SCAG Local Profiles
Demographic Overview

City of Monrovia
Ad Hoc Committee on Equity & Inclusion
August 27, 2020

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Senior Regional Planner
Southern California Association of Governments

SCAG Local Profiles Program

Local Profiles Program Overview

- Prepared biennially for each member city, county, & unincorporated area in the SCAG region
- Contains current demographic, socio-economic, housing, transportation, & education data within historical context
- Helps identify current & evolving demographic trends in local jurisdictions
- Provided as a service to our member jurisdictions
- The 2019 Local Profiles are posted on the SCAG website: https://www.scag.ca.gov/DataAndTools/Pages/LocalProfiles.aspx

SCAG Local Profiles Program

Profile of the City of Monrovia

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

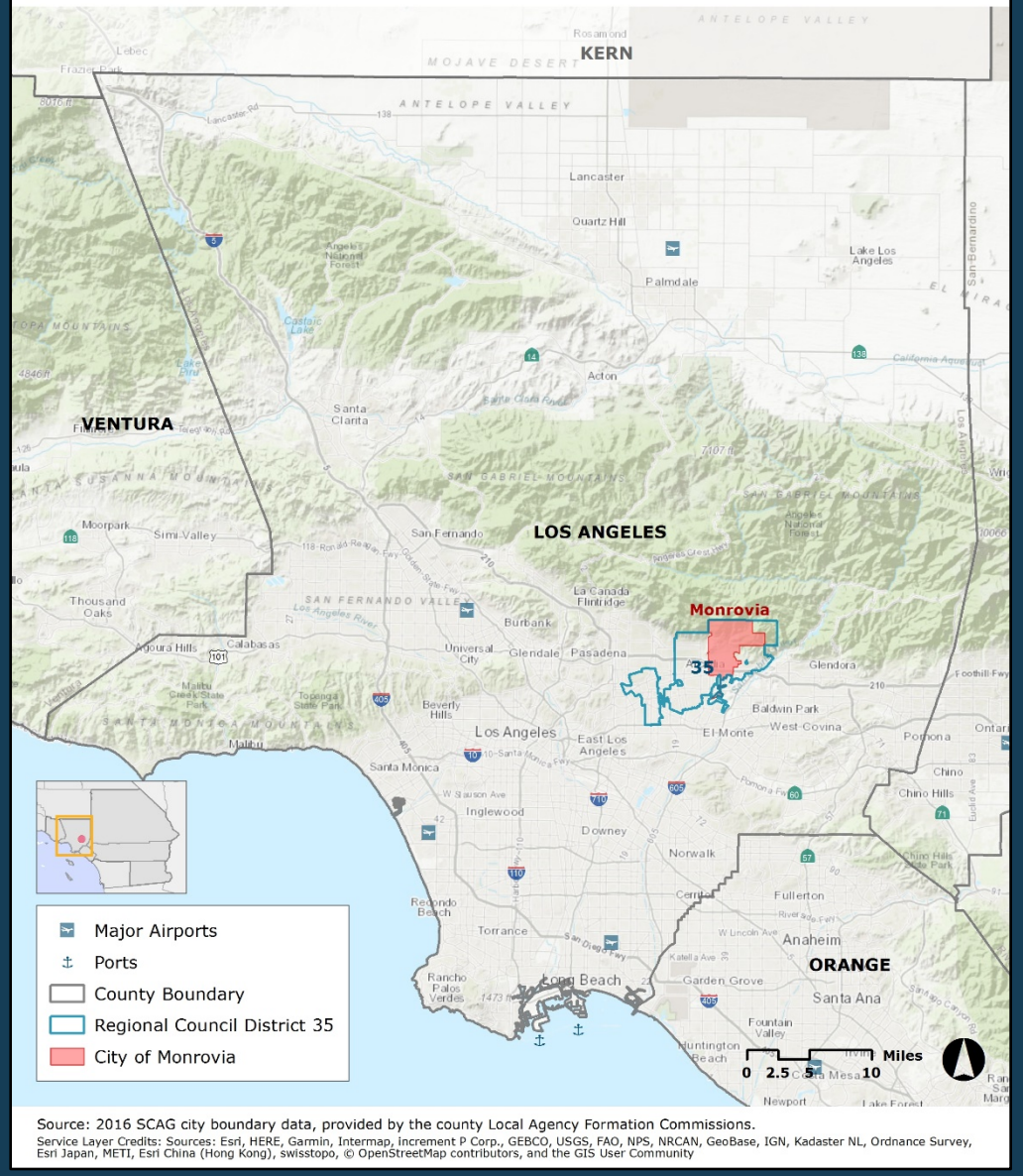
SCAG Regional Council District 35 includes Arcadia, Bradbury, Duarte, Monrovia, San Gabriel, San Marino, Sierra Madre, and Temple City
Represented by: Hon. Margaret E. Finlay

LOCAL PROFILES REPORT **2019**

This profile report was prepared by the Southern California Association of Governments and shared with the City of Monrovia. 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 35



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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2019 Local Profiles Data Categories

- **Population:** Total population by year, age, & ethnicity
- **Households:** Households by total number, size, income, & owner/renter share
- **Housing:** Production by type, permits issued, median sales price, age of housing stock, foreclosures, housing cost share of income
- **Transportation:** Mode share, travel time, vehicle ownership
- **Active Transportation:** Bike lane mileage by facility class

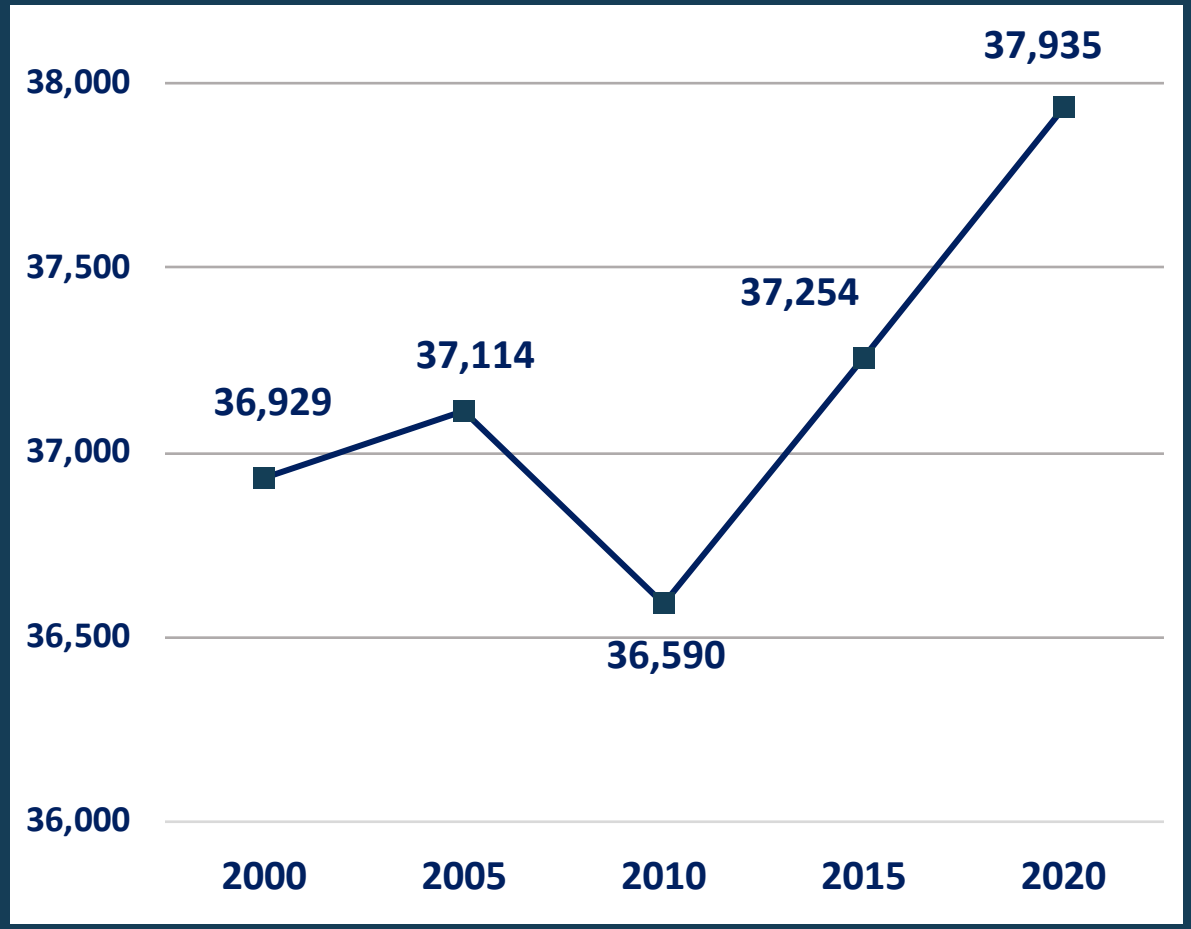
SCAG Local Profiles Program

2019 Local Profiles Data Categories

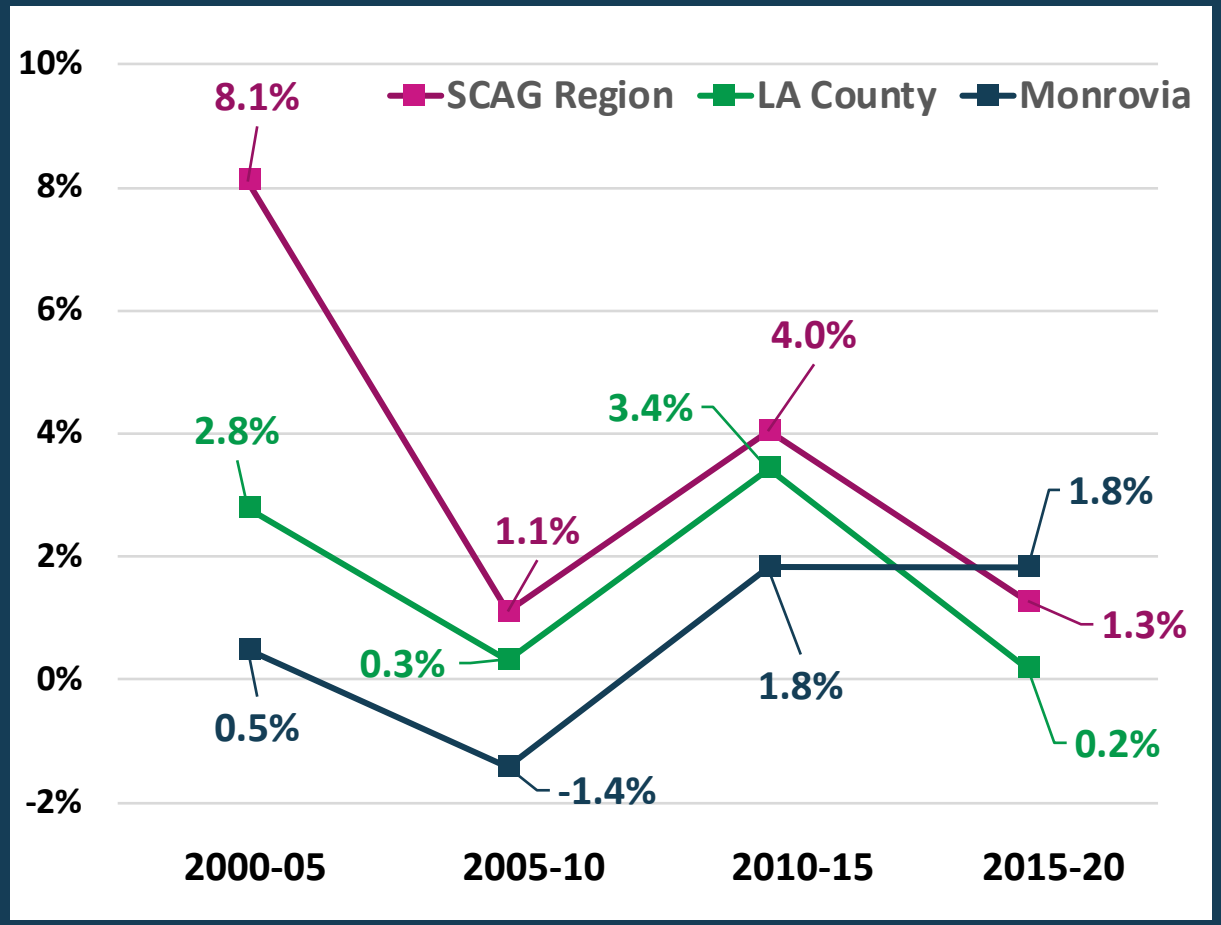
- **Employment:** Top commute destinations, total number of jobs, jobs by sector, average salary by year, average salary by sector
- **Retail Sales:** Total sales by year, annual sales per person
- **Education:** Annual total enrollment by grade level, level of educational attainment
- **Public Health:** Rates of obesity, physical activity, & chronic diseases

The City of Monrovia

City of Monrovia Population 2000-2020

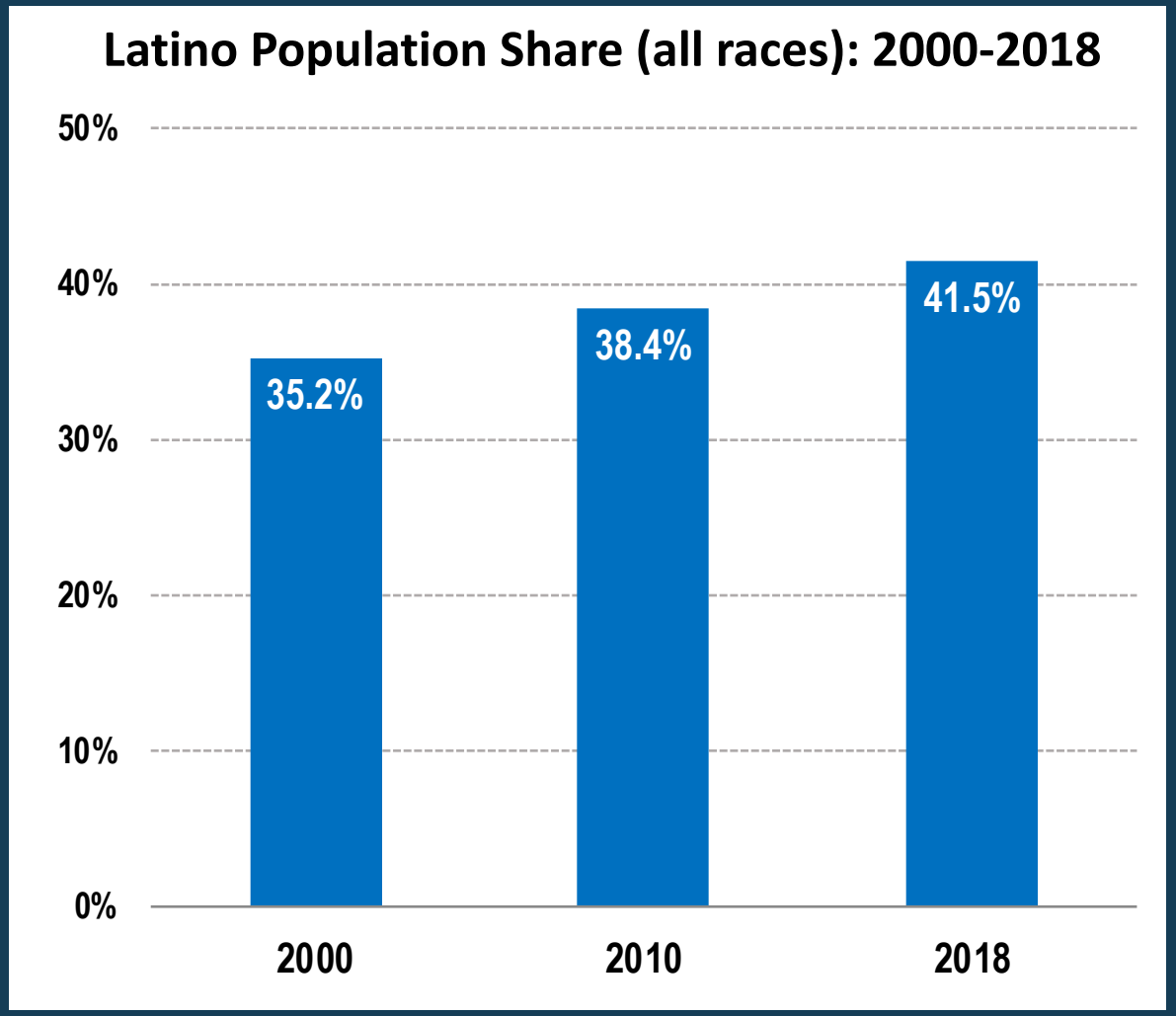


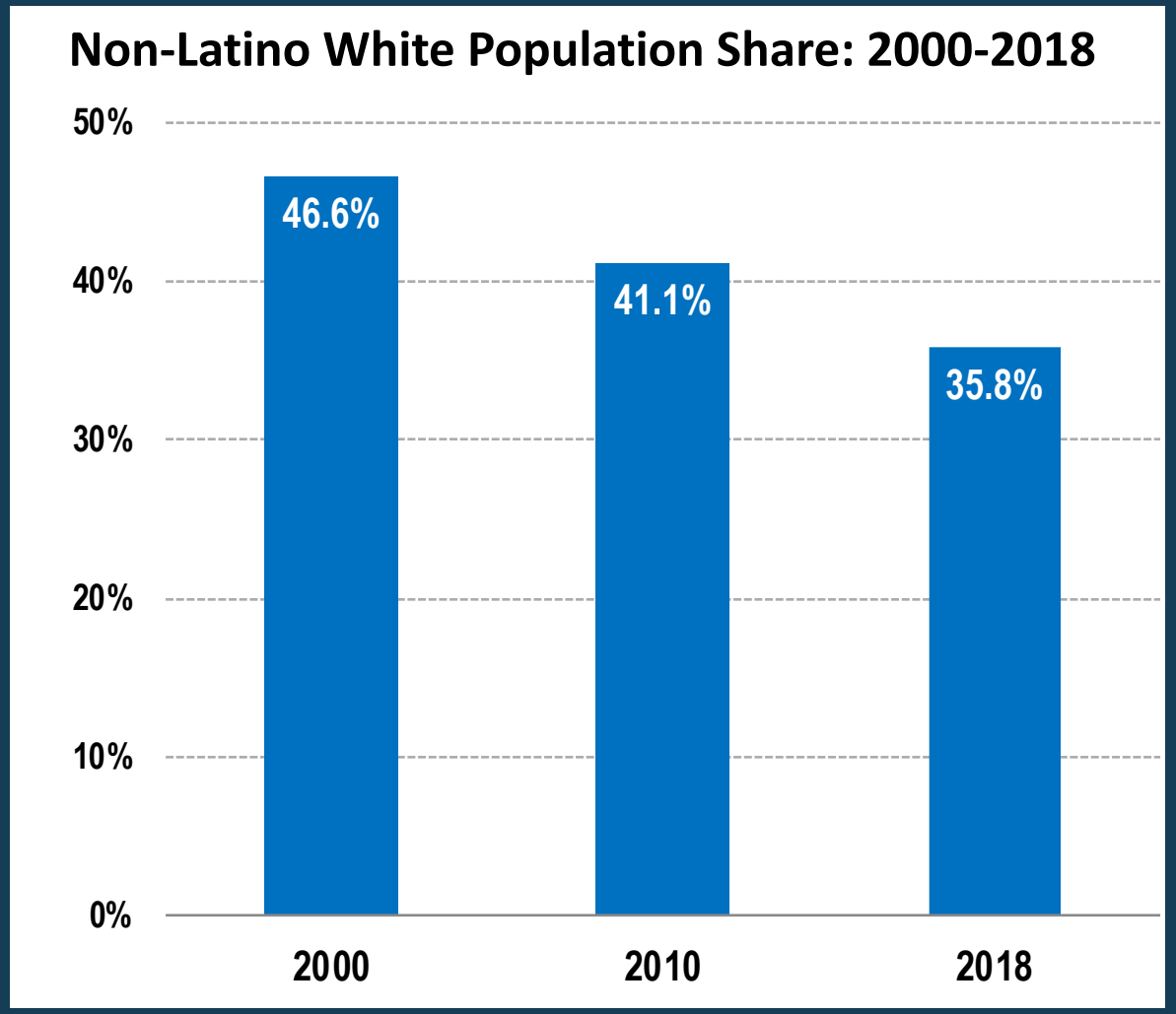
Regional Population Trends 2000-2020



The City of Monrovia

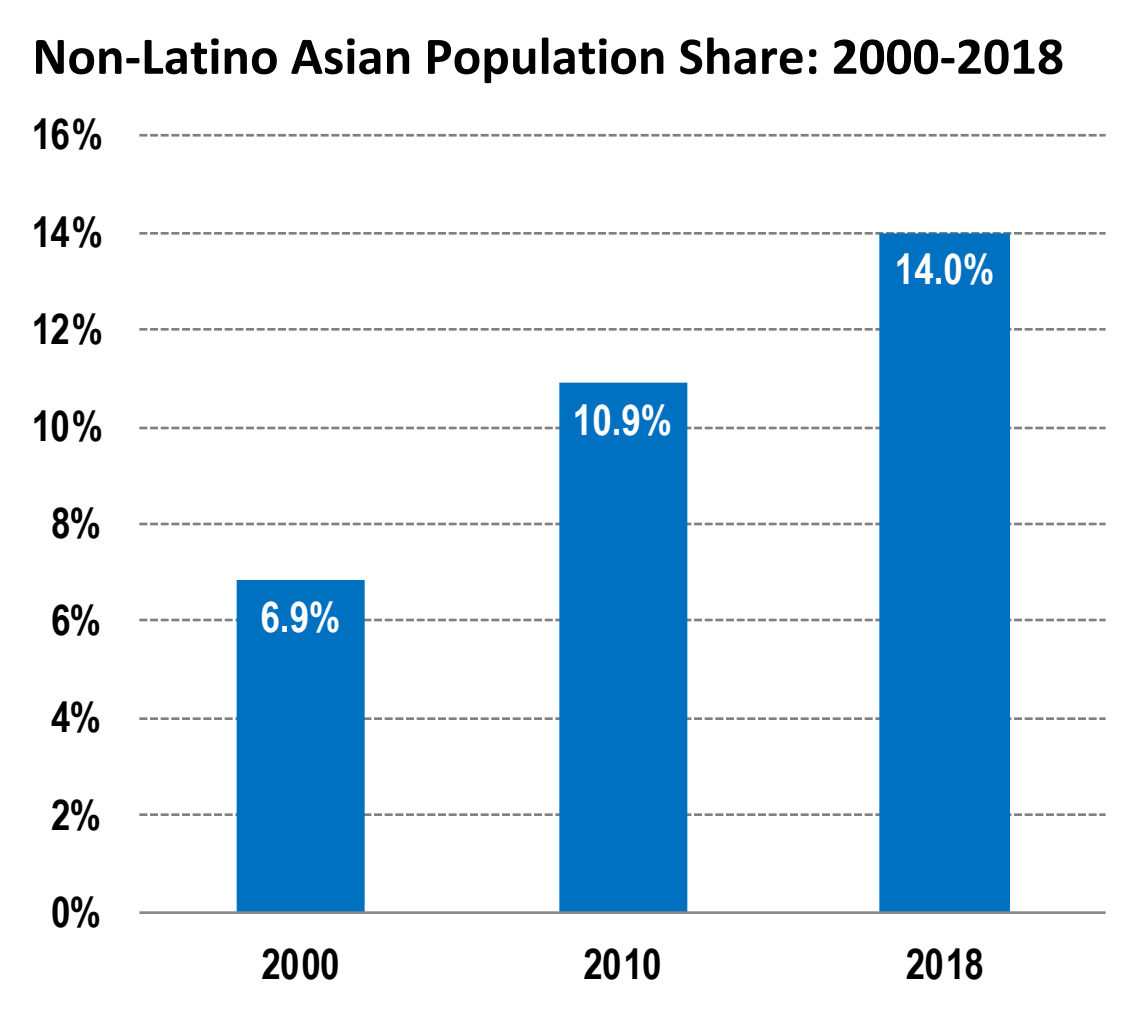
Monrovia's Ethnic Diversity

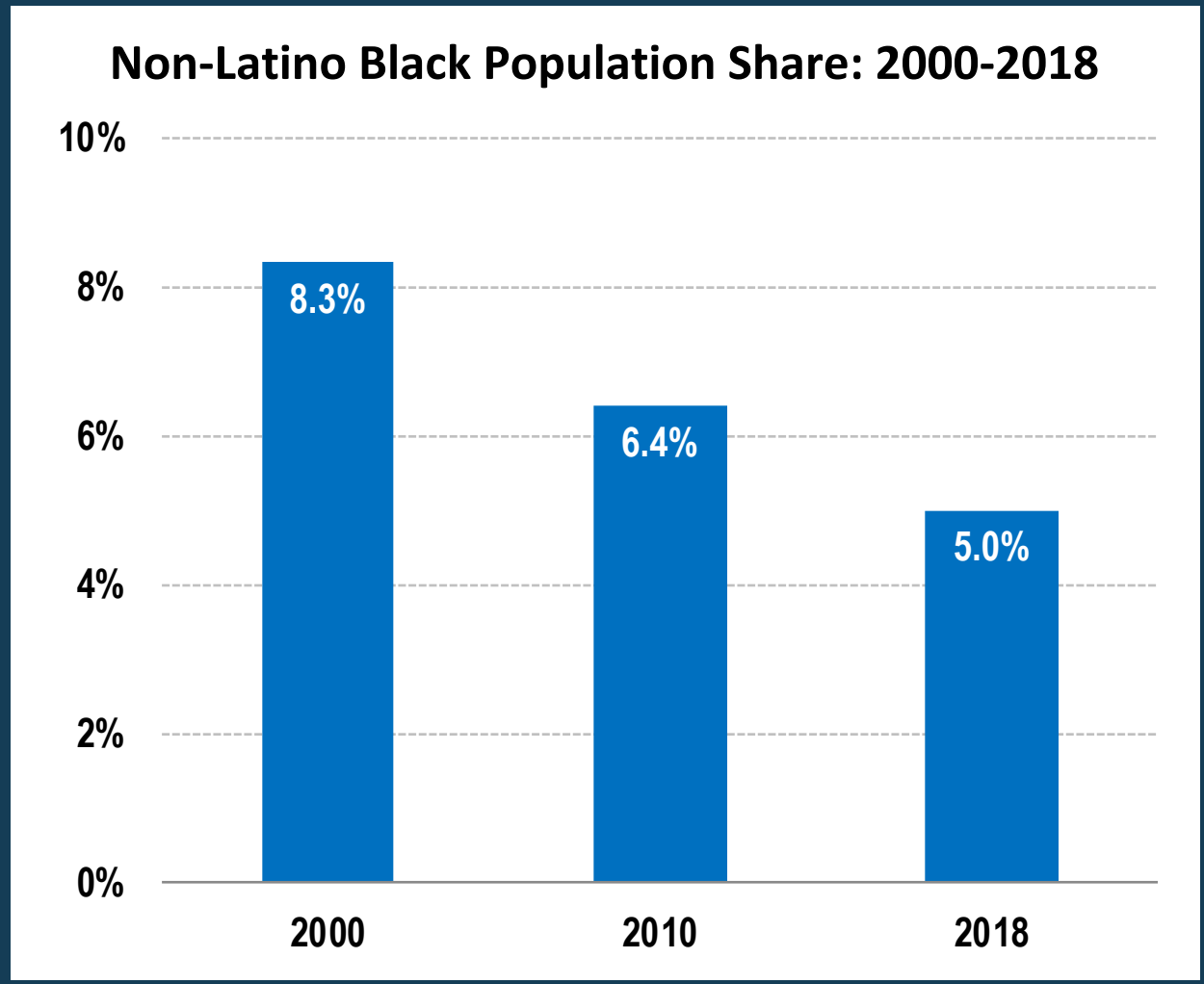




The City of Monrovia

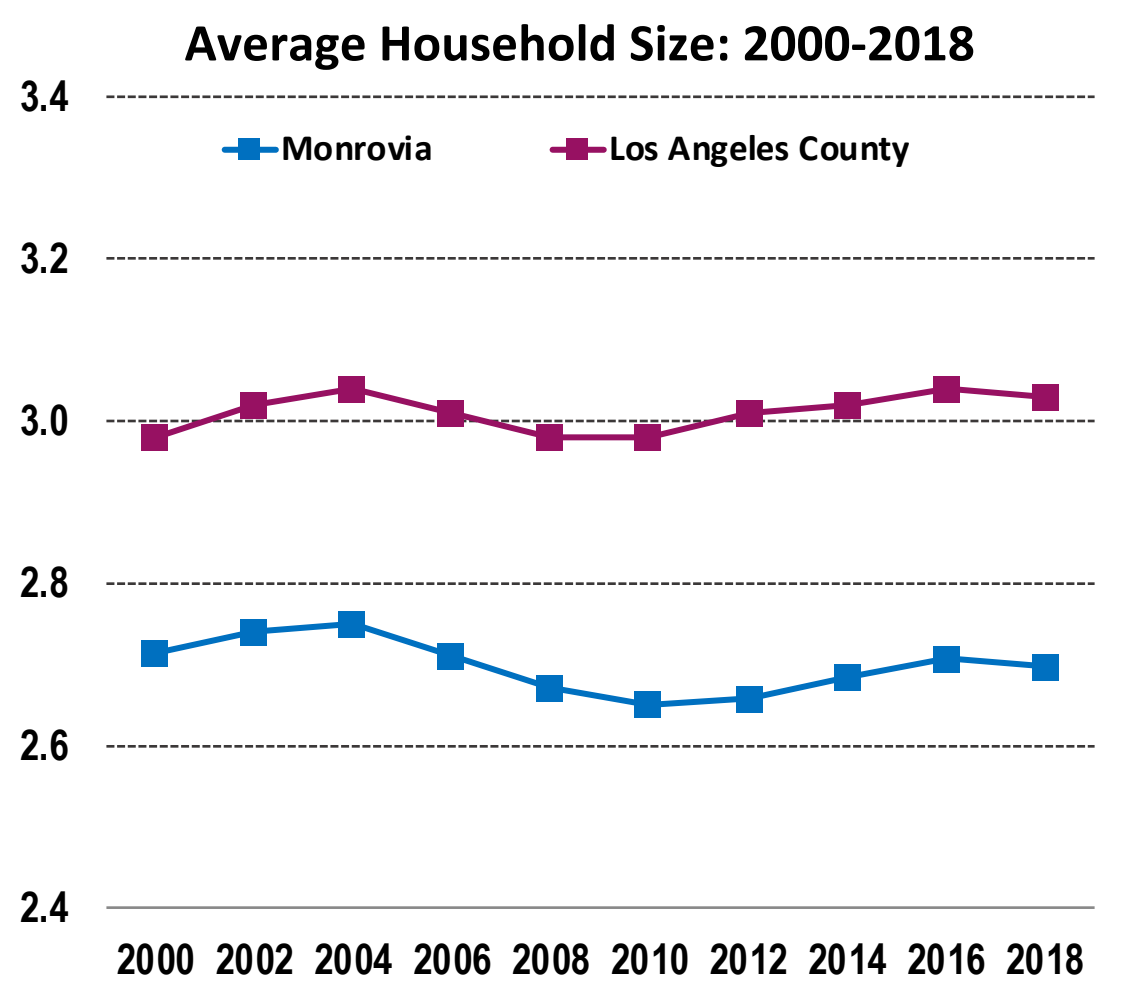
Monrovia's Ethnic Diversity





The City of Monrovia

Monrovia's Households

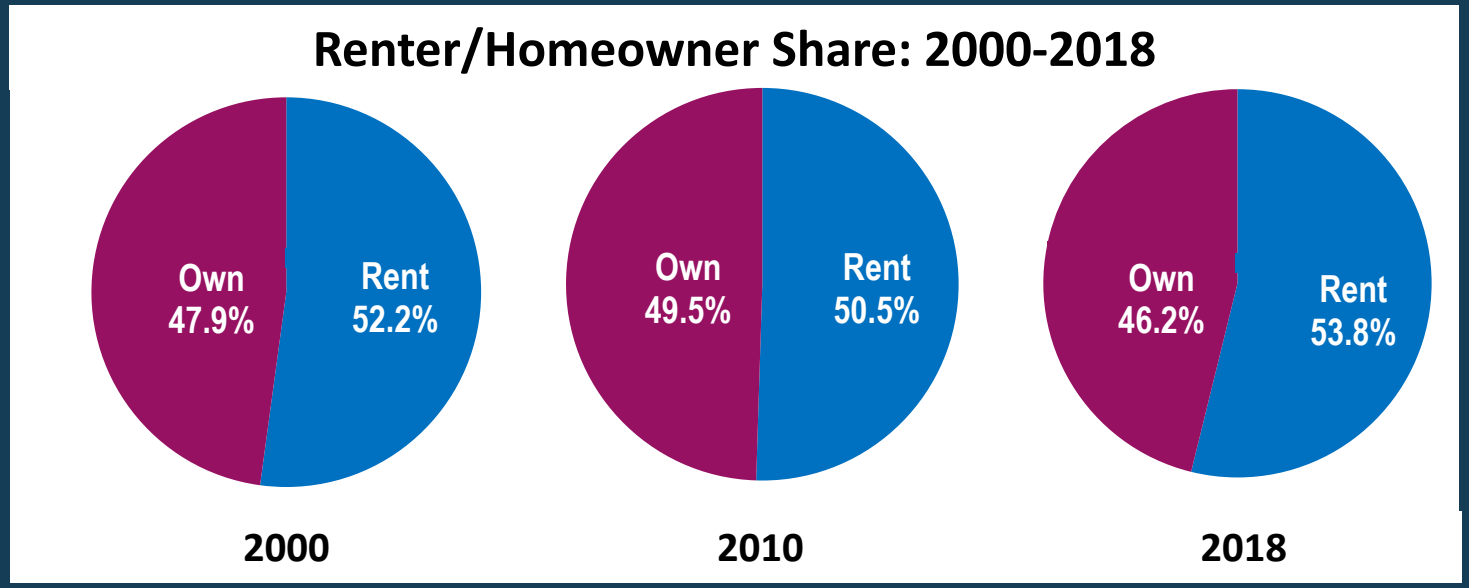


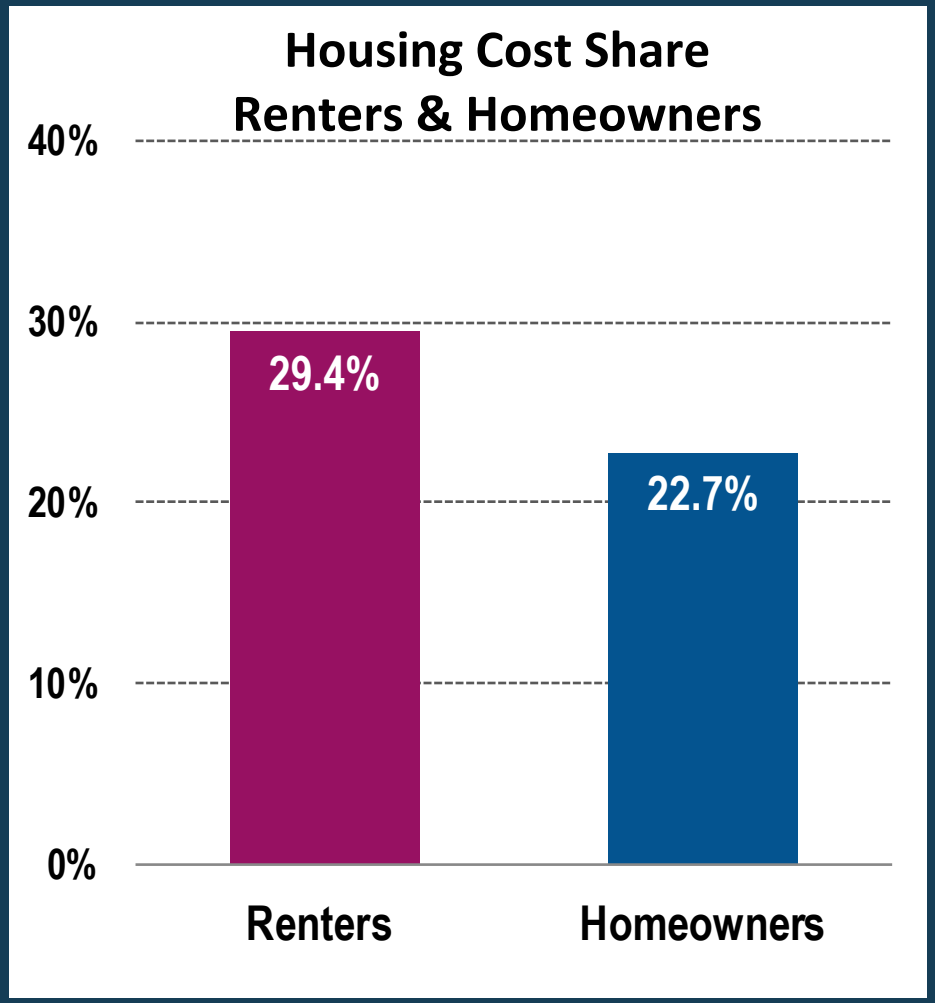
Median Age

Year	2010	2014	2018
Monrovia	36.8	38.8	39.4
Los Angeles County	34.8	35.8	36.0
SCAG Region	34.6	35.6	35.8

The City of Monrovia

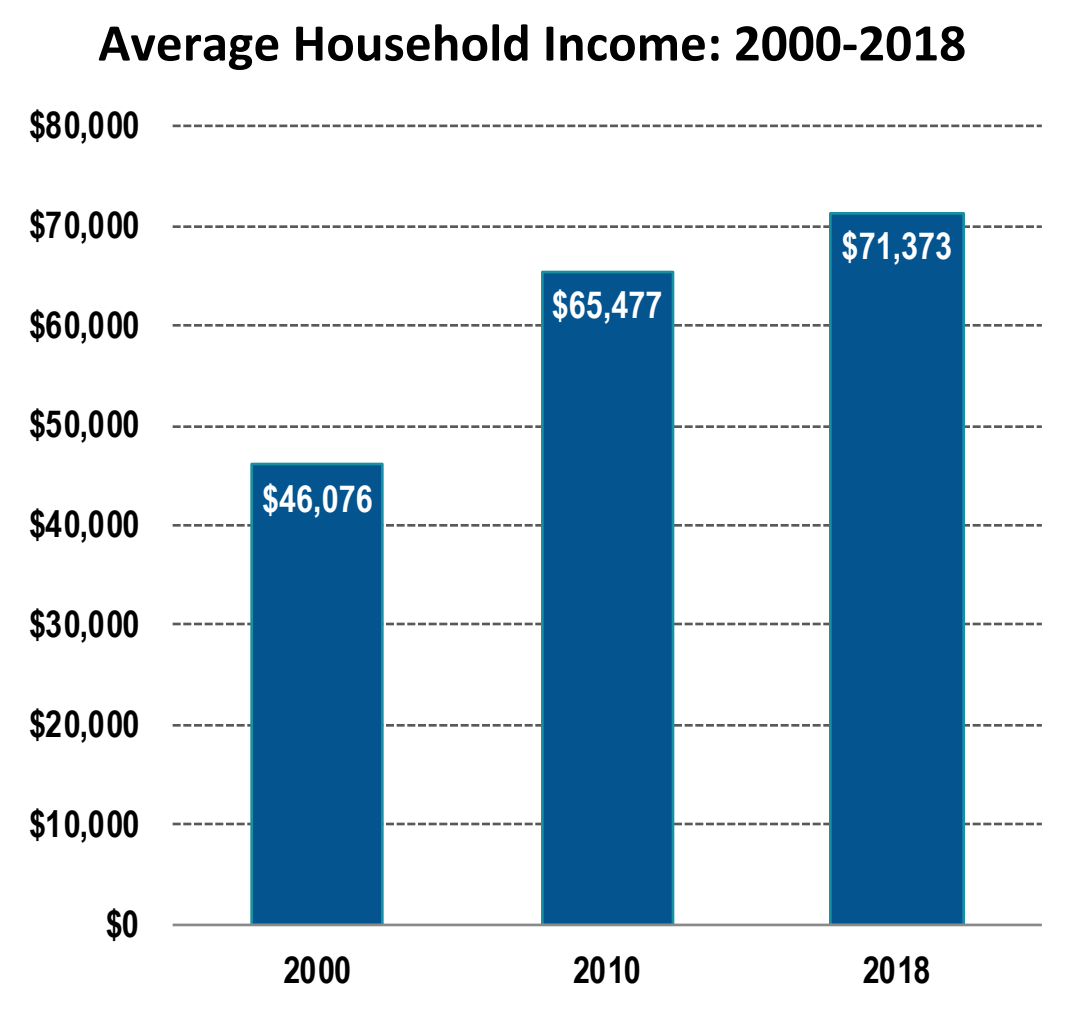
Monrovia's Households

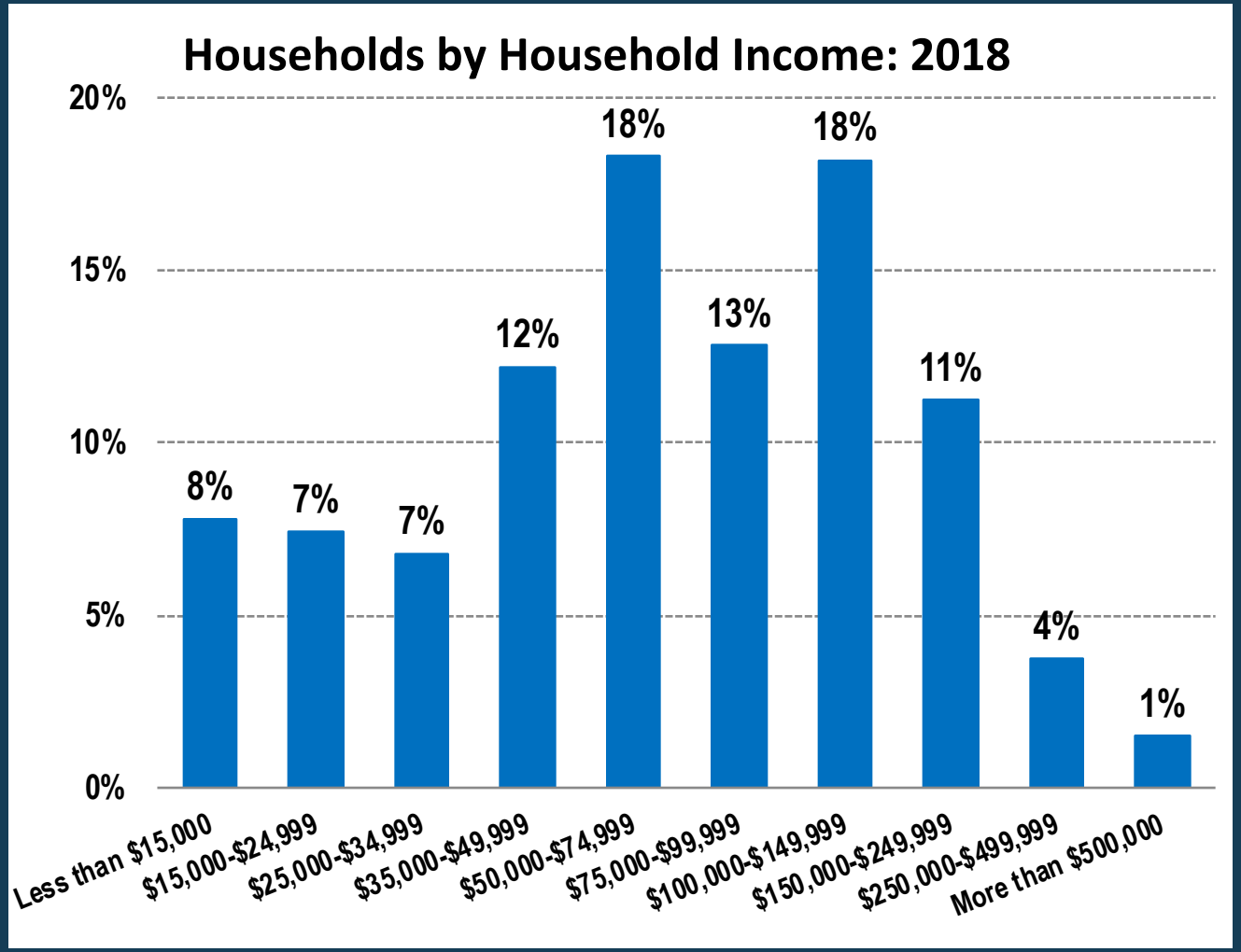




The City of Monrovia

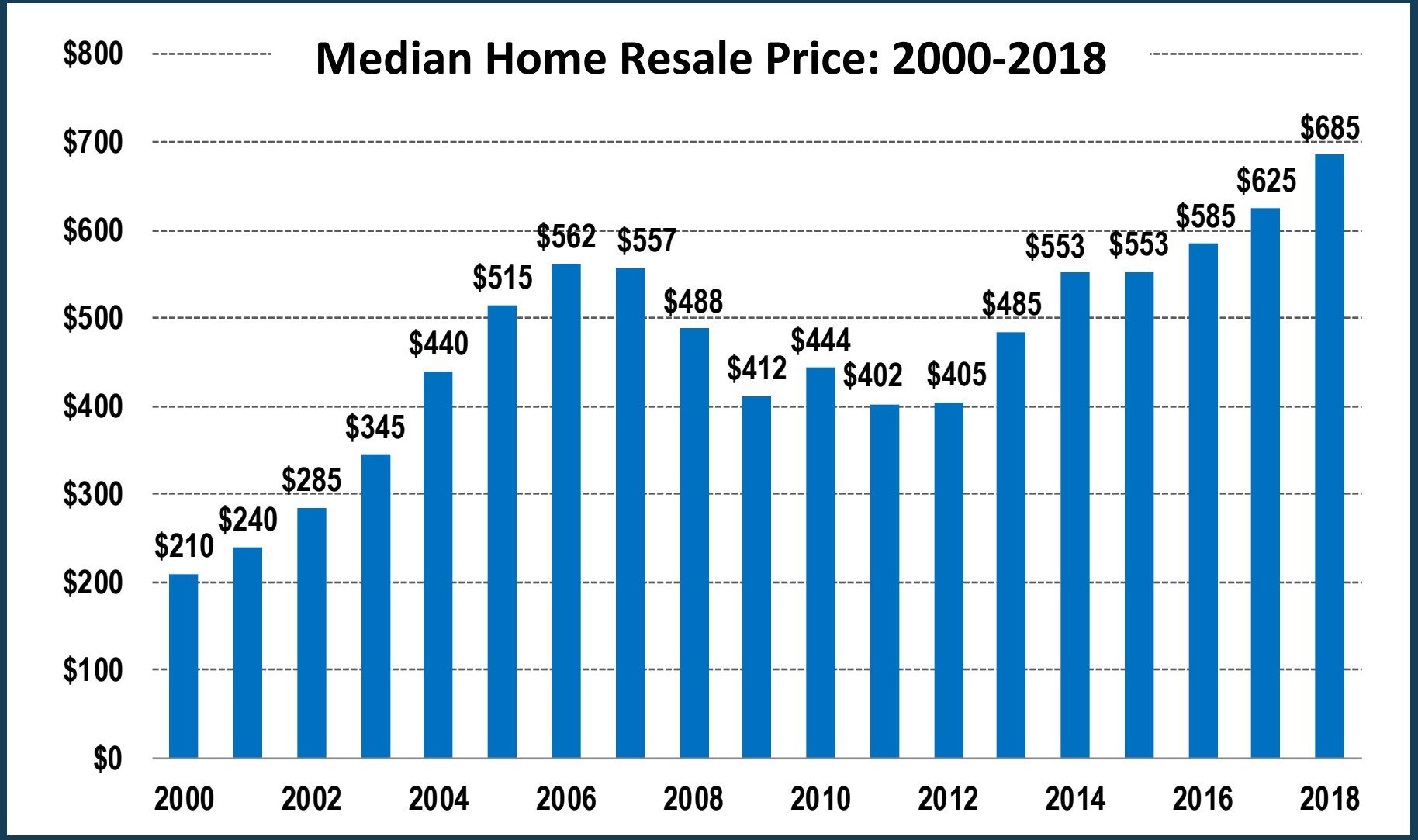
Monrovia's Households





The City of Monrovia

Housing Affordability in Monrovia



The City of Monrovia

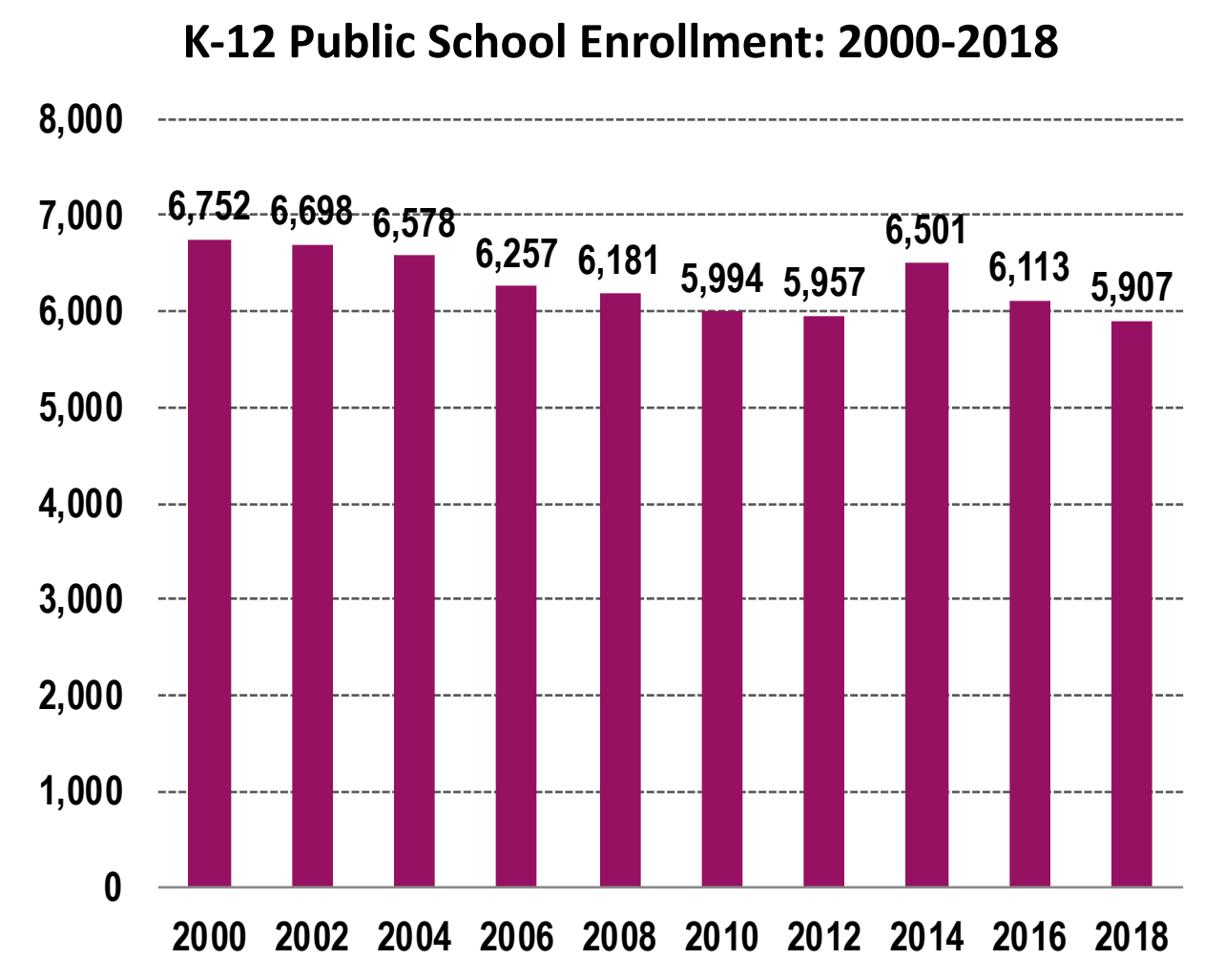
Housing in Monrovia

Housing Units by Type: 2018

Housing Type	Number of Units	Percent of Total Units
Single Family Detached	8,458	56.3%
Single Family Attached	1,736	11.6%
Multi-Family: 2-4 Units	1,103	7.3%
Multi-Family: 5+ Units	3,566	23.7%
Mobile Home	158	1.1%
Total	15,021	100.0%

The City of Monrovia

Public School Enrollment



Regional Enrollment Trends

Time Period	2000-10	2000-18	2010-18	2016-18
Monrovia	-11.2%	-12.5%	-1.5%	-3.4%
Los Angeles County	-1.8%	-9.1%	-7.4%	-1.1%
SCAG Region	+5.0%	-0.2%	-5.0%	-0.9%

The City of Monrovia

Educational Attainment

High School Diploma: 2000-2018

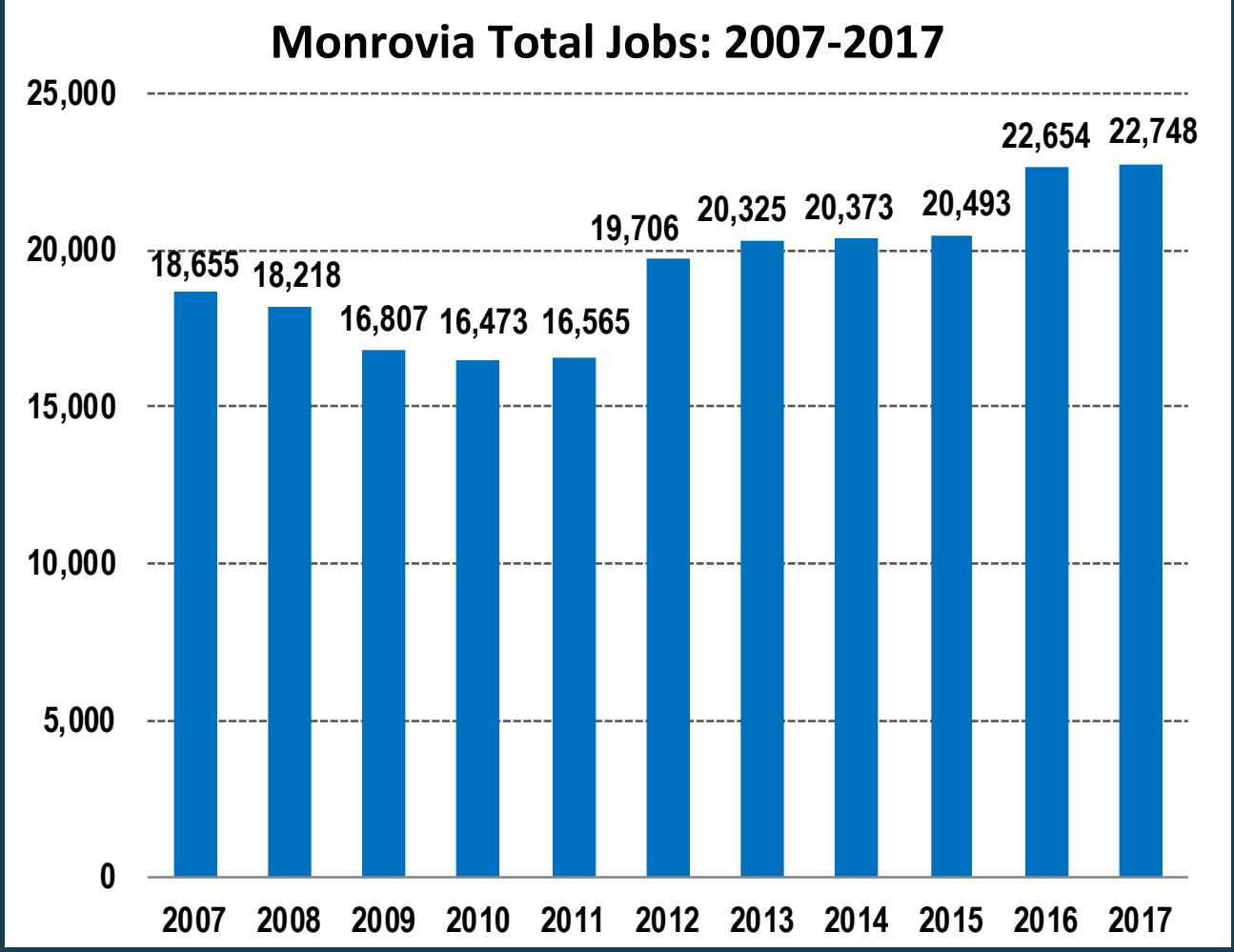
Year	2000	2010	2018
Monrovia	78.0%	86.1%	88.5%
Los Angeles County	69.2%	75.9%	78.2%
SCAG Region	72.2%	77.9%	79.9%

Bachelor Degree: 2000-2018

Year	2000	2010	2018
Monrovia	25.1%	33.5%	37.7%
Los Angeles County	24.9%	29.0%	31.2%
SCAG Region	24.2%	27.9%	29.9%

The City of Monrovia

Economic Opportunity



2021 Local Profiles

Proposed New Local Profiles Elements:

- Primary Language Spoken at Home (Households Section)
- Health Insurance Coverage Rate (Public Health Section)
- Broadband Accessibility (Employment Section)
- Public Health Section (Enhancement)
- Active Transportation Section (Expansion)

2021 Local Profiles

Primary Language Spoken at Home:

- Share of households that primarily speak a language other than English at home
- Data obtained through U.S. Census American Community Survey (ACS) 5-year estimates
- General decline shown for Monrovia, LA County, & the SCAG region since 2010

Year	2010	2013	2016
Monrovia	14.0%	14.8%	14.0%
Los Angeles County	27.0%	26.2%	24.9%
SCAG Region	23.5%	22.7%	21.6%

2021 Local Profiles

Next Steps:

- Data acquisition, processing, & analysis (through January 2021)
- Draft reports provided for local jurisdictional review & comment (mid-February 2021)
- Draft report jurisdiction comment period (February-March 2021)
- Revise draft reports to incorporate jurisdictional comments & SCAG QA process (March-April 2021)
- Production of final reports (late April 2021)
- Release of final 2021 Local Profiles reports & post on SCAG website (May 2021)

2021 Local Profiles

Local Profiles Online:

- SCAG is exploring options for enhancing Local Profiles online presence
- SCAG is working with ESRI on a Regional Data Platform (RDP)
- RDP may incorporate Local Profiles database to provide dynamic, online access to local data
- Mapping & analysis of user-defined geographies & datasets (neighborhoods, Congressional Districts)

SCAG Local Profiles Program

SCAG LOCAL PROFILES

WHAT ARE LOCAL PROFILES?

The Local Profiles are planning data reports prepared for each city, county unincorporated areas, and each county within the SCAG Region. They provide current and historical demographic, socio-economic, housing, transportation, and education data gathered from a variety of sources. The information is presented to demonstrate current trends that may assist local governments with community planning and outreach efforts; help companies with expansion or relocation decisions; help residents learn more about their communities; and to serve as a resource to academia. The current reports focus on changes that have occurred since 2000.

The profiles are a complimentary service provided to SCAG members, including 191 cities and 6 counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura).

BACKGROUND

The Local Profiles, which are developed with extensive input from member jurisdictions, were first released at the SCAG Regional Conference and General Assembly in May 2009, and have been updated every two years since. The Local Profiles provide a quick resource for local data and analysis. As part of the biennial update, the new 2017 Local Profiles reports, to be released at the General Assembly in May 2017, include updated information and data related to housing, employment, income and education.

WHAT ARE THE LOCAL PROFILES USED FOR?

The Local Profiles reports have served as information and communication resources for elected officials, businesses, and residents. Local government staff has used them to respond to various information inquiries regarding growth and change occurring within their jurisdictions. Local Profiles have also been used in, for example, community planning and outreach, visioning initiatives, economic development, grant applications, and marketing and promotional materials.

HOW TO OBTAIN THE LOCAL PROFILES?

The 2017 Local Profiles reports are posted on the SCAG website:
scag.ca.gov/resources/profiles.htm.

PLEASE RECYCLE THIS MATERIAL 2008 2017 04.20 SCAG

AT A GLANCE

Categories

- **Population:** growth, age distribution, ethnic composition
- **Households:** household size, household income distribution
- **Housing:** home price, building permits
- **Transportation:** mode choice, commute time
- **Active Transportation:** bike lanes, mileage by facility type
- **Employment:** jobs by sector, average salary per job
- **Retail Sales:** retail sales per person
- **Education:** school enrollment
- **Public Health:** physical activity, chronic disease rates

Data Sources

- California Department of Finance
- California Employment Development Department
- California State Board of Equalization
- Construction Industry Research Board
- CoreLogic/DataQuick
- Nielsen Company
- U.S. Census Bureau
- California Health Interview Survey

Thank You!

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