



Contra Costa Community College District

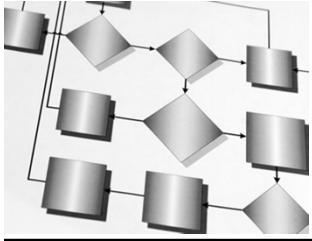
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# Environmental Scan

A summary of findings from our external environment

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# Areas covered

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## 1. County Demographics

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

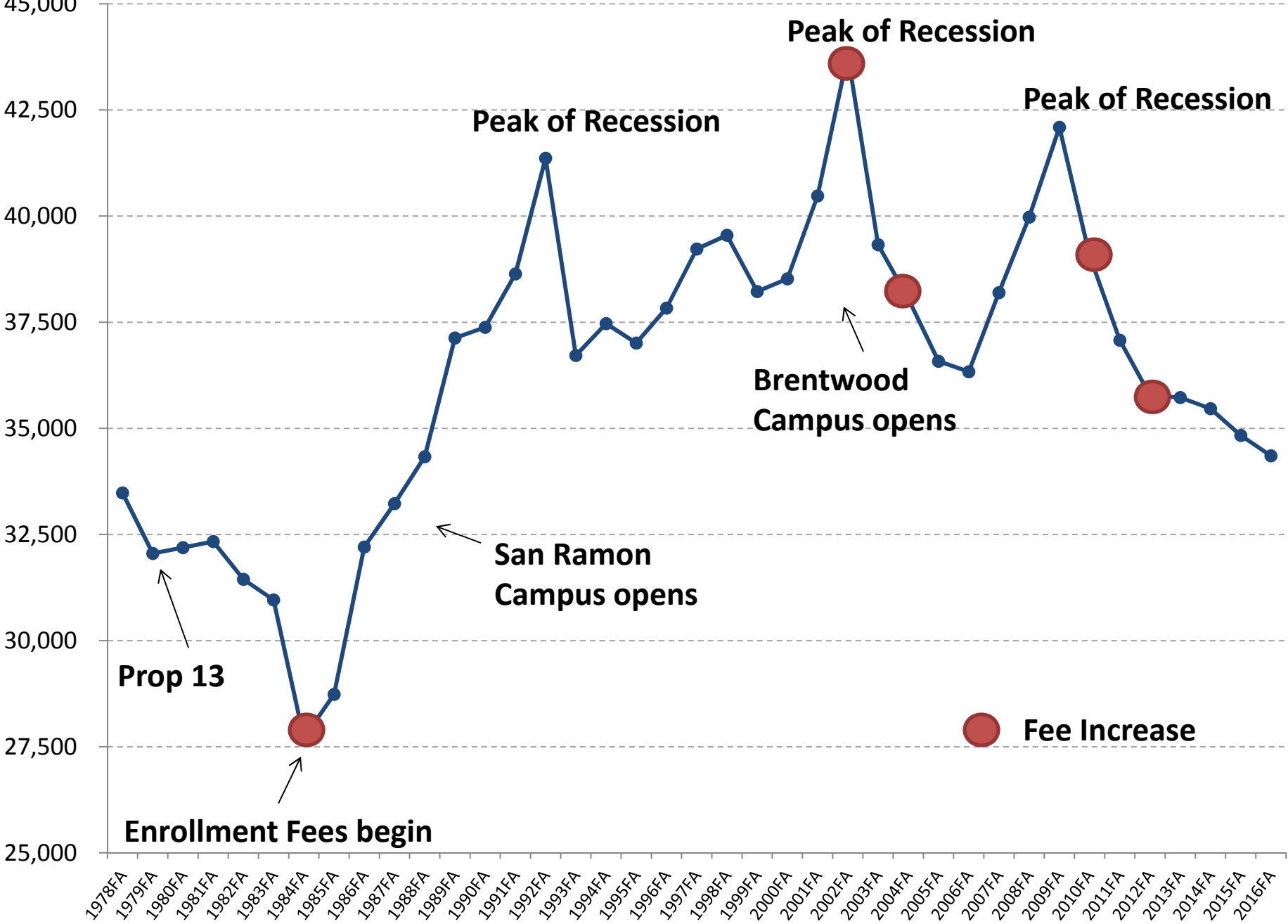
## 2. Market for High School Graduates

- Feeder school performance and trends
- Capture rates

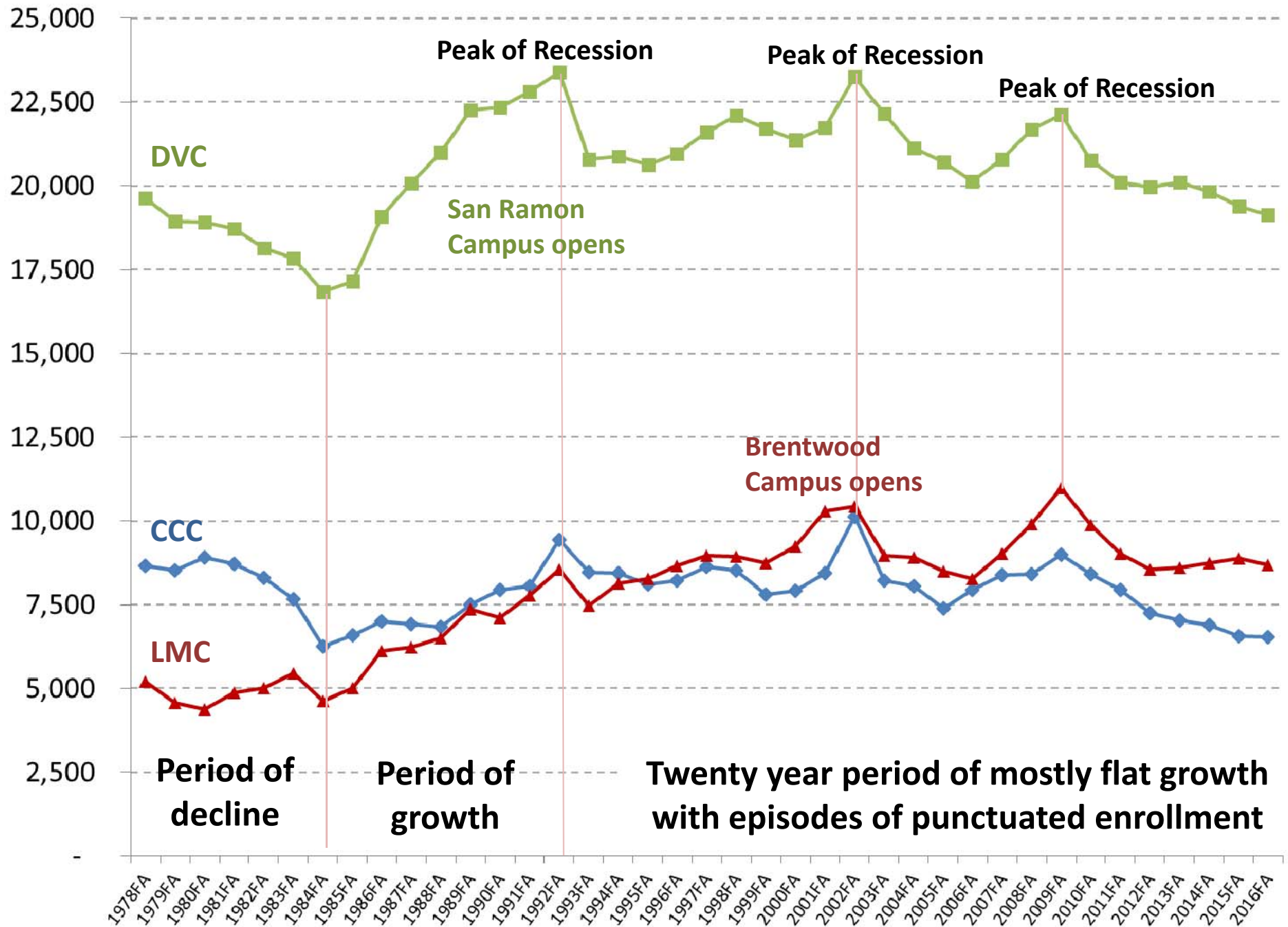
## 3. Workforce & Income Summary

- Labor market trends
- Income and housing market strength

# CCCCD Fall Headcount since 1978



# CCCCD Fall Headcount since 1978

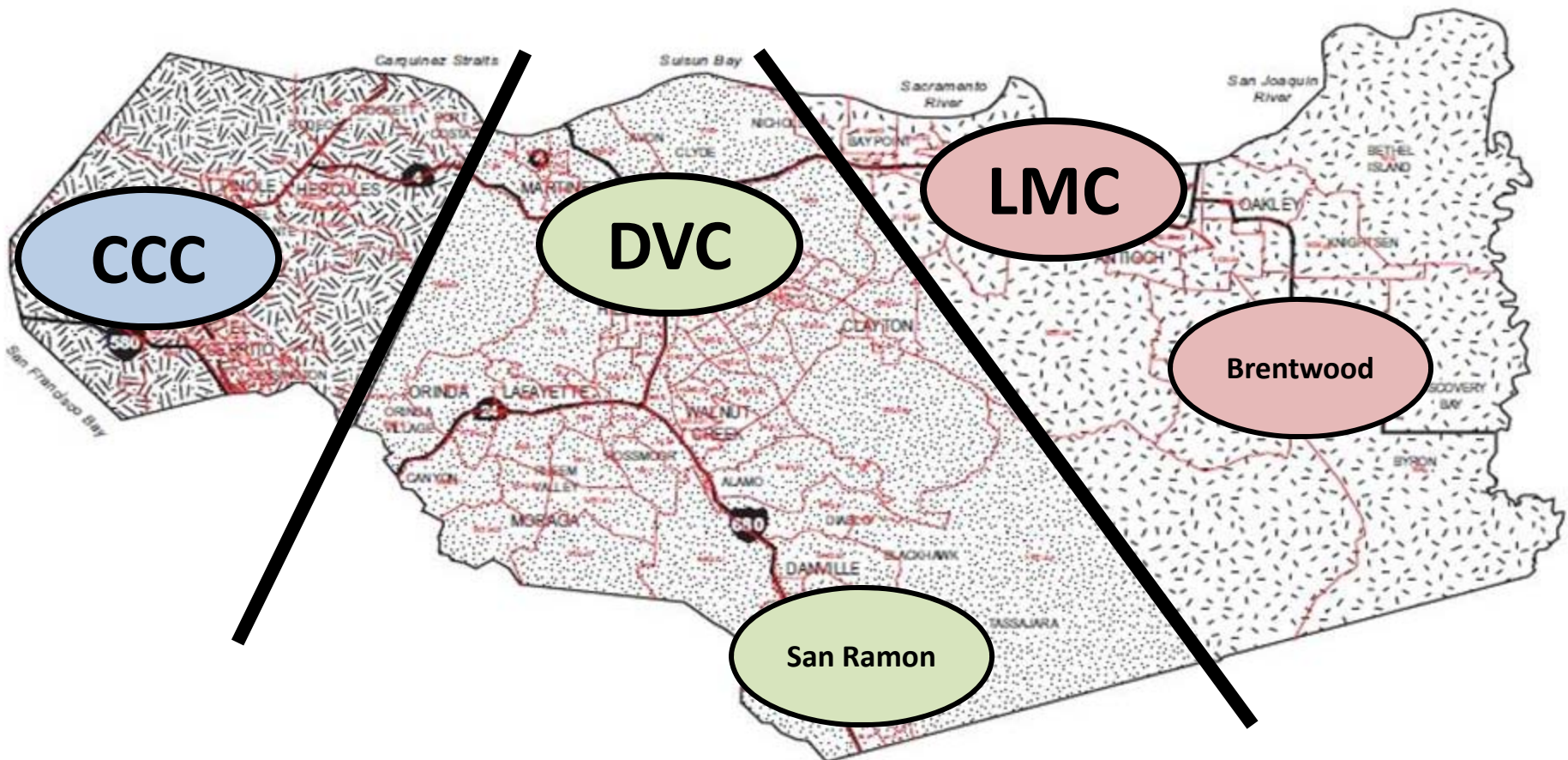


# Environmental Scan Geography

**West County**

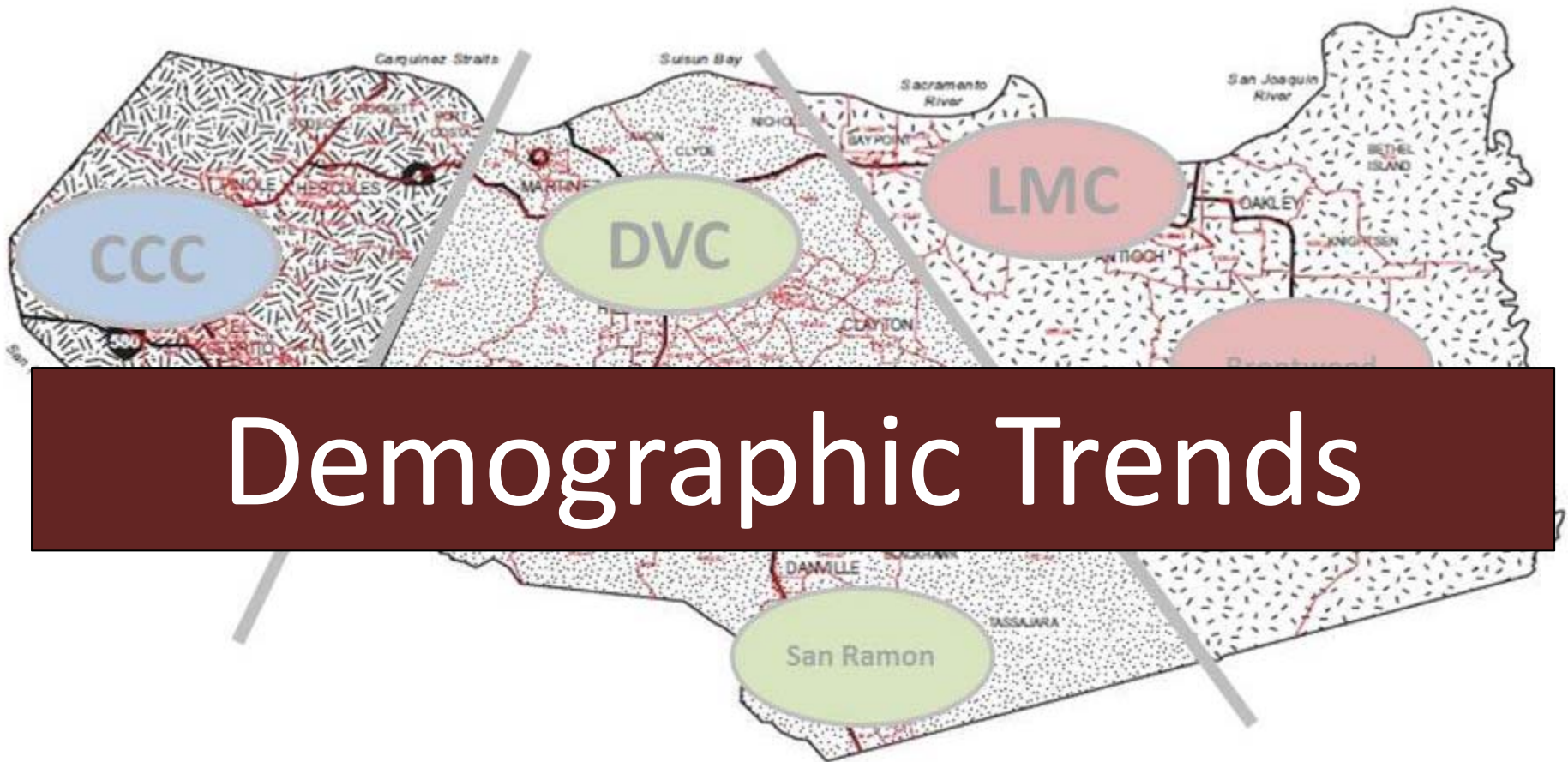
**Central County**

**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%
<b>Hispanic</b>	<b>= 24%</b>
Two or More races	= 4%
White	= 48%
Other race	= 0.3%

### Gender

**Female = 51%**  
 Male = 49%

### Foreign Born

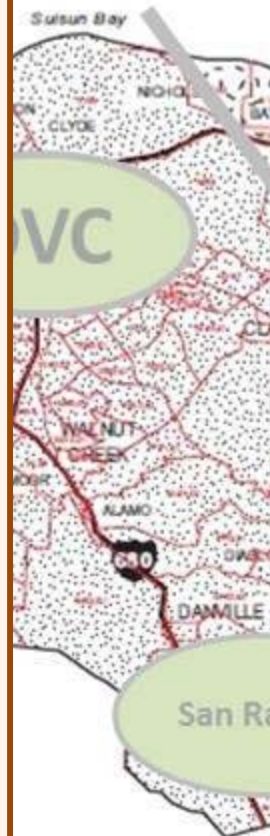
- US Native Born = 76%
- **Foreign Born = 24%**

### 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%
<b>Bachelors Degree</b>	<b>= 25%</b>
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

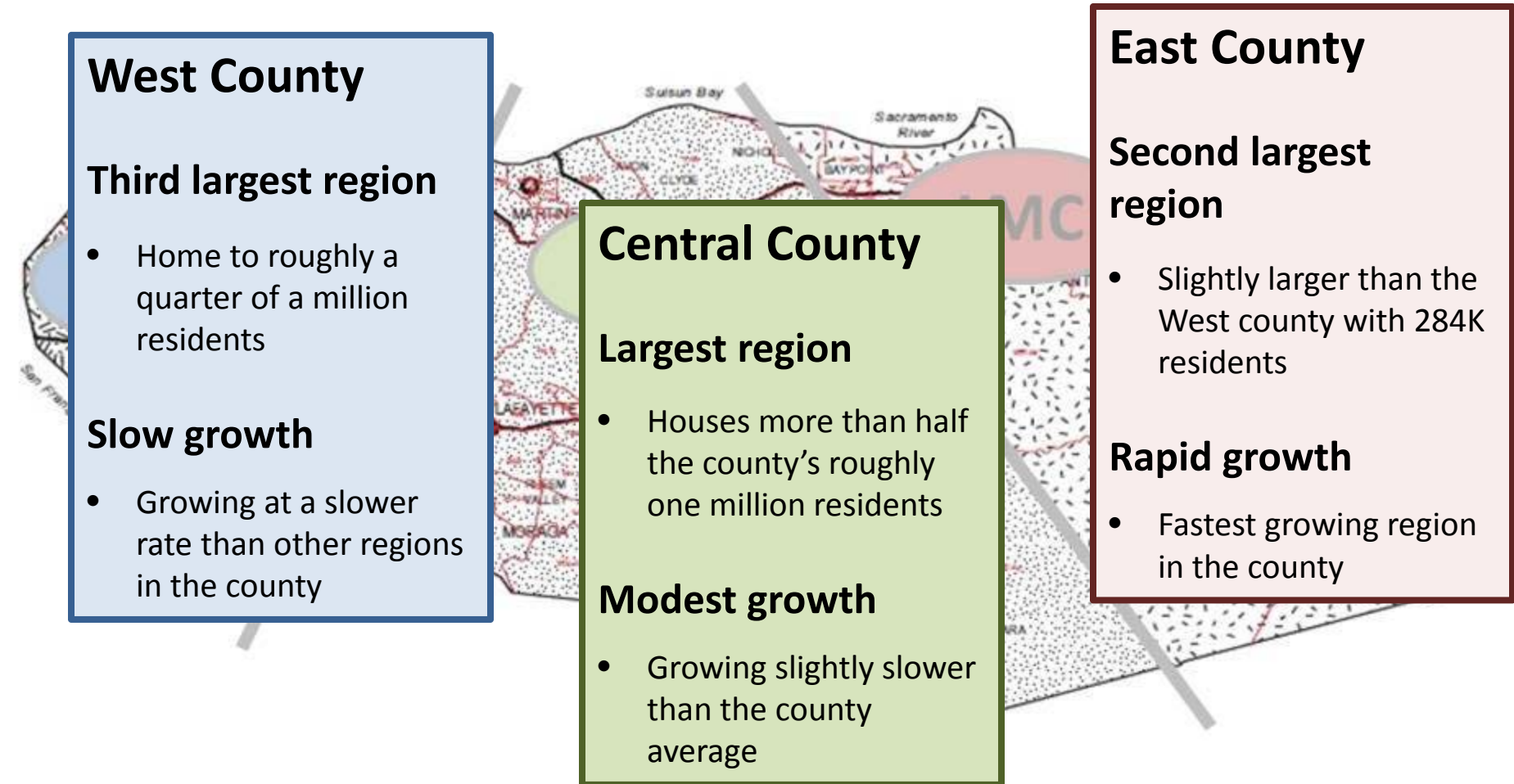
### East County

#### Second largest region

- Slightly larger than the West county with 284K residents

#### Rapid growth

- Fastest growing region in the county



Note: Growth rates are derived from recorded population growth from 2010 to 2015.  
Data source: 2010 U.S. Decennial Census and 2015 5-Yr. American Community Survey (ACS).





# 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

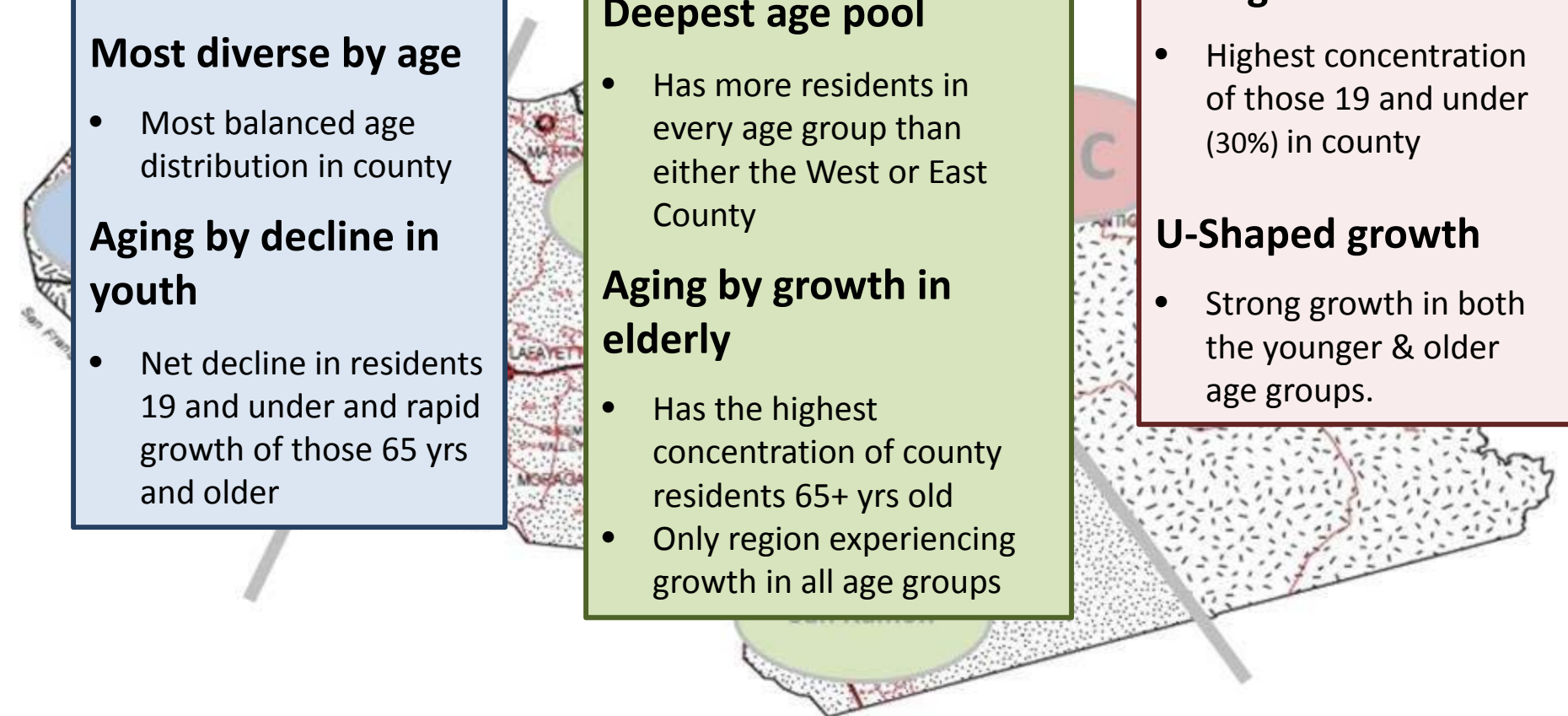
## East County

### 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

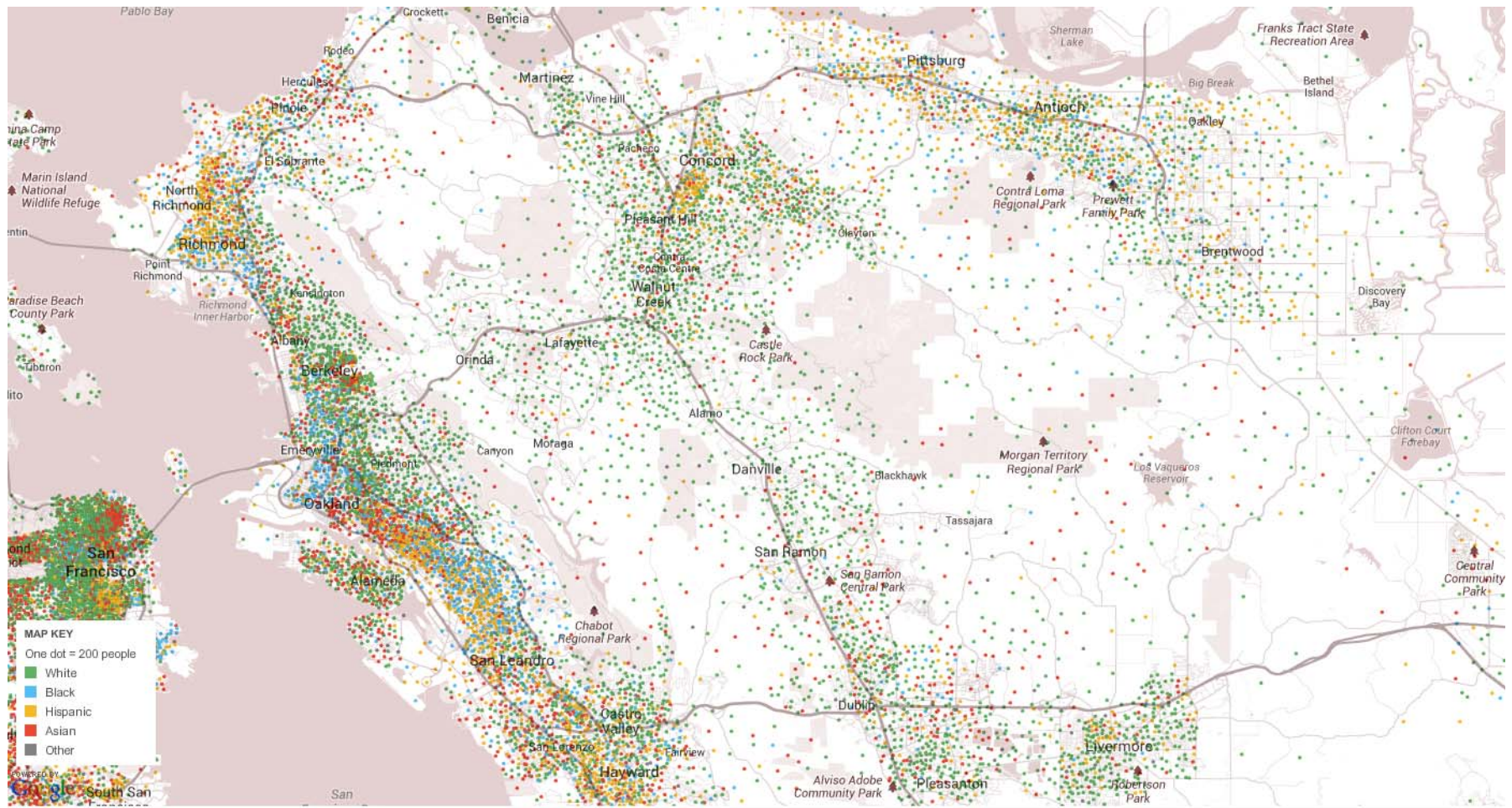
### Bimodal population

- 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

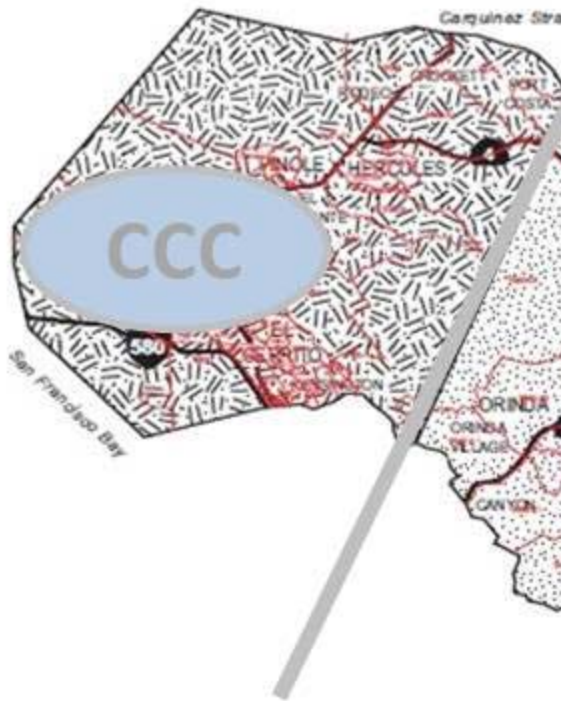


The market for high school graduates



# 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

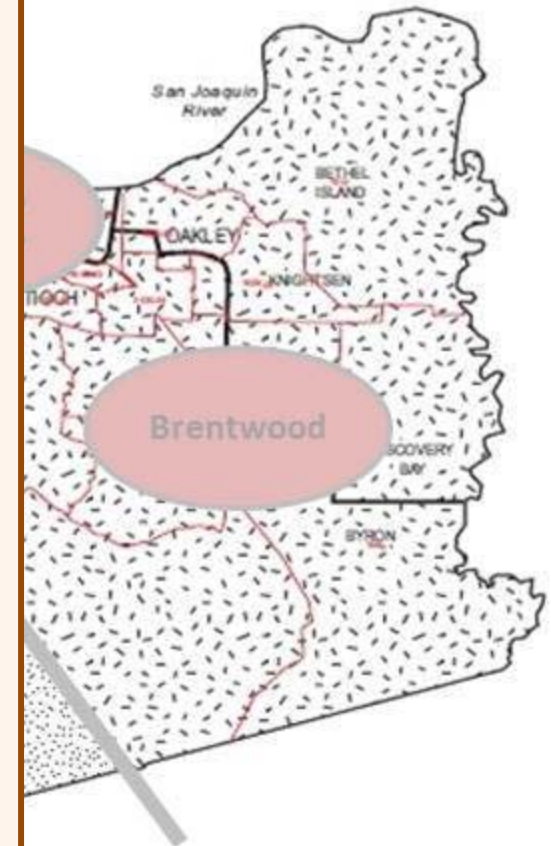
- CCCs = Less than 25%
- CSUs = 9% to 11.9%
- UCs = Greater than 6.5%

### 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

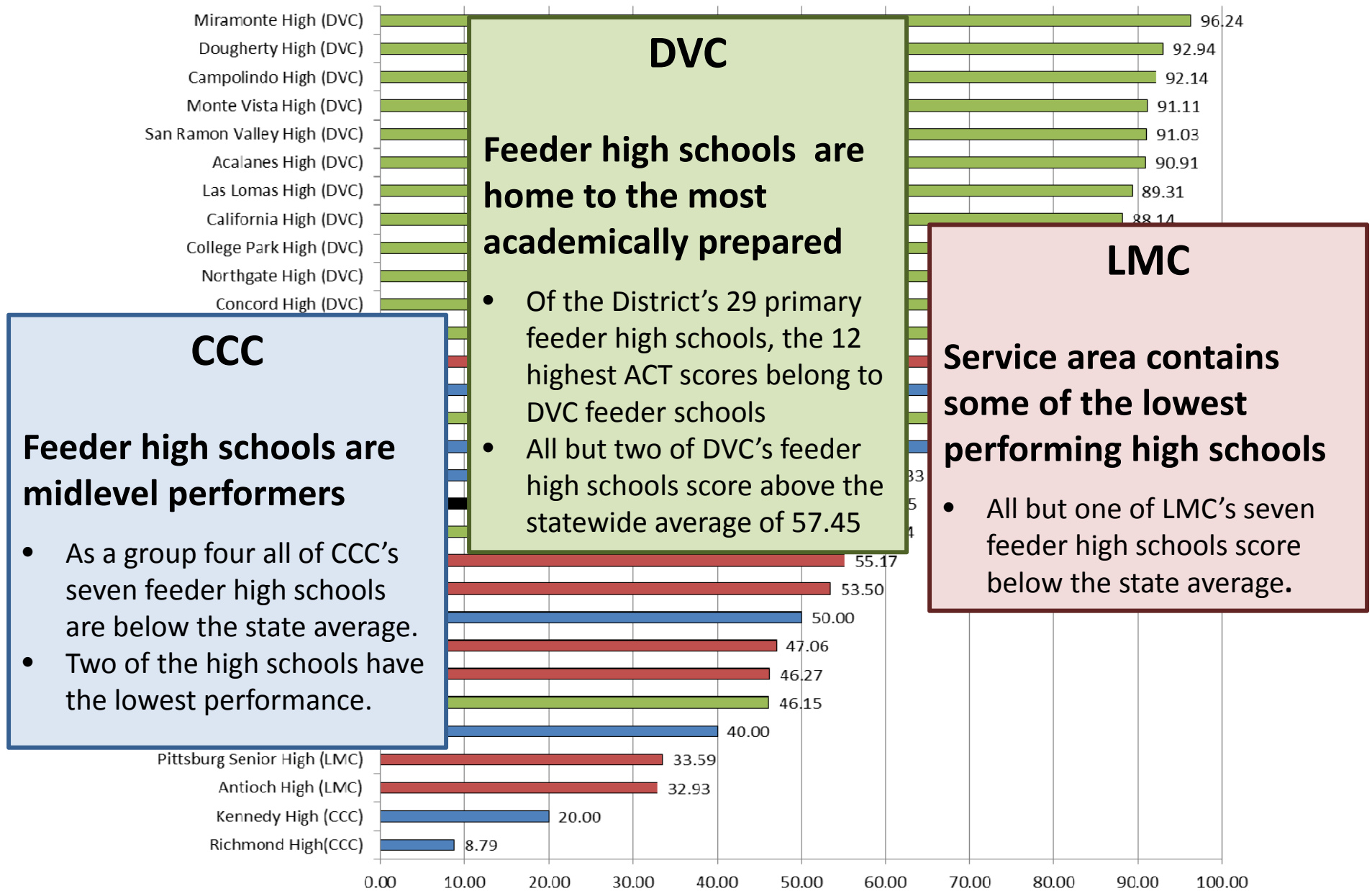
- Graduation rate at feeder HS over the rate of the county

#### 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



### CCC

#### Feeder high schools are midlevel performers

- As a group four all of CCC's seven feeder high schools are below the state average.
- Two of the high schools have the lowest performance.

### DVC

#### Feeder high schools are home to the most academically prepared

- Of the District's 29 primary feeder high schools, the 12 highest ACT scores belong to DVC feeder schools
- All but two of DVC's feeder high schools score above the statewide average of 57.45

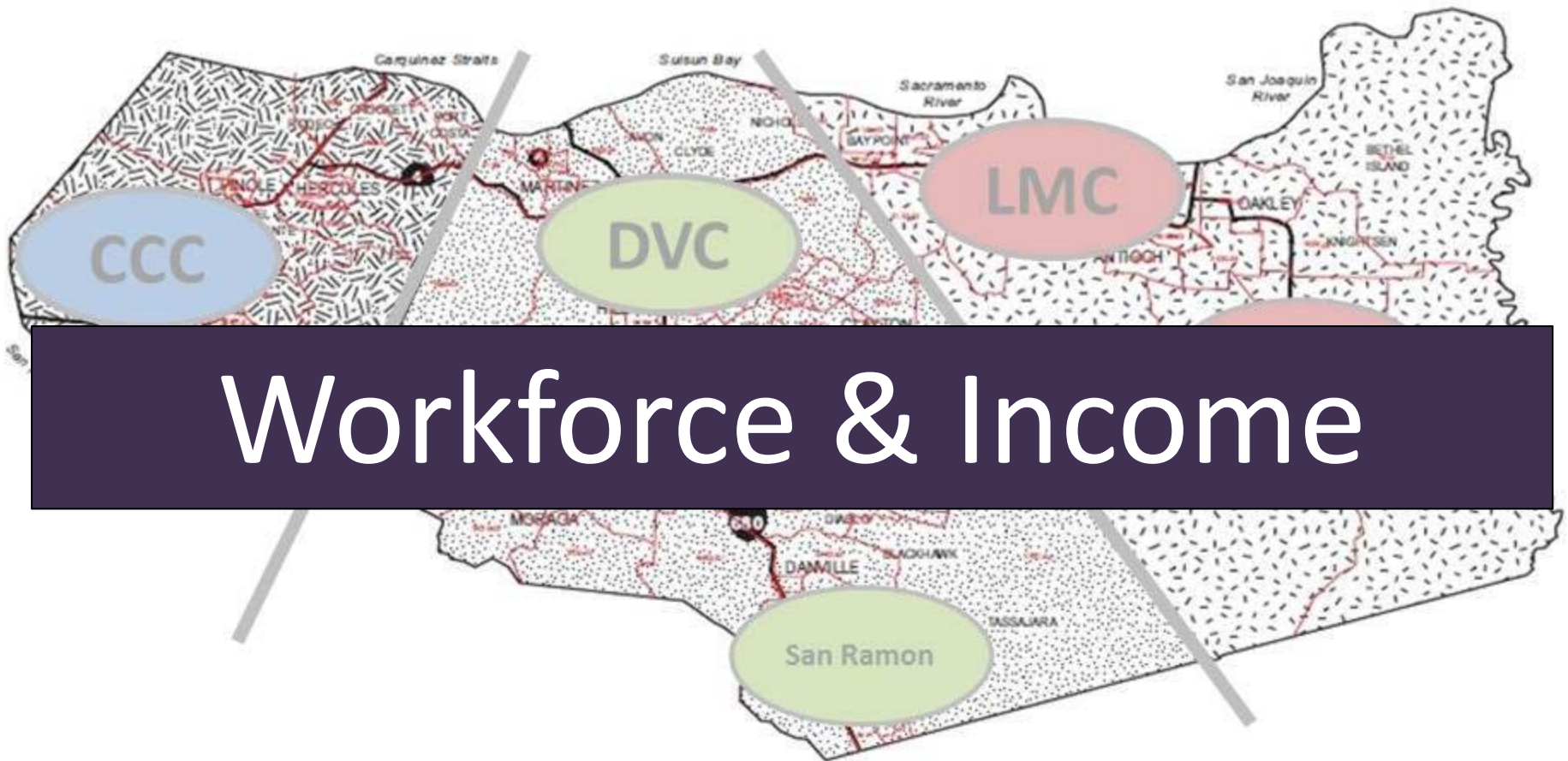
### LMC

#### Service area contains some of the lowest performing high schools

- All but one of LMC's seven feeder high schools score below the state average.

Source: California Department of Education: <http://dq.cde.ca.gov/Dataquest>. ACT scores range from 1 to 36 points. The percentage of scores >=21 is used as a benchmark. This percentage is calculated by dividing the "Number of Scores >=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



Workforce & Income



# 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%

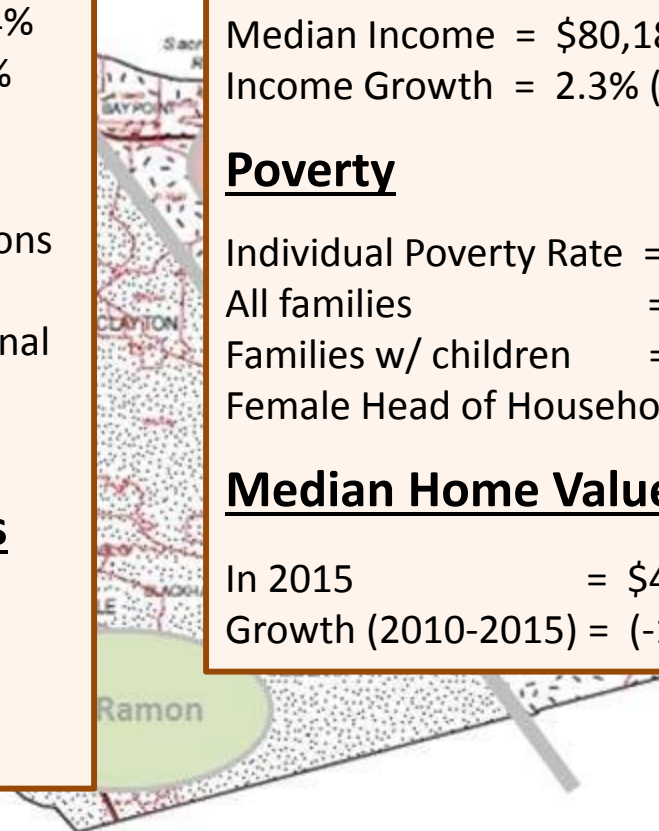
Families w/ children = 17.3%

Female Head of Household = 24.8%

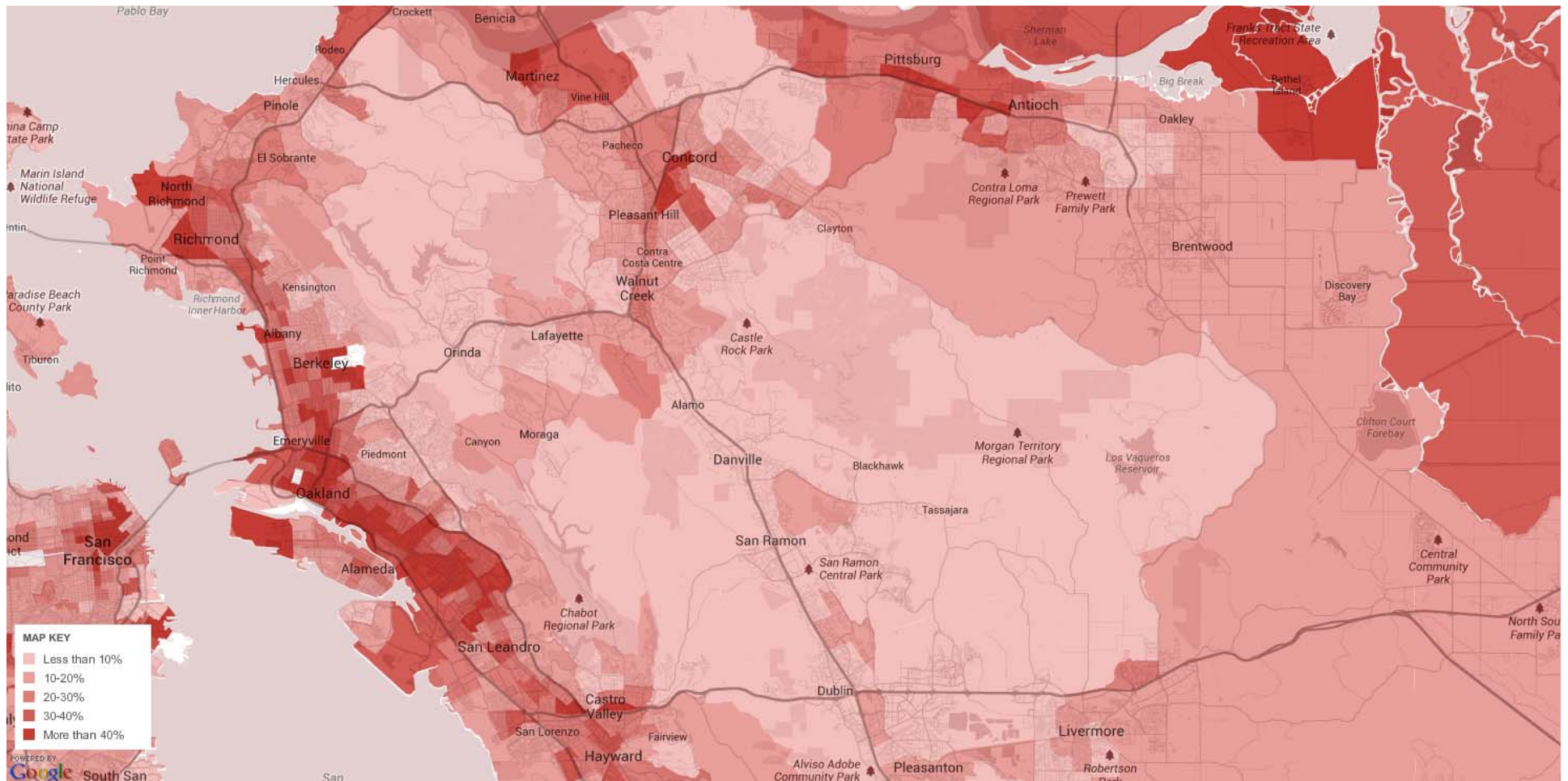
### Median Home Value

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

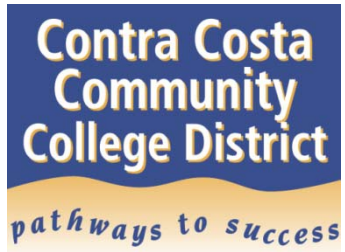
#### Higher unemployment, weak job growth & growing poverty

- 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

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



**THANK YOU!**