



THE SAN DIEGO REGIONAL

QUALITY OF LIFE DASHBOARD

2014



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

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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.

What we do Why we do it How we do it



WHAT YOU CAN DO

How you can make a difference

Are you concerned about issues like climate change, water conservation, reducing pollution, or preserving our beaches and region's natural beauty? Are you concerned about transportation, available jobs, or the future of San Diego's economy?

We encourage you to join our growing network and become part of the ongoing dialogue to improve the San Diego region's quality of life.

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

Implement our ideas for change

The 2014 Dashboard contains "ideas for change" that range from policy options to do-it-yourself steps to improve your community's quality of life. Implement one or more of these ideas, encourage your employer to adopt them, or write to your elected official to address the policy issues you care most about.

For additional ideas, please visit us at www.equinoxcenter.org.

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-newsletters. If you want to be more civically engaged and are an aspiring young leader, 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 ensures a high quality of life for the San Diego region. Look for the donation envelope inside this publication or donate securely online at www.equinoxcenter.org/donate.html.

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 issues most important to you.

KEY FINDINGS



Key Findings from the 2014 San Diego Regional Quality of Life Dashboard:

San Diego continues to experience decreasing unemployment and gains in entrepreneurship. The findings of our 2014 Dashboard reveal that entrepreneurs, business and community leaders, as well as government policymakers have worked hard at putting San Diego on a roadmap to economic success. San Diego's unemployment rate has continued to fall since 2010. Venture capital funding increased by more than \$190 million from 2011 to 2012, placing San Diego sixth nationally in total venture capital dollars received. Patents have also doubled since 2009, putting the number at 5,513 granted in 2012. These successes no doubt are important for providing more jobs and economic prosperity to the region as San Diego's population continues to grow.

The San Diego region continues to face environmental challenges.

Air quality remains a troubling concern, with San Diego County's number of bad air days increasing by almost 70 percent in 2012 from the year before. This can be attributed to an increase in on-road transportation, as more people find employment and continue the trend of commuting alone. Approximately 76 percent of people drove to work alone in 2012 instead of using public transit.

This "business as usual" scenario means greenhouse gas (GHG) emissions are projected to continue rising, intensifying the threat of climate change and putting into jeopardy the state's goal of reducing GHG emissions. The silver lining though is that electric vehicles – which are zero-emission vehicles – have increased significantly in popularity, with San Diego County being home to approximately 20 percent of California's electric vehicles. Further, 20 percent of the electricity needed to power these vehicles, our homes and businesses continues to come from renewable energy.

Conservation of our natural resources, in particular water, must remain a priority issue for residents and policymakers. The intensifying droughts in California could worsen with climate change. In 2013, San Diego County residents consumed 140 gallons of water on average per day, an increase from the year before. Water reuse and conservation must continue to be a top priority for policymakers and residents in the San Diego region.

We are optimistic that more can and will be done to maintain our region's environmental health. Already, San Diego County's per capita waste disposal has continued a downward trend, and many environmental organizations have worked very hard to maintain clean beaches for San Diego residents and tourists to enjoy. San Diego is also very fortunate to have an increasing population of young professionals who are becoming more civically engaged and active within the community. In particular, Equinox Center has been able to carry out a lot of its work through the strong support and volunteer efforts of its Leaders 2020 group. Providing an avenue for these young professionals to be more civically engaged will no doubt increase San Diego's quality of life now and into the future.

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 take place to enhance our region's quality of life. We are hopeful that through our other initiatives, such as our Leaders 2020 program, and our work with corporations who are committed to social responsibility, we can help bring innovation and action to the dialogue on how to ensure a prosperous economy and healthy environment for all San Diego County residents.

Measuring what Matters:

Equinox Center's principal publication, The San Diego Regional Quality of Life Dashboard, combines data collection and analysis with research and outreach strategy to advance intelligent policy in the San Diego region. Drawing from strong relationships with environmental groups, the business community and government, Equinox Center is able to provide a balanced snapshot of the region's quality of life using credible data, clear metrics and benchmarks. The Dashboard tracks our region's progress 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 San Diego region.



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



Bright Spots for each indicator highlight progress and achievements that have been made toward improving San Diego's quality of life.





AIR QUALITY

UNHEALTHY DAYS FOR ELDERLY AND CHILDREN

How are we doing?

Despite a trend of improving air quality in recent years, the number of unhealthy air quality days for elderly adults and children in San Diego County increased from 13 to 22 between 2011 and 2012. Vehicle emissions continue to be the most significant challenge to improving air quality in the San Diego region.



Why is it important?

→ The Environmental Protection Agency establishes air quality standards to protect public health. Ground level ozone (smog) and particulate matter are the two pollutants that pose the greatest threat to human health.

→ Poor air quality resulting from transportation and industry emissions can have harmful effects on the health of residents, particularly children, seniors, pregnant women, and those with limited access to healthcare.

→ Increased economic activity can negatively impact air quality. Understanding the relationship between the two can help policymakers balance regional growth with a healthy environment.

What are we measuring?

The number of days in which San Diego County's air quality is considered unhealthy for sensitive groups (i.e. elderly adults and children).



CONSCIENTIOUS RESIDENT

Instead of driving alone to work, utilize public transit wherever possible, or encourage others to participate in a carpooling program. Also consider zero-emission transportation, such as electric vehicles.

Find more **ideas for change** at www.equinoxcenter.org

How we compare

Number of Unhealthy Air Quality Days for Older Adults & Children
Selected Counties of California, 2012



Data sources: Equinox Center, 2013; U.S. Environmental Protection Agency, 2013

Number of Unhealthy Air Quality Days for Older Adults & Children
(San Diego, 2000 - 2012)



Data sources: Equinox Center, 2013; U.S. Environmental Protection Agency, 2013

Bright Spot

The California Air Resources Board has developed a smartphone-friendly website called Breathe Well that makes it possible to see real-time levels of ozone and particle pollution in your immediate area on an hourly basis. Breathe Well will help individuals better manage the timing of their outdoor activities, and help teachers and parents of children with asthma know when it's safest to play outside. To check out Breathe Well for yourself, visit: mobile.arb.ca.gov/breathewell/



CLIMATE CHANGE

CARBON DIOXIDE EMISSIONS

How are we doing?

Although carbon dioxide emissions decreased between 2005 and 2010, a significant portion of this change can be attributed to the decrease in on-road transportation caused by the recent economic recession. San Diego County's emissions are projected to continue rising over the next several decades, driven primarily by emissions from transportation and electricity generation.



Photo: San Elijo Lagoon Conservancy

Why is it important?

- According to San Diego-based Climate Education Partners, 84 percent of San Diego County residents believe climate change is happening, with over 70 percent believing that it will cause a negative impact on them personally.
- Reducing greenhouse gas emissions to mitigate climate change would also improve air quality and public health, as well as energy and water cost savings.
- 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.

What are we measuring?

County-level trends in MMT Co2E (million metric tons of carbon dioxide equivalent), greenhouse gases that influence climate change.



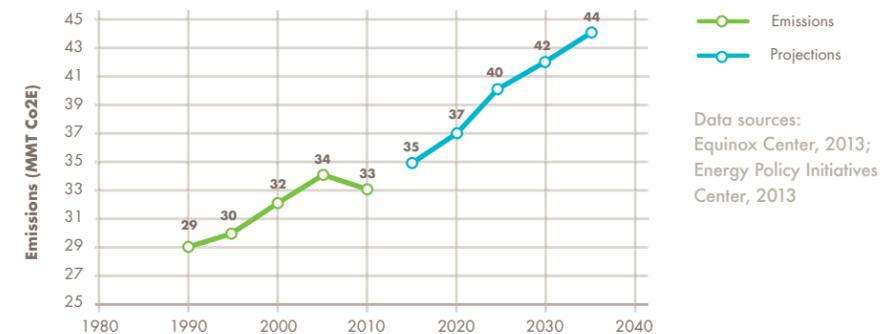
POLICY MAKER

Use the Energy Policy Initiatives Center's Climate Planning Tool, which projects future emissions, identifies targets, and estimates the emissions reductions associated with a range of greenhouse gas reduction measures. This can help cities create climate action plans by determining where to focus their efforts to make the greatest impact on reducing emissions.

Visit www.sandiego.edu/epic/ for more information.

Find more *ideas for change* at www.equinoxcenter.org

GHG Emissions and Projections



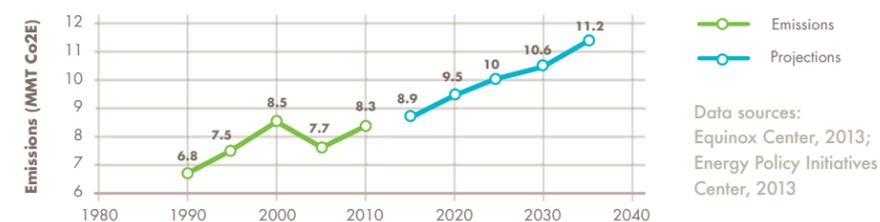
Legend: Emissions (green line), Projections (blue line).
Data sources: Equinox Center, 2013; Energy Policy Initiatives Center, 2013

On Road Transportation Emissions



Legend: Emissions (green line), Projections (blue line).
Data sources: Equinox Center, 2013; Energy Policy Initiatives Center, 2013

Electricity Emissions



Legend: Emissions (green line), Projections (blue line).
Data sources: Equinox Center, 2013; Energy Policy Initiatives Center, 2013

Bright Spot

The San Diego Regional Climate Collaborative is a forum for public agencies to share expertise and leverage resources to facilitate climate action planning. The Climate Collaborative was launched in 2012 by a steering committee made up of staff from the cities of Chula Vista and San Diego, County of San Diego, Port of San Diego, SANDAG, The San Diego Foundation, SDG&E, and the University of San Diego. For more information, visit: sdclimatecollaborative.org



ECONOMIC PROSPERITY

UNEMPLOYMENT RATE

How are we doing?

San Diego's unemployment rate remains lower than the California average, and was equal to the national unemployment rate of 7.4 percent in 2013. The largest growth sectors from 2011 to 2012 were leisure and hospitality, followed by trade, transportation, and utilities. These sectors experienced employment growth of approximately three percent or greater.



Why is it important?

→ 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.

→ A sustainable economy includes a diverse mix of industries and offers a variety of jobs to community members of varying skills and backgrounds.



POLICY MAKER

Utilize the recently released Global San Diego Export Plan by Brookings and the Regional EDC, which provides a framework for boosting the local economy through increasing international trade and further connecting San Diego with economies outside the U.S., including Mexico. The report can be accessed at: <http://sandiegobusiness.org/research/lvltw>

Find more **ideas for change** at www.equinoxcenter.org

Growth in Employment by Sector (San Diego, 2011-2012)

SECTOR	CHANGE
Leisure and Hospitality	3.47%
Trade, Transportation, and Utilities	2.99%
Education and Health Services	2.86%
Financial Activities	2.81%
Professional and Business Services	2.72%
Construction	1.99%
Information	1.65%
Manufacturing	0.32%
Government	-0.61%

Data sources: Equinox Center, 2013; Bureau of Labor Statistics, 2013

How we compare

Unemployment Rate, 2008-2013
Select Counties vs. State & National Averages, 2008-2013



Data sources: Equinox Center, 2013; Bureau of Labor Statistics, 2013

Bright Spot

Employment in California's solar-energy sector grew by eight percent in 2013. This was the result of effective regulatory and tax incentives, and has led to about 10,000 solar jobs for the San Diego-Los Angeles corridor.

What are we measuring?

The unemployment rate in San Diego County compared to other California counties.



ECONOMIC PROSPERITY

VENTURE CAPITAL FUNDING

How are we doing?

In 2012, San Diego saw an increase in venture capital funding of more than 20 percent over the previous year and raised over \$1 billion in investment. Nearly 7,000 patents were filed, with 5,513 granted. Approximately twice as many patents were granted in 2012 than in 2009.



Photo: San Diego Venture Group

Why is it important?

- Venture capital is important for providing entrepreneurs the funding they need to develop and grow their businesses, which in turn provides more jobs and economic growth.
- Entrepreneurs use their fresh thinking and hard work to create positive social change, bringing new concepts and products to market, as well as creating new jobs and wealth.
- By fostering entrepreneurship in our community, individuals can build the confidence to see value in their own ideas and turn those ideas into action.
- Entrepreneurs contribute toward new research and development.



POLICY MAKER

Include entrepreneurship education and experience in school curricula – young people should have at least one entrepreneurial experience before leaving college.

Find more *ideas for change* at www.equinoxcenter.org

Patents Filed And Granted
San Diego County, 2009-2012



How we compare

Total VC Dollars Received, 2012 (millions of current dollars)

RANK	METRO	\$
1	Silicon Valley	\$10,869
2	New England	\$3,208
3	NY Metro	\$2,344
4	LA/Orange County	\$2,084
5	Midwest	\$1,362
6	San Diego	\$1,148
7	Northwest	\$1,076
8	Texas	\$923
9	South East	\$801
10	DC Metroplex	\$726
11	Colorado	\$561
12	South West	\$554
13	Philadelphia Metro	\$399
14	North Central	\$338
15	South Central	\$96
16	Sacramento/N. Cal	\$56
17	Upstate NY	\$48
18	AK/HI/PR	\$1

In 2012, San Diego saw venture capital funding increase by more than \$190 million over the previous year.

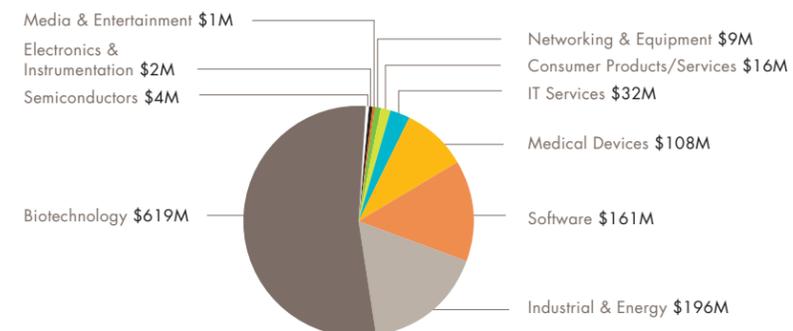
Data sources: Equinox Center, 2013; Pricewaterhouse Coopers, 2013

Bright Spot

San Diego Venture Group

The San Diego Venture Group packed the Bayfront Hilton this past July where it hosted its largest annual event - the 2013 Venture Summit. This sold-out event brought together over 750 people, including more than 125 venture capitalists, 30 local startups, and world-renowned keynote speakers including the President of SpaceX, the CEO of 3D Robotics, the President of Oberon Fuels, and many others.

Venture Capital Investment By Industry, 2012



Data sources: Equinox Center, 2013; CONNECT, 2013

What are we measuring?

The amount of venture capital investments received and the number of patents filed and granted in San Diego County.



ELECTRIC VEHICLES

ELECTRIC VEHICLE REBATES

How are we doing?

Electric vehicle rebate dollars in San Diego County have increased by approximately \$2.8 million since 2012, due in large part to the inclusion of the Chevrolet Volt in the state's Clean Vehicle Rebate Project. For the first time, more rebates were claimed statewide for zero-emission vehicles than plug-in hybrid electric vehicles in 2013.



Photo: California Center for Sustainable Energy

Why is it important?

- The State of California has established a target of 1.5 million zero-emission vehicles on the road by 2025 as part of its long-term goal of improving the state's air quality and reducing greenhouse gas emissions.
- San Diego County is home to approximately 20 percent of California's electric vehicles.
- Tracking electric vehicle sales will raise awareness and inform the public on changes within consumers' transportation choices.



A zero-emission vehicle is powered solely by electricity and does not emit pollutants from its tailpipes. A plug-in hybrid electric vehicle operates with an internal combustion engine and electric motor.



POLICY MAKER

Review the 2014 Regional Plug-in Electric Vehicle (PEV) Readiness Plan to better understand and identify effective measures that could reduce barriers to growing the PEV market in San Diego County.

To read the plan, visit www.energycenter.org.

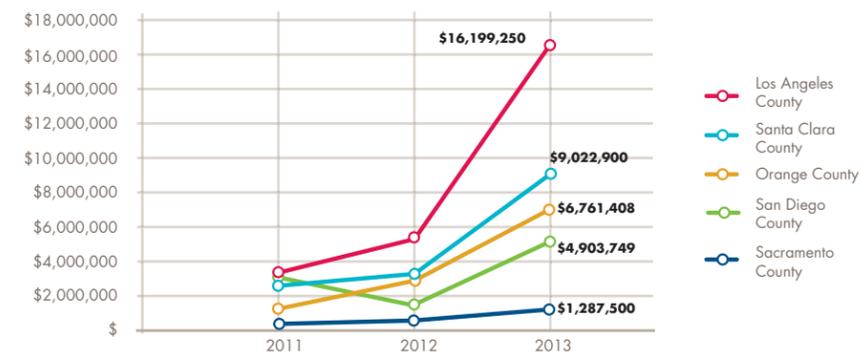
Find more **ideas for change** at www.equinoxcenter.org

The California Center for Sustainable Energy is responsible for managing the State of California's Clean Vehicle Rebate Project (CVRP). Through CVRP, Californians are eligible for the following rebates by vehicle type:

Zero-emission vehicle: \$2,500	Plug-in hybrid electric vehicle: \$1,500
Neighborhood electric vehicle: \$900	Zero-emission motorcycle: \$900

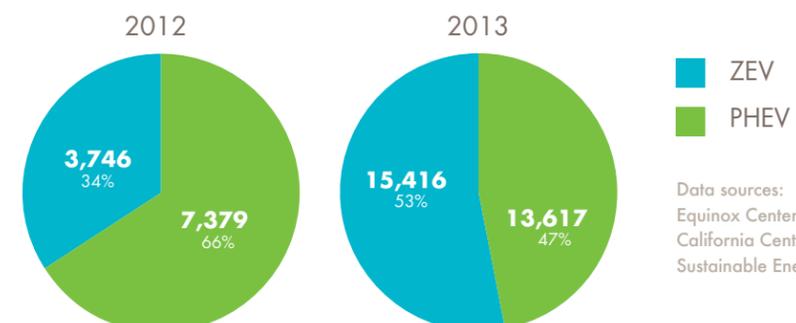
How we compare

Rebates for Plug-In Electric and Hybrid Vehicles Select Counties of California, 2011-2013



Data sources: Equinox Center, 2013; California Center for Sustainable Energy, 2013

Electric Vehicle Rebates in the State of California Zero-Emission Vehicles vs. Plug-In Hybrid Electric Vehicles



Data sources: Equinox Center, 2013; California Center for Sustainable Energy, 2013

Bright Spot

The University of California, San Diego is on track to having the largest, most diverse range of electric vehicle charging stations at any university in the world. This is in part due to recent support from the California Energy Commission, totaling \$220,000. By Spring 2014, the university expects to have a total of 54 charging outlets, with more than 70 percent available for public use.

What are we measuring?

The number of rebates issued through the Clean Vehicle Rebate Project for sales of zero-emission vehicles (ZEV), or all-electric vehicles, and plug-in hybrid electric vehicles (PHEV) in San Diego County.



ENERGY

RENEWABLE ENERGY

How are we doing?

Despite a slight decrease from the previous year, San Diego Gas & Electric (SDG&E) has maintained its level of renewable energy use at 20 percent of sales. In terms of solar energy, Poway installed the most solar per 100 residents in San Diego County at 4.86 kilowatts, which includes both residential and non-residential installations. It should be noted that our data source for solar panel installations changed after the first quarter of 2013, making it impossible to compare 2013 data with the previous year.



Photo: Ted Walton Photography

Why is it important?

→ The majority of San Diego County's electricity is currently sourced from fossil fuels, primarily natural gas. Although much cleaner than other fossil fuels, burning natural gas produces greenhouse gases and other emissions that contribute to poor air quality and climate change.

→ 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.

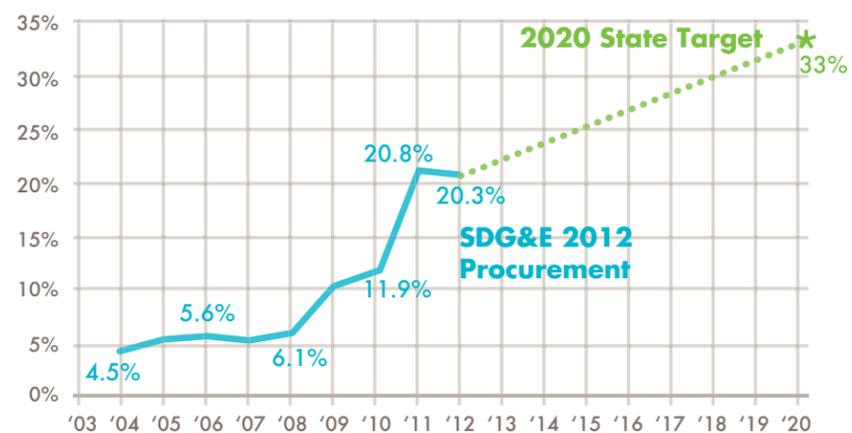


POLICY MAKER

Adopt a "Solar Ready" policy requiring new agency buildings to be pre-wired and pre-plumbed for solar panels and solar hot water systems.

Find more **ideas for change** at www.equinoxcenter.org

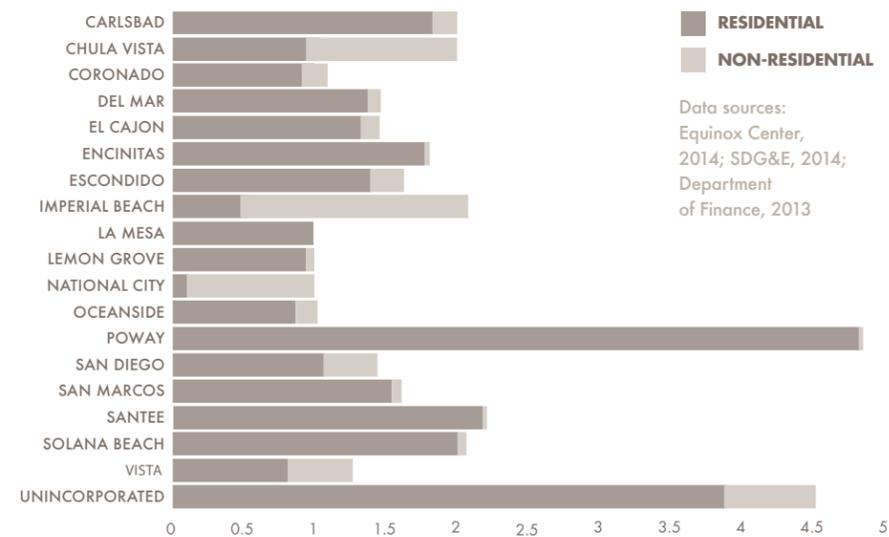
Renewable Energy As A Percent Of SDG&E Sales, 2012



Data sources: Equinox Center, 2013; California Public Utilities Commission, 2013; SDG&E, 2013

How we compare

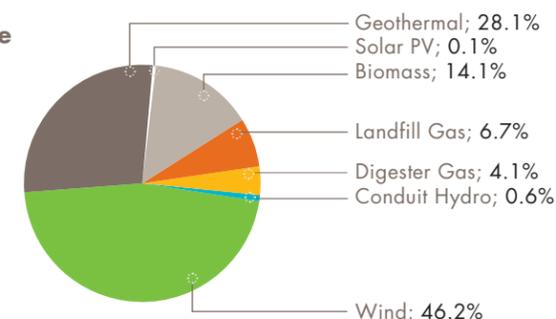
Kilowatts of Solar Installed Per 100 Residents
San Diego Jurisdictions, 2013



Data sources: Equinox Center, 2014; SDG&E, 2014; Department of Finance, 2013

2012 SDG&E Renewable Energy Mix

Data sources: Equinox Center 2013; California Public Utilities Commission 2013; SDG&E 2013



Bright Spot

Equitable Access to Solar Energy Bill (AB 217)

California reaffirmed its commitment to solar for all with the passage of the Equitable Access to Solar Energy Bill (AB 217). The new law, signed on October 8, 2013, extends California's groundbreaking low-income solar programs to the year 2021, ensuring that families with limited resources have access to money-saving solar technology and clean energy jobs training.

What are we measuring?

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



ENERGY

RESIDENTIAL ELECTRICITY CONSUMPTION

How are we doing?

Despite consuming approximately 10 percent less than the statewide per person average, San Diego residents have increased residential energy consumption since 2011. The average San Diegan consumes less residential electricity per day than our neighbors in Orange County, but slightly more than the average Los Angeles County resident.



Why is it important?

- Meeting our energy needs with greater efficiency is one of the most effective ways to reduce greenhouse gas emissions and our contribution to climate change.
- Using less energy reduces greenhouse gas emissions, improves regional air quality and reduces public health spending resulting from air pollution.
- Supporting programs and policies for energy retrofits, and bolstering the local green tech economy creates local jobs.
- The State of California has updated the Building Energy Efficiency Standards as of January 1, 2014 to reach a goal of net zero energy residential buildings by 2020.



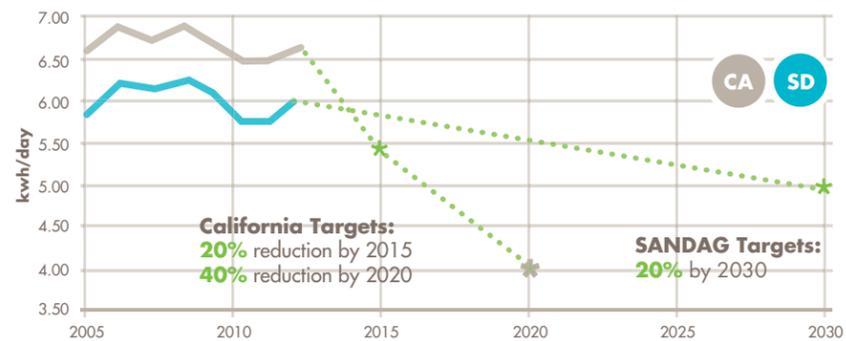
POLICY MAKER

Work with energy providers to provide information to homeowners and businesses about available utility rebates for new residential and commercial buildings that exceed Title 24, California's energy code, by 15 percent or more.

Find more **ideas for change** at www.equinoxcenter.org

Daily Per Person Residential Electricity Consumption

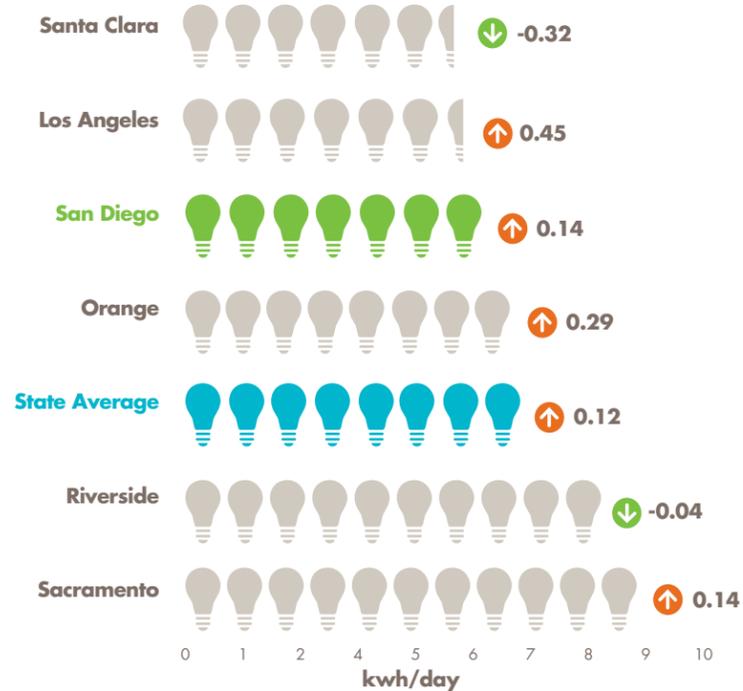
San Diego County Vs. State Of California, 2005-2012



Data sources: Equinox Center, 2013; California Energy Commission 2013; California Department of Finance, 2013

How we compare

Daily Residential Energy Consumption Per Person
 Select Counties Of California, 2012



Green arrows indicate a decrease in daily residential energy consumption per person from 2011 to 2012, while red arrows indicate an increase.

Data sources: Equinox Center, 2013; California Energy Commission, 2013; California Department of Finance, 2013

Bright Spot

Solterra Ecoluxury Apartments

Solterra Ecoluxury Apartments opened in Scripps Ranch in June 2013 and features 114 sustainably built apartments. Working in conjunction with SDG&E, Solterra's apartments include built-in wireless technology, which allows renters to monitor energy usage and make any adjustments to their appliances in real time. The entire complex is also fitted with solar panels that provide 100 percent of the community's energy, making a net zero impact on the electric grid.

What are we measuring?

Total residential electricity use per person, per day.



LAND USE

PARK ACCESS

How are we doing?

From 2011 to 2012, the number of acres of accessible park space per 1,000 residents in San Diego County stayed the same at 473, with the County adding less than 60 additional acres.



Photo: San Diego River Park Foundation

Why is it important?

- Green spaces appeal to tourists and locals alike, increase nearby property values, and subsequently contribute to our regional economy.
- Conserved lands and green spaces help preserve wildlife habitat, improve air quality, provide flood and water pollution control, and help mitigate climate change.
- Parks and trails offer residents improvements in fitness and overall health, and foster a sense of community by providing residents and visitors with social and recreational opportunities.
- Particularly for urban areas where many homes don't have yards, parks may be the sole open space available to families and children.

What are we measuring?

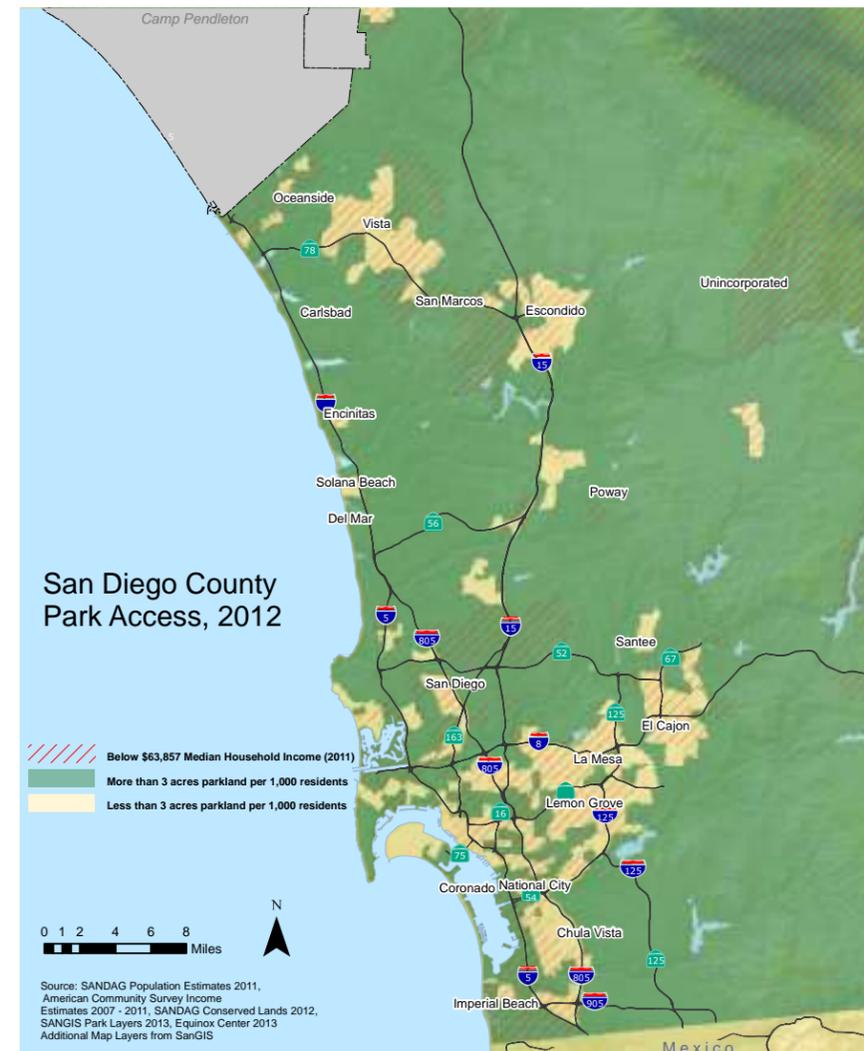
The number of acres of accessible park space per 1,000 residents, including parks, schoolyards, beaches, forests, mountains and canyons with public access.



POLICY MAKER

Transform rooftops into parks or public gardens and construct "parklets," tiny urban public spaces carved out of underused road or sidewalk space to attract tourists and improve business.

Find more *ideas for change* at www.equinoxcenter.org



Bright Spot

Despite San Diego County gaining only 60 acres between 2011 and 2012, Mission Trails Park added more than 1,000 acres in 2013 after the City of San Diego acquired 1,300 acres of land just north of Miramar Air Station and East of I-15. This addition of land strengthens Mission Trails' status as one of the biggest urban parks in the U.S. and bolsters San Diego's highly ranked position among American city park systems.



TRANSPORTATION

ALTERNATIVE MODES OF TRANSPORTATION

How are we doing?

The percent of San Diego's population that commutes to work by public transit (2.79 percent) declined slightly by 0.24 percent from 2011 to 2012, the same rate of decline as Los Angeles. The number of San Diegans who drive alone to work saw no change in 2012, remaining at 76 percent.



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 public transit, in addition to alternative modes of transportation, such as biking and walking, can reduce traffic congestion and improve air quality by reducing greenhouse gas emissions.
- Public transit can help achieve the goals set by Senate Bill 375 which requires regions of the state to reduce vehicle miles traveled and corresponding greenhouse gas emissions.

What are we measuring?

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



BUSINESS LEADER

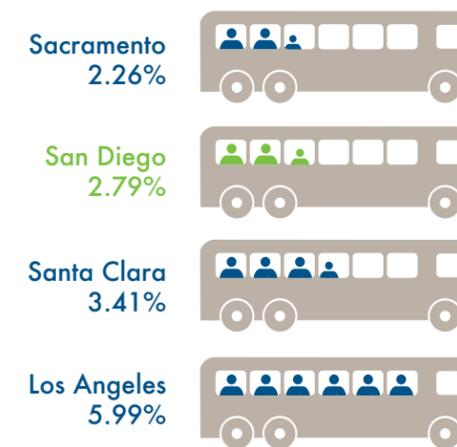
Telecommuting is one of the most eco-friendly ways to "get" to work. Telecommuting reduces transportation costs, stands as a competitive benefit for businesses to attract employees, takes cars off the road to reduce peak congestion, and cuts vehicle travel, reducing oil use and pollution.

Find more **ideas for change** at www.equinoxcenter.org

How we compare

Percent of Population Commuting To Work By Transit in 2012

Data sources: Equinox Center, 2013; American Community Survey, 2013

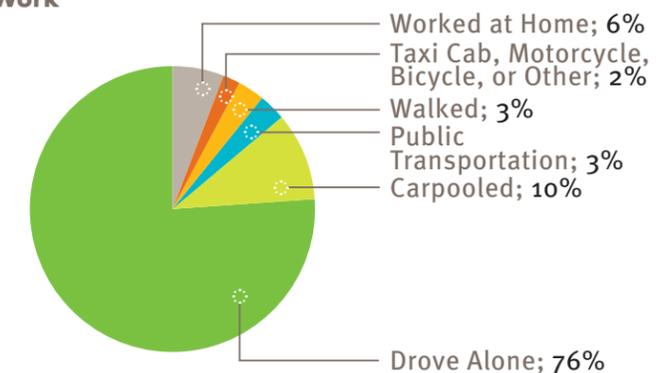


Bright Spot

Youth Opportunity Pass
The San Diego Unified School board approved a pilot program for 2014 that will offer transit ridership passes to 1,000 low-income high school students who live in the most transit-dependent neighborhoods in San Diego. The program is designed to encourage and incentivize regular school attendance, increase safety for kids en route to school, and increase access to extracurricular and job opportunities.

Transportation To Work (San Diego, 2012)

Data sources: Equinox Center, 2013; American Community Survey, 2013





TRANSPORTATION

HIGHWAY VEHICLE MILES TRAVELED (VMT)

How are we doing?

Given a significant increase in gas prices in 2012, the average San Diegan drove slightly fewer daily highway miles in 2012 than in 2011. San Diego highway VMT numbers remain higher than both the state average and neighboring Orange and Los Angeles Counties. The average number of hours delayed per auto commuter decreased slightly to 37 hours from 2010 to 2011.



Why is it important?

- San Diego's high VMT increases traffic congestion, air pollution, noise pollution, greenhouse gas emissions, and fuel costs for drivers.
- Reducing VMT saves households money. More walkable and less auto-dependent areas have the potential to improve residents' health.
- VMT has several hidden costs that get passed down to consumers: costs of road construction, improvement, and repair, as well as traffic management, parking enforcement and emergency responses to traffic accidents.

What are we measuring?

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



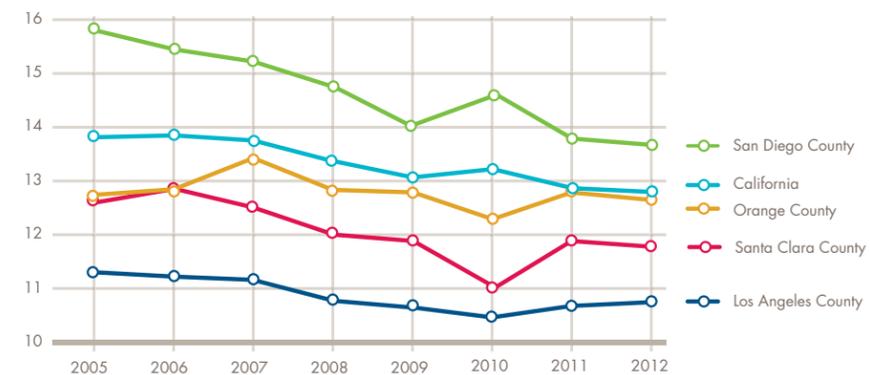
POLICY MAKER

Designate site-specific zoning and favorable building standards around transit stations to encourage transit-oriented development that will make transit ridership more feasible for residents and workers.

Find more *ideas for change* at www.equinoxcenter.org

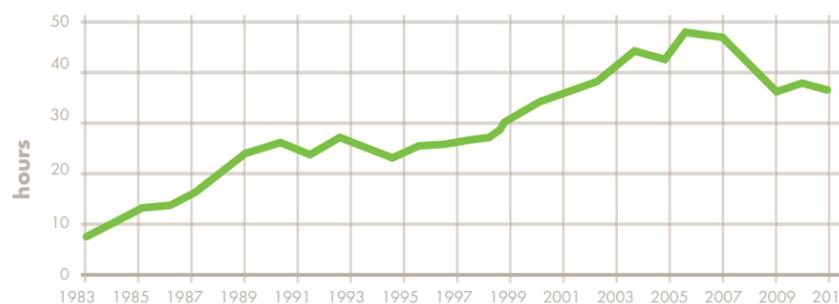
How we compare

Daily Highway Vehicle Miles Traveled Per Person
Select Counties of California, 2005-2012



Data sources: Equinox Center, 2014; California Department of Transportation, 2014; Department of Finance, 2014

Annual Hours Of Delay Per Autocommuter
San Diego County, 1983-2011



Data sources: Equinox Center, 2013; Texas A&M Transportation Institute, 2012

Bright Spot

San Diego Bike Share
A new bike-sharing program is expected to launch in the City of San Diego in 2014 at no cost to taxpayers, reducing vehicle miles traveled and greenhouse gas emissions. The program, contracted to DecoBike, will make at least 1,800 bicycles available for self-service use across 220 stations citywide, helping to reduce traffic congestion in tourist-heavy areas throughout the city.



WASTE

PER PERSON LANDFILL WASTE DISPOSAL

How are we doing?

San Diego County's average waste disposal declined from 2011 to 2012, continuing the downward trend in post recessionary years. Despite this achievement, the County's average daily per person waste disposal continues to be higher than surrounding counties and the statewide average.



Photo: San Diego Environmental Services Department

Why is it important?

- Reducing our waste disposal would reduce greenhouse gas emissions and other pollution that affects air and water quality.
- The Miramar Landfill is expected to close by 2022 unless the amount of waste it receives per year declines significantly.

→ More than half of waste disposed at landfills can be composted, recycled or reused. Improved waste management would extend the life of our landfills, which are difficult to site and expensive to build.



CONSCIENTIOUS RESIDENT

Purchase reusable products—whether it's a bag, water bottle or cup. Reusable products prevent single-use habits and are an easy way to reduce your disposal on a day-to-day basis.

Find more **ideas for change** at www.equinoxcenter.org

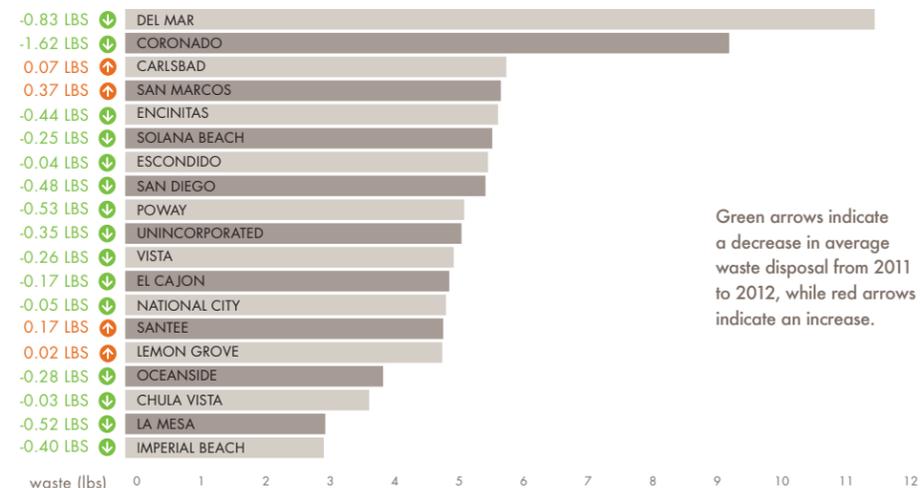
Daily Average Waste Disposed Per Person, 1996-2012
State Of California vs. San Diego County



Data sources: Equinox Center, 2013; CalRecycle, 2013; California Department of Finance, 2013

How we compare

Daily Average Waste Disposed Per Person
San Diego County Jurisdictions, 2012



Green arrows indicate a decrease in average waste disposal from 2011 to 2012, while red arrows indicate an increase.

Data sources: Equinox Center, 2013; CalRecycle, 2013; California Department of Finance, 2013

Daily Average Waste Disposed Per Person
Select Counties Of California, 2012



Data sources: Equinox Center, 2013; CalRecycle, 2013; California Department of Finance, 2013

Bright Spot

Graduates from the Rady School of Management created Kill the Cup, a campaign to increase reusable mug use on campus. Participants take a photo of their reusable mug, upload it to the campaign's website, and are instantly entered into a drawing for cash and prizes. The result? Reusable mug use has increased, as did coffee shop revenues. The student project has since turned into a local organization called Social Ventures for Sustainability.

What are we measuring?

Average per capita pounds of solid waste disposed of each day in San Diego County. This includes waste that is brought to landfills, incinerated, exported, and reflects both residential and commercial waste.



WATER CONSUMPTION

PER PERSON WATER USE

How are we doing?

San Diego County's average per person municipal and industrial water use increased by 5 percent, from 133 gallons to 140 gallons on average per day, from 2012 to 2013. Average per person water use increased in all water agencies in San Diego County that were studied, except for the Yuima Municipal Water District. Residential water usage also increased since 2012, due in part to a second consecutive year of declining annual rainfall.



Why is it important?

- The San Diego region currently imports about 80 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 further puts 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.

What are we measuring?

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.



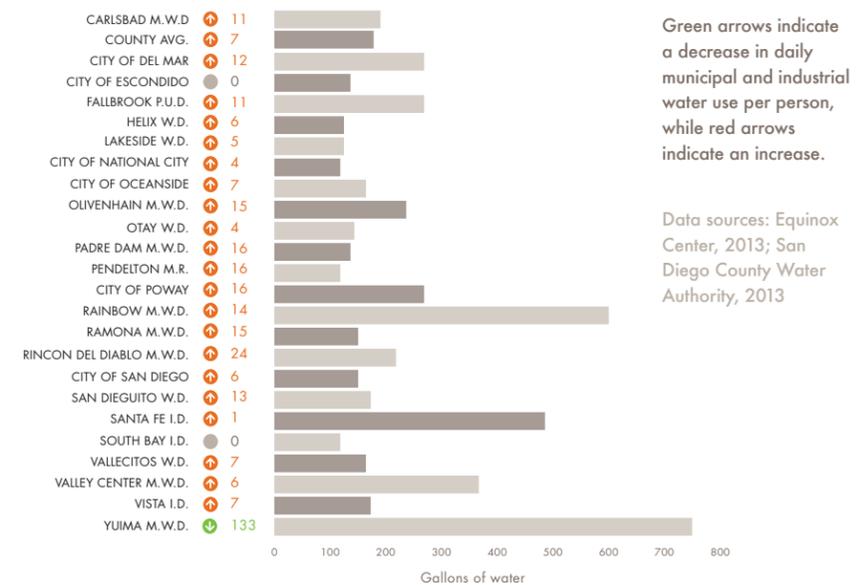
CONSCIENTIOUS RESIDENT

Upgrade to a water smart landscape by replacing grass with less water-intensive plants, which would offer significant water consumption and cost savings through more efficient outdoor water use.

Find more **ideas for change** at www.equinoxcenter.org

How we compare

Daily Municipal & Industrial Water Use Per Person San Diego County Water Districts, 2013



Bright Spot

The City of San Diego's Water Purification Demonstration Project evaluated the feasibility of creating a new drinking water supply with purified recycled water. The results of the demonstration project concluded that once treated and purified, the water is of higher quality than what is currently flowing from our taps across San Diego. As much as 40 percent of the City of San Diego's water supply could come from water reuse over the next 20 years.

Daily Per Person Residential Water Use vs. Rainfall

San Diego County, 2000-2013





WATER QUALITY

BEACH CLOSURES AND ADVISORIES

How are we doing?

San Diego County's total number of closures and advisories decreased from 2011 to 2012. One cause of fewer beach closures in San Diego was the reduced number of rain advisories, which led to a decrease in the amount of polluted runoff entering our coastal waters. Eighty eight percent of San Diego's beaches earned A or B marks during wet weather, up 12 percent from last year, and beating San Diego's 5 year average by 20 percent.



Why is it important?

Local beaches impact the quality of life for San Diegans and draw tourists from around the globe. In 2011 alone, 31 million tourists spent \$7.5 billion 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.

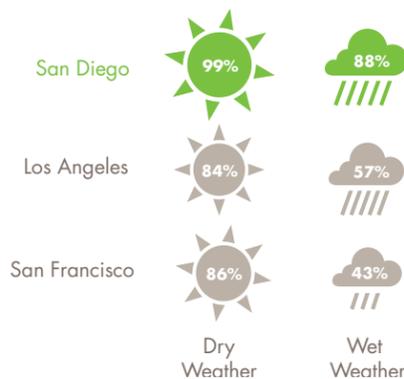


CONSCIENTIOUS RESIDENT

Consider green landscaping such as tree boxes, rain gardens, and green roofs, or consider using rain barrels to collect stormwater and decrease the amount of pollutants entering storm drains and ocean waters.

Find more **ideas for change** at www.equinoxcenter.org

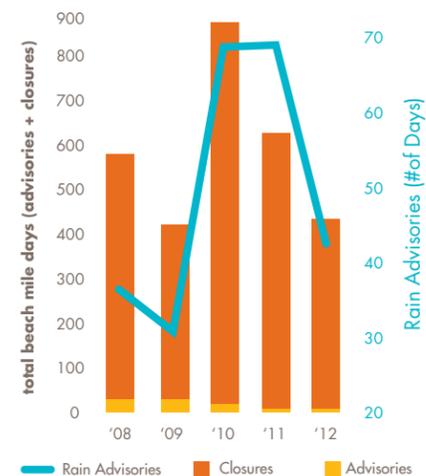
Percentage of Beaches Earning A or B Marks



Data sources: Equinox Center, 2013; Heal the Bay, 2013

Beach Advisories and Closures in Beach Mile Days (BMD)

San Diego County, 2008 - 2012



Number of Beach Closures and Advisories in 2012



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

Bright Spot

No Border Sewage (No B.S.) Campaign

Between 80 and 95 percent of beach closures in the county are due to Tijuana River pollution. To address this, the Surfrider Foundation has created the No Border Sewage (No B.S.) campaign, whose 4th Annual Tijuana River Action Month in October 2013 saw 2,273 volunteers and a number of nonprofits clean up 51,575 pounds of trash from the Tijuana River Watershed.

What are we measuring?

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 (the number of days multiplied by the length of beach posted with an advisory or closed).

ORGANIZATIONS CONSULTED

Organizations Consulted	Website
American Community Survey	www.census.gov/acs/www
BikeSD	www.bikesd.org
Bureau of Labor Statistics	www.bls.gov
California Center for Sustainable Energy (CCSE)	www.energycenter.org
California Department of Finance	www.dof.ca.gov
California Department of Resources Recycling and Recovery (CalRecycle)	www.calrecycle.ca.gov
California Department of Transportation (Caltrans)	www.dot.ca.gov
California Energy Commission	www.energy.ca.gov
California Public Utilities Commission	www.cpuc.ca.gov/puc
City of Chula Vista	www.chulavistaca.gov
City of San Diego Environmental Services Department	www.sandiego.gov/environmental-services/
CONNECT	www.connect.org
County of San Diego	www.sdcounty.ca.gov
Energy Policy Initiatives Center (EPIC), University of San Diego	www.sandiego.edu/epic
GRID Alternatives	www.gridalternatives.org
Heal the Bay	www.healthebay.org
Social Ventures for Sustainability	www.socialventures.org
PricewaterhouseCoopers	www.pwc.com
San Diego Association of Governments (SANDAG)	www.sandag.org
San Diego County Water Authority	www.sdcwa.org
The San Diego Foundation	www.sdfoundation.org
San Diego Gas & Electric, Co.	www.sdge.com/index
San Diego Geographic Information Systems	www.sangis.org
San Diego Regional Economic Development Corporation	www.sandiegobusiness.org
San Diego River Park Foundation	www.sandiegoriver.org
San Diego Venture Group	www.sdv.org
San Elijo Lagoon Conservancy	www.sanelijo.org
Surfrider Foundation San Diego Chapter	sandiego.surfrider.org
Texas A&M Transportation Institute	www.tti.tamu.edu
U.S. Census Bureau	www.census.gov
U.S. Environmental Protection Agency	www.epa.gov
WILDCOAST	www.wildcoast.net

ACKNOWLEDGEMENTS

We are grateful for our growing network of talented volunteers who continue to help Equinox Center achieve its mission.

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