Profile of the City of Moorpark

Southern California Association of Governments (SCAG) Regional Council includes 69 districts which represent 191 cities and 6 counties in the SCAG region

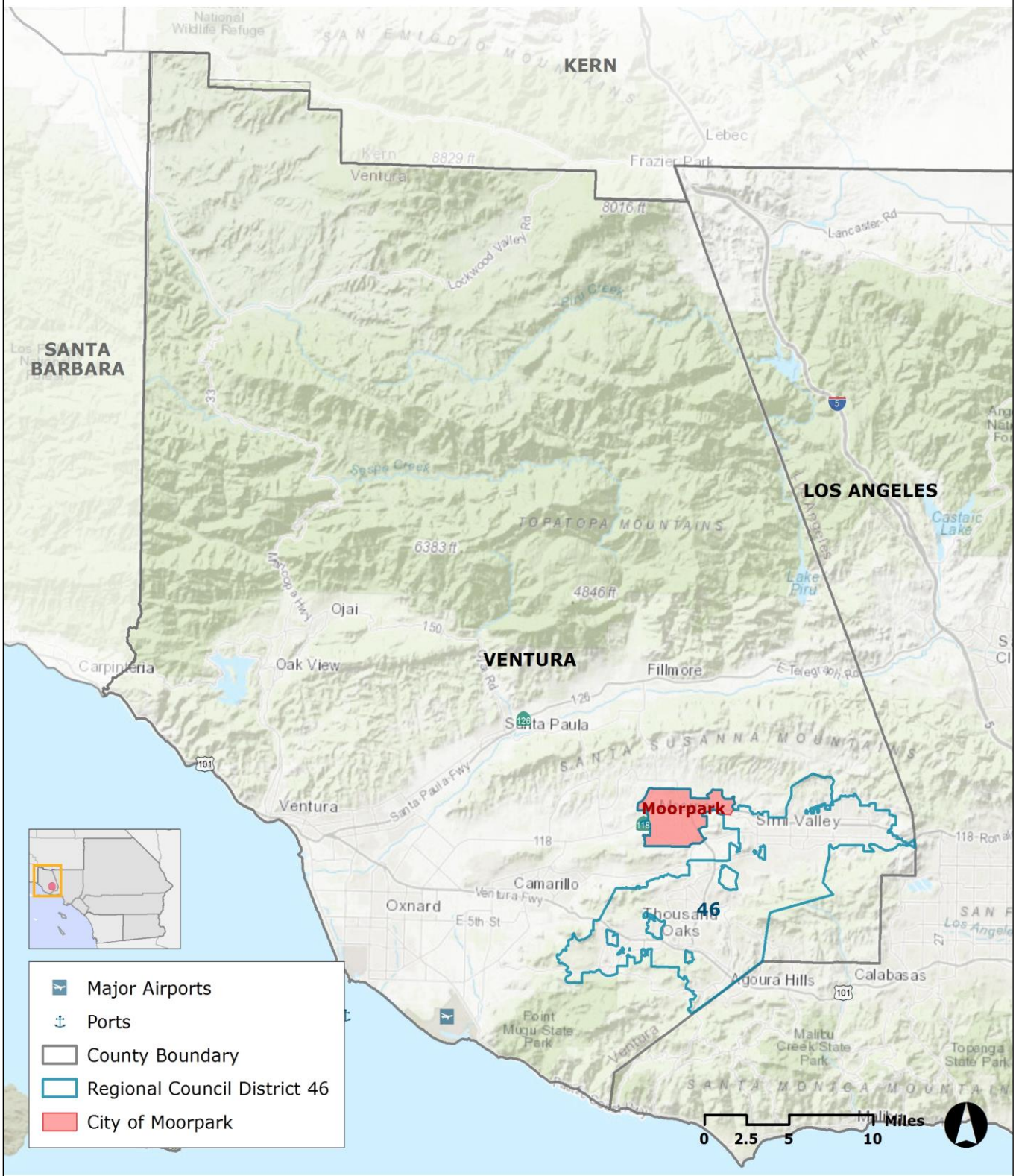
SCAG Regional Council District 46 includes Moorpark, Simi Valley, and Thousand Oaks
Represented by: Hon. David Pollock

LOCAL PROFILES REPORT **2019**

This profile report was prepared by the Southern California Association of Governments and shared with the City of Moorpark. SCAG provides local governments with a variety of benefits and services including, for example, data and information, GIS training, planning and technical assistance, and sustainability planning grants.

May 2019
Southern California Association of Governments

SCAG REGIONAL COUNCIL DISTRICT 46



Source: 2016 SCAG city boundary data, provided by the county Local Agency Formation Commissions.

Service Layer Credits: Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, © OpenStreetMap contributors, and the GIS User Community

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I. INTRODUCTION

The Southern California Association of Governments

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation, with more than 19 million residents. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura) and 191 incorporated cities. In addition, the SCAG region is a major hub of global economic activity, representing the 16th largest economy in the world and is considered the nation's gateway for international trade, with two of the largest ports in the nation. The SCAG region is the also the most culturally diverse region in the nation, with no single ethnic group comprising a majority of the population. With a robust, diversified economy and a growing population substantially fueled by international immigration, the SCAG region is poised to continue its role as a primary metropolitan center on the Pacific Rim.

SCAG Activities

As the designated MPO, SCAG is mandated by federal law to research and develop a Regional Transportation Plan (RTP), which incorporates a Sustainable Communities Strategy (SCS) per California state law. Additionally, SCAG is pursuing a variety of innovative planning and policy initiatives to foster a more sustainable Southern California. In addition to conducting the formal planning activities required of an MPO, SCAG provides local governments with a wide variety of benefits and services including, for example, data and information, GIS training, planning and technical assistance, and support for sustainability planning grants.

The Local Profiles

In 2008, SCAG initiated the Local Profiles project as a part of a larger initiative to provide a variety of new services to its member cities and counties. Through extensive input from member jurisdictions, the inaugural Local Profiles Reports were released at the SCAG General Assembly in May 2009. The Local Profiles have since been updated every two years.

The Local Profiles reports provide a variety of demographic, economic, education, housing, and transportation information about each member jurisdiction including, but not limited to, the following:

- How much growth in population has taken place since 2000?
- Has the local jurisdiction been growing faster or slower than the county or regional average?
- Have there been more or fewer school-age children?
- Have homeownership rates been increasing or decreasing?
- How and where do residents travel to work?
- How has the local economy been changing in terms of employment share by sector?

Answers to questions such as these provide a snapshot of the dynamic changes affecting each local jurisdiction.

The purpose of this report is to provide current information and data for the City of Moorpark for planning and outreach efforts. Information on population, housing, transportation, employment, retail sales, and education can be utilized by the city to make well informed planning decisions. The report provides a portrait of the city and its changes since 2000, using average figures for Ventura County as a comparative baseline. In addition, the most current data available for the region is also included in the Statistical Summary (page 3). This profile report illustrates current trends occurring in the City of Moorpark.

Factors Affecting Local Changes Reflected in the 2019 Report

Overall, member jurisdictions since 2000 have been impacted by a variety of factors at the national, regional, and local levels. For example, the vast majority of member jurisdictions included in the 2019 Local Profiles reflect national demographic trends toward an older and more diverse population. Evidence of continued economic growth is also apparent through increases in employment, retail sales, building permits, and home prices. Work destinations and commute times tend to correlate with local and regional development patterns and the location of local jurisdictions, particularly in relation to the regional transportation system.

Uses of the Local Profiles

Following release at the SCAG General Assembly, the Local Profiles are posted on the SCAG website and are used for a variety of purposes including, but not limited to, the following:

- As a data and communication resource for elected officials, businesses, and residents
- Community planning and outreach
- Economic development
- Visioning initiatives
- Grant application support
- Performance monitoring

The primary user groups of the Local Profiles include member jurisdictions and state and federal legislative delegates of Southern California. This report is a SCAG member benefit and the use of the data contained within this report is voluntary.

Report Organization

This report includes three sections. The first section presents a 'Statistical Summary' for the City of Moorpark. The second section provides detailed information organized by subject area and includes brief highlights of some of the trends identified by that information. The third section, 'Methodology', describes technical considerations related to data definitions, measurement, and sources.

2018 STATISTICAL SUMMARY

Category	Moorpark	Ventura County	Moorpark Relative to Ventura County*	SCAG Region
2018 Total Population	37,044	859,073	[4.3%]	19,145,421
2018 Population Density (Persons per Square Mile)	2,945	461	2,484	494
2018 Median Age (Years)	37.7	37.5	0.2	35.8
2018 Hispanic	31.9%	42.3%	-10.4%	46.5%
2018 Non-Hispanic White	55.8%	46.1%	9.7%	31.4%
2018 Non-Hispanic Asian	7.3%	7.0%	0.3%	12.8%
2018 Non-Hispanic Black	1.4%	1.6%	-0.2%	6.3%
2018 Non-Hispanic American Indian or Alaska Native	0.2%	0.3%	-0.1%	0.2%
2018 All Other Non-Hispanic	3.4%	2.7%	0.7%	2.8%
2018 Number of Households	11,092	273,672	[4.1%]	6,132,938
2018 Average Household Size	3.3	3.1	0.2	3.1
2018 Median Household Income	$102,145	$81,972	$20,173	$64,989
2018 Number of Housing Units	11,346	288,579	[3.9%]	6,629,879
2018 Homeownership Rate	74.9%	52.4%	22.5%	52.4%
2018 Median Existing Home Sales Price	$675,000	$583,000	$92,000	$561,000
2017 - 2018 Median Home Sales Price Change	0.5%	5.1%	-4.6%	6.5%
2018 Drive Alone to Work	82.2%	78.2%	4.0%	75.8%
2018 Mean Travel Time to Work (minutes)	28.3	26.6	1.7	30.2
2017 Number of Jobs	12,235	358,229	[3.4%]	8,465,304
2016 - 2017 Total Jobs Change	229	3,546	[6.5%]	76,197
2017 Average Salary per Job	$56,141	$54,770	$1,371	$60,956
2018 K-12 Public School Student Enrollment	6,374	140,926	[4.5%]	2,975,283

Sources: U.S. Census American Community Survey, 2017; Nielsen Co.; California Department of Finance E-5, May 2018; CoreLogic/DataQuick; California Department of Education; and SCAG

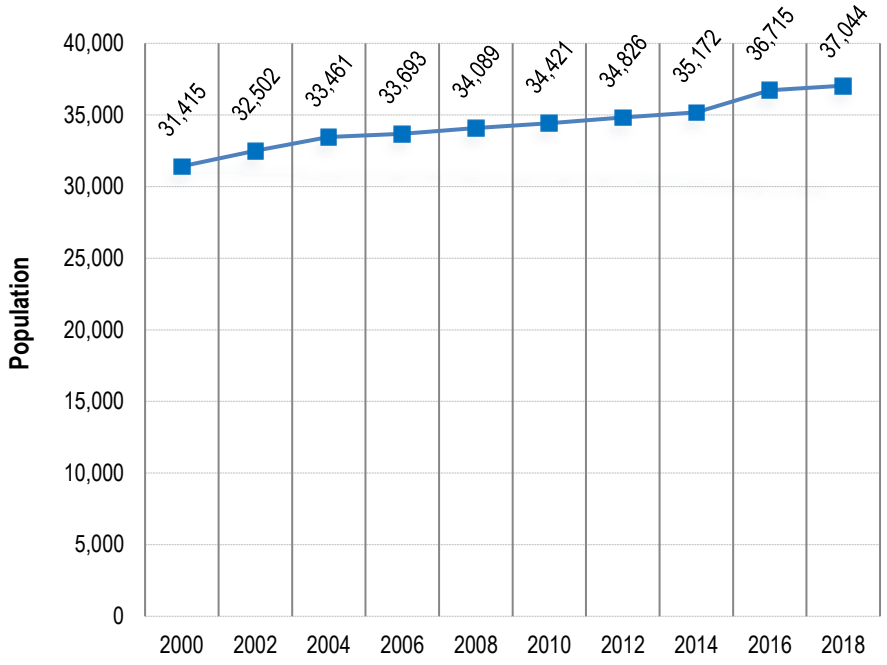
* Numbers with [ ] represent Moorpark's share of Ventura County. The unbracketed numbers represent the difference between Moorpark and Ventura County.

Mapped jurisdictional boundaries are as of July 1, 2016 and are for visual purposes only. Report data, however, are updated according to their respective sources.

II. POPULATION

Population Growth

Population: 2000 - 2018

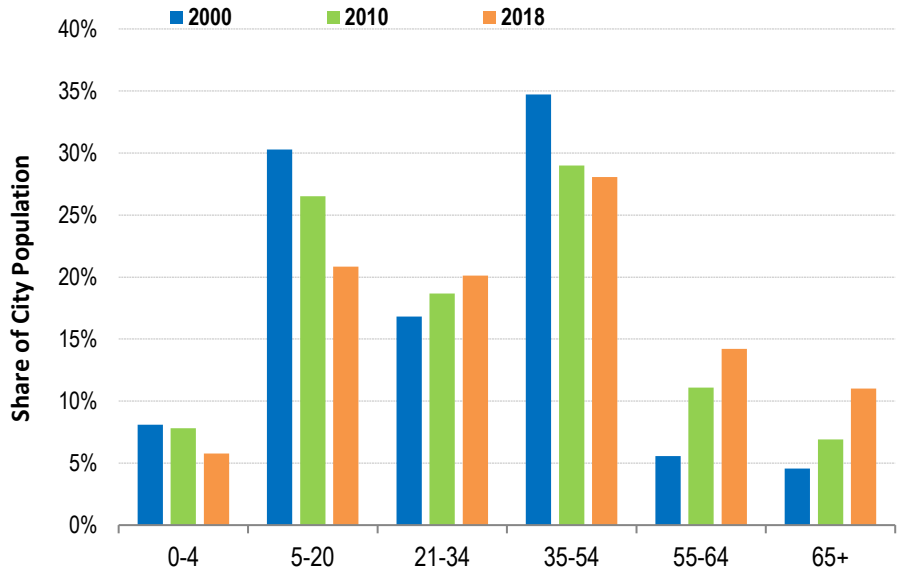


Source: California Department of Finance, E-5, 2000-2018

- Between 2000 and 2018, the total population of the City of Moorpark increased by 5,629 to 37,044.
- During this 18-year period, the city's population growth rate of 17.9 percent was higher than the Ventura County rate of 14.1 percent.
- 4.3 percent of the total population of Ventura County is in the City of Moorpark.
- Population values for 2000 and 2010 are from the U.S. Decennial Census.
- Values for other years are estimates by the California Department of Finance.

Population by Age Range

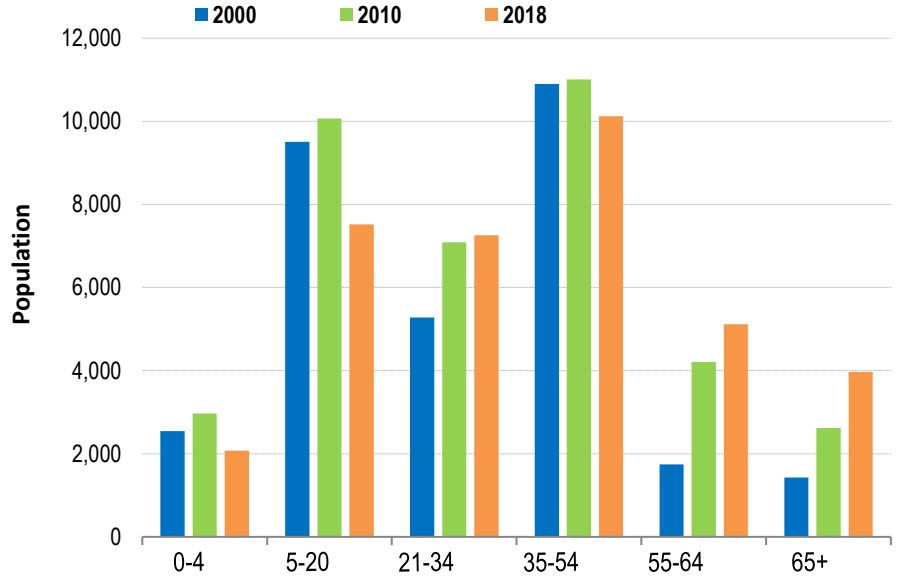
Population Share by Age: 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the 55-64 age group experienced the largest increase in share, growing from 5.6 to 14.2 percent.
- The age group that experienced the greatest decline in share was 5-20, decreasing from 30.3 to 20.8 percent.

Population by Age: 2000, 2010, and 2018

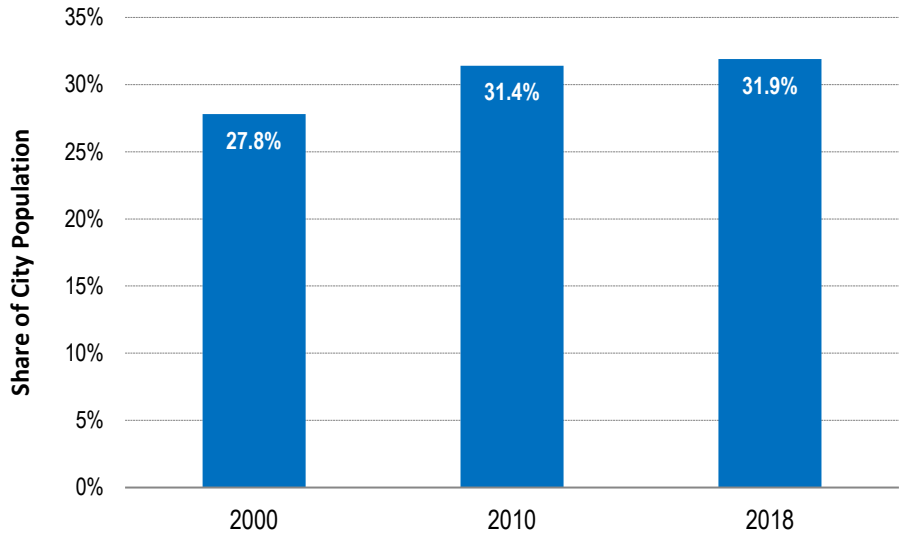


Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- The 55-64 age group added the most population, with an increase of 3,374 people between 2000 and 2018.

Population by Race/Ethnicity

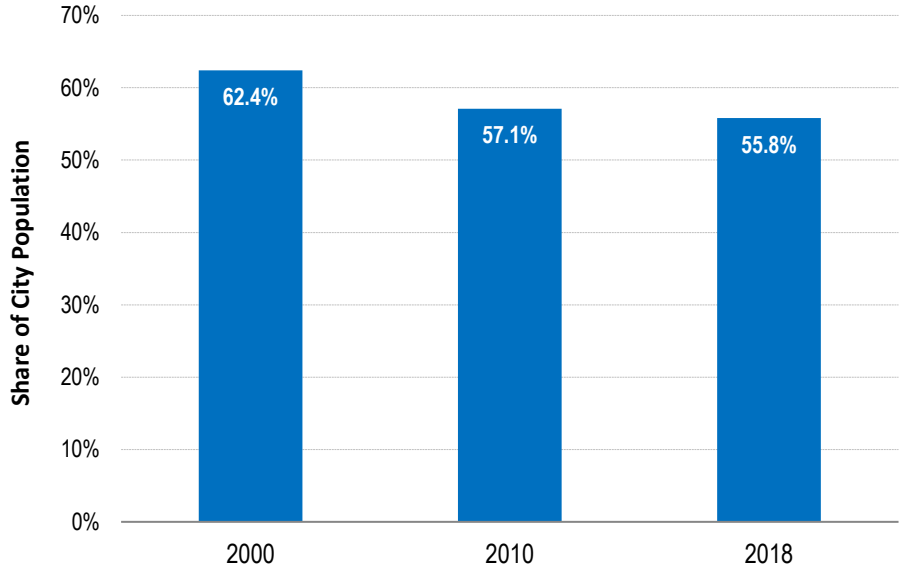
Hispanic or Latino of Any Race: 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the share of Hispanic population in the city increased from 27.8 percent to 31.9 percent.

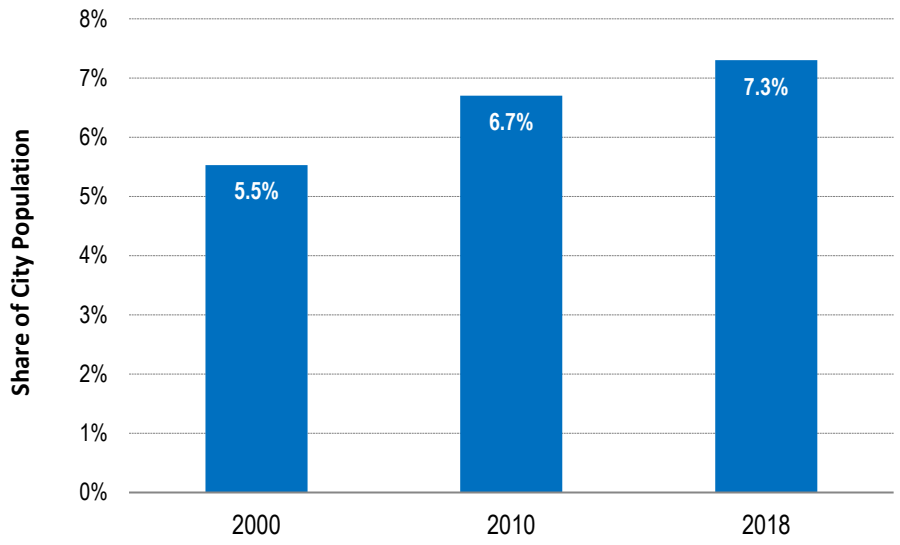
Non-Hispanic White: 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the share of Non-Hispanic White population in the city decreased from 62.4 percent to 55.8 percent.
- Please refer to the Methodology section for definitions of the racial/ethnic categories.

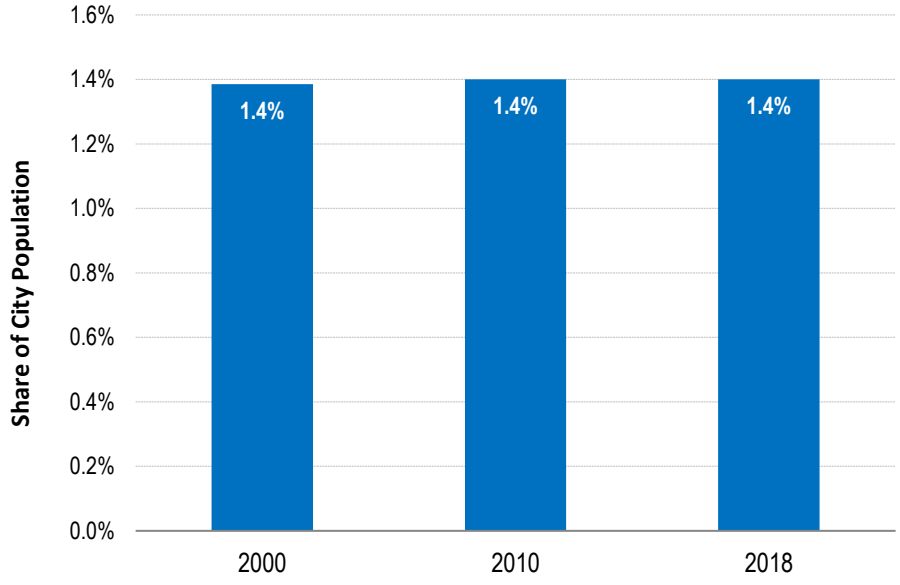
Non-Hispanic Asian: 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the share of Non-Hispanic Asian population in the city increased from 5.5 percent to 7.3 percent.

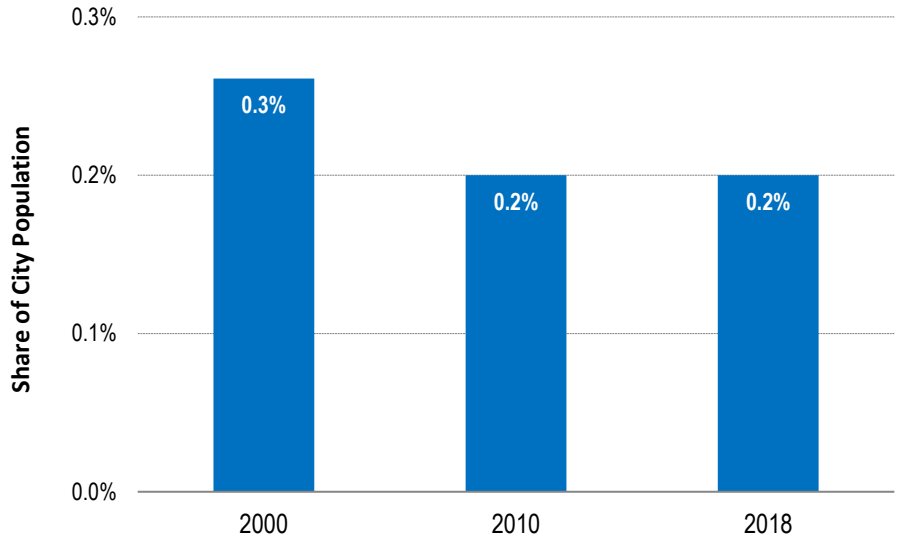
Non-Hispanic Black: 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the share of Non-Hispanic Black population in the city remained at 1.4 percent.

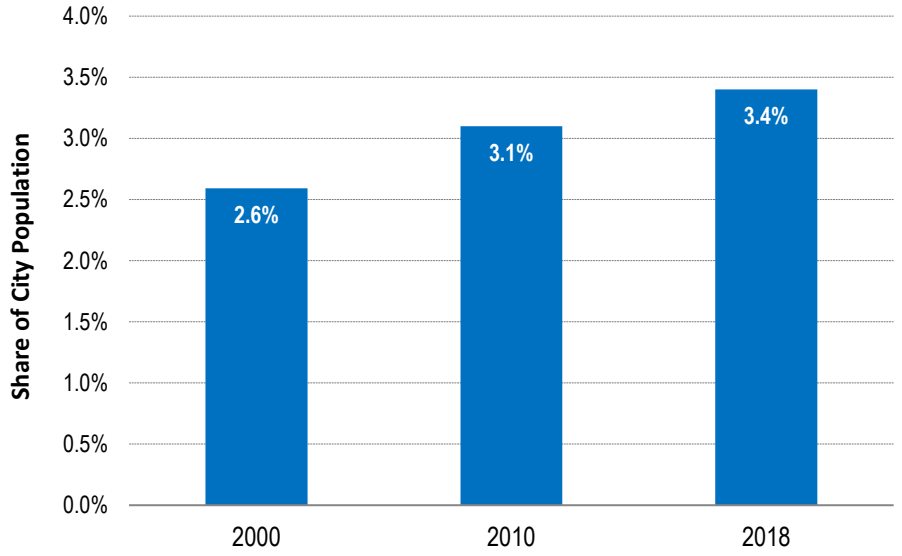
Non-Hispanic American Indian or Alaska Native: 2000, 2010, & 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the share of Non-Hispanic American Indian or Alaska Native population in the city decreased from 0.3 percent to 0.2 percent.

All Other Non-Hispanic: 2000, 2010, and 2018



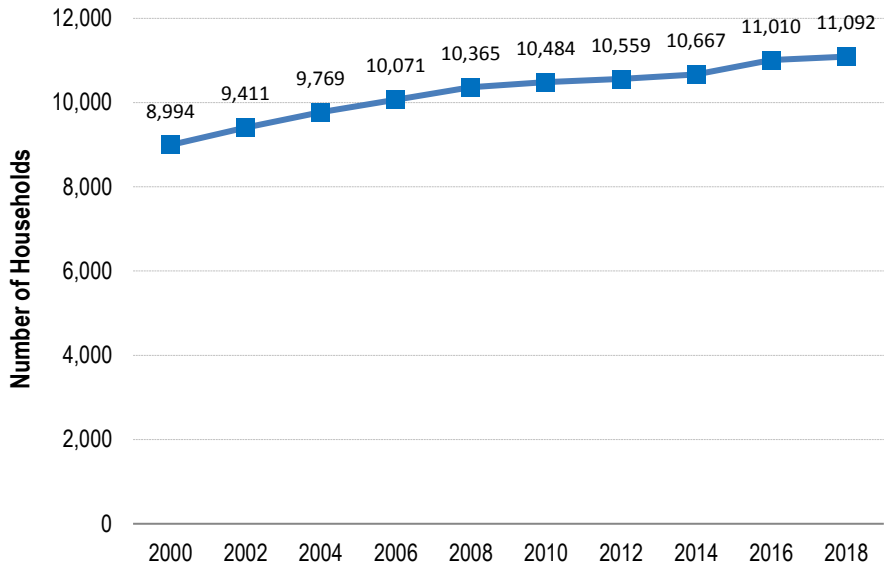
Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the share of All Other Non-Hispanic population group in the city increased from 2.6 percent to 3.4 percent.

III. HOUSEHOLDS

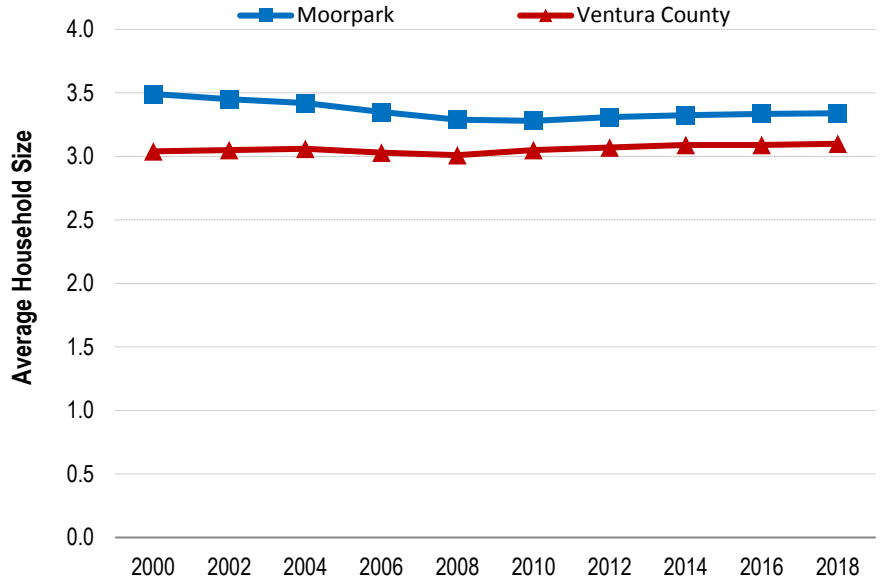
Number of Households (Occupied Housing Units)

Number of Households: 2000 - 2018



Sources: California Department of Finance, E-5, 2000-2018

Average Household Size: 2000 - 2018

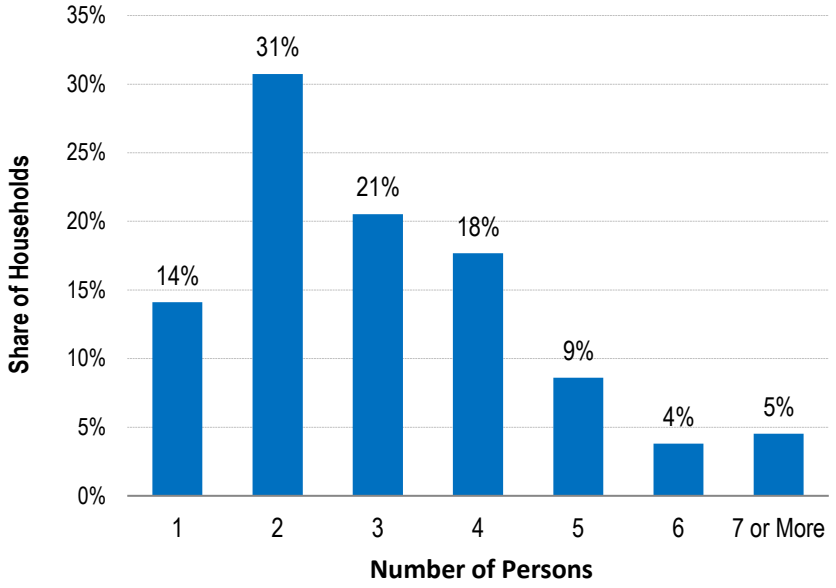


Source: California Department of Finance, E-5, 2000-2018

- Between 2000 and 2018, the total number of households in the City of Moorpark increased by 2,098 units, or 23.3 percent.
- During this 18-year period, the city's household growth rate of 23.3 percent was higher than the county growth rate of 12.5 percent.
- 4.1 percent of Ventura County's total number of households are in the City of Moorpark.
- In 2018, the city's average household size was 3.3, higher than the county average of 3.1.

Households by Size

Percent of Households by Household Size: 2018

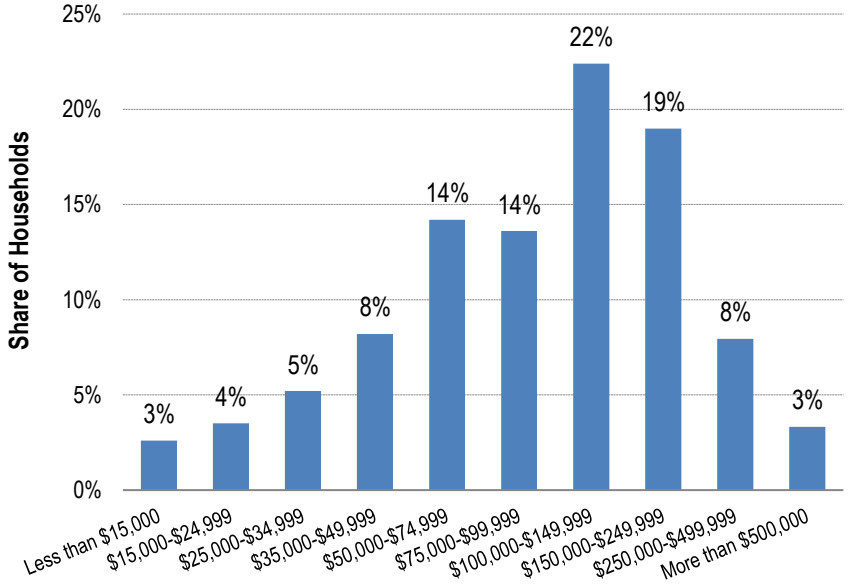


Source: U.S. Census American Community Survey, 2017; Nielsen Co.

- In 2018, 65.4 percent of all city households had 3 people or fewer.
- About 14 percent of the households were single-person households.
- Approximately 18 percent of all households in the city had 5 people or more.

Households by Income

Percent of Households by Household Income: 2018

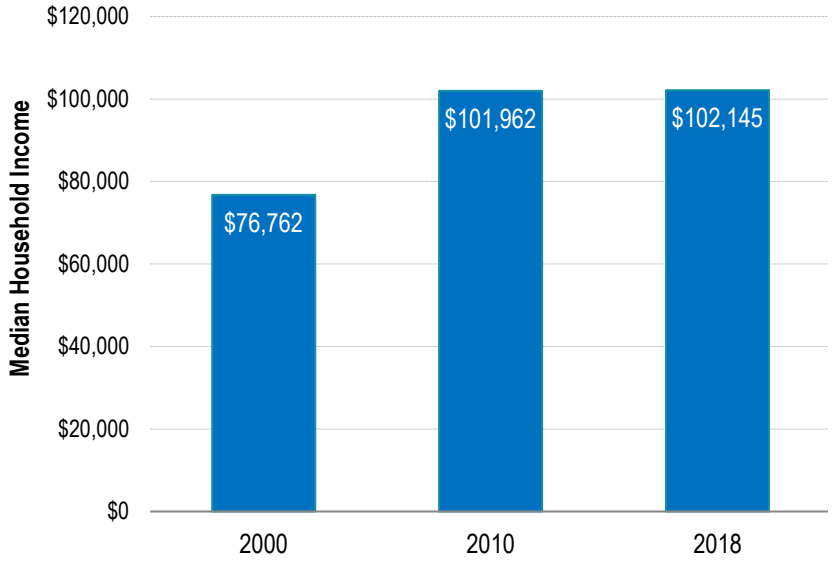


Source: U.S. Census American Community Survey, 2017; Nielsen Co.

- In 2018, about 20 percent of households earned less than $50,000 annually.
- Approximately 52 percent of households earned $100,000 or more.

Household Income

Median Household Income: 2000, 2010, and 2018

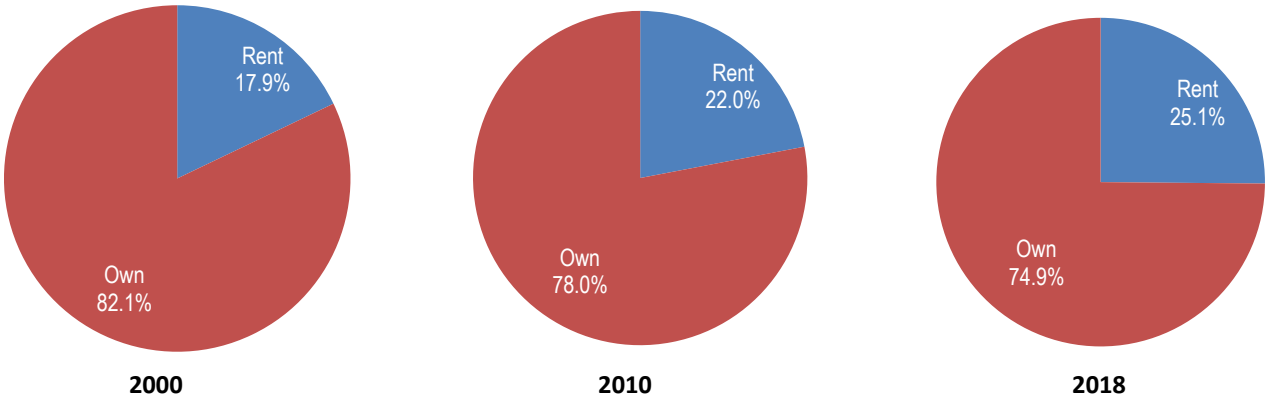


Source: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- From 2000 to 2018, median household income increased by $25,383.
- Note: Dollars are not adjusted for annual inflation.

Renters and Homeowners

Percentage of Renters and Homeowners: 2000, 2010, and 2018



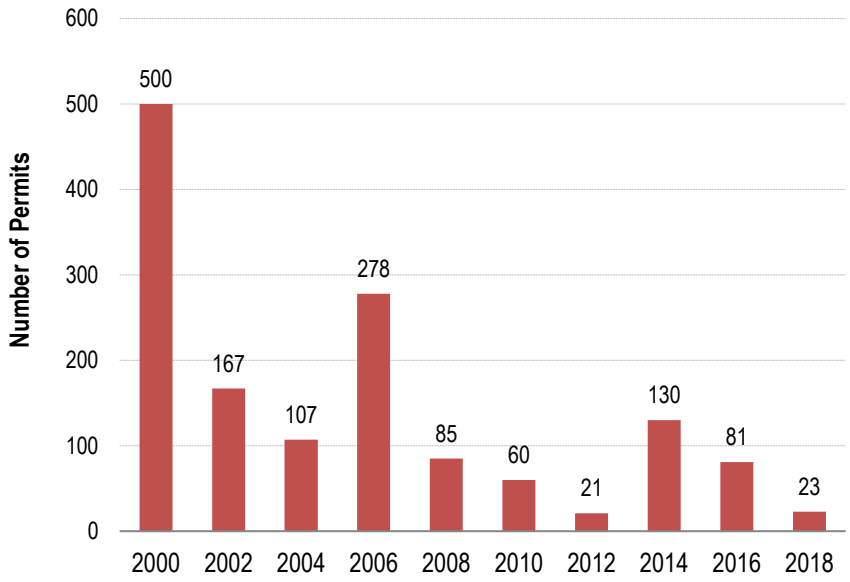
Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, homeownership rates decreased and the share of renters increased.

IV. HOUSING

Total Housing Production

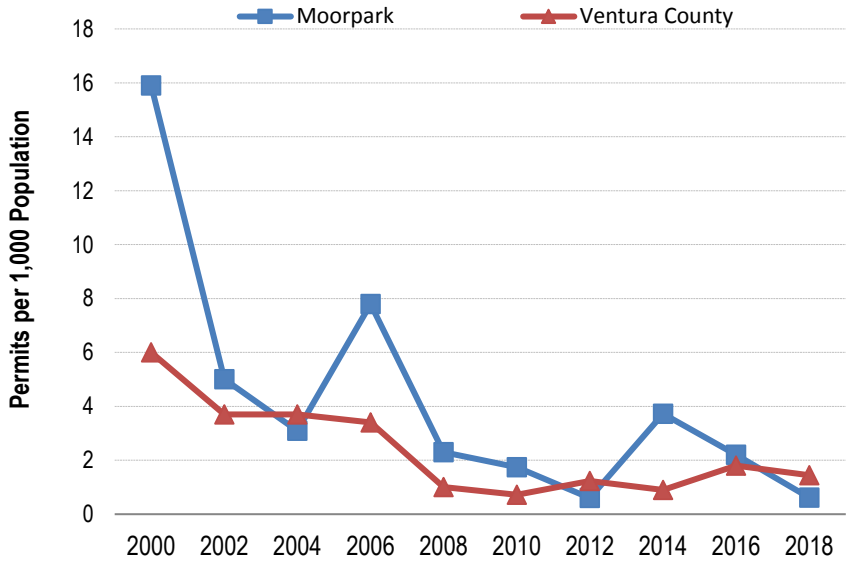
Total Residential Units Permitted: 2000 - 2018



Source: Construction Industry Research Board, 2000 - 2018

- In 2018, permits were issued for 23 residential units.

Total Residential Units Permitted per 1,000 Residents: 2000 - 2018

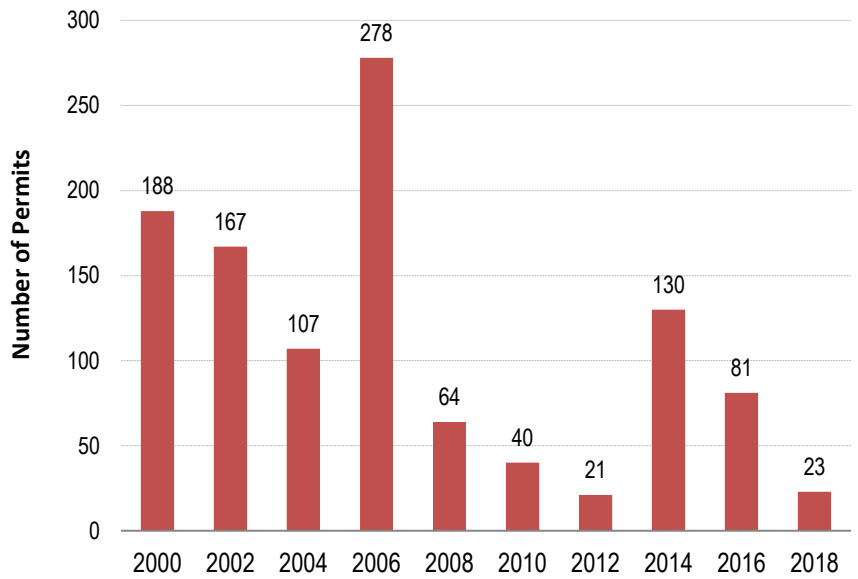


Source: Construction Industry Research Board, 2000-2018

- In 2000, the City of Moorpark had 15.9 permits per 1,000 residents compared to the overall county figure of 6 permits per 1,000 residents.
- For the city in 2018, the number of permits per 1,000 residents decreased to 0.6 permits. For the county overall, it decreased to 1.4 permits per 1,000 residents.

Single-Family Housing Production

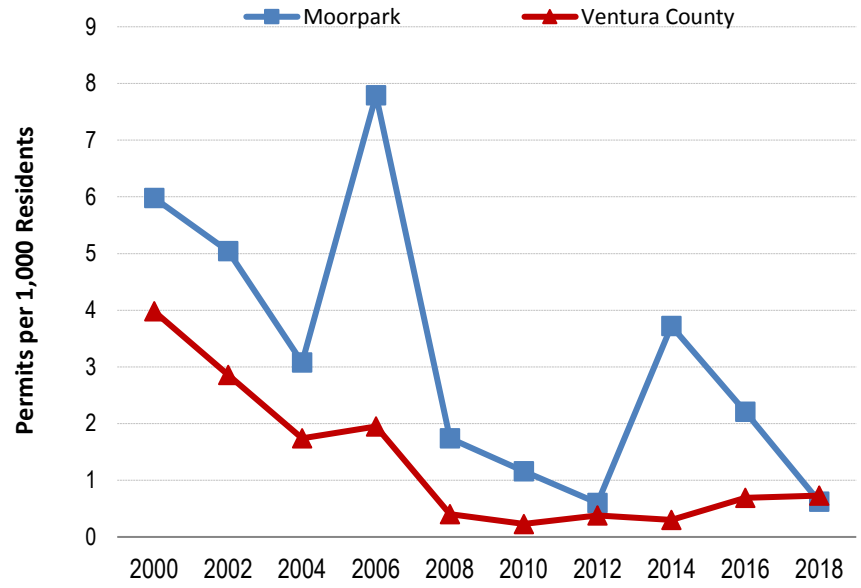
Single-Family Units Permitted: 2000 - 2018



Source: Construction Industry Research Board, 2000 - 2018

- In 2018, permits were issued for 23 single family homes.

Single-Family Units Permitted per 1,000 Residents: 2000 - 2018

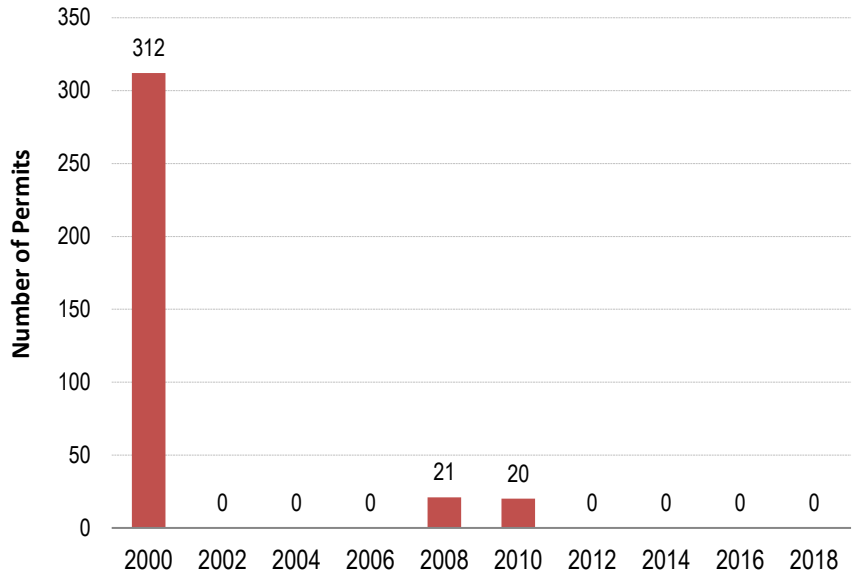


Source: Construction Industry Research Board, 2000-2018

- In 2000, the City of Moorpark issued 6 permits per 1,000 residents compared to the overall county figure of 4 permits per 1,000 residents.
- For the city in 2018, the number of permits issued per 1,000 residents decreased to 0.6 permits. For the county overall, it decreased to 0.7 permits per 1,000 residents.

Multi-Family Housing Production

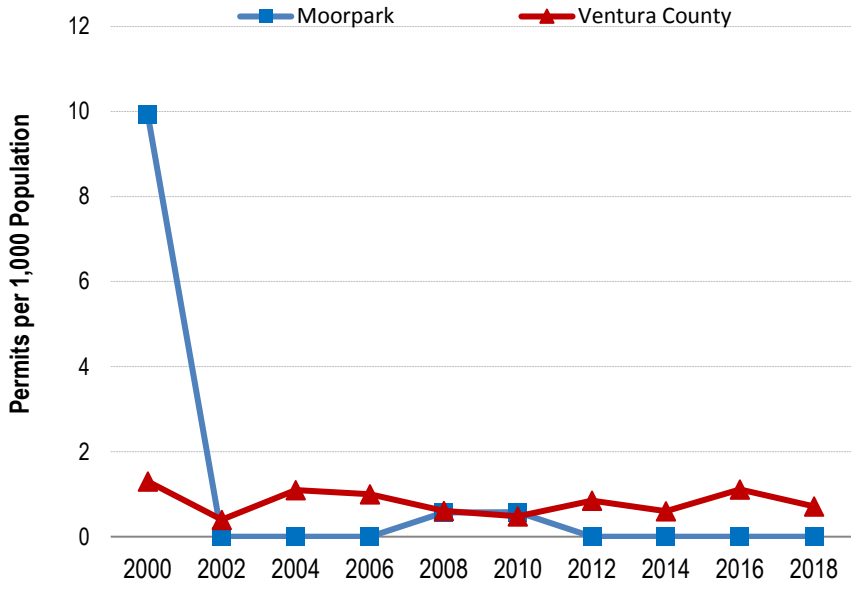
Multi-Family Units Permitted: 2000 - 2018



Source: Construction Industry Research Board, 2000-2018

- In 2018, no permits were issued for multi-family residential units.

Multi-Family Units Permitted per 1,000 Residents: 2000 - 2018

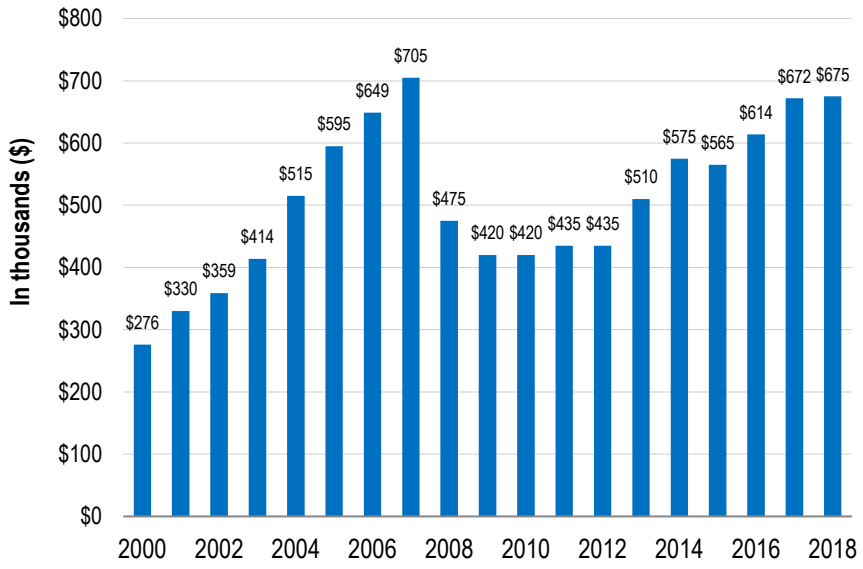


Source: Construction Industry Research Board, 2000-2018

- For the city in 2018, the number of permits per 1,000 residents decreased to 0 permits. For the county overall, it decreased to 0.7 permits per 1,000 residents.

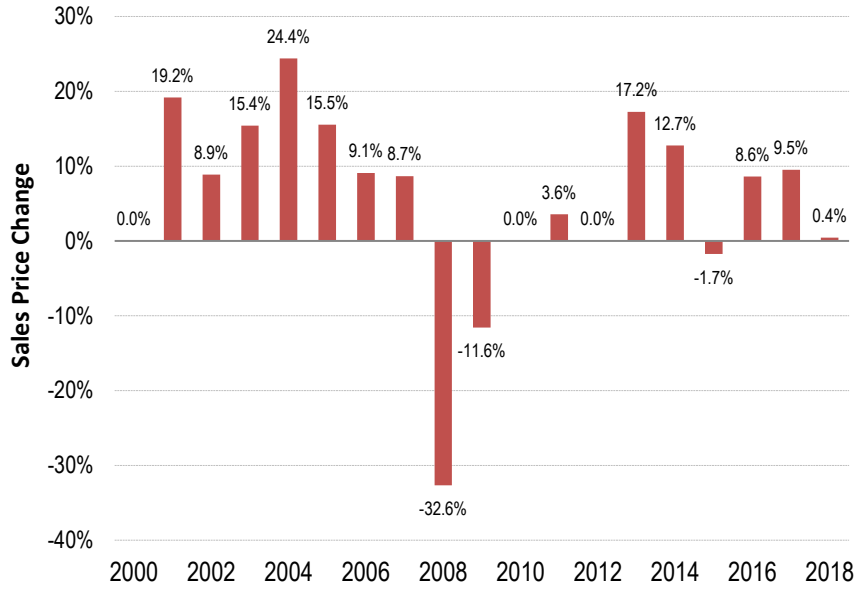
Home Sales Prices

Median Home Sales Price for Existing Homes: 2000 - 2018



Source: CoreLogic/DataQuick, 2000-2018

Annual Median Home Sales Price Change for Existing Homes: 2000 - 2018



Source: CoreLogic/DataQuick, 2000-2018

- Between 2000 and 2018, the median home sales price of existing homes increased 144 percent from $276,500 to $675,000.
- Median home sales price increased by 60.7 percent between 2010 and 2018.
- In 2018, the median home sales price in the city was $675,000, $92,000 higher than that in the county overall.
- Note: Median home sales price reflects resale of existing homes, which varies due to type of units sold.
- Annual median home sales prices are not adjusted for inflation.

HOUSING TYPE

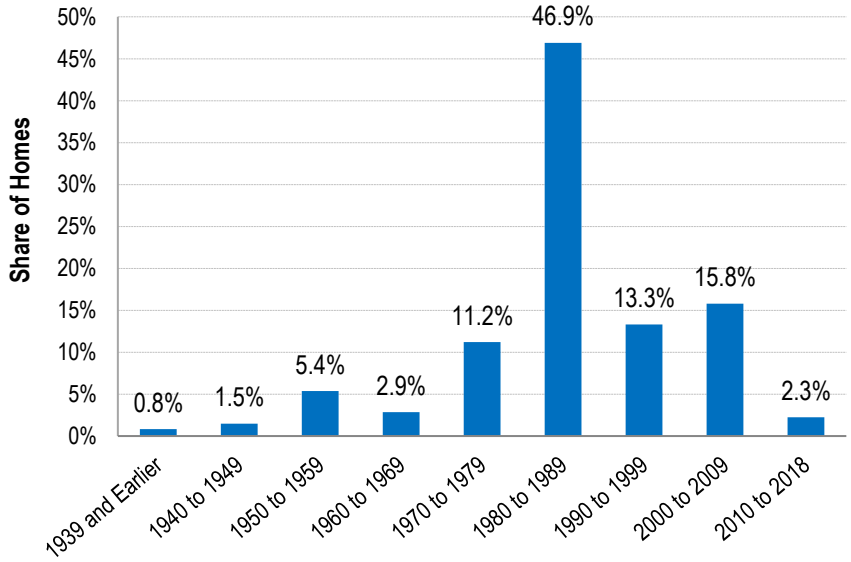
Housing Type by Units: 2018

Housing Type	Number of Units	Percent of Total Units
Single Family Detached	8,303	73.2 %
Single Family Attached	1,518	13.4 %
Multi-family: 2 to 4 units	205	1.8 %
Multi-family: 5 units plus	1,177	10.4 %
Mobile Home	143	1.2 %
Total	**11,346**	**100.0 %**

Source: California Department of Finance, E-5, 2018

- The most common housing type is Single Family Detached.
- 86.6 percent are single family homes and 12.2 percent are multi-family homes.

Age of Housing Stock

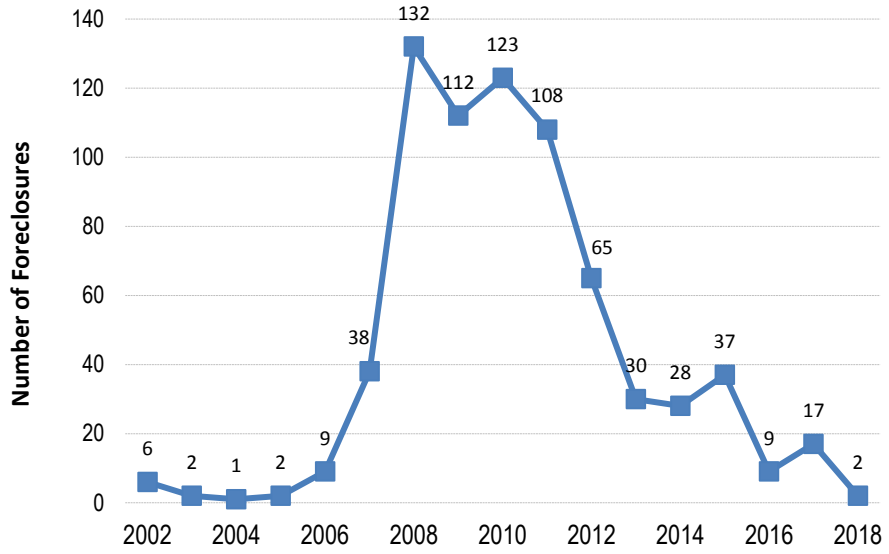


Source: U.S. Census American Community Survey, 2017; Nielsen Co.

- 10.6 percent of the housing stock was built before 1970.
- 89.4 percent of the housing stock was built after 1970.

Foreclosures

Number of Foreclosures: 2002 - 2018

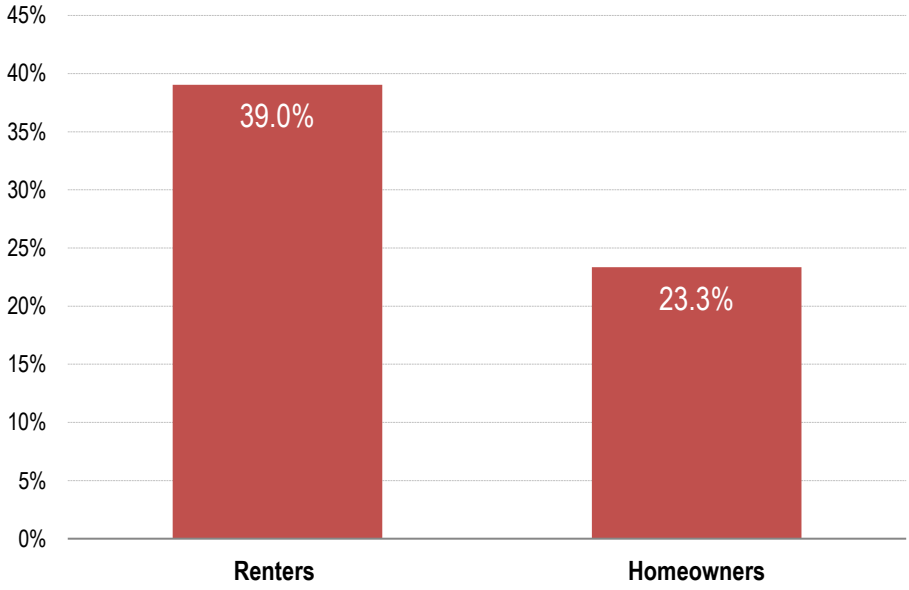


Source: CoreLogic/DataQuick, 2002-2018

- There were 2 foreclosures in 2018.
- Between 2007 and 2018, there were 701 foreclosures.

Housing Cost Share

Percentage of Housing Cost for Renters and Homeowners: 2017



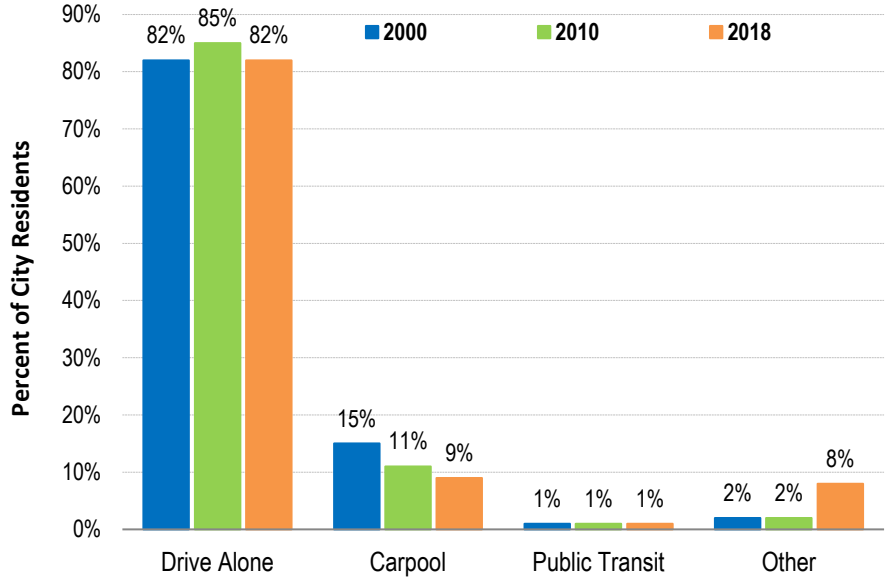
Source: U.S. Census American Community Survey, 2017

- Housing costs accounted for an average of 39 percent of total household income for renters.
- Housing costs accounted for an average of 23.3 percent of total household income for homeowners.

V. TRANSPORTATION

Journey to Work for Residents

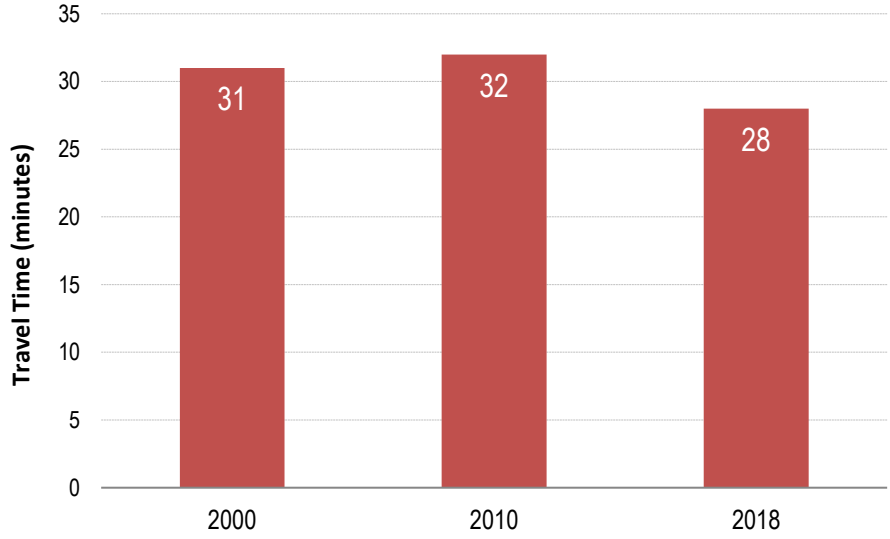
Transportation Mode Choice: 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the greatest change occurred in the percentage of individuals who traveled to work by carpool; this share decreased by 5.9 percentage points.
- 'Other' refers to bicycle, pedestrian, and home-based employment.

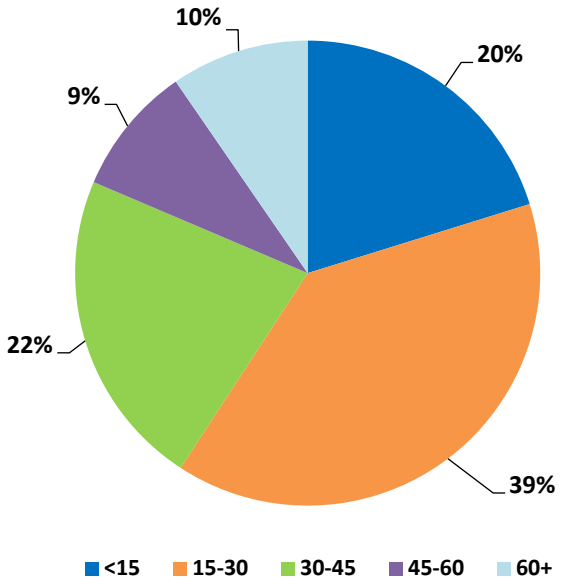
Average Travel Time (minutes): 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the average travel time to work decreased by approximately 3 minutes.

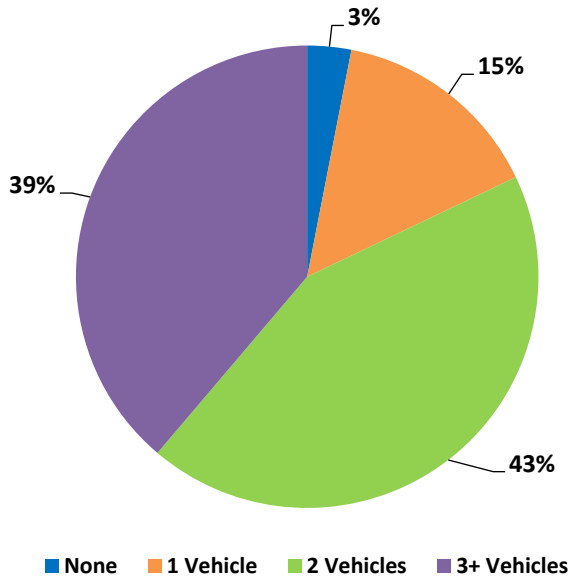
Travel Time to Work (Range of Minutes): 2018



Source: U.S. Census American Community Survey, 2017; Nielsen Co.

- In 2018, 40.8 percent of Moorpark commuters spent more than 30 minutes to travel to work.
- Travel time to work figures reflect average one-way commute travel times, not round trip.

Household Vehicle Ownership: 2018



Source: U.S. Census American Community Survey, 2017; Nielsen Co.

- 17.9 percent of Moorpark households own one or no vehicles, while 82.1 percent of households own two or more vehicles.

VI. ACTIVE TRANSPORTATION

Over the course of the next 25 years, population growth and demographic shifts will continue to transform the character of the SCAG region and the demands placed on it for livability, mobility, and overall quality of life. Our future will be shaped by our response to this growth and the demands it places on our systems.

SCAG is responding to these challenges by embracing sustainable mobility options, including support for enhanced active transportation infrastructure. Providing appropriate facilities to help make walking and biking more attractive and safe transportation options will serve our region through reduction of traffic congestion, decreased greenhouse gas emissions, improved public health, and enhanced communities.

For the 2017 Local Profiles, SCAG began providing information on the active transportation resources being implemented throughout our region. The 2019 Local Profiles continues the active transportation element with a compilation of bicycle lane mileage by facility type at the county level. This data, provided by our County Transportation Commissions for the years 2012 and 2016, provides a baseline to measure regional progress in the development of active transportation resources over time.

The Local Profiles reports will seek to provide additional active transportation data resources as they become available at the local jurisdictional level. Information on rates of physical activity (walking) is available in the Public Health section of this report.

Bike Lane Mileage by Class: 2012-2016

County	Class 1		Class 2		Class 3		Class 4		Total Lane Miles		
	2012	2016	2012	2016	2012	2016	2012	2016	2012	2016	Change
Imperial	3	3	4	4	82	82	0	0	89	89	0.0%
Los Angeles	302	343	659	1,054	519	609	2	7	1,482	2,013	35.8%
Orange	259	264	706	768	87	103	0	0	1,052	1,135	7.9%
Riverside	44	44	248	248	129	129	0	0	421	421	0.0%
San Bernardino	77	96	276	293	150	107	0	0	503	496	-1.4%
Ventura	61	76	257	333	54	77	0	0	372	486	30.6%
SCAG Region	**746**	**826**	**2,150**	**2,700**	**1,021**	**1,107**	**2**	**7**	**3,919**	**4,640**	**18.4%**

Source: County Transportation Commissions: 2012, 2016

Class 1 (Bike Path): Separated off-road path for the exclusive use of bicycles and pedestrians.

Class 2 (Bike Lane): Striped on-road lane for bike travel along a roadway.

Class 3 (Bike Route): Roadway dedicated for shared use by pedestrians, bicyclists, and motor vehicles.

Class 4 (Protected Bike Lane): Lane separated from motor vehicle traffic by more than striping (grade separation or barrier).

VII. EMPLOYMENT

Employment Centers

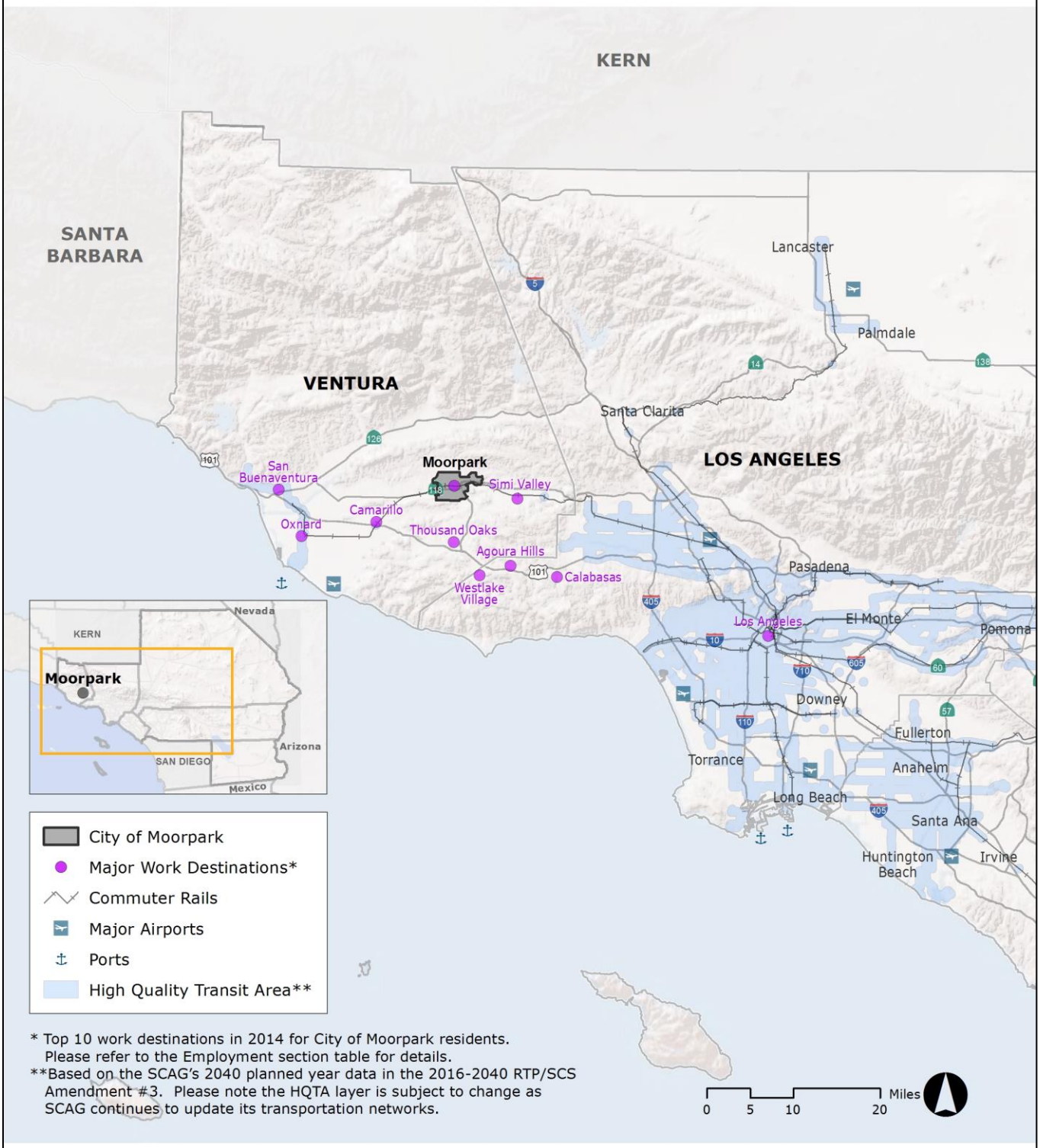
Top 10 Places Where Moorpark Residents Commute to Work: 2016

Local Jurisdiction		Number of Commuters	Percent of Total Commuters
1.	Los Angeles	2,594	17.4 %
2.	Thousand Oaks	2,367	15.9 %
3.	Moorpark	1,943	13.1 %
4.	Simi Valley	1,224	8.2 %
5.	Oxnard	595	4.0 %
6.	Camarillo	593	4.0 %
7.	San Buenaventura	555	3.7 %
8.	Westlake Village	409	2.7 %
9.	Agoura Hills	207	1.4 %
10.	Calabasas	195	1.3 %
All Other Destinations		4,194	28.2 %

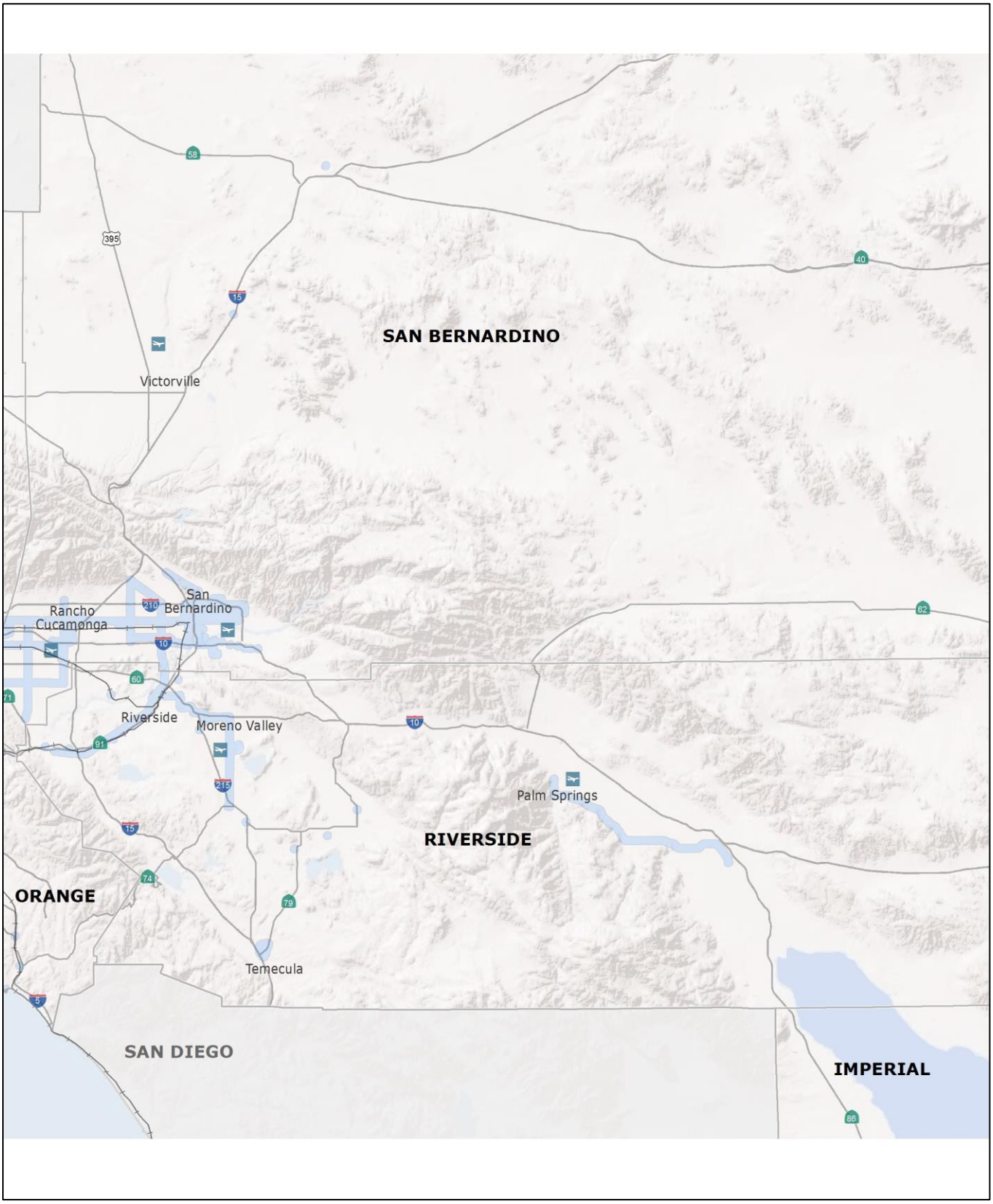
Source: U.S. Census Bureau, 2017, LODES Data; Longitudinal-Employer Household Dynamics Program: https://lehd.ces.census.gov/data/lodes/

- This table identifies the top 10 locations where residents from the City of Moorpark commute to work.
- 13.1% work and live in Moorpark, while 86.9% commute to other places.

MAJOR WORK DESTINATIONS

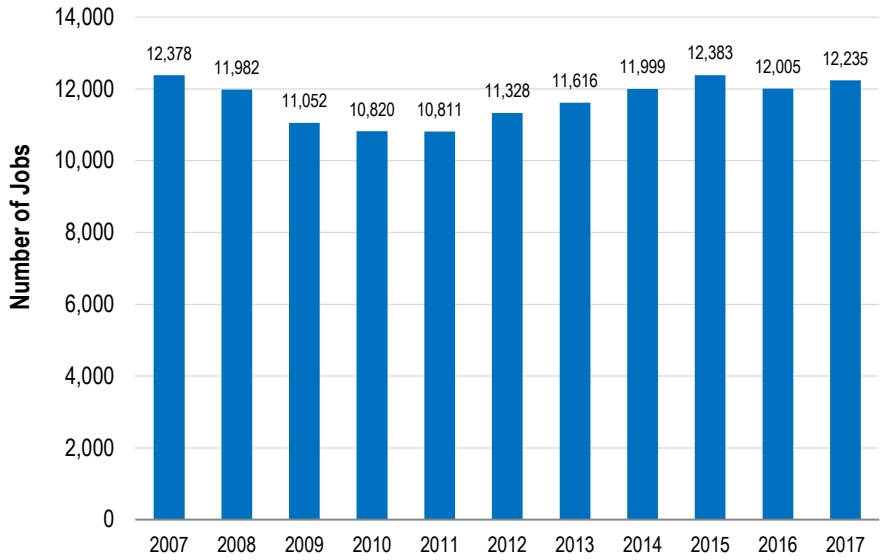


Source: SCAG, U.S. Census Bureau, 2019, LODES Dataset Version 7.3


SAN BERNARDINO
Victorville
San Bernardino
Rancho Cucamonga
Riverside
Moreno Valley
Palm Springs
RIVERSIDE
ORANGE
Temecula
SAN DIEGO
IMPERIAL

Total Jobs

Total Jobs: 2007 - 2017

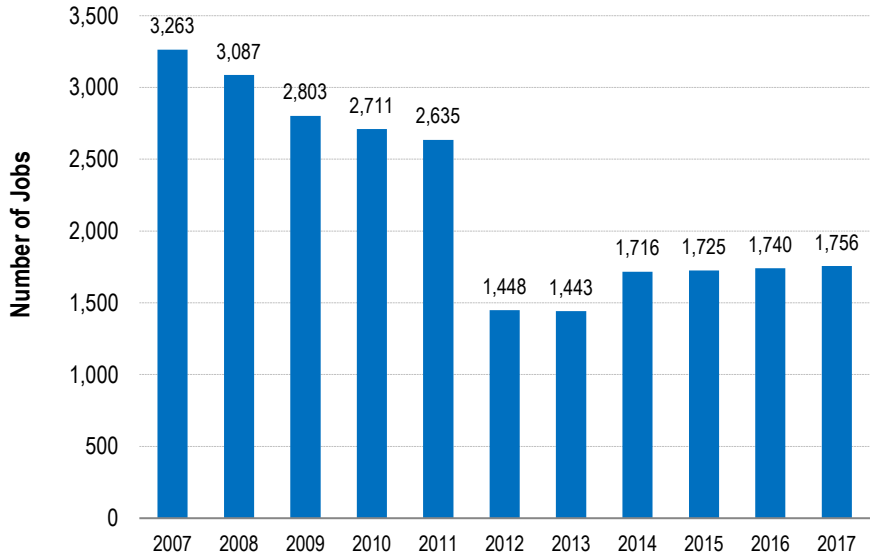


Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & SCAG

- Total jobs include wage and salary jobs and jobs held by business owners and self-employed persons.
- The total job count does not include unpaid volunteers or family workers, and private household workers.
- In 2017, total jobs in the City of Moorpark numbered 12,235, a decrease of 1.2 percent from 2007.

Jobs by Sector

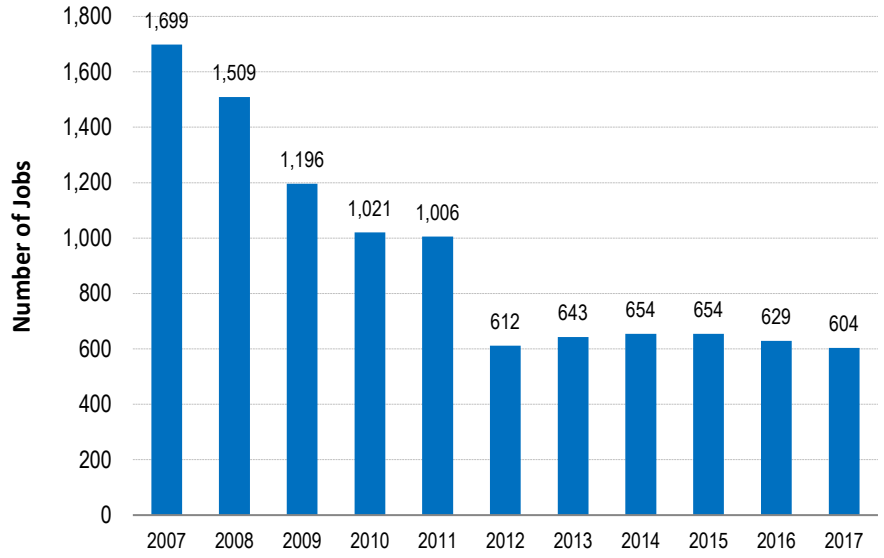
Jobs in Manufacturing: 2007 - 2017



Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & SCAG

- Manufacturing jobs include those employed in various sectors including food; apparel; metal; petroleum and coal; machinery; computer and electronic products; and transportation equipment.
- Between 2007 and 2017, the number of manufacturing jobs in the city decreased by 46.2 percent.

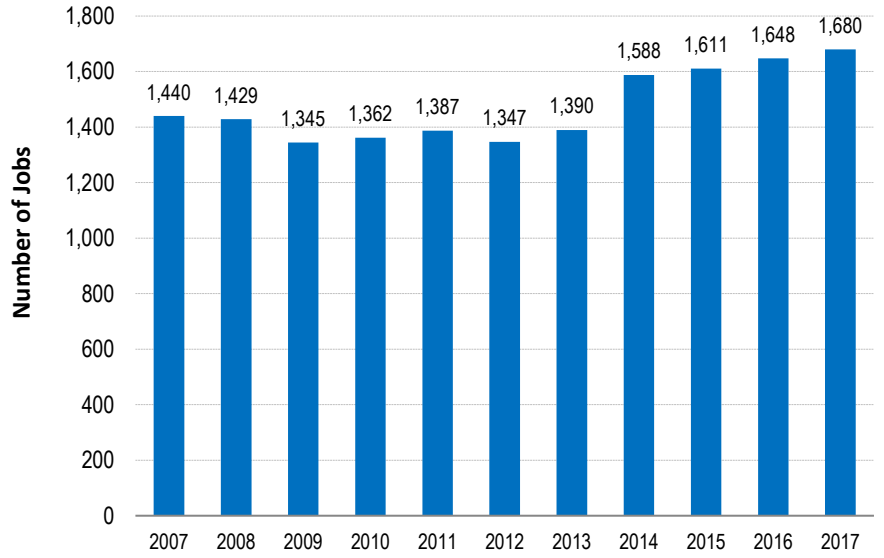
Jobs in Construction: 2007 - 2017



Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2017, construction jobs in the city decreased by 64.4 percent.

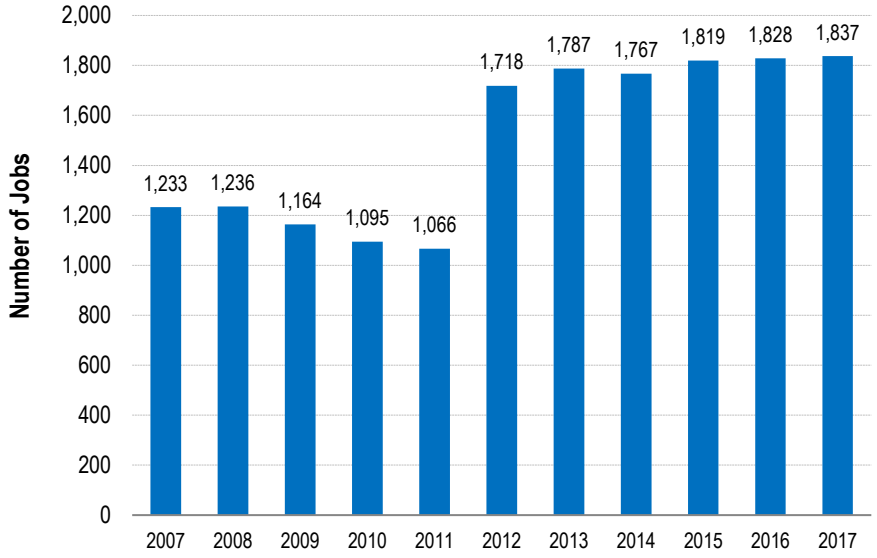
Jobs in Retail Trade: 2007 - 2017



Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & SCAG

- Retail trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliances, building materials, food and beverage, clothing, sporting goods, books, and office supplies.
- Between 2007 and 2017, the number of retail trade jobs in the city increased by 16.7 percent.

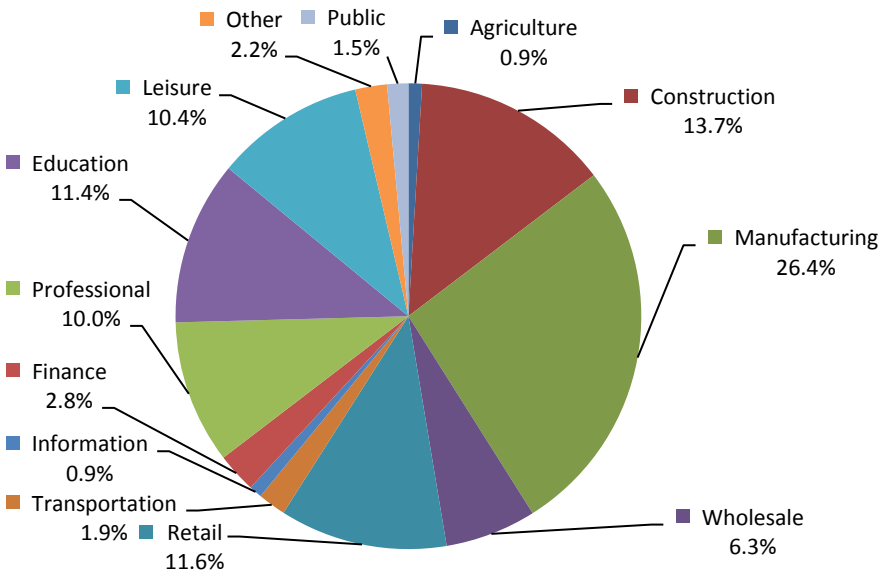
Jobs in Professional and Management: 2007 - 2017



Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & SCAG

- Jobs in the professional and management sector include those employed in professional and technical services, management of companies, and administration and support.
- Between 2007 and 2017, the number of professional and management jobs in the city increased by 49 percent.

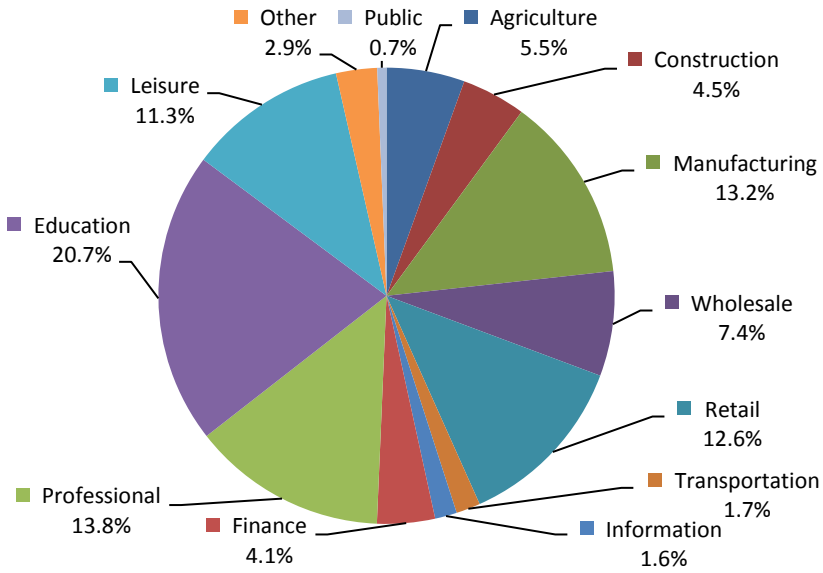
Jobs by Sector: 2007



Sources: California Employment Development Department, 2007; InfoGroup; & SCAG

- From 2007 to 2017, the share of Education jobs increased from 11.4 percent to 20.7 percent.
- See 'Methodology' section for industry sector definitions.

Jobs by Sector: 2017

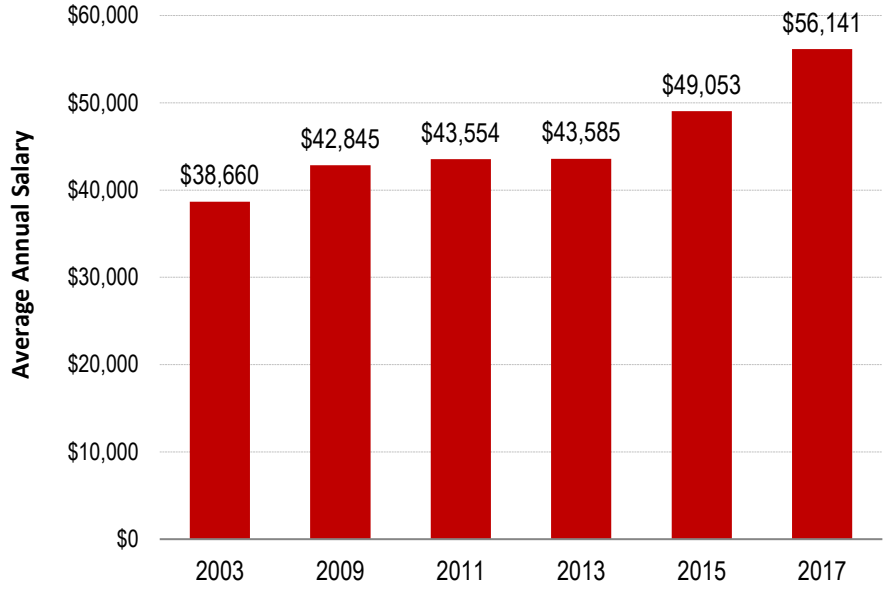


Sources: California Employment Development Department, 2018; InfoGroup; & SCAG

- In 2017, the Education sector was the largest job sector, accounting for 20.7 percent of total jobs in the city.
- Other major sectors included Professional (13.8 percent), Manufacturing (13.2 percent), and Retail (12.6 percent).

Average Salaries

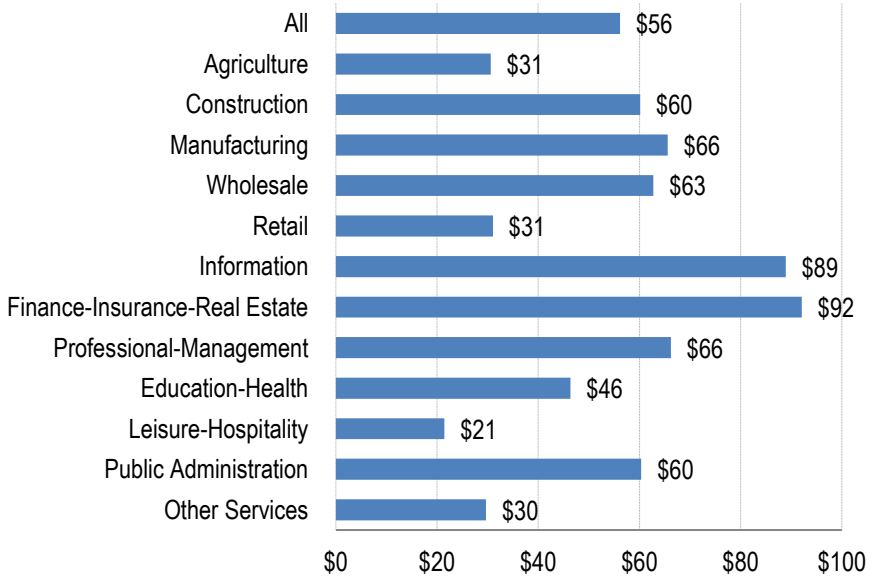
Average Annual Salary: 2003 - 2017



Source: California Employment Development Department, 2003 - 2017

- Average salaries for jobs located in the city increased from $38,660 in 2003 to $56,141 in 2017, a 45.2 percent change.
- Note: Dollars are not adjusted for annual inflation.

Average Annual Salary by Sector: 2017 ($ thousands)



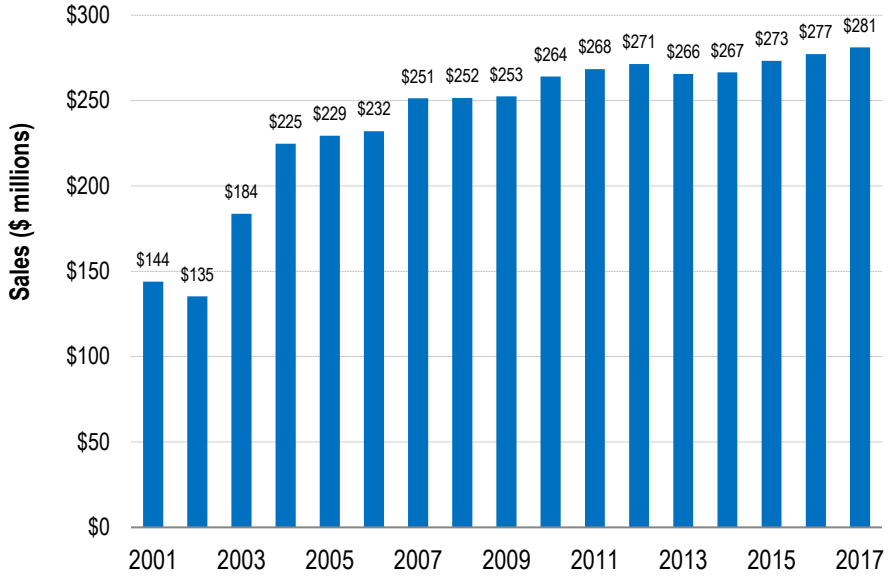
Source: California Employment Development Department, 2017

- In 2017, the employment sector providing the highest salary per job in the city was Finance-Insurance-Real Estate ($92,064).
- The Leisure-Hospitality sector provided the lowest annual salary per job ($21,438).

VIII. RETAIL SALES

Real Retail Sales

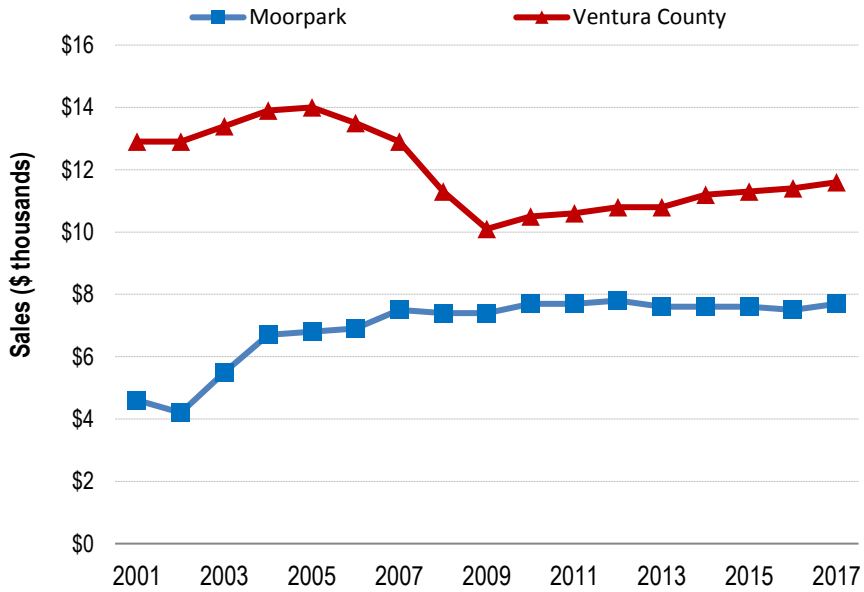
Real Retail Sales: 2001 - 2017



Source: California Board of Equalization, 2001-2017

- Real (inflation adjusted) retail sales in the City of Moorpark was $281 million in 2017.

Real Retail Sales per Person: 2001 - 2017



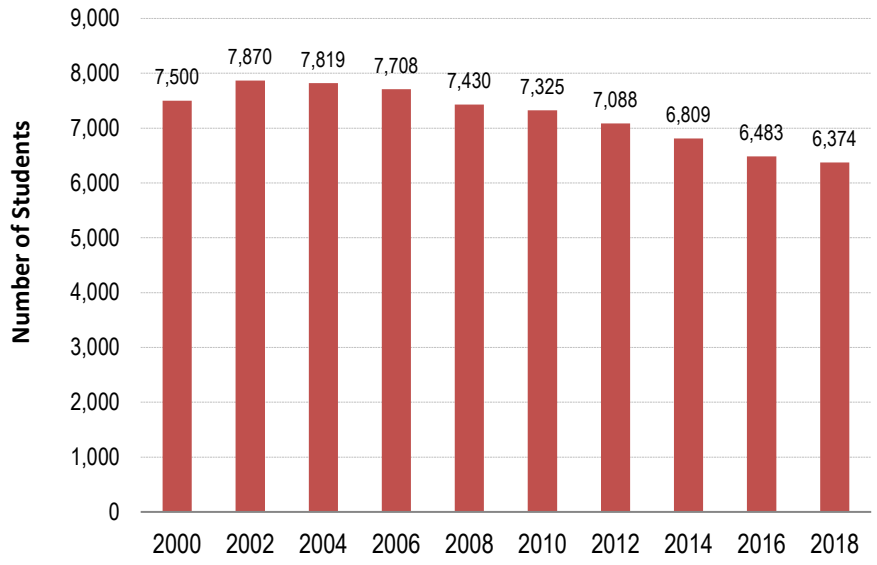
Source: California Board of Equalization, 2001-2017

- Real retail sales per person for the city was $7.7 thousand in 2017.

IX. EDUCATION

Total Student Enrollment

K-12 Public School Student Enrollment: 2000 - 2018

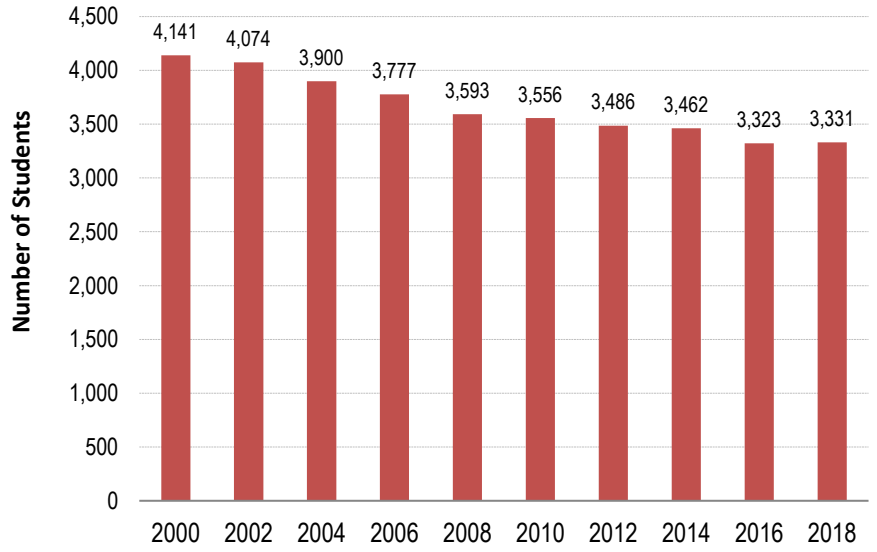


Source: California Department of Education, 2000 - 2018

- Between 2000 and 2018, total K-12 public school enrollment for schools within the City of Moorpark decreased by 1,126 students, or about 15 percent.

Student Enrollment by Grade

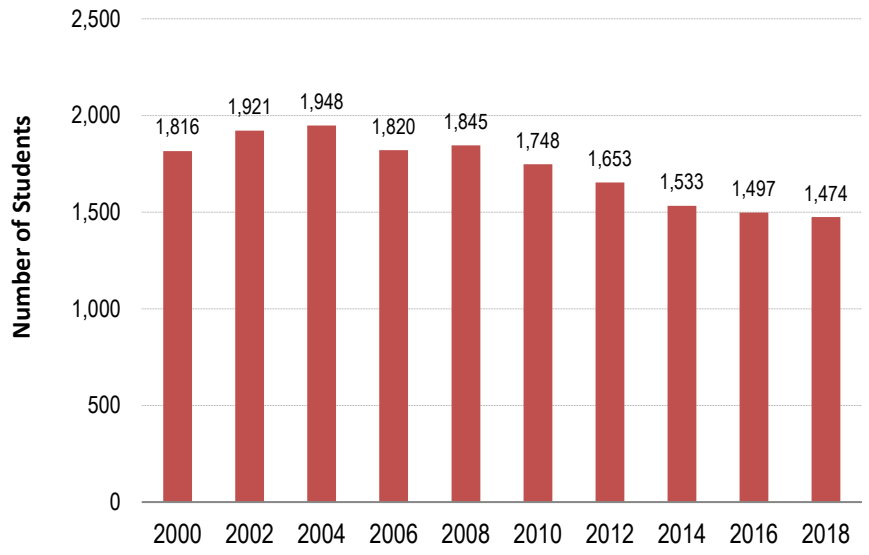
K-6 Public School Student Enrollment: 2000 - 2018



Source: California Department of Education, 2000 - 2018

- Between 2000 and 2018, total public elementary school enrollment decreased by 810 students or 19.6 percent.

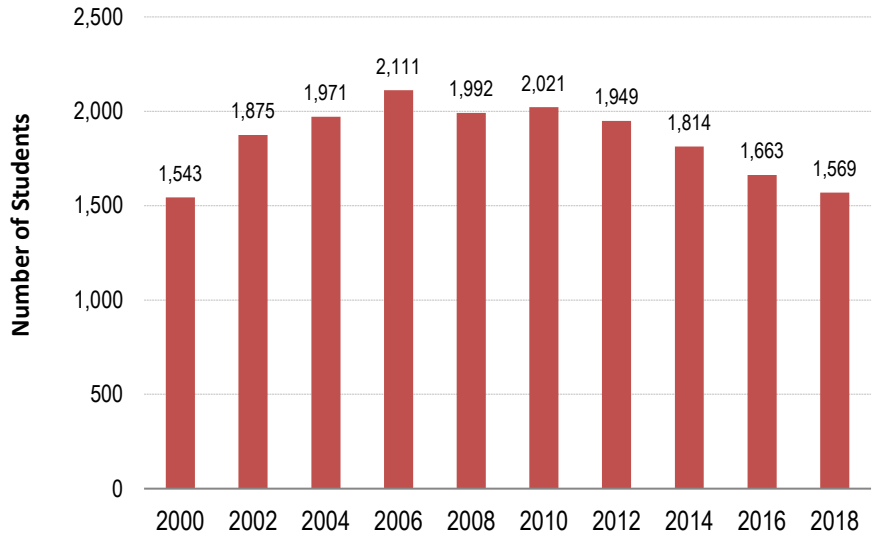
Grades 7-9 Public School Student Enrollment: 2000 - 2018



Source: California Department of Education, 2000 - 2018

- Between 2000 and 2018, total public school enrollment for grades 7-9 decreased by 342 students or 18.8 percent.

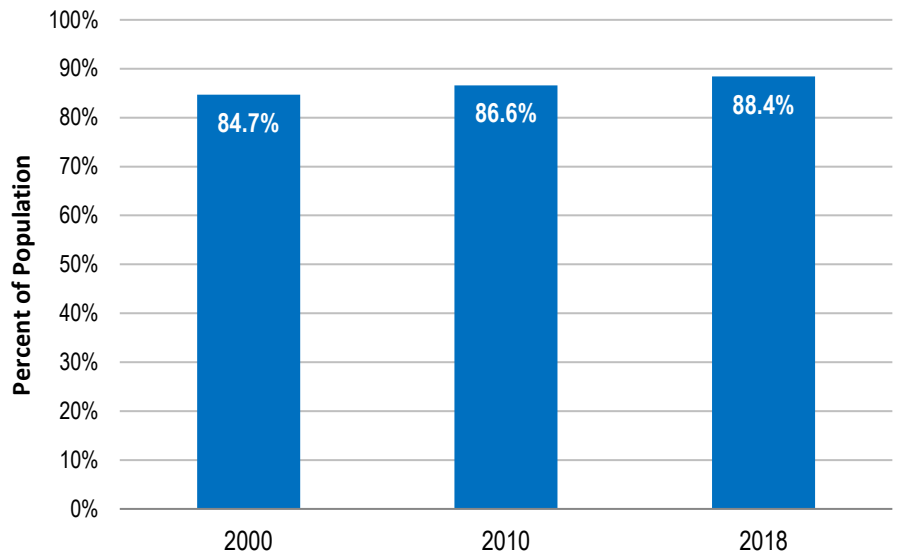
Grades 10-12 Public School Student Enrollment: 2000 - 2018



Source: California Department of Education, 2000 - 2018

- Between 2000 and 2018, total public school enrollment for grades 10-12 increased by 26 students, about 1.7 percent.

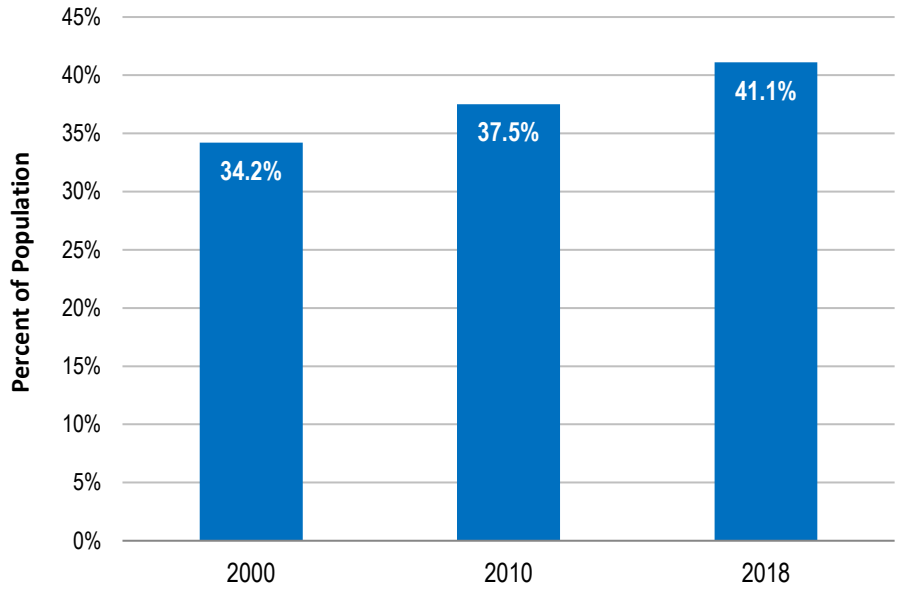
Percent of City Population Completing High School or Higher



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- In 2018, 88.4 percent of the population 25 years old and over completed high school or higher, which is higher than the 2000 level.

Percent of City Population Completing a Bachelor's Degree or Higher



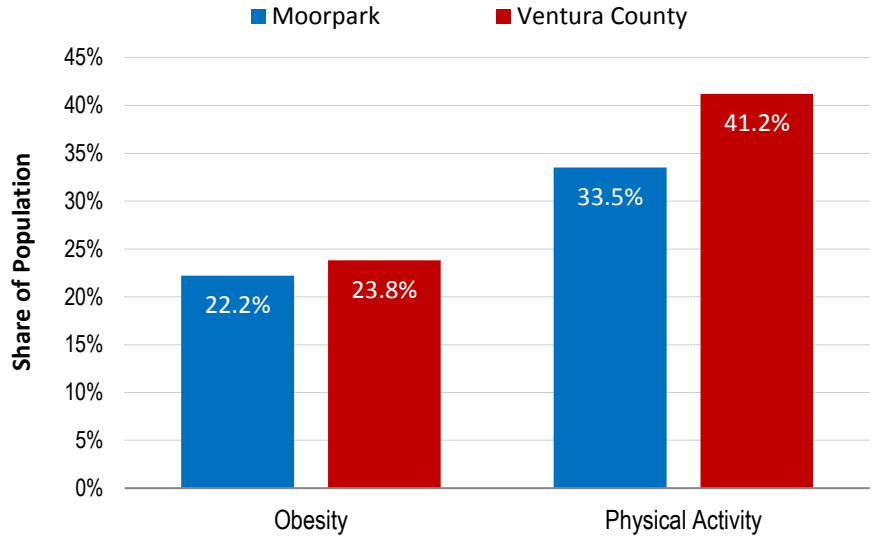
Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- In 2018, 41.1 percent of the population 25 years old and over completed a Bachelor degree or higher, which is higher than the 2000 level.

X. PUBLIC HEALTH

Many adverse public health outcomes related to obesity and poor air quality may be preventable through the implementation of a more sustainable and integrated program of community and transportation planning at the regional and local levels. Evidence has shown that built environment factors play an important role in supporting healthy behavior and reducing rates of chronic diseases and obesity. For example, improved active transportation infrastructure, better accessibility to recreational open space, and the development of more walkable communities enhance opportunities for physical exercise and thereby result in a reduction of obesity rates, along with the chronic diseases associated with physical inactivity.

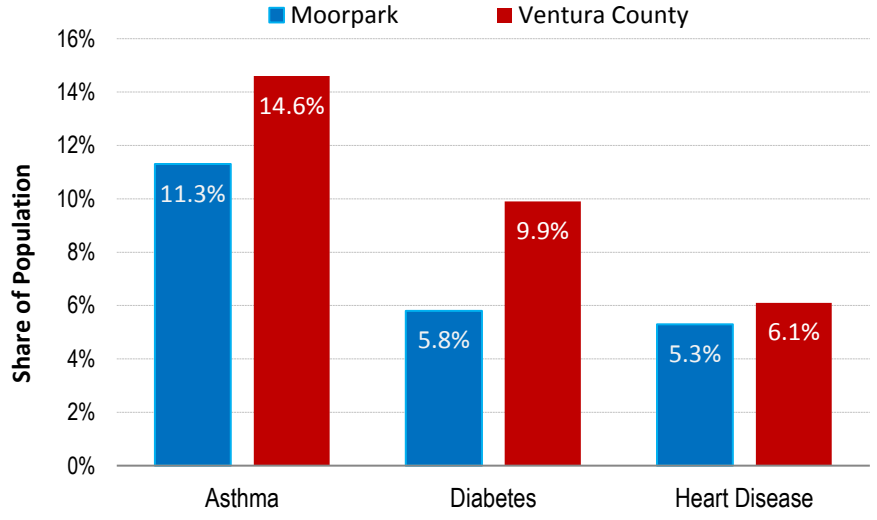
Obesity/Physical Activity Rates (18 Years & Older)



Source: California Health Interview Survey, 2018

- The obesity rate in the City of Moorpark was 22.2 percent, which was lower than the County rate.
- 'Obesity' is defined as a Body Mass Index (BMI) of 30 or higher.
- 'Physical Activity' refers to walking a minimum of 150 minutes per week.

Chronic Disease Rate (18 Years & Older)

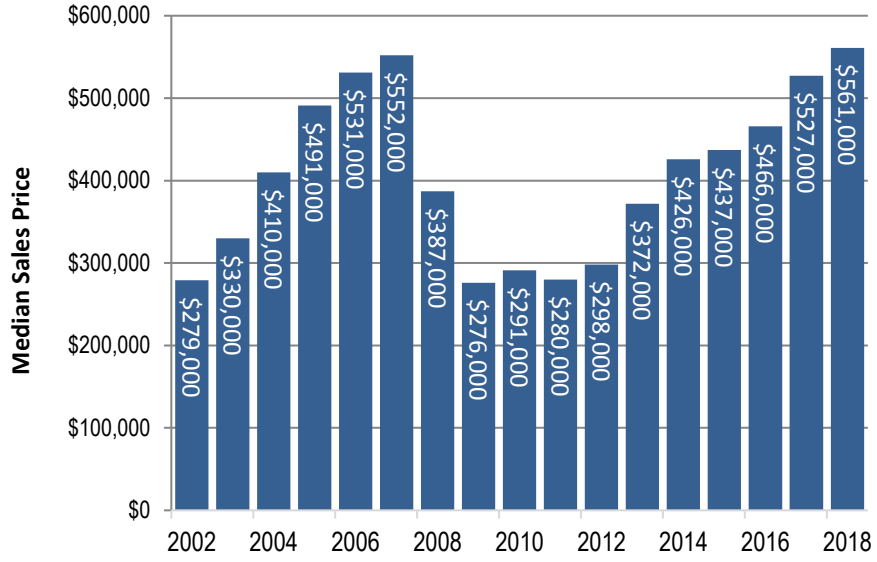


Source: California Health Interview Survey, 2018

- The share of population in the City of Moorpark ever diagnosed with asthma was 11.3 percent; for diabetes the rate was 5.8 percent; and for heart disease 5.3 percent.

XI. SCAG REGIONAL HIGHLIGHTS

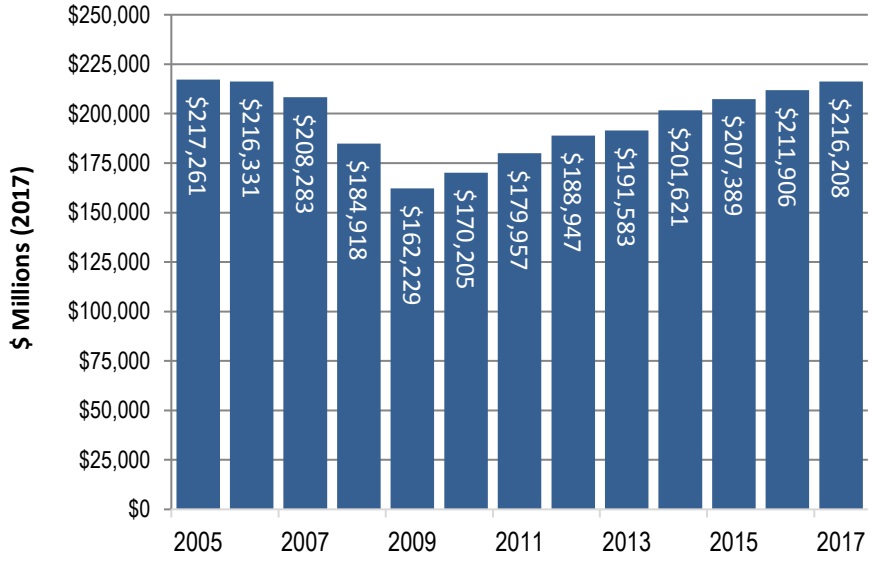
Regional Median Sales Price for Existing Homes: 2002 - 2018



Source: CoreLogic/DataQuick, 2002-2018

- After peaking in 2007, the median sales price for existing homes in the SCAG region dropped by half by 2009.
- By 2018, the median sales price had increased by more than 100 percent since 2009 to a new high of $561,000.
- Median home sales price is calculated based on total existing home sales in the SCAG region.

Regional Retail Sales: 2005 - 2017



Source: California State Board of Equalization, 2005-2017

- Retail sales tend to follow regional trends in personal income, employment rates, and consumer confidence.
- Between 2005 and 2009, real (inflation adjusted) regional retail sales decreased by 25 percent.
- Total retail sales in the SCAG region increased by about 33 percent between 2009 and 2017.

XII. DATA SOURCES

California Department of Education

California Department of Finance, Demographic Research Unit

California Employment Development Department, Labor Market Information Division

California Health Interview Survey

California State Board of Equalization

Construction Industry Research Board

CoreLogic/DataQuick

InfoGroup

Nielsen Company

U.S. Census Bureau

XIII. METHODOLOGY

SCAG's 2019 Local Profiles reports utilize the most current information available from a number of public resources, including the U.S. Census Bureau, California Department of Finance, and the California Department of Education. In cases where public information is not available, or is not the most recent, SCAG contracts with a number of private entities to obtain local and regional data. The following sections describe how each data source is compiled to produce the information provided in this report.

Statistical Summary Table

In the Statistical Summary Table (page 3), the values in the field 'Jurisdiction Relative to County/Region' represent the difference between the jurisdiction's value and the county/region value, except for the following categories which represent the jurisdiction's value as a share of the county (or in the case of an entire county as a share of the region): Population, Number of Households, Number of Housing Units, Number of Jobs, Total Jobs Change, and K-12 Student Enrollment.

Median Age, Homeownership Rate, and Median Household Income are based on data provided by the American Community Survey and the Nielsen Company. Number of Housing Units is based on the 2010 Census and estimates provided by the California Department of Finance. Data for all other categories are referenced throughout the report.

Population Section

Where referenced, data for 2000 through 2018 was obtained from the California Department of Finance E-5 estimates, which were published in May, 2018. This dataset is benchmarked to population data from the 2000 and 2010 U.S. Decennial Censuses. Data relating to population by age group and by race/ethnicity was derived from the 2000 and 2010 U.S. Decennial Census, the American Community Survey, and the Nielsen Company. The 2000 value is based on U.S. Decennial Census data for April 1, 2000 and the 2010 value is based on U.S. Decennial Census data for April 1, 2010.

Below are definitions for race and ethnicity, as provided by the U.S. Census Bureau.

The 'Hispanic or Latino Origin' category refers to:

- Persons of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

The 'Race' categories include:

- American Indian or Alaska Native: Persons having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
- Asian: Persons having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, Philippines, Thailand, and Vietnam.
- Black or African American: Persons having origins in any of the black racial groups of Africa, including those who consider themselves to be Haitian.

- White: Persons having origins in any of the original peoples of Europe, North Africa, or the Middle East.
- Some Other Race: This category includes Native Hawaiian or Other Pacific Islander (persons having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands) and all other responses not included in the 'American Indian or Alaska Native', 'Asian', 'Black or African American', or 'White' racial categories described above.

Charts for population based on age were tabulated using data from the 2000 and 2010 U.S. Decennial Census, the American Community Survey, and the Nielsen Company. Charts for race/ethnicity were tabulated using data from the 2000 and 2010 U.S. Decennial Census, the American Community Survey, and the Nielsen Company.

Households Section

Households refer to the number of occupied housing units. The 2000 value is based on U.S. Decennial Census data for April 1, 2000 and the 2010 value is based on U.S. Decennial Census data for April 1, 2010. Information for inter-census years was provided by the American Community Survey and the Nielsen Company. Average household size was calculated using information provided by the California Department of Finance. Households by Size calculations are based on data provided by the American Community Survey and the Nielsen Company.

Housing Section

Housing units are the total number of both vacant and occupied units. Housing units by housing type information was developed using data from the California Department of Finance. Age of housing stock data was provided by the American Community Survey and the Nielsen Company.

The number of residential units with permits issued was obtained using Construction Industry Research Board data, which are collected by counties and are self-reported by individual jurisdictions. It represents both new single family and new multi-family housing units that were permitted to be built, along with building permits that were issued for improvements to existing residential structures. Please note that SCAG opted to report the annual number of permits issued by each jurisdiction which may be different than the number of housing units completed or constructed annually. This was done using a single data source which provides consistent data for all jurisdictions. The Construction Industry Research Board defines 'multi-family' housing to include duplexes, apartments, and condominiums in structures of more than one living unit.

Median home sales price data was compiled from information obtained from CoreLogic/DataQuick, and was calculated based on total resales of existing homes in the jurisdiction, including both single family homes and condominiums. The median home sales price does not reflect the entire universe of housing in the jurisdiction, only those units that were sold within the specified calendar year.

Housing Cost Share refers to the percentage of household income devoted to housing expenses. Housing cost share data for homeowners and renters is provided by the American Community Survey.

Transportation Section

The journey to work data for the year 2000 was obtained by using the 2000 U.S. Decennial Census Summary File 3. Data for 2010 is based on the 2010 U.S. Decennial Census. Information for inter-census years was provided by the American Community Survey and the Nielsen Company.

Active Transportation Section

Data sources for county bike lane mileage by facility classification was provided by the six County Transportation Commissions in the SCAG region.

Employment Section

Data sources for estimating jurisdiction employment and wage information include the 2010 U.S. Census Bureau Local Employment Dynamics Survey, and information from the California Employment Development Department, InfoGroup, and SCAG for years 2007-2017. In many instances, employment totals from individual businesses were geocoded and aggregated to the jurisdictional level.

Employment information by industry type is defined by the North American Industry Classification System (NAICS). Although the NAICS provides a great level of detail on industry definitions for all types of businesses in North America, for the purposes of this report, this list of industries has been summarized into the following major areas: agriculture, construction, manufacturing, wholesale, retail, information, finance/insurance/real estate, professional/management, education/health, leisure/hospitality, public administration, other services, and non-classified industries.

A brief description of each major industry area is provided below:

- **Agriculture**: Includes crop production, animal production and aquaculture, forestry and logging, fishing, hunting, and trapping, and support activities for agriculture and forestry.
- **Construction**: Includes activities involving the construction of buildings, heavy and civil engineering construction, and specialty trade contractors.
- **Manufacturing**: Includes the processing of raw material into products for trade, such as food manufacturing, apparel manufacturing, wood product manufacturing, petroleum and coal products manufacturing, chemical manufacturing, plastics and rubber products manufacturing, nonmetallic mineral product manufacturing and primary metal manufacturing.
- **Wholesale**: Includes activities conducting the trade of raw materials and durable goods.
- **Retail:** Includes activities engaged in the sale of durable goods directly to consumers.
- **Information**: Includes activities that specialize in the distribution of content through a means of sources, including newspaper, internet, periodicals, books, software, motion pictures, sound recording, radio and television broadcasting, cable or subscription programming, telecommunications, data processing/hosting, and other information media.
- **Finance/Insurance/Real Estate**: Includes businesses associated with banking, consumer lending, credit intermediation, securities brokerage, commodities exchanges, health/life/medical/title/ property/casualty insurance agencies and brokerages, and real estate rental/leasing/sales.

- **Professional/Management**: Includes activities that specialize in professional/ scientific/technical services, management of companies and enterprises, and administrative and support services. Establishment types may include law offices, accounting services, architectural/engineering firms, specialized design services, computer systems design and related services, management consulting firms, scientific research and development services, advertising firms, office administrative services, and facilities support services.
- **Education/Health**: Organizations include elementary and secondary schools, junior colleges, universities, professional schools, technical and trade schools, medical offices, dental offices, outpatient care centers, medical and diagnostic laboratories, hospitals, nursing and residential care facilities, social assistance services, emergency relief services, vocational rehabilitation services, and child day care services.
- **Leisure/Hospitality**: Includes activities involved in the performing arts, spectator sports, museums, amusement/recreation, travel accommodations, and food and drink services.
- **Public Administration**: Includes public sector organizations, such as legislative bodies, public finance institutions, executive and legislative offices, courts, police protection, parole offices, fire protection, correctional institutions, administration of governmental programs, space research and technology, and national security.
- **Other Services**: Includes, for example, automotive repair and maintenance, personal and household goods repair and maintenance, personal laundry services, dry-cleaning and laundry services, religious services, social advocacy organizations, professional organizations, and private households.
- **Non-Classified**: All other work activities that are not included in the North American Industry Classification System.

Retail Sales Section

Retail sales data is obtained from the California Board of Equalization, which does not publish individual point-of-sale data. All reported data is adjusted for inflation.

Education Section

Student enrollment data is based on public school campuses that are located within each jurisdiction's respective boundary. Enrollment numbers by grade within a given jurisdiction are tabulated based upon data obtained from the California Department of Education. Enrollment year is based on the end date of the school year; for example, enrollment data for the year 2000 refers to the 1999-2000 school year. City boundaries used in the dataset for all years is based on data provided by the Local Agency Formation Commission for each county in the region.

Public Health Section

Data sources for city and county obesity rates (share of population with a BMI of 30 or higher) and rates of physical activity (share of population that walked a minimum of 150 minutes each day) was obtained through the California Health Interview Survey (AskCHIS: Neighborhood Edition). Chronic disease incidence rates were also obtained through the California Health Interview Survey.

Regional Highlights

Information for this section was developed through data from CoreLogic/DataQuick and the California Board of Equalization.

Data Sources Section

In choosing data sources for use in this report, the following factors were considered:

- Availability for all jurisdictions in the SCAG region
- The most recognized source on the subject
- Data sources available within the public domain
- Data available on an annual basis

The same data sources are used for all Local Profiles (except where noted) to maintain overall reporting consistency. Jurisdictions are not constrained from using other data sources for their planning activities.

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XIV. ACKNOWLEDGMENTS

SCAG Management

Kome Ajise, Executive Director
Darin Chidsey, Chief Operating Officer
Debbie Dillon, Deputy Executive Director, Administration
Joann Africa, Chief Counsel/Director, Legal Services
Basil Panas, Chief Financial Officer
Julie Loats, Chief Information Officer
Art Yoon, Director of Policy & Public Affairs
Sarah Jepson, Acting Director of Planning

Department Manager

Ping Chang, Manager, Compliance & Performance Monitoring

Project Manager

Michael Gainor, Senior Regional Planner

Project Core Team

Anita Au, Associate Regional Planner
Carolyn Camarena, SCAG Intern
Diana Chamberlain, Senior Graphics Designer
Jung Seo, Regional Planner Specialist
Divya Sunkara, Senior Application Developer

Reproduction

Pat Camacho, Office Services Specialist

Assistance from the following SCAG staff members is also recognized:

Ludlow Brown, Senior Graphics Designer
John Cho, Senior Regional Planner
Lyle Janicek, Assistant Regional Planner
Gurpreet Kaur, Programmer Analyst
Rachel Krusenoski, SCAG Intern
Cheol-Ho Lee, Senior Regional Planner
Jeff Liu, Manager, Media & Public Affairs
Matthew Louie, SCAG Intern
Joshua Miyakawa, SCAG Intern
Ariel Pepper, Assistant Regional Planner
Tess Rey-Chaput, Clerk of the Board
Arnold San Miguel, Public Affairs Officer IV
Jianhong Sun, Database Administrator
Alan Thompson, Senior Regional Planner
Tom Vo, Senior Regional Planner
Brittany Webber, SCAG Receptionist
Ying Zhou, Program Manager II

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Notes:

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS
900 Wilshire Boulevard, Suite 1700
Los Angeles, CA 90017
T: (213) 236-1800
www.scag.ca.gov

REGIONAL OFFICES

Imperial County
1503 North Imperial Avenue, Suite 104
El Centro, CA 92243
T: (760) 353-7800

Orange County
OCTA Building
600 South Main Street, Suite 1233
Orange, CA 92868
T: (714) 542-3687

Riverside County
3403 10th Street, Suite 805
Riverside, CA 92501
T: (951) 784-1513

San Bernardino County
Santa Fe Depot
1170 West 3rd Street, Suite 140
San Bernardino, CA 92418
T: (909) 806-3556

Ventura County
4001 Mission Oaks Drive, Suite L
Camarillo, CA 93012
T: (805) 642-2800