

Employment in the San Diego region

City of Chula Vista



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Fast facts

City of Chula Vista

72,852	employees
4.8%	region's employees
52.1	land area (square miles)
1,397.5	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 Chula Vista**, including maps showing where individuals who work in the City of Chula Vista live and how far they have to travel to get to their places of employment, where residents of Chula Vista travel to work, as well as a map that shows all of the travel to and from the City of Chula Vista regardless if for work, recreation, or any other reason. SANDAG 2018 demographic and socioeconomic estimates for the population of Chula Vista are included (Appendix B), as are the 7 packets for employment centers located all or partially in the City of Chula Vista (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 these 7 employment centers 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 Chula Vista		Region	
	Number of jobs	Percentage/rank	Number of jobs	Percentage/rank
Health care and social assistance	13,313	18% (1)	199,700	13% (1)
Retail trade	12,009	16% (2)	156,612	10% (2)
Professional, scientific, technical	4,159	6% (6)	148,766	10% (3)
Food services	7,128	10% (4)	131,594	9% (4)
Manufacturing	4,805	7% (5)	109,234	7% (5)
Administrative, support, waste services	2,836	4% (9)	91,519	6% (6)
Construction	1,481	2% (12)	83,498	5% (7)
Local government education	8,462	12% (3)	80,300	5% (8)
Other services	3,830	5% (7)	69,124	5% (9)
Finance and insurance	2,354	3% (10)	47,848	3% (10)
Wholesale trade	1,614	2% (11)	46,625	3% (11)
Arts, entertainment, recreation	1,460	2% (13)	45,639	3% (12)
Real estate, rental, leasing	1,451	2% (14)	38,582	3% (13)
Local government	1,130	2% (15)	37,429	2% (14)
Transportation and warehousing	3,048	4% (8)	36,183	2% (15)
Accommodation	660	1% (18)	33,094	2% (16)
Educational services	892	1% (17)	32,892	2% (17)
State government education	0	0% (25)	31,600	2% (18)
Information	903	1% (16)	26,262	2% (19)
Department of Defense	0	0% (26)	22,500	1% (20)
Management of companies/enterprises	207	<1% (21)	21,500	1% (21)
Federal government	523	1% (19)	11,454	1% (22)
Farm	21	<1% (23)	9,000	1% (23)
Utilities	116	<1% (22)	7,208	<1% (24)
State government	430	1% (20)	7,037	<1% (25)
Mining and logging	20	<1% (24)	300	<1% (26)
Total	72,852		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>\$45,366</p> <p>mean employee salary (\$55,801 region)</p>	<p>these jobs represent</p> <p>4.8%</p> <p>of the region's jobs</p>	<p>these incomes represent</p> <p>3.3%</p> <p>of regional labor income</p>
------------------------------------------------------------------------	----------------------------------------------------------------------	----------------------------------------------------------------------------	-----------------------------------------------------------------------------------

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

	Drive alone 	Transit 	Carpool 	Bike 	Walk 
City of Chula Vista	78%	3%	15%	1%	2%
Region	80%	4%	13%	2%	1%

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 Chula Vista		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.6	19.1	12.0	25.1
Transit	8.3	58.9	10.7	62.8
Bike	4.8	24.0	4.3	21.6
Walk	1.3	26.9	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 Chula Vista

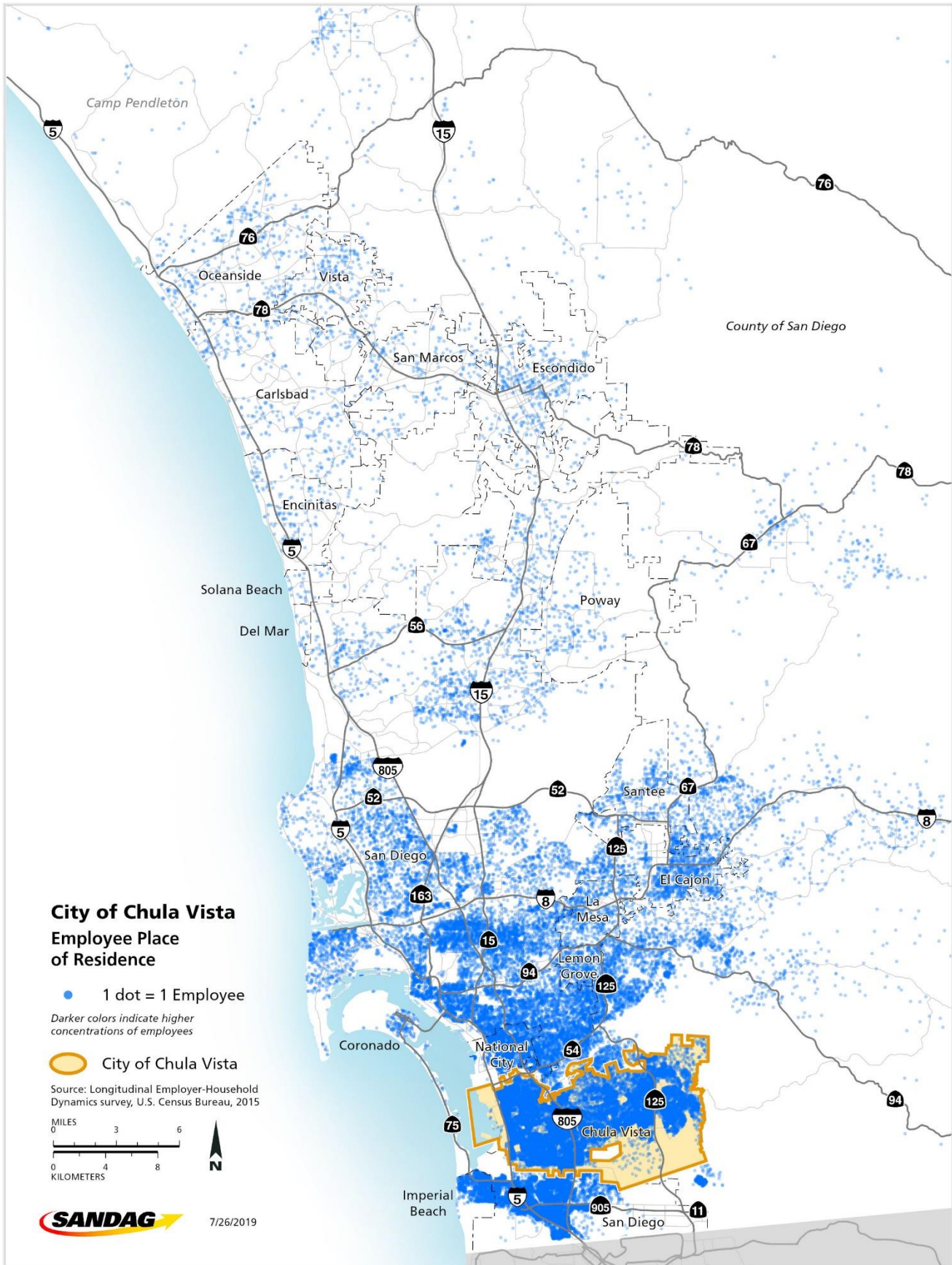
Jurisdiction	Number of workers who travel from jurisdiction to the City of Chula Vista	Percent
San Diego	19,243	38%
Chula Vista	17,578	35%
Unincorporated	5,416	11%
National City	1,941	4%
Imperial Beach	1,198	2%
El Cajon	1,062	2%
La Mesa	674	1%
Santee	538	1%
Lemon Grove	495	1%
Escondido	372	1%
Oceanside	345	1%
Carlsbad	273	1%
Coronado	228	<1%
Vista	215	<1%
Poway	200	<1%
San Marcos	176	<1%
Encinitas	155	<1%
Solana Beach	26	<1%
Del Mar	16	<1%
Total	50,151	

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.

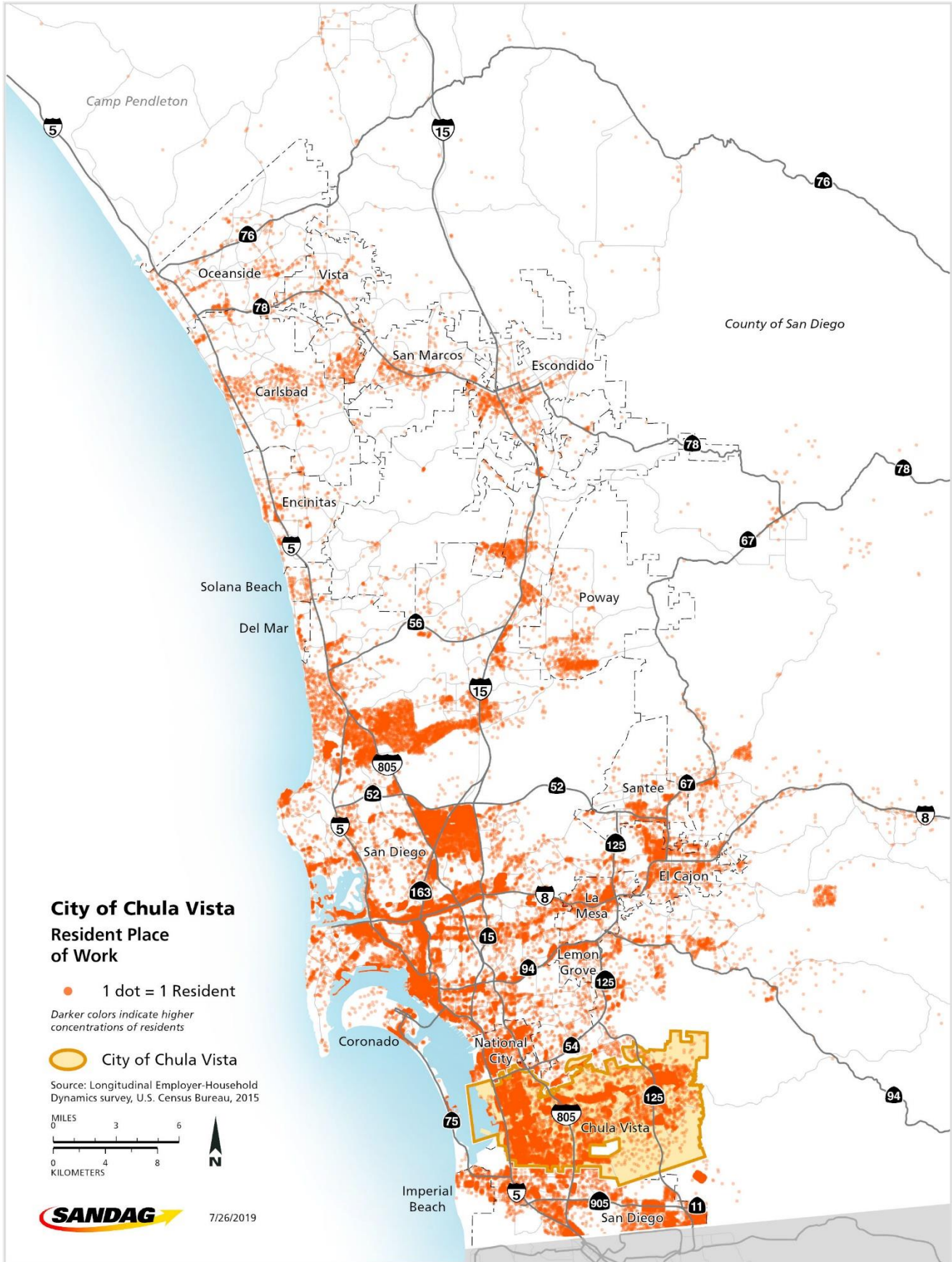
Source: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Map 1

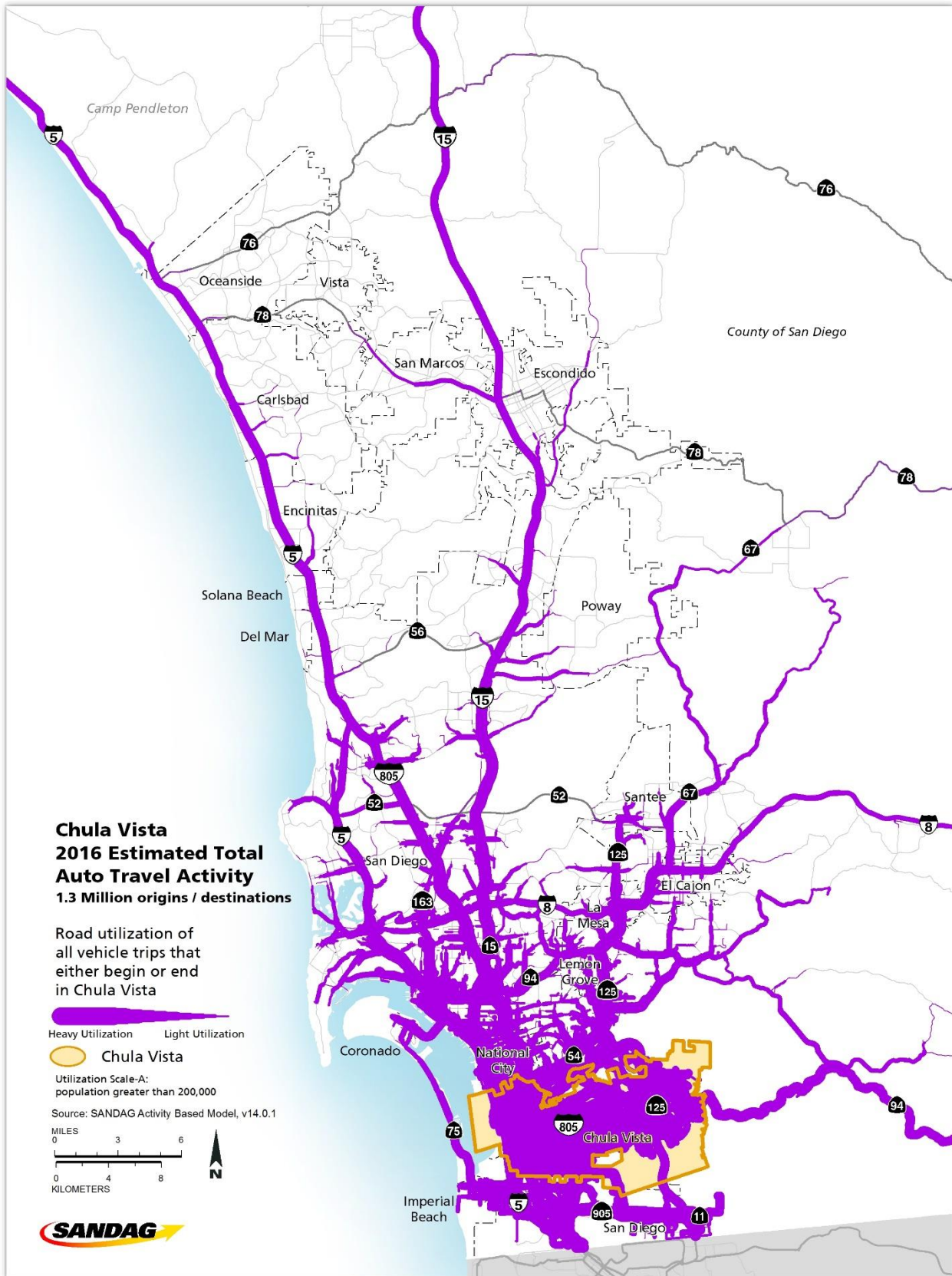
Where do employees in the City of Chula Vista live?



Where do residents of Chula Vista work?



All automobile trips that originate or end in the City of Chula Vista 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 Chula Vista. 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 Chula Vista



Jan 1, 2018

Total Population	267,503
Household Population	265,832
Group Quarters Population	1,671
Persons Per Household	3.30

Housing and Occupancy

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	83,493	80,475	3.6%
Single Family - Detached	40,997	39,698	3.2%
Single Family - Attached	9,666	9,284	4.0%
Multi-Family	28,962	27,816	4.0%
Mobile Home and Other	3,868	3,677	4.9%

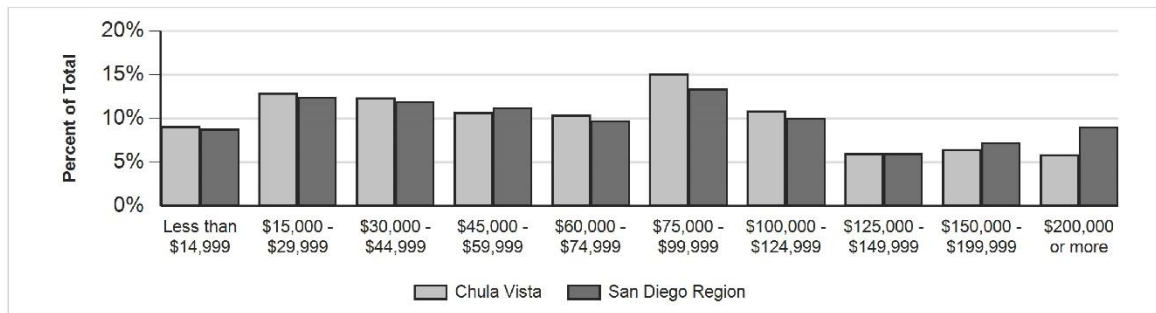
Household Income

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	9%	13%	12%	11%	10%	15%	11%	6%	7%	6%

Median Household Income

	2018
Adjusted for Inflation (2010 \$)	\$67,040
Not adjusted for inflation (current 2017\$)	\$75,597



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.

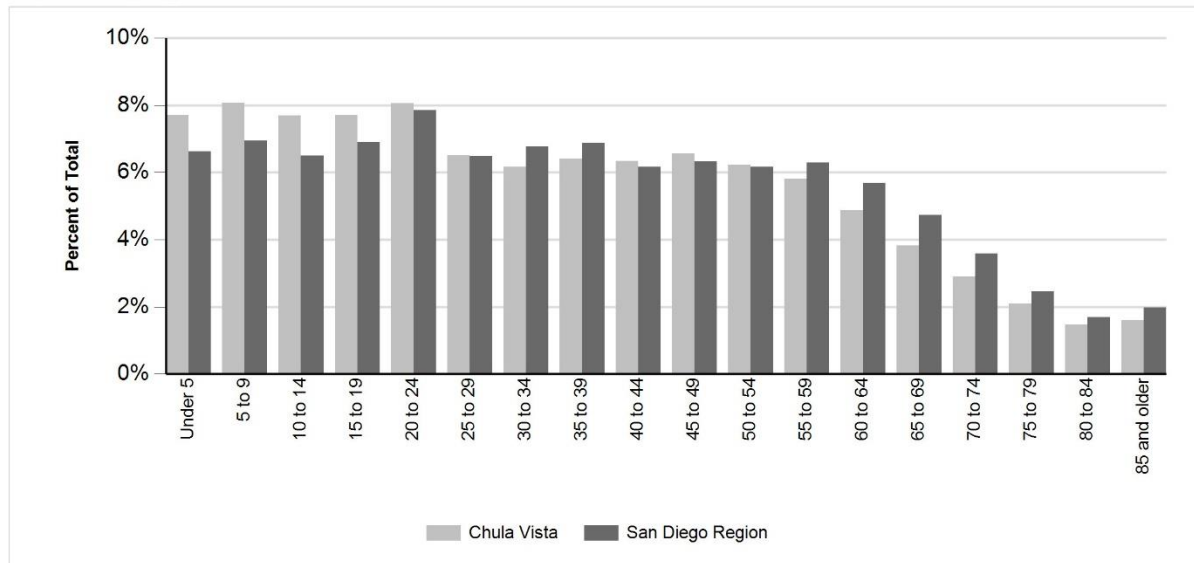
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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	267,503	132,194	135,309	51%
Under 5	20,611	10,569	10,042	49%
5 to 9	21,590	10,990	10,600	49%
10 to 14	20,578	10,547	10,031	49%
15 to 17	12,908	6,725	6,183	48%
18 and 19	7,694	3,860	3,834	50%
20 to 24	21,559	11,192	10,367	48%
25 to 29	17,425	8,857	8,568	49%
30 to 34	16,471	8,309	8,162	50%
35 to 39	17,134	8,660	8,474	49%
40 to 44	16,975	8,286	8,689	51%
45 to 49	17,539	8,419	9,120	52%
50 to 54	16,676	8,241	8,435	51%
55 to 59	15,545	7,475	8,070	52%
60 and 61	5,532	2,652	2,880	52%
62 to 64	7,519	3,593	3,926	52%
65 to 69	10,211	4,765	5,446	53%
70 to 74	7,744	3,447	4,297	55%
75 to 79	5,590	2,374	3,216	58%
80 to 84	3,921	1,638	2,283	58%
85 and older	4,281	1,595	2,686	63%
Under 18	75,687	38,831	36,856	49%
65 and older	31,747	13,819	17,928	56%
Median Age	33.5	32.0	34.9	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	163,038	49,439	10,908	798	35,644	7,676
Under 5	14,567	2,498	800	51	1,700	995
5 to 9	14,890	2,613	984	79	1,845	1,179
10 to 14	14,129	2,473	732	62	2,217	965
15 to 17	8,839	1,567	407	29	1,567	499
18 and 19	5,460	830	264	23	852	265
20 to 24	14,463	2,994	802	68	2,476	756
25 to 29	10,942	2,931	843	73	2,134	502
30 to 34	9,706	3,090	807	53	2,353	462
35 to 39	10,546	2,891	719	38	2,546	394
40 to 44	10,691	2,674	615	38	2,618	339
45 to 49	10,638	3,182	707	23	2,702	287
50 to 54	9,921	3,367	702	27	2,440	219
55 to 59	8,326	3,843	715	42	2,395	224
60 and 61	2,803	1,511	249	17	879	73
62 to 64	3,654	2,171	357	24	1,209	104
65 to 69	4,556	3,211	422	40	1,866	116
70 to 74	3,352	2,583	287	39	1,366	117
75 to 79	2,317	1,903	218	33	1,025	94
80 to 84	1,568	1,374	145	15	768	51
85 and older	1,670	1,733	133	24	686	35
Under 18	52,425	9,151	2,923	221	7,329	3,638
65 and older	13,463	10,804	1,205	151	5,711	413
Median Age	29.2	45.2	33.9	31.3	40.3	19.5

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Appendix C: Employment centers located within the City of Chula Vista

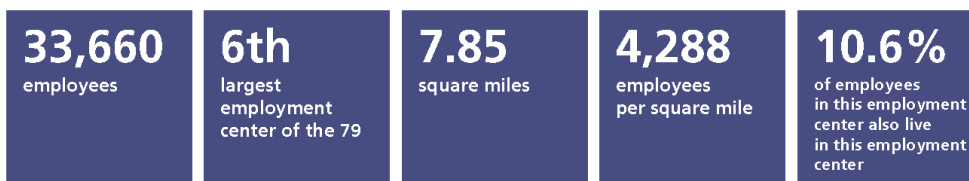


May 2019

National City employment center Tier 2 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

	National City employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	5,148	15% (3)	199,700	13% (1)
Retail trade	5,822	17% (1)	156,612	10% (2)
Professional, scientific, technical	1,384	4% (9)	148,766	10% (3)
Food services	2,448	7% (5)	131,594	9% (4)
Manufacturing	2,814	8% (4)	109,234	7% (5)
Administrative, support, waste services	1,188	4% (10)	91,519	6% (6)
Construction	1,803	5% (7)	83,498	5% (7)
Local government education	1,847	6% (6)	80,300	5% (8)
Other services	1,541	5% (8)	69,124	5% (9)
Finance and insurance	484	1% (13)	47,848	3% (10)
Wholesale trade	1,061	3% (12)	46,625	3% (11)
Arts, entertainment, recreation	104	<1% (20)	45,639	3% (12)
Real estate, rental, leasing	346	1% (15)	38,582	3% (13)
Local government	375	1% (14)	37,429	2% (14)
Transportation and warehousing	1,062	3% (11)	36,183	2% (15)
Accommodation	171	1% (18)	33,094	2% (16)
Educational services	211	1% (17)	32,892	2% (17)
State government education	0	0% (24)	31,600	2% (18)
Information	257	1% (16)	26,262	2% (19)
Department of Defense	5,396	16% (2)	22,500	1% (20)
Management of companies/enterprises	163	1% (19)	21,500	1% (21)
Federal government	24	<1% (21)	11,454	1% (22)
Farm	0	0% (25)	9,000	1% (23)
Utilities	5	<1% (23)	7,208	<1% (24)
State government	0	0% (26)	7,037	<1% (25)
Mining and logging	6	<1% (22)	300	<1% (26)
Total	33,660		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 2 employment centers are those between 20,000 and 40,000 employees. For data notes, sources, and qualifications, please visit: sandag.org/employmentcenters. Suggested reference: SANDAG (2019, May). *Tier 2 employment centers in the San Diego region: National City employment center*. San Diego, CA: Author.

Highlight 3

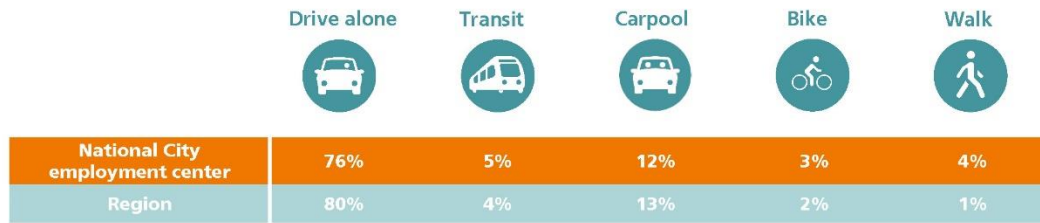
Other statistics about the education level and income of employees in this employment center



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

	National City employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.2	17.9	12.0	25.1
Transit	8.3	55.8	10.7	62.8
Bike	2.9	14.4	4.3	21.6
Walk	.8	16.6	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	7,738	43%
Chula Vista	3,666	21%
National City	2,141	12%
Unincorporated	2,122	12%
El Cajon	516	3%
Imperial Beach	328	2%
La Mesa	272	2%
Santee	222	1%
Lemon Grove	182	1%
Escondido	133	1%
Oceanside	122	1%
Carlsbad	85	1%
Poway	73	<1%
Coronado	67	<1%
Vista	63	<1%
San Marcos	53	<1%
Encinitas	43	<1%
Del Mar	7	<1%
Solana Beach	5	<1%
Total	17,838	

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

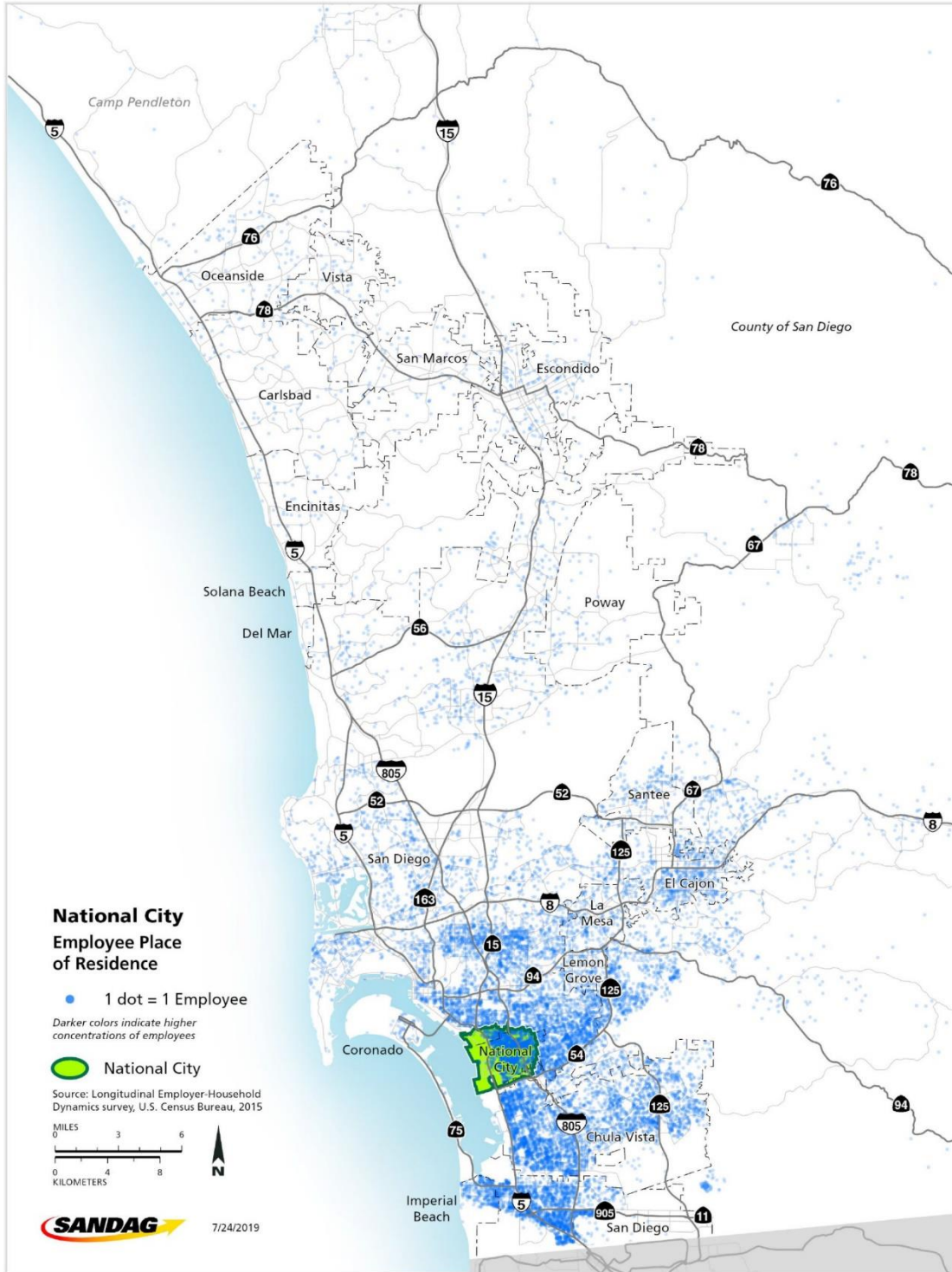
Map 1

National City employment center



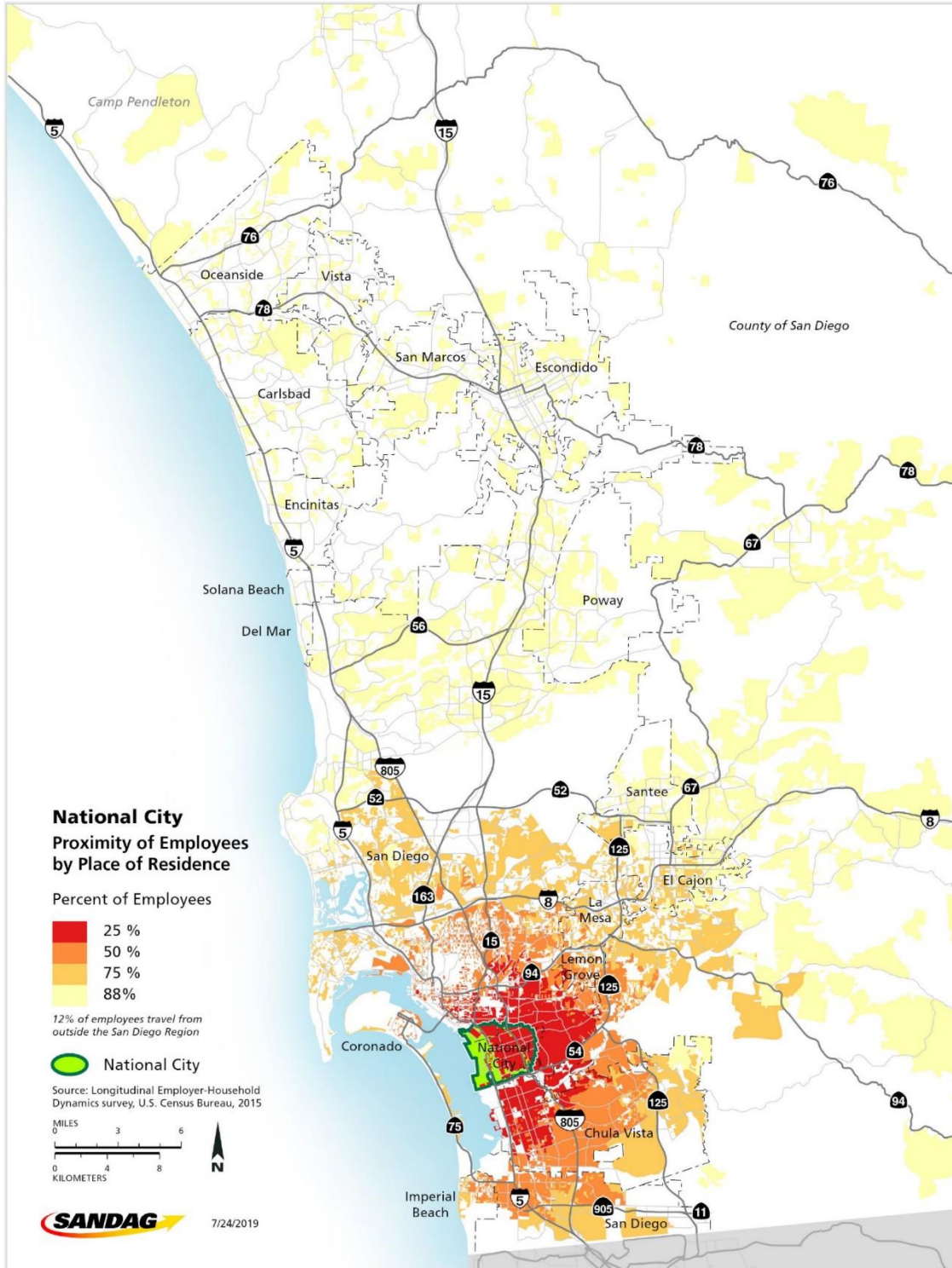
Map 2

Where do National City employment center employees live?



Map 3

How far employees in the National City employment center have to travel



Chula Vista Northwest employment center

Tier 3 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 LODS OD, 7.3, 2015

Highlight 2

Industries in this employment center and the region overall

	Chula Vista Northwest employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	5,112	23% (1)	199,700	13% (1)
Retail trade	3,522	16% (2)	156,612	10% (2)
Professional, scientific, technical	1,098	5% (5)	148,766	10% (3)
Food services	2,173	10% (4)	131,594	9% (4)
Manufacturing	2,267	10% (3)	109,234	7% (5)
Administrative, support, waste services	914	4% (8)	91,519	6% (6)
Construction	326	2% (17)	83,498	5% (7)
Local government education	645	3% (9)	80,300	5% (8)
Other services	1,033	5% (6)	69,124	5% (9)
Finance and insurance	977	4% (7)	47,848	3% (10)
Wholesale trade	415	2% (15)	46,625	3% (11)
Arts, entertainment, recreation	522	2% (12)	45,639	3% (12)
Real estate, rental, leasing	398	2% (16)	38,582	3% (13)
Local government	500	2% (13)	37,429	2% (14)
Transportation and warehousing	628	3% (10)	36,183	2% (15)
Accommodation	241	1% (18)	33,094	2% (16)
Educational services	547	3% (11)	32,892	2% (17)
State government education	0	0% (23)	31,600	2% (18)
Information	498	2% (14)	26,262	2% (19)
Department of Defense	0	0% (24)	22,500	1% (20)
Management of companies/enterprises	116	1% (21)	21,500	1% (21)
Federal government	61	<1% (22)	11,454	1% (22)
Farm	0	0% (25)	9,000	1% (23)
Utilities	116	1% (20)	7,208	<1% (24)
State government	160	1% (19)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	22,269		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 3 employment centers are those between 15,000 and 19,999 employees. For data notes, sources, and qualifications, please visit: sandag.org/employmentcenters. Suggested reference: SANDAG (2019, May). *Tier 3 employment centers in the San Diego region: Chula Vista Northwest employment center*. San Diego, CA: Author.

Highlight 3

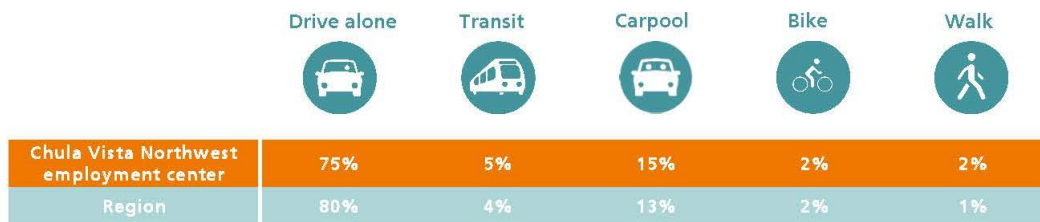
Other statistics about the education level and income of employees in this employment center



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

	Chula Vista Northwest employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.5	18.8	12.0	25.1
Transit	8.6	57.3	10.7	62.8
Bike	5.2	25.9	4.3	21.6
Walk	1.3	26.2	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

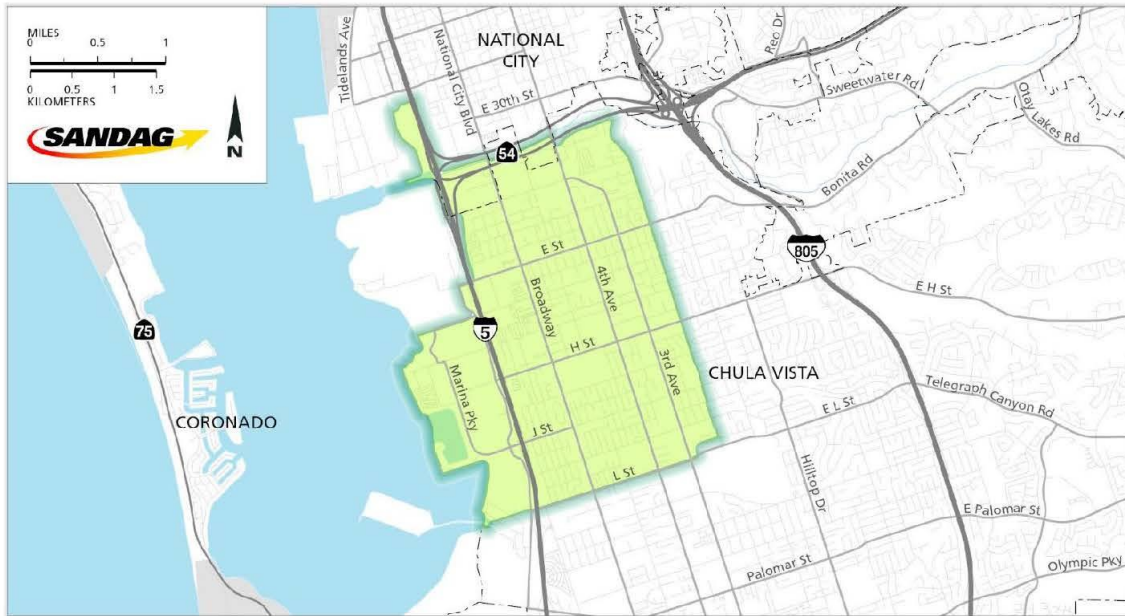
Jurisdiction	Number of workers in the employment center	Percent
San Diego	6,029	41%
Chula Vista	4,618	31%
Unincorporated	1,662	11%
National City	599	4%
El Cajon	342	2%
Imperial Beach	314	2%
Santee	173	1%
La Mesa	172	1%
Lemon Grove	170	1%
Oceanside	109	1%
Escondido	108	1%
Carlsbad	93	1%
Coronado	86	1%
Poway	75	1%
Vista	68	1%
San Marcos	63	<1%
Encinitas	58	<1%
Solana Beach	8	<1%
Del Mar	3	<1%
Total	14,750	

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

Chula Vista Northwest employment center



Chula Vista Southwest employment center

Tier 3 employment centers in the San Diego region¹: An analysis of where people live and work

Highlight 1

Characteristics of this employment center

16,329 employees	24th largest employment center of the 79	3.67 square miles	4,449 employees per square mile	8.1% of employees in this employment center also live in 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

	Chula Vista Southwest employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	2,109	13% (3)	199,700	13% (1)
Retail trade	2,678	16% (1)	156,612	10% (2)
Professional, scientific, technical	533	3% (10)	148,766	10% (3)
Food services	2,058	13% (4)	131,594	9% (4)
Manufacturing	1,725	11% (5)	109,234	7% (5)
Administrative, support, waste services	350	2% (12)	91,519	6% (6)
Construction	806	5% (8)	83,498	5% (7)
Local government education	2,246	14% (2)	80,300	5% (8)
Other services	738	5% (9)	69,124	5% (9)
Finance and insurance	369	2% (11)	47,848	3% (10)
Wholesale trade	854	5% (7)	46,625	3% (11)
Arts, entertainment, recreation	120	1% (14)	45,639	3% (12)
Real estate, rental, leasing	300	2% (13)	38,582	3% (13)
Local government	0	0% (22)	37,429	2% (14)
Transportation and warehousing	1,147	7% (6)	36,183	2% (15)
Accommodation	55	<1% (17)	33,094	2% (16)
Educational services	10	<1% (21)	32,892	2% (17)
State government education	0	0% (23)	31,600	2% (18)
Information	82	1% (15)	26,262	2% (19)
Department of Defense	0	0% (24)	22,500	1% (20)
Management of companies/enterprises	38	<1% (18)	21,500	1% (21)
Federal government	31	<1% (19)	11,454	1% (22)
Farm	13	<1% (20)	9,000	1% (23)
Utilities	0	0% (25)	7,208	<1% (24)
State government	67	<1% (16)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	16,329		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 3 employment centers are those between 15,000 and 19,999 employees. For data notes, sources, and qualifications, please visit: sandag.org/employmentcenters. Suggested reference: SANDAG (2019, May). *Tier 3 employment centers in the San Diego region: Chula Vista Southwest employment center*. San Diego, CA: Author.

Highlight 3

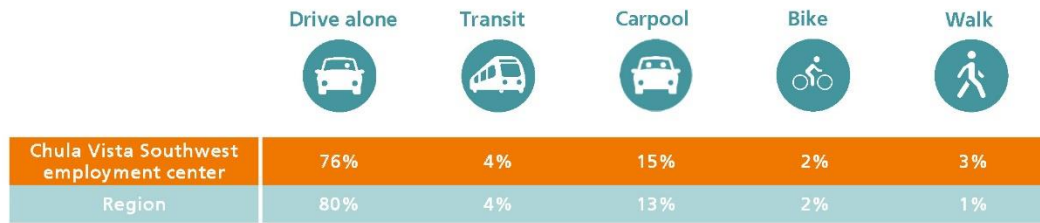
Other statistics about the education level and income of employees in this employment center



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

	Chula Vista Southwest employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.6	18.5	12.0	25.1
Transit	7.8	51.7	10.7	62.8
Bike	5.1	25.6	4.3	21.6
Walk	1.3	26.7	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	5,068	41%
Chula Vista	4,345	35%
Unincorporated	1,118	9%
National City	600	5%
Imperial Beach	399	3%
El Cajon	210	2%
Escondido	120	1%
La Mesa	116	1%
Santee	95	1%
Lemon Grove	85	1%
Oceanside	71	1%
Vista	64	1%
Poway	50	<1%
Coronado	46	<1%
Carlsbad	46	<1%
San Marcos	41	<1%
Encinitas	30	<1%
Solana Beach	7	<1%
Del Mar	3	<1%
Total	12,514	

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
Chula Vista Southwest employment center



Chula Vista–Eastlake 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

8,116 employees	44th largest employment center of the 79	1.82 square miles	4,459 employees per square mile	1.2% of employees in this employment center also live in 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

	Chula Vista–Eastlake employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	568	7% (4)	199,700	13% (1)
Retail trade	2,044	25% (1)	156,612	10% (2)
Professional, scientific, technical	285	4% (9)	148,766	10% (3)
Food services	1,167	14% (3)	131,594	9% (4)
Manufacturing	391	5% (6)	109,234	7% (5)
Administrative, support, waste services	132	2% (15)	91,519	6% (6)
Construction	0	0% (19)	83,498	5% (7)
Local government education	261	3% (12)	80,300	5% (8)
Other services	269	3% (11)	69,124	5% (9)
Finance and insurance	388	5% (7)	47,848	3% (10)
Wholesale trade	187	2% (13)	46,625	3% (11)
Arts, entertainment, recreation	301	4% (8)	45,639	3% (12)
Real estate, rental, leasing	147	2% (14)	38,582	3% (13)
Local government	0	0% (20)	37,429	2% (14)
Transportation and warehousing	1,240	15% (2)	36,183	2% (15)
Accommodation	2	<1% (17)	33,094	2% (16)
Educational services	284	4% (10)	32,892	2% (17)
State government education	0	0% (21)	31,600	2% (18)
Information	2	<1% (18)	26,262	2% (19)
Department of Defense	0	0% (22)	22,500	1% (20)
Management of companies/enterprises	17	<1% (16)	21,500	1% (21)
Federal government	431	5% (5)	11,454	1% (22)
Farm	0	0% (23)	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	8,116		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: Chula Vista–Eastlake employment center*. San Diego, CA: Author.

Highlight 3

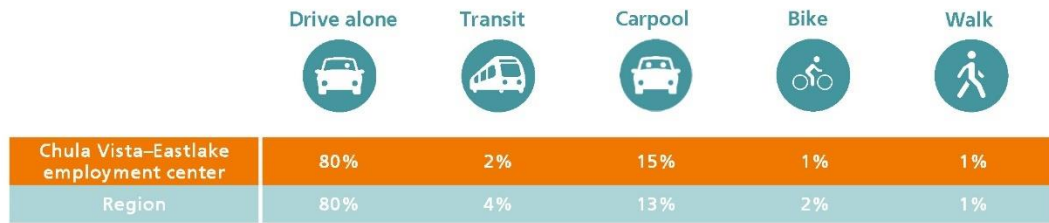
Other statistics about the education level and income of employees in this employment center



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

	Chula Vista–Eastlake employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	10.0	20.4	12.0	25.1
Transit	7.9	77.3	10.7	62.8
Bike	3.1	15.7	4.3	21.6
Walk	1.4	27.1	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	1,416	36%
Chula Vista	1,379	35%
Unincorporated	486	12%
El Cajon	115	3%
National City	113	3%
Imperial Beach	76	2%
La Mesa	74	2%
Santee	67	2%
Lemon Grove	37	1%
Escondido	35	1%
Oceanside	33	1%
San Marcos	21	1%
Carlsbad	20	1%
Coronado	15	<1%
Vista	14	<1%
Poway	13	<1%
Encinitas	6	<1%
Solana Beach	2	<1%
Del Mar	0	0%
Total	3,922	

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

Chula Vista–Eastlake employment center



Sweetwater 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

6,898 employees	50th largest employment center of the 79	1.92 square miles	3,593 employees per square mile	.9% of employees in this employment center also live in this employment center
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Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 2

Industries in this employment center and the region overall

	Sweetwater employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	660	10% (3)	199,700	13% (1)
Retail trade	2,188	32% (1)	156,612	10% (2)
Professional, scientific, technical	370	5% (6)	148,766	10% (3)
Food services	1,286	19% (2)	131,594	9% (4)
Manufacturing	66	1% (16)	109,234	7% (5)
Administrative, support, waste services	110	2% (13)	91,519	6% (6)
Construction	91	1% (15)	83,498	5% (7)
Local government education	238	4% (7)	80,300	5% (8)
Other services	412	6% (4)	69,124	5% (9)
Finance and insurance	387	6% (5)	47,848	3% (10)
Wholesale trade	141	2% (12)	46,625	3% (11)
Arts, entertainment, recreation	202	3% (9)	45,639	3% (12)
Real estate, rental, leasing	169	2% (11)	38,582	3% (13)
Local government	0	0% (20)	37,429	2% (14)
Transportation and warehousing	16	<1% (18)	36,183	2% (15)
Accommodation	48	1% (17)	33,094	2% (16)
Educational services	107	2% (14)	32,892	2% (17)
State government education	0	0% (21)	31,600	2% (18)
Information	179	3% (10)	26,262	2% (19)
Department of Defense	0	0% (22)	22,500	1% (20)
Management of companies/enterprises	10	<1% (19)	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	218	3% (8)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	6,898		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: Sweetwater employment center*. San Diego, CA: Author.

Highlight 3

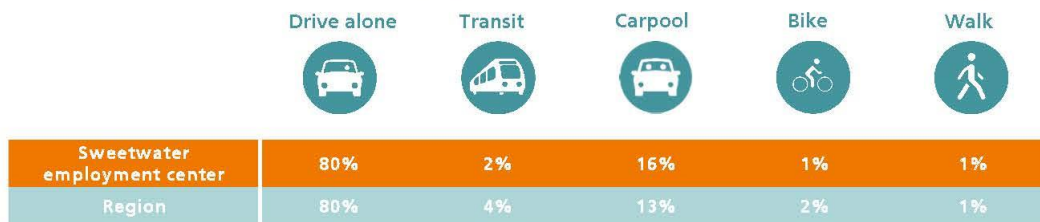
Other statistics about the education level and income of employees in this employment center



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

	Sweetwater employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.7	19.2	12.0	25.1
Transit	8.2	65.1	10.7	62.8
Bike	5.1	25.5	4.3	21.6
Walk	1.7	34.7	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

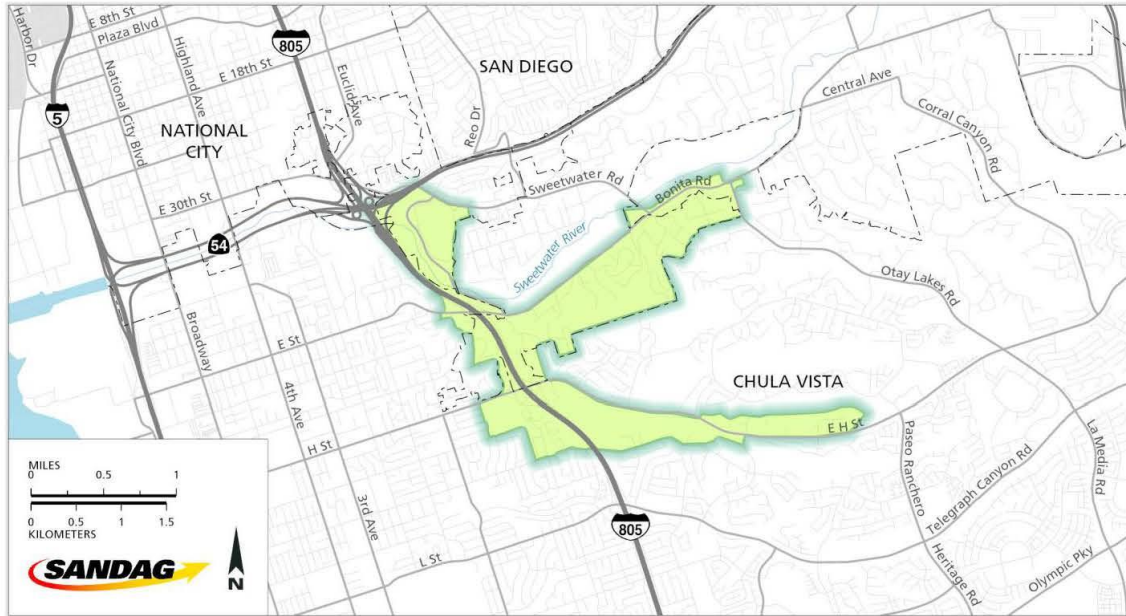
Jurisdiction	Number of workers in the employment center	Percent
San Diego	1,585	41%
Chula Vista	1,100	29%
Unincorporated	492	13%
National City	182	5%
El Cajon	104	3%
La Mesa	73	2%
Imperial Beach	58	2%
Santee	45	1%
Lemon Grove	45	1%
Escondido	32	1%
Oceanside	25	1%
San Marcos	23	1%
Encinitas	19	1%
Vista	17	<1%
Coronado	15	<1%
Carlsbad	14	<1%
Poway	11	<1%
Solana Beach	1	<1%
Del Mar	1	<1%
Total	3,842	

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

Sweetwater employment center



Chula Vista–Otay 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

6,582 employees	55th largest employment center of the 79	.88 square miles	7,480 employees per square mile	.5% of employees in this employment center also live in 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

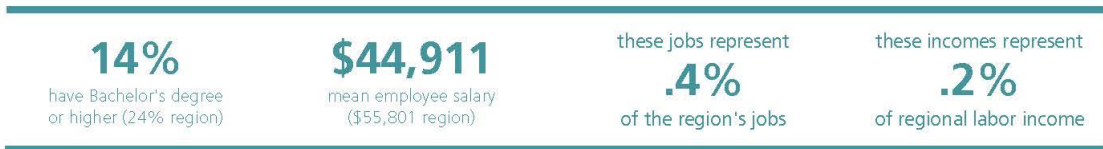
	Chula Vista–Otay employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	424	6% (5)	199,700	13% (1)
Retail trade	2,637	40% (1)	156,612	10% (2)
Professional, scientific, technical	992	15% (2)	148,766	10% (3)
Food services	461	7% (4)	131,594	9% (4)
Manufacturing	386	6% (6)	109,234	7% (5)
Administrative, support, waste services	0	0% (16)	91,519	6% (6)
Construction	359	6% (7)	83,498	5% (7)
Local government education	0	0% (17)	80,300	5% (8)
Other services	92	1% (10)	69,124	5% (9)
Finance and insurance	67	1% (11)	47,848	3% (10)
Wholesale trade	151	2% (9)	46,625	3% (11)
Arts, entertainment, recreation	0	0% (18)	45,639	3% (12)
Real estate, rental, leasing	32	1% (14)	38,582	3% (13)
Local government	630	10% (3)	37,429	2% (14)
Transportation and warehousing	35	1% (12)	36,183	2% (15)
Accommodation	35	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	244	4% (8)	26,262	2% (19)
Department of Defense	0	0% (21)	22,500	1% (20)
Management of companies/enterprises	26	<1% (15)	21,500	1% (21)
Federal government	0	0% (22)	11,454	1% (22)
Farm	0	0% (23)	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	6,582		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: Chula Vista–Otay employment center*. San Diego, CA: Author.

Highlight 3

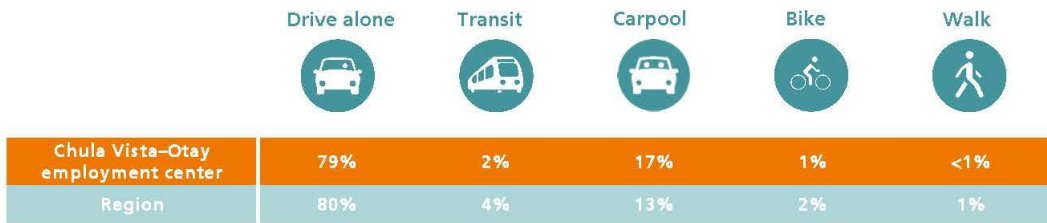
Other statistics about the education level and income of employees in this employment center



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

	Chula Vista–Otay employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	10.2	18.6	12.0	25.1
Transit	7.6	64.6	10.7	62.8
Bike	4.9	24.3	4.3	21.6
Walk	1.8	35.1	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

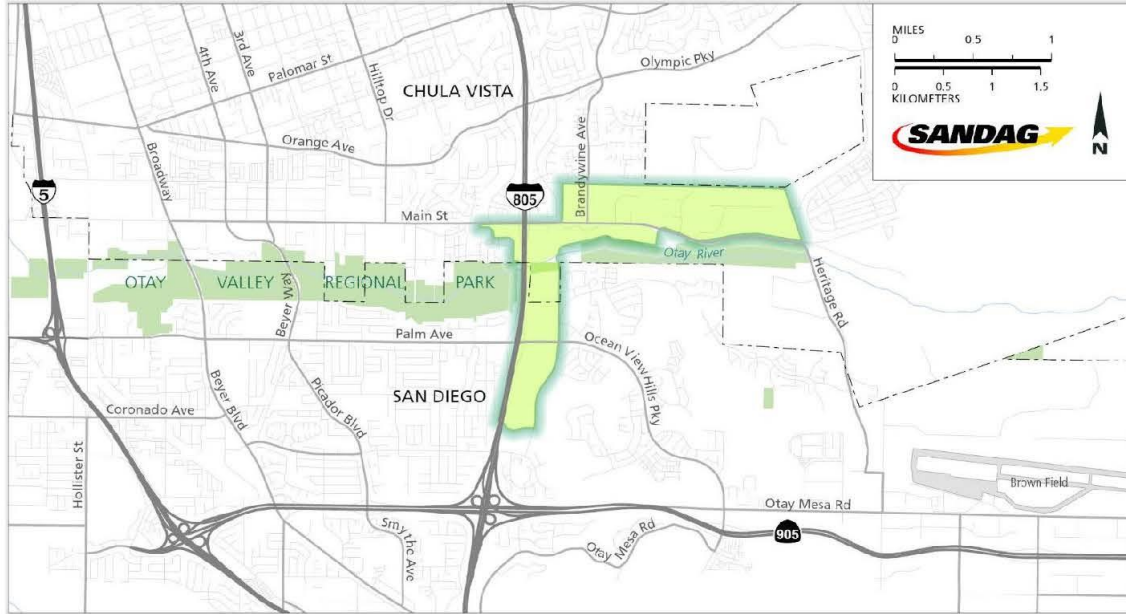
What jurisdictions these employment center employees travel from

Jurisdiction	Number of workers in the employment center	Percent
San Diego	920	40%
Chula Vista	687	30%
Unincorporated	278	12%
National City	91	4%
El Cajon	67	3%
Imperial Beach	66	3%
Santee	34	2%
La Mesa	31	1%
Lemon Grove	31	1%
Escondido	23	1%
Oceanside	22	1%
Carlsbad	14	1%
Coronado	12	1%
Vista	12	1%
Poway	9	<1%
San Marcos	7	<1%
Encinitas	4	<1%
Del Mar	0	0%
Solana Beach	0	0%
Total	2,308	

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
Chula Vista–Otay employment center



Chula Vista-Sunbow 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

3,351 employees	71st largest employment center of the 79	.62 square miles	5,405 employees per square mile	1.4% of employees in this employment center also live in 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

	Chula Vista-Sunbow employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	1,907	57% (1)	199,700	13% (1)
Retail trade	232	7% (3)	156,612	10% (2)
Professional, scientific, technical	118	4% (5)	148,766	10% (3)
Food services	229	7% (4)	131,594	9% (4)
Manufacturing	0	0% (15)	109,234	7% (5)
Administrative, support, waste services	478	14% (2)	91,519	6% (6)
Construction	41	1% (11)	83,498	5% (7)
Local government education	0	0% (16)	80,300	5% (8)
Other services	64	2% (8)	69,124	5% (9)
Finance and insurance	65	2% (7)	47,848	3% (10)
Wholesale trade	23	1% (13)	46,625	3% (11)
Arts, entertainment, recreation	0	0% (17)	45,639	3% (12)
Real estate, rental, leasing	65	2% (6)	38,582	3% (13)
Local government	0	0% (18)	37,429	2% (14)
Transportation and warehousing	55	2% (9)	36,183	2% (15)
Accommodation	2	<1% (14)	33,094	2% (16)
Educational services	47	1% (10)	32,892	2% (17)
State government education	0	0% (19)	31,600	2% (18)
Information	25	1% (12)	26,262	2% (19)
Department of Defense	0	0% (20)	22,500	1% (20)
Management of companies/enterprises	0	0% (21)	21,500	1% (21)
Federal government	0	0% (22)	11,454	1% (22)
Farm	0	0% (23)	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	3,351		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: Chula Vista-Sunbow employment center*. San Diego, CA: Author.

Highlight 3

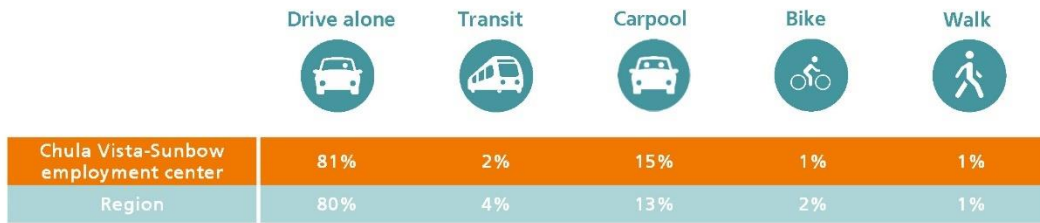
Other statistics about the education level and income of employees in this employment center



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

	Chula Vista-Sunbow employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.3	18.6	12.0	25.1
Transit	6.7	64.0	10.7	62.8
Bike	3.4	17.1	4.3	21.6
Walk	1.6	31.5	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
Chula Vista	1,178	40%
San Diego	1,085	37%
Unincorporated	259	9%
National City	115	4%
Imperial Beach	67	2%
El Cajon	61	2%
La Mesa	46	2%
Lemon Grove	41	1%
Santee	23	1%
Escondido	14	1%
Carlsbad	13	<1%
Poway	12	<1%
Coronado	9	<1%
Oceanside	6	<1%
Vista	6	<1%
San Marcos	5	<1%
Encinitas	5	<1%
Solana Beach	2	<1%
Del Mar	2	<1%
Total	2,949	

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

Chula Vista-Sunbow employment center

