





28.98 square miles

Incorporated: 1946

1515 6th Street Coachella, CA 92236 • (760) 398-3502 • www.coachella.org

Mayor: Eduardo Garcia

Mayor Pro Tem: Steven Hernandez

Council Members: Jesse Villarreal, Emmanuel Martinez & Gilbert Ramirez, Jr.

City Manager:	(760) 398-3502	Police Department:	(760) 863-8990
City Council:	(760) 398-3502	Fire Department:	(760) 398-8895
Community Development:	(760) 398-3102	Parks & Recreation:	(760) 398-4202

POPULATION CHARACTERISTICS

Population	2009 Racial & Ethnic Population (*4)		2009 Population by Age (*4)			
	Number	Percent		Total	Percent	
1970	8,353	(*1)	White	1,230	3.0%	
1980	9,129	(*1)	African American	82	0.2%	
1990	16,896	(*1)	Asian/Pac Islander	82	0.2%	
1995	19,800	(*2)	All Other Races	205	0.5%	
1996	20,550	(*2)	Hispanic*	39,401	96.1%	
1997	20,900	(*2)	Total Population	41,000	100.0%	
1998	21,150	(*2)	* Hispanic can be of any race			
1999	21,500	(*2)	Vital Statistics (*5)			
2000	22,724	(*1)		2006	2007	
2001	23,356	(*2)	Total Births	694	1,005	
2002	24,412	(*2)	Birth Rate*	19.6	26.1	
2003	27,086	(*2)	Total Deaths	95	130	
2004	28,082	(*2)	Death Rate*	2.7	3.4	
2005	30,879	(*2)	* Rates per 1,000 population			
2006	35,354	(*2)	2009 Voter Registration (*7)		2009 Population by Sex (*6)	
2007	38,437	(*2)		Number	Percent	
2008	40,317	(*2)	Democrat	5,516	63%	
2009	41,000	(*2)	Republican	2,171	25%	
	Projections		Other	169	2%	
2015	60,759	(*3)	Decline to State	925	11%	
2020	75,540	(*3)	Total	8,781	100%	
2025	90,121	(*3)	Male	21,279	51.9%	
2030	104,703	(*3)	Female	19,721	48.1%	
2035	119,383	(*3)	Total	41,000	100.0%	

Sources: (*1) Decennial Census, US Census Bureau (*4) Claritas, ACS and CA State Dept. of Finance
 (*2) January Estimate, CA State Dept. of Finance (*5) Riverside County Dept. of Public Health
 (*3) Riverside County Center for Demographic Research (*6) Census, ACS and CA State Dept. of Finance
 Note: Total might not add up due to rounding. (*7) CA Secretary of State as of March 2009

Comparing data between years may be problematic because of incorporations & annexations.
 Projections are based on January 1, 2005 boundary; therefore current or future population in the annexed area may not be reflected in these projections. These projections will be revised fall 2009.

COACHELLA

HOUSING & HOUSEHOLD CHARACTERISTICS

Housing Units			Housing Units by Type					
			2000 (*1) Percent		2009 (*2) Percent			
1970	1,971	(*1)	Single Detached	3,100	61.7%	6,323	71.3%	
1980	2,298	(*1)	Single Attached	319	6.3%	319	3.6%	
1990	3,830	(*1)	Multi-Family: 2 to 4	640	12.7%	712	8.0%	
2000	5,024	(*1)	Multi-Family: 5 Plus	510	10.2%	1,062	12.0%	
2001	5,114	(*2)	Mobile Homes	455	9.1%	457	5.2%	
2002	5,297	(*2)	Total Units	5,024	100%	8,873	100%	
2003	5,824	(*2)	Occupancy	4,807	95.7%	8,484	95.6%	
2004	6,011	(*2)	Vacancy	217	4.3%	389	4.4%	
2005	6,624	(*2)	Median Home Price (*4)		Housing Unit Building Permits (*5)			
2006	7,641	(*2)	2001	\$97,750	Single-Family Structure	All Multi-Family Structure	Total Units	
2007	8,426	(*2)	2002	\$122,250	1991	143	130	273
2008	8,814	(*2)	2003	\$130,500	1992	91	0	91
2009	8,873	(*2)	2004	\$168,000	1993	100	40	140
Projections			2005	\$299,500	1994	124	0	124
2015	14,132	(*3)	2006	\$353,000	1995	99	0	99
2020	17,632	(*3)	2007	\$314,000	1996	74	0	74
2025	21,132	(*3)	2008	\$202,000	1997	31	0	31
2030	24,632	(*3)	2009*	\$148,000	1998	64	84	148
2035	28,132	(*3)	*June 2009		1999	93	81	174
			Persons Per Occupied Housing Unit (*2)		2000	98	80	178
			2000	4.72	2001	92	473	565
			2009	4.83	2002	102	0	102
					2003	451	0	451
					2004	927	61	988
					2005	863	0	863
					2006	658	0	658
					2007	196	0	196
					2008	154	0	154

Sources: (*1) Decennial Census, US Census Bureau

(*2) January Estimate, CA State Dept. of Finance

(*3) Riverside County Center for Demographic Research

(*4) DataQuick Reports

(*5) US Department of Housing & Urban Development, State of the Cities Data Systems

Note: Totals might not add up due to rounding.

Comparing data between years may be problematic because of incorporations & annexations.

Projections are based on January 1, 2005 boundary; therefore current or future dwelling units in the annexed area may not be reflected in these projections. These projections will be revised fall 2009.

COACHELLA

ECONOMIC AND LABOR FORCE CHARACTERISTICS

2009 Labor Force Participation* (*1)	
Civilian Labor Force	12,500
Employed	9,800
Unemployed	2,700
Unemployment Rate	21.7%
*City residents working anywhere, preliminary June 2009	

Employment/Jobs Projections* (*2)	
2015	10,920
2020	12,878
2025	14,831
2030	16,793
2035	19,014
* Jobs within the City boundary	

2007 Employment/Jobs By Industry (*3)	
Agriculture, Natural Resources, Mining	1,360
Construction	699
Manufacturing	418
Wholesale Trade	253
Retail Trade	653
Transportation, Warehousing, Utilities	376
Information	12
Financial Activities	113
Professional & Business Services	314
Educational & Health Services	333
Leisure & Hospitality	2,381
Other Services	179
Government	851
Total Employment	7,942
* Jobs within the City boundary including self employment	

Taxable Sales in 1,000s of Dollars (*4)		
Year	Total	Percent of County
2002	\$155,831	0.8%
2003	\$176,051	0.8%
2004	\$208,854	0.8%
2005	\$262,423	0.9%
2006	\$308,190	1.0%
2007	\$319,336	1.1%

Median Household Income*	
Year	Median Income
2000	\$28,590 (*5)
2007	\$35,797 (*6)
* Dollars not adjusted for inflation	

Sources: (*1) California Employment Development Department (preliminary June 2009, not seasonally adjusted)

(*2) Riverside County Center for Demographic Research

(*3) Traffic Analysis Zone Data and Riverside County Center for Demographic Research

(*4) State Board of Equalization

(*5) Decennial Census, US Census Bureau

(*6) American Community Survey

Note: Totals might not add up due to rounding.

Comparing data between years may be problematic because of incorporations & annexations.

Projections are based on January 1, 2005 boundary; therefore current or future employment in the annexed area may not be reflected in these projections. These projections will be revised fall 2009.