

# Environmental Scan

A summary of findings from our external environment

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# Areas covered

## 1. County Demographics

- Age distribution
- Ethnicity profile
- Origin of Birth / Language spoken
- Educational Attainment

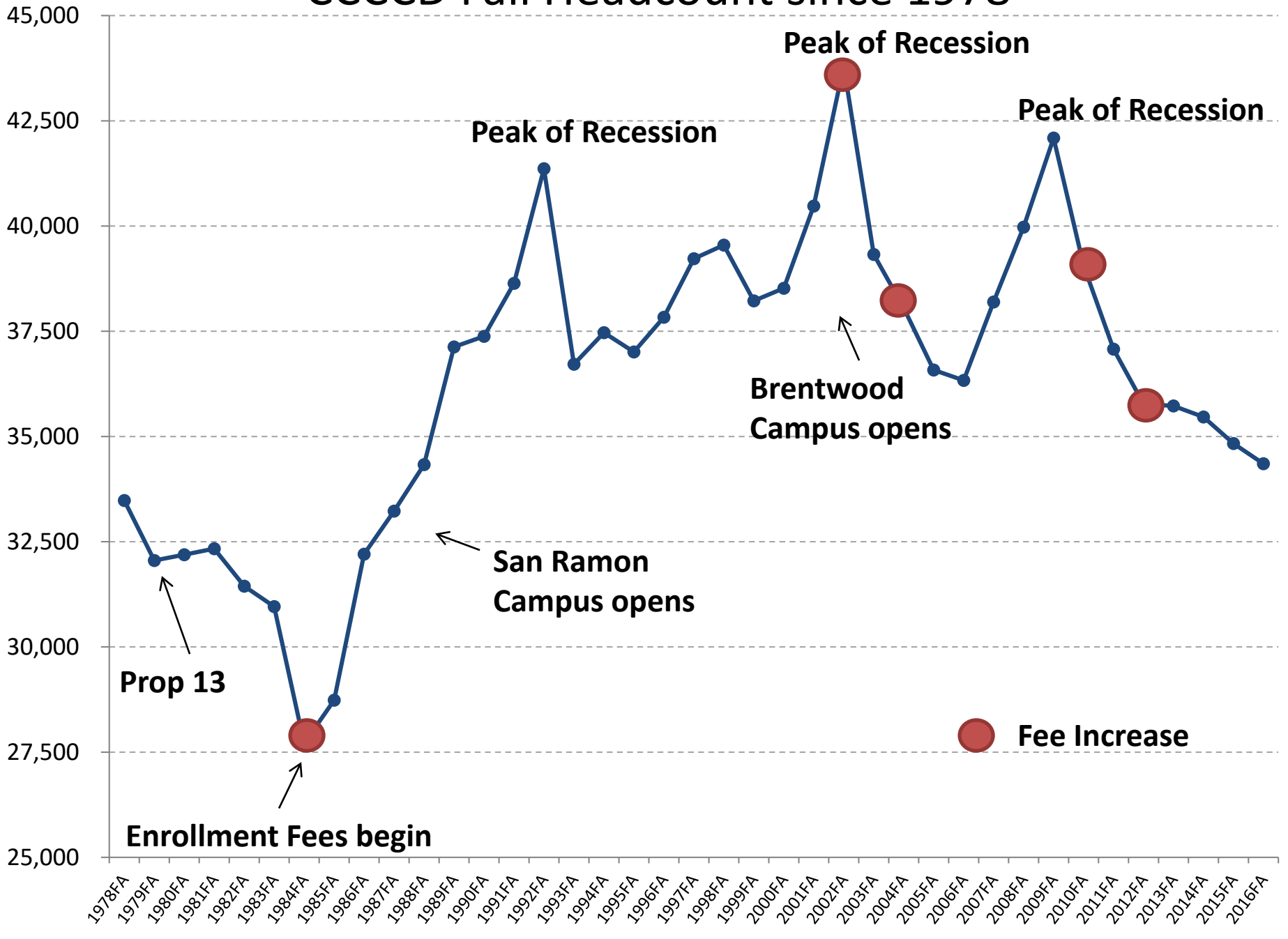
## 2. Market for High School Graduates

- Feeder school performance and trends
- Capture rates

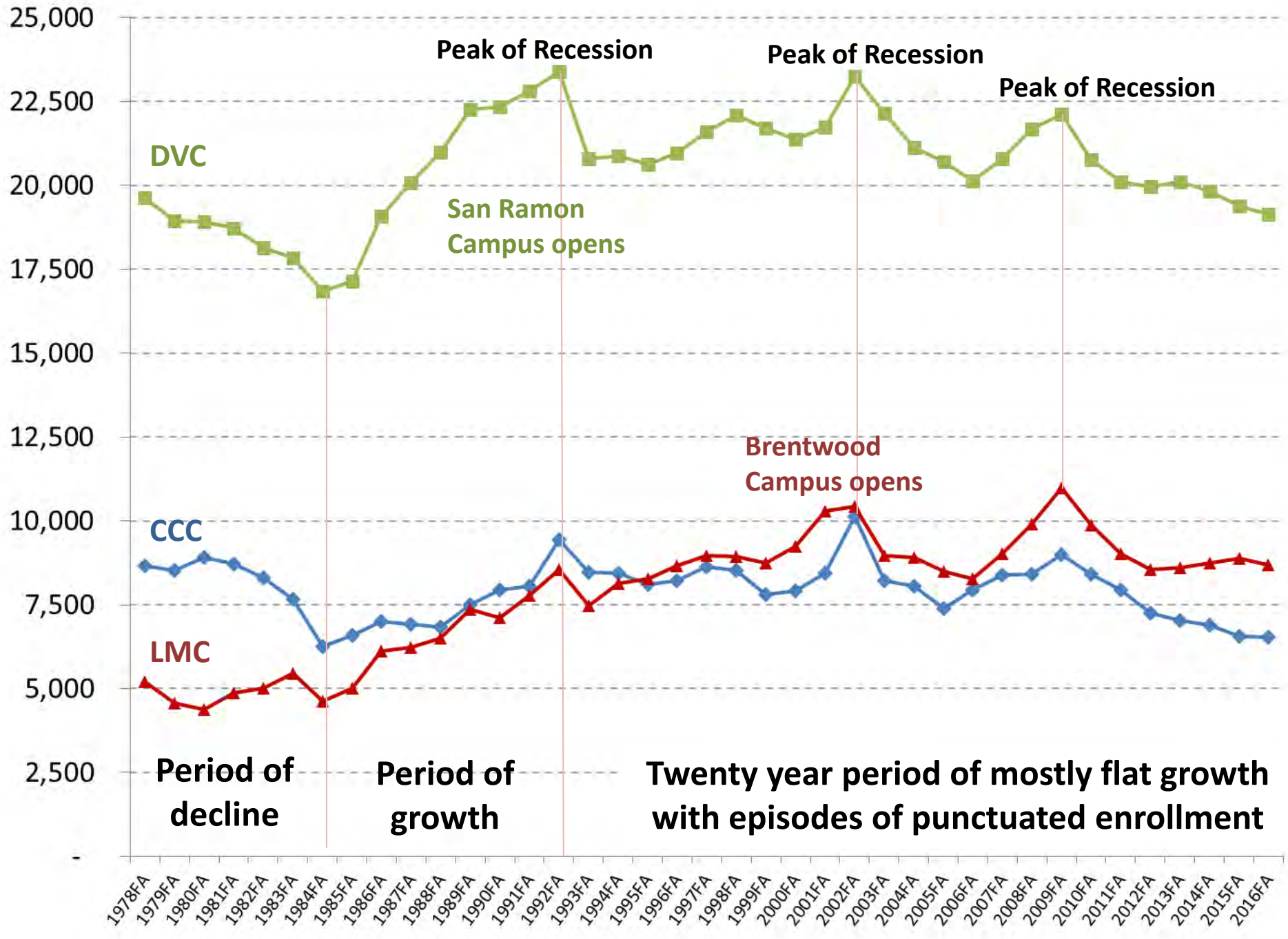
## 3. Workforce & Income Summary

- Labor market trends
- Income and housing market strength

# CCCCD Fall Headcount since 1978



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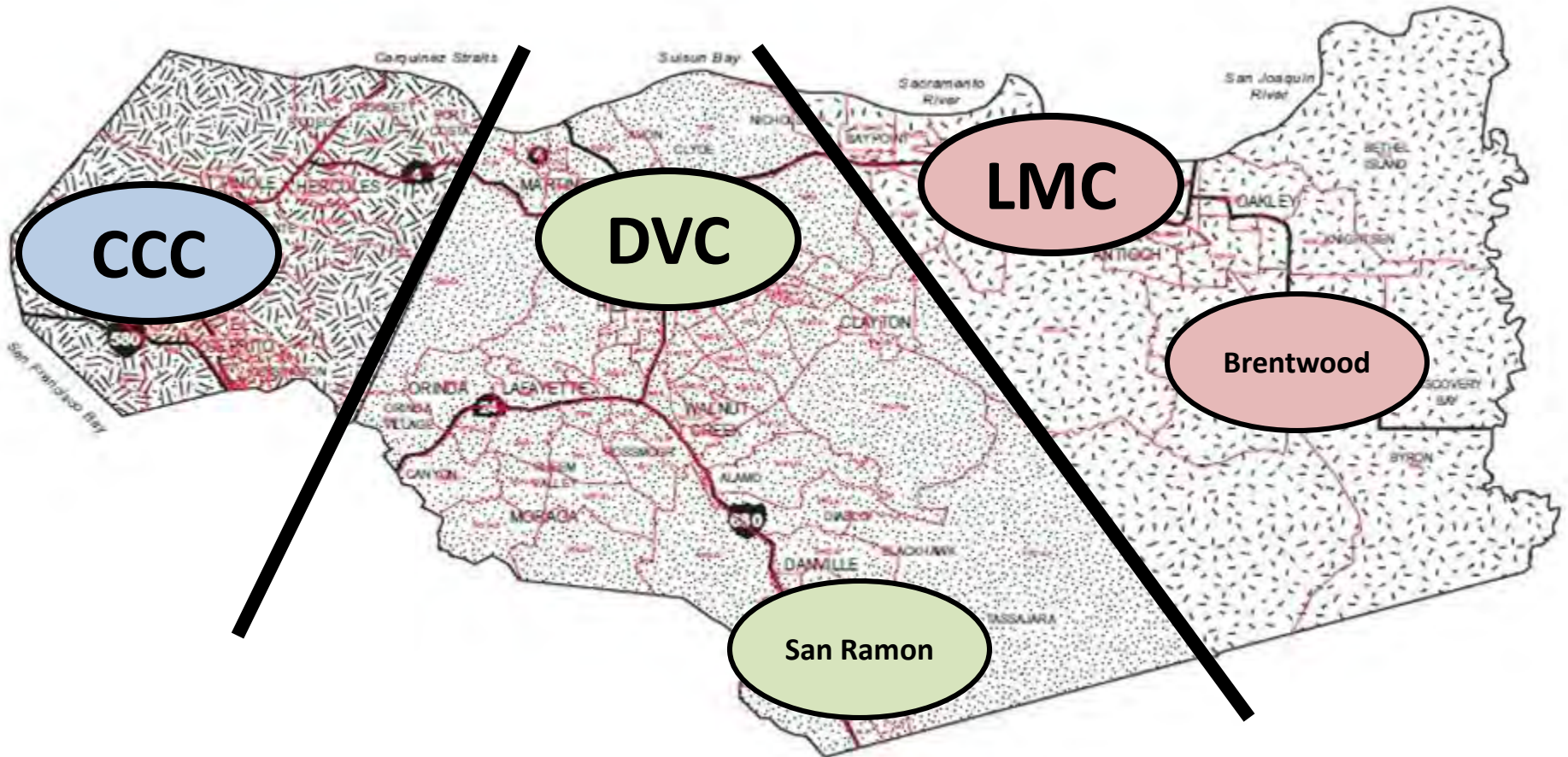


# Environmental Scan Geography

**West County**

**Central County**

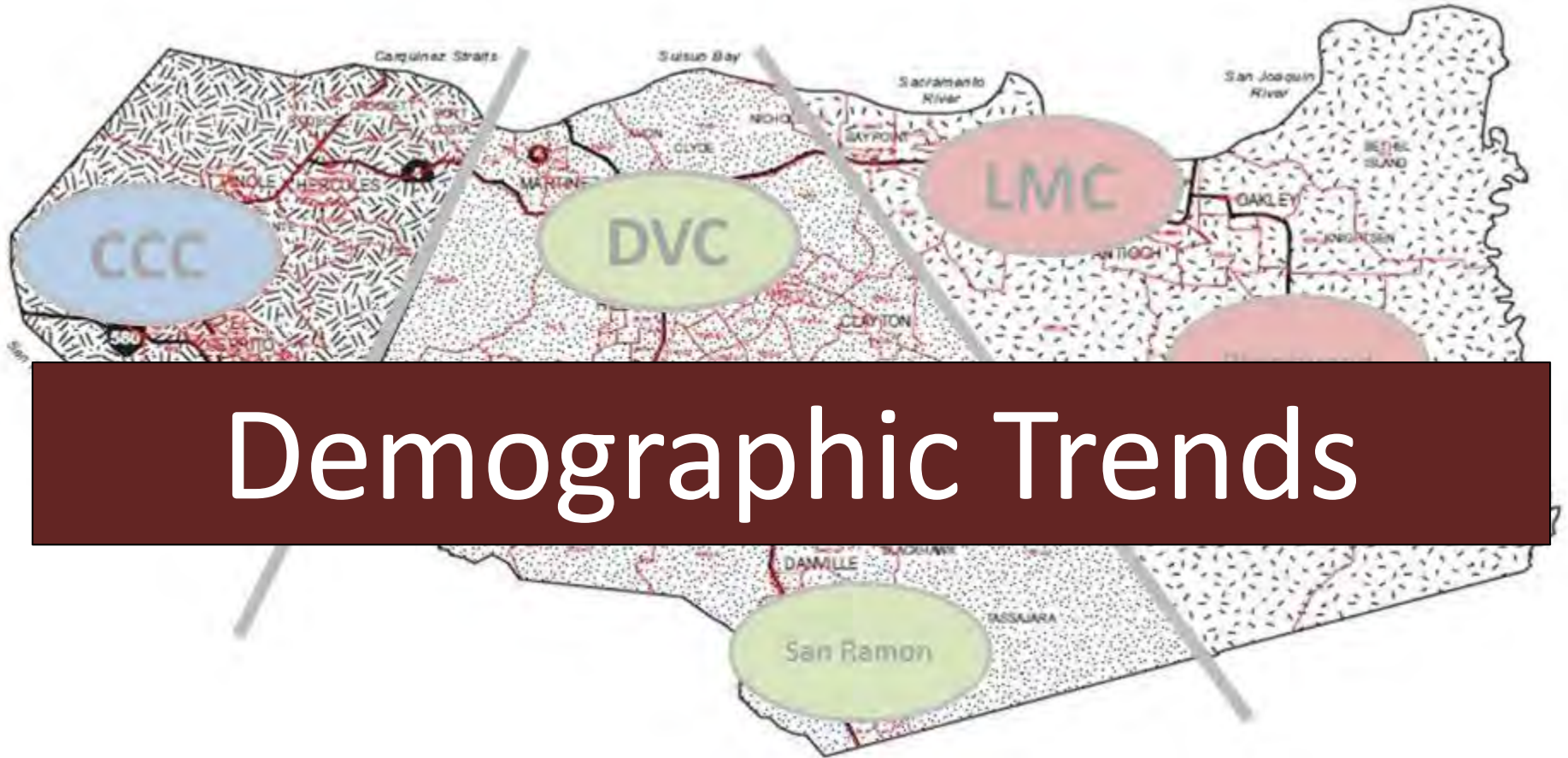
**East County**



Contra Costa county was broken up into three regions using census tracts associated with each college's service area.



# Contra Costa County



# Contra Costa County

## Demographic Profile (2015)

### Size

Population = 1,096,068

Growth Rate = 10.6% per decade

### Age Distribution

- Under 18 yrs old = 24%
- 18 to 19 yrs old = 2%
- 20-24 yrs old = 6%
- 25-44 yrs old = 26%
- 45-64 yrs old = 28%
- 65+ yrs old = 14%

### Ethnicity Distribution

American Indian	= 0.3%
Asian / Pac Is.	= 15%
Black / Af. Am.	= 9%
Hispanic	= 24%
Two or More races	= 4%
White	= 48%
Other race	= 0.3%

### Gender

Female = 51%

Male = 49%

### Foreign Born

- US Native Born = 76%
- Foreign Born = 24%

### Language Spoken at Home

English Only = 66%

Other than English = 34%

### Education Attainment

High School or less	= 30%
AA/AS Degree or some college	= 31%
Bachelors Degree	= 25%
Graduate or Prof Degree	= 14%



Note: Fastest growing groups by volume highlighted in orange

# Contra Costa County's Regions

## Overall population

### West County

#### Third largest region

- Home to roughly a quarter of a million residents

#### Slow growth

- Growing at a slower rate than other regions in the county

### Central County

#### Largest region

- Houses more than half the county's roughly one million residents

#### Modest growth

- Growing slightly slower than the county average

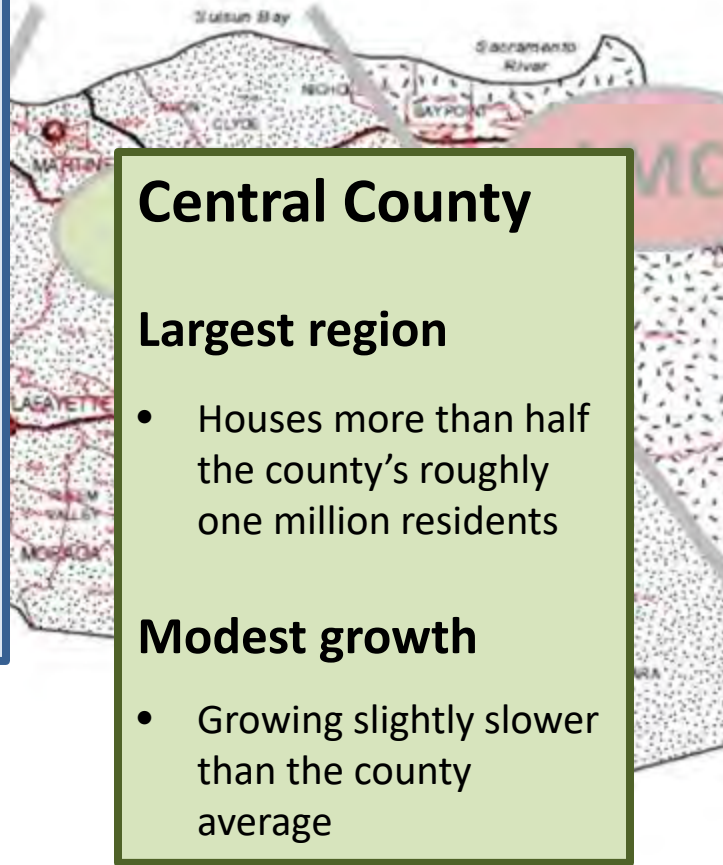
### East County

#### Second largest region

- Slightly larger than the West county with 284K residents

#### Rapid growth

- Fastest growing region in the county







# Age Distribution

## West County

### Most diverse by age

- Most balanced age distribution in county

### Aging by decline in youth

- Net decline in residents 19 and under and rapid growth of those 65 yrs and older

## Central County

### Deepest age pool

- Has more residents in every age group than either the West or East County

### Aging by growth in elderly

- Has the highest concentration of county residents 65+ yrs old
- Only region experiencing growth in all age groups

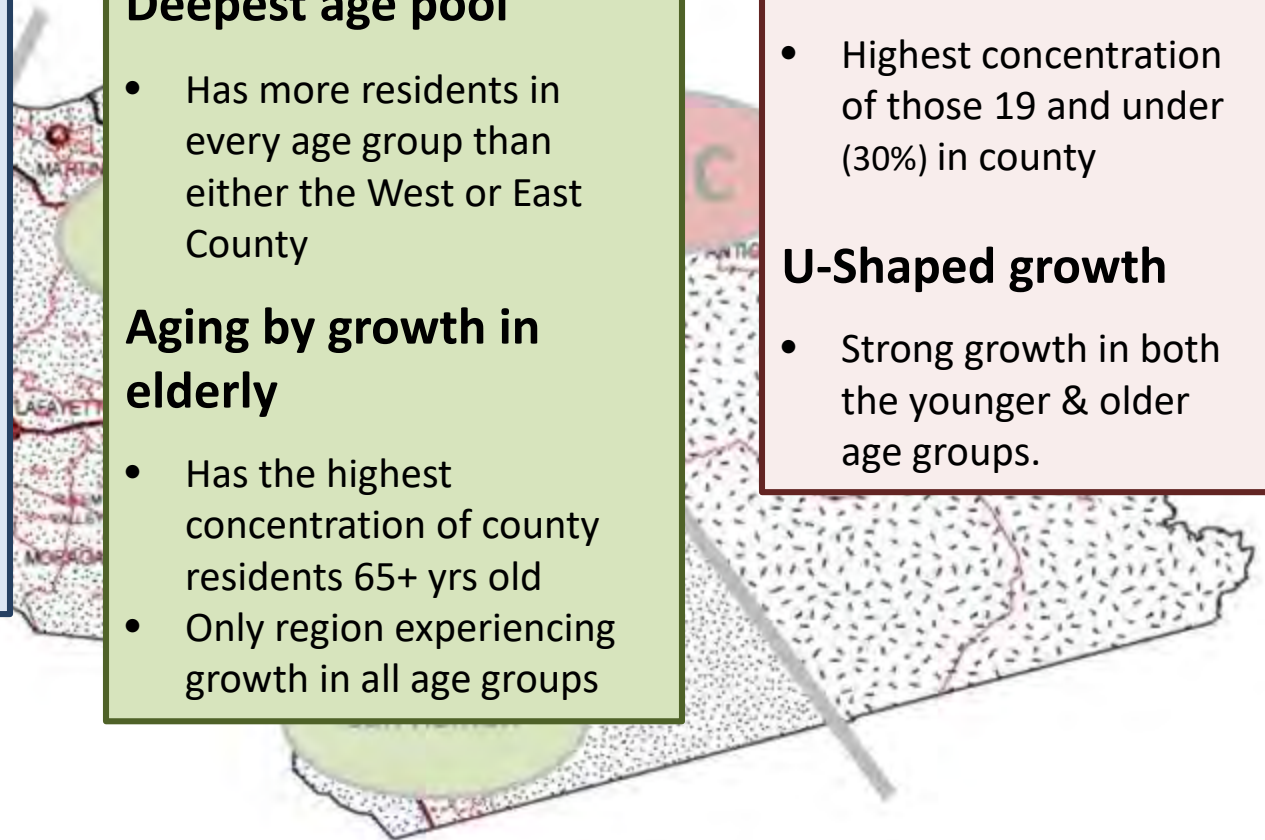
## East County

### Youngest

- Highest concentration of those 19 and under (30%) in county

### U-Shaped growth

- Strong growth in both the younger & older age groups.





# Ethnicity Narrative

## West County

### Ethnically diverse

- Highest concentration of residents of Asian African Americans decent.

### Rapid decline of African-Americans

- Rapid decline in African American population (-9%)
- Slowest growth in Asian residents
- Only area to experience a significant increase in White residents

## Central County

### Least diverse

- Nearly two of every three residents are White; all remaining ethnic groups having lower concentrations than the county average

### Growing more diverse

- Rapid growth among Asian/Pac. Is African American and Two or More Races

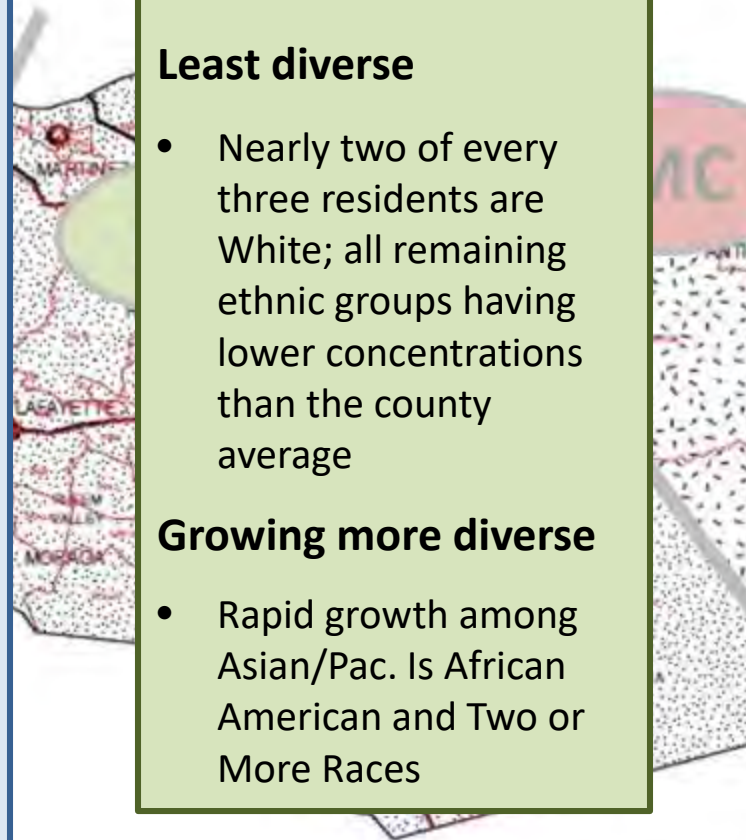
## East County

### Bimodal population

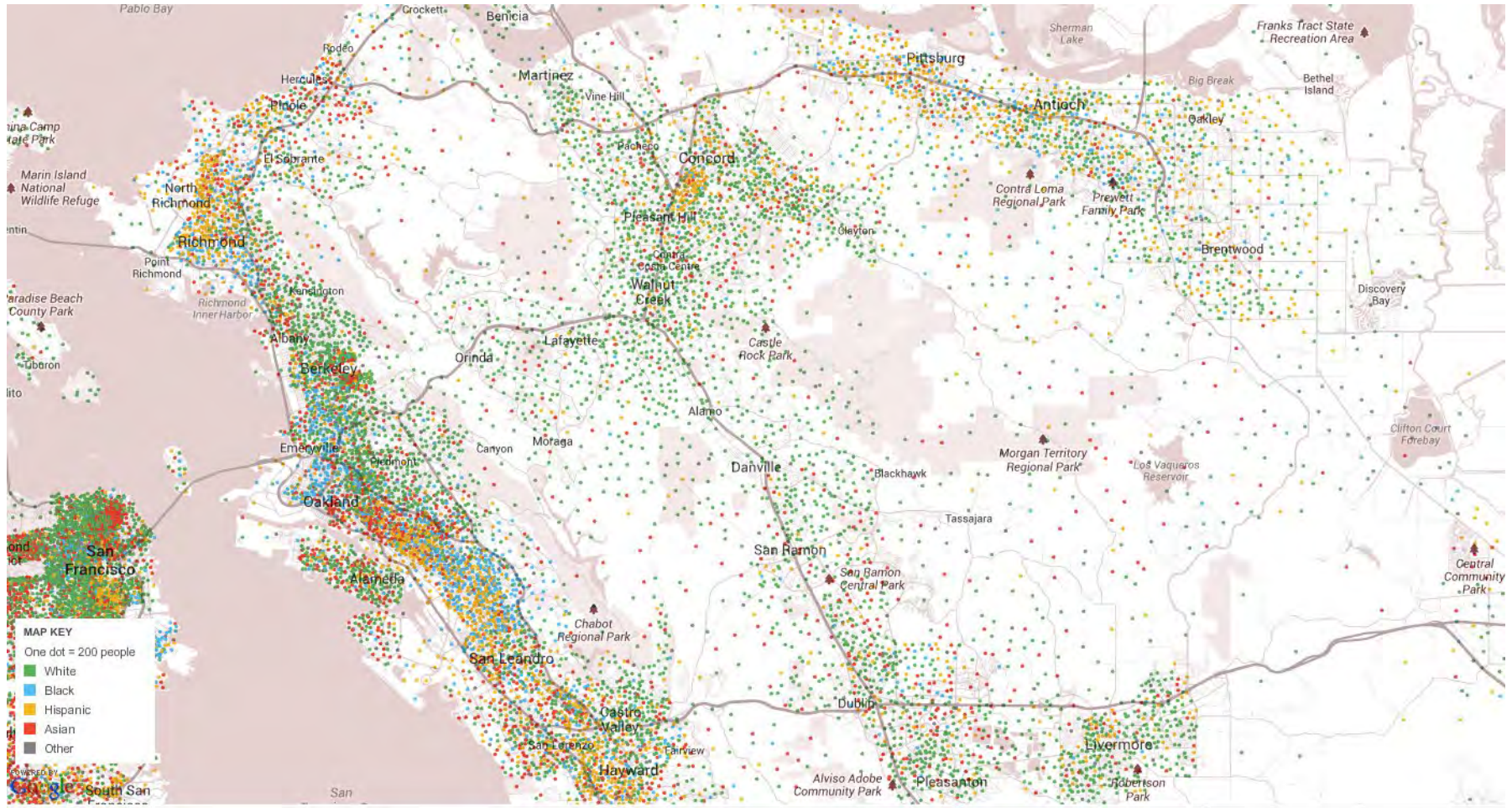
- Three of every four residents are either White or Hispanic

### Rapid growth among minorities

- Growth in residents of Two or More Races outpaced all other ethnic groups combined
- Fastest growing region among Asian/Pac. Is.



# Distribution of Racial and Ethnicity Groups in Contra Costa and Alameda Counties



Maps were taken from the New York Times online resource titled: *Mapping America: Every City, Every Block* (link: <http://projects.nytimes.com/census/2010/explorer?ref=us>).

Map source data come from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.





# Origin of Birth and Language Spoken

## West County

### Origin of Birth

#### High and growing density of foreign born residents

- Highest concentration of foreign born residents (32%) and growing.

### Language Spoken

#### English speakers soon to be the minority

- Nearly half (47%) of residents don't speak English at home and this group is growing at seven times the rate of the rest of the region

## Central County

### Origin of Birth

#### Low density but fast growth among foreign born residents

- Roughly four in five residents are Native US born
- Experiencing the fastest growth of foreign born residents in the county

### Language Spoken

#### Highest density of English speakers but transforming

- With roughly three in four residents speaking English at home the Central county has a higher concentration of English speakers than the county overall

## East County

### Origin of Birth

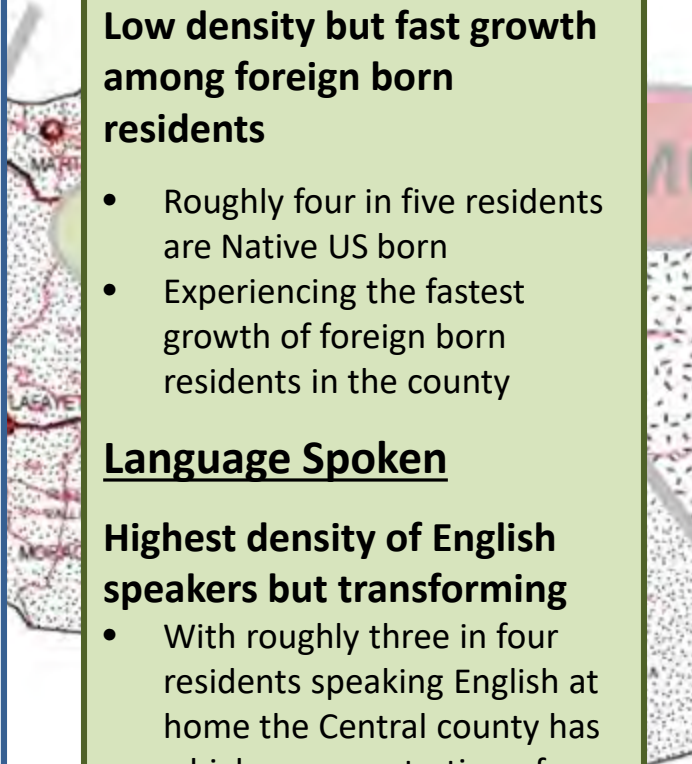
#### Growth of foreign born pushing region toward parity with the county

- Roughly three of four residents are Native US born

### Language Spoken

#### Fastest growth among non-English speakers

- One in three resident speak a language other than English at home and the non-English speaking group is growing faster here than the rest of the county





# Education Attainment

## West County

**Slightly less educated than the county overall**

- Nearly 39% of the population has no more than a High School diploma

**But growing more educated**

- 31% of residents have a Bachelors degree or higher

## Central County

**Home to the most educated population**

- Over 50% of the population has a Bachelors and/or graduate degree

**And growing still more educated**

- The most growth is occurring among people with Bachelors and graduate degrees

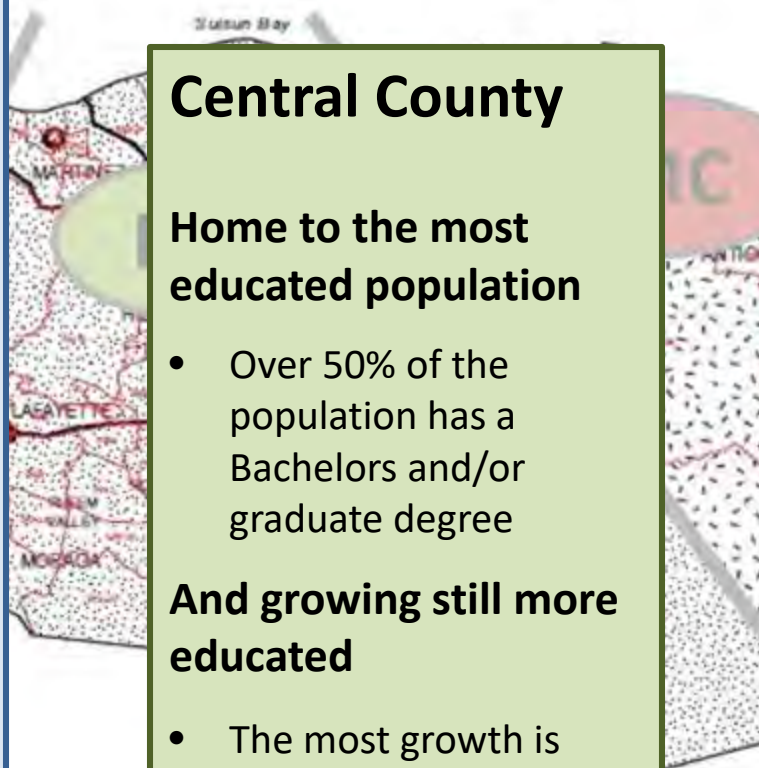
## East County

**Least educated region**

- Less than 20% of the population has bachelors or graduate degree

**Strong growth in community college credentials**

- The fastest growing segment are among residents with an Associates Degree or having some college





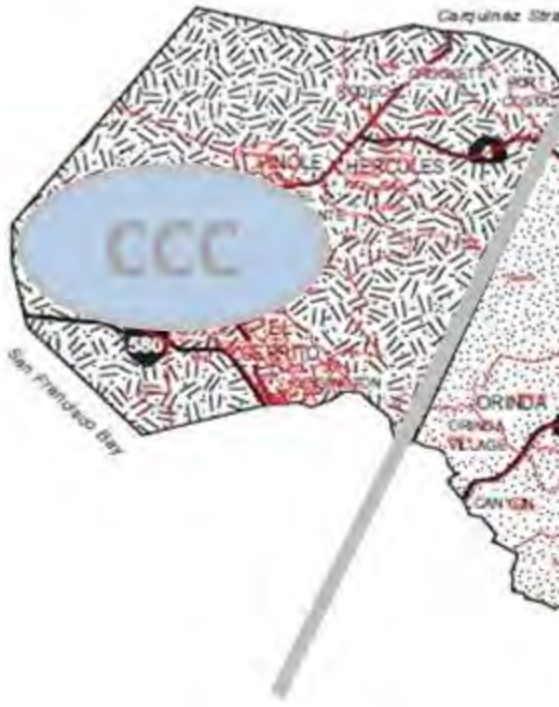
# Contra Costa County





# Contra Costa County

## The market for high school graduates



### Size

Graduates = 12,366 (2014)  
Growth Rate = 9% (2014/15-2025/26)  
Projected = 13,441 (2025)

### College-going Rates

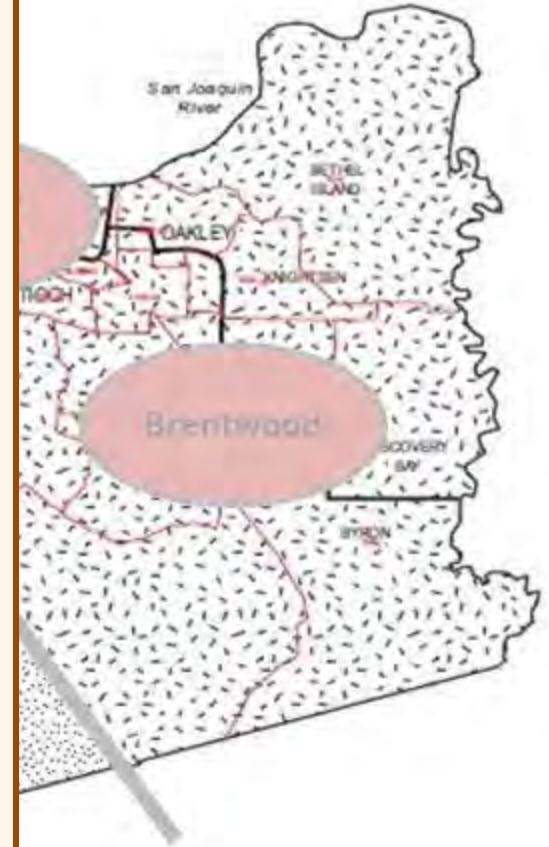
- CCCs = Less than 25%
- CSUs = 9% to 11.9%
- UCs = Greater than 6.5%

### CCCCD HS Graduate Capture Rate

- 3,456 of 12,366 = 28%

### Overall Remediation Rate

- Placement into dev ed = 80%
- Enrolling in dev ed = 45%





# Contra Costa County

## The market for High School Graduates

### CCC

#### Weak growth

- Graduates of feeder High Schools growing at one-fourth the rate of the county

#### Capture rates stable

- CCC capture rates of feeder high school graduates remains stable at 26%, slightly below the county average of 28%

### DVC

#### Moderate growth

- Graduation rate at feeder HS is slightly less than the county average

#### Capture rates stable

- DVC capture rates of feeder high school graduates remains stable at 26%, slightly below the county average of 28%

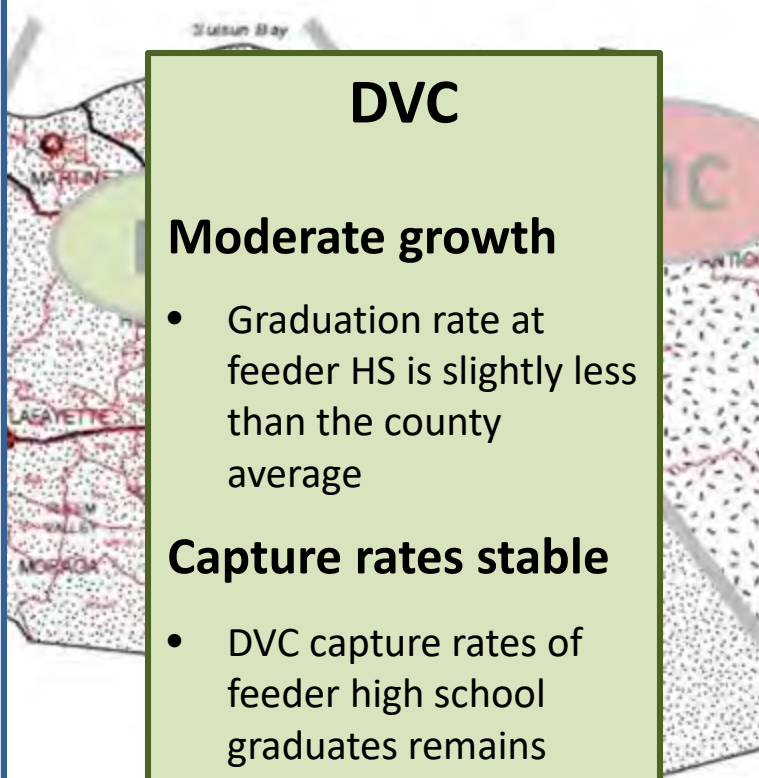
### LMC

#### Booming HS graduate population

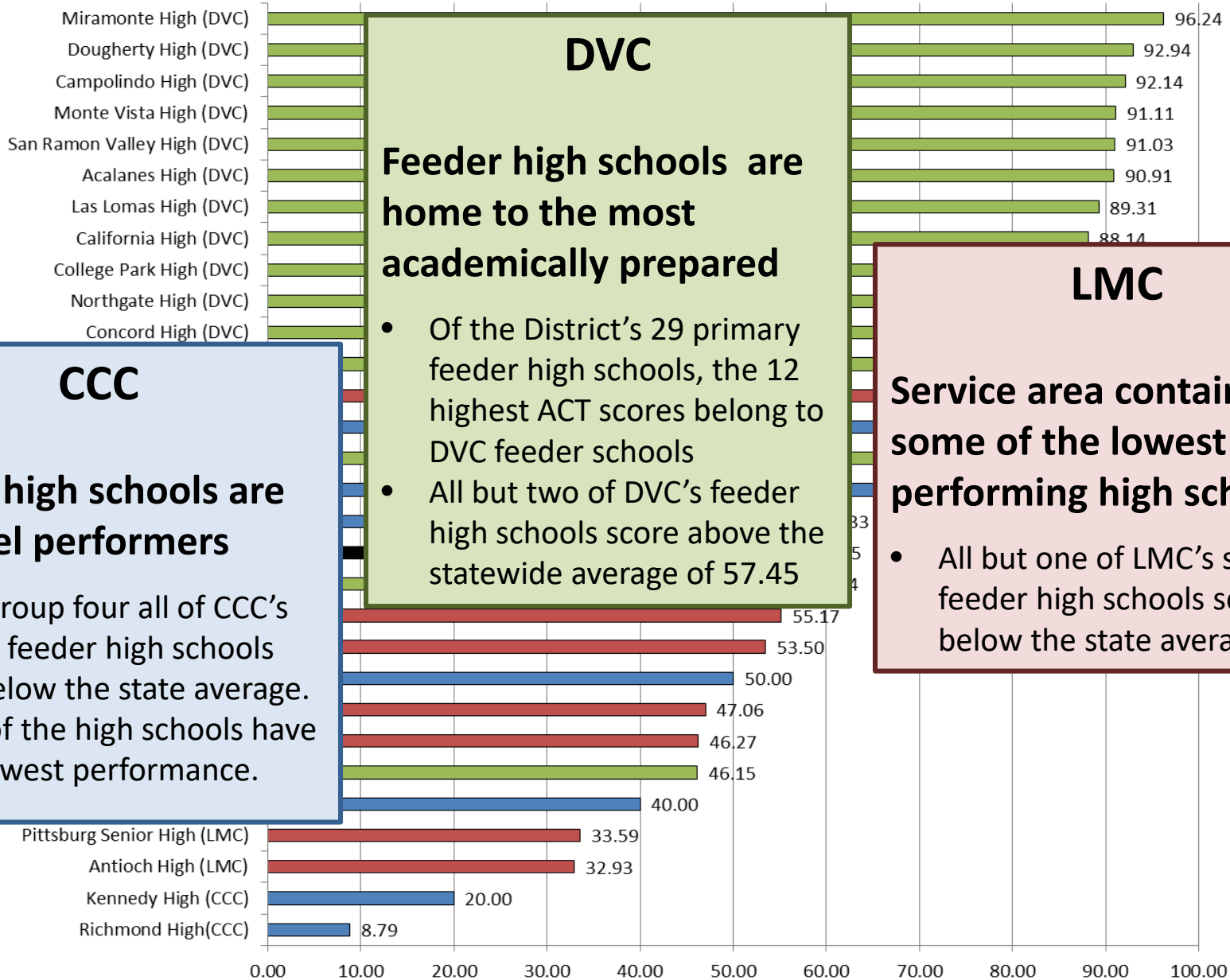
- Graduation rate at feeder HS over the rate of the county

#### Rising capture rates

- LMC capture rates of feeder high school is improving, moving from below the county average in 2000/01 to 5% above in 2015/16



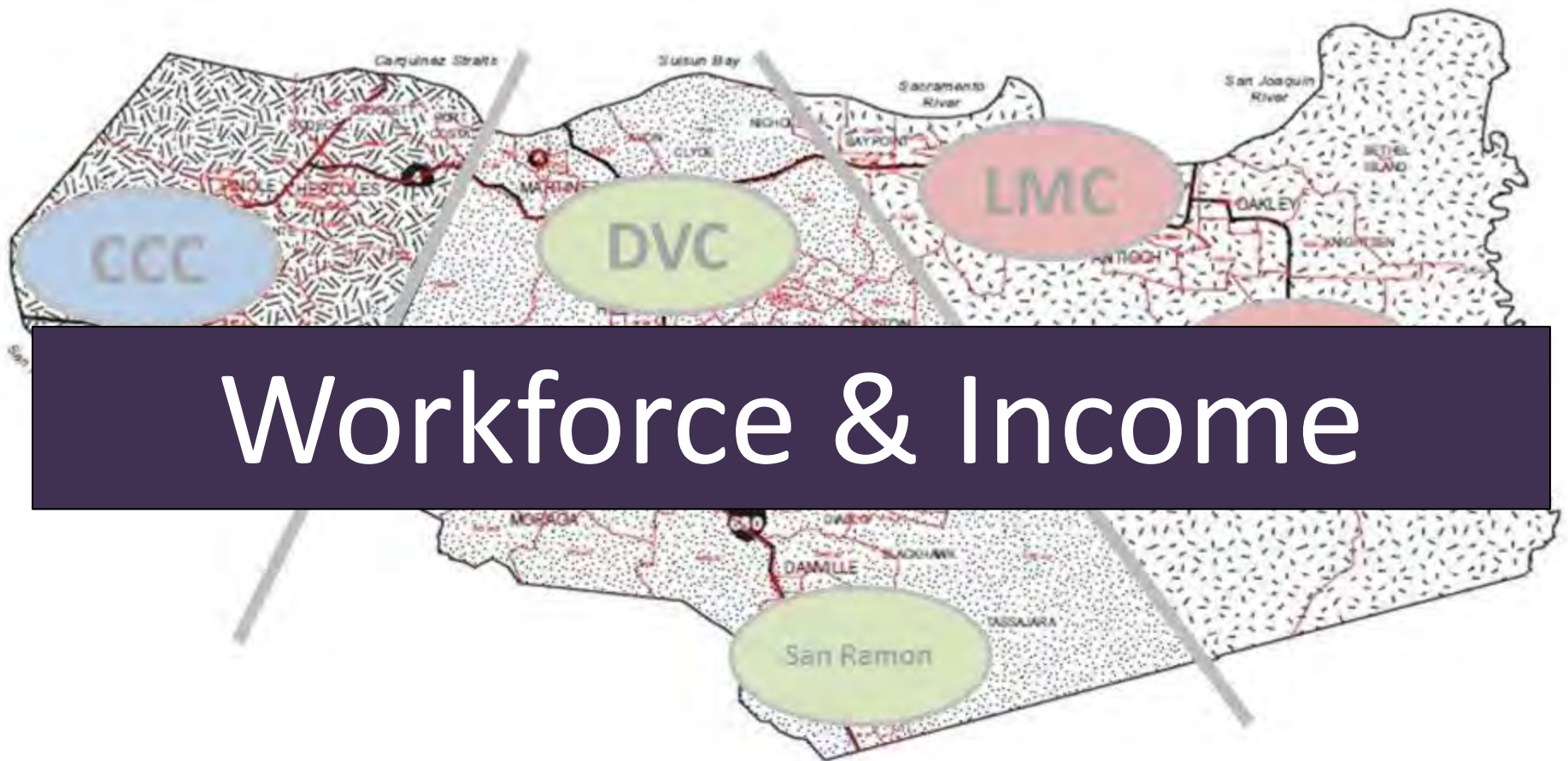
## ACT Report Summary of Primary Public Feeder High Schools in Contra Costa County, 2014-15



Source: California Department of Education: <http://dq.cde.ca.gov/Dataquest>. ACT scores range from 1 to 36 points. The percentage of scores  $\geq 21$  is used as a benchmark. This percentage is calculated by dividing the "Number of Scores  $\geq 21$ " by the "Number Tested." For more information on ACT, go to: <http://www.cde.ca.gov/ds/sp/ai/glossaryact2014.asp>



# Contra Costa County







# Contra Costa County

## Workforce & Income Profile

### Labor Market

Jobs = 530,221

Proj Job Growth (2010-2016) = 13.4%

Unemployment Rate (2017) = 4.3%

### Industries adding most jobs

- Services for the Elderly and Persons with Disabilities
- Corporate, Subsidiary, and Regional Managing Offices
- Limited-Service Restaurants

### Fastest growing Occupations

- Taxi Drivers and Chauffeurs
- Personal Care Aides
- Food Preparation & Serving

### Household Income

Median Income = \$80,185 (2015)

Income Growth = 2.3% (2010-2015)

### Poverty

Individual Poverty Rate = 10.9%

All families = 11.4%

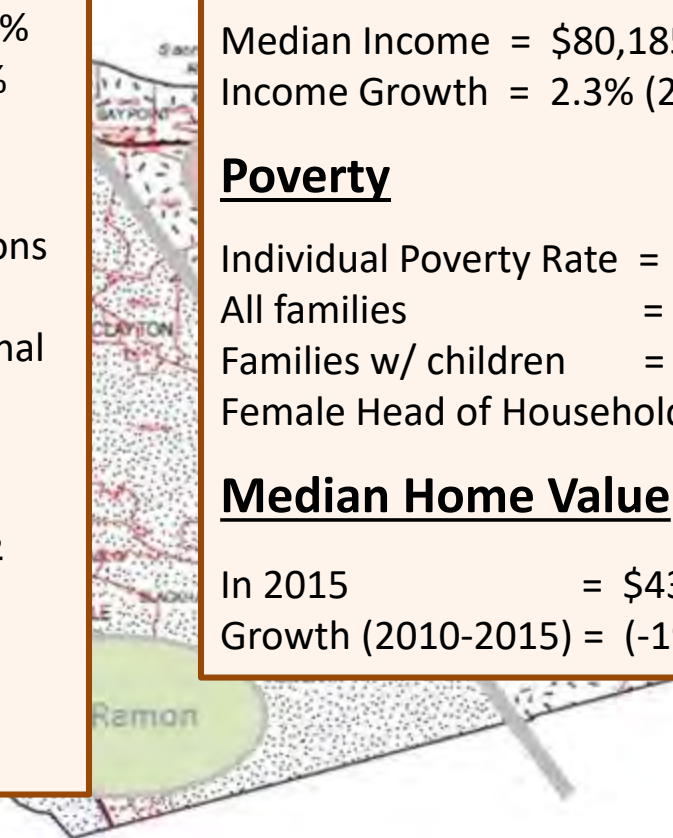
Families w/ children = 17.3%

Female Head of Household = 24.8%

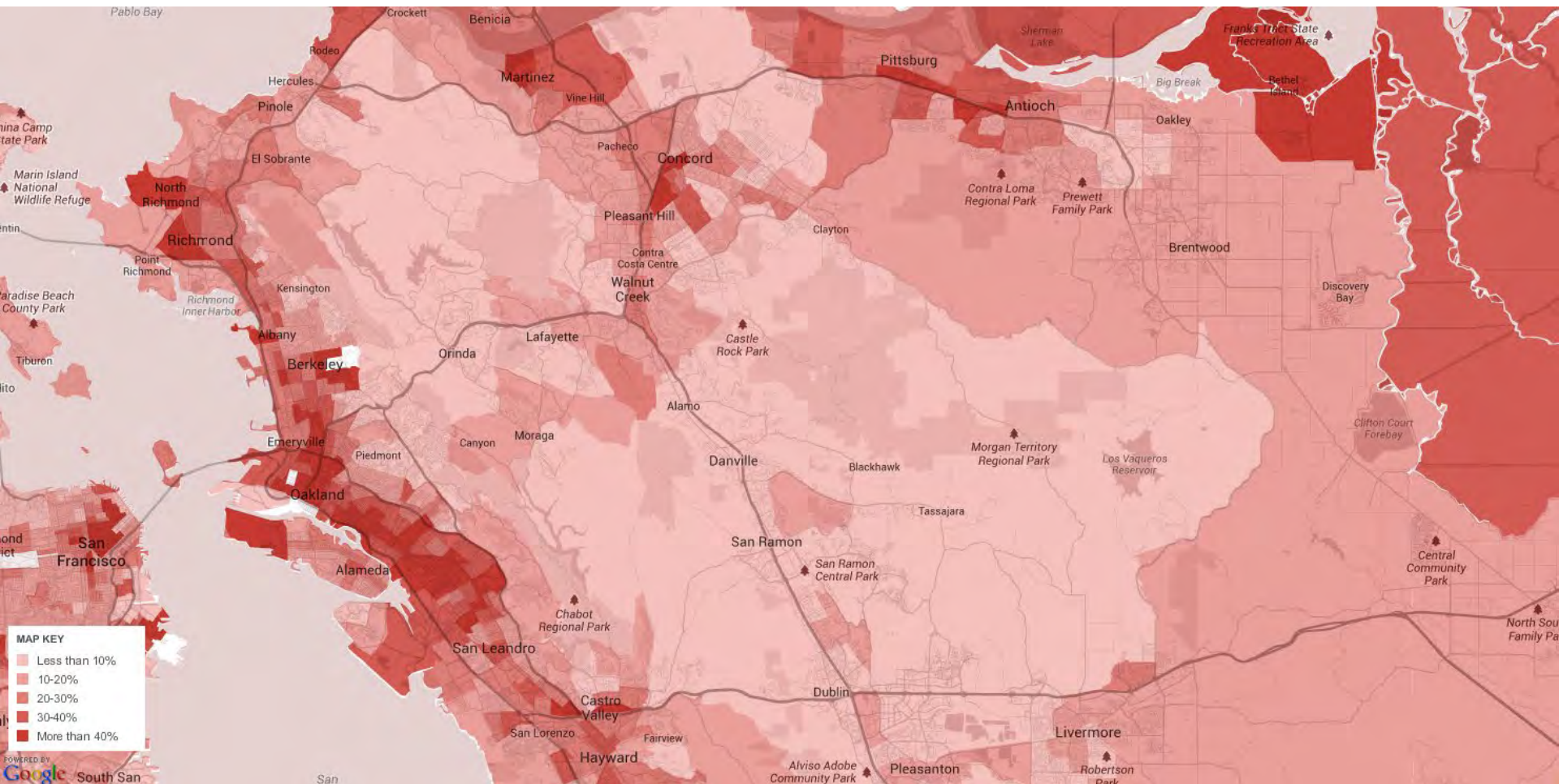
### Median Home Value

In 2015 = \$439,000

Growth (2010-2015) = (-19.8)



# Distribution of Households Earning Under \$30K Contra Costa and Alameda Counties



Maps were taken from the New York Times online resource titled: *Mapping America: Every City, Every Block* (link: <http://projects.nytimes.com/census/2010/explorer?ref=us>).

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# Contra Costa County

## Workforce & Income Profile

### West County

#### **Pockets of unemployment & high poverty**

- At 4.1% the unemployment rate is slightly lower than the county average overall
- The poverty rate (14.5%) is the higher than the county average of 10.9%

#### **Stagnant income growth & struggling housing market**

- Household incomes (\$62.9K) are below the county average of 80.1K.
- Likewise, housing values are declining faster than the county average.

### Central County

#### **Strong labor market & low levels of poverty**

- The unemployment rate (4.0%) and poverty rates (7.5%) remain below the county average

#### **High income & high home valuations**

- At \$95.1K household incomes are the highest in the county and growing three times faster than the county average.
- Housing values are the highest in the county at \$615K

### East County

#### **Higher unemployment, weak job growth & growing poverty**

- Unemployment rates are highest in the county at 5.4%
- At 19.8% the poverty rate is nearly double the county average but the rate of growth is fastest in the county

#### **Low income & declining housing market**

- Household incomes are lowest in the county (\$55K).
- Median house values have dropped faster than other areas in the county



	West County	Central County	East County
Overall population	Third largest region; slow growth	Largest region; modest growth	Second largest region; rapid growth
Age Distribution	Most diverse by age; aging by decline in youth	Deepest age pool; aging by growth in elderly	Youngest age pool; U-shaped growth
Ethnicity	Ethnically diverse; rapid decline of African-Americans	Least diverse; growing more diverse	Bimodal ethnicity; rapid minority growth
Origin of Birth	High & growing density of foreign born	Low density but fast growth in foreign born	Moderate growth in foreign born residents
Language Spoken	English speakers soon to be minority	High density of English speakers but changing	Fastest growth among non-English speakers
Education Attainment	Slightly less educated but growing more so	Most educated and growing more so	Least educated; strong growth in AA degrees
HS Graduate Market	Weak growth; stable capture rates	Moderate growth; stable capture rates	Booming growth; rising capture rates
Feeder HS ACT Profile	Midlevel performing	Highest performing	Lowest performance
Labor Market	Pockets of unemployment; high poverty	Strong labor market; low levels of poverty	Weak job growth; growing poverty
Income & Housing Market	Stagnant income; declining housing value	High income and high home valuations	Low income & declining housing market

# THANK YOU!

And special thanks to the Contra Costa District research staff who demonstrated outstanding data collection and research in support of the findings included in this report