

Employment in the San Diego region

City of Imperial Beach



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Fast facts

City of Imperial Beach

3,936	employees
0.3%	region's employees
4.4	land area (square miles)
886.5	employees per square mile

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Background

The San Diego region is a growing and dynamic place to live and work. As the community, policy makers, and other stakeholders collaborate regarding how we create transportation options for our residents that are competitive and environmentally responsible, it is essential we utilize the data we have regarding where people live and work to invest in strategies that will best serve our communities.

In spring 2019, the Data, Analytics, and Modeling Department of SANDAG applied data analytics to multiple data sources to better understand where employment centers are in the region, where the employees in these areas commute from, and what their commutes look like. The result of this analysis were packets describing over 70 employment centers across the San Diego region.

As a next step in this series, this packet describes employment in the **City of Imperial Beach**, including maps showing where individuals who work in the City of Imperial Beach live and how far they have to travel to get to their places of employment, where residents of Imperial Beach travel to work, as well as a map that shows all of the travel to and from the City of Imperial Beach regardless if for work, recreation, or any other reason. SANDAG 2018 demographic and socioeconomic estimates for the population of Imperial Beach are included (Appendix B), as is the packet for the employment center located partially in the City of Imperial Beach (as shown in the red outline on the cover of this packet and Appendix C). Because employment centers can cross jurisdictional boundaries and not all the employees in a jurisdiction are included in an employment center, it is important to note the number of employees in this employment center will not total the number of employees in a jurisdiction.

Because the data shared here are analyzed specifically for the purposes of these analyses, it is important to note that these results may differ from other sources. Additional information regarding the data sources and important factors to consider when interpreting this information are provided at the end of this packet (Appendix A).

Highlight 1

Industries in this jurisdiction and the region overall

	City of Imperial Beach		Region	
	Number of jobs	Percentage/rank	Number of jobs	Percentage/rank
Health care and social assistance	655	17% (2)	199,700	13% (1)
Retail trade	530	14% (3)	156,612	10% (2)
Professional, scientific, technical	244	6% (7)	148,766	10% (3)
Food services	502	13% (4)	131,594	9% (4)
Manufacturing	0	0% (18)	109,234	7% (5)
Administrative, support, waste services	45	1% (11)	91,519	6% (6)
Construction	19	1% (15)	83,498	5% (7)
Local government education	779	20% (1)	80,300	5% (8)
Other services	405	10% (5)	69,124	5% (9)
Finance and insurance	71	2% (10)	47,848	3% (10)
Wholesale trade	7	<1% (17)	46,625	3% (11)
Arts, entertainment, recreation	15	<1% (16)	45,639	3% (12)
Real estate, rental, leasing	146	4% (8)	38,582	3% (13)
Local government	132	3% (9)	37,429	2% (14)
Transportation and warehousing	29	1% (12)	36,183	2% (15)
Accommodation	24	1% (13)	33,094	2% (16)
Educational services	0	0% (19)	32,892	2% (17)
State government education	0	0% (20)	31,600	2% (18)
Information	0	0%(21)	26,262	2% (19)
Department of Defense	314	8% (6)	22,500	1% (20)
Management of companies/enterprises	0	0% (22)	21,500	1% (21)
Federal government	0	0% (23)	11,454	1% (22)
Farm	0	0% (24)	9,000	1% (23)
Utilities	0	0% (25)	7,208	<1% (24)
State government	19	1% (14)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	3,936		1,525,500	

Source: SANDAG Employment Estimates, 2016

Highlight 2

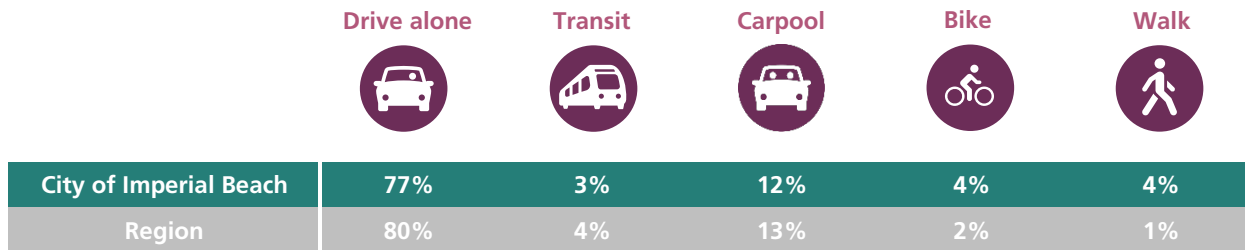
Other statistics about the education level and income of employees in this jurisdiction

<p>18%</p> <p>have Bachelor's degree or higher (24% region)</p>	<p>\$35,350</p> <p>mean employee salary (\$55,801 region)</p>	<p>these jobs represent</p> <p>0.3%</p> <p>of the region's jobs</p>	<p>these incomes represent</p> <p>0.2%</p> <p>of regional labor income</p>
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Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 3

What mode of transportation employees in this jurisdiction use to get to work during peak period



Source: SANDAG Activity Based Model, 2016

Highlight 4

How far employees drive on average to get to this jurisdiction during peak period and how long it takes them on average, by transportation mode

	City of Imperial Beach		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	11.4	21.3	12.0	25.1
Transit	8.2	61.1	10.7	62.8
Bike	2.6	12.8	4.3	21.6
Walk	1.1	21.9	1.2	23.2

Note: Peak period includes 6:00 a.m. to 8:59 a.m. and 3:30 p.m. to 6:59 p.m.

Source: SANDAG Activity Based Model, 2016

Highlight 5

Where employees travel from to work in the City of Imperial Beach

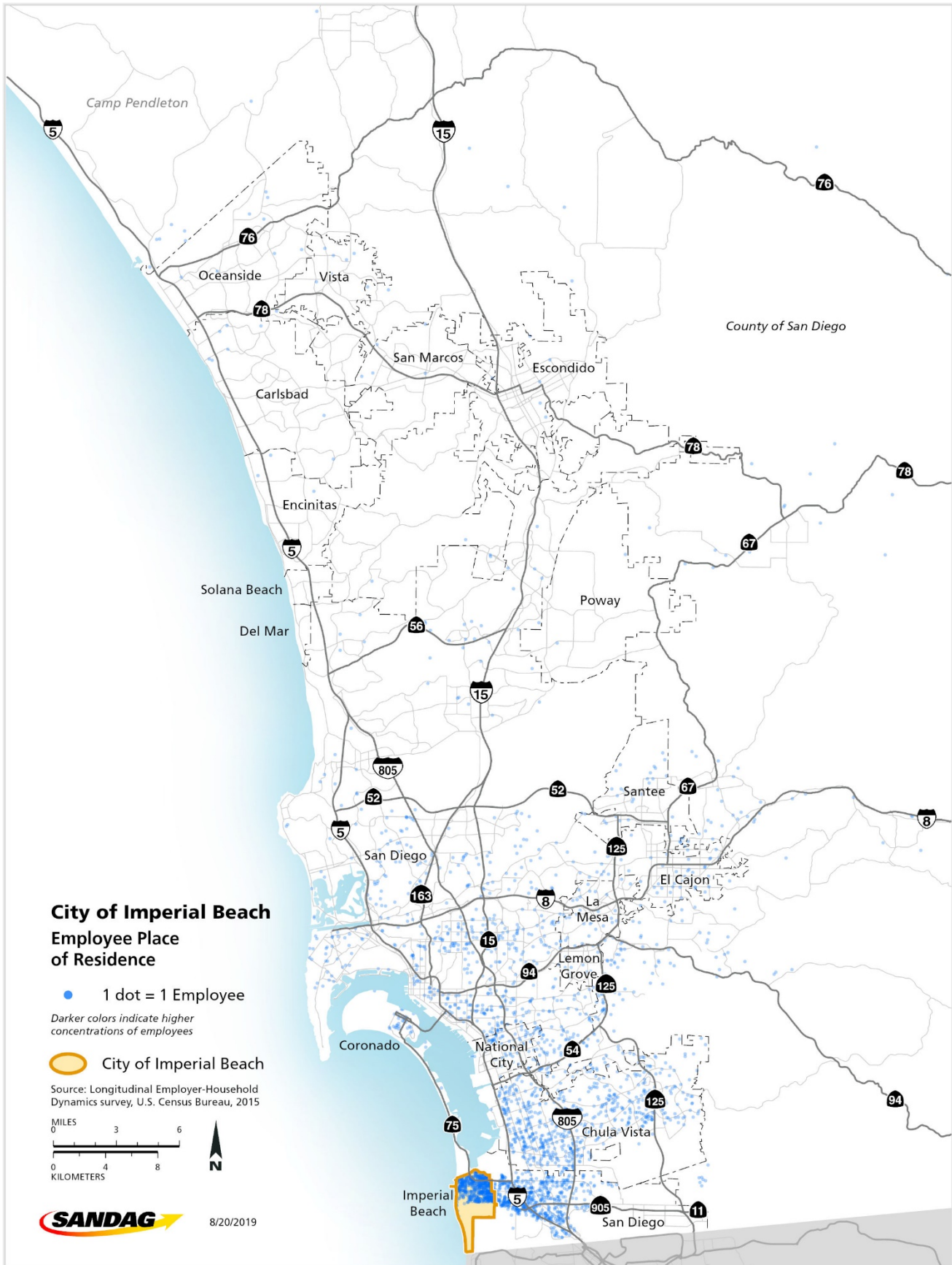
Jurisdiction	Number of workers who travel from jurisdiction to the City of Imperial Beach	Percent
San Diego	1,099	41%
Imperial Beach	584	22%
Chula Vista	555	21%
Unincorporated	183	7%
National City	74	3%
El Cajon	36	1%
Coronado	33	1%
La Mesa	26	1%
Santee	26	1%
Lemon Grove	14	1%
Oceanside	8	<1%
Carlsbad	7	<1%
Vista	5	<1%
Escondido	5	<1%
San Marcos	5	<1%
Encinitas	3	<1%
Poway	2	<1%
Solana Beach	0	0%
Del Mar	0	0%
Total	2,665	

Note: The total number of employees shown here is lower than presented elsewhere because employees who travel from outside the region or have an unknown origin location are excluded and only primary jobs are included.

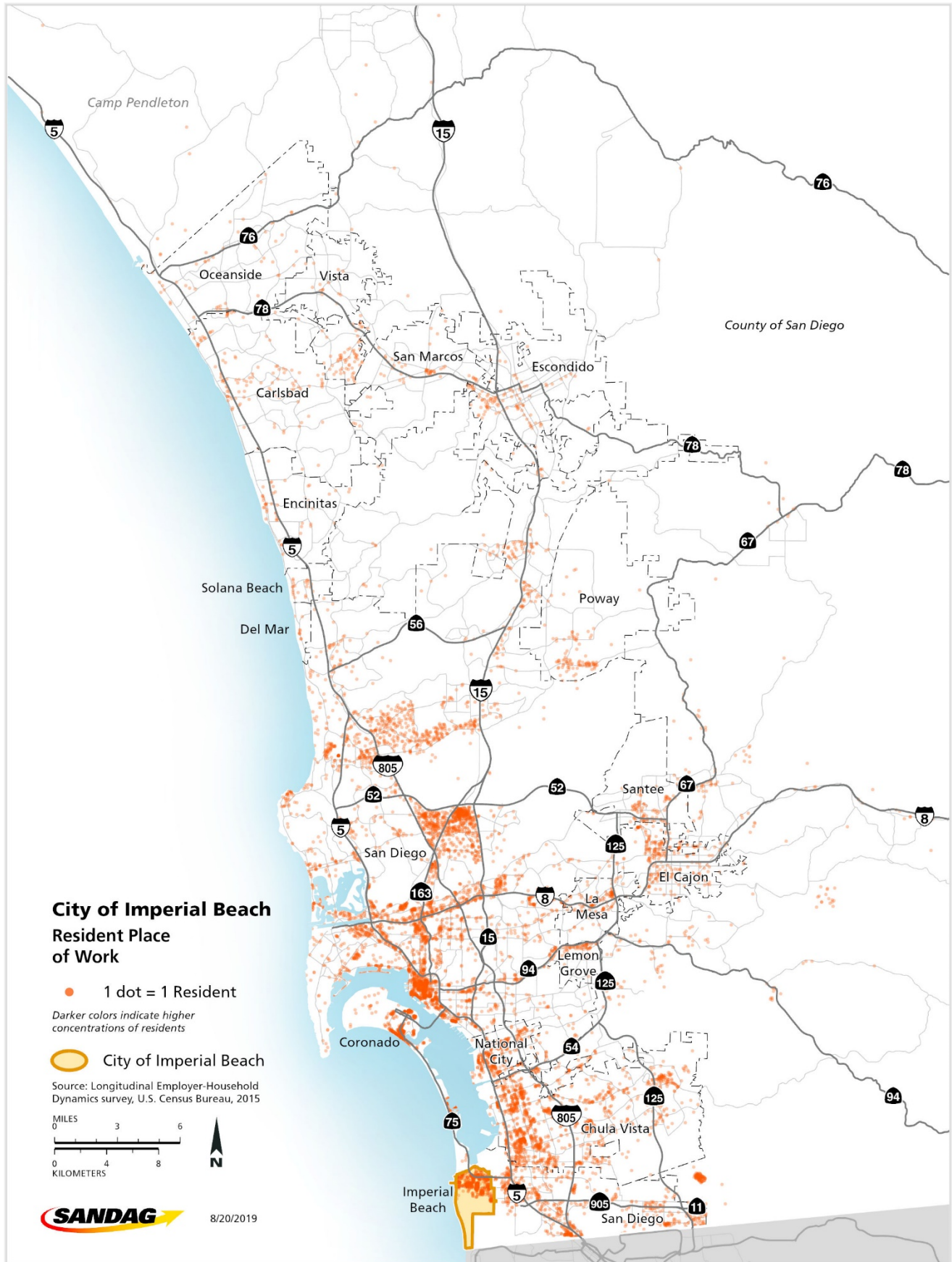
Source: SANDAG Employment Estimates, 2016; LEHD LODS OD, 7.3, 2015

Map 1

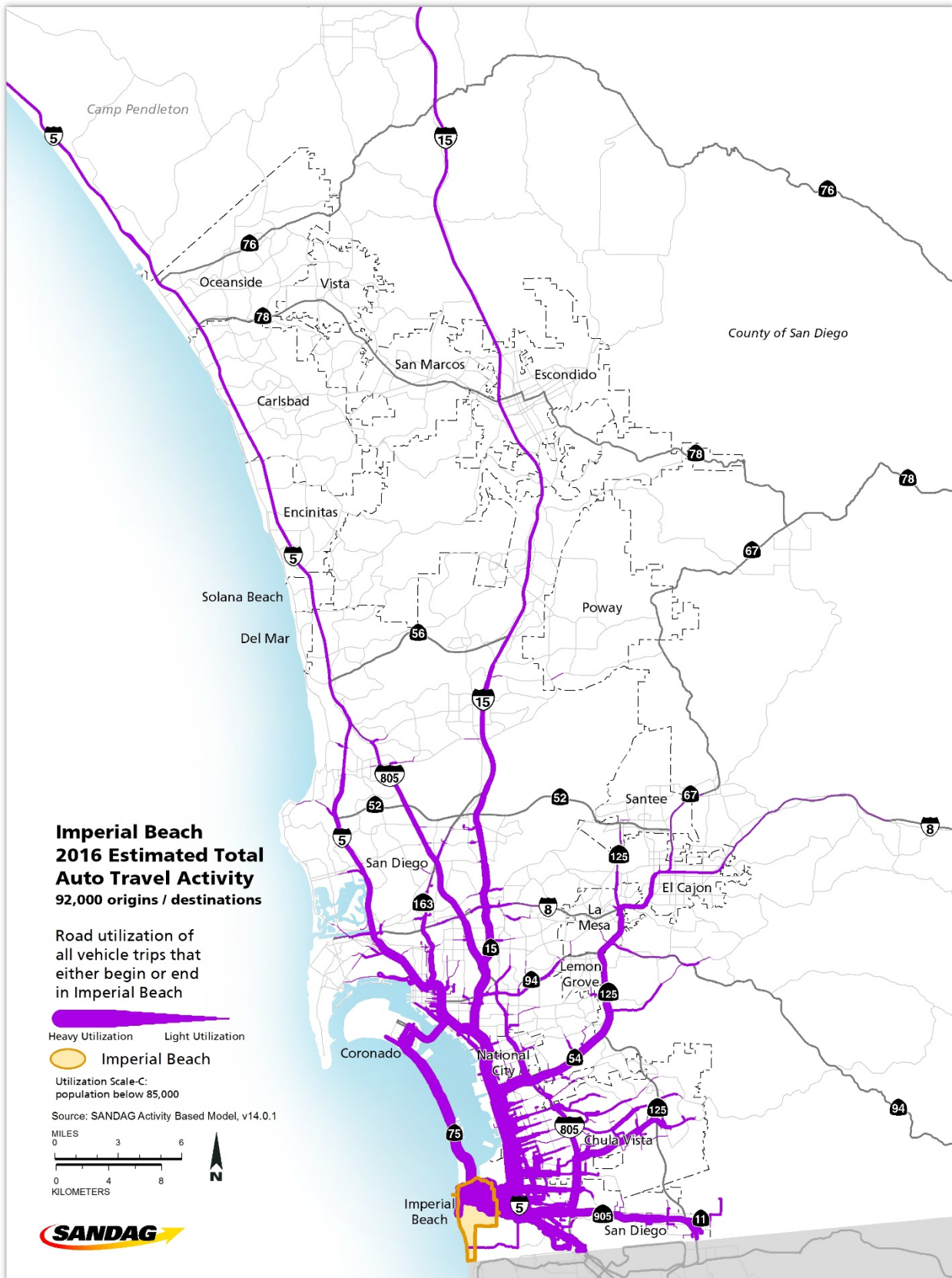
Where do employees in the City of Imperial Beach live?



Where do residents of Imperial Beach work?



All automobile trips that originate or end in the City of Imperial Beach for work, recreation, or any other reason



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Appendix A: Jurisdiction employment methodology, data sources, and other things to consider

Methodology

As a supplement to the employment center products and presentations, SANDAG has prepared this packet to showcase jurisdiction employment data. This packet was created using the same source data and methodology as the employment center products. Employment centers represent areas of employment concentration, whereas this packet refers to the jurisdictional employment in whole.

Additional technical information regarding this methodology is available by contacting the Data, Analytics, and Modeling Department at SANDAG.

Data sources and other things to consider

Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES) 7.3 (2015)

The Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES) data are a publicly available product of the U.S. Census Bureau. The LODES data are an extract of the LEHD infrastructure which is composed of administrative records, census, and survey data. The LODES data provide counts of unemployment insurance-covered wage and salary jobs, including private sector and state, local and some federal government jobs. Workplace location and residential location of an employee is measured at the census block-level (2010). The 2015 data that are used here reflect the latest available data (version 7.3) at the time of this analysis and included two primary tables: Original-Destinations (OD) (used in Highlight 5 and Maps 1 and 2), and Workplace Area Characteristics (WAC) (Highlight 2). It should be noted these data (1) contain wage and salary jobs (and exclude self-employed individuals); (2) do not include military and other security-related federal agencies, postal workers, some employees at nonprofits and religious institutions, and informal workers; (3) only includes an individual's primary job if an individual has more than one; and (4) education attainment includes only workers age 30 or older. Additional information is available at <https://lehd.ces.census.gov/data/>.

SANDAG Employment Estimates (2016)

On a regular basis, SANDAG produces estimates of employment and individual earnings for the San Diego region. These estimates were used in Fast facts and Highlights 1, 2, and 5. These estimates utilize California Employment Development Department (EDD) data, the Quarterly Census of Employment and Wages (QCEW) data, and the LEHD LODES data from the U.S. Census Bureau among other sources. The employment estimates include wage and salary for private sector and government workers, as well as the self-employed. Uniformed military are not included; however, U.S. Department of Defense (DOD) civilian workers have been assigned to military bases. Tribal government jobs are included where data were available. Additional information regarding these estimates is available by contacting the Economic and Demographic Analysis Modeling team at SANDAG.

SANDAG Population and Housing Estimates (2016)

Each year SANDAG produces estimates of population and housing for the San Diego region. These estimates utilize several data sources including the California Department of Finance, the U.S. Census Bureau, and a variety of other publicly available datasets. These small-area estimates contain information on the characteristics of the population (ethnicity, age, sex) and housing units (occupied, vacant, unoccupiable) in the region. The population living in military barracks, college dorms and other institutional facilities are included in the population and are counted in housing referred to as Group Quarters. The active military population and their dependents who live in households are included in the household population counts. The population and housing estimates are created in a process similar to the Regional Growth Forecast and contain similar information, however the Population and Housing Estimates reflect current conditions. These data are in Appendix B. Additional information regarding these estimates is available by contacting the Economic and Demographic Analysis Modeling team at SANDAG.

SANDAG Activity Based Transportation Model (2016)

To plan and complete regional transportation projects, SANDAG creates and maintains a transportation model which uses a variety of regional transportation survey and socioeconomic and demographic data (e.g., count of trips from home to work, how people carpool, what bus routes are most frequented, and which highways are used and when). These data are then utilized in the Activity Based Model (ABM) to simulate individual and household transportation choices. These choices include how individuals travel around the region (the mode), why people travel around the region (the trip purpose), and when they travel (time of day). The ABM model is refined based on transportation data and expert feedback on methodology and data sources. For this analysis, SANDAG utilized release version 14.0.1 of ABM to estimate travel for the year 2016 (reference scenario #232). Data in both Highlight 3 and 4 are restricted only to transportation trips in the model in which (1) the trip begins at home and ends at work and does not have any intermediary stops (e.g., dropping a child at school); and (2) the trip's purpose is work and (3) the trip start time is during peak periods which are defined as 6:00 a.m. to 8:59 a.m. and 3:30 p.m. to 6:59 p.m. Transit travel time includes walk time to transit stop, initial wait time, in vehicle time, transfer wait time, and walk time to the destination. Map 3 includes all auto trips (work and non-work related) to and from the City of Imperial Beach. The margin of error might be larger for small jurisdictions with few work trips and all trips. Additional information about the ABM is available here: sandag.org/index.asp?subclassid=120&fuseaction=home.subclasshome

Appendix B: Jurisdiction resident profile

Demographic and Socioeconomic Estimates Jurisdiction Imperial Beach



	Jan 1, 2018
Total Population	28,163
Household Population	27,719
Group Quarters Population	444
Persons Per Household	2.91

Housing and Occupancy

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	9,778	9,539	2.4%
Single Family - Detached	4,346	4,249	2.2%
Single Family - Attached	1,254	1,223	2.5%
Multi-Family	3,993	3,890	2.6%
Mobile Home and Other	185	177	4.3%

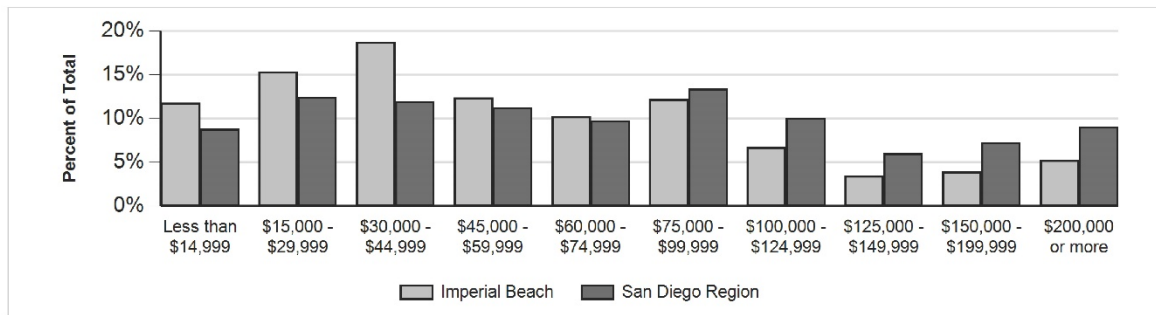
Household Income

Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000-\$29,999	\$30,000-\$44,999	\$45,000-\$59,999	\$60,000-\$74,999	\$75,000-\$99,999	\$100,000-\$124,999	\$125,000-\$149,999	\$150,000-\$199,999	\$200,000 or more
% of Total	12%	15%	19%	12%	10%	12%	7%	3%	4%	5%

Median Household Income

	2018
Adjusted for Inflation (2010 \$)	\$50,011
Not adjusted for inflation (current 2017\$)	\$56,394



IMPORTANT ADVISORY:

Caution should be taken when using data for small population groups, particularly at small levels of geography. Minor adjustments were made (such as correcting the location of housing units that were erroneously allocated by the Census Bureau to roads and open space) to more accurately reflect the region's true population and housing distribution.

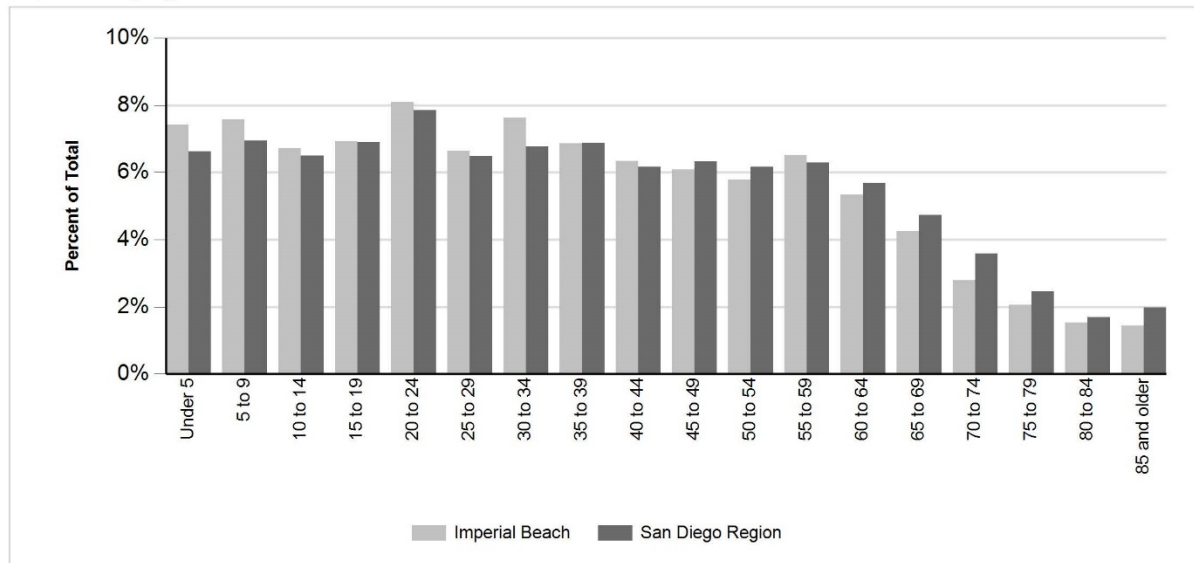
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County Assessor Records, vital events records from the California Department of Health, and income data from the U.S. Census Bureau American Community Survey.

Caution should always be taken when using data for small population groups, particularly at small levels of geography.

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	28,163	14,079	14,084	50%
Under 5	2,089	1,085	1,004	48%
5 to 9	2,134	1,051	1,083	51%
10 to 14	1,893	963	930	49%
15 to 17	1,150	617	533	46%
18 and 19	801	406	395	49%
20 to 24	2,278	1,221	1,057	46%
25 to 29	1,869	960	909	49%
30 to 34	2,149	1,104	1,045	49%
35 to 39	1,933	973	960	50%
40 to 44	1,784	901	883	49%
45 to 49	1,712	851	861	50%
50 to 54	1,630	821	809	50%
55 to 59	1,835	871	964	53%
60 and 61	637	312	325	51%
62 to 64	868	435	433	50%
65 to 69	1,196	553	643	54%
70 to 74	787	350	437	56%
75 to 79	581	255	326	56%
80 to 84	432	190	242	56%
85 and older	405	160	245	60%
Under 18	7,266	3,716	3,550	49%
65 and older	3,401	1,508	1,893	56%
Median Age	34.3	33.3	35.4	N/A

Population by Age



Source: SANDAG, Current Estimates
 SANDAG
www.sandag.org

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Population by Race, Ethnicity and Age

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	14,647	8,909	1,062	146	2,296	1,103
Under 5	1,351	462	69	7	96	104
5 to 9	1,380	447	79	12	101	115
10 to 14	1,215	368	73	5	120	112
15 to 17	752	208	41	2	90	57
18 and 19	536	121	51	0	54	39
20 to 24	1,390	459	111	10	170	138
25 to 29	1,009	518	73	20	135	114
30 to 34	1,030	774	85	10	171	79
35 to 39	1,001	649	59	5	157	62
40 to 44	972	524	63	12	156	57
45 to 49	868	525	71	16	178	54
50 to 54	807	552	66	11	150	44
55 to 59	725	809	77	14	169	41
60 and 61	249	305	21	1	51	10
62 to 64	297	421	29	3	98	20
65 to 69	378	620	36	8	137	17
70 to 74	243	408	21	4	91	20
75 to 79	179	302	18	3	69	10
80 to 84	144	211	9	3	59	6
85 and older	121	226	10	0	44	4
Under 18	4,698	1,485	262	26	407	388
65 and older	1,065	1,767	94	18	400	57
Median Age	28.5	44.3	32.0	40.8	41.7	24.5

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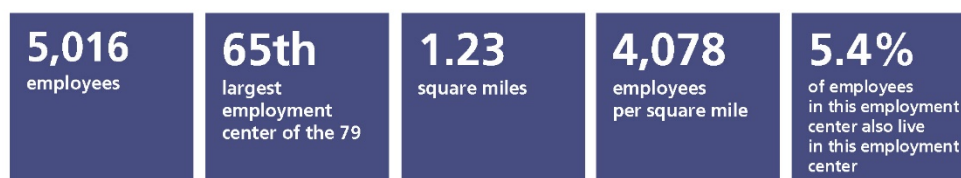
Appendix C: Employment center located within the City of Imperial Beach



Imperial Beach–Nestor employment center Tier 4 employment centers in the San Diego region¹: An analysis of where people live and work

Highlight 1

Characteristics of this employment center



Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 2

Industries in this employment center and the region overall

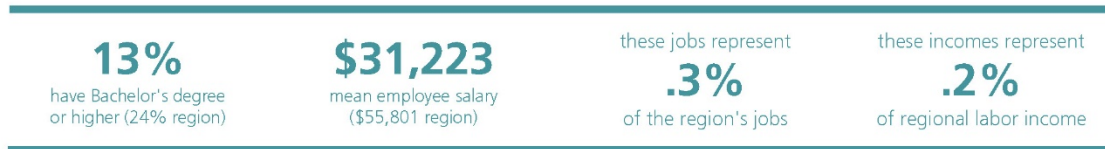
	Imperial Beach–Nestor employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	802	16% (2)	199,700	13% (1)
Retail trade	1,646	33% (1)	156,612	10% (2)
Professional, scientific, technical	240	5% (5)	148,766	10% (3)
Food services	731	15% (3)	131,594	9% (4)
Manufacturing	128	3% (9)	109,234	7% (5)
Administrative, support, waste services	115	2% (10)	91,519	6% (6)
Construction	78	2% (12)	83,498	5% (7)
Local government education	54	1% (16)	80,300	5% (8)
Other services	347	7% (4)	69,124	5% (9)
Finance and insurance	191	4% (7)	47,848	3% (10)
Wholesale trade	70	1% (13)	46,625	3% (11)
Arts, entertainment, recreation	32	1% (17)	45,639	3% (12)
Real estate, rental, leasing	141	3% (8)	38,582	3% (13)
Local government	0	0% (20)	37,429	2% (14)
Transportation and warehousing	194	4% (6)	36,183	2% (15)
Accommodation	70	1% (14)	33,094	2% (16)
Educational services	58	1% (15)	32,892	2% (17)
State government education	0	0% (21)	31,600	2% (18)
Information	1	<1% (19)	26,262	2% (19)
Department of Defense	0	0% (22)	22,500	1% (20)
Management of companies/enterprises	115	2% (11)	21,500	1% (21)
Federal government	0	0% (23)	11,454	1% (22)
Farm	3	<1% (18)	9,000	1% (23)
Utilities	0	0% (24)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	5,016		1,525,500	

Source: SANDAG Employment Estimates, 2016

¹ This data summary was prepared by SANDAG and is part of an evolving analysis of where people live and work in the San Diego region. Tier 4 employment centers are those between 2,000 and 14,999 employees. For data notes, sources, and qualifications, please visit: sandag.org/employmentcenters. Suggested reference: SANDAG (2019, May). *Tier 4 employment centers in the San Diego region: Imperial Beach–Nestor employment center*. San Diego, CA: Author.

Highlight 3

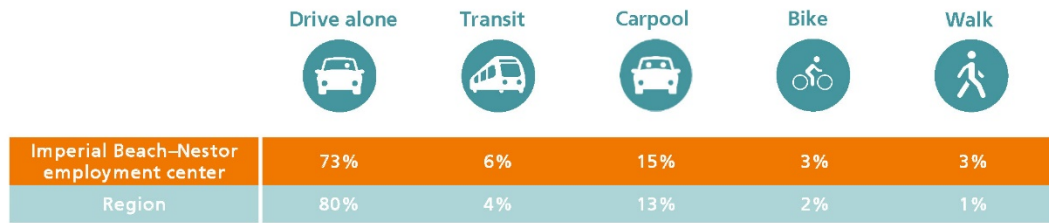
Other statistics about the education level and income of employees in this employment center



Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 4

What mode of transportation these employment center employees use to get to work during peak period?



Source: SANDAG Activity Based Model, 2016

Highlight 5

How far employees drive on average to get to this employment center during peak period and how long it takes them on average, by transportation mode

	Imperial Beach–Nestor employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	10.5	19.0	12.0	25.1
Transit	8.4	54.6	10.7	62.8
Bike	4.3	21.6	4.3	21.6
Walk	1.2	23.9	1.2	23.2

Note: Peak period includes 6:00 a.m. to 8:59 a.m. and 3:30 p.m. to 6:59 p.m.

Source: SANDAG Activity Based Model, 2016

Highlight 6

What jurisdictions these employment center employees travel from

Jurisdiction	Number of workers in the employment center	Percent
San Diego	1,275	48%
Chula Vista	566	22%
Imperial Beach	269	10%
Unincorporated	205	8%
National City	103	4%
El Cajon	47	2%
La Mesa	31	1%
Coronado	29	1%
Santee	27	1%
Lemon Grove	18	1%
Oceanside	17	1%
Vista	15	1%
Escondido	12	1%
Carlsbad	9	<1%
San Marcos	7	<1%
Poway	4	<1%
Encinitas	2	<1%
Del Mar	0	0%
Solana Beach	0	0%
TOTAL	2,636	

Note: The total number of employees shown here is lower than presented elsewhere because employees who travel from outside the region or have an unknown origin location are excluded and only primary jobs are included.

Source: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Map 1

Imperial Beach–Nestor employment center

