



City of Brawley

2022 Spatial & Statistical Summary



The Regional Data Platform (RDP): The data provided in this report was generated through the SoCal Atlas application of SCAG’s new Regional Data Platform (RDP). The RDP represents a revolutionary approach for facilitating collaborative interagency data sharing and for supporting local planning activities. The RDP is intended to enhance transparency throughout the local and regional planning processes, while also serving to promote inter-jurisdictional collaboration and data standardization. The RDP is designed to facilitate more equitable, efficient, and sustainable planning at all levels. The RDP may be accessed through the SCAG website at: hub.scag.ca.gov

SoCal Atlas: SCAG’s SoCal Atlas application is an interactive, web-based mapping tool, integrated as an element of the RDP, that is specifically focused on the development and analysis of local and regional datasets. SoCal Atlas allows local agency planners, businesses, and members of the public to easily visualize data over a variety of geographies and topics through a collection of maps, graphics, and statistics. The tool leverages data available through various sources, including SCAG, the U.S. Census, and Esri. SoCal Atlas enables users to explore a wide range of local and regional indicators including housing, employment, transportation, and demographics at various geographical scales. SoCal Atlas may be accessed at: <https://rdp.scag.ca.gov/socal-atlas>

Local Profiles Reports: Since 2011, SCAG has produced individualized ‘Local Profiles’ reports every two years for each of our member jurisdictions. While the reports will not be produced this year, SCAG is providing access to the 2021 Local Profiles dataset, featuring current information for each local jurisdiction, through the RDP Regional Hub Content Library: hub.scag.ca.gov

Local Information Services Team (LIST): For more information on the RDP or SoCal Atlas, contact the SCAG LIST at: list@scag.ca.gov





THE REGIONAL DATA PLATFORM IS HERE!

WHAT IS THE REGIONAL DATA PLATFORM?

The RDP is a revolutionary system designed to facilitate interagency collaboration in the sharing of data and to support local and regional planning activities at all jurisdictional levels.

WHAT ARE THE GOALS OF THE RDP?

- > To strengthen local planning practices through the provision of modern planning tools and the sharing of best practices to support the local General Plan update process
- > To enhance the regional planning process by streamlining the collection and integration of data between local agencies and SCAG
- > To promote transparency and interagency collaboration to foster a more inclusive, equitable, and sustainable regional planning practice

WHO IS THE RDP FOR?

- > **Local Jurisdiction Planners**
- > **Consultants, Academia**
- > **Developers, Other Data Stakeholders**
- > **Public, Partners, Regional Stakeholders**

BENEFITS TO LOCAL JURISDICTIONS TODAY!

- > Access standardized regional datasets, information, and resources for planning via the Regional Hub
- > Access to web-based tools and templates to support specific planning workflows, including Housing Element updates
- > Access to out-of-the box Esri tools including ArcGIS Urban, Hub, Pro, and Business Analyst to support a wide range of common planning and resident workflows
- > Ability to submit feedback or request one-on-one technical assistance through SCAG's Local Information Services Team (LIST)
- > A more streamlined experience for contributing, validating, and updating local jurisdiction data shared with SCAG
- > Ability to engage and collaborate with other local jurisdictions across the region to share best practices
- > Participate in a growing community of planners throughout Southern California in the sharing of data, resources, and best practices

COMPLIMENTARY SOFTWARE LICENSES

> As part of the RDP, SCAG is providing all member agencies with a complimentary suite of Esri licenses to support planning activities and build technological capacity throughout the region. Licenses are available for assignment to one designated staff member per jurisdiction.

> The suite includes:



ArcGIS Online



ArcGIS Pro



ArcGIS Urban



Business Analyst Web

RDP FEATURES TWO KEY COMPONENTS

1. Planning and engagement tools for local jurisdiction
2. Local data exchange (LDX) system for data sharing and enhance workflows

ACCESS THE RDP TO TAKE ADVANTAGE OF:

- > **Regional Hub** – one-stop access to data, tools, and information as well as a platform for two-way engagement
- > **SoCal Atlas** – explore spatial data, statistics, and maps across topics and geographies from live databases
- > **Parcel Locator** – find and discover information about specific parcels in your community
- > **HELPR 2.0** – evaluate parcels for potential residential development (e.g. to support local Housing Element Updates)
- > **General Plan Update Site Templates** – preconfigured and ready to use templates for General Plan updates
- > **LDX Tools & Workflows** – contribute and directly edit data regionally significant datasets for Connect SoCal (RTP/SCS) 2024
- > **Technical Assistance Request** – provide feedback and request one-on-one technical assistance

CONTACT US

For questions, please reach out to our Local Information Services Team (LIST) at list@scag.ca.gov.



SCAG.CA.GOV/RDP

TIMELINE

SUMMER 2021

- > Complimentary RDP software licenses available at: <https://license-rdp.scag.ca.gov>
- > *Housing Element Parcel Tool (HELPR) 2.0* available
- > Collaborative tool testing with pilot jurisdictions

EARLY 2022

- > RDP 1.0 launch at hub.sca.g.ca.gov
- > LDX soft launch at hub.scag.gov/pages/LDX
- > One-on-one technical assistance available

SUMMER 2022

- > RDP 1.5 launch with enhanced functionalities and tools
- > LDX complete launch with improved data and system
- > One-on-one technical assistance available

Select Your Jurisdiction

City or County (Unincorporated)

SCAG Region

Choose a Topic



Key Indicators

Explore key indicators for your City or County including population, education, housing, and income.

[Maps](#) [Statistics](#) [Data](#)



Housing

Learn more about housing (including housing types, ages, and cost) within your community.

[Maps](#) [Statistics](#) [Data](#)



Employment

Explore employment indicators for your City or County including industry information and unemployment.

[Maps](#) [Statistics](#) [Data](#)



COVID-19 & At-Risk Population

Explore and understand the populations most at risk of being impacted by COVID-19.

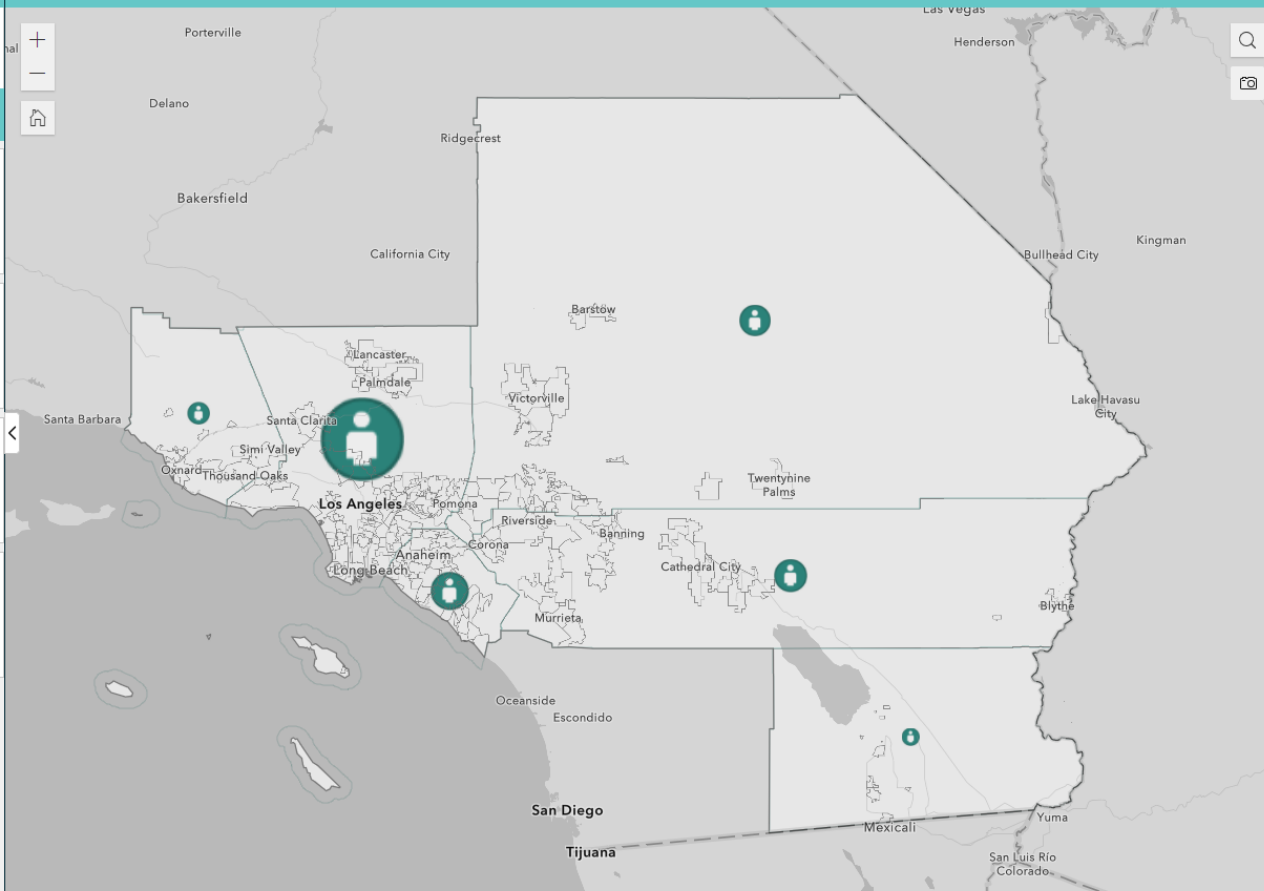
[Maps](#) [Statistics](#) [Data](#)

Census Population

Household Income

Educational Attainment

Poverty Ratio



About the Map

Where are the population centers?

This map shows population counts from the 2020 Census for counties, census tracts, blocks, and block groups in the SCAG Region. The data is sourced from the U.S. Census Bureau PL-94 redistricting file (processed and published by Esri) and the vintage is 2020.

[Learn more about this map.](#)

Legend

Census Population - Counties

Total Population



Select Your Jurisdiction

City or County (Unincorporated)

SCAG Region

Choose a Topic

Key Indicators
 Explore key indicators for your City or County including population, education, housing, and income.
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 Learn more about housing (including housing types, ages, and cost) within your community.
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COVID-19 & At-Risk Population
 Explore and understand the populations most at risk of being impacted by COVID-19.
[Maps](#) [Statistics](#) [Data](#)

SCAG Key Indicators
 SCAG Region



18,824,382
 2020 Total Population



487
 2020 Persons Per Square Mile



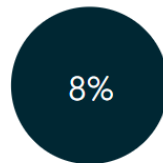
6,651,919
 2020 Total Housing Units



2.99
 2020 Average Household Size



47%
 2021 Renter Occupied Housing Units (%)



8%
 2021 Population Age 25+: No Diploma (%)



33%
 2021 Population Age 25+: Bachelor's Degree or Higher Education (%)



13%
 2019 Households Below the Poverty Level (%)



\$77,430
 2021 Median Household Income



\$628,825
 2021 Median Home Value

Data Source: 2020 data are from the 2020 Decennial Census PL-94 redistricting file which and have been processed by the California Department of Finance. 2021 data are Esri estimates (additional information on Esri demographics can be found [here](#)). 2019 data are from the American Community Survey (ACS) and have been processed and published by Esri.



Key Indicators

Brawley, Imperial County



26,416

2020 Total Population



3,254

2020 Persons Per Square Mile



8,597

2020 Total Housing Units



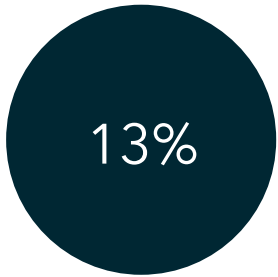
3.19

2020 Average Household Size



45%

2021 Renter Occupied Housing Units (%)



2021 Population Age 25+: No Diploma (%)



12%

2021 Population Age 25+: Bachelor's Degree or Higher Education (%)



30%

2019 Households Below the Poverty Level (%)



\$44,015

2021 Median Household Income



\$204,256

2021 Median Home Value

Data Source: 2020 data are from the 2020 Decennial Census PL-94 redistricting file which and have been processed by the California Department of Finance. 2021 data are Esri estimates (additional information on Esri demographics can be found here). 2019 data are from the American Community Survey (ACS) and have been processed and published by Esri.



Housing Statistics

Brawley, Imperial County



Total Acres



26,416

2020 Total Population



8,597

2020 Total Housing Units



56%

2021 Owner Occupied Housing Units



44%

2021 Renter Occupied Housing Units

FINAL 6TH CYCLE REGIONAL HOUSING NEEDS ASSESSMENT (RHNA) ALLOCATION



Total RHNA Allocation



399

Very Low Income (<50% of AMI)



210

Low Income (50-80% of AMI)



202

Moderate Income (80-120% of AMI)



615

Above Moderate Income (>120% of AMI)

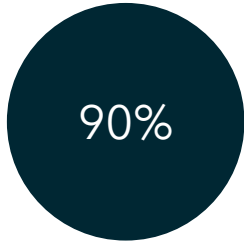
Data Source: 2020 data are from the 2020 Decennial Census PL-94 redistricting file which has been processed by the California Department of Finance. 2021 data are Esri estimates (additional information on Esri demographics can be found [here](#)). RHNA information are from SCAG. For additional housing data for SCAG jurisdictions, please refer to the [Pre-certified Local Housing Data Reports](#) developed for 6th cycle housing element updates.



Employment Statistics

Brawley, Imperial County

EMPLOYMENT



2021 Employed Civilian Population Age 16+



26%

2021 Blue Collar Workers



51%

2021 White Collar Workers



23%

2021 Service Workers



10.3%

2021 Unemployment Rate

COMMUTE



16%

2021 Workers who commute 7+ hours weekly



78.1%

2019 Workers who drive alone to work



603

2021 Total Business Establishments



6,165

2021 Total Employees



7,276

2021 Workers



16,124

2021 Residents

BUSINESS

DAYTIME POPULATION

Data Source: 2021 data are Esri estimates (additional information on Esri demographics can be found [here](#)). Specific information on the categorization of White Collar, Blue Collar, and Services employees can be found [here](#), along with additional information on Daytime population counts [here](#). 2019 data are from the American Community Survey (ACS) and have been processed and published by Esri.



COVID-19 Vulnerability Indicators: Social and Health

Brawley, Imperial County

26,416

2020 Total Population

8,597

2020 Total Housing Units

\$42,687

Median HH Income

3,207

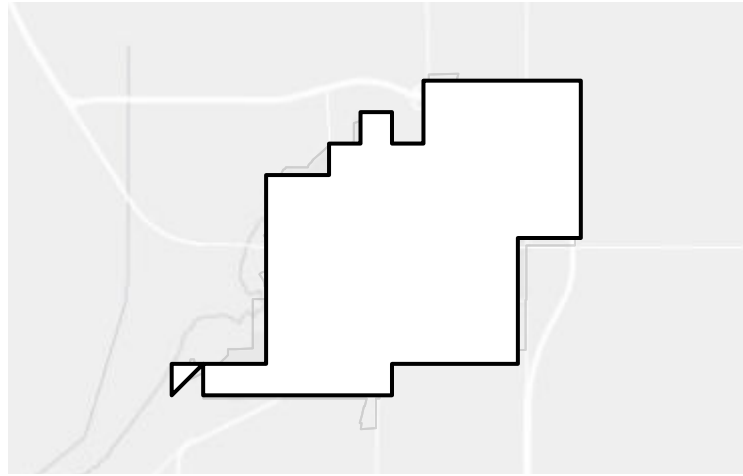
Senior Population

2,034

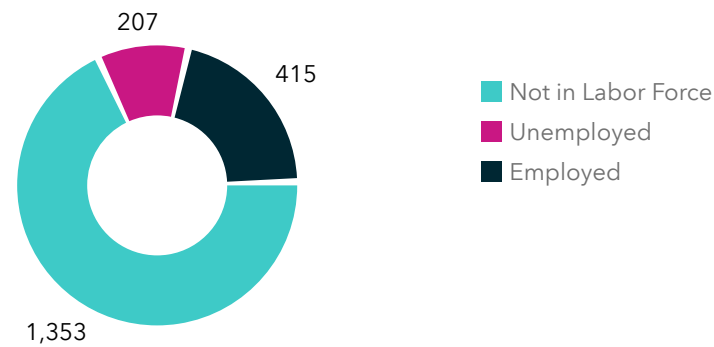
Food Stamps/SNAP

\$2,281,069

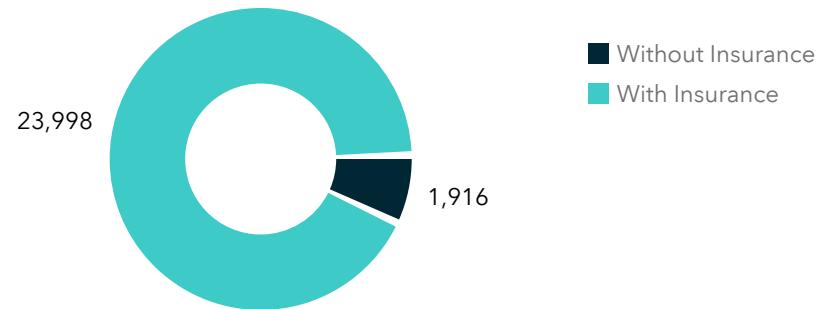
Sales and Use Taxes



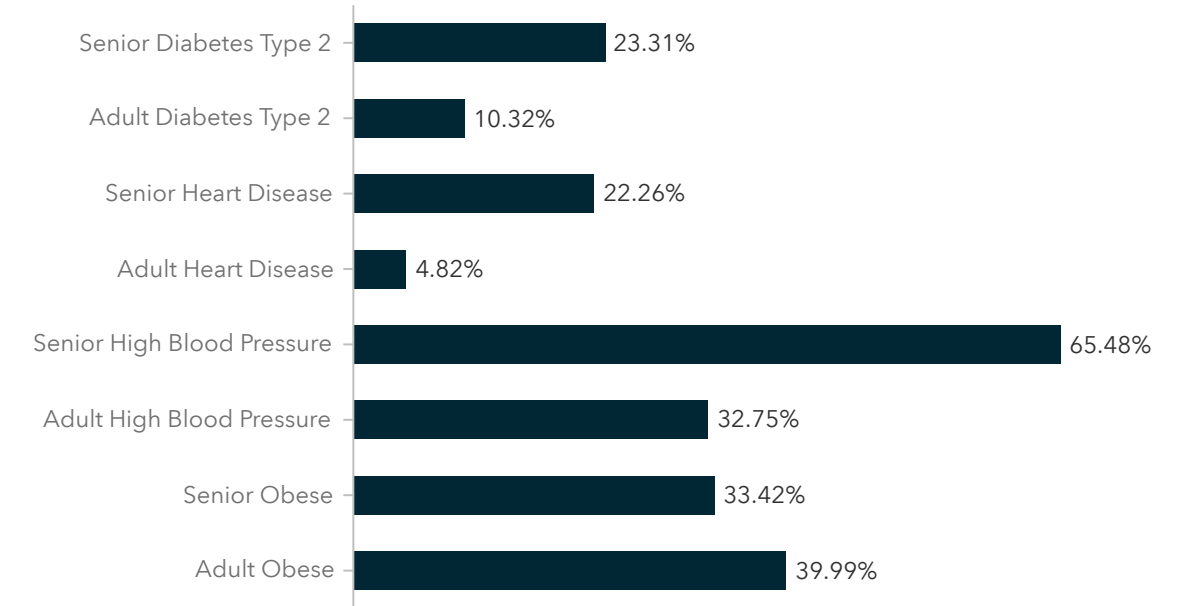
Disability Population



Insurance Coverage Population

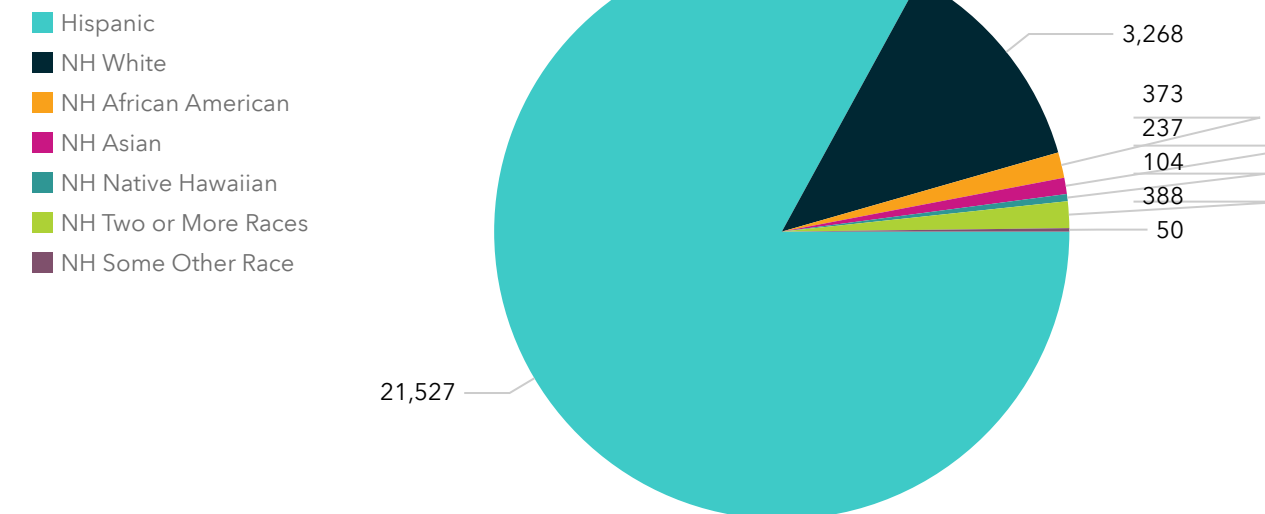


Likelihood of Health Conditions of Adults and Seniors

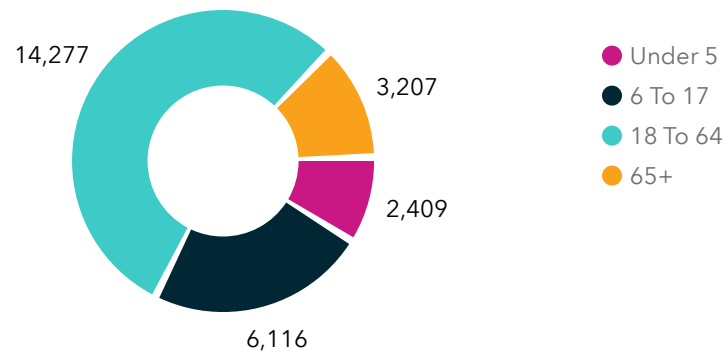


Homeless Population	Value
Sheltered Homeless	
Unsheltered Homeless	

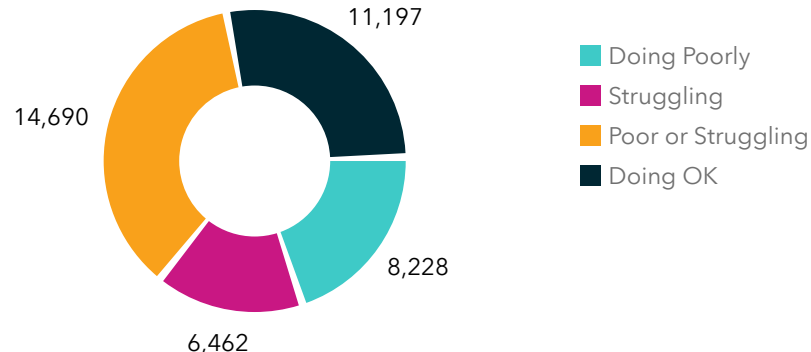
Race/Ethnicity (NH = Non-Hispanic)



Population by Age



Poverty Status Population



Data Source: SCAG, Census ACS 2013-2017 and 2014-2018, TCAC/HCD 2018, InfoUSA 2016, and State Controller 2018. 2020 are from the Decennial Census PL-94 redistricting file which has been processed by the California Department of Finance. Homeless population data processed by SCAG from county/city data sources conducting point-in-time counts, e.g. social services departments or homeless services authorities. COVID-19 has exposed health disparities and work on health equity is critical; California's Healthy Place Index application is a great tool to assess community's existing conditions. For questions, please contact Tom Vo at Vo@scag.ca.gov.



COVID-19 Vulnerability Indicators: Economy

Brawley, Imperial County

26,416
2020 Total
Population

8,597
2020 Total Housing
Units

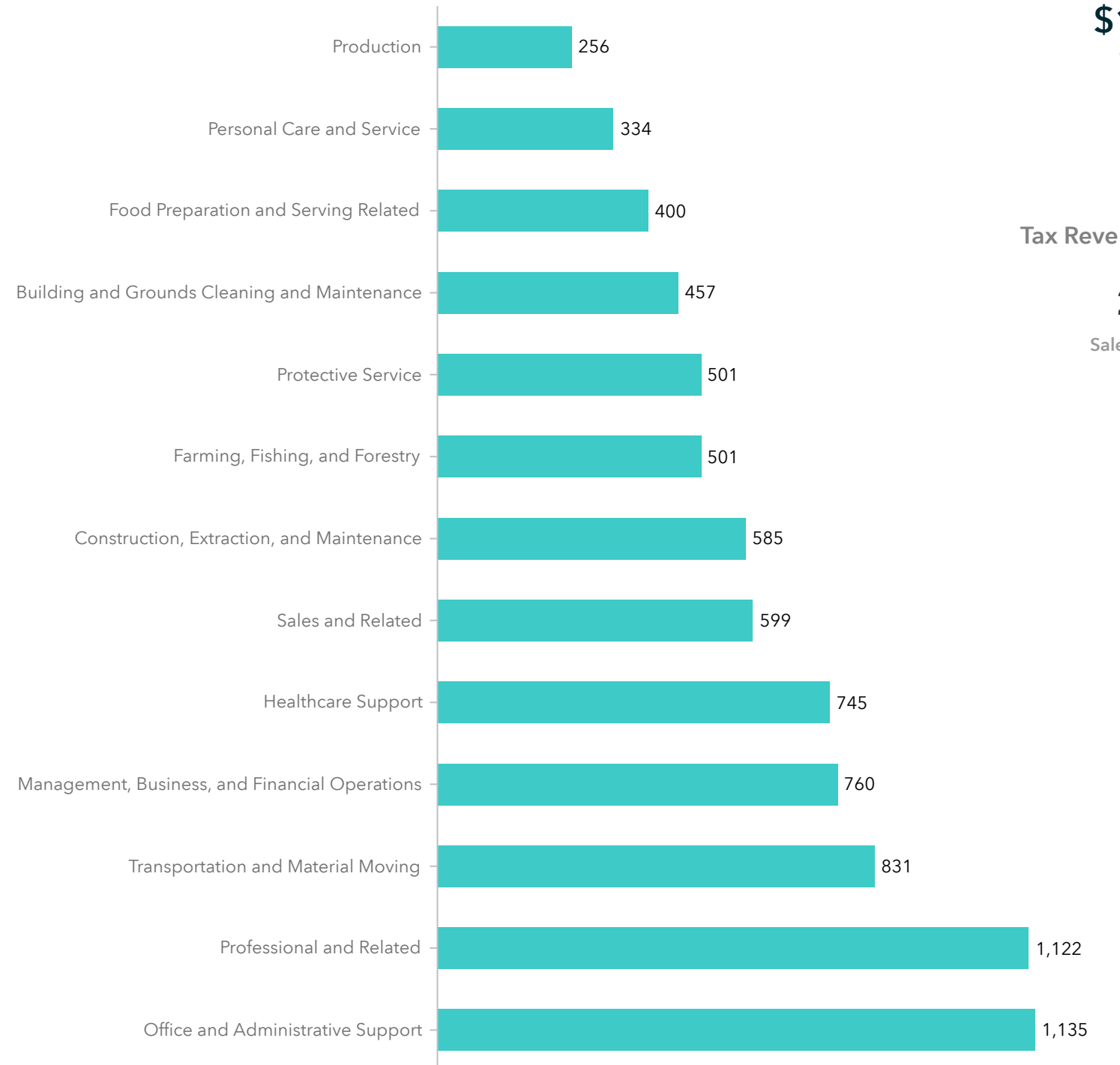
\$42,687
Median HH Income

3,207
Senior Population

2,034
Food Stamps/SNAP

\$2,281,069
Sales and Use Taxes

Residence-Based Employee Occupations



Tax Revenues

\$10,859,128
Total Tax Revenues

\$2,281,069
Sales and Use Tax

\$328,792
Transient Occupancy Taxes

\$1,731,982
Secured and Unsecured Property
Tax

\$2,260,504
Property Tax In-Lieu of Vehicle
License Fees

Tax Revenues (%)

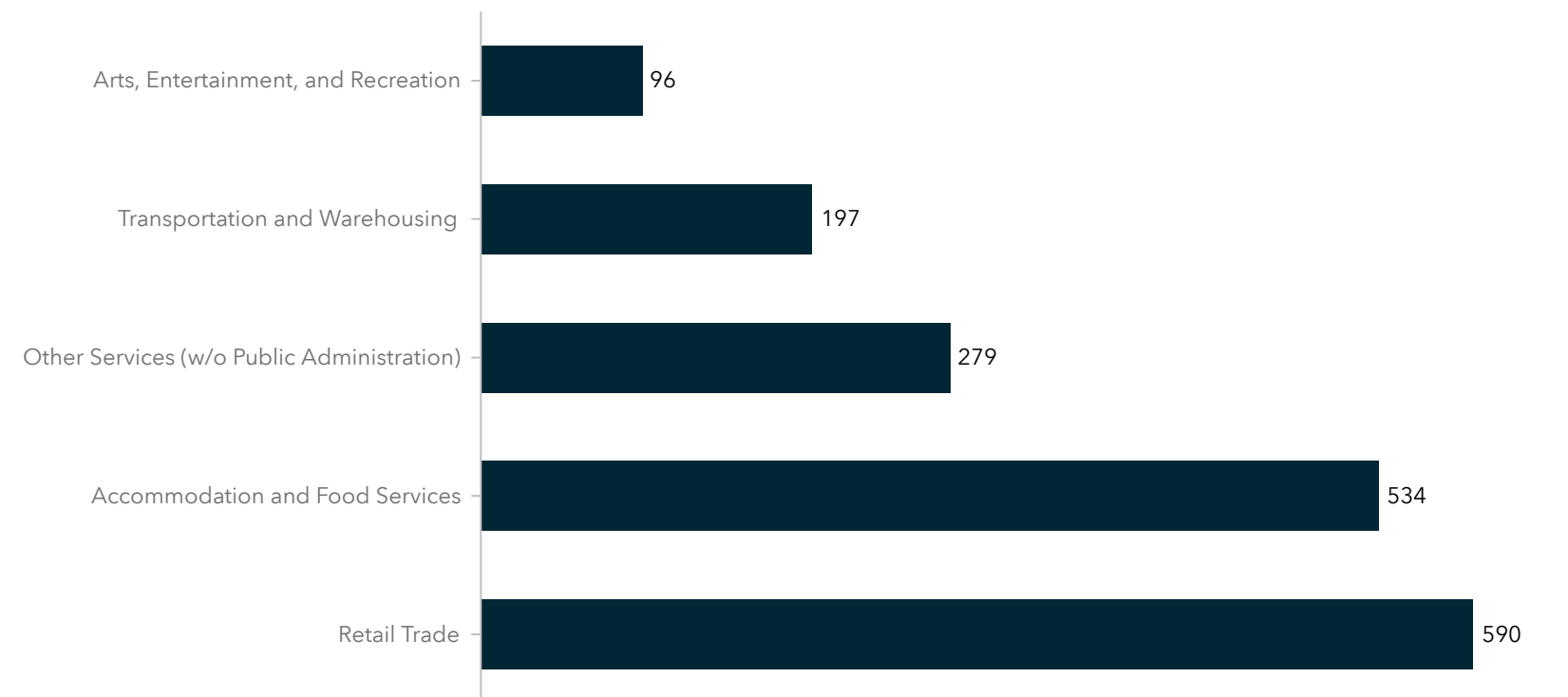
21.01%
Sales and Use Tax (%)

3.03%
Transient Occupancy Tax (%)

15.95%
Secured and Unsecured Property Tax
(%)

20.82%
Property Tax in-Lieu of Vehicle License
Fees (%)

Workplace-Based Employees



Data Source: SCAG, Census ACS 2013-2017 and 2014-2018, TCAC/HCD 2018, InfoUSA 2016, and State Controller 2018. 2020 are from the Decennial Census PL-94 redistricting file which has been processed by the California Department of Finance. Homeless population data processed by SCAG from county/city data sources conducting point-in-time counts, e.g. social services departments or homeless services authorities. COVID-19 has exposed health disparities and work on health equity is critical; California's Healthy Place Index application is a great tool to assess community's existing conditions. For questions, please contact Tom Vo at Vo@scag.ca.gov.



COVID-19 Vulnerability Indicators: Housing and Transportation

Brawley, Imperial County

26,416
2020 Total
Population

8,597
2020 Total Housing
Units

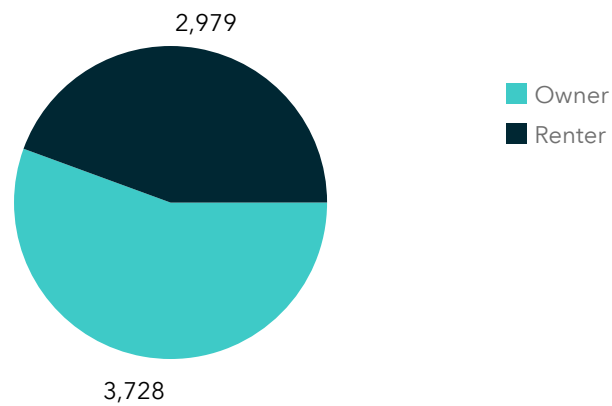
\$42,687
Median HH Income

3,207
Senior Population

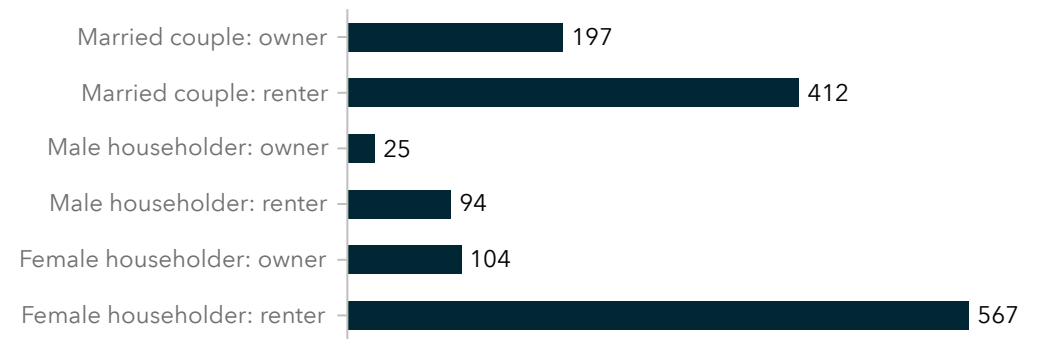
2,034
Food Stamps/SNAP

\$2,281,069
Sales and Use Taxes

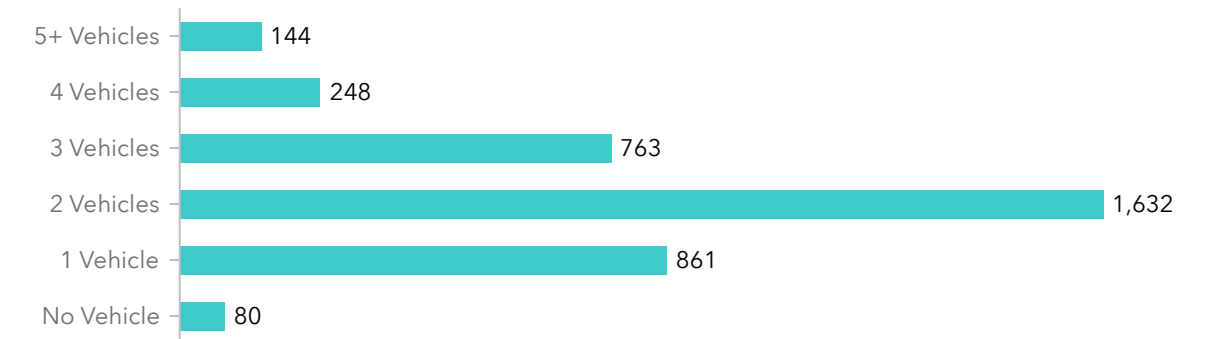
Occupied Housing Units



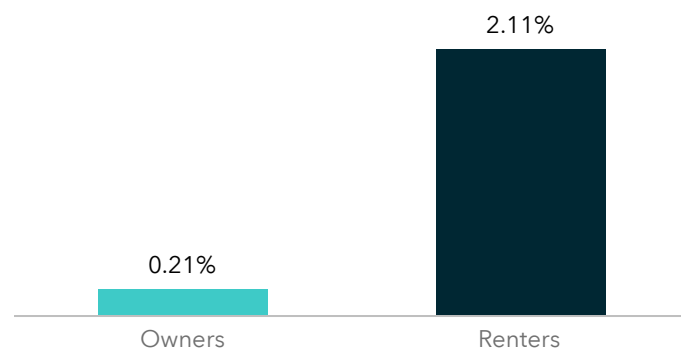
Below Poverty Level Householder



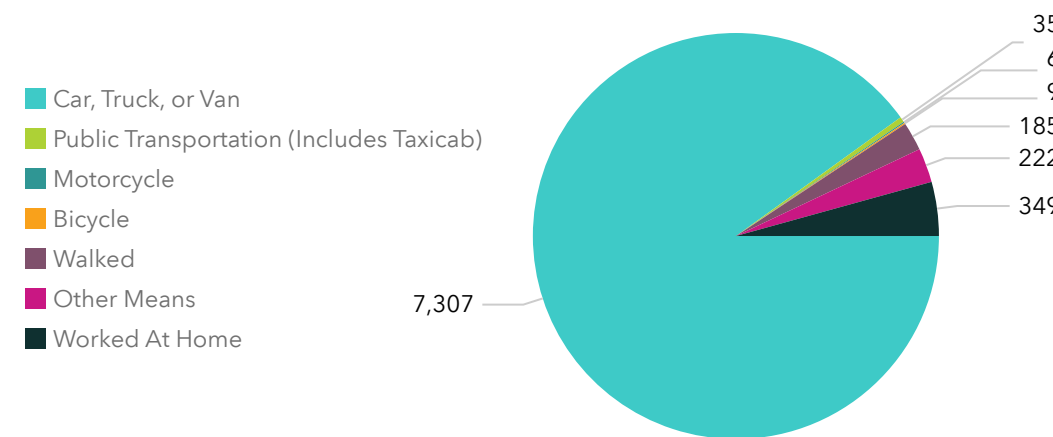
Tenure by Vehicles Available (Owner)



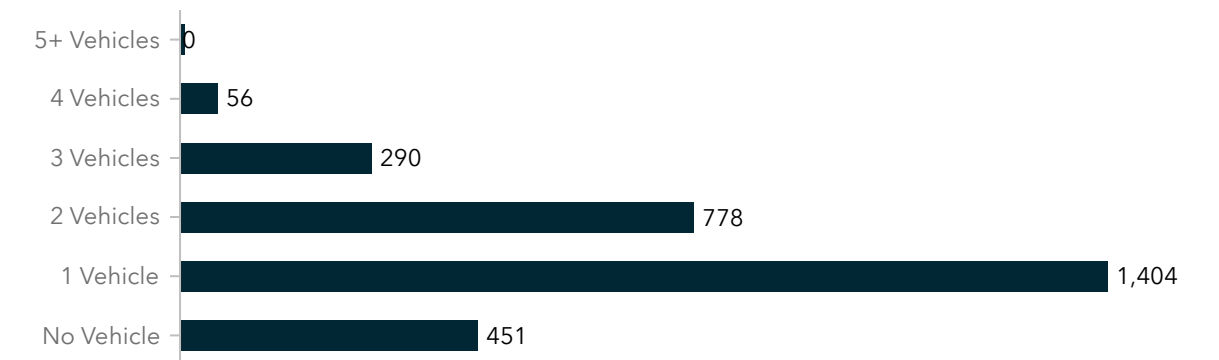
Overcrowded Units (>2 Person/Room)



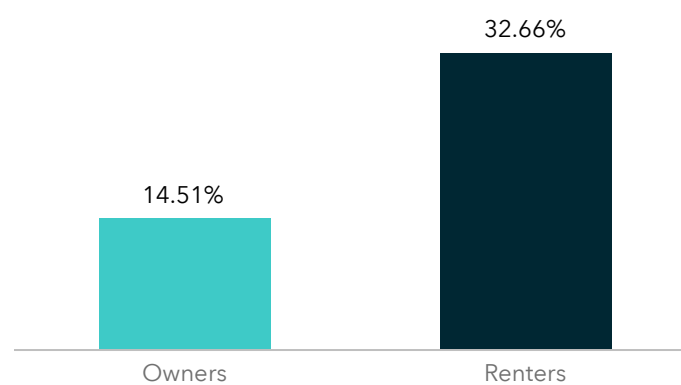
Means of Transportation



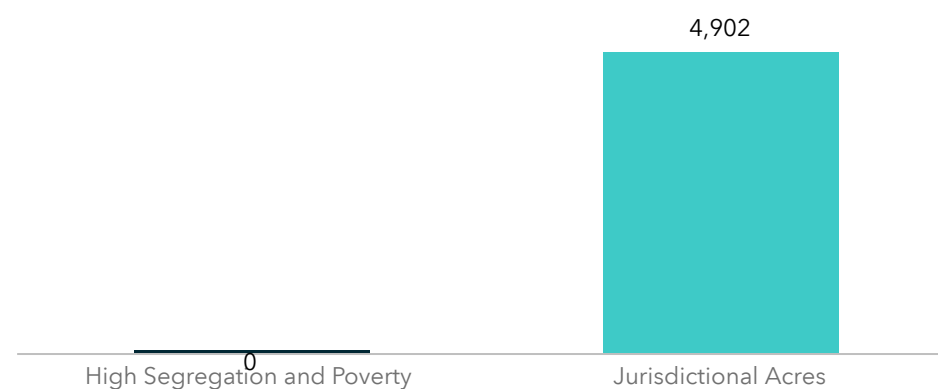
Tenure by Vehicles Available (Renter)



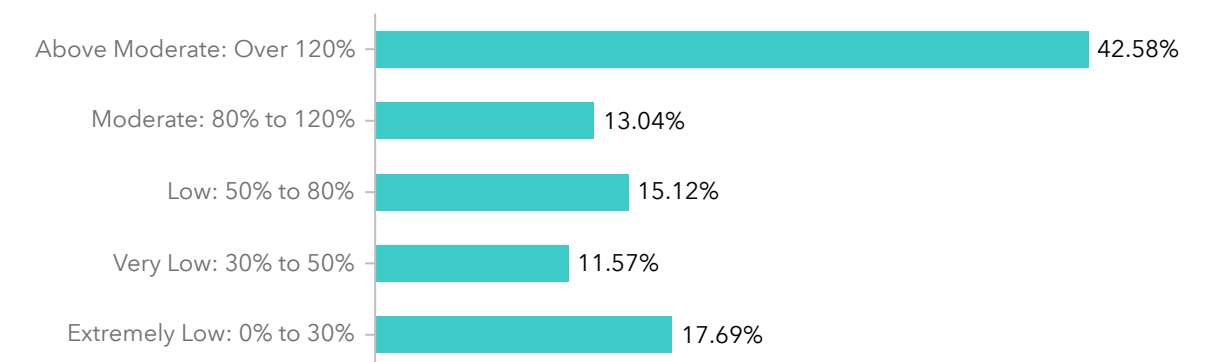
Cost-Burdened Units (Pay >50%)



High Segregation & Poverty Area



Household Income Distribution Based on County AMI



Data Source: SCAG, Census ACS 2013-2017 and 2014-2018, TCAC/HCD 2018, InfoUSA 2016, and State Controller 2018. 2020 are from the Decennial Census PL-94 redistricting file which has been processed by the California Department of Finance. Homeless population data processed by SCAG from county/city data sources conducting point-in-time counts, e.g. social services departments or homeless services authorities. COVID-19 has exposed health disparities and work on health equity is critical; California's Healthy Place Index application is a great tool to assess community's existing conditions. For questions, please contact Tom Vo at Vo@scag.ca.gov.

SCAG SoCal Atlas, version 1.0

Released February 2022

About this Tool

SoCal Atlas is an interactive web-mapping tool developed by SCAG that allows planners, residents, and other users to explore data across geographies and topics through a collection of web maps and statistics. The tool leverages data primarily from the American Community Survey (ACS), U.S. Census Bureau's Decennial Census, and Esri. Additional related data is made available through the [Regional Hub](#) and additional information regarding the platform can be found on the [SCAG website](#).

This tool was developed in collaboration with SCAG's RDP, an ongoing "system of systems" effort to promote regional data sharing and collaboration and to provide long-range planning tools to all SCAG local jurisdictions (see <https://scag.ca.gov/rdp> for RDP details). Please [submit a request for technical assistance](#) for additional help or to schedule a detailed one-on-one technical assistance session.

Using SoCal Atlas

This tool allows users to explore different intriguing indicators—from housing to transportation categories—at different geographical levels. There are three components that made up the SoCal Atlas application, which are dynamic maps, infographics, and data. Similar to other applications (e.g., HELPR, Parcel Locator, etc.), users can select the local jurisdiction they wish to review.

1. Maps

Users can change the collection of maps they are viewing by selecting the 'Maps' button of the category of interest in the left-hand panel. Additional maps in the collection can be explored by selecting the map name in the toolbar above the map. Additional information about each map, including the source, vintage, and link to learn more can be found in the right-hand 'About the Map' panel.

2. Infographics

Users can also explore statistics, presented as interactive infographics, for each of the categories by selecting the 'Statistics' button from the left-hand panel. Each infographic of statistics has interactive elements; users can click on the various icons to learn more as well as print or export the infographic in the upper right corner.

3. Data

The data and maps used in the SoCal Atlas (along with additional related data where applicable) are also can be accessed by clicking the 'Data' button for each category. This will bring users to the [Regional Hub](#) where they can download or use this data further.

About the Maps

Key Stats Maps

Census Population

Where are the population centers?

This map shows population counts from the 2020 for counties, tracts, blocks, and block groups in the SCAG region. The data is sourced from the U.S. Bureau PL-94 redistricting file (processed and published by Esri) and the vintage is 2020.

[Learn more about this map.](#)

Household Income

What is the predominant household income?

This map shows the predominant household income for counties, tracts and block groups in the SCAG region. The data is sourced from [Esri's 2018 Demographic estimates](#).

[Learn more about this map.](#)

Educational Attainment

What is the predominant educational attainment level?

This map shows the predominant educational attainment for counties and tracts in the region. The data is sourced from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Poverty Ratio

Where are there people living in poverty?

This map compares the number of people living above the poverty line to those living below for counties and tracts in the SCAG region. Data is from the 2018 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Housing Maps

Tenure and Vacancy

What is prevalence of owner, rented and vacant housing units?

This map shows if owner-occupied, renter-occupied, or vacant housing is more prevalent at the county and tract level for the SCAG region. Data is from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Renter Cost

Where are people affected by high rent costs?

This map shows the percent of renter households who are spending more than 50% of their income on rent. The data is sourced from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Owner Occupancy and Cost

Where do people own homes and what is the home value?

This map shows a comparison of owner-occupied housing and the median home value for counties, tracts, and block groups in the region. The data is sourced from [Esri's 2018 Demographic estimates](#).

[Learn more about this map.](#)

Housing Structure Type

What is the predominant type of housing structure?

This map shows the predominant structure type of housing units, and number of housing units in structure for counties and tracts in the region. The data is sourced from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Housing Age

When was the housing stock built?

This map shows the predominant time period in which housing units were built for counties and tracts within the region. The data is sourced from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Employment Maps

Predominant Industry

What is the predominant industry?

This map shows the predominant industry for counties and tracts in the SCAG region. Industry classifications are based on business NAICS codes. The data is sourced from [Esri's 2018 Demographic estimates](#) with business data from Data Axle.

[Learn more about this map.](#)

Business Risk

Where are businesses at risk in an economic downturn?

This map shows where there are concentrations of businesses at risk in the event of an economic downturn for counties, tracts, and block groups in the SCAG region. Businesses at risk are those with a NAICS code in one or more of the following categories: Clothing/Accessory stores, General Merchandise

stores, Arts/Entertainment/Recreation, Accommodation, and Food Service/Drinking Places. The data is sourced from [Esri's 2019 Demographic](#) estimates with business data from Data Axle.

[Learn more about this map.](#)

Means of Transportation

What is the predominant means of transportation to work?

This map shows the most popular alternatives to driving alone to work by county and tract within the SCAG Region. The data is sourced from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Commute Time

What is the predominant commute time?

This map shows the predominant commute time ranges by county and tract for the region. The data is sourced from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

COVID-19 & At-Risk Maps

COVID-19 Trends

What are the COVID-19 trends in my area?

This map shows COVID-19 trends and active cases by County within the SCAG region. Additional information on methodology can be found [here](#). Data is sourced from [Johns Hopkins University CSSE US Cases by County dashboard](#) and [USA Facts for Utah County level Data](#) and data is updated weekly.

[Learn more about this map.](#)

Uninsured Populations

Where are the uninsured?

This map shows the percentage of the population with no health insurance by county and tract for the SCAG region. The data is sourced from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Senior Populations

Where do seniors live?

This map shows the count and population share of seniors (age 65+) for counties and tracts within the region. The data is sourced from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Disability Prevalence

What is the prevalence of people with a disability in my area?

This map shows the count and percent of individuals with a disability for counties and tracts within the region. The data is sourced from the 2019 American Community Survey (ACS) and has been processed and published by Esri.

[Learn more about this map.](#)

Additional Features

1.) Map Capture



A screenshot of each map can be quickly captured from within the application by clicking the Map Capture icon in the upper left corner of each map.

2.) Request Technical Assistance



If you need help with using the app or have additional questions, click this button to request technical assistance.

3.) App Switcher



Quickly access other RDP applications by selecting the app switcher icon. A list of all available applications will appear.

4.) Jurisdiction Specific URL Parameters for Embedding

Users can embed or share a version of SoCal Atlas with the jurisdiction pre-selected by specifying the jurisdiction name through a URL parameter. To do this, simply take the base URL of SoCal Atlas (<https://rdp.scag.ca.gov/socal-atlas>) and add the parameter '?jurisdiction=' followed by the jurisdiction name without any prefixes (e.g., Town of or City of). An example of the pattern is below for the City of Fullerton:

<https://rdp.scag.ca.gov/socal-atlas/?jurisdiction=Fullerton>

If the jurisdiction name is multiple words, add '%20' in place of a space, such as below:

<https://rdp.scag.ca.gov/socal-atlas/?jurisdiction=San%20Bernardino>