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INTRODUCTION

Rancho Cucamonga is one of Southern California’s most family oriented, safe and prosperous communities. Throughout the city’s thirty-four year history, community leaders have consistently emphasized quality in their decisions affecting housing, open space, education, recreation and economic development.

The results of these efforts are visible. The city’s neighborhoods have grown up through a series of planned unit developments highlighted by large lot sizes, quality construction, and ample open space. Rancho Cucamonga homes sell for the highest prices among major inland cities despite Southern California’s recent housing difficulties. The city’s government, retail, office and manufacturing centers have evolved in a similar fashion, giving the community a universally prosperous and well-organized look and urban ambience.

Rancho Cucamonga’s location is one of its principal advantages. Companies and residents can directly access major ground transportation routes in and out of Southern California: the I-10 and the I-15 freeways as well as the newly expanded I-210 freeway. The LA/Ontario International Airport is also just minutes from Rancho Cucamonga. Firms are moving to this area due to the city’s modern facilities, competitive costs and strong logistical infrastructure. In addition, companies can hire an increasing number of sophisticated workers that are migrating to the city’s growing base of upscale homes.

Rancho Cucamonga has been fortunate in seeing its retail trade per capita rise 31.7% from 2000-2010. This result came about as the 1.3-million-square-foot Victoria Gardens Regional Town Center opened, giving Rancho Cucamonga a downtown environment with the best in new urbanism design. The project incorporates retail, office, civic and cultural uses, and is home to sought-after tenants such as Anthropologie, Banana Republic, Bass Pro Shops, Pottery Barn, The Apple Store and Williams-Sonoma that previously only served their inland clients from outlets in Southern California’s coastal counties.

Rancho Cucamonga’s prosperity is measured by a median income of $76,640, well above the Southern California average of $57,267. Nearly all of the city’s households have computers with internet access. The city’s school children are succeeding with elementary, middle and high school Academic Performance Index scores far above state averages, and high school students are passing the Exit Examinations at rates that lead all of San Bernardino County’s major districts and far above county and state averages. The city’s emphasis on serving its families can be seen in its extensive system of neighborhood parks and numerous outdoor amenities such as lighted sports fields and children’s play areas. Other community venues include a specially designed adult sports complex; community center; cultural center; two libraries and over 150 miles of hiking, biking and equestrian trails.

Today, Rancho Cucamonga enjoys steady, balanced growth, a solid economic base, and an exciting future as it embarks on its 35th year of cityhood.
Rancho Cucamonga sits in the midst of Southern California’s fastest growing economy.

**RANCHO CUCAMONGA’S STRATEGIC LOCATION**

Sitting at the base of the San Gabriel Mountains, Rancho Cucamonga is a beautiful 40.2-square-mile city located near the western edge of San Bernardino County. The community is located 37 miles east of downtown Los Angeles and 15 miles west of downtown San Bernardino. It borders Upland to the west, Ontario to the south, and Fontana to the east. To the north, the often snow capped mountains rise majestically to over 10,000 feet.

Rancho Cucamonga is strategically located along major ground access routes linking Southern California to the rest of the United States. These routes include:

- I-210 Freeway through Pasadena/Los Angeles area
- I-15 Freeway through the Cajon Pass/High Desert area
- I-10 Freeway through the Banning Pass/All Points East – Interstate Transportation
TRANSPORTATION

The LA/Ontario International Airport is ten minutes from downtown Rancho Cucamonga and provides more than 114 daily flights to major cities in the United States. The airport is served by six major U.S. air freight carriers and is home to the Western Regional Headquarters for the United Parcel Service (UPS).

In addition to the airport, the city provides businesses with an outstanding logistics infrastructure which includes rail-served sites located throughout the city, cross docks of major LTL trucking firms, and proximity to Burlington Northern Santa Fe’s Intermodal yard located in nearby San Bernardino.

Metrolink, the regional commuter rail service, provides workers living outside of Rancho Cucamonga with easy access from points east and west via the San Bernardino Line and from Orange and San Diego counties via the Inland Empire-Oceanside Line.

Metrolink Station conveniently links Rancho Cucamonga residents to Los Angeles and Orange County.
The Inland Empire’s office market has experienced tremendous growth in recent years due to the region’s rising population and influx of talented and educated workers.

From 2000-2010, the Census Bureau showed the share of Rancho Cucamonga’s working residents employed as professionals, scientists and executives rose from 35.6% to 38.3%, the city’s largest occupation group. The number of inland residents with bachelor’s degrees or higher rose by 60.0% from 312,257 to 499,663. These shifts have caused some technical, professional and corporate office operations to begin migrating to the city and the inland region.

From 2003-2011, the Inland Empire added an additional 11.5 million square feet of office space. Rancho Cucamonga also experienced significant growth during this time period with an additional 1.9 million square feet of office space built, which more than doubled the amount of space the city had in 2003.

In December 2011, Rancho Cucamonga had 869,930 square feet of newer, steel framed, technologically advanced Class “A” office space. Of this amount, 205,089 square feet was available, yielding a 23.6% availability rate. Rancho Cucamonga also had over 2,668,454 square feet of high quality, steel framed, somewhat older Class “B” office space. Of this amount, 568,925 square feet was available, yielding a 21.3% vacancy rate. Among older tilt-up Class “C” buildings, Rancho Cucamonga had approximately 296,950 square feet of space, of which 29,330 square feet was available, yielding a 9.9% vacancy rate.

In December 2011, Rancho Cucamonga had 3,835,334 square feet of office space in existence with no new construction. This placed Rancho Cucamonga as the fourth largest office sub-market in the Inland Empire with 13.8% of the region’s 27,868,490 square feet of office space either completed or under construction.
With the combination of population and economic growth, plus the migration of skilled workers, the Inland Empire area’s somewhat lower office space costs serve as another reason for companies to consider the region. In December 2011, Rancho Cucamonga’s Class A office space leased for an average price of $1.87 per square foot per month (nnn); 7.5% less than the least expensive space in Los Angeles County and 9.6% less than the least expensive space in Orange County.

Near regional airports, the differences were much greater. In the Pasadena-Glendale-Burbank area, 10,000 square feet of space would cost 49.7% more than in Rancho Cucamonga. Near John Wayne Airport in Orange County, space would cost 19.3% more than in Rancho Cucamonga.

Office Space Rancho Cucamonga, December 2011

With the combination of population and economic growth, plus the migration of skilled workers, the Inland Empire area’s somewhat lower office space costs serve as another reason for companies to consider the region. In December 2011, Rancho Cucamonga’s Class A office space leased for an average price of $1.87 per square foot per month (nnn); 7.5% less than the least expensive space in Los Angeles County and 9.6% less than the least expensive space in Orange County.

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```
Office Space Rancho Cucamonga, December 2011

23.6% Vacant 76.4% Occupied 21.3% Vacant 78.7% Occupied 9.9% Vacant 90.1% Occupied
205,089 sq. ft. 664,841 sq. ft. 568,925 sq. ft. 2,099,529 sq. ft. 29,330 sq. ft. 267,620 sq. ft.
Class A Total Square Feet 869,930
Class B Total Square Feet 2,668,454
Class C Total Square Feet 296,950
```

Source: Grubb & Ellis

Rancho Cucamonga’s average Class “A” office cost of $1.87 per square foot per month was also below three of the major inland markets: Chino-Upland-Montclair ($2.19 sq. ft./mo.), Riverside-Corona ($2.09 sq. ft./mo.) and Ontario ($2.01 sq. ft./mo.).
Rancho Cucamonga is located in the middle of the strongest industrial real estate market in the United States from 2000-2011: the Inland Empire’s I-15 Corridor. A steady flow of manufacturing, distribution and high technology firms have been drawn to this area to take advantage of Southern California’s best combination of land availability and transportation infrastructure, as well as labor and space costs.

In December 2011, Rancho Cucamonga had 36.9 million square feet of manufacturing & distribution space in existence with no space under construction. This represented 8.3% of the 446.2 million square feet in the Inland Empire, ranking the city sixth among the area’s sub-markets.

Industrial Space, Existing or Under Construction
Inland Empire, By Market, December 2011

<table>
<thead>
<tr>
<th>Market</th>
<th>Existing Space (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ontario</td>
<td>28,098,087</td>
</tr>
<tr>
<td>Redlands/San Bernardino</td>
<td>32,760,601</td>
</tr>
<tr>
<td>Fontana</td>
<td>38,538,097</td>
</tr>
<tr>
<td>Chino</td>
<td>40,576,560</td>
</tr>
<tr>
<td>Riverside</td>
<td>43,105,405</td>
</tr>
<tr>
<td>Rancho Cucamonga</td>
<td>36,906,193</td>
</tr>
<tr>
<td>Mira Loma</td>
<td>32,760,601</td>
</tr>
<tr>
<td>Corona/Norco</td>
<td>22,996,158</td>
</tr>
<tr>
<td>Moreno Valley/Perris</td>
<td>18,651,606</td>
</tr>
<tr>
<td>Colton/Rialto</td>
<td>15,794,714</td>
</tr>
<tr>
<td>Temecula</td>
<td>9,761,376</td>
</tr>
<tr>
<td>High Desert</td>
<td>7,742,775</td>
</tr>
<tr>
<td>Montclair/Upland</td>
<td>2,516,087</td>
</tr>
<tr>
<td>Total Industrial Space</td>
<td>99,216,207</td>
</tr>
</tbody>
</table>

Rancho Cucamonga’s 2.5 million square feet of available industrial space—either vacant or becoming available—ranked eighth among the Inland Empire’s markets. Increasingly, the cities with more space available tend to be east of the I-15 freeway. The city’s available space represented 5.4% of the Inland Empire’s 46.1 million square feet that is available or being built. The city’s vacancy availability rate in fourth quarter 2011 was 6.8%, compared to an Inland Empire rate of 9.4%.

Geographically, Rancho Cucamonga sits at the junction of the I-15 and I-10 freeways, the two main access routes to Southern California from the Eastern and Southern United States. The I-210 freeway offers direct access through the Pasadena area and shortens distances for trucks headed up the I-5 to Northern California and the Northwest. In addition, the city is near Cajon Pass (I-15, BNSF) and San Gorgonio Pass (I-10, UP Railroad), the principal routes for transporting goods in to or out of Southern California.
One reason firms are migrating to the Rancho Cucamonga area is the relatively low cost of industrial space by southern California standards. According to Grubb & Ellis, the monthly asking lease rate for Rancho Cucamonga's industrial space averaged $0.31 per square foot in December 2011, net of taxes, insurance and common area fees (nnn). For a 400,000-square-foot facility, the annual cost was $1.49 million. This is 26.2% less than the annual cost of industrial space in the least expensive L.A. County sub-market and 28.6% less than the annual cost of space in the least expensive Orange County sub-market.

Almost all of Rancho Cucamonga's industrial space is new compared to coastal counties. This means that firms in the city find 32 to 40 foot ceilings, 440 amps, broadband accessibility, modern fire suppression systems, wide turning radiuses and broad streets. The taller ceilings add a further savings of 20% on space costs due to the difference in cubic storage area.

In addition, a Rancho Cucamonga location places companies within minutes of LA/Ontario International Airport, which hosts UPS's Western United States hub. The city is served by Burlington Northern Santa Fe Railroad and is just 20 minutes west of their intermodal yard in San Bernardino. Yellow Freight Systems maintains major trucking cross-docks in nearby Bloomington and in San Bernardino.

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TAXABLE RETAIL TRADE

Whether the measure is total taxable sales, growth in per capita sales or average sales per store, Rancho Cucamonga’s retail trade has grown dramatically throughout the years despite the recent economic downturn.

Over the years, Rancho Cucamonga has encouraged growth of the retail industry and national retailers have targeted the city’s affluent and upwardly mobile population. Retail activity in the city has been strongly influenced by the 1.3-million-square-foot Victoria Gardens Regional Town Center, which opened in October 2004. The mixed-use lifestyle center incorporates the best in new urbanism design and integrates retail, office and upscale multi-tenant sites. Victoria Gardens hosts major anchor tenants such as Macy’s and JCPenney, along with sophisticated boutique and specialty outlets previously unknown to the inland region such as Bass Pro Shops Outdoor World, Pottery Barn and Banana Republic. The project has also spurred the development and success of other retail centers in the city, and encouraged Sears to open a massive 180,000-square-foot Sears Grand store in the community.

The largest share of the city’s retail sales came from non-store outlets ($460 million). This group includes manufacturing and distribution firms selling directly to the public, as well as professional and service firms and construction contractors. Among “in-store” retail outlets, the greatest sales were recorded amongst general merchandise outlets ($344 million) followed by eating and drinking establishments ($286 million) and “other retailers” or specialty shops that fill in around anchor tenants in shopping centers ($224 million).

In 2010, Rancho Cucamonga saw its retail trade begin to rebound from the difficulties of the long recession. Taxable transactions went from $1.92 billion in 2009 to 1.96 billion in 2010. From 2000-2010, Rancho Cucamonga’s taxable sales grew $794.4 million, representing an increase of 68.3%. Much of this gain represented a true increase in trade volume since prices rose on 31.7% during this period. Preliminary information from Hinderliter DeLlamas for 2011 indicates that sales tax volume will exceed $2.10 billion. This estimated growth for 2011 will take the 2000-2011 increase to 85.1%, far above the 35.2% inflation rate for this longer period.
Rancho Cucamonga’s effort to encourage growth of local retail centers has had a prominent impact on the community. Previously, in-store general merchandise and specialty shop spending by city residents tended to take place outside of the community. Now much of this retail spending occurs in town. Except for vehicle purchases and a few other retail sectors, the sales taxes paid by residents generally tend to stay in Rancho Cucamonga where it is used to provide local services such as public safety and recreation programs. Victoria Gardens also attracts shoppers from surrounding communities that shop in the city.

In 2010, Rancho Cucamonga saw sales taxes flowing into the city from other jurisdictions in four of its retail sectors: furniture, eating & drinking, general merchandise and apparel. This was done as the county’s median income ($52,607) was 45.7% below that of the city ($76,640). Sales tax inflows are occurring in sectors where the city’s adjusted figure is higher. Outflows occur in the sectors where the city’s figure is lower: automotive, service stations, other retail, and building materials. These areas represent sectors where firms can succeed by opening in the city and selling to residents.
EMPLOYMENT

Rancho Cucamonga’s emergence as a major inland job center is primarily the result of the out-migration of people and firms to the Inland Empire from the Southland’s coastal counties. As housing, manufacturing and distribution space became more scarce in the coastal counties, people began flocking to the less expensive Inland Empire during the 1970’s and 1980’s. Today, the inland migration of skilled technicians, professionals and executives to high-end cities like Rancho Cucamonga is creating a labor pool that is able to support high technology firms, large professional organizations and regional corporate headquarters.

In recent years, professional, corporate and other office firms have migrated to Rancho Cucamonga due to its available and less expensive, but highly educated workforce. Employees are willing to work for a little less because long commutes to coastal counties take time and energy away from their jobs and families. For positions averaging $70,000 or more in coastal counties, inland workers will accept 9.2% less than in Los Angeles and Orange counties. This creates a powerful incentive for high-end firms to follow their workers into the region. Historically, similar advantages occurred for blue collar firms with Inland workers in positions averaging less than $70,000 earning 2.6% less than those in Los Angeles County and 5.8% less than in Orange County.

From 2000–2010, the number of firms paying payroll in Rancho Cucamonga grew from 2,414 to 3,233; a net growth of 1,092 companies (51.0%). The largest share of the city’s firms are retailers (540, 16.7%), followed by distribution (446, 13.8%), other “consumer” services (440, 13.6%), construction (386, 11.9%), and finance, insurance and real estate (298, 9.2%). Rancho Cucamonga’s firms average more workers than the Inland Empire as a whole. The city’s average for 2010 was 18.6 jobs per firm, versus the Inland Empire’s aver of 9.9 workers per firm.
In 2010, retailing (12,624) was the largest employment sector in Rancho Cucamonga due to the city's large retail areas, including Victoria Gardens. Manufacturing (7,943) was the second largest, despite some slowing. Distribution (7,925) was the next largest sector due to the city's sizeable base of warehouses, followed by education (5,805) and employment agencies (4,811).

By occupation, Rancho Cucamonga’s residents tend to be among the white collar workforce. In 2010, 33.7% had management or professional jobs compared to 23.6% for the Inland Empire. Approximately 27.9% of residents worked in sales and office occupations versus the regional average of 22.6%. In blue collar occupations, the shares were reversed: 7.1% of city residents had manufacturing and logistics jobs versus the region’s 11.7%, and 6.5% of city residents had construction jobs versus 9.6% in the region.

This occupational shift among Rancho Cucamonga's residents was a direct result of the increasing number of upscale residents migrating to its higher-end homes. This is reflected in the Inland Empire's trend toward having better-educated residents. From 2000-2010, the area added 187,406 residents with Bachelor’s or higher degrees, up 60.0%. These workers are the reason that professional and office operations are starting to migrate to the city and the surrounding region, and that local technology firms are succeeding.
BUSINESS-FRIENDLY CLIMATE

Since 1981, the Rancho Cucamonga Redevelopment Agency has administered a variety of economic development, redevelopment and housing-related programs that have made a positive impact on businesses and residents in the community. The Agency has assisted in the elimination of blighted conditions resulting in the development of new public facilities and affordable housing projects, improved infrastructure, and in the creation of a strong local economy through business attraction and retention, workforce development, and tourism efforts.

On June 15, 2011, The California State Legislature passed AB X1 26 and AB X1 27, which abolished redevelopment agencies, but provided them with an option to survive if they contributed money to the state. The California Redevelopment Association and the League of California Cities filed a lawsuit in the California Supreme Court seeking to overturn these bills. On December 29, 2011, the California Supreme Court ruled in the litigation, CRA v. Matosantos, upholding AB X1 26 but striking down the companion legislation that would have allowed the agencies to survive. As a result, all redevelopment agencies were forced to dissolve as of February 1, 2012.
The City is committed to maintaining a business-friendly climate that supports the attraction and retention of businesses in Rancho Cucamonga.

BUSINESS-FRIENDLY CLIMATE

While many of the programs and services provided by the former Rancho Cucamonga Redevelopment Agency are currently unavailable, the city is still committed to maintaining a business-friendly climate that supports the attraction and retention of businesses in Rancho Cucamonga. Some of the business support services and marketing opportunities currently available include:

- “Rancho Advantage,” a service that brings together principal department representatives to advise new companies on their individual site-specific building and tenant improvement requirements.
- The Small Business Development Center (SBDC) provides small businesses and entrepreneurs with free business assistance and counseling. The SBDC offers business consulting, seminars, workshops, special programs and information services.
- The “Rancho Recon” (Rancho Cucamonga Reconnaissance) Market Analysis service is designed to offer businesses a detailed analysis of local market segments, specific to each location and tailored to meet individual business needs. This service is provided free of charge, once per year, to all Rancho Cucamonga-based businesses.
- Site selection assistance is offered to new and existing businesses within the City. This assistance consists of a confidential site search for available properties based on specific, client-provided site criteria, as well as coordinating site tours and meetings with real estate brokers and developers.
The development review process is intended to be streamlined and efficient.

DEVELOPMENT REVIEW PROCESS

Application Submitted

30-day Review by City Staff

Application Complies with Code Requirements?

No

Committee Review Required?

Yes

MINOR PROJECTS

Prepare for Planning Director Action

Planning Director Public Hearing Required?

No

Planning Director Public Hearing

Planning Director Administrative Review

If Approved by Planning Director

End of Development Review Process

MAJOR PROJECTS

Application Reviewed by Committees

Planning Commission Public Hearing

City Council Action Required?

No

City Council Public Hearing

If Approved by City Council
In November 2010, the City of Rancho Cucamonga unveiled a more “user-friendly” version of its website: www.CityofRC.us, providing a central portal for information focused on residents, businesses, visitors and services.

This website offers a variety of information useful to business owners and operators; business investors; residents and non-residents seeking community information; individuals interested in educational resources and opportunities in and near Rancho Cucamonga; and visitors looking for things to do and see within the city.

The website’s comprehensive collection of information is thoughtfully organized into categories to assist end-users with finding the information they need quickly and easily. The Business section of the website provides information on business support programs and services, as well as training and employment resources and helpful business-related links. Visitors can even find personal testimonials from successful business professionals who have discovered the advantages of doing business in Rancho Cucamonga.
Rancho Cucamonga is one of the nicest places to live in Southern California. The city's neighborhoods are brand new, or relatively new, and are upscale and architecturally pleasing. Families are close to a numerous parks and recreational amenities, as well as several new restaurants and shopping centers. The schools are excellent. The streets are safe. The LA/Ontario International Airport is minutes away, and numerous professional, high-technology production and logistics firms are expanding rapidly in and near Rancho Cucamonga.

Thanks to its location, city residents and businesses have easy access to the rest of Southern California via the I-10, I-15 and I-210 freeways. As a result, the city has and will continue to be one of the main beneficiaries of the growth that migrates into the Inland Empire from Southern California's congested coastal counties.

Since 2000, these advantages plus a policy of carefully managed growth have caused Rancho Cucamonga to grow from 127,743 to 168,181 people in 2011, a gain of 40,438 or 31.7%. The city has increased its population faster than San Bernardino County (20.0%) and the county's west end (14.9%). The city's population gain during this period was the fifth largest among the inland region's 52 cities and the 27th largest absolute population gain among California's 483 cities.

Population Growth, Top 15 Cities, Inland Empire Cities, 2000-2011

Source: CA Department of Finance, E-5 Reports
Rancho Cucamonga is a prosperous, upper middle-class community. In 2010, the total income of its families was $4.8 billion. Its median household income of $76,640 was 8.1% above that of wealthy Orange County ($70,880) and 45.7% above San Bernardino County ($52,607). The city’s average family income was $88,474 and its per capita income was $30,314.

In 2010, 35.8% of Rancho Cucamonga’s families earned $100,000 or more, while another 15.5% were in the $75,000-$99,999 range, placing 51.3% of them above $75,000 a year. Of the 21 Inland Empire cities with over 65,000 people, Rancho Cucamonga’s median household income of $76,640 ranked second, above Corona ($74,015) and below Chino Hills ($100,099). The city’s $4.84 billion in total personal income was the second highest among the Inland Empire’s 52 cities. Only the city of Riverside with 138,598 more people (306,779) had a higher total income level at $6.02 billion.
Rancho Cucamonga is unusual in having a much larger share of its population in their peak earning years than Southern California: 25-34 (15.0% v. 14.4%), 35-44 (15.7% v. 14.1%), and 45-54 (16.9% v. 14.0%). Just 6.8% of city residents were 65 or older versus 11.0% in Southern California. This is consistent with Rancho Cucamonga’s success in attracting successful families in their prime working ages.

Rancho Cucamonga is an ethnically diverse community, but less so than Southern California. In 2010, 42.2% of city residents were Caucasian compared to 35.5% in the region. Another 33.7% were Hispanic versus 43.4% in the region. Interestingly, 12.0% of Rancho Cucamonga residents were of Asian or Pacific Island descent, nearly equal to the region’s 12.2%. The city’s African-American population was 8.7%, just above the region’s 6.2%. In 2000, the city was: Caucasian (55%), Hispanic (28.8%), African-American (7%), Asian (6%).
EDUCATION: Rancho Cucamonga’s Well-Educated Population

Rancho Cucamonga has always been a well-educated community. In 2010, 28.9% of Rancho Cucamonga’s adults had Bachelor’s, Master’s, Ph.D. or professional degrees. That was above San Bernardino (18.6%) and Riverside (20.3%) counties. It was near to Los Angeles (29.1%), but below San Diego (33.7%) and Orange (36.6%) counties. The share of the city’s adults who completed school with a high school diploma or less education was only 31.1%. That was less than every county in Southern California, including well-educated Orange (34.6%) and San Diego (34.0%) counties. The influx of new residents to the city’s upscale homes has pushed up its average educational level even higher.

Source: American Community Survey, Census Bureau 2010

College Graduate/High School or Less, Rancho Cucamonga & Southern California Counties, 2010

<table>
<thead>
<tr>
<th>County</th>
<th>College Graduate</th>
<th>High School or Less</th>
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</thead>
<tbody>
<tr>
<td>Orange County</td>
<td>48.6%</td>
<td>34.6%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>44.6%</td>
<td>33.7%</td>
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<tr>
<td>Ventura</td>
<td>46.7%</td>
<td>34.0%</td>
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<td>Los Angeles County</td>
<td>30.8%</td>
<td>29.2%</td>
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<td>So. California</td>
<td>29.1%</td>
<td>29.1%</td>
</tr>
<tr>
<td>Rancho Cucamonga</td>
<td>31.1%</td>
<td>28.9%</td>
</tr>
<tr>
<td>Riverside County</td>
<td>20.3%</td>
<td>18.6%</td>
</tr>
<tr>
<td>San Bernardino County</td>
<td>18.6%</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

Source: American Community Survey, Census Bureau 2010
Rancho Cucamonga takes great pride in its education system – a system that is marked by graduation levels above state and local averages, high academic achievement scores and a large number of graduates who go on to higher education.

Altogether, Rancho Cucamonga had 38,885 students attending classes in its several school districts in 2011, up 445 students from 2010. The city’s younger students attend classes in one of four K-8 elementary school districts: Alta Loma (6,394), Central (4,826), Cucamonga (2,001) and Etiwanda (12,882). High school students attend one of four schools that are part of the Chaffey Joint Union High School District: Alta Loma High School (2,688), Etiwanda High School (3,342), Los Osos High School (3,365) and Rancho Cucamonga High School (3,153).

In 2010, 29.9% of Rancho Cucamonga’s high school seniors completed the course work required for entrance to either the University of California or California State University systems, up from 28.7% in 2008. Their percentage of completion for college preparatory classes was well above the 24.3% average for San Bernardino County. Students’ average score of 1,514 on the Scholastic Assessment Test ranked fourth among San Bernardino County’s communities and was well above the county's average of 1,440.

The city’s elementary, middle and high schools far exceeded the state average on the Academic Performance Index – a weighted measure of various testing scores that provides the basis for state awards to schools showing the greatest increases in achievement. Elementary students have increased their scores and averaged 879 versus the state’s 809 in 2011. Middle school students have increased their scores in all but one of the years of the test and averaged 842 versus the states 778 in 2011. High school students have increased their scores in all thirteen years of the test and averaged 820 versus the state’s 742 in 2011.
EDUCATION: Post-Secondary Education Institutions

Rancho Cucamonga is home to Chaffey College, one of California’s fastest growing campuses. Founded in 1883, it is the oldest community college in the state. In spring 2010, the full time equivalent enrollment was 19,842. The college is one of six in California with a AA bond rating from Standard & Poors, the highest rating given.

Within a one-half hour drive of Rancho Cucamonga, residents and business leaders have access to an extraordinary array of private and public colleges & universities. Altogether, there are 24 campuses that had a combined enrollment of 204,261 students in the spring of 2011.

- The Claremont Colleges and the University of Redlands are nationally known and among the top rated private, liberal arts schools in the United States.
- Impressive scientific work is being conducted at Harvey Mudd College (nation’s top rated undergraduate school of science) and Keck Graduate Institute of Applied Life Sciences.
- California State Polytechnic University at Pomona graduates the largest number of engineers west of the Rocky Mountains.
- The University of California, Riverside had the largest number of 1999-2011 Fellows admitted to the American Association for the Advancement of Science.
- Loma Linda University has one of the top medical schools in the world and the Western University of Health Sciences in Pomona produces 15% of new primary health care physicians in the Western United States.
- California State University San Bernardino is the fastest growing state university campus. The Peter Drucker Graduate School of Management Claremont Graduate University is well known nationally.
Families seeking to live in a community that has made a conscious decision to emphasize quality neighborhoods should carefully consider Rancho Cucamonga. Here they will find beautiful tree-lined neighborhoods with planned unit developments that emphasize large lot sizes and quality construction. Around nearly every home, families will find carefully designed walking areas, parks, neighborhood shopping centers and schools.

Rancho Cucamonga’s housing markets reflect the city’s prime location along the Inland Empire’s western edge, as well as its success in developing a quality community. The city’s homeowners enjoy some of the highest property values in the inland region due to its foothill setting, as well as the access it provides to job hubs in the Inland Empire and its proximity to Los Angeles County. Additionally, the city’s emphasis on planned unit developments, large lot sizes and construction standards is well above industry norms.

Rancho Cucamonga’s upscale homes are a bargain compared to those in coastal counties. Successful families are finding that the city provides them with an opportunity to move into beautiful, upscale neighborhoods located within a prosperous community.

Before the current housing difficulties, Rancho Cucamonga’s home builders responded to the surge of higher income families looking for quality housing in the Inland Empire by building homes of up to 6,000 square feet. As a result, the city’s new home prices rose dramatically reaching a record $734,625 in second quarter 2007. With the slowdown in Southern California’s housing markets, builders have had to bring prices down dramatically. In the fourth quarter 2011, the new home median price returned to $562,556, the second highest in major or nearby Inland Empire markets. These facts reflect the city’s commitment to upscale neighborhoods and the premium standards to which units must be built.

New Home Price Comparison, Major Inland Empire Cities, 4th Qtr. 2011

Source: Dataquick
Rancho Cucamonga’s existing homes peaked at a median price of $572,291 in third quarter 2007. Difficulties in Southern California’s home markets then caused prices to decline to $336,916 by second quarter 2011, the third highest among major and nearby Inland Empire markets. Chino Hills ($413,000) was ranked highest followed by Upland ($343,349). Corona ($305,374) was the next lowest. The flow of demand from the coastal counties is clearly demonstrated by the fact that Inland Empire prices are highest in cities nearest to Los Angeles, Orange and San Diego counties.

Rancho Cucamonga’s homebuyers are purchasing much larger homes than they could afford in coastal counties. Using the $170 median cost per square foot in the city versus San Diego ($194), Los Angeles ($252), and Orange ($261) counties shows that a 3,000-square-foot house in Rancho Cucamonga ($511,000) would cost less than the $582,000 - $783,000 for the same size home in coastal counties.

Rancho Cucamonga has the Inland Empire’s best planned, highest quality multi-family complexes. This is the result of deliberate policies aimed at ensuring that the city’s attached units meet the same space and architectural standards as its single-family detached neighborhoods and provide similar surroundings. In addition, Rancho Cucamonga is one of the few Southern California communities that anticipated that many executives, professionals and seniors would prefer to live in high quality condominium or apartment settings. Thus, 36.5% of the city’s housing is comprised of attached units with many integrated into its landscaped neighborhoods (Inland average: 23.3%). In 2010, Rancho Cucamonga’s rental units averaged $1,364 per month, far above the $1,088 for the Inland Empire and above all of the coastal counties.
PUBLIC SAFETY

Whether measuring the crime rate, the speed of response by the fire department, or the availability of emergency medical services and paramedics, the overall performance of the city's public safety departments has been outstanding.

Families living in Rancho Cucamonga are in one of the safest communities in California and the United States. In 2010, based on U.S. Department of Justice Data, the city experienced 24.3 crimes per 1,000 people. The city's crime rate is now 49.6%, below its 1993 level when it already had one of the lowest incidents of crime in the state. It reached this level by reducing the number of crimes by 1,359 incidents despite adding 54,141 additional residents.

In 2010, the city's violent crime rate was just 2.0 incidents per 1,000 people, down 41.6% from 1993, making it one of the lowest rates among major Inland Empire cities. At this low rate, a city resident is unlikely to know someone in the community who was a victim of a violent crime.
Police

Since incorporation in 1977, law enforcement services in the city have been provided through a contract with the San Bernardino County Sheriff’s Department. The low crime rate the city continues to enjoy is a direct result of the hard work and dedication of the men and women of the police department and the positive interaction and participation by the community in crime prevention activities. As a result of these efforts, Rancho Cucamonga has become one of the safest cities to live in, and a place where citizens enjoy the security of a city and a police department that are truly dedicated to working together to provide a safe and family-oriented environment.

The police department has one of the largest volunteer units in the Inland Empire, which includes Reserve Deputy Sheriffs, a Citizen’s Patrol, an Equestrian Patrol and an Explorer’s unit. The number of volunteer hours dedicated to the department and the city continues to be the highest in the county. Many of these volunteers have been residents of the city for some time, which also attests to the community’s involvement in working together to provide a better place to live and do business.

Fire

The Rancho Cucamonga Fire Protection District is responsible for providing and managing numerous programs for the efficient delivery of fire protection and emergency medical services, as well as other diverse emergency preparedness and response programs. Personnel are dedicated to the preservation of life and property in service to the people of Rancho Cucamonga. The fire department’s goal is to deliver services in an effective, efficient and professional manner by utilizing innovative and progressive approaches to fire and life safety services, which enhance the quality of life for those they serve.

The delivery of fire services is managed through divisional responsibility consisting of administration, operations, personnel development and fire safety.
Rancho Cucamonga's leadership has devoted a great deal of energy toward creating a sense of community built around a master plan that integrates parks and community facilities, open spaces and trails, and entertainment and sports activities.

Rancho Cucamonga has 29 parks covering 419 acres in neighborhoods throughout the city. This is an average of one acre per 401 residents. These family-oriented parks provide extensive access to soccer and baseball fields, as well as tennis and basketball courts. Nearly every park has picnic facilities and areas set aside for outdoor enthusiasts, sports participants and joggers.

Rancho Cucamonga has more than 150 miles of biking, hiking and equestrian trails. The Pacific Electric trail follows the east-west route of the old Pacific Electric Railroad and features a paved section for pedestrians and cyclists and another section of decomposed granite for joggers and equestrians. It is night lighted for safety and has climate-appropriate landscaping, drinking fountains, trash cans and doggie bag dispensers at all signalized intersection crossings. The entire Pacific Electric trail route will connect five cities along the 20-mile Southern Pacific railroad corridor, linking the City of Rancho Cucamonga with the cities of Claremont (to the west) and Rialto (to the east). Rancho Cucamonga will complete the final phase of its seven-mile trail segment in spring 2012, linking to the City of Upland's trail.
RECREATION PROGRAMS & FACILITIES

Rancho Cucamonga has one of the largest and most innovative recreation programs in the Inland Empire. Last year, the city offered 2,054 recreational classes/activities accommodating 27,686 participants and providing a wide variety of youth, teen and adult activities and sports programs.

The city has five frequently used community centers that offer a wide variety of services, programs and event space. In 2005, the city opened the James L. Brulte Senior Center and the Goldy S. Lewis Community Center, marking the first phase of development for the 103-acre Central Park. The Victoria Gardens Cultural Center, which opened in the summer of 2006, includes the Lewis Family Playhouse, a 536-seat live performing arts theater; the city’s second public library; and a 450-square-foot meeting/banquet facility to serve residents and businesses in and around the community.

Rancho Cucamonga’s award-winning public libraries offer approximately 250,000 books, magazines, DVD's, CD’s, books on CD and gaming software; a state-of-the-art technology center with 37 computers offering Internet access and productivity software; a mobile unit for kids that visits neighboring schools and parks; tutoring for children 7 to 12 years of age; and adult and family literacy programs.
TRAVEL & TOURISM

Rancho Cucamonga is the “Gateway to a Southern California Adventure,” offering a wide variety of activities and attractions for visitors of all ages. Visitors can dine at well-known restaurants, take part in exciting outdoor activities and events, enjoy a chic shopping experience, and relax in one of several quality accommodations like aloft, the trend-setting vision of Starwood Hotels, or select from a full range of offerings from America’s best brands including Hilton, Holiday Inn, Marriott and Sheraton. There are also plenty of family-oriented venues and activities in the city.

FOOD, WINE, SHOPPING AND ENTERTAINMENT

The Joseph Filippi Winery and Vineyards produces some of the finest wines in California. Since 1969, the Filippi Winery has won over 200 awards for winemaking excellence. Today, the winery continues to advance an industry that has long been a part of Rancho Cucamonga’s rich and colorful heritage.

Located at the site of the historic Thomas Winery (oldest winery in California), the Wine Tailor offers patrons an opportunity to make their own wine and label it with a custom-designed label. The Wine Tailor offers an extensive wine bar that features more than 20 wines that visitors can sample before deciding on which ones they may want to purchase.

The Victoria Gardens Regional Town Center is the Inland Empire’s premier shopping, dining and entertainment destination. With more than 150 retail stores, restaurants and entertainment venues to choose from, visitors are sure to find just what they’re looking for at Victoria Gardens. Guests can dine at restaurants such as P.F. Chang’s or the Cheesecake Factory, or take in a movie at the AMC Theatres to compliment an extraordinary shopping experience.

Visitors looking for the ultimate in outdoor adventure shopping can step into the 180,000-square-foot Bass Pro Shops Outdoor World and experience the “great outdoors” as never before. This sportsman’s paradise features everything from fishing and hunting gear to men’s, women’s and children’s outdoor apparel. From its climbing wall to its fly fishing pond – there’s certainly something for everyone to enjoy.
Rancho Cucamonga is the “Gateway to a Southern California Adventure,” offering a wide variety of activities and attractions for visitors of all ages.

TRAVEL & TOURISM

HISTORIC ATTRACTIONS & MUSEUMS

The Wignall Museum of Contemporary Art is located on the main campus of Chaffey College in Rancho Cucamonga. The museum/gallery offers four to five exhibitions each year, and is dedicated to presenting innovative exhibitions and programs that reflect the scope and diversity of the art of our time.

The Maloof Residence, Workshop and Gardens is a living museum where visitors can view examples of the style and craftsmanship of one of the most widely admired contemporary furniture craftsmen in the world, Sam Maloof, who was revered as one of the greatest woodworkers who ever lived. His work has been exhibited in the Smithsonian and the artist’s pieces are in the homes of three former U.S. Presidents.

The Christmas House was originally built in 1904 for entertaining and was well known for its lavish Christmas parties that earned the house its historical name. In keeping with the century-old tradition, the Christmas House can be reserved for weddings and receptions, luncheons and parties. Serving as a bed and breakfast inn, there are six guest rooms each having its own décor, amenities and ambiance.

SPORTS ATTRACTIONS

The Rancho Cucamonga Quakes are the Class A affiliates of the Los Angeles Dodgers baseball team. The entire family will enjoy an exciting game of Quakes baseball at the Epicenter, voted the number one minor league baseball stadium in the United States.

Rancho Cucamonga is also home to one of Southern California’s most beautiful golf courses – the award-winning Arnold Palmer-designed Empire Lakes Golf Course. This impeccably maintained course offers a par 72 championship layout and is uniquely designed to provide all golfers with a challenge. The 18 holes of this golf course test the skills of future PGA champions as well as those who just enjoy the game. The golf course also offers lessons for players of all levels and abilities.

The Auto Club Speedway is the West Coast’s premier motor sports entertainment venue and is located just minutes from downtown Rancho Cucamonga. The speedway offers locals and tourists great events including the Auto Club 400, HSR West, and the Auto Club Dragway events.