



THE SAN DIEGO REGIONAL

QUALITY OF LIFE DASHBOARD

2013

EQUINOX • CENTER

Healthy Environment • Strong Economy • Vibrant Communities



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Improved from the previous year
 Worsened from the previous year
 < 1% change from previous year in either direction
 Did not change from the previous year
 No data from previous year to compare
 Needs priority attention

In 2012, San Diego County met federal emissions standards for ozone for the first time since 1997.

Housing affordability improved slightly for the average family, but homelessness rose by 8.6 percent in 2012.

While the numbers improved slightly from 2010 to 2011, San Diegans on average still drive more miles every day than residents of Los Angeles.

Beach water quality worsened in 2011, due to wetter weather and an electricity blackout that caused sewage pumps to fail.

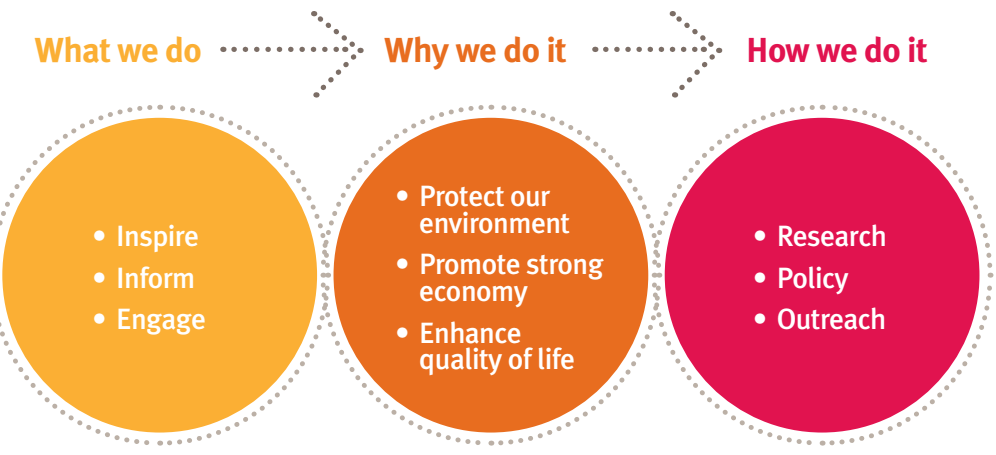
Cover photo credits:
 Top left: The San Diego Foundation
 Top Right: SANDAG
 Bottom: Outdoor Outreach

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ABOUT EQUINOX CENTER

Our mission

Equinox Center is a non-partisan, independent, regional entity that advances innovative solutions to balance regional growth with our finite natural resources. Our mission is to ensure a healthy environment, strong economy and vibrant communities for the San Diego region.



- Inspire
- Inform
- Engage

- Protect our environment
- Promote strong economy
- Enhance quality of life

- Research
- Policy
- Outreach

WHAT YOU CAN DO

How you can make a difference

Are you passionate about issues like reducing pollution, climate change, preserving our beaches and natural areas? Do you worry about the availability of well-paying jobs, the rising cost of living, or ever-increasing traffic? No matter where you live in San Diego County, or what your political bent, we want you to join our growing network.



IMPLEMENT OUR IDEAS FOR CHANGE

The 2013 Dashboard contains a simple idea or policy option for each indicator topic.

Implement one of these ideas or encourage your employer or an elected official to do so. For additional ideas, visit www.equinoxcenter.org/Regional-Dashboard.



CHAMPION OUR CAUSE

Stay informed about key issues facing our region and what you can do about them by following us on Facebook, Twitter or through our e-news. If you are a Millennial, join our Leaders 2020 network. Sign up to stay in touch at www.equinoxcenter.org.



INVEST IN OUR PROGRAMS

Your financial support allows us to continue our research, expand our network of support and ensure a high quality of life in the San Diego region. Look for the donation envelope inside this publication or donate securely online at www.equinoxcenter.org.



INVITE OTHERS TO ENGAGE

Invite your friends, colleagues and business associates to join our online community, attend our events or donate to Equinox Center. Share our reports, videos, maps and graphics, with your network and use them to voice your opinions around important growth issues.

For additional bright spots, ideas for change, methodology, references and links: www.equinoxcenter.org/Regional-Dashboard

KEY FINDINGS

Key findings from the 2013 San Diego Regional Quality of Life Dashboard

The findings of our 2013 Dashboard engender cautious hope. In this report, we see slow but steady improvement in job growth, a slight improvement in housing affordability and a number of environmental indicators such as renewable energy and air quality continuing to move in the right direction. We commend those who are responsible for advancing thoughtful policies and programs to achieve these gains.

In 2012, we experienced slow, but steady job growth, and slight improvements in housing affordability, renewable energy and air quality.

Though encouraging, we don't see the 2013 report as a cause for celebration. The gains we have seen are slight, and in some cases, it appears that returning to "business as usual" is already causing us to use our natural resources less efficiently.

Consumption of our most precious resource, water, has increased. Meanwhile, public health, tourism and ecosystems in the southern part of the county are still threatened by poor water quality in the Tijuana River. Despite increases in housing affordability, homelessness rates have risen. The region's 40-year transportation plan created by the San Diego Association of Governments was found in December 2012 by a Superior Court judge in violation of State law for not doing enough to reduce air pollution.

To achieve sustainable regional growth and a superior quality of life, more progress is needed to create jobs with livable wages and to ensure we protect our natural resources.

Progress on these challenges will require vision, leadership, a prospering economy and a collaborative approach to the San Diego region's future. One notable development in 2012 is the culmination of The San Diego Foundation's Our Greater San Diego Vision project, which lays out the collective hopes, aspirations and concerns of many of the region's residents and provides a blueprint for decision makers going forward. In addition, 2012 saw the election of new leadership in many communities, and though Equinox Center is firmly non-partisan, we believe there is always opportunity for positive change when new leadership emerges and new voices are engaged.

What gets measured gets managed better.

We are pleased that Equinox Center's Dashboard can provide the analytical foundation for the important conversations that need to happen to turn new vision and leadership into action. And we are hopeful that through our other initiatives, such as our Leaders 2020 sustainability network for Millennials, and our work with corporations who are committed to social responsibility, we can help bring creativity and innovation to the dialogue about how to ensure a prosperous economy and healthy environment for all San Diego County residents. When that happens, we will truly have cause to celebrate.

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Photo credits (left to right):
Civita by Sudberry Properties
Outdoor Outreach
North County Transit District
San Elijo Lagoon Conservancy
San Diego Foundation
Sullivan Solar Power

Measuring what Matters: About the San Diego Regional Quality of Life Dashboard

Equinox Center's principal publication, the *San Diego Regional Quality of Life Dashboard*, combines our research efforts with our outreach strategy to advance intelligent policy in the region. Using clear metrics, targets and benchmarks from more than 50 credible academic, government or non-governmental sources, the Dashboard tracks our region's annual performance on critical, interlinking quality of life issues, and provides examples of where things are working and ideas for how we can improve.

YOUR GUIDE TO THE DASHBOARD



Whether an indicator is trending up or down, we can always make improvements. "One idea for change" offers practical solutions and policy ideas for improving quality of life in the region.



Charts or infographic diagrams help illustrate how San Diego County compares to state or national benchmarks, to other regions, or how San Diego County communities compare to each other.



This year's Dashboard is full of "bright spots" that highlight examples of how and why gains have been achieved in our community.

More Bright Spots and Ideas for Change can be found at: www.equinoxcenter.org/Regional-Dashboard.



AIR QUALITY

Unhealthy Days for Elderly and Children



Photo: Outdoor Outreach

How are we doing?

Air quality in San Diego County continued to improve in 2011. The number of unhealthy days for the elderly and children decreased from 19 to 13 from 2010 to 2011 and is significantly lower than neighboring counties. In 2012 San Diego County finally met federal emissions standards for ozone, but the county still has problems meeting EPA's particulate matter standards. Vehicle emissions are responsible for the vast majority of emissions in the San Diego region.

Why is it important?

- Children who live in communities with high levels of pollution tend to have higher instances of asthma, often resulting in higher hospitalization rates, missed school and therefore, lower overall opportunity.
- Air pollution costs California more than \$28 billion annually and \$1,200 per person in Southern California due to lost worker productivity and public health costs. Pollution related illnesses also drive up health insurance premiums for individuals and employers.
- If climate models are accurate, we will see an increase of hot sunny days in our region, with an increase in ozone pollution, and corresponding health problems.

CR CONSCIENTIOUS RESIDENT

Choose to walk, bike or take transit just one day a week to reduce traffic congestion and decrease pollution.

For more ideas for change, visit www.equinoxcenter.org

1 idea for change

What is the measure?

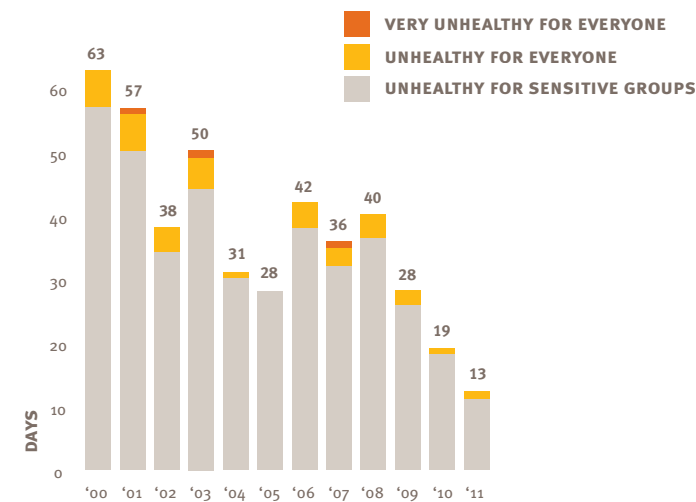
Number of days air quality is considered unhealthy for children and older adults in San Diego County.

More Efficient Vehicles = Healthier Air

The San Diego County Air Pollution Control District provides incentives to local businesses to replace high-emission diesel engines with more efficient, clean ones. In Fiscal Year 2011-2012, more than 200 diesel engines were cleaned up resulting in over 70 tons of smog-forming pollutants being removed from San Diego's air.

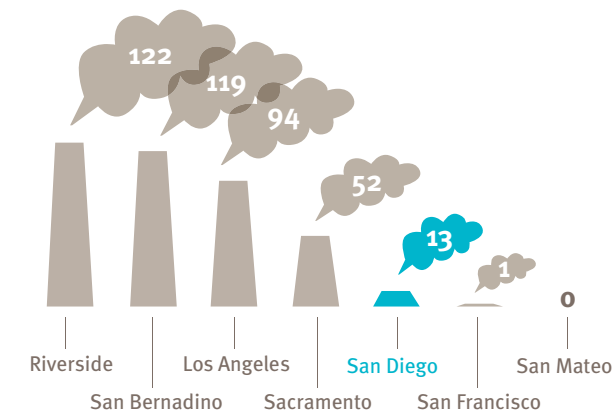
www.equinoxcenter.org/airquality

Number of Unhealthy Air Quality Days for Older Adults & Children (San Diego, 2000 - 2011)

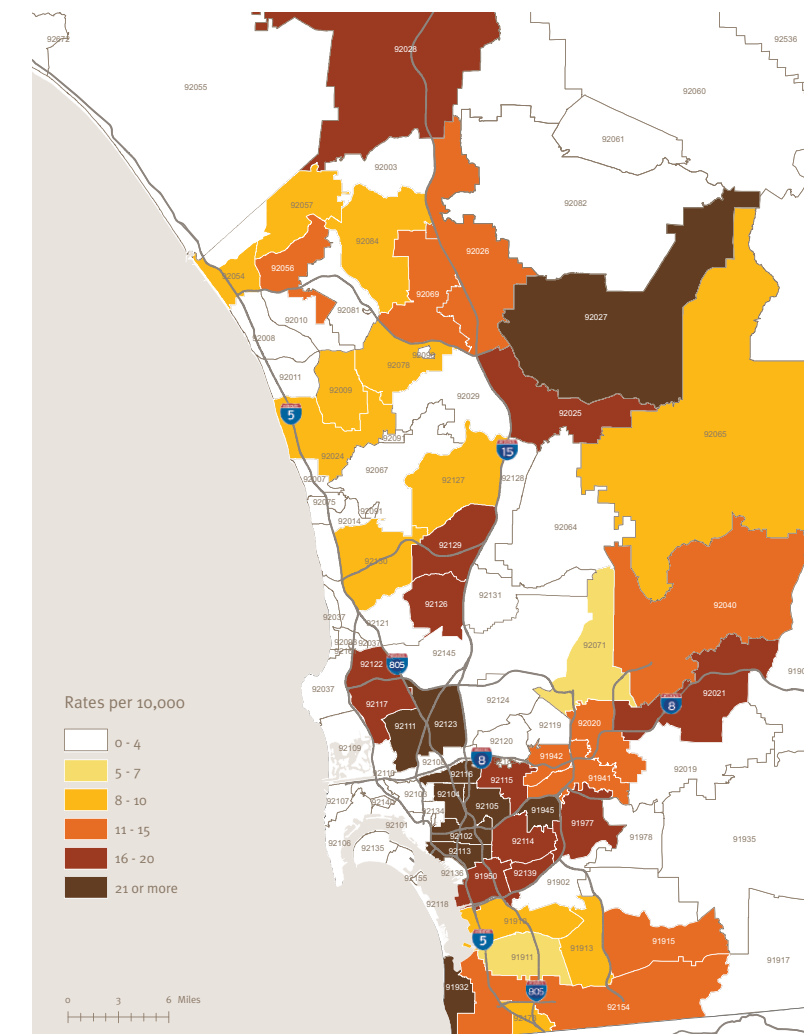


HOW WE COMPARE

Number of Unhealthy Air Quality Days for Older Adults & Children (Select Counties, 2011)



Children's Asthma Hospitalization Rates, 2011 per 10,000 Persons Under 17



SOURCE: EQUINOX CENTER, 2011; CALIFORNIA OSHPD, 2010
MAP LAYERS FROM SANGIS.



CLEAN JOBS

Job Creation



Photo: Irene Tena, CommNexus



CLIMATE CHANGE

Municipal Action on Climate Change



Photo: San Elijo Lagoon Conservancy

How are we doing?

In 2011, environmental technology jobs represented 8 percent of all new jobs created in San Diego regional technology start-ups, a slight increase from 2010. The City of San Diego hosted 44 of the 96 new environmental technology start-up jobs in San Diego County over the last year.

What is the measure?

Percent of new clean technology jobs out of the total number of new technology jobs created in the county.

How are we doing?

Since the 2011 Dashboard was published, all jurisdictions have completed baseline greenhouse gas emissions inventories. In addition, many municipalities have joined together to prepare an adaption plan to address sea level rise. The region and jurisdictions would benefit from regular inventory updates and a commitment to implementation and evaluation of climate action plans. One promising development is the creation of a tool by USD's Energy Policy Initiative Center which will assist cities in planning to mitigate greenhouse gas emissions. More information at: www.sandiego.edu/epic

What is the measure?

Local government progress on climate mitigation and adaptation.

PM POLICY MAKER

Create workforce training programs for lower skilled workers that align with clean tech employer needs and market demands.

For more ideas for change, visit www.equinoxcenter.org

1 idea for change

Streetlight Retrofits Result in Job Creation

The San Diego Street Light Working Group focuses on saving energy and saving taxpayers money by retrofitting less efficient streetlights with newer LED technology. The collaboration, which includes 13 of San Diego County's 18 municipalities, has retrofitted 55,000 streetlights, saved cities \$3 million, and generated more than \$25 million in local job creation for electrical contractors, suppliers and lighting manufacturers.

www.equinoxcenter.org/cleanjobs

Why is it important?

- According to the San Diego based Climate Education Partners, 85 percent of residents of San Diego County believe climate change is happening, and over 60 percent believe it is caused mostly by human activities. The majority of residents are concerned about the impact of climate change on them personally.
- Climate change could threaten San Diego's quality of life by causing longer and more frequent droughts, reducing water supplies, increasing the risk of wildfires and causing the loss of coastal lands and beaches.
- Statewide targets require our region to reduce greenhouse gas emissions, which will result in improved air quality & public health, as well as energy savings.

Green Taxis for the Airport

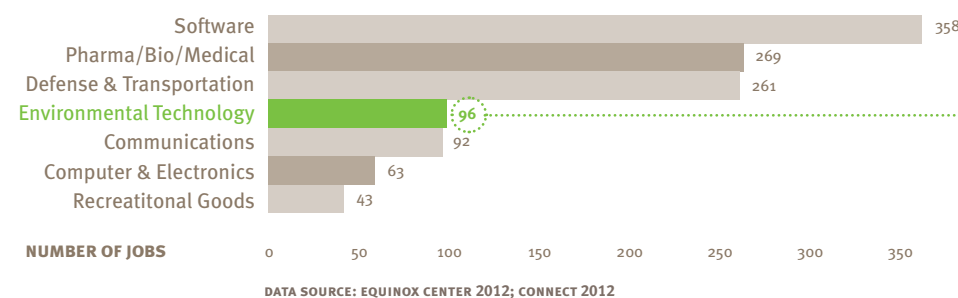
In an effort to reduce greenhouse gas emissions, the Airport Authority entered into a unique public-private partnership with the California Center for Sustainable Energy, Mossy Toyota, taxi operators and the San Diego Metropolitan Transit System to bring the first green taxis to San Diego International Airport and the region. The Green Taxi Program provides incentives to taxi companies to switch to cleaner, more fuel-efficient taxis. More than 30 percent of the airport's taxi fleet has now switched to hybrids, saving taxi operators over \$12,000 a year in fuel costs and providing a 64 percent reduction in greenhouse gas emissions over a typical taxi model. The Airport is also committed to converting all airport taxis and shuttles to electric or clean-burning alternative fuels by 2017.

www.equinoxcenter.org/climatechange

Why is it important?

- Clean technology represents a growing sector of San Diego's economy and is central to our region's strategy for maintaining global competitiveness.
- The clean economy produces and generates demand for new goods and services that benefit our environment, fosters new supply chains, and allows innovators to generate new business models.
- The clean tech sector creates jobs of all education and skill levels and offers higher median wage than many other sectors. According to CONNECT, the average annualized wage for environmental technology jobs is \$72,517.

San Diego County Technology Start-Up Jobs (New Jobs 2011)



HOW WE COMPARE

NUMBER OF NEW ENVIRONMENTAL TECHNOLOGY START-UP JOBS

- Bonsall: 1
- Carlsbad: 10
- Encinitas: 22
- Fallbrook: 2
- Oceanside: 2
- Poway: 2
- San Diego: 44
- San Marcos: 7
- Vista: 6

Municipal Action On Climate Change

HOW WE COMPARE

Jurisdiction	Baseline Inventory	Reduction Targets	Develop Plan	Implement Plan	Monitoring & Evaluation	Climate Adaptation Plan
CARLSBAD	●					
CHULA VISTA	●	●	●	●	●	●
CORONADO	●					⊛
DEL MAR	●		○			⊛*
EL CAJON	●		○			
ENCINITAS	●	●	●	●		⊛*
ESCONDIDO	●	○	○			
IMPERIAL BEACH	●					⊛
LA MESA	●					
LEMON GROVE	○					
NATIONAL CITY	●	●	●			⊛*
OCEANSIDE	●					
POWAY	●					
SAN DIEGO	●	●	●	●	●	⊛#
SAN DIEGO COUNTY	●	●	●	●	●	
SAN MARCOS	●					
SANTEE	●	○	○			
SOLANA BEACH	●	○	○			⊛*
VISTA	●	○	○			

● COMPLETED
 ○ IN PROGRESS
 ● NEW AS OF 2012
 * SAN DIEGO BAY SEA LEVEL RISE ADAPTATION STRATEGY
 # THE CITY OF SAN DIEGO IS PART OF THE SAN DIEGO BAY SEA LEVEL RISE ADAPTATION STRATEGY AND IN THE PROCESS OF ADOPTING ITS OWN CLIMATE MITIGATION AND ADAPTATION STRATEGY

SOURCE: EQUINOX CENTER, 2012; ICLEI, 2012; SAN DIEGO; FOUNDATION, 2012

PM POLICY MAKER

Streamline permitting for the installation of low-carbon fueling infrastructure and electric vehicle charging stations.

For more ideas for change, visit www.equinoxcenter.org

1 idea for change



ECONOMIC PROSPERITY

Employment

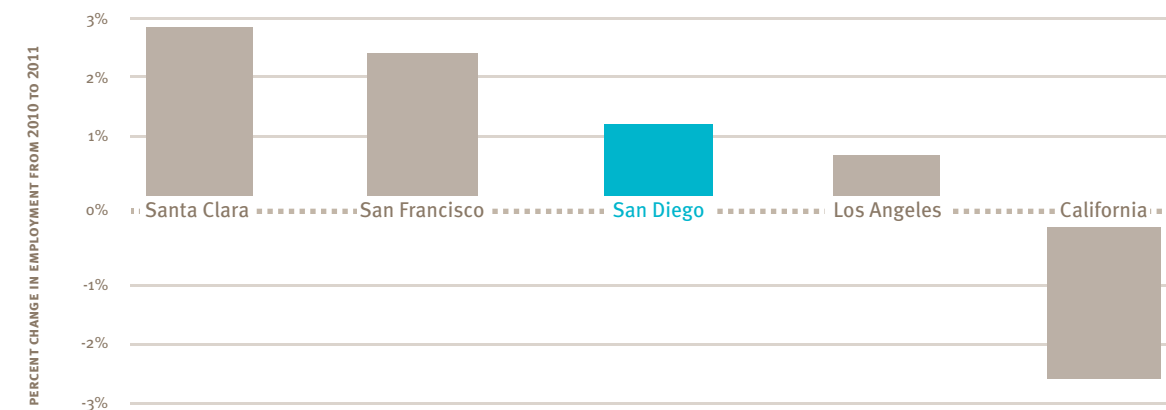


How are we doing?

The number of persons employed in San Diego began to increase in 2011, for the first time since 2008 with an increase of about 15,000 jobs. However, the growth rate of the working age population increased more than the growth rate of employment, indicating a still sluggish economy. The San Diego region did not see as much of an increase in employment as the Bay Area or Silicon Valley in 2011, but fared better than Los Angeles and the California average. Year over year job growth numbers in San Diego County show improvement, with unemployment hovering around 8.5 percent in the 3rd Quarter of 2012, which is below the California average but above the national average.

HOW WE COMPARE

Changes in Employment, Select Regions 2010 - 2011



SOURCE: EQUINOX CENTER, 2012; BUREAU OF LABOR STATISTICS, 2012

Why is it important?

- A sustainable economy includes a diverse mix of industries and offers a variety of jobs to community members of varying skills and backgrounds.
- Employment is a key determinant of San Diego's economic prosperity. An adequate supply of jobs that support the housing, transportation, health, and recreational needs of local residents is vital to a healthy and sustainable quality of life.

CR CONSCIENTIOUS RESIDENT

1 idea for change

Support a regional "buy local" campaign that results in more dollars circulating through the local economy, and creates job growth.

For more ideas for change, visit www.equinoxcenter.org

What is the measure?

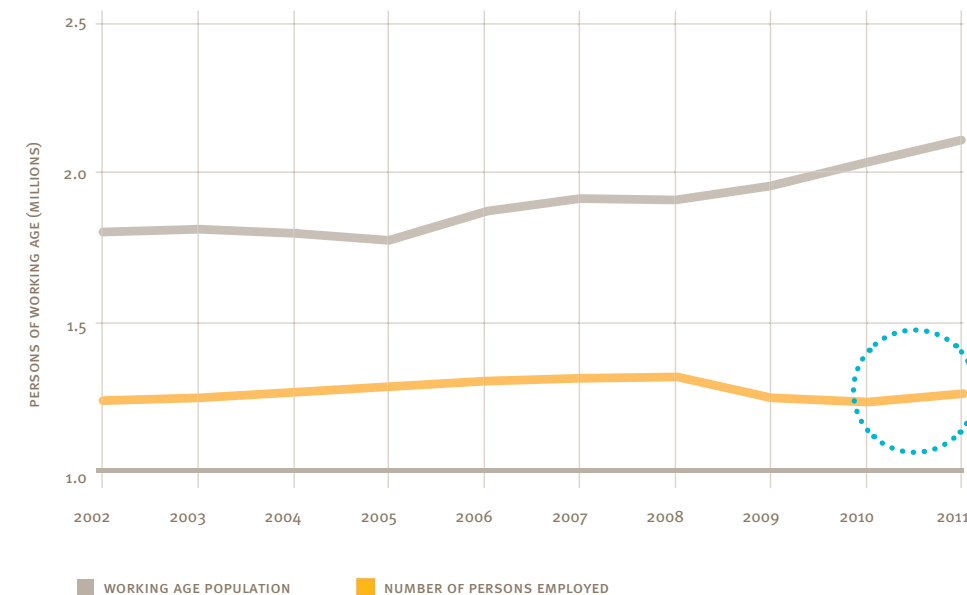
The number of persons employed annually in San Diego County compared to the working age population.

CONNECT Launches "Look Near First" Campaign

CONNECT's Nearsourcing Initiative was launched in 2012 to match San Diego companies in need of outsourcing with local manufacturers and production resources. The initiative encourages local innovation companies to "look near first" and ultimately keeps economic growth and job creation in our region.

www.equinoxcenter.org/prosperity

Number of Persons Employed and Working Age Population, San Diego, 2002 - 2011



15,000 jobs were gained between 2010 and 2011

SOURCE: EQUINOX CENTER, 2012; BUREAU OF LABOR STATISTICS, 2012; U.S. CENSUS BUREAU



ENERGY

Renewable Energy



Photo: Sullivan Solar Power

How are we doing?

In 2011, San Diego Gas & Electric (SDG&E), the region's energy utility, reached its goal of increasing renewable energy sources to 20 percent of total sales. Compared to the previous year, solar installations per 100 residents in the county increased on average by 46 percent, due to substantial expansion of both residential and non-residential installations.

Why is it important?

- Increasing renewable energy improves air quality, reduces public health costs, and increases energy security for the region by diversifying our energy portfolio.
- The State of California's Renewable Portfolio Standard (RPS) currently requires electric utilities to increase procurement from eligible renewable energy resources to 33 percent by 2020.
- Distributed renewable energy sources like solar photovoltaic systems can produce energy during peak energy usage times (for example during hot, sunny weather when there is high demand for air conditioning) and thus help mitigate the need for rolling blackouts due to excess demand on the grid.

PM POLICY MAKER

Streamline the permitting systems across the region and revise housing and zoning codes to make it easier for residents, businesses, and utilities to install renewable energy sources.

For more ideas for change, visit www.equinoxcenter.org



What is the measure?

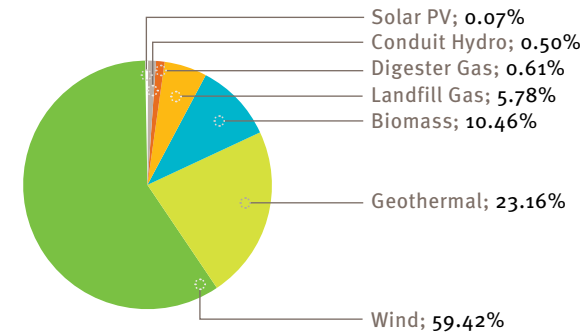
Percent of total electricity supply generated from renewable sources for SDG&E's service area.

Harnessing Wind Power in San Diego's Backcountry

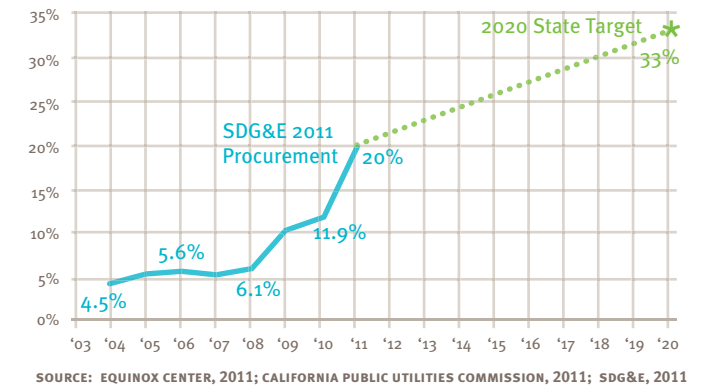
The County Board of Supervisors approved the Tule Wind Project to be constructed in McCain Valley, consisting of 128 wind turbines which generate enough energy to power 60,000 homes. The project brings more local renewable energy to San Diego, helps the region meet renewable energy and climate goals, and creates 39 permanent jobs.

www.equinoxcenter.org/energy

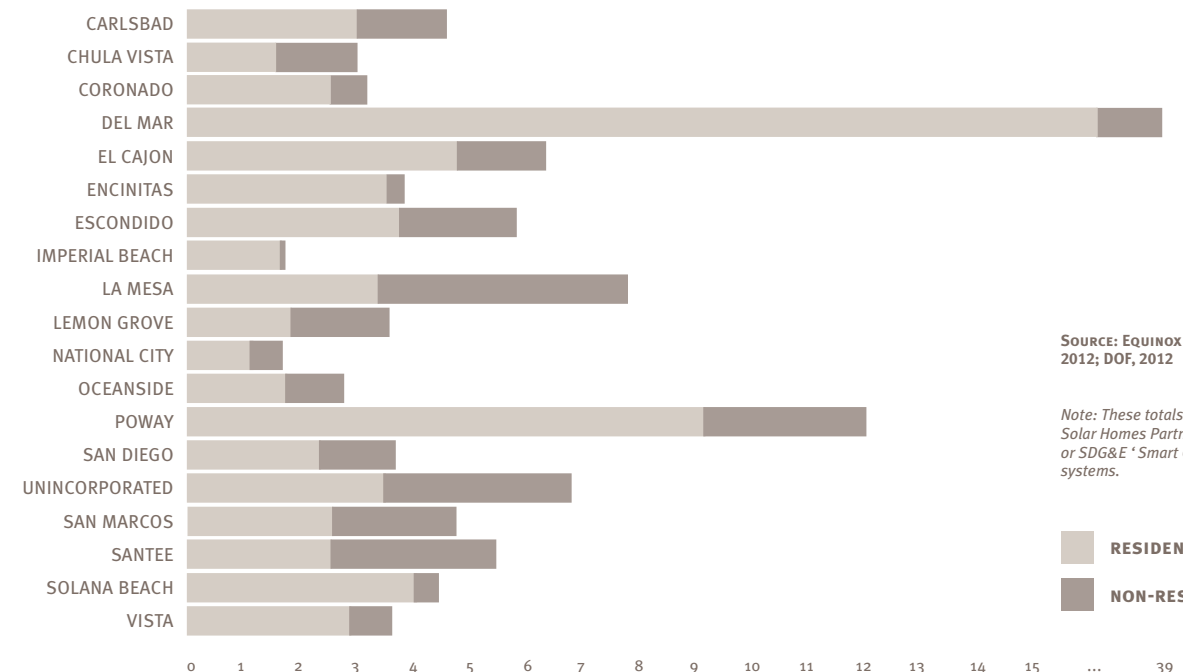
2011 SDG&E Renewable Energy Mix



Renewable Energy as a Percent of SDG&E Sales, 2011



Kilowatts of Solar Installed per 100 Residents, San Diego Jurisdictions, 2011



HOW WE COMPARE



ENERGY

Residential Electricity Consumption



Photo: SDG&E

How are we doing?

Average per capita electricity consumption essentially stayed flat from 2010 to 2011. San Diego County residents consume around 10 percent less electricity per capita when compared to the state of California average, and slightly less than three comparable Southern California counties.

Why is it important?

- Meeting our energy needs through efficiency and conservation is 3 to 5 times less expensive than deriving energy from fossil fuels or renewable sources.
- Using less energy reduces greenhouse gas emissions, improves regional air quality and reduces public health spending resulting from air pollution.
- According to the Department of Defense, increasing energy efficiency and renewable energy will improve energy security by lessening the impacts of energy price fluctuations, conflicts abroad, and natural disasters.
- Supporting programs and policies for energy retrofits bolsters the local clean tech economy and creates jobs that can't be outsourced.
- In 2013 the state of California will update the Building Energy and Efficiency standards to reach a goal of zero net energy for residential buildings by 2020.

What is the measure?

Total per capita per day residential electricity use (does not include self generated energy, for example, rooftop solar on residences).

PM POLICY MAKER

Cities can promote energy efficiency financing programs such as Property Assessed Clean Energy (PACE) and invest in collaborative efforts between different sectors to make installations and retrofits easier on the homeowner.

For more ideas for change, visit www.equinoxcenter.org

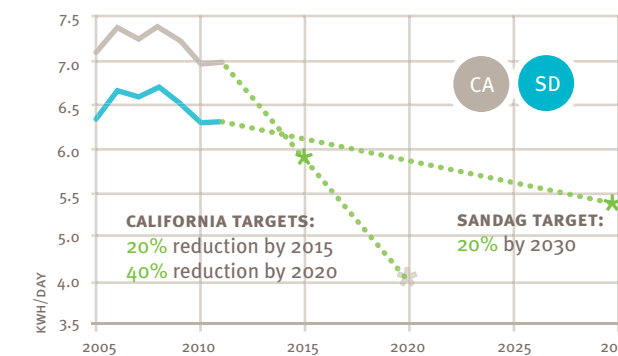


Energy Efficiency a Cornerstone in New Mission Valley Development

Sudberry Properties and SDG&E partnered to create a plan for Civita, a new mixed-use development in Mission Valley, to surpass current state efficiency standards by 15 percent. The project's 4,800 residences will feature highly efficient fixtures and appliances.

www.equinoxcenter.org/energy

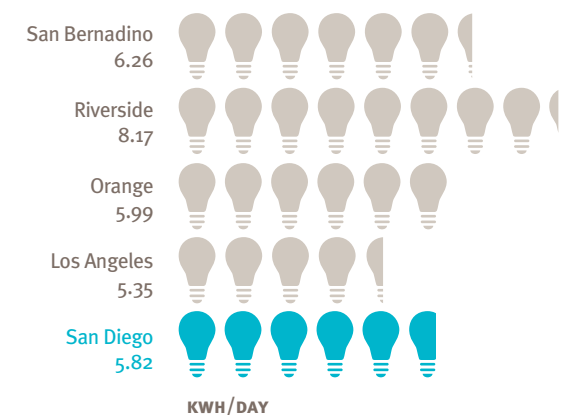
Per Capita Residential Energy Consumption Per Day by County, 2011



SOURCE: EQUINOX CENTER 2012; CALIFORNIA ENERGY COMMISSION 2012; CA DEPT. OF FINANCE 2012

HOW WE COMPARE

Daily Per Capita Residential Electricity Consumption, 2005 - 2011



SOURCE: EQUINOX CENTER 2012, CALIFORNIA ENERGY COMMISSION 2012, CA DEPT. OF FINANCE 2012



HOUSING AFFORDABILITY

Income Allocation Toward Housing



Photo: San Diego Housing Federation

How are we doing?

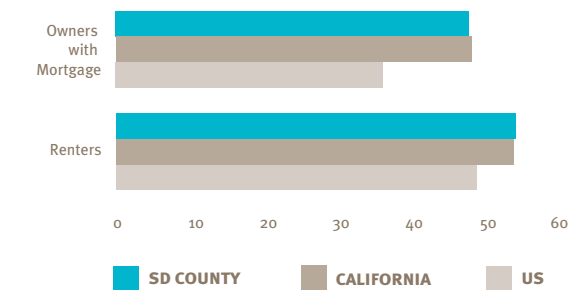
About half of all renters and homeowners in San Diego County are spending more than 30 percent of their income on housing. The numbers have improved slightly (by 3.3 percent for homeowners and 4 percent for renters) from the previous year. However, compared to other regions and the State of California average, more San Diego residents spend more of their income on housing. San Diego County experienced a net increase in the number of affordable housing units (3,377), with the largest increase relative to households at or below median income occurring in El Cajon.

Though some of the indicators look better this year than last, we note that the number of homeless in the region increased by 8.6 percent from 2011 to 2012. Budget cuts at the state level and the loss of redevelopment agencies will affect the region's ability to add more affordable housing in the region going forward.

Why is it important?

- According to Federal standards, households paying over 30 percent of annual income on housing are at higher financial risk. They also have less discretionary income to purchase other goods and services that support local economic growth.
- Housing costs influence our region's competitiveness against other metropolitan regions in attracting or retaining businesses and a talented workforce.
- When housing in core areas is not affordable, people move to less expensive areas, usually farther away from jobs and services. This increases traffic congestion and transportation costs in addition to negatively impacting air quality.

Percent of Occupants Spending 30% or More of Income on Housing, Select Regions, 2011



SOURCE: EQUINOX CENTER, 2012; AMERICAN COMMUNITY SURVEY, 2012

PM POLICY MAKER

1 idea for change

Reduce parking requirements for affordable housing developments near transit, similar to what the City of San Diego did in October 2012. Reduced parking requirements encourage developers to build affordable housing by reducing the costs of building, and also have the added benefit of encouraging residents to walk, bike or take public transit.

For more ideas for change, visit www.equinoxcenter.org

What is the measure?

The percent of residents in the San Diego region who spend more than 30 percent of gross income on housing.

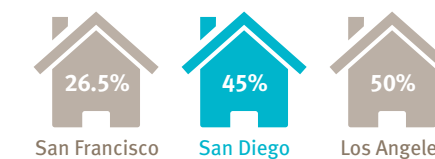
Revitalizing Barrio Logan While Providing Affordable Housing Options

The Mercado del Barrio Project in Barrio Logan is a 6.8 acre mixed-use residential and commercial district that provides affordable housing to 92 families while eliminating blight in a local enterprise zone. The project utilizes Smart Growth and LEED design principles and is located near public transportation, downtown jobs, and Chicano Park.

www.equinoxcenter.org/housing

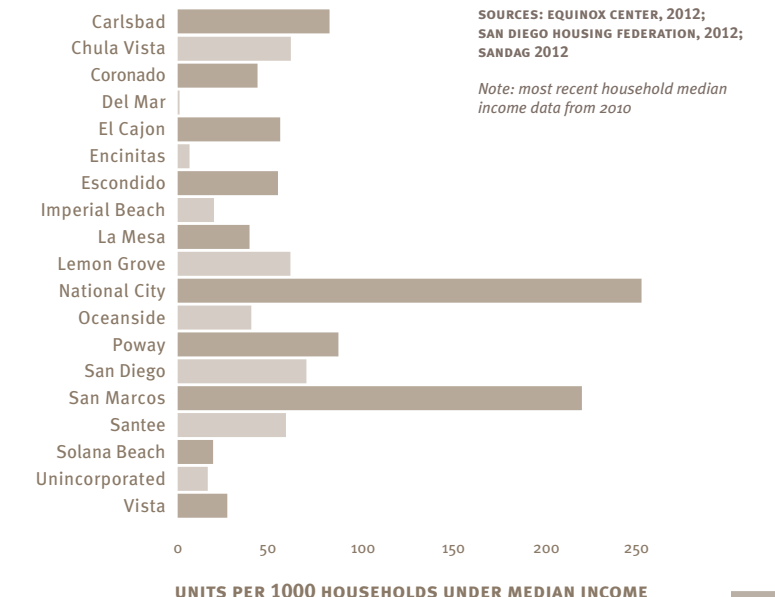
HOW WE COMPARE

Percent of Households That Can Afford to Purchase Median Priced Home



SOURCE: EQUINOX CENTER, 2012; CALIFORNIA ASSOCIATION OF REALTORS, 2012

Designated Affordable Housing Units San Diego Jurisdictions, 2011



SOURCES: EQUINOX CENTER, 2012; SAN DIEGO HOUSING FEDERATION, 2012; SANDAG 2012

Note: most recent household median income data from 2010

Housing Affordability



LAND USE

Park Access



How are we doing?

Due to data constraints, in 2012 we had to omit our conserved lands indicator and develop a new baseline for our parks access indicator. According to the most recent data, on average there are 473 acres of accessible park per 1,000 people in San Diego County. The National Recreation and Parks Association recommends 10 acres of park space per 1,000 residents. While our region has significant parks assets, some parts of the county are still considered “park poor” by national standards (less than 3 acres of park per 1,000 residents).

Why is it important?

- ➔ Access to parks and open space areas is a selling point for local companies who are working to retain and attract workforce talent for our innovation economy.
- ➔ Green spaces appeal to tourists and locals alike, increase nearby property values, and subsequently contribute to our regional economy.
- ➔ Restoring and utilizing urban green space, like canyons and riparian areas, cleans up and makes our neighborhoods safer, and provides outdoor educational and recreational opportunities in otherwise densely urbanized areas.
- ➔ Conserved lands and green spaces help preserve wildlife habitat, improve air quality, provide flood and water pollution control, and mitigate against climate change.

PM POLICY MAKER

Encourage joint use agreements and partnering to leverage existing green spaces at schools and public facilities, especially in “park poor” neighborhoods.

For more ideas for change, visit www.equinoxcenter.org



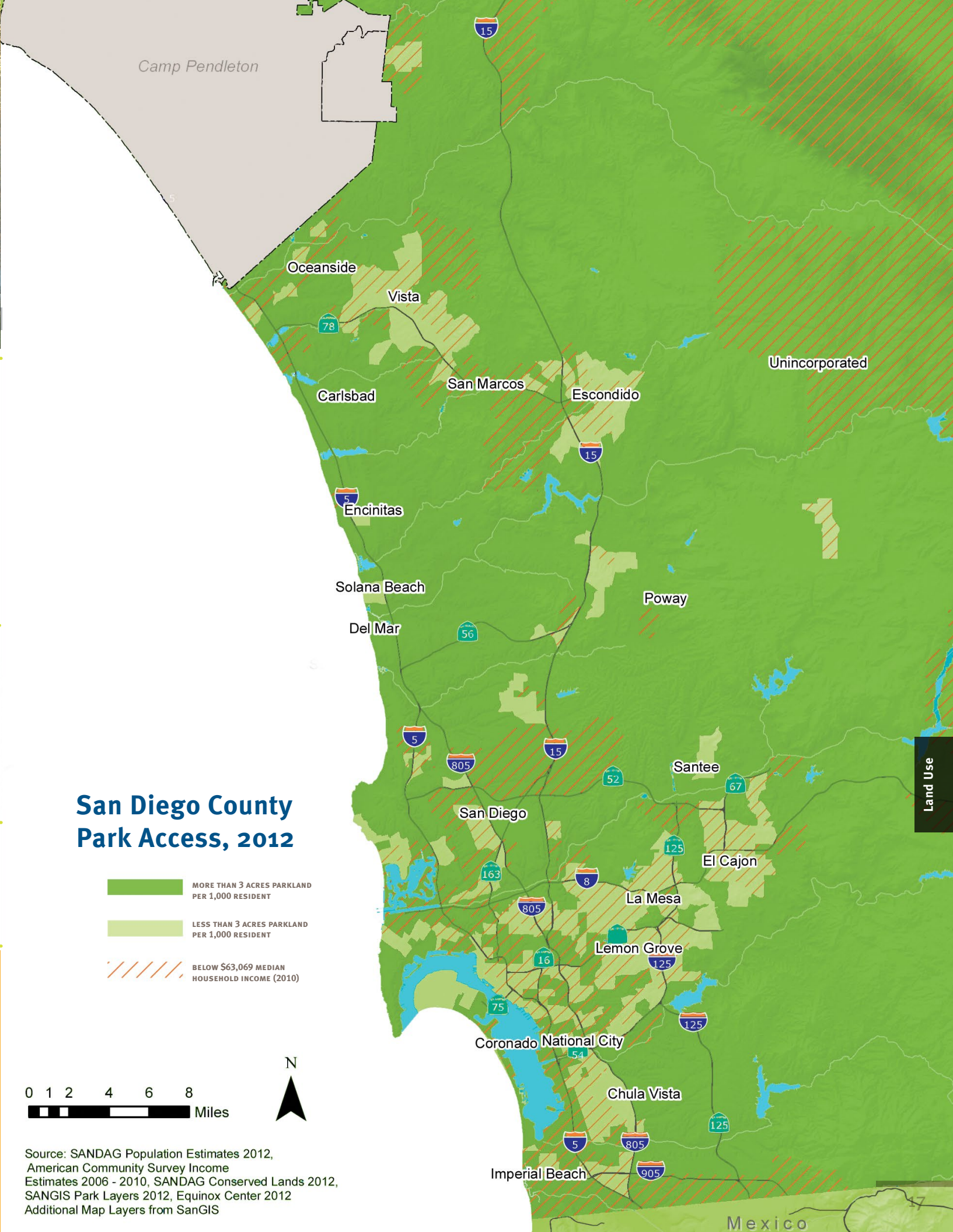
What is the measure?

The number of acres of park (including parks, schoolyards, beaches, forests, mountains and canyons with public access) per 1,000 residents.

Protecting San Diego’s Unique Canyons for Public Use

In November 2012, the San Diego City Council designated 6,600 acres of City-owned canyons and open space for permanent protection. Because of the City’s action, and the work of nonprofit groups like San Diego Canyonlands who advocated for this designation, nearly 10 square miles of open space, an area 8 times the size of Balboa Park, will be available to urban residents to enjoy.

www.equinoxcenter.org/land-use





LAND USE

Residential Development



Photo: Civita by Sudberry Properties



TRANSPORTATION

Transit Ridership



Photo: SANDAG

How are we doing?

Because of an adjustment to SANDAG data due to benchmarking against the 2010 Census, there is a large jump in residential acreage numbers and thus in our indicator for this year. It is impossible to compare 2012 numbers to 2011 numbers for that reason, but we have included them here for future reference. The number of building permits increased slightly from 2011-2012, and the vast majority of homes being built continue to be multi-family units which, over time, should result in smaller amounts of land being developed per 100 new residents.

PM POLICY MAKER

Streamline permitting, and revise zoning ordinances and design guidelines to encourage infill development in town centers or urban areas.

For more ideas for change, visit www.equinoxcenter.org



Why is it important?

- SANDAG estimates that San Diego County will need approximately 230,000 new housing units by 2030 and by that time we will have consumed 89 percent of all developable land within the region.
- Thoughtful land use development, such as placing residential communities near job centers, can save residents money in fuel costs by reducing vehicle miles traveled and improve air quality.
- Well-designed, strategic density of land use reduces water and electricity consumption, and ensures that future generations will have access to open spaces.

How are we doing?

The percent of San Diego's population that commutes to work on public transit declined slightly by 0.25 percent from 2010 to 2011, dropping farther behind cities like Portland and Los Angeles, which both saw an increase in the percent of commuters using public transit. The number of San Diegans who drive alone to work remains a high 76 percent. The average number of hours of delay per auto commuter also rose from 2009 to 2010.

BL BUSINESS LEADER

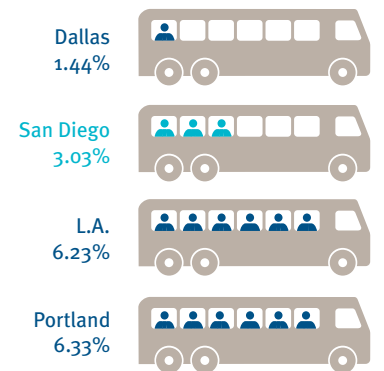
To encourage employees to bike to work, provide cyclist-friendly infrastructure, such as bicycle parking, lockers and showers for employees. Encourage employee carpooling through incentivized ride share programs.

For more ideas for change, visit www.equinoxcenter.org



HOW WE COMPARE

% of Population Commuting to Work Via Transit for 2011 (Select Regions).

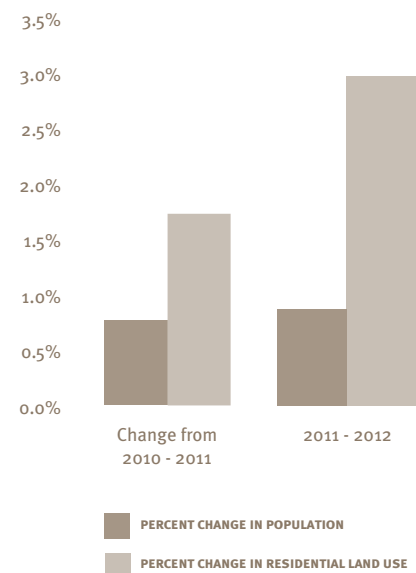


DATA SOURCES: EQUINOX CENTER, 2012; AMERICAN COMMUNITY SURVEY, 2012

What is the measure?

The number of acres developed or zoned for residential use for every additional 100 persons in San Diego County.

Change In Population vs. Change in Residential Land, San Diego County



Flexible Buses Serving Smaller Communities

Residents in Carlsbad, Encinitas, Ramona and Solana Beach have access to a new, flexible transit option from North County Transit District, designed to replace fixed routes that had been eliminated. The FLEX system allows customers to travel anywhere in the service zone for just \$5 each way when a reservation is made in advance.

www.equinoxcenter.org/transportation

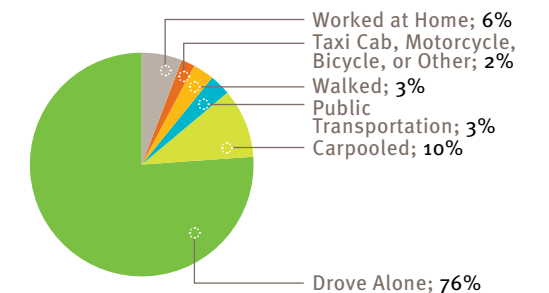
Why is it important?

- High performing public transit, with strong connectivity between transit hubs, residential areas and work centers can provide a cost-effective transportation alternative for San Diego County residents of all ages and economic backgrounds.
- The use of transit services can reduce traffic congestion and improve air quality.

What is the measure?

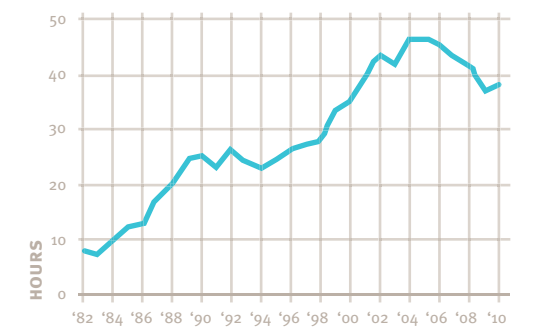
The percent of the population that commutes to work via public transit.

Transportation to Work (San Diego, 2011)



DATA SOURCES: EQUINOX CENTER, 2012; AMERICAN COMMUNITY SURVEY, 2012 (TABLE C08301)

Annual Hours of Delay, Per Autocommuter San Diego Urban Area, 1982 - 2010



DATA SOURCES: EQUINOX CENTER, 2012; TEXAS TRANSPORTATION INSTITUTE, 2011



TRANSPORTATION

Vehicle Miles Traveled



How are we doing?

Average highway vehicle miles traveled (VMT) declined slightly from 2010 to 2011, primarily due to gas prices. In 2010, we saw a 25 percent reduction in gas prices, which resulted in travelers driving longer distances. As gas prices rose in 2011, drivers reduced their driving slightly. San Diego VMT numbers remain higher than the state average and higher even than Los Angeles County's.

What is the measure?

Per capita vehicle miles traveled (VMT) is an estimate (based on actual data) of the average number of freeway miles driven by an individual in San Diego County on a daily basis.

PM POLICY MAKER

Improve vehicle parking and bicycle infrastructure at transit hubs to make the "last mile" of connectivity easy for commuters.

For more ideas for change, visit www.equinoxcenter.org

1 idea for change

Rolling Out the Red Carpet for Cyclists

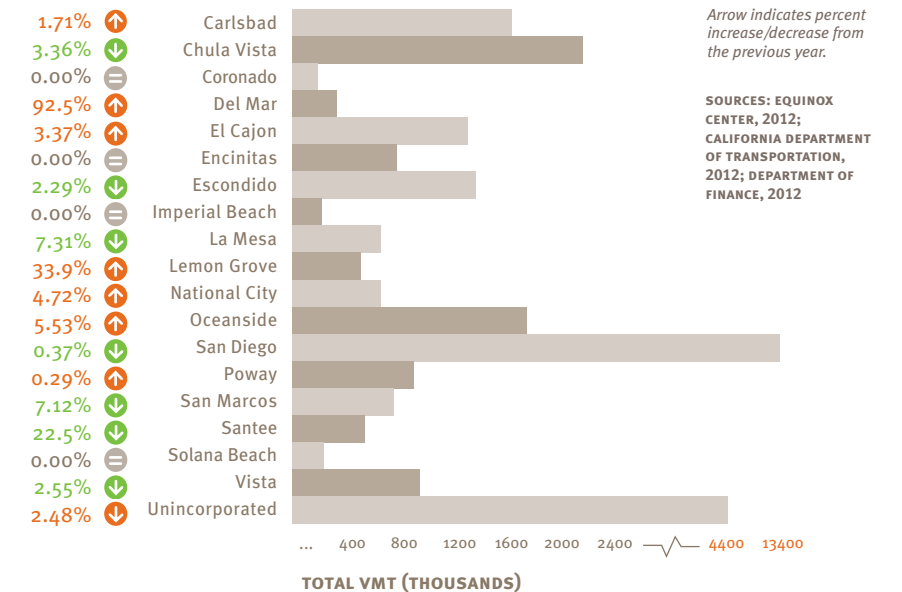
The Encinitas Bike and Pedestrian Committee organized "Two Wheel Thursdays" to encourage all level of cyclists to get on their bikes for a safe, social evening ride around downtown Encinitas, with stops at local businesses for refreshments. Other cities in the region such as Solana Beach, Carlsbad, and the City of San Diego have also been enhancing cycling infrastructure and creating Bicycle Friendly Business Districts. In 2012, the City of San Diego introduced the region's first bike sharing program.

www.equinoxcenter.org/transportation

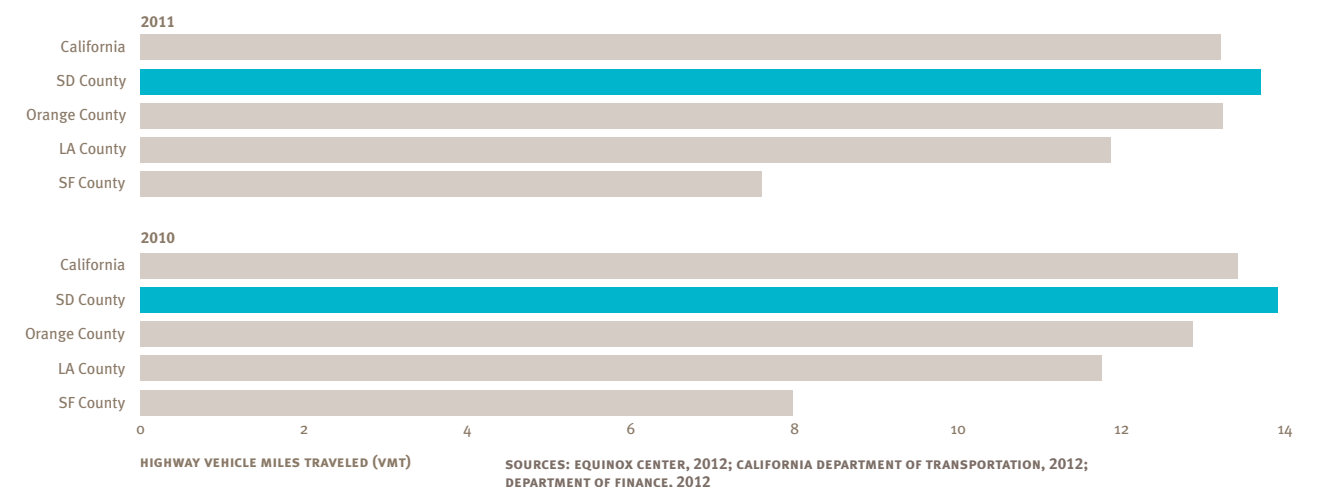
Why is it important?

- San Diego's high VMT results in traffic congestion, air pollution, noise pollution, and greenhouse gas emissions, and leads to increased fuel costs for drivers.
- Decreasing VMT by encouraging mixed use development, and improving walking and cycling infrastructure engenders a stronger connection between people and their environments, encourages people to work and spend money locally, and allows people to support their local economies.
- Senate Bill 375 (2008) committed California to enact measures that cut vehicle miles traveled in order to decrease greenhouse gas emissions.

Total Daily Vehicle Miles Traveled All Roads Excluding State Highways San Diego County Jurisdictions, 2011



Highway Vehicle Miles Traveled (VMT), Select Regions, 2010 and 2011





WASTE

Per Capita Waste Disposal



Photo: San Diego Coastkeeper

How are we doing?

Average waste disposal in San Diego County declined slightly from 2010 to 2011 but San Diego County's average daily per capita waste disposal continues to be higher than the California statewide average and surrounding counties, with the exception of Orange County.

Why is it important?

- Landfills in Orange County will not accept our waste after 2016, and some of our own landfills are close to being at capacity.
- Waste disposal generates greenhouse gas emissions and other pollution that affects air and water quality.
- More than half of waste disposed of at landfills could be composted, recycled or reused. Improved waste management would extend the life of our landfills, which are difficult to site and expensive to build.
- Redesigning and restructuring products or manufacturing processes to reduce or reuse waste, and increasing recycling and composting efforts moves us toward a more sustainable approach to resource use and encourages new jobs in these areas.

PM POLICY MAKER

1 idea for change

Expand commercial food waste recycling programs in the region and consider expansion into residential curbside pickup, as has been done successfully in Portland, Oregon and several other California counties.

For more ideas for change, visit www.equinoxcenter.org

What is the measure?

Average per capita number of pounds of solid waste disposed of each day in San Diego County: includes waste that is brought to landfills, incinerated, and exported, and reflects both residential and commercial waste. It does not include waste that has been recycled.

Putting an End to Cigarette Butts on Our Beaches

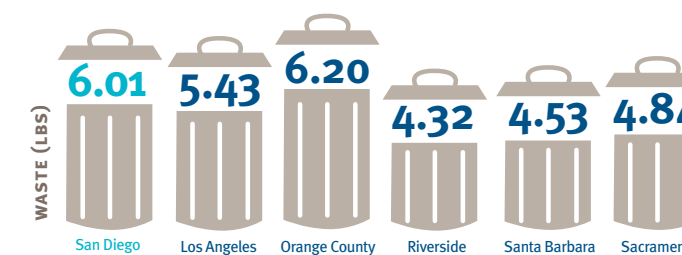
In an effort to prevent the most commonly littered item from reaching San Diego County beaches, I Love a Clean San Diego and the Surfrider Foundation have launched the Cigarette Litter Prevention Program. The program has installed ash can collectors on street posts and lamps in Oceanside, La Mesa, and North Park. In their most successful month so far they were able to collect approximately 2,500 cigarette butts.

www.equinoxcenter.org/waste

HOW WE COMPARE

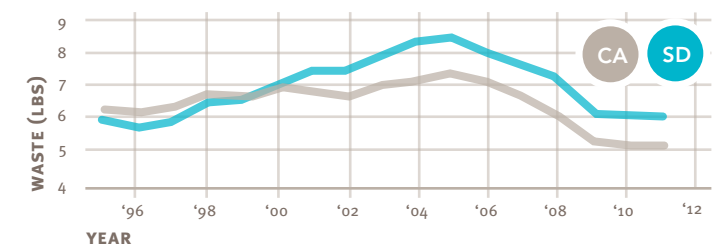
San Diego County's average daily per capita waste disposal continues to be slightly higher than the California statewide average:

Avg Waste (LBS) Disposed Per Capita Per Day Select Regions of California, 2011



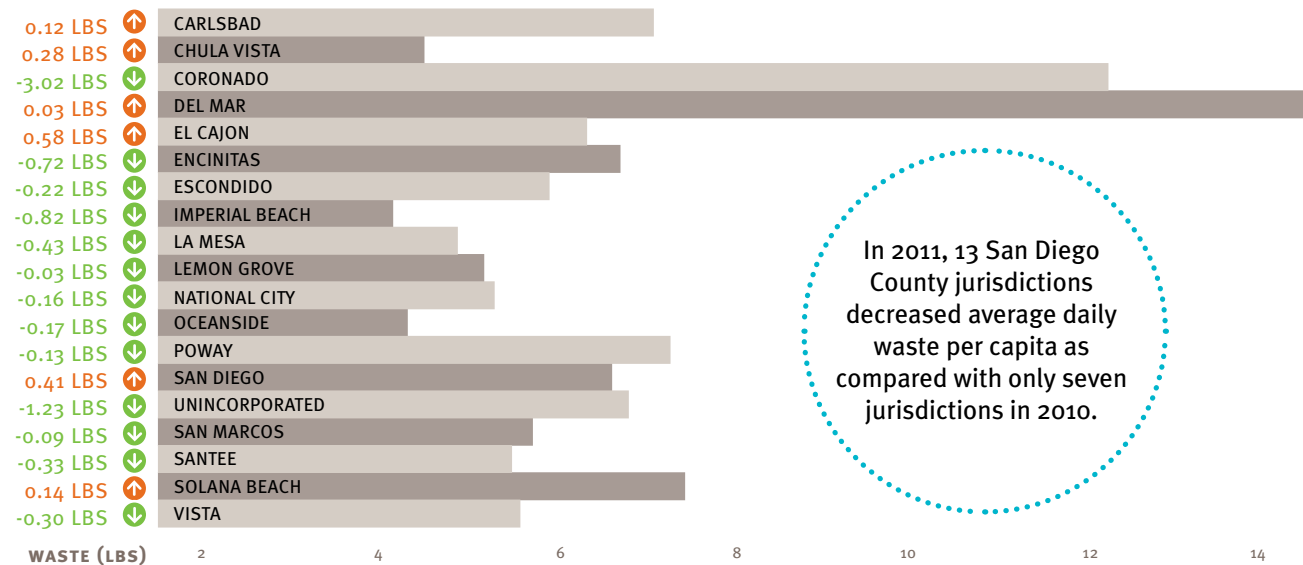
SOURCE: EQUINOX CENTER, 2012; CALRECYCLE, 2012.

Avg Waste Per Capita Per Day California State & San Diego County, 2011



SOURCE: EQUINOX CENTER, 2012; CALIFORNIA DEPARTMENT OF RESOURCES RECYCLING & RECOVER, 2012.

Avg Waste (LBS) Disposed Per Capita Per Day, San Diego County Jurisdictions 2011



Green arrows indicate a decrease in average waste disposal from 2010 to 2011, while red arrows indicate an increase. SOURCE: EQUINOX CENTER, 2012; CALRECYCLE, 2012.

In 2011, 13 San Diego County jurisdictions decreased average daily waste per capita as compared with only seven jurisdictions in 2010.

Waste



WATER

Consumption



How are we doing?

Per capita municipal and industrial water use increased by about 2 percent, from 130 gallons per day to 133 gallons per day from 2011-2012. Average per capita water use increased in 16 of the 24 water districts in San Diego County. Since over 50 percent of all residential water consumption in the region is used for landscaping, the increase in use is due in part to dryer weather in 2012 compared to 2011.

Why is it important?

- The San Diego region currently imports about 70 percent of its water from the Colorado River and Northern California, but extended droughts, aging infrastructure, legal and regulatory concerns, and the potential for earthquakes put this supply at risk.
- San Diego's semi-arid climate means local water sources are scarce, yet our growing population, biotech and pharmaceutical companies, and high-value agricultural sector depend upon a consistent, clean water supply to thrive.
- Regional water rates continue to climb due to increasing costs of imported water, construction and financing costs.
- California state law SBX7-7 requires urban water suppliers to achieve a 20 percent reduction in per capita water use by 2020.
- Recent studies at Scripps Institute of Oceanography show that the Colorado River will not be able to support its scheduled exports to California if climate models are accurate.

PM POLICY MAKER

Employ steeply tiered pricing structures that incentivize conservation and discourage the waste of water and consider seasonal pricing to take into account supply shortages at certain times of year.

For more ideas for change, visit www.equinoxcenter.org



What is the measure?

The average amount of water consumed per person each day in San Diego County (municipal and industrial). This number includes residential, commercial and industrial consumption (minus recycled water) divided by the population of the service area.

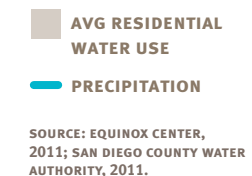
Fixing Leaks in Coronado and Imperial Beach

The Cities of Coronado and Imperial Beach partnered with California American Water Company and the EPA to promote "Fix a Leak" week, encouraging residents to check household plumbing fixtures and irrigation systems for leaks. Local data suggests that on average 12 percent of water used indoors in San Diego County is lost to leaks.

www.equinoxcenter.org/water

A 2012 Equinox Center study on water efficiency in single family homes found that we could be using water 20 to 30 percent more efficiently than what water managers project over the next 20 years, primarily by using existing technologies. To read more, visit www.equinoxcenter.org/media-center/publications.html

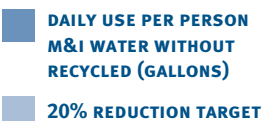
Daily Per Capita Residential Water Use Vs. Rainfall



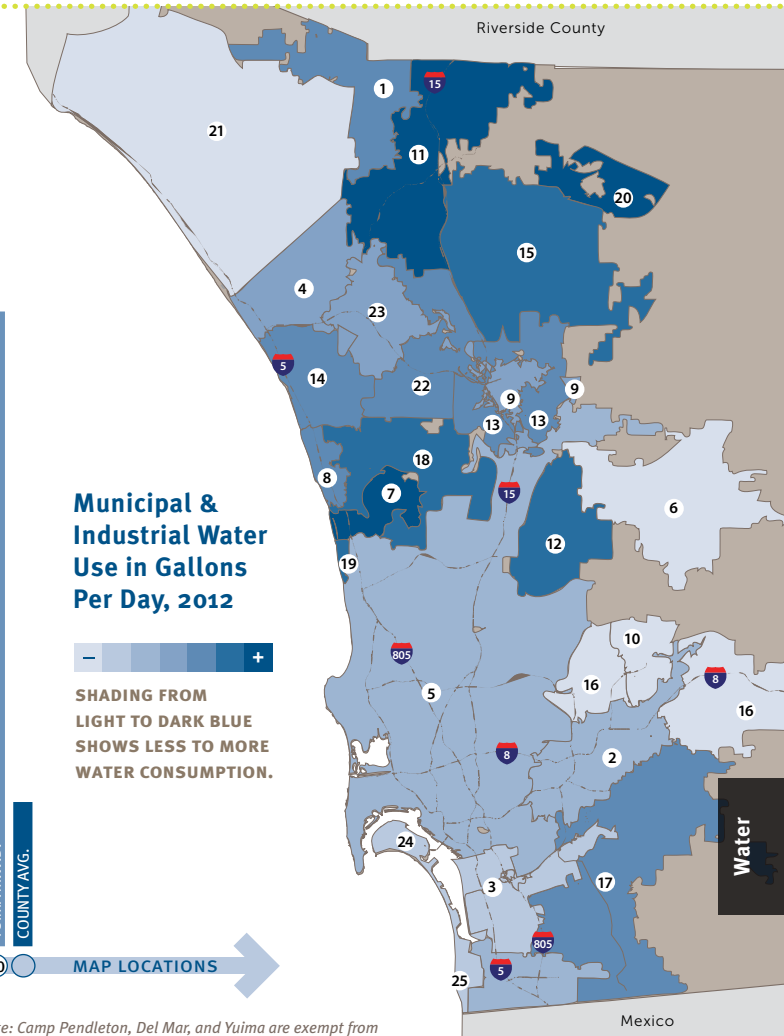
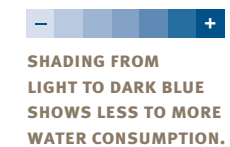
SOURCE: EQUINOX CENTER, 2011; SAN DIEGO COUNTY WATER AUTHORITY, 2011.



Daily Per Person Municipal & Industrial Water Use by Water District, 2012



Municipal & Industrial Water Use in Gallons Per Day, 2012



SOURCE: EQUINOX CENTER, 2012 SAN DIEGO COUNTY WATER AUTHORITY, 2012; AMERICAN WATER CO, 2012 (IB, CORONADO). NUMBERS EXCLUDE RECYCLED AND CERTIFIED AGRICULTURAL WATER.

Note: Camp Pendleton, Del Mar, and Yuima are exempt from having to set targets. National City and South Bay Irrigation District together make up the Sweetwater Authority (3)



WATER

Beach Closures and Advisories



Photo: Outdoor Outreach

How are we doing?

San Diego County's total number of closures and advisories increased from 2010 to 2011. One cause of increased beach closures in San Diego is the September electricity blackout that caused two sewage pumps to fail and contaminate a lagoon and river that feed into the ocean. Despite the higher closures and advisories, 97 percent of San Diego's beaches earned A or B marks during dry weather from Heal the Bay, although only 76 percent did during wet weather. San Diego's water quality monitoring continues to suffer setbacks due to inefficient testing methods and inaccurate or unavailable data.

Why is it important?

- Local beaches improve the quality of life of San Diegans and draw tourists from around the globe. In 2011 alone, 31 million tourists spent \$7.5 billion dollars at San Diego's businesses.
- Activities upstream generate pollutants that flow into our creeks, rivers, bays, and oceans through irrigation and storm water runoff, threatening the health of local residents that swim in contaminated waters as well as the health of our natural areas.
- Current methods of beach bacterial testing require long incubation periods with the result that beaches with harmful levels of bacteria often remain open while the contamination is present and then closed after the short-lived sources of contamination have already dispersed.

BL BUSINESS LEADER

Favor porous paving materials in parking lots and on walkways in order to improve water filtration and decrease wet weather and irrigation runoff.

For more ideas for change, visit www.equinoxcenter.org

1 idea for change

What is the measure?

The number of days San Diego beaches were closed or posted with advisories because of health risks on contact with water, as measured in beach mile days. (Beach Mile Days = # of days x length of beach posted with an advisory or closed.)

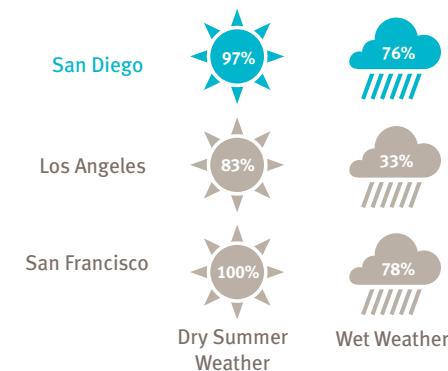
UCSD's Green Roof Reduces Polluted Runoff

The roof of the Charles David Keeling Apartments on the campus of U.C. San Diego contains a 4,000+ plant garden that absorbs and naturally filters rainwater and reuses its own irrigation water on-site, in addition to supporting biodiversity and acting as natural insulation.

www.equinoxcenter.org/water

HOW WE COMPARE

Percentage of Beaches Earning A or B Marks



SOURCE: EQUINOX CENTER 2012, HEAL THE BAY BEACH REPORT CARD, 2012

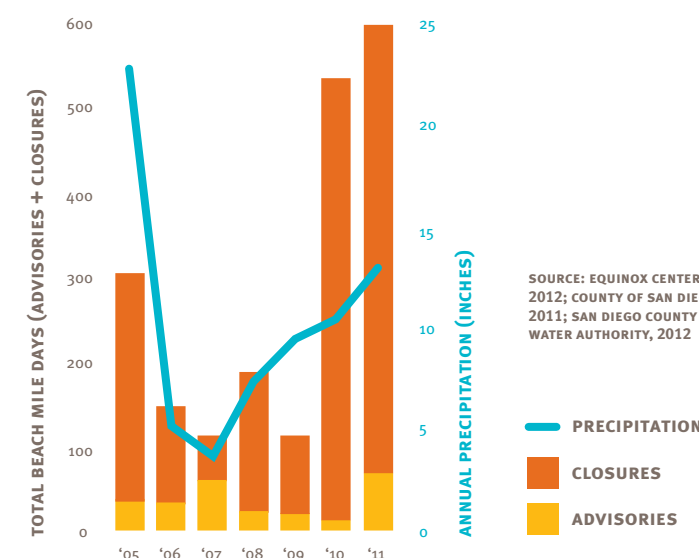
Total Number of Beach Closures and Advisories in 2011



SOURCE: EQUINOX CENTER 2012, SAN DIEGO COUNTY 2012, SANGIS 2012

Note: Circles on map represent closures and advisories in that area, not specific monitoring sites.

Beach Advisories and Closures in Beach Mile Days (BMD), San Diego County, 2005 - 2011



SOURCE: EQUINOX CENTER, 2012; COUNTY OF SAN DIEGO, 2011; SAN DIEGO COUNTY WATER AUTHORITY, 2012

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Agri Service, Inc.
American Community Survey
American Water Co.
Bureau of Labor Statistics
California Association of Realtors (CAR)
California Center for Sustainable Energy (CCSE)
California Department of Finance
California Office of Statewide Health Planning and Development
California Department of Resources Recycling and Recovery (CalRecycle)
California Department of Transportation (Caltrans)
California Department of Water Resources -
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California Public Utilities Commission
CleanTECH San Diego
CONNECT
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Climate Education Partners
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Environmental Health Coalition
GreenInfo Network
Heal the Bay
ICLEI - Local Governments for Sustainability USA
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National Technical Information Service (NTIS)
National University System Institute for Policy Research
North County Transit District
Port of San Diego
Regional Task Force on the Homeless
San Diego Association of Governments (SANDAG)
San Diego Canyonlands
San Diego Coastkeeper
San Diego County Air Pollution Control District
San Diego County Water Authority
San Diego Economic Development Corporation
San Diego Gas & Electric
San Diego Geographic Information Source (SanGIS)
San Diego Housing Federation
San Diego International Airport Authority
Texas Transportation Institute
The San Diego Foundation
U.S. Census Bureau
U.S. Environmental Protection Agency
Walk San Diego

www.agrerviceinc.com/index.html
www.census.gov/acs/www
www.amwater.com
www.bls.gov
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