

MURRIETA POLICE DEPARTMENT CRIME ANALYSIS DETAIL

MASSAGE ESTABLISHMENTS

City of Murrieta

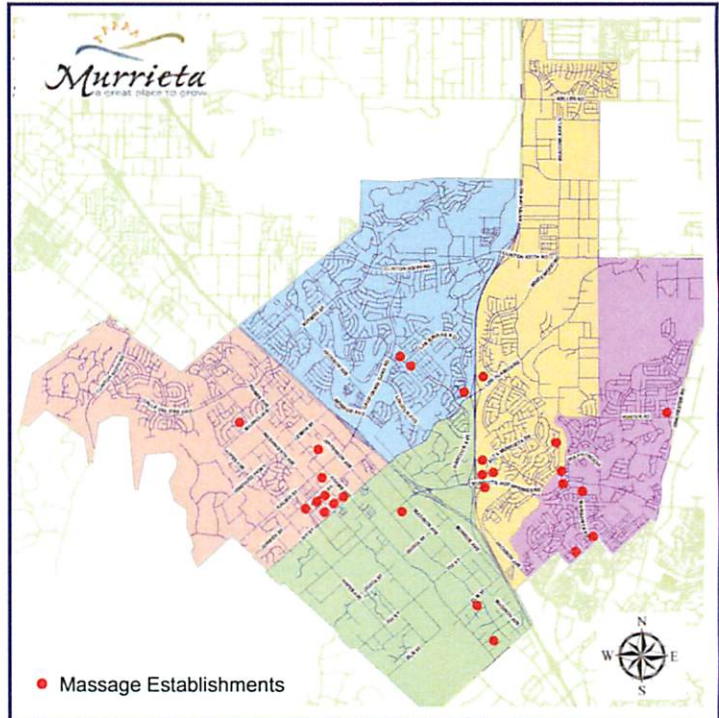
- Proximity to San Diego, Los Angeles, and Orange County
- Center of Southern California Market
- Proximity to over 21 Million People

Murrieta Demographics

- Population of over 105,000
- 33 Square Miles
- 3,100 Persons Per Square Mile
- One of the Largest Cities in Riverside County
- Median Age of 32
- \$100,000 Average Family Income
- More than 34% of Residents have a BA or Advanced Degree
- 63% of Murrieta Residents have Attended College
- Proximity to 22 Colleges / Universities

Public Safety

- Top 10 Safest City in the U.S. for Population of 100,000 or More
- Lowest Crime Rate in Riverside and San Diego Counties



Massage Establishments as of 03/01/14

- 13 CAMTC Certified
- 6 Non-CAMTC (City Permit Only)
- 9 Owner Only – No CAMTC Required
- 28 TOTAL**

SB 731—Massage Establishment Regulations (CAMTC)

Pros:

- CAMTC is very helpful in revoking / suspending certified therapist certificate(s) with a criminal arrest and/or guilty verdict / plea.
- CAMTC will review a certificate status at the request of law enforcement regardless of a criminal filing.
- CAMTC web site allows for query of all certificated therapists in the State.
- CAMTC takes an active role in investigating and auditing massage schools.
- Since the passage of SB 731, the City of Murrieta has not seen the number of massage establishments grow – the number remains fixed around 30.

Cons:

- CAMTC web site allows for query of all certificated therapists in the State, but does not capture what cities the therapist is currently working in (business license check)
- CAMTC does not regulate massage establishment owners that are not certificated therapists.
- CAMTC will not take action until all local level proceedings have taken place.
- CAMTC does not require proof of insurance from therapists.
- CAMTC certificates are voluntary.
- CAMTC certificates should only be valid for 1 year (currently the law states they are valid for 2 years).