providing 136,200 private and 7,700 public sector jobs. The average annual wage is \$62,500 per year.

MEDIAN HOUSEHOLD INCOME was \$89,700, growing at a faster rate than the City

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EMPLOYMENT AND FIRM STATISTICS

- Paced by a 4.6 percent drop in the transportation/warehouse sector, total private employment in District 11 fell by 1.6 percent in 2013, to 136,200.
- The average wage in District 11 fell at almost twice the rate it did in the City overall. Nonetheless, the average wage of \$62,500 in District 11 is 10 percent higher than the average wage citywide.

DEMOGRAPHICS

- The median household income in District 11 in 2012 was \$89,700, \$40,000 above the City median and also growing at a much faster rate than the City from 2009 to 2012 (6.1 percent to 2.4 percent).
- District 11 residents are highly educated, as 60.1 percent of the population 25 years and older have a Bachelor's degree. Nearly 60 percent of all workers are employed in the high-skill, high-wage management, business, science and arts occupational group.

CONSTRUCTION

- Among all council districts, District 11 had the second highest level of permit value (\$515.3 million) in the FY 2013-14, up \$68.3 million from FY 2012-13.
- The increase in annual permit values is due in large part to a \$61.3 million increase in permit values associated with the construction of a six-story, 327-unit apartment complex. Overall, the value of residential permits grew 30 percent to \$337.1 million in FY 2013-14.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- Gross receipts in District 11 increased by 5.4 percent to \$44.0 million in 2013, following an 8 percent increase in 2012.
- The professional services sector, the largest sector in the district in terms of gross receipts, played a major role in the growth. Gross receipts in the sector increased by 4.3 percent in 2013. Additionally, gross receipts in the construction sector more than doubled from \$693,000 in 2012 to \$1.8 million in 2013.
- District 11 was one of two districts that experienced a decline in sales tax receipts in 2013. Tax receipts fell by 2.3 percent from \$55.3 million in FY 2012-13 to \$54 million in FY 2013-14. In light of this drop, District 11 is no longer the top district in terms of sales tax receipts in the City.

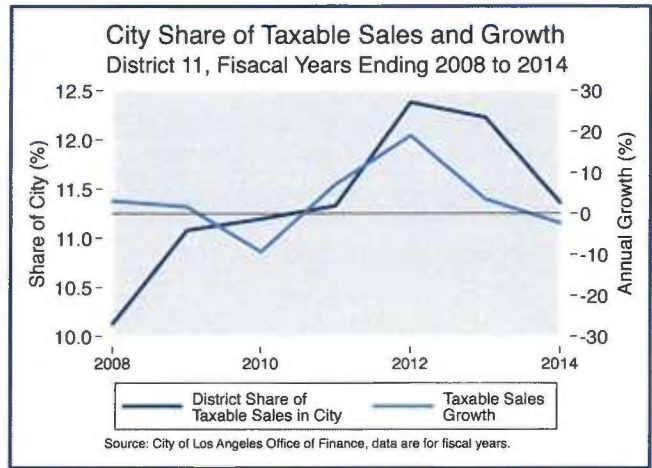
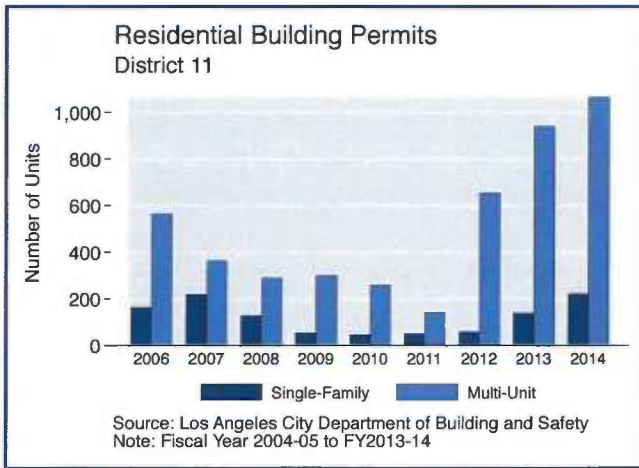
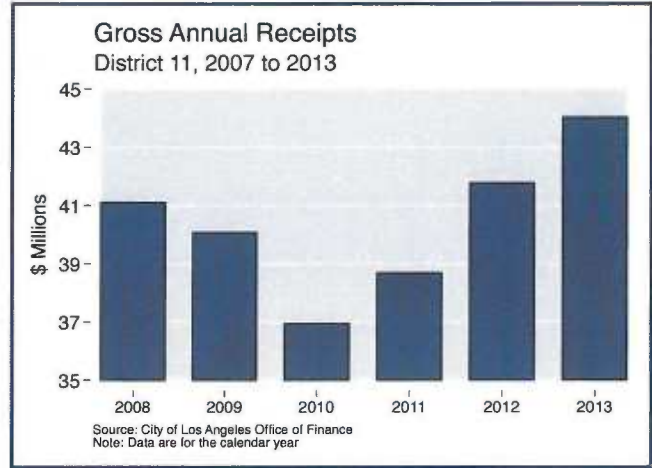
Nearly 60% of all workers are employed in high-skill, high-wage management, business, science and arts occupational group

GROSS RECEIPTS increased by 5.4%





MIKE BONIN DISTRICT 11



Nonresidential Construction: District 11

Type	2012/13 (\$000s)	2013/14 (\$000s)
Office	98	44,804
NR Alt./Additions	58,124	22,870
Retail	1,500	3,159
Industrial	1,530	0
Total Nonresidential	146,139	124,906

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 11

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	10,862	10,633
Professional Services	9,489	9,854
Real Estate	4,009	4,037
Finance & Insurance	3,002	3,033
Retail Trade	2,484	2,498
Health Care	2,398	2,440
Construction	693	1,772
Admin & Waste Services	1,533	1,642
Total	41,771	44,020

Source: Los Angeles City Dept. of Finance.

MIKE BONIN DISTRICT 11



Population Characteristics in 2012: District 11

Metric	2012			Change Since 2009		
	District 11	City of Los Angeles	Los Angeles County	District 11	City of Los Angeles	Los Angeles County
Population (000s %)	257	3,805	9,840	-	-	-
Median Age (Years)	38.5	34.1	34.8	+0.1	+0.8	+1.0
Population Under 18 Years of Age (% %)	16.6	23.0	24.4	-0.1	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	92.7	74.2	76.4	+0.3	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	60.1	30.8	29.5	+2.4	+1.4	+1.1

Income Characteristics in 2012: District 11

Metric	2012			Change Since 2009		
	District 11	City of Los Angeles	Los Angeles County	District 11	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	89.7	49.7	56.2	+6.1	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	14.9	26.7	22.6	-0.7	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	16.4	23.6	22.5	-0.3	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	27.1	26.8	29.0	-2.0	-0.6	-0.7
Household Income: Above \$100,000 (% %)	41.6	23.0	26.0	+3.0	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	1.7	7.5	7.0	+0.8	+2.0	+1.9
Share of Households with Public Assistance (% %)	1.6	4.5	4.1	+0.4	+0.6	+0.5
Average Public Assistance (\$ %)	5,750	5,450	5,575	+3.1	+3.7	+3.5

Housing Characteristics in 2012: District 11

Metric	2012			Change Since 2009		
	District 11	City of Los Angeles	Los Angeles County	District 11	City of Los Angeles	Los Angeles County
Housing Units (000s %)	124.7	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	45.0	38.0	47.3	-0.8	-1.4	-1.3
Housing Vacancy (% %)	2.1	1.9	1.7	+0.6	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	90.2	94.0	94.2	-2.4	-2.0	-1.7
Households that Moved in Before 2000 (% %)	34.7	34.6	37.5	-8.2	-7.7	-6.9

Resident Employment Characteristics in 2012: District 11

Metric	2012			Change Since 2009		
	District 11	City of Los Angeles	Los Angeles County	District 11	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	143.5	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	125.6	78.6	82.0	+6.1	+4.1	+3.7
Unemployment Rate (% %)	6.0	7.6	7.0	+1.4	+2.2	+2.0
Average Commute Time (Min. %)	25.8	29.2	29.1	-0.1	-0.3	+0.3
Public Transit Commuters (% %)	4.7	11.1	7.1	+0.9	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	59.3	35.2	35.2	-0.1	+1.3	+1.1
Service (% %)	12.5	20.7	18.6	+0.8	+1.3	+1.1
Sales (% %)	21.4	23.7	25.3	-0.4	-0.7	-0.8
Natural Resources (% %)	3.4	8.3	8.0	-0.4	-1.1	-1.0
Prod, Transp, and Moving (% %)	3.4	12.2	12.9	+0.1	-0.8	-0.5

Source: American Community Survey.



MIKE BONIN DISTRICT 11

Private Employment by Industry in District 11: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Transport/Warehouse	25.9	-4.6	-1.8	47.1
Leisure and Hospitality	24.6	+2.4	+3.5	14.8
Prof, Sci, Tech, and Mgmt	20.3	-2.8	-1.3	14.6
Education/Health	15.0	+0.5	+5.4	4.6
Retail Trade	11.2	+1.1	+2.1	8.2
Financial Activities	9.5	-0.7	-0.9	10.4
Information	6.9	-9.1	-1.4	12.9
Other Services	6.8	+6.4	+2.6	10.5
Admin Support	6.0	-10.5	+1.8	6.7
NR/Construction	4.2	+1.6	+2.9	11.1
Manufacturing	2.9	-6.6	-1.9	3.1
Wholesale Trade	2.7	+0.0	+0.5	4.0
Total Private	136.2	-1.6	+1.8	10.3

Source: California Employment Development Department.

Private Subsectors in District 11: 2013

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Food Serv. And Drinking Places	16.8	+3.7	24.4
Air Transp.	13.7	-9.3	72.2
Support Activities For Transp.	8.3	+2.9	37.0
Real Estate	3.9	-4.8	70.4
Accommodation	3.7	-1.6	33.5
Mgt./Tech. Consulting Serv.	3.6	+17.4	71.5
Advertising, Pr, And Related Serv.	3.4	+1.2	116.9
Food And Beverage Stores	3.4	+0.0	30.0
Motion Pic. And Sound Recording	2.5	+4.1	162.0

Source: California Employment Development Department.

Private Sector Annual Wages by Industry in District 11: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Information	130.5	-7.7	-5.3	10
Prof, Sci, Tech, and Mgmt	97.5	-6.5	-1.1	2
Financial Activities	82.0	-7.6	-2.8	-19
Wholesale Trade	78.5	-1.4	-0.5	42
Manufacturing	69.0	-0.9	-0.8	29
Transport/Warehouse	58.5	+6.0	+3.7	0
NR/Construction	52.0	-4.4	-6.1	-4
Education/Health	48.0	-0.6	+1.3	1
Admin Support	48.0	+10.5	-0.5	14
Leisure and Hospitality	41.5	-6.0	-3.7	7
Retail Trade	39.5	+2.1	-0.8	21
Other Services	37.0	+0.4	+0.7	-2
Total Private	62.5	-3.6	-1.9	10

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+2.7	+5.1
50 to 250 Employees	-1.6	-4.3
More than 250 Employees	-3.4	-7.2
Establishment Average Wage		
Less than \$25,000	+1.1	+3.5
\$25,000 to \$50,000	-1.8	-3.7
More than \$50,000	-1.6	-2.6

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	740
Existing, Reduced Workforce	711
Existing, Unchanged Workforce	199
Left District	187
New to District	264

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

MITCHELL ENGLANDER DISTRICT 12



City Council District 12 in the northwest San Fernando Valley is the second largest City Council district, covering nearly 60 square miles. Given its size, the district is naturally one of the larger employment centers in the City, with 9,200 firms providing 92,800 private and 9,400 public sector jobs. The average wage in the district is \$44,200 and approximately \$15,000 below the City average.

**PRIVATE
EMPLOYMENT**
increased by 1.3%



EMPLOYMENT AND FIRM STATISTICS

- Led by growth in the education/health and retail trade sectors, total private employment in District 12 increased by 1.3 percent in 2013, to 92,800 jobs.
- The decline in the average wage in District 12, at 0.7 percent, was smaller than the 1.9 percent decline in the average wage citywide. However, average wages in the District's fourth largest source of employment, leisure and hospitality, at \$20,000, are the lowest in the District and are almost half the average wage of employees in this sector citywide.

DEMOGRAPHICS

- The median household income in District 12 decreased by 1.7 percent to \$77,900 from 2009 to 2012. Additionally, the total number of employed workers in the District fell by 5.1 percent to 126,100.
- In the District, 43.7 percent of all workers are employed in management, business, science and arts occupations, while 28.1 percent are employed in sales occupations.

CONSTRUCTION

- Building permit values in District 12 through the FY 2013-14 totaled \$114.3 million, compared to \$69.3 million the previous fiscal year.
- Non-residential permit values increased by \$38 million to \$59 million from FY 2012-13 to FY 2013-14, while permit values for residential construction increased 14.6 percent to \$55 million during that time.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- Marking the third consecutive year of growth, gross receipts in District 12 increased by 7.4 percent, to \$19.1 million, in 2013.
- With the exception of wholesale trade, each of the top 10 sectors in District 12 experienced growth in gross receipts during 2013. Receipts in the District's largest sector, health care, grew by 5.8 percent to \$5.6 million during this time period.
- The amount of sales tax receipts in District 12 increased by 9.4 percent in FY 2013-14, from \$35.5 million to \$38.8 million. Moreover, the growth experienced by District 12 is 4.2 percentage points above the citywide average.

**BUILDING PERMIT
VALUES totaled**
\$114.3 million



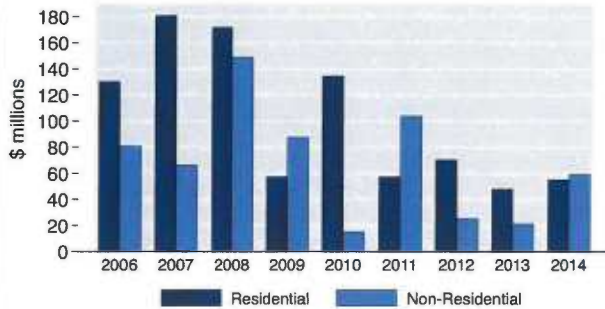
GROSS RECEIPTS
increased by 7.4%
To \$19.1 million





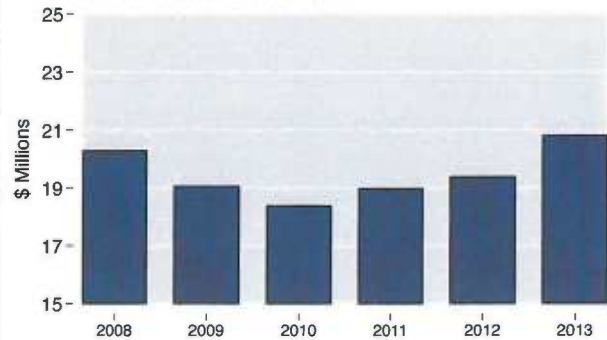
MITCHELL ENGLANDER DISTRICT 12

**Building Permit Values
District 12**



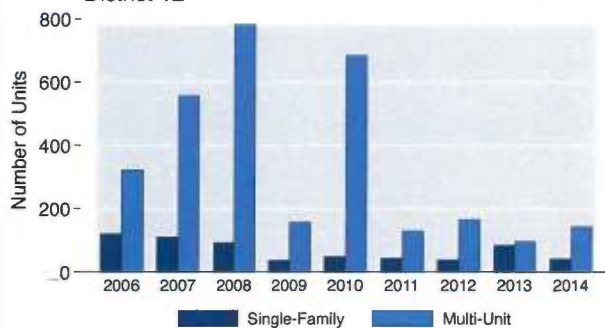
Source: Los Angeles City Department of Building and Safety
Note: Fiscal Year 2004-05 to FY2013-14

**Gross Annual Receipts
District 12, 2007 to 2013**



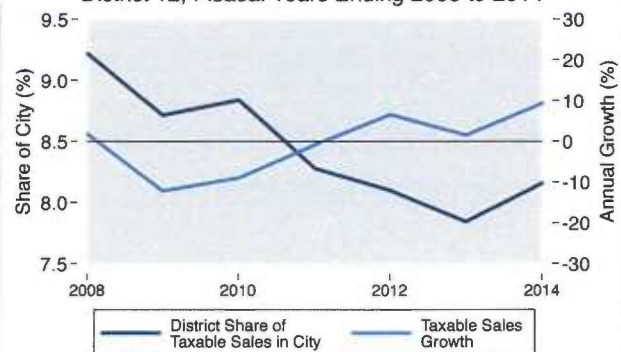
Source: City of Los Angeles Office of Finance
Note: Data are for the calendar year

**Residential Building Permits
District 12**



Source: Los Angeles City Department of Building and Safety
Note: Fiscal Year 2004-05 to FY2013-14

**City Share of Taxable Sales and Growth
District 12, Fiscal Years Ending 2008 to 2014**



Source: City of Los Angeles Office of Finance, data are for fiscal years.

Nonresidential Construction: District 12

Type	2012/13 (\$000s)	2013/14 (\$000s)
Retail	500	19,517
NR Alt./Additions	17,569	14,759
Office	0	0
Industrial	0	0
Total Nonresidential	21,349	59,258

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 12

Sector	2012 (\$000s)	2013 (\$000s)
Health Care	5,307	5,616
Unknown	5,108	5,267
Retail Trade	2,706	2,856
Real Estate	959	1,260
Professional Services	992	1,149
Admin & Waste Services	941	1,143
Wholesale Trade	1,190	1,096
Construction	513	565
Total	19,374	20,803

Source: Los Angeles City Dept. of Finance.

MITCHELL ENGLANDER DISTRICT 12



Population Characteristics in 2012: District 12

Metric	2012			Change Since 2009		
	District 12	City of Los Angeles	Los Angeles County	District 12	City of Los Angeles	Los Angeles County
Population (000s %)	264	3,805	9,840	-	-	-
Median Age (Years)	39.7	34.1	34.8	+0.7	+0.8	+1.0
Population Under 18 Years of Age (% %)	21.6	23.0	24.4	-1.6	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	88.8	74.2	76.4	+1.6	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	38.3	30.8	29.5	+0.8	+1.4	+1.1

Income Characteristics in 2012: District 12

Metric	2012			Change Since 2009		
	District 12	City of Los Angeles	Los Angeles County	District 12	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	77.9	49.7	56.2	-1.7	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	14.9	26.7	22.6	+1.0	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	18.6	23.6	22.5	-0.6	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	30.3	26.8	29.0	-0.4	-0.6	-0.7
Household Income: Above \$100,000 (% %)	36.2	23.0	26.0	+0.0	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	2.7	7.5	7.0	+0.6	+2.0	+1.9
Share of Households with Public Assistance (% %)	2.3	4.5	4.1	+0.6	+0.6	+0.5
Average Public Assistance (\$ %)	7,025	5,450	5,575	+27.0	+3.7	+3.5

Housing Characteristics in 2012: District 12

Metric	2012			Change Since 2009		
	District 12	City of Los Angeles	Los Angeles County	District 12	City of Los Angeles	Los Angeles County
Housing Units (000s %)	90.9	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	68.7	38.0	47.3	-3.5	-1.4	-1.3
Housing Vacancy (% %)	1.0	1.9	1.7	+0.1	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	93.5	94.0	94.2	-2.5	-2.0	-1.7
Households that Moved in Before 2000 (% %)	44.8	34.6	37.5	-7.6	-7.7	-6.9

Resident Employment Characteristics in 2012: District 12

Metric	2012			Change Since 2009		
	District 12	City of Los Angeles	Los Angeles County	District 12	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	126.1	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	96.8	78.6	82.0	+1.7	+4.1	+3.7
Unemployment Rate (% %)	6.4	7.6	7.0	+2.5	+2.2	+2.0
Average Commute Time (Min. %)	30.2	29.2	29.1	+2.2	-0.3	+0.3
Public Transit Commuters (% %)	3.5	11.1	7.1	+0.6	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	43.7	35.2	35.2	+0.7	+1.3	+1.1
Service (% %)	13.8	20.7	18.6	+1.1	+1.3	+1.1
Sales (% %)	28.1	23.7	25.3	-0.9	-0.7	-0.8
Natural Resources (% %)	6.5	8.3	8.0	-0.4	-1.1	-1.0
Prod, Transp, and Moving (% %)	7.9	12.2	12.9	-0.5	-0.8	-0.5

Source: American Community Survey.



Welcome to
GRANADA HILLS

**MITCHELL ENGLANDER
DISTRICT 12**

Private Employment by Industry in District 12: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Education/Health	19.9	+3.2	+5.4	6.2
Retail Trade	14.4	+4.7	+2.1	10.6
Manufacturing	13.0	-3.5	-1.9	13.6
Leisure and Hospitality	10.3	+3.1	+3.5	6.2
Admin Support	8.4	+4.6	+1.8	9.3
Wholesale Trade	5.2	-4.5	+0.5	7.6
Prof, Sci, Tech, and Mgmt	5.2	-4.7	-1.3	3.7
Financial Activities	5.0	+0.8	-0.9	5.5
Other Services	3.9	+1.8	+2.6	6.1
NR/Construction	3.9	-0.4	+2.9	10.2
Information	2.3	+6.9	-1.4	4.3
Transport/Warehouse	1.2	+0.9	-1.8	2.1
Total Private	92.8	+1.3	+1.8	7.0

Source: California Employment Development Department.

Private Subsectors in District 12: 2013

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Administrative Serv.	8.2	+4.9	29.2
Ambulatory Health Care Serv.	6.2	+0.4	58.5
General Merchandise Stores	3.4	+11.0	21.5
Computer And Elec. Product Mfg.	3.2	-2.3	67.6
Wholesalers, Durable Goods	3.2	-9.0	61.3
Specialty Trade Contractors	2.9	-4.2	43.7
Nursing Care Facilities	2.8	-0.4	28.5
Food And Beverage Stores	2.4	+7.4	25.6
Membership Assoc. And Org.	1.8	+2.1	24.0

Source: California Employment Development Department.

Private Sector Annual Wages by Industry in District 12: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Information	102.0	-6.8	-5.3	-14
Prof, Sci, Tech, and Mgmt	62.5	+9.5	-1.1	-35
Manufacturing	62.0	-1.2	-0.8	15
Financial Activities	58.5	+5.1	-2.8	-42
Transport/Warehouse	56.5	+3.0	+3.7	-3
Wholesale Trade	55.5	-0.8	-0.5	0
NR/Construction	45.5	+4.0	-6.1	-16
Education/Health	42.0	-2.3	+1.3	-12
Admin Support	29.5	+0.9	-0.5	-29
Retail Trade	29.0	+0.2	-0.8	-12
Other Services	27.5	+1.5	+0.7	-27
Leisure and Hospitality	20.0	-3.0	-3.7	-49
Total Private	43.0	-0.7	-1.9	-25

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+1.6	+4.0
50 to 250 Employees	+0.2	+0.6
More than 250 Employees	-0.6	-3.0
Establishment Average Wage		
Less than \$25,000	+1.2	+3.5
\$25,000 to \$50,000	-0.3	-1.0
More than \$50,000	+0.3	+1.3

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	606
Existing, Reduced Workforce	575
Existing, Unchanged Workforce	155
Left District	98
New to District	169

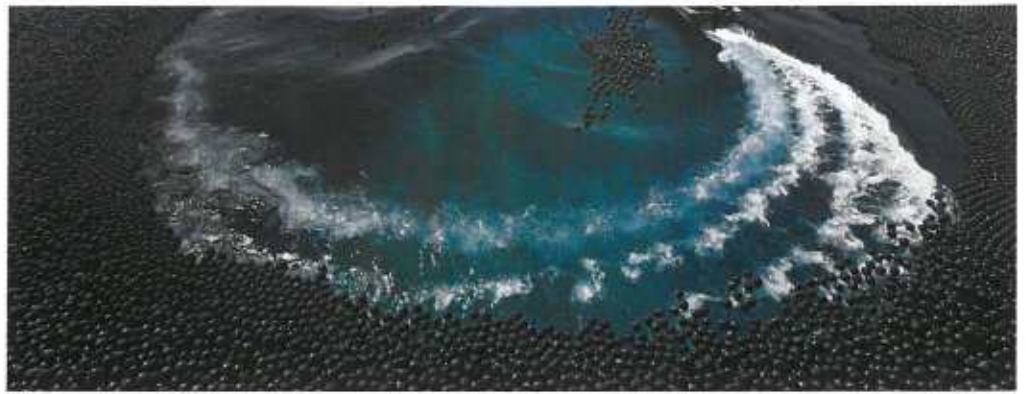
Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

MITCH O'FARRELL DISTRICT 13

photosource: nationalgeographic



City Council District 13, geographically the smallest and most densely populated of the Council districts, sits between downtown Los Angeles and Hollywood. District 13 is home to major film/entertainment corporations, hospitals and about 256,000 residents. The 11,300 firms in the district provide 84,400 private and 9,900 public sector jobs. The average wage in the district is \$55,100, slightly below the City average.

Growth in total PRIVATE EMPLOYMENT matched growth in the City overall



EMPLOYMENT AND FIRM STATISTICS

- Growth in total private employment in District 13 (1.8 percent) matched growth in the City overall during 2013. The two largest sources of jobs, education/health and leisure and hospitality, both grew during this time period.
- Average wages in District 13 fell at a lower rate than they did in the City overall (0.5 percent to 1.9 percent). However, the average wage of \$54,500 for private employment in the District is 5 percent less than the average wage citywide.

DEMOGRAPHICS

- Although the share of the population 25 years and older with either a high school diploma (70.2 percent) or Bachelor's degree (28.7 percent) are within 5 percentage points of the City average, the median household income (\$38,700) in District 13 is \$11,000 below the City median.

CONSTRUCTION ACTIVITY increased to \$232.2 million



CONSTRUCTION

- Construction activity in District 13 increased in the FY 2013-2014, to \$232.2 million, due primarily to a 260 percent increase in the other new construction category.
- Overall, growth in permit values in the District has been on the non-residential side, where an increase of almost \$100 million in non-residential permit values overshadowed an \$81 million decline in residential permit values.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

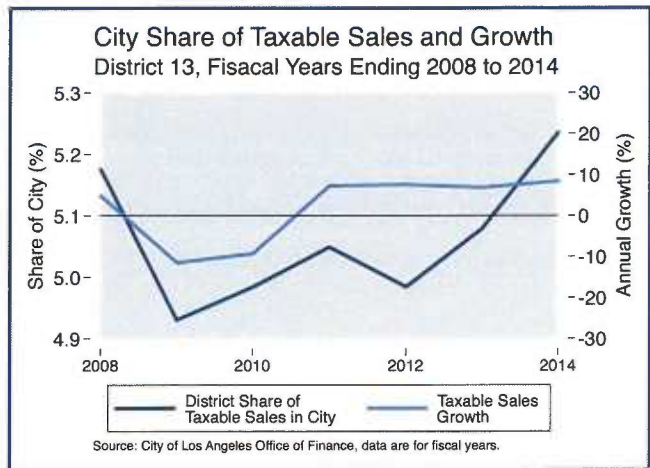
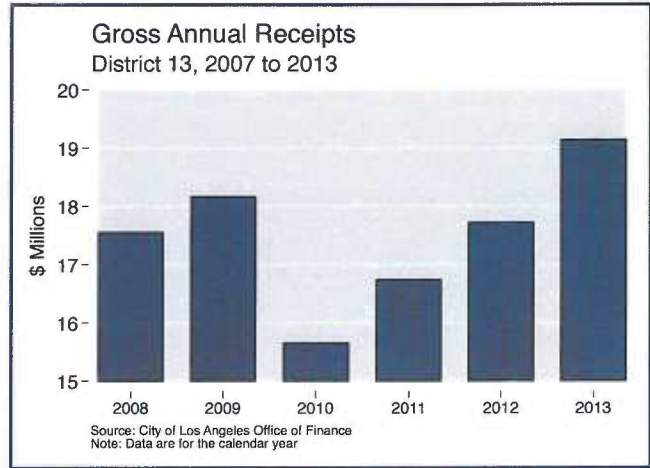
- Gross receipts in District 13 increased by 8.0 percent in 2013, to \$19.1 million, 1.2 percentage points above the average citywide. The year not only marked the third consecutive year of growth, but gross receipts have now topped their pre-recession peak.
- The increase in gross receipts in District 13 continues to come primarily from smaller sectors. Specifically, the accommodation and food, arts and entertainment, and administration and waste services sectors all contributed to growth in gross business receipts during 2013.
- Consumer spending in District 13 continues to grow steadily year-over-year. Sales tax receipts increased by 8.4 percent to \$24.9 million in FY 2013-14, compared to a 6.8 percent increase during FY 2012-13.

GROWTH RECEIPTS NOW TOPPED THEIR PRE-RECESSION PEAK





MITCH O'FARRELL DISTRICT 13



Nonresidential Construction: District 13

Type	2012/13 (\$000s)	2013/14 (\$000s)
Retail	0	47,236
NR Alt./Additions	17,386	13,176
Industrial	13	12
Office	35,970	0
Total Nonresidential	78,703	174,549

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 13

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	6,674	6,391
Health Care	3,123	3,199
Retail Trade	1,764	1,970
Real Estate	1,478	1,713
Professional Services	801	1,082
Information	621	786
Educational Services	687	743
Accommodation & Food	597	704
Total	17,714	19,137

Source: Los Angeles City Dept. of Finance.

MITCH O'FARRELL DISTRICT 13



Population Characteristics in 2012: District 13

Metric	2012			Change Since 2009		
	District 13	City of Los Angeles	Los Angeles County	District 13	City of Los Angeles	Los Angeles County
Population (000s %)	256	3,805	9,840	-	-	-
Median Age (Years)	34.5	34.1	34.8	+0.9	+0.8	+1.0
Population Under 18 Years of Age (% %)	19.2	23.0	24.4	-2.1	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	70.2	74.2	76.4	+0.9	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	28.7	30.8	29.5	+1.8	+1.4	+1.1

Income Characteristics in 2012: District 13

Metric	2012			Change Since 2009		
	District 13	City of Los Angeles	Los Angeles County	District 13	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	38.7	49.7	56.2	+3.5	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	35.5	26.7	22.6	-0.6	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	27.7	23.6	22.5	-0.8	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	24.7	26.8	29.0	+0.2	-0.6	-0.7
Household Income: Above \$100,000 (% %)	12.1	23.0	26.0	+1.1	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	8.0	7.5	7.0	+2.1	+2.0	+1.9
Share of Households with Public Assistance (% %)	4.5	4.5	4.1	+0.6	+0.6	+0.5
Average Public Assistance (\$ %)	5,300	5,450	5,575	+11.7	+3.7	+3.5

Housing Characteristics in 2012: District 13

Metric	2012			Change Since 2009		
	District 13	City of Los Angeles	Los Angeles County	District 13	City of Los Angeles	Los Angeles County
Housing Units (000s %)	105.9	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	13.8	38.0	47.3	-0.9	-1.4	-1.3
Housing Vacancy (% %)	1.4	1.9	1.7	-0.7	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	95.5	94.0	94.2	-2.3	-2.0	-1.7
Households that Moved in Before 2000 (% %)	30.3	34.6	37.5	-8.9	-7.7	-6.9

Resident Employment Characteristics in 2012: District 13

Metric	2012			Change Since 2009		
	District 13	City of Los Angeles	Los Angeles County	District 13	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	130.4	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	54.2	78.6	82.0	+3.8	+4.1	+3.7
Unemployment Rate (% %)	9.4	7.6	7.0	+2.7	+2.2	+2.0
Average Commute Time (Min. %)	31.1	29.2	29.1	+1.3	-0.3	+0.3
Public Transit Commuters (% %)	23.0	11.1	7.1	+0.9	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	29.4	35.2	35.2	+1.5	+1.3	+1.1
Service (% %)	28.3	20.7	18.6	+0.9	+1.3	+1.1
Sales (% %)	22.4	23.7	25.3	-1.4	-0.7	-0.8
Natural Resources (% %)	8.0	8.3	8.0	-1.1	-1.1	-1.0
Prod, Transp, and Moving (% %)	11.8	12.2	12.9	+0.0	-0.8	-0.5

Source: American Community Survey.



MITCH O'FARRELL DISTRICT 13

photo source: lorenjaviar@flickr

Private Employment by Industry in District 13: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Education/Health	32.1	+4.7	+5.4	10.0
Leisure and Hospitality	13.9	+3.5	+3.5	8.4
Information	8.8	-3.3	-1.4	16.2
Retail Trade	7.5	+3.7	+2.1	5.5
Prof, Sci, Tech, and Mgmt	5.4	-9.0	-1.3	3.9
Other Services	4.0	+2.4	+2.6	6.2
Financial Activities	3.1	+8.4	-0.9	3.5
Admin Support	2.9	-2.5	+1.8	3.3
Manufacturing	2.1	-11.1	-1.9	2.2
Wholesale Trade	1.6	+3.9	+0.5	2.3
NR/Construction	1.5	+6.3	+2.9	4.0
Transport/Warehouse	1.4	+2.2	-1.8	2.5
Total Private	84.4	+1.8	+1.8	6.4

Source: California Employment Development Department.

Private Sector Annual Wages by Industry in District 13: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Information	137.0	+0.3	-5.3	15
Prof, Sci, Tech, and Mgmt	87.5	+2.7	-1.1	-9
NR/Construction	55.0	+4.1	-6.1	2
Wholesale Trade	54.5	+1.1	-0.5	-2
Education/Health	50.0	+0.4	+1.3	5
Financial Activities	50.0	+4.1	-2.8	-51
Manufacturing	43.0	-4.5	-0.8	-20
Transport/Warehouse	38.5	+2.6	+3.7	-34
Other Services	38.5	+0.1	+0.7	2
Retail Trade	30.5	-1.8	-0.8	-7
Admin Support	29.0	+2.7	-0.5	-30
Leisure and Hospitality	25.5	+5.0	-3.7	-34
Total Private	54.5	-0.5	-1.9	-5

Source: California Employment Development Department.

Private Subsectors in District 13: 2013

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Social Assistance	15.9	+6.4	37.4
Hospitals	11.1	+7.6	73.2
Food Serv. And Drinking Places	10.7	+3.0	18.6
Ambulatory Health Care Serv.	6.4	-2.3	67.1
Motion Pic. And Sound Recording	6.1	-9.1	140.3
Membership Assoc. And Org.	2.2	+0.5	45.6
Advertising, Pr, And Related Serv.	1.4	-5.9	128.1
Accommodation	1.4	+13.7	33.9
Broadcasting, Except Internet	1.3	-3.1	110.6

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+2.8	+8.0
50 to 250 Employees	-0.8	-3.6
More than 250 Employees	-0.5	-1.9
Establishment Average Wage		
Less than \$25,000	+1.6	+5.8
\$25,000 to \$50,000	+0.2	+1.0
More than \$50,000	-0.3	-0.8

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	448
Existing, Reduced Workforce	460
Existing, Unchanged Workforce	142
Left District	71
New to District	128

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

JOSE HUIZAR DISTRICT 14



City Council District 14 covers the eastern portion of downtown Los Angeles, as well as the communities of Boyle Heights, Eagle Rock, El Sereno, Downtown Los Angeles, Rose Hills and Highland Park. These communities cover 23 square miles and are home to more than 244,000 residents. Representing downtown Los Angeles makes District 14 an important employment center with more than 16,500 firms providing 184,400 private and 137,900 public sector jobs. Average annual wages in the district are more than \$73,000, well above City average.

**TOTAL PRIVATE
EMPLOYMENT GREW
by 3.2% in 2013 to
184,400 jobs**



**MEDIAN HOUSEHOLD
INCOME grew by
7.2%**



**GROSS RECEIPTS
Increased by 2.6%**



EMPLOYMENT AND FIRM STATISTICS

- Total private employment in District 14 grew by 3.2 percent in 2013, to 184,400 jobs.
- District 14 is home to nearly 25 percent of the overall professional, science, technology and management jobs in the City and to over one-third of the City's wholesale trade employment.
- The average wage in the professional, science, technology and management sector grew by 5.4 percent over the year in District 14 to \$116,000 and is 21 percent higher than in the City overall. The District's average annual wage of \$70,500 is also 23 percent higher than the average wage citywide.

DEMOGRAPHICS

- The housing vacancy rate in District 14 fell by nearly 1 percentage point to 3.0 percent from 2009 to 2012, to 3 percent.
- Median household income in District 14 grew by 7.2 percent from 2009 to 2012 to \$43,200. Median household income is rapidly converging to the median household income in the City as a whole partly because the share of households earning less than \$50,000 fell by 3.1 percentage points during this time period.

CONSTRUCTION

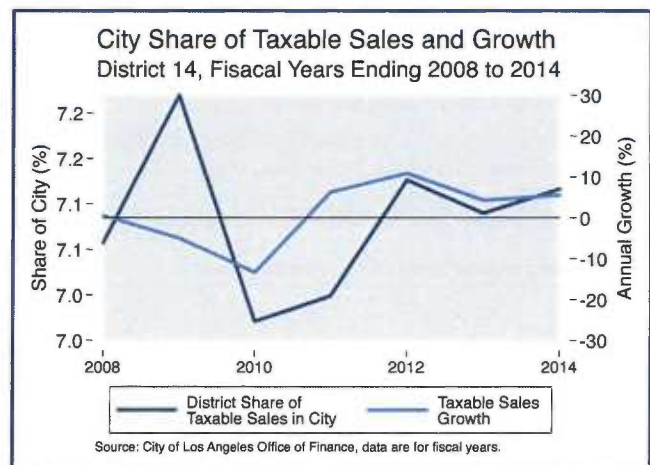
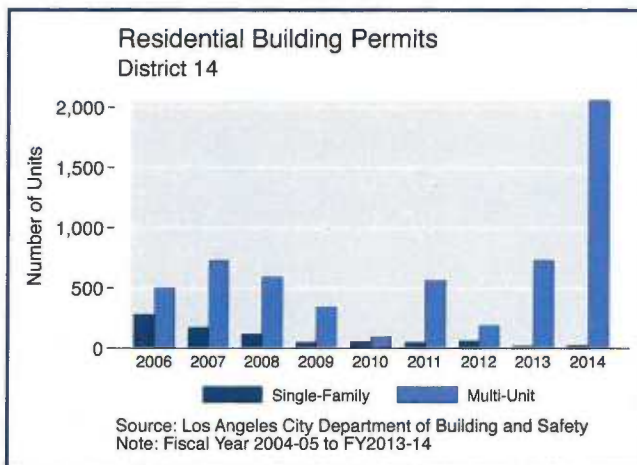
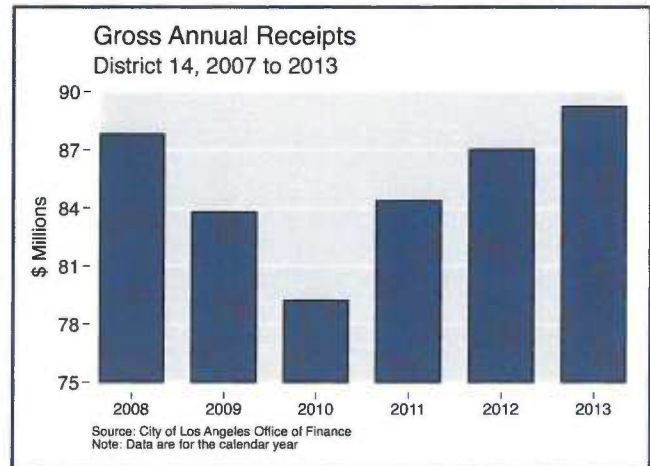
- Due to a 10.9 percent increase in permit values, District 14 remained the district with the highest level of permit values. Permit values increased to \$548.5 million in FY 2013-14 from \$494.4 million in the FY 2012-13.
- The steep jump in permit values is largely due to the nearly \$148.7 million increase in multi-family permit values during this time.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- District 14 had the most gross business receipts of any in the City during 2013. Gross receipts in District 14 grew by 2.6 percent during the year, to \$89.2 million.
- The professional services and finance and insurance sectors accounted for 57.1 percent of gross receipts. In 2013, gross receipts in professional services increased by 2.6 percent and in the finance and insurance sector, by 11.2 percent.
- Sales tax receipts, a measure of consumer spending, continues to grow steadily in District 14. After having posted growth of 4.3 percent in FY 2012-13, tax receipts grew by 5.6 percent, to \$32 million, in FY 2013-14.



JOSE HUIZAR DISTRICT 14



Nonresidential Construction: District 14

Type	2012/13 (\$000s)	2013/14 (\$000s)
NR Alt./Additions	33,531	44,275
Industrial	550	22,756
Retail	1,087	19,090
Office	47,905	16,285
Total Nonresidential	287,363	206,879

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 14

Sector	2012 (\$000s)	2013 (\$000s)
Professional Services	29,718	30,624
Finance & Insurance	22,908	20,352
Unknown	13,392	13,384
Wholesale Trade	5,545	6,366
Retail Trade	3,012	3,535
Real Estate	2,553	3,147
Admin & Waste Services	2,120	2,835
Manufacturing	1,237	1,529
Total	87,012	89,233

Source: Los Angeles City Dept. of Finance.

JOSE HUIZAR DISTRICT 14



Population Characteristics in 2012: District 14

Metric	2012			Change Since 2009		
	District 14	City of Los Angeles	Los Angeles County	District 14	City of Los Angeles	Los Angeles County
Population (000s %)	244	3,805	9,840	-	-	-
Median Age (Years)	33.9	34.1	34.8	+1.2	+0.8	+1.0
Population Under 18 Years of Age (% %)	22.7	23.0	24.4	-2.2	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	63.6	74.2	76.4	+1.9	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	20.8	30.8	29.5	+3.0	+1.4	+1.1

Income Characteristics in 2012: District 14

Metric	2012			Change Since 2009		
	District 14	City of Los Angeles	Los Angeles County	District 14	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	43.2	49.7	56.2	+7.2	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	34.7	26.7	22.6	-0.9	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	23.2	23.6	22.5	-2.2	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	25.9	26.8	29.0	+1.2	-0.6	-0.7
Household Income: Above \$100,000 (% %)	16.2	23.0	26.0	+1.9	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	10.4	7.5	7.0	+1.5	+2.0	+1.9
Share of Households with Public Assistance (% %)	6.7	4.5	4.1	+0.8	+0.6	+0.5
Average Public Assistance (\$ %)	4,300	5,450	5,575	+8.6	+3.7	+3.5

Housing Characteristics in 2012: District 14

Metric	2012			Change Since 2009		
	District 14	City of Los Angeles	Los Angeles County	District 14	City of Los Angeles	Los Angeles County
Housing Units (000s %)	83.4	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	33.7	38.0	47.3	-0.7	-1.4	-1.3
Housing Vacancy (% %)	3.0	1.9	1.7	-0.7	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	92.7	94.0	94.2	-2.1	-2.0	-1.7
Households that Moved in Before 2000 (% %)	34.1	34.6	37.5	-9.0	-7.7	-6.9

Resident Employment Characteristics in 2012: District 14

Metric	2012			Change Since 2009		
	District 14	City of Los Angeles	Los Angeles County	District 14	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	99.7	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	62.0	78.6	82.0	+5.7	+4.1	+3.7
Unemployment Rate (% %)	8.1	7.6	7.0	+3.0	+2.2	+2.0
Average Commute Time (Min. %)	28.8	29.2	29.1	-2.1	-0.3	+0.3
Public Transit Commuters (% %)	12.7	11.1	7.1	-1.0	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	30.8	35.2	35.2	+3.9	+1.3	+1.1
Service (% %)	20.2	20.7	18.6	+0.8	+1.3	+1.1
Sales (% %)	23.7	23.7	25.3	-0.6	-0.7	-0.8
Natural Resources (% %)	9.0	8.3	8.0	-1.7	-1.1	-1.0
Prod, Transp, and Moving (% %)	16.3	12.2	12.9	-2.5	-0.8	-0.5

Source: American Community Survey.



JOSE HUIZAR DISTRICT 14

Private Employment by Industry in District 14: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Prof, Sci, Tech, and Mgmt	34.4	+2.6	-1.3	24.8
Education/Health	25.5	+5.1	+5.4	7.9
Wholesale Trade	24.6	+1.7	+0.5	35.8
Leisure and Hospitality	22.0	+7.3	+3.5	13.3
Financial Activities	18.9	+0.2	-0.9	20.8
Manufacturing	17.9	+0.8	-1.9	18.7
Retail Trade	11.3	+4.9	+2.1	8.3
Admin Support	11.0	+9.0	+1.8	12.2
Other Services	6.6	-2.0	+2.6	10.1
Transport/Warehouse	6.4	+3.0	-1.8	11.6
Information	3.6	+2.4	-1.4	6.8
NR/Construction	2.2	-0.6	+2.9	5.8
Total Private	184.4	+3.2	+1.8	14.0

Source: California Employment Development Department.

Private Sector Annual Wages by Industry in District 14: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Financial Activities	156.0	-1.7	-2.8	54
Prof, Sci, Tech, and Mgmt	116.0	+1.4	-1.1	21
Information	85.5	-3.0	-5.3	-28
Transport/Warehouse	83.5	+1.4	+3.7	44
NR/Construction	81.5	-11.7	-6.1	52
Admin Support	65.0	-0.7	-0.5	55
Wholesale Trade	46.5	-3.7	-0.5	-16
Manufacturing	43.0	+0.1	-0.8	-20
Education/Health	42.0	-1.1	+1.3	-12
Other Services	38.0	-6.4	+0.7	1
Retail Trade	32.0	+0.1	-0.8	-2
Leisure and Hospitality	31.5	+8.3	-3.7	-19
Total Private	70.5	-1.0	-1.9	23

Source: California Employment Development Department.

Private Subsectors in District 14: 2013

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Hospitals	21.7	-0.8	72.0
Wholesalers, Nondurable Goods	17.3	+2.6	45.3
Legal Serv.	11.5	-0.1	127.3
Apparel Mfg.	9.0	-3.9	38.7
Credit Intermediation	6.6	-2.5	119.2
Mgt. Of Companies And Enterprises	5.8	-0.0	121.8
Wholesalers, Durable Goods	5.6	+1.4	50.2
Securities and Investments	4.9	-0.6	279.3
Accounting And Book. Serv.	4.7	+2.9	104.2

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+4.7	+6.1
50 to 250 Employees	+0.5	+1.0
More than 250 Employees	+0.5	+1.1
Establishment Average Wage		
Less than \$25,000	+2.8	+5.8
\$25,000 to \$50,000	+1.6	+3.2
More than \$50,000	+1.3	+1.6

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

Type of Establishment	Count
Existing, Expanded Workforce	1,038
Existing, Reduced Workforce	1,045
Existing, Unchanged Workforce	286
Left District	187
New to District	340

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

JOE BUSCAINO
DISTRICT 15



The borders of City Council District 15 connect south Los Angeles neighborhood with the communities surrounding the Port of Los Angeles, an important source of employment and economic growth for the region. The district is home to more than 5,900 firms, which provide 54,600 private and 4,800 public sector jobs. Average annual wages in the district are \$50,200, below the City average.

AVERAGE WAGE
increased by
nearly 0.8%



GROSS RECEIPTS
grew at nearly twice
the rate of the City
average



GROSS RECEIPTS
Increased by 12.2%



EMPLOYMENT AND FIRM STATISTICS

- Spurred by growth in its two largest sectors – education/health and manufacturing – total private employment in District 15 grew by 1.4 percent in 2013, to 54,600.
- While the average wage in the City fell by 1.9 percent in 2013, the average wage in District 15 increased by nearly 0.8 percent. The average wage in the District in 2013 was \$49,500, 14 percent below the average wage citywide.

DEMOGRAPHICS

- The share of households receiving Supplemental Nutrition Assistance Program (SNAP) assistance in District 15 increased by 4.3 percentage points from 2009 to 2012, to 13.9 percent of all households. Meanwhile, the 8.2 percent share of households receiving public assistance in the District is more than double the share receiving public assistance citywide.
- Although the share of the District's population 25 years and older with a Bachelor's degree, at 15.3 percent, is half the share with a Bachelor's degree citywide, the median household income of \$49,000 in the District is on par with that of the City as a whole.

CONSTRUCTION

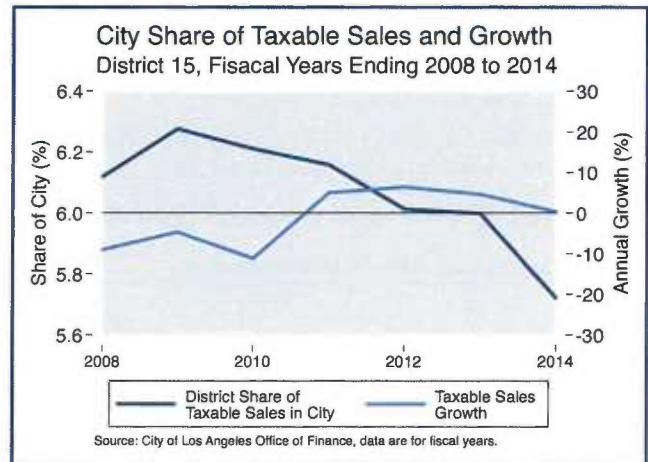
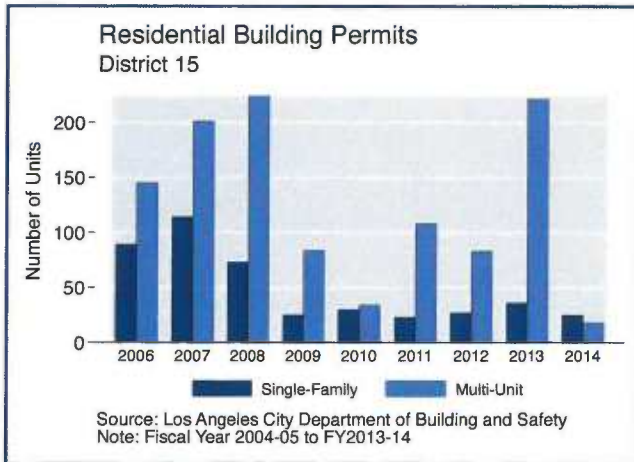
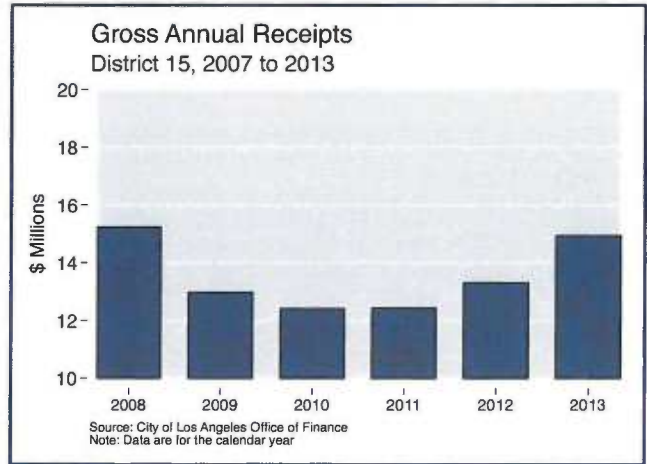
- After five years of moderate growth, construction activity in District 15 fell 72 percent to \$28.2 million in the FY 2013-14 due to a 68 percent decline in residential permit values and a 76 percent decline in non-residential permit values.
- Permit values are significantly lower than they have been at any point since 2006. In fact, permit values in FY 2013-14 are 30 percent lower than they were in FY 2008-09, the trough of the recession.

GROSS BUSINESS RECEIPTS AND SALES TAX REVENUE

- Gross receipts in District 15 increased by 12.2 percent in 2013, to \$14.9 million, marking the third consecutive year of positive growth. Gross receipts grew at nearly twice the rate of the City average.
- Growth in gross receipts in District 15 is attributable to a number of sectors. Four of the top five gross receipt sectors – wholesale trade, retail trade, transportation and warehousing, and other services – experienced moderate-to-sizeable growth in 2013.
- Consumer spending in District 15 was relatively flat in FY 2013-14 as compared to 4.6 percent growth during FY 2012-13.



JOE BUSCAINO DISTRICT 15



Nonresidential Construction: District 15

Type	2012/13 (\$000s)	2013/14 (\$000s)
NR Alt./Additions	7,805	8,282
Office	18,843	1,981
Industrial	4,025	524
Retail	400	0
Total Nonresidential	57,578	14,445

Source: Los Angeles City Dept. of Building and Safety. Data is for Fiscal Year.

Gross Receipts in Top 8 Sectors: District 15

Sector	2012 (\$000s)	2013 (\$000s)
Unknown	5,118	5,721
Wholesale Trade	2,606	2,674
Retail Trade	1,479	1,759
Transportation & Warehousing	847	1,165
Other Services	467	797
Professional Services	576	541
Real Estate	481	524
Health Care	430	406
Total	13,310	14,930

Source: Los Angeles City Dept. of Finance.

JOE BUSCAINO DISTRICT 15



Population Characteristics in 2012: District 15

Metric	2012			Change Since 2009		
	District 15	City of Los Angeles	Los Angeles County	District 15	City of Los Angeles	Los Angeles County
Population (000s %)	246	3,805	9,840	-	-	-
Median Age (Years)	31.3	34.1	34.8	+0.3	+0.8	+1.0
Population Under 18 Years of Age (% %)	30.0	23.0	24.4	-1.7	-1.7	-1.7
Population (25+) with a High School Diploma (% %)	67.2	74.2	76.4	+0.1	+1.1	+0.9
Population (25+) with a Bachelor's Degree (% %)	15.3	30.8	29.5	-1.1	+1.4	+1.1

Income Characteristics in 2012: District 15

Metric	2012			Change Since 2009		
	District 15	City of Los Angeles	Los Angeles County	District 15	City of Los Angeles	Los Angeles County
Median Household Income (\$000s %)	49.0	49.7	56.2	+1.8	+2.4	+2.6
Household Income: Less than \$25,000 (% %)	28.5	26.7	22.6	-0.1	-0.3	-0.2
Household Income: \$25,000 to \$50,000 (% %)	25.1	23.6	22.5	-1.3	-0.7	-0.7
Household Income: \$50,000 to \$100,000 (% %)	28.4	26.8	29.0	+0.3	-0.6	-0.7
Household Income: Above \$100,000 (% %)	18.0	23.0	26.0	+1.0	+1.6	+1.8
Households in Suppl. Nutrition Assist. Program (% %)	13.9	7.5	7.0	+4.3	+2.0	+1.9
Share of Households with Public Assistance (% %)	8.2	4.5	4.1	+1.4	+0.6	+0.5
Average Public Assistance (\$ %)	5,525	5,450	5,575	+0.7	+3.7	+3.5

Housing Characteristics in 2012: District 15

Metric	2012			Change Since 2009		
	District 15	City of Los Angeles	Los Angeles County	District 15	City of Los Angeles	Los Angeles County
Housing Units (000s %)	78.8	1,419.6	3,441.4	-	-	-
Owner-Occupied Housing (% %)	40.5	38.0	47.3	-2.2	-1.4	-1.3
Housing Vacancy (% %)	2.2	1.9	1.7	+0.9	+0.4	+0.3
Housing Structure Built Before 2000 (% %)	95.0	94.0	94.2	-1.0	-2.0	-1.7
Households that Moved in Before 2000 (% %)	36.8	34.6	37.5	-7.1	-7.7	-6.9

Resident Employment Characteristics in 2012: District 15

Metric	2012			Change Since 2009		
	District 15	City of Los Angeles	Los Angeles County	District 15	City of Los Angeles	Los Angeles County
Employed Workers (000s %)	100.9	1,788.6	4,495.1	-	-	-
Average Earnings (\$000s %)	61.0	78.6	82.0	+0.6	+4.1	+3.7
Unemployment Rate (% %)	8.5	7.6	7.0	+2.5	+2.2	+2.0
Average Commute Time (Min. %)	25.8	29.2	29.1	-2.5	-0.3	+0.3
Public Transit Commuters (% %)	6.6	11.1	7.1	-0.2	+0.2	+0.1
Top Occupations						
Mgmt, Bsn, Sci, and Arts (% %)	21.9	35.2	35.2	+1.0	+1.3	+1.1
Service (% %)	23.7	20.7	18.6	+1.9	+1.3	+1.1
Sales (% %)	23.9	23.7	25.3	-1.6	-0.7	-0.8
Natural Resources (% %)	10.7	8.3	8.0	-0.5	-1.1	-1.0
Prod, Transp, and Moving (% %)	19.8	12.2	12.9	-0.8	-0.8	-0.5

Source: American Community Survey.



JOE BUSCAINO DISTRICT 15

Private Employment by Industry in District 15: 2013

Industry	Employment (000s)	Annual Growth		City Share (%)
		District (%)	City (%)	
Education/Health	10.2	+6.6	+5.4	3.2
Manufacturing	8.0	+1.6	-1.9	8.4
Admin Support	5.6	-5.7	+1.8	6.2
Retail Trade	5.6	+7.3	+2.1	4.1
Wholesale Trade	5.1	+2.2	+0.5	7.4
Transport/Warehouse	4.9	+2.6	-1.8	8.9
Leisure and Hospitality	4.4	+2.1	+3.5	2.7
Prof, Sci, Tech, and Mgmt	3.0	-6.6	-1.3	2.1
NR/Construction	2.9	-6.0	+2.9	7.6
Other Services	2.5	-1.0	+2.6	3.8
Financial Activities	1.7	+3.1	-0.9	1.9
Information	0.8	+0.9	-1.4	1.5
Total Private	54.6	+1.4	+1.8	4.1

Source: California Employment Development Department.

Private Sector Annual Wages by Industry in District 15: 2013

Industry	Avg. Wage (\$000s)	Annual Growth		District vs. City (%)
		District (%)	City (%)	
Prof, Sci, Tech, and Mgmt	76.0	+5.4	-1.1	-21
Wholesale Trade	73.0	+1.4	-0.5	32
Information	65.5	+6.3	-5.3	-45
Financial Activities	62.5	+2.3	-2.8	-38
Manufacturing	62.5	-0.1	-0.8	16
Transport/Warehouse	60.5	+0.8	+3.7	4
NR/Construction	52.0	+2.3	-6.1	-3
Education/Health	44.0	-3.1	+1.3	-7
Other Services	38.0	+1.0	+0.7	1
Admin Support	36.0	+7.9	-0.5	-14
Retail Trade	31.0	-0.2	-0.8	-5
Leisure and Hospitality	17.5	-1.2	-3.7	-54
Total Private	49.5	+0.8	-1.9	-14

Source: California Employment Development Department.

Subsector	Employment		Avg. Wage (\$000s)
	(000s)	Growth (%)	
Administrative Serv.	5.1	-12.5	35.1
Ambulatory Health Care Serv.	3.4	+1.9	66.5
Wholesalers, Nondurable Goods	2.4	-1.2	86.0
Wholesalers, Durable Goods	2.3	+6.6	56.8
Support Activities For Transp.	2.1	-0.3	70.5
Specialty Trade Contractors	2.1	-8.0	48.1
Repair And Maintenance	1.5	-0.2	44.6
Truck Transp.	1.3	+11.1	45.3

Source: California Employment Development Department.

Employment Growth in 2013 by Establishment Type

Establishment Type	Jobs Added (000s)	Job Growth (%)
Establishment Size		
Less than 50 Employees	+1.3	+5.4
50 to 250 Employees	-0.4	-2.5
More than 250 Employees	-0.1	-0.7
Establishment Average Wage		
Less than \$25,000	+0.1	+0.8
\$25,000 to \$50,000	+0.5	+2.8
More than \$50,000	+0.1	+0.5

Source: California Employment Development Department.

Establishment Growth in 2013 by Type

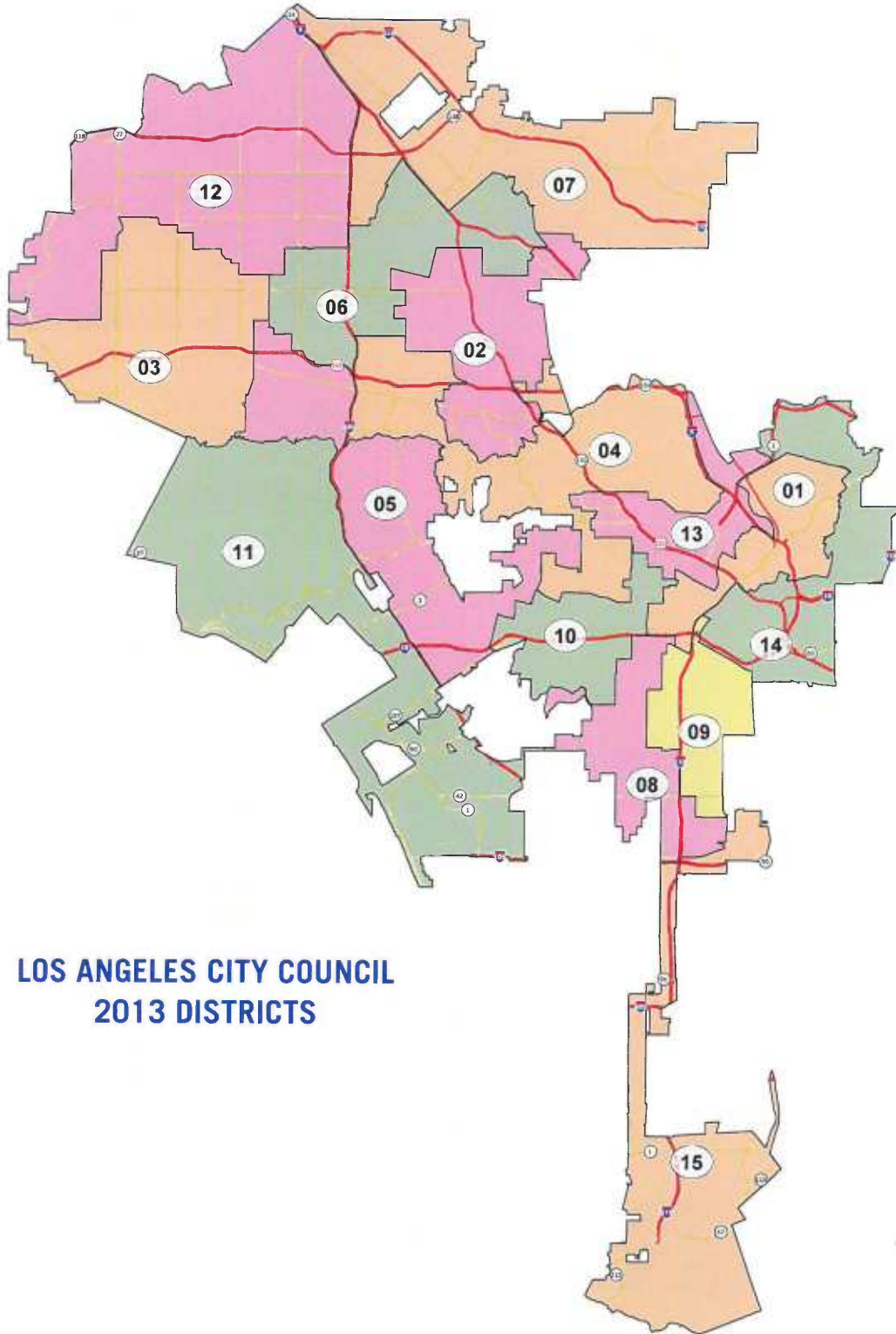
Type of Establishment	Count
Existing, Expanded Workforce	306
Existing, Reduced Workforce	309
Existing, Unchanged Workforce	88
Left District	91
New to District	146

Source: California Employment Development Department.

Note: Only includes businesses with more than 10 employees.

Note: Based on Employment as of Dec. 2012 and Dec. 2013

MAP OF DISTRICTS

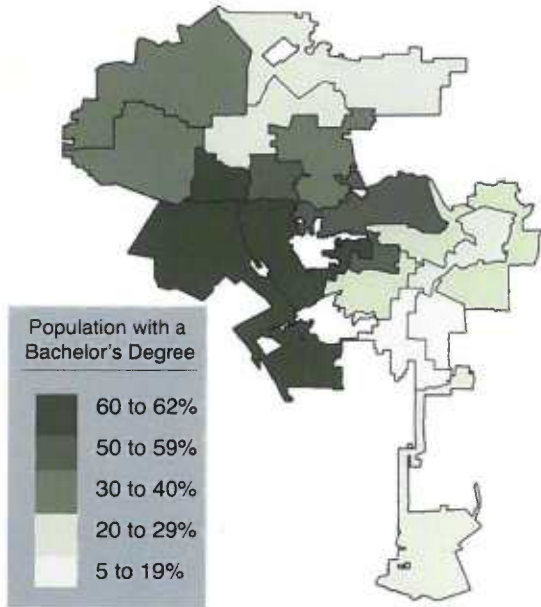


**LOS ANGELES CITY COUNCIL
2013 DISTRICTS**



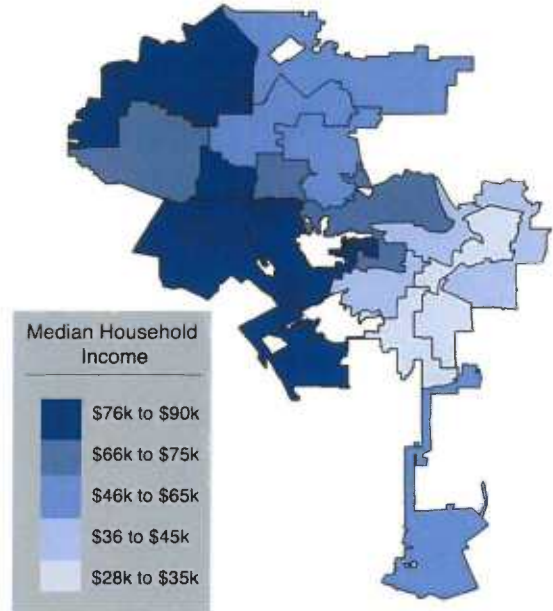
DEMOGRAPHICS

Population with a Bachelor's Degree
City of Los Angeles Council Districts, 2008/12



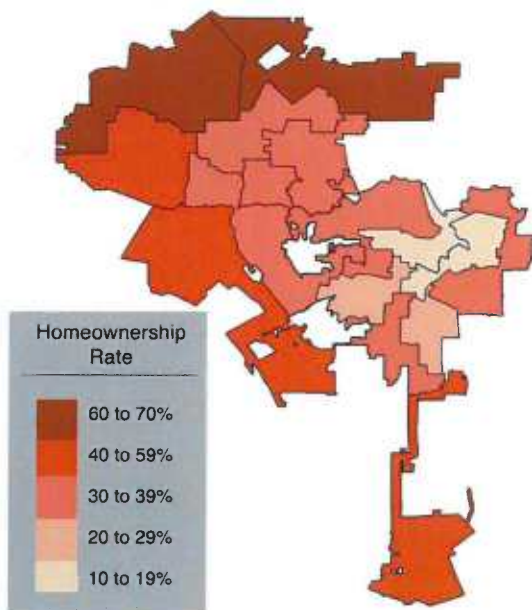
Source: American Community Survey and Beacon Economics

Median Household Income
City of Los Angeles Council Districts, 2008/12



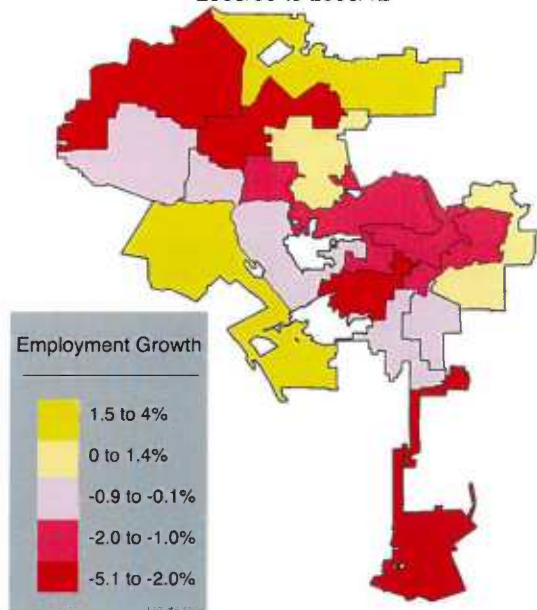
Source: American Community Survey and Beacon Economics

Homeownership Rate
City of Los Angeles Council Districts, 2008/12



Source: American Community Survey and Beacon Economics

Employment Growth by Residency
City of Los Angeles Council Districts
2005/09 to 2008/12



Source: American Community Survey and Beacon Economics



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CHAMBER OF COMMERCE

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ACCESS L.A. City Hall

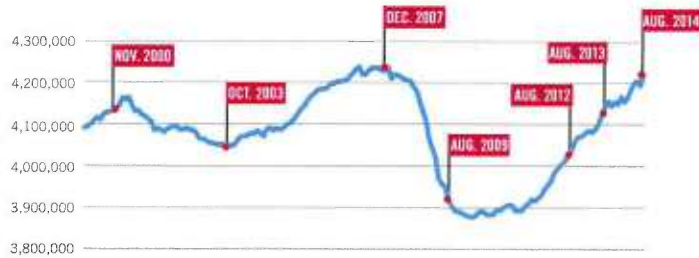
JOBS • BUSINESS • ECONOMY • NOW
TUESDAY, SEPT. 30, 2014

ACCESS L.A. City Hall is the L.A. Area Chamber's annual advocacy event aimed at building stronger partnerships between L.A. City Hall and local businesses. **Here are nine things the L.A. City Council can do to improve our economy.**

1. Make business growth and job creation the No. 1 priority at City Hall

We still have 19,300 fewer jobs in L.A. County than we had at the start of the recession. Unemployment in the City of L.A. still exceeds 9 percent. The City Council must be pro-active in adopting strategies and policies to attract and assist businesses in investing in L.A. and creating new jobs. City staff must also be pro-active in providing responsive and efficient customer service to create jobs as quickly as possible.

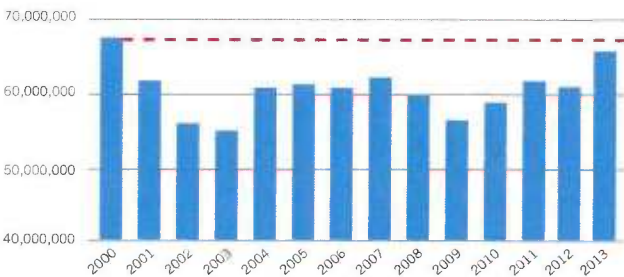
Total Nonfarm Employment in Los Angeles/Long Beach/Glendale Metropolitan Area



3. Stay the course on LAX modernization and ensure rail connects to LAX

Los Angeles International Airport (LAX) impacts, directly and indirectly, 294,000 jobs in the County and generates more than \$39 billion into our economy. The City Council took a big step toward modernization with its vote in support of the Specific Plan Amendments and the realignment of the north airfield to ensure that LAX can safely and efficiently handle the new generation of airliners. The City Council must continue to support this modernization plan and ensure that we will finally have a rail line into LAX.

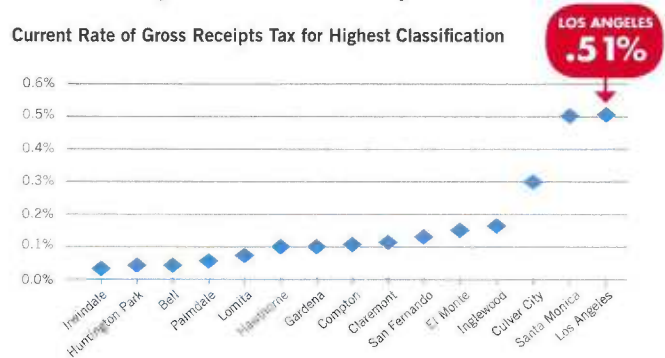
Passenger Count at LAX from 2000 to 2012



2. Implement plan to phase out the Gross Receipts Tax

The City of L.A. has the highest business tax of any city in L.A. County, and one of the highest in the nation. The Business Tax Advisory Committee recommended a 15-year phase out plan. The most recently presented plan to reduce the Gross Receipts Tax by \$45 million over three years is simply not enough to move the needle. We urge the council to revive this issue and approve the first phase as recommended by the Business Tax Advisory Committee.

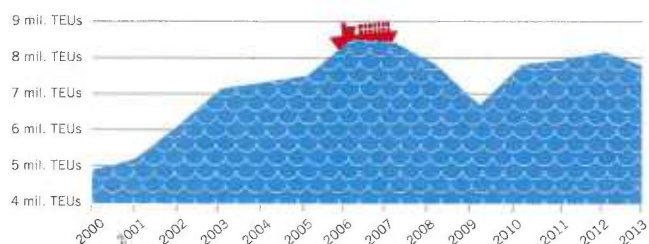
Current Rate of Gross Receipts Tax for Highest Classification



4. Ensure the Port of Los Angeles can compete with a widened Panama Canal

The Port of L.A. is responsible for hundreds of thousands of jobs and billions in tax revenue throughout the region. By aggressively supporting projects designed to increase competitiveness, the City Council can ensure the seaport is ready to meet the challenges of an expanded Panama Canal. We must modernize and green the Port by updating terminals, developing near-dock rail facilities and relieving congestion on our goods movement corridors. The City must stand strong behind its support of the Southern California International Gateway Project and show the same support to the Union Pacific Railroad when their proposal comes forward in 2015.

Port of L.A. Container Count from 2000 to 2012



5. Support the goals of water supply reliability and ecosystem restoration of the Bay Delta Conservation Plan (BDCP)

While the City of L.A. is working diligently to reduce its reliance on water from the Sacramento-San Joaquin Delta through conservation, groundwater cleanup and recycling, local supplies alone will not be sufficient to meet the City's water needs in the future. The BDCP is a comprehensive effort to address the chronic water challenges facing both the State Water Project and Central Valley Project in a manner that also protects the Delta environment. It must be an essential priority for the City of Los Angeles.



8. Ensure a Skilled Workforce by Supporting a Cradle-to-Career Approach

Strengthen the region's cradle-to-career focus by supporting early learning, Linked Learning, college and career pathways models that will increase the region's economic vitality. Prioritize investments in HIRE LA's Youth, Cash for College, school safety and Gang Reduction Zones. Deepen relationships and shared resources with key stakeholders such as Los Angeles Unified School District, Los Angeles Community College District and the Workforce Investment Board to leverage collaborative approaches that strengthen the region's labor force.



6. Commit to an incentive based strategy to build more affordable and market based housing in Los Angeles

With the demise of the Community Redevelopment Authority (CRA), the City of L.A. must work with the business community to develop a new strategy to increase our housing stock. This approach must be incentive based and practical, so as to not make building in the city more difficult and unattractive for investors. As when the CRA was in place, L.A. must commit real financial resources to this effort and back up those resources with collaboration and flexibility.

7. Maintain an affordable and reliable energy supply by supporting policies that promote a portfolio approach

Reliable and affordable energy is critical to L.A.'s economic competitiveness. The City should support energy policies that maintain grid reliability, minimize energy costs for families and businesses, promote job growth and cost-effectively reduce air pollution. A portfolio approach that balances the use of traditional energy sources like natural gas, to achieve these objectives will help to integrate renewable sources and transition to alternative fuel vehicles.

9. End chronic and veteran homelessness in L.A. by supporting Home For Good

In late 2010, the L.A. Area Chamber and United Way released Home For Good, an action plan to end chronic and veteran homelessness in L.A. by 2016. Since its launch, Home for Good has inspired a cooperative alliance between federal and local officials, a landmark shift of County resources and policies, and the establishment of a Funders Collaborative to leverage public and private funds for permanent supportive housing. Home for Good has housed 14,000 homeless so far and 9,000 veterans. The City's continued good will and strong support is essential to meeting our shared goals.

40%
less expensive

to place someone in permanent supportive housing than to leave that person on the streets

\$280 million

in savings for public systems could be created by providing permanent supportive housing for all chronically homeless individuals

THANK YOU TO OUR SPONSORS

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