

# COMMUNITY ECONOMIC PROFILE

for

## PERRIS

### RIVERSIDE COUNTY, CALIFORNIA

*Prepared in conjunction with the City of Perris and the Perris Valley Chamber of Commerce*

#### Location

Perris, incorporated May 26, 1911, is located 70 miles east of Los Angeles, 469 miles south of San Francisco and 73 miles north of San Diego. The Perris area is 33 square miles.

#### Economic Growth and Trends

	1980	1990	2000	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 <sup>2</sup>
Population-City	6,827	21,460	36,189	68,386 <sup>1</sup>
Taxable Sales-City	\$35,496	\$133,386	\$333,045	\$489,591 <sup>2</sup>
Housing Units-City	2,552	6,726	9,652	16,365 <sup>1</sup>
Median Household Income-City	\$11,676	\$28,611	\$35,522	\$50,471 <sup>3</sup>
School Enrollment K-12	3,466	11,590	20,557	35,800 <sup>4</sup>

1. U.S. Census Bureau, 2010. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2009. Add 000. 3. U.S. Census Bureau, 2006-2010 American Community Survey. 4. California Department of Education, 2010. Enrollment count is for the Perris Union High School District, Perris Elementary School District and Val Verde Unified School District and is for 2009-10.

#### Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	35.3	49.4	63.6	2.17	87.7	55.2	67.6
April	45.0	60.6	76.3	0.74	76.3	51.2	52.5
July	58.6	78.4	98.3	0.01	81.9	31.4	35.0
October	48.9	66.5	84.1	0.65	59.1	30.1	38.0
Year	46.7	63.4	80.2	13.38	76.0	42.0	48.0

#### Transportation

**RAIL:** Branch line of Burlington Northern Santa Fe. Metrolink commuter rail service is available and provides access from Riverside to Los Angeles, Orange and San Diego Counties.

**TRUCK:** 19 carriers in Perris.

**OVERNIGHT DELIVERY TO:** Los Angeles, San Francisco, San Diego and Phoenix.

**AIR:** LA/Ontario International Airport (owned and operated by Los Angeles World Airports), 39 mi. northwest, provides both passenger and air cargo service. Passengers are served by ten airlines. United Parcel Service operates a west coast cargo hub and provides direct service to the Asia/Pacific Rim market. Riverside Municipal Airport, 20 mi. west, has general aviation facilities, 5,400 ft. runway. County-owned Hemet-Ryan Airport, 14 mi. east, has general aviation facilities, 4,315 ft. runway. Privately-owned Perris Valley Airport has general aviation facilities, 2,720 ft. runway.

**BUS:** Greyhound; Riverside Transit Agency between Perris and Riverside.

**PORTS:** Nearest ports are in Los Angeles-Long Beach, 73 mi. west, and San Diego, 79 mi. south.

**HIGHWAYS:** I-215 north-south and Calif. 74 east-west. Nearby connections to Calif. 91 southwest, Calif. 60 east-west, I-10 east-west and I-15 north-south.

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## Industrial Sites

The Perris Valley Commerce Center Specific Plan area and its surroundings are in transition from land use as an undeveloped agricultural area to a modern-day commerce center providing for the needs of an ever-expanding regional market. The area offers convenient access to a multi-directional freeway system via Interstate-215 and State Route-60. In addition, the Mid-County Parkway, a 16-mile east-west transportation corridor, is proposed from San Jacinto to Interstate-215 in Perris.

Immediately north of Perris is March Air Reserve Base. After the closure of March Air Force Base in 1996, surplus lands were sold to commercial and industrial ventures. Land that was not sold is currently owned and managed by March Joint Powers Authority. Since then, the area surrounding the Base has been in transition. The quick pace of development has increased the desire to efficiently manage and coordinate the changing community. Accordingly, the City of Perris has designated more than 5 square miles and over 3,500 acres of the northwest portion of the City to be developed under the guidance of a Master Development Plan known as the Perris Valley Commerce Center (PVCC) Specific Plan. PVCC is primarily designated for Light Industrial land use, but also contains Commercial, General Industrial, Business/Professional Office and Public land use designations, in the North Perris Road & Bridge Benefit District. Site data was compiled in cooperation with the City of Perris.

## Public Services

**WATER:** City of Perris, supplemented by Eastern Municipal Water District.

Source of supply includes MWD's treated water, water treated at Perris Water filtration plant and local wells. Cost per HCF per month: Tier 1 - \$1.483; Tier 2 - \$2.714; Tier 3 - \$4.864; Tier 4 - \$8.898. Water connection charges: Yes, \$3,090 per EMS.

**SEWER:** Collection by City of Perris and EMWD. Perris Valley Regional Water Reclamation Facility (sewage treatment plant) operated by Eastern Municipal Water District. Capacity of sewer plant: 15 mg/d. Average flow: 11.6 mg/d. Sewer service charge: Yes. On what basis rated: Depending on the area, \$0.955, \$0.928, or \$0.899 per day/EDU. Type of treatment plant: Tertiary. Any facilities for non-recoverable industrial waste water: By truck at dump station within 5 miles. Sewer connection charges: Yes, \$4,485 per EDU (includes \$300 per EDU water supply development fee).

## Infrastructure

Master plan of storm drains adopted: Yes, three. The Perris Valley Drainage Plan assesses charges at \$8,875 per acre or portion thereof; the San Jacinto River Drainage Plan assesses charges at \$2,215 per acre; and the Romoland Drainage Plan assesses charges at \$5,911 per acre.

Dedication requirements: Right-of-way plus footage for utilities, sidewalks etc.

Improvement requirements: Installation of utilities, curbs and gutters, sidewalks, streetlights and match-up paving.

## Utilities

**GAS:** Southern California Gas Co.

For residential and business rates applicable to Perris, contact the Southern California Gas Co. at (800) 427-2200.

**ELECTRIC:** Southern California Edison.

For residential and business rates applicable to Perris, contact Southern California Edison at (800) 655-4555.

**TELEPHONE:** Verizon.

For rates and types of service available in Perris, contact Verizon at (800) 483-4000 for residential or (800) 483-5000 for business.

## Governmental Facilities - Tax and Insurance Rates

- Perris has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$4,007,267,716; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 08-010. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.05601.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 08-001. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.05601.
- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Police Department: The city contracts with the Riverside County Sheriff's Department.
- Fire Protection: Riverside County Fire Department/Cal Fire contract for fire services.

## The Perris Labor Market Area

- Fire Insurance Classification: Source of Rating: Insurance Services Office. City rating: 4. Adjacent unincorporated area: 9.
- Major projects authorized for improvement of city services or to adjacent unincorporated areas: Sewer assessment project for North Perris area; recent completion of regional sewage treatment plant; and construction of flood retention basin.

Area consists of Perris, Sun City, Lakeview and Romoland (the Perris Valley Census County Division).

Area population: 245,835		Total employment: 93,760	
Natural Resources & Mining	1,211	Professional & Business Services	8,477
Construction	11,060	Education & Health Services	16,816
Manufacturing	10,377	Leisure & Hospitality	6,555
Trade, Transportation & Utilities	23,710	Other Services	4,215
Information	1,572	Government	4,728
Financial Activities	5,039		

Source: U.S. Census Bureau, 2006-2010 American Community Survey.

## Characteristics of the Labor Force

The local economy is largely based on agriculture, with services, manufacturing and retail trade all growing in importance. Unionization is generally restricted to the building trades. An abundance of unskilled and semi-skilled labor is available and many workers commute to jobs within a 20-mile radius of their homes.

Wage rates, extent of unionization, fringe benefits and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

The COMMUNITY AREA referred to below consists of Perris. There are 53 manufacturers in the community area. Leading group classes of products are mobile homes and building materials.

## Manufacturing Employment

Name of Company	Employment	Description
Coreslab Structures Inc.	200	Precast concrete products
Navigator Yachts	150	Yachts
Avalon Shutters	125	Wooden shutters
Vortex Whirlpool Systems	110	Plastic/fiberglass hot tubs

Facilities include 7 machine shops.

## Non-Manufacturing Employment

Name of Employer	Employment	Description
Ross Distribution Center	1,400	Retail distribution
Starcrest Products of California, Inc.	1,000	Direct mail
Lowe's Distribution Center	900	Home improvement distribution
Perris Union High School District	778	Public school system
Hanes Distribution Center	650	Retail distribution
Perris Elementary School District	581	Public elementary school system
Eastern Municipal Water District	580	Water purveyor
Whirlpool Distribution Center	300	Retail distribution
Wal-Mart	250	Retail
Winco	139	Supermarket
Stater Bros.	120	Supermarket

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## Community Facilities

**HEALTH:** Vista Hospital of Riverside, a long-term acute care facility with 40 beds, is located in Perris. Two hospitals are located in nearby Moreno Valley. Perris has 16 physicians/surgeons, 16 dentists, 2 chiropractors, 3 optometrists and 4 nursing homes.

**EDUCATION:** The Perris Elementary School District has 8 elementary schools and 1 children and families development center. The Perris Union High School District has 1 middle school, 3 comprehensive high schools, 1 on-line alternative school, 1 continuation high school, 1 community day (alternative) school, 1 military institute and 1 adult school. The Val Verde Unified School District consists of 1 head start preschool, 12 elementary schools, 4 middle schools, 2 high schools, 1 continuation high school, 1 opportunity school and 1 adult school. Five private schools are located in Perris.

Institutions of higher education accessible to Perris residents include the University of California, Riverside, California Baptist University in Riverside, La Sierra University in Riverside, Riverside City College (two years), Moreno Valley College (two years) and Mt. San Jacinto Community College (two years) in San Jacinto and Menifee.

**CULTURAL:** 49 churches, 1 library, 1 newspaper, 1 Cable TV service provider, 4 banks, 1 movie theater with 10 screens, 14 parks, 7 playgrounds, 1 gymnasium and a senior center. Other: Lake Perris State Park, Orange Empire Railway Museum, Perris Valley Historical Museum and Perris Valley Airport (flying, international sky-diving center, ballooning, etc.). Adjacent to the city limits is the Southern California Fair (formerly known as the Farmers Fair), which relocated from Hemet in 1987.

According to the California Department of Finance, Perris has 15,625 housing units. The housing stock consists of 11,824 single detached units, 323 single attached units, 371 multiple 2 to 4 units, 1,264 multiple 5 plus units and 1,843 mobile homes.

The median sales price for new and existing homes in Perris is \$169,000, as reported by the DataQuick for September 2010.

There are 2 motels, with 125 rooms, in Perris.

There are 6 mobile home and RV parks in Perris with 469 mobile home spaces and 315 RV spaces.

The Perris area is expected to benefit from the continuing development of Lake Perris State Park as a major Southern California recreational attraction, and the completion of improvements to the I-215, making it an important north-south freeway. In recent years, both residential and commercial developments have accelerated and included the opening of a new shopping center. Also, located in the vicinity of Perris are March Air Reserve Base and the Riverside National Cemetery. The Perris area is beginning to experience a rapid growth in manufacturing and service businesses that are moving out from the metropolitan area. The city will also benefit from having two Metrolink stations, one downtown and the other in south Perris. Metrolink's Perris Valley Line is scheduled to open in 2012.

## Housing Availability, Prices & Rentals

## Remarks

*For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of Perris, 101 North D Street, Perris, CA 92570, (951) 943-2906; online at [www.cityofperris.org](http://www.cityofperris.org); or the Perris Valley Chamber of Commerce, 227 North D Street, Suite A, Perris, CA 92570, (951) 657-3555.*