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CHAMBER'S 2018 JOBS DASHBOARD SHOWS OPPORTUNITY IN WORKFORCE

Leveraging sub-population potential and housing production are key for job creation

SAN DIEGO (October 25, 2018) – Job creation depends on uncovering and leveraging the potential of our region, whether it's the within our workforce or in our communities. In unique ways, San Diego has economic opportunity within our populations of veterans, millennials, women, and minorities. Similarly, potential exists to invest in commercial and housing development that meets the community's needs. These findings were shared today during an event for the release of the [2018 Regional Jobs Strategy Dashboard](#), sponsored by Bank of America.

"Understanding the potential that exists in our region is key to designing policy that creates the best environment for businesses to succeed," said Jerry Sanders, Chamber President and CEO. "It's our responsibility as business leaders and policy makers to recognize and capitalize on that potential and do all we can to bring as much opportunity to as many people in as many places across our county as possible."

The Chamber explored maximizing potential of specific populations within our workforce and the potential of our communities in an expert panel discussion held at the Chamber. Panelists were:

- Azadeh Davari, Ph.D, Leadership Trainer and Executive Coach, RISE San Diego Faculty; Adjunct Faculty of School of Leadership, USD
- Ricardo Flores, Executive Director, Local Initiatives Support Coalition (LISC) San Diego
- Elizabeth Laine, Vice President of Client Services and Senior Consultant, Lead Inclusively
- H. Puentes, Director of CONNECT ALL, CONNECT

Key areas for opportunity as highlighted in the 2018 Jobs Strategy Dashboard Update include:

Women: Compared to competitor metro areas, San Diego has the second lowest percentage of women in the workforce (44.8 percent) and the highest female unemployment rate (5.4 percent). Educational attainment is also relatively low when compared to competitor metros, however higher than men which is now typical across the nation.

- **Opportunity:** Gaps in number of women in the workforce and educational attainment should be seen as an underutilization of existing talent, and an opportunity to unlock economic potential in our region by removing barriers for women to find success in the workforce.

Millennials: Millennials, now the largest generation in our workforce, have perspectives shaped by the economic, political, and social events that occurred when they were growing up and entering the workforce. As a group, they are relatively diverse which should be seen as a strength for employers.

- **Opportunity:** As millennials enter the workforce and advance to leadership positions, successful employers will have adapted their practices to attract and retain these younger workers by creating a purpose-driven culture.

Veterans: Veterans gain many skills, traits, and attributes through their service which are valuable in the civilian workforce. Over the past decade, young veterans have experienced greater unemployment than their non-veteran counterparts. However, in 2017, young veterans (ages 18-34) experienced a lower unemployment rate than their non-veteran counterparts. While the numbers seem to suggest a positive trend for our veterans and our economy, metros like Austin and Denver have demonstrated that it is possible to reduce veteran unemployment substantially from where San Diego's is today.

- **Opportunity:** San Diego's high percentage of veterans in the workforce, paired with lower unemployment levels for veterans and success by competitor metros in reducing veteran unemployment should be seen as an opportunity for our region to make further strides in this area.

Ethnicities: San Diego's workforce is relatively diverse and in line with the other California competitor metros, which is a strength for California's economy, however there is great disparity for education levels between different race and ethnicities.

- **Opportunity:** Improving the relatively low educational attainment among the Hispanic/Latino population would be incredibly valuable to the productivity of our region's economy.

Housing & Affordability: Driven by the cost of housing, San Diego is the least affordable of our competitor metros. Per capita income goes 17 percent further in San Francisco, 38 percent further in Austin, and 53 percent further in San Jose. The percent of San Diego homeowners and renters paying more than 30 percent of their income on housing is 38 percent and 57 percent respectively. Housing affordability, driven by lack of supply at all price points, is the region's most pressing challenge.

- **Opportunity:** Our current housing affordability and accessibility problem presents an opportunity for our region to take a leadership role in enacting solutions to the challenges of building that are creating this crisis and stifling the region's economic growth and development.

The 2018 Jobs Strategy Dashboard update is designed to measure our business climate, by tracking key metrics like taxes, standard of living, and housing affordability that were identified through the original Regional Jobs Strategy Initiative. The initial effort was guided by a coalition including the County of San Diego, the City of San Diego, and the San Diego Association of Governments (SANDAG), in partnership with nearly 70 job-creating organizations throughout the entire Cali-Baja region. For a full list of the original participating organizations, visit:

<https://sdchamber.org/foundation/regional-jobs-strategy>

About The San Diego Regional Chamber

The San Diego Regional Chamber is the hub for connections and collaboration among the regional business community, and uses that clout to advocate for public policies and candidates that support economic growth and the creation of jobs for all businesses. As the largest Chamber on the West Coast, representing approximately 2,500 businesses and an estimated 300,000 jobs, the San Diego Regional Chamber is fighting to make San Diego the most business-friendly region in California. For more information, please visit [SDChamber.org](https://sdchamber.org) or call 619-544-1300.