

Community Information

Escondido





Escondido

The mission of the City of Escondido is to provide quality services that enhance the safety, economic diversity, environment, and health of the community, where our customers and employees can thrive in an atmosphere of courtesy, integrity, and respect.

- We demonstrate our pride and commitment to our work by being enthusiastic and professional.
- We provide responsive, quality service while maintaining fiscal responsibility through an open, participative process.
- We provide all services in an ethical, honest, and equitable manner.
- We use available resources effectively and efficiently to strengthen the community's economic and social environment.
- We recognize and embrace the rich diversity of the community and workplace by creating an environment that respects the human dignity of all without regard to race, religion, national origin, age, gender, sexual orientation, or physical attributes.



Location

Settled in a long valley in the coastal mountains of Southern California, Escondido provides a thriving urban environment in the midst of gentle rolling hills and avocado and citrus groves. Escondido lies about 18 miles inland, 100 miles south of Los Angeles, and 30 miles northeast of San Diego.

Inland North San Diego County, of which Escondido is at the core, is emerging as a regional economic leader in the forefront of job development and new industries.

The City of Escondido is a vibrant and diverse community of more than 133,559 people. The City's economic base is made up largely of successful small businesses, many of which are family-owned.

The centerpiece of the City's redevelopment efforts is the California Center for the Arts, Escondido which attracts more than 270,000 visitors from San Diego and surrounding regions each year and provides a significant boost to an already healthy economy. The Center is conveniently located in a charming downtown area, adjacent to historic Grape Day Park.

Escondido is a wonderful place to visit, live, work, play, or do business, and provides a business-friendly environment.



Housing

Settled in a long valley in the coastal mountains of Southern California, Escondido provides a thriving urban environment in the midst of gentle rolling hills, and avocado and citrus groves. Escondido lies about 18 miles inland, 100 miles south of Los Angeles, and 30 miles northeast of San Diego.

The city of Escondido boasts a 52% owner occupation rate of its single-family homes. The city also boasts the lowest median cost of homes in the North



County area, including the county as a whole. Additionally, the city has a wide-ranging rental market.

History

The location of Escondido was first identified and discovered by Juan Bautista de Anza, a Spanish explorer, in 1776. Later, the area became part of the Rancho Rincon del Diablo (the devil's corner) land grant bestowed to Juan Bautista Alvarado in 1843 by Mexican Governor Manuel Micheltoen. In 1886, the Escondido Land and Town Company acquired the land grant, laid out the town site, and divided the valley into small farms suitable for grapes or citrus.

On October 8, 1888, the city was incorporated and its voters elected a council, clerk, treasurer, and marshal.

Today, Escondido is a full-service, general-law city with five council members elected at large. Escondido operates under the Council-Manager form of government. This is the system of local government that combines the strong political leadership of elected officials in the form of a council with the strong managerial experience of an appointed local government manager. The Mayor presides at the City Council and Community Development Commission Board meetings.



Parks, Lakes, Trails and Open Space

The City of Escondido offers a wide variety of outdoor recreational opportunities. These include camping, fishing, picnicking, hiking, mountain biking, and boating, just to name a few. The City maintains a number of different facilities, including Dixon Lake, Lake Wohlford, Daley Ranch, and nine urban park facilities. Each facility provides users with a multitude of unique resources.

Dixon Lake

1700 North La Honda Drive / Escondido, CA 92027 / (760) 839-4680

Lake Wohlford

25453 Lake Wohlford Road / Escondido, CA 92025 / (760) 839-4346

Daley Ranch

3024 La Honda Drive / Escondido, CA 92027 / (760) 839-4680



Community Events

Cruisin' Grand: A Classic Car and Hot Rod Jam

Every Friday night in April through September from 5:00 to 9:00 p.m.

American-made, pre-1974 antique, classic, and custom cars and hot rods cruise Grand Avenue between Centre City Parkway and Juniper Street. Enjoy 1950's & 60's music with DJ. Restaurants, antique stores, and specialty shops remain open until 9:00 p.m. No pre-registration or entry fees. Call 760-745-8877.

Escondido Street Faire

Held the third Sunday in May and October on Grand Avenue between Centre



City Parkway & Ivy from 9:00 a.m. to 5:00 p.m. Arts and crafts vendors, a fine art exhibit, bands, international food fair, and children's rides. This is the second-largest one-day faire in the state. For more information, call 760-945-9288.

Grape Day Festival and Parade

This community festival celebrating Escondido's grape-growing history is held in September from 9:30 a.m. to 4:00 p.m. Food, crafts, entertainment, grape stomping and a parade starting at 10:00 a.m. on Grand Avenue. Free admission. For more information call 760-743-8207.

2nd Saturday - ArtWalk

A free, monthly, self-guided "culture crawl" through Escondido's arts district, including historic walking tours, working artists, writers' workshops, and gallery openings. Second Saturday of each month from noon to 7:00 p.m. For more information, call 760-480-4101.

Certified Farmers' Market

Tuesdays, 2:30 to 6 p.m. (Oct-April), 3:30 to 7 p.m. (May-Sept)

This open-air marketplace is located in the heart of Escondido on Grand Avenue from Broadway to Kalmia. Local small farmers and California growers sell the freshest seasonal fruits and vegetables, flowers, nuts, and honey. For more information, call 760-745-8877.



Downtown Escondido

Historic Downtown Escondido, established in 1886, is the Cultural Heart of San Diego North County. Enjoy numerous art galleries and studios, live theaters, the world-renowned Mingei International Museum, a Children's Museum, The Escondido History Center and California Center for the Arts. Restaurants, bistros, and unique boutiques line the charming downtown. In addition there are many professional services, such as dental, medical, automotive repair and financial, for your convenience while you visit downtown.

California Center for the Arts

340 N. Escondido Blvd. / Escondido CA, 92025

Tel: 760-839-4138 / www.artcenter.org

The center is an architectural masterpiece set in a beautifully landscaped 12-acre campus. It includes a 1,500-seat concert hall showcasing world-class performers, a 408-seat theater, a critically acclaimed museum and a full-service conference/banquet center catering to civic groups, trade shows, private receptions, weddings and corporate meetings. For current show information call 760-839-4138 or toll free 800-988-4253.

The mission of the Center Museum is to deepen the public's understanding of the importance, depth, and breadth of the visual arts in the 21st Century through the art of this region, coupled with internationally and nationally known artists and traveling exhibitions.

The Center Museum is widely recognized as one of San Diego County's premier





visual arts venues. Since opening to the public in 1994, the Center Museum has endeavored to amplify the public's interaction and understanding of 21st Century visual arts and their depth and importance within our community.

Utilities

Cox Communications 760-599-6060 / www.cox.com

San Diego Gas & Electric 1-800-411-7343 / www.sdge.com

Phone

AT&T

1-800-750-2355 (business) / 1-800-288-2020 (residential)

Sprint

1-800-777-4681 (business) / 1-800-777-4681 (residential)

MCI

1-800-436-4444 (business) / 1-888-624-5622 (residential)

Water/Sewer

Turn on/off service: City of Escondido (760) 839-4682

Water Districts

Rincon del Diablo Municipal Water District
(760) 745-5522 / www.rinconwater.org

Vista Irrigation District
(760) 597-3100 / www.vid-h2o.org

Vallecitos Water District
(760) 744-0460 / www.vwd.org

Valley Center Municipal Water District
(760) 749-1600 / www.vcmwd.org

Trash

Escondido Disposal Inc.
(760) 745-3203 / www.escondidodisposal.com

U.S. Postal Service

Main Office: 1157 West Mission Avenue

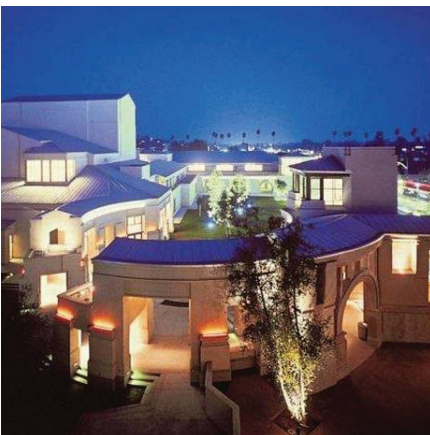
Branch Offices:

403 North Escondido Boulevard / 1770 East Valley Parkway
1-800-275-8777

Newspaper Subscriptions

North County Times
(760) 745-5456 / www.nctimes.com

San Diego Union Tribune
1-800-533-8830 / www.signonsandiego.com





Bus System

North County Transit District

1-800-COMMUTE (266-6883) / www.gonctd.com

Education

Escondido Union School District

2310 Aldergrove Avenue / Escondido, CA 92029

(760) 432-2400 / www.escusd.k12.ca.us

Escondido Union High School District

302 North Midway Drive / Escondido, California 92027

(760) 291-3200 / www.euhdsd.k12.ca.us

San Pasqual Union School District

15305 Rockwood Road Escondido, CA 92027

(760) 745-4931 / sanpasqual.schoolwires.com



Elementary Schools

Bernardo

1122 Mtn. Heights Drive / Escondido, CA 92029

(760) 432-2700

Central

122 W. Fourth Ave. / Escondido, CA 92025

(760) 432-2431

Conway

1325 Conway Dr. / Escondido, CA 92027

(760) 432-2435

Farr

933 Farr Ave. / Escondido, CA 92026

(760) 735-3049

Felicita

737 W. 13th Ave. / Escondido, CA 92025

(760) 432-2444

Glen View

2201 E. Mission Ave. / Escondido, CA 92027

(760) 432-2448

Juniper

1809 S. Juniper St. / Escondido, CA 92025

(760) 432-2462

Lincoln

1029 N. Broadway / Escondido, CA 92026

(760) 432-2466





L.R. Green
3115 Las Palmas Ave. / Escondido, CA 92025
(760) 432-2260

Miller
1975 Miller Ave. / Escondido, CA 92025
(760) 432-2470

Nicolaysen Community Day
420 N. Falconer Rd. / Escondido, CA 92027
(760) 432-2474

N. Broadway
2301 N. Broadway / Escondido, CA 92026
(760) 432-2479

Oak Hill
1820 Oak Hill Dr. / Escondido, CA 92027
(760) 432-2483

Orange Glen
2861 E. Valley Parkway / Escondido, CA 92027
(760) 432-2487

Pioneer
980 N. Ash St. / Escondido, CA 92027
(760) 432-2412

Reidy Creek
2869 N. Broadway / Escondido, CA 92026
(760) 739-5800

Rock Springs
1155 Deodar Rd. / Escondido, CA 92026
(760) 432-2283

Rose
906 N. Rose St. / Escondido, CA 92026
(760) 432-2495

Middle Schools

Bear Valley
3003 Bear Valley Pkwy. / Escondido, CA 92025
(760) 432-4060

Del Dios
1400 W. 9th Ave. / Escondido, CA 92029
(760) 432-2439

Mission
939 E. Mission Ave. / Escondido, CA 92025
(760) 432-2452





Hidden Valley
2700 Reed Rd. / Escondido, CA 92027
(760) 432-2457

Rincon
925 Lehner Ave. / Escondido, CA 92026
(760) 432-2491

High Schools

Escondido
1535 North Broadway / Escondido, CA 92026
(760) 291-4000

Orange Glen
2200 Glenridge Road / Escondido, CA 92027
(760) 291-5000

San Pasqual
3300 Bear Valley Parkway / Escondido, CA 92025
(760) 291-6000

Valley
410 North Hidden Trails Road / Escondido, CA 92027
(760) 291-2240

Escondido Adult School / R.O.P.
3750 Mary Lane / Escondido, CA 92025
(760) 739-7300



Charter Schools

The Classical Academy
2950 South Bear Valley Parkway / Escondido, CA 92025
(760) 546-0101 / Fax: (760) 739-8289
www.ClassicalAcademy.com

Heritage K-8 Charter School & Heritage Digital Academy
1855 East Valley Parkway / Escondido, CA 92027
(760) 737-3111 / Fax: (760) 738-8996
www.heritagek8.org / www.heritagedigitalacademy.org

Escondido Charter High School
1868 East Valley Parkway / Escondido, CA 92027
(760) 737-3154 / Fax: (760) 738-8996
www.echs.org





Private Schools

Preschool

Felicita Montessori School

2017 Felicita Road / Escondido, CA 92025

(760) 432-9990 / www.felicitamontessorischool.com

Elementary Schools

Ascension Evangelical Lutheran Church School

1140 North Midway / Escondido, CA 92027

(760) 747-4276

Calvin Christian Elementary School

1868 North Broadway / Escondido, CA 92026

(760) 489-1159

Escondido Adventist Academy

1301 Deodar Road / Escondido, CA 92026

(760) 746-1800 / easchool.netadventist.org

Escondido Apostolic Christian Academy

1717 East Lincoln Avenue / Escondido, CA 92027

(760) 738-1737

Escondido Christian School

923 Idaho Avenue / Escondido, CA 92025

(760) 745-2071 / www.ecslions.org

Grace Lutheran School

643 West 13th Avenue / Escondido, CA 92025

(760) 747-3029

Light and Life Christian School

120 North Ash / Escondido, CA 92027

(760) 745-2832

St. Mary's Catholic School

130 East 13th Street / Escondido, CA 92025

(760) 743-3431

High Schools

Calvin Christian High School

2000 North Broadway / Escondido, CA 92026

(760) 489-6430

Escondido Adventist Academy

1301 Deodar Road / Escondido, CA 92026

(760) 746-1800 / easchool.netadventist.org

Escondido Apostolic Christian Academy

1717 East Lincoln Avenue / Escondido, CA 92027

(760) 738-1737



DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES
Jurisdiction
Escondido



Jan 1, 2016

Total Population	150,760
Household Population	148,551
Group Quarters Population	2,209
Persons Per Household	3.20

HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	48,561	46,446	4.4%
Single Family - Detached	22,823	22,052	3.4%
Single Family - Multiple-Unit	4,961	4,735	4.6%
Multi-Family	17,039	16,073	5.7%
Mobile Home and Other	3,738	3,586	4.1%

HOUSEHOLD INCOME

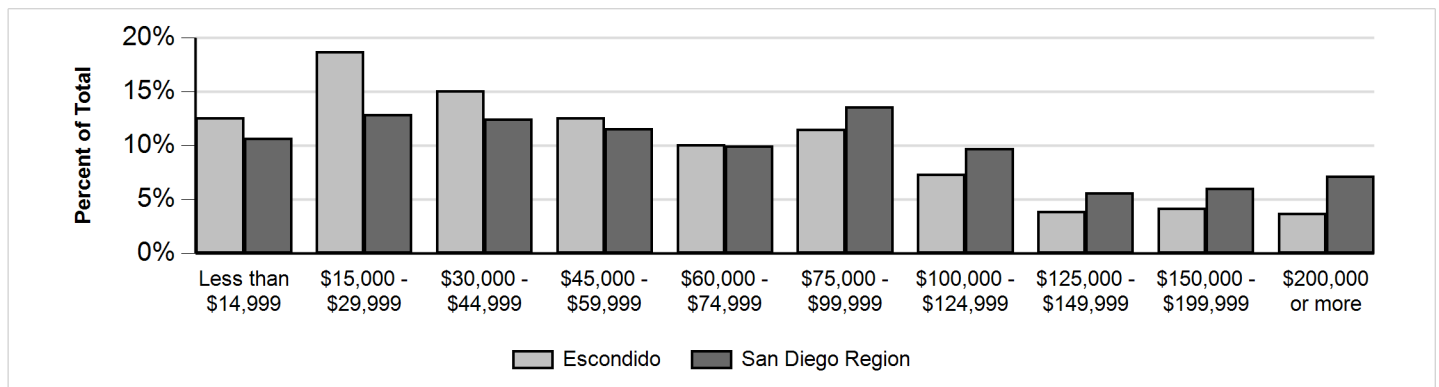
Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000-\$29,999	\$30,000-\$44,999	\$45,000-\$59,999	\$60,000-\$74,999	\$75,000-\$99,999	\$100,000-\$124,999	\$125,000-\$149,999	\$150,000-\$199,999	\$200,000 or more
% of Total	13%	19%	15%	13%	10%	12%	7%	4%	4%	4%

Median Household Income

2016

Adjusted for Inflation (2010 \$)	\$49,154
Not adjusted for inflation (current 2015\$)	\$53,954



IMPORTANT ADVISORY:

Caution should be taken when using data for small population groups, particularly at small levels of geography. Minor adjustments were made (such as correcting the location of housing units that were erroneously allocated by the Census Bureau to roads and open space) to more accurately reflect the region's true population and housing distribution.

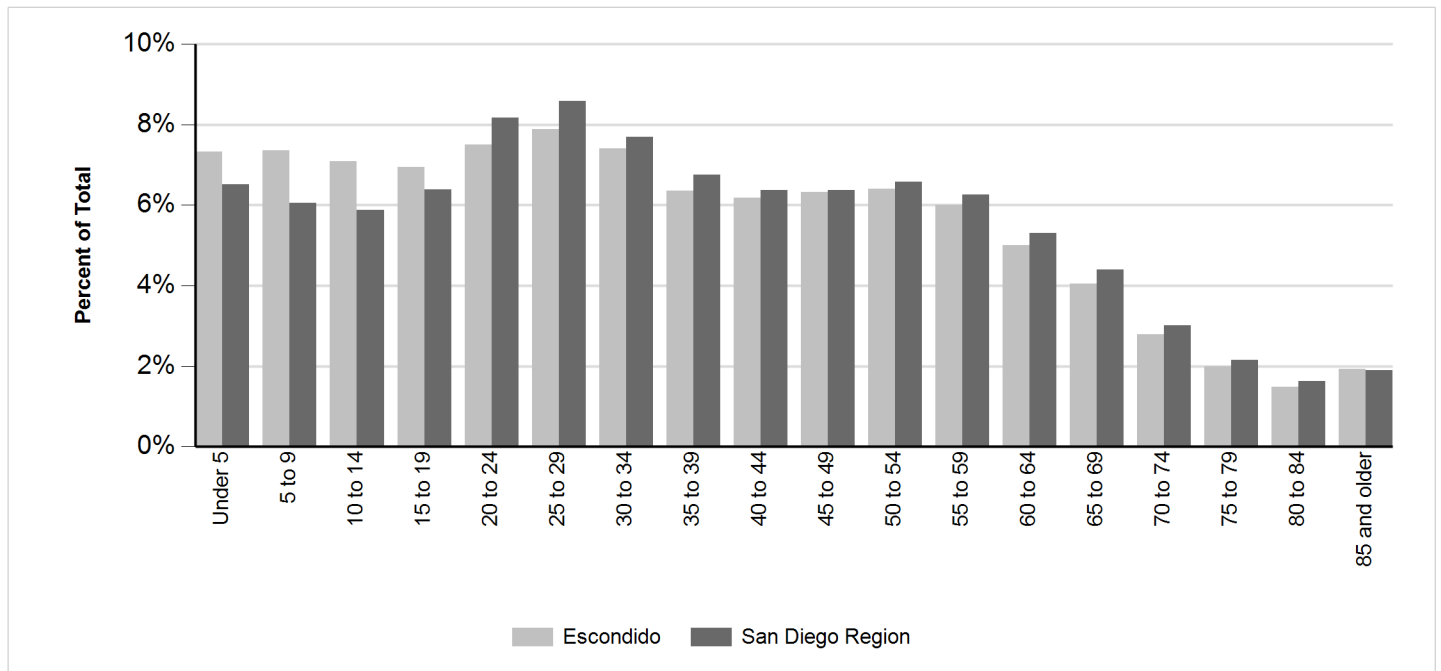
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County Assessor Records, vital events records from the California Department of Health, and income data from the U.S. Census Bureau American Community Survey.

Caution should always be taken when using data for small population groups, particularly at small levels of geography.

POPULATION BY GENDER AND AGE

	Total	Male	Female	Percent Female
Total Population	150,760	74,597	76,163	51%
Under 5	11,033	5,620	5,413	49%
5 to 9	11,090	5,567	5,523	50%
10 to 14	10,681	5,393	5,288	50%
15 to 17	6,359	3,250	3,109	49%
18 and 19	4,099	2,141	1,958	48%
20 to 24	11,302	5,886	5,416	48%
25 to 29	11,889	6,104	5,785	49%
30 to 34	11,167	5,742	5,425	49%
35 to 39	9,584	4,853	4,731	49%
40 to 44	9,325	4,570	4,755	51%
45 to 49	9,540	4,752	4,788	50%
50 to 54	9,650	4,827	4,823	50%
55 to 59	9,042	4,345	4,697	52%
60 and 61	3,261	1,531	1,730	53%
62 to 64	4,276	2,071	2,205	52%
65 to 69	6,106	2,863	3,243	53%
70 to 74	4,199	1,912	2,287	54%
75 to 79	3,015	1,249	1,766	59%
80 to 84	2,231	888	1,343	60%
85 and older	2,911	1,033	1,878	65%
Under 18	39,163	19,830	19,333	49%
65 and older	18,462	7,945	10,517	57%
Median Age	34.0	32.9	35.2	N/A

POPULATION BY AGE



POPULATION BY RACE, ETHNICITY AND AGE

Non-Hispanic

	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	69,669	61,128	3,457	629	11,953	3,924
Under 5	6,492	2,922	285	105	632	597
5 to 9	6,437	2,972	293	41	756	591
10 to 14	6,381	2,829	219	47	723	482
15 to 17	3,828	1,756	134	17	395	229
18 and 19	2,469	1,127	96	11	262	134
20 to 24	6,505	3,432	279	31	715	340
25 to 29	6,063	4,187	298	54	996	291
30 to 34	5,483	4,145	276	49	966	248
35 to 39	5,131	3,197	218	38	803	197
40 to 44	4,789	3,212	228	38	889	169
45 to 49	4,569	3,710	231	23	849	158
50 to 54	3,621	4,741	273	41	833	141
55 to 59	2,639	5,196	219	43	823	122
60 and 61	854	1,977	94	19	280	37
62 to 64	986	2,714	86	14	428	48
65 to 69	1,254	4,080	100	27	597	48
70 to 74	858	2,885	52	11	357	36
75 to 79	558	2,122	34	9	265	27
80 to 84	366	1,620	20	7	201	17
85 and older	386	2,304	22	4	183	12
Under 18	23,138	10,479	931	210	2,506	1,899
65 and older	3,422	13,011	228	58	1,603	140
Median Age	27.2	46.1	32.3	30.9	38.3	18.9