



REGIONAL JOBS STRATEGY 2018 DASHBOARD UPDATE

A PRODUCT OF THE REGIONAL JOBS STRATEGY

This dashboard is an update to the initial 2016 Regional Jobs Strategy Dashboards produced by the San Diego Regional Chamber Foundation. It serves as an annual measure of San Diego's business climate, tracking key metrics like taxes, standard of living, and housing affordability. The Regional Jobs Strategy initiative was created with the objective of placing the attention of the entire business community on locally-proven strategies and the issues that matter most for job creation. Through that collaborative effort, more than 70 organizations are united in a shared vision for leveraging the region's resources and aligning initiatives.

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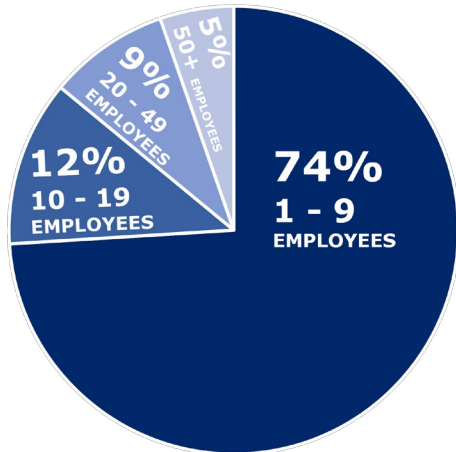




WORKFORCE

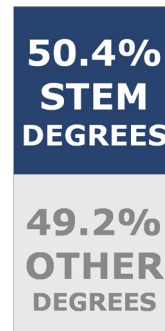
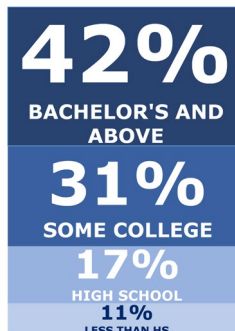
BUSINESSES BY SIZE

San Diego ranks 2nd in percentage of small employers (fewer than 10 employees).



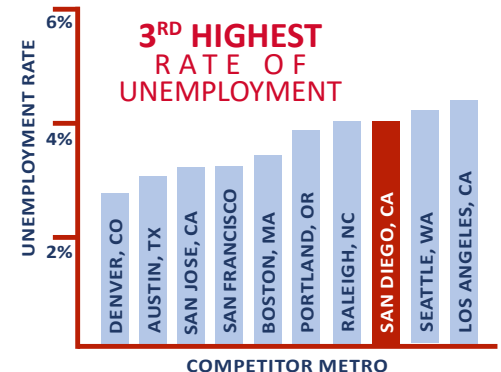
EDUCATIONAL ATTAINMENT

San Diego ranks 9th in educational attainment and 5th for having the most STEM/STEM-related majors. In San Diego, a relatively high proportion of those with at least a bachelor's degree holds one in STEM/STEM-related fields. This fosters continuous growth potential in high-demand occupations.



UNEMPLOYMENT

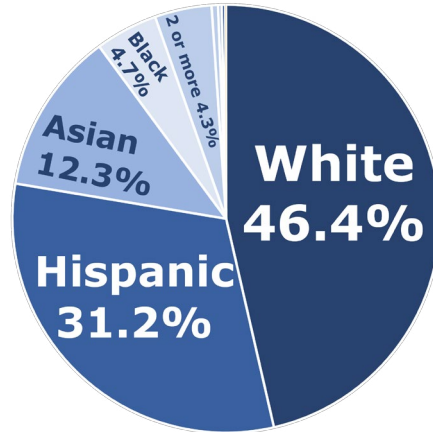
San Diego ranks 3rd highest for annual average unemployment in 2017 year figures, with an unemployment rate of 4%.



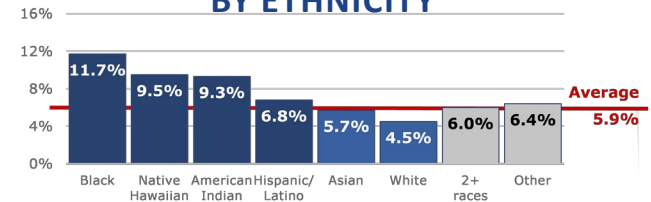
ETHNICITIES IN THE WORKFORCE

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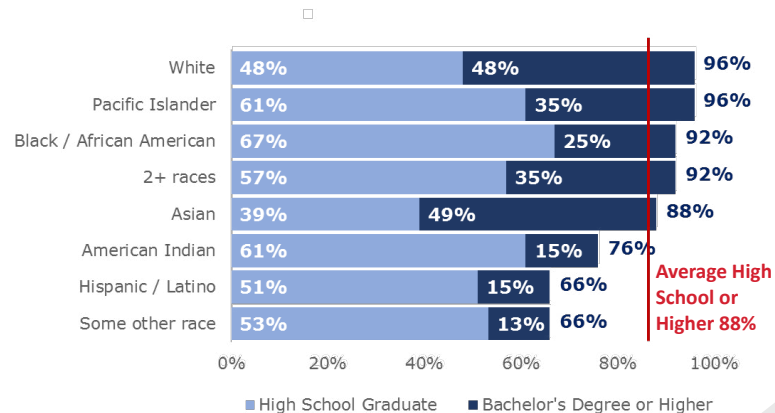
San Diego ranks 4th in workforce diversity.



UNEMPLOYMENT BY ETHNICITY



EDUCATIONAL ATTAINMENT BY ETHNICITY



OPPORTUNITY:

San Diego's relatively diverse workforce is a strength for our economy.

Improving the lower educational attainment amongst the Hispanic and Latino population would be incredibly valuable to the productivity of our region's economy.

VETERANS IN THE WORKFORCE



VETERANS IN THE WORKFORCE

San Diego has a higher percentage of veterans in the workforce than any of its major competitor metros.

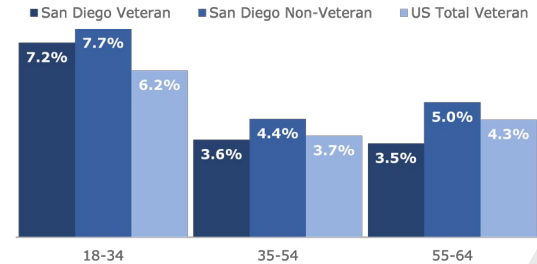


Competitor Average = 4.2%

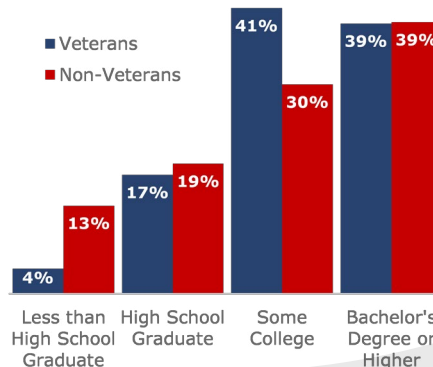


4.5% VETERAN UNEMPLOYMENT

VETERAN UNEMPLOYMENT BY AGE



VETERAN EDUCATIONAL ATTAINMENT



OPPORTUNITY:

We know veterans bring valuable skills to the workforce. San Diego's high percentage of veterans, paired with higher unemployment levels for veterans should be seen as an opportunity for our region.

WOMEN IN THE WORKFORCE

San Diego has a low percentage of women in the workforce compared to its major competitor metros.



Competitor Average = 46.2%



HIGHEST FEMALE UNEMPLOYMENT at 5.4%

FEMALE EDUCATIONAL ATTAINMENT

Female	Male
Bachelor's Degree or more 45.4%	Bachelor's Degree or more 39.8%
Some College 32.3%	Some College 32.6%
High School 14.1% <small>Less than HS 8.2%</small>	High School 17.3% <small>Less than HS 10.3%</small>

OPPORTUNITY:

Compared to our competitors, San Diego has the second lowest percentage of women in the workforce and the highest female unemployment rate. These gaps should be seen as an underutilization of existing talent, and an opportunity to unlock economic potential in our region.



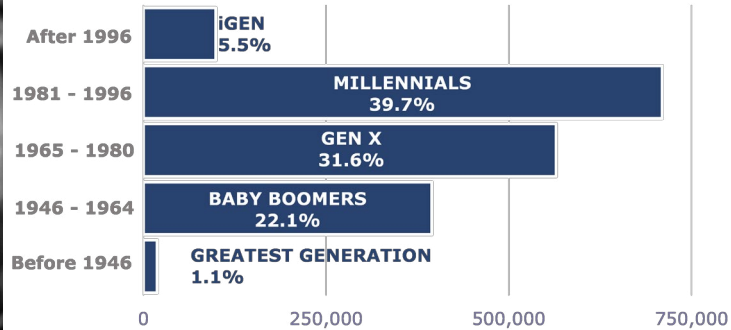
Sources: San Diego Regional Chamber of Commerce, U.S. Census Bureau, Bureau of Labor Statistics, Occupational Employment Statistics

MILLENNIALS IN THE WORKFORCE

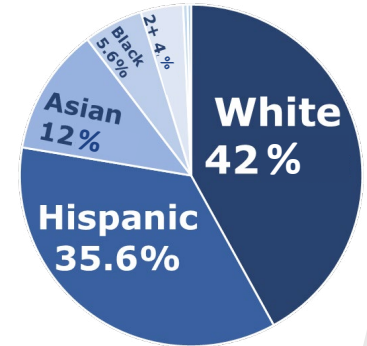


GENERATIONS IN THE WORKFORCE

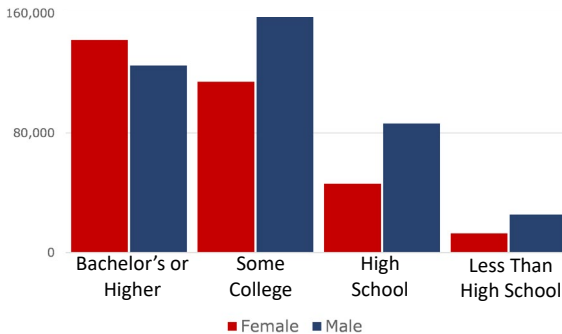
There are more millennials in the San Diego workforce than any other generation.



MILLENNIAL ETHNICITIES



MILLENNIAL EDUCATIONAL ATTAINMENT



OPPORTUNITY:

Millennials, now the largest generation in our workforce, are relatively diverse, which should be seen as a strength for employers.

As this generation advances to leadership positions, successful employers will have adapted their practices to create a purpose-driven culture.



TAX CLIMATE

STATE TAXES

CALIFORNIA
HIGHEST OVERALL STATE TAXES

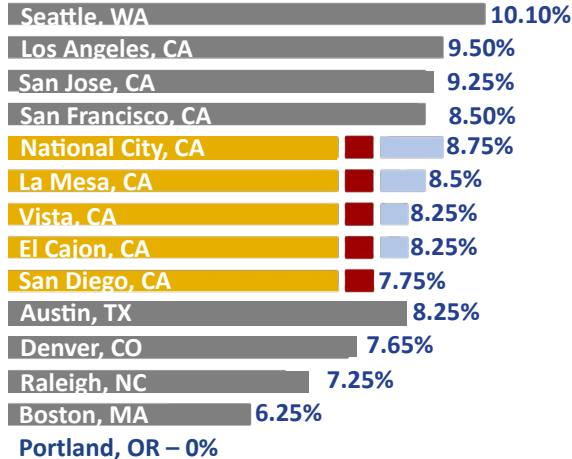


 **AVERAGE INCOME TAX:**
\$2,055 - Highest among metros

 **AVERAGE PROPERTY TAX:**
\$1,451 - 3rd highest among metros

SALES TAX

The effective sales tax differs throughout San Diego County, as some cities have passed local sales taxes. All cities within the County pay a half percent sales tax for regional transportation infrastructure. In the graph below, cities within San Diego County are presented in color showing the California state tax (gold), the infrastructure tax (red), and the locally passed taxes (blue).



UTILITY RATES

 **ELECTRICITY**
HIGHEST COMMERCIAL
RATE: \$0.20/KWH

HIGHEST INDUSTRIAL RATE:
\$0.16/KWH

 **WATER:**
3RD HIGHEST
RATE: \$5.84/HCF

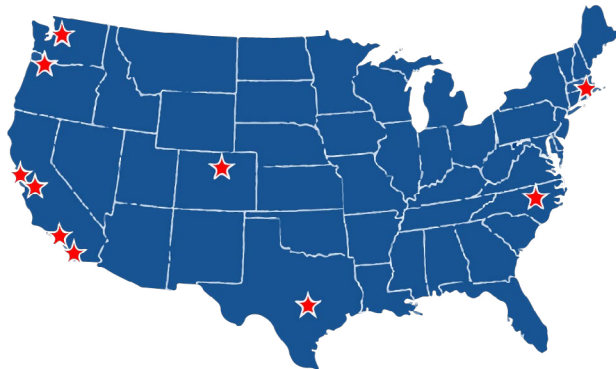


AFFORDABILITY

AFFORDABILITY INDEX

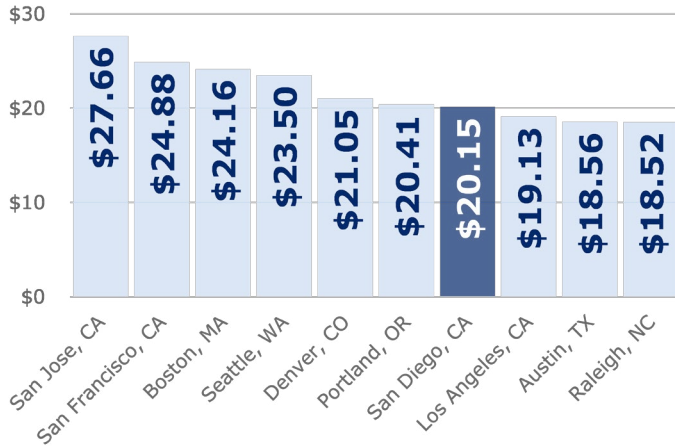
HOW FAR INCOME GOES

Affordability is the ratio of cost of living versus income. The table below uses the per capita income in the competitor metros to calculate the income needed in San Diego to maintain current spending patterns. San Diego ranks 7th in per capita personal income and last in overall affordability.



COMPETITOR METRO CITY	PER CAPITA PERSONAL INCOME	HOW FAR INCOME GOES	
		% FARTHER THAN SAN DIEGO	RANK
SAN JOSE, CA	\$87,643	53%	1
RALEIGH, NC	\$50,444	44%	2
AUSTIN, TX	\$51,566	38%	3
DENVER, CO	\$56,892	34%	4
BOSTON, MA	\$70,157	23%	5
SAN FRANCISCO, CA	\$84,675	17%	6
SEATTLE, WA	\$64,553	11%	7
LOS ANGELES, CA	\$57,160	3%	8
PORTLAND, OR	\$50,489	2%	9
SAN DIEGO, CA	\$53,298		10

MEDIAN HOURLY WAGES



COST OF HOUSING

San Diego is ranked **2nd HIGHEST** out of competitor metros for percentage of home owners and renters spending 30% or more of their income on housing.



OWNING A HOME

\$650,000

The median price for a single family home in San Diego County.

38

Percentage of home owners spending 30% or more of income on housing in San Diego County.

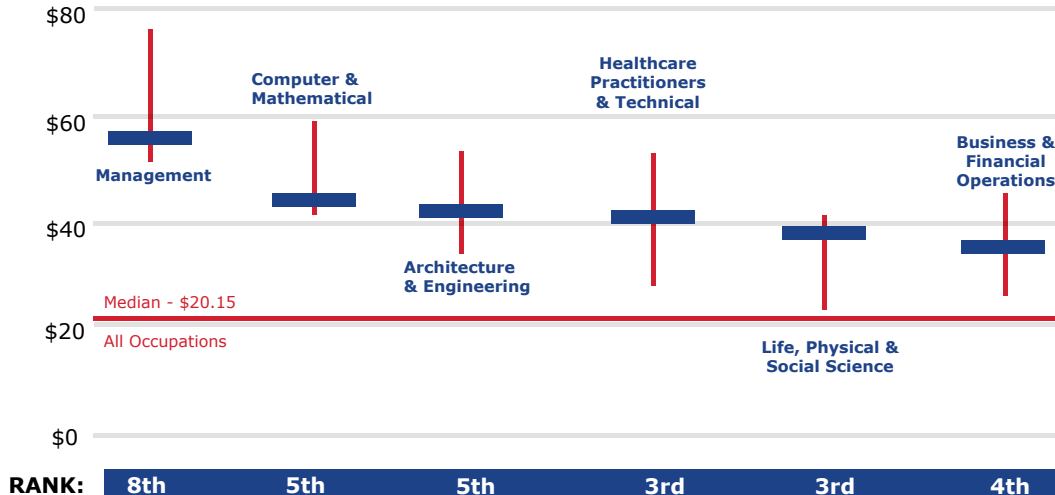
MEDIAN HOURLY WAGES ACROSS TARGET OCCUPATIONS

The occupations below represent higher wage industries in which San Diego competes for business and talent. The vertical red line indicates the range of median wages across the selected competitor metros.

KEY:

San Diego

Median Wage Range Across Competitor Metros



RENTING A HOME

\$1,589

The weighted average rent for a one-bedroom apartment in San Diego County.

57

Percentage of renters spending 30% or more of income on housing in San Diego County.

CHALLENGE:

Due to the cost of housing, San Diego is the least affordable of our competitor metros. Housing affordability, driven by the lack of supply is the region's **MOST PRESSING CHALLENGE.**



STANDARD OF LIVING

RECREATION AND WEATHER

PARKS AND BICYCLE INFRASTRUCTURE

San Diego ranks 1st in most acres of parkland with over 48,000 acres and ranks 6th for bike paths, with 2.2 miles of bicycle infrastructure per square mile.



**MOST
ACRES OF
PARKLAND**

WALKABILITY

San Diego ranks 7th in walkability with a walk score of 51, meaning it is “somewhat walkable.”



**WALK SCORE
51**

WEATHER

Over the past year, San Diego had 277 sunny days and only 8 days of extreme temperature.



**Due to data availability, these metrics are ranked at the city-level.*

OPPORTUNITY

HOMELESSNESS, POVERTY AND UPWARD MOBILITY

At 11.8%, San Diego has the 2nd highest poverty rate. Disconnected youth - teenagers and young adults who are neither working nor in school - are nearly twice as likely to live in poverty. At 9.4%, San Diego ranks 5th for disconnected youth - nearly 50 percent higher than San Jose. However, San Diego ranks 2nd for upward mobility, which measures the ability for people to change their social and economic status. Additionally, San Diego has 8,576 total homeless persons.



**2ND HIGHEST
POVERTY
RATE**



**40,800
DISCONNECTED
YOUTH**



**2ND HIGHEST
RATE OF
UPWARD MOBILITY**



**8,576
TOTAL HOMELESS
PERSONS**



**4TH LOWEST
VIOLENT
CRIME RATE**



**1,696 PER 100,000
INHABITANTS
EXPERIENCE
PROPERTY CRIME**

STANDARD OF LIVING INDEX

According to the 2017 Gallup-Healthways Well-Being Index report, the overall standard of living comparison reflects five categories:



PURPOSE



FINANCIAL



SOCIAL



COMMUNITY



PHYSICAL

COMPETITOR METRO	WELL-BEING INDEX SCORE	RANK
SAN DIEGO, CA	63.8	1
RALEIGH, NC	63.2	2
SAN FRANCISCO, CA	63.1	3
SAN JOSE, CA	63.1	4
BOSTON, MA	62.9	5
DENVER, CO	62.8	6
AUSTIN, TX	62.7	7
LOS ANGELES, CA	62.6	8
SEATTLE, WA	61.7	9
PORTLAND, OR	61.5	10