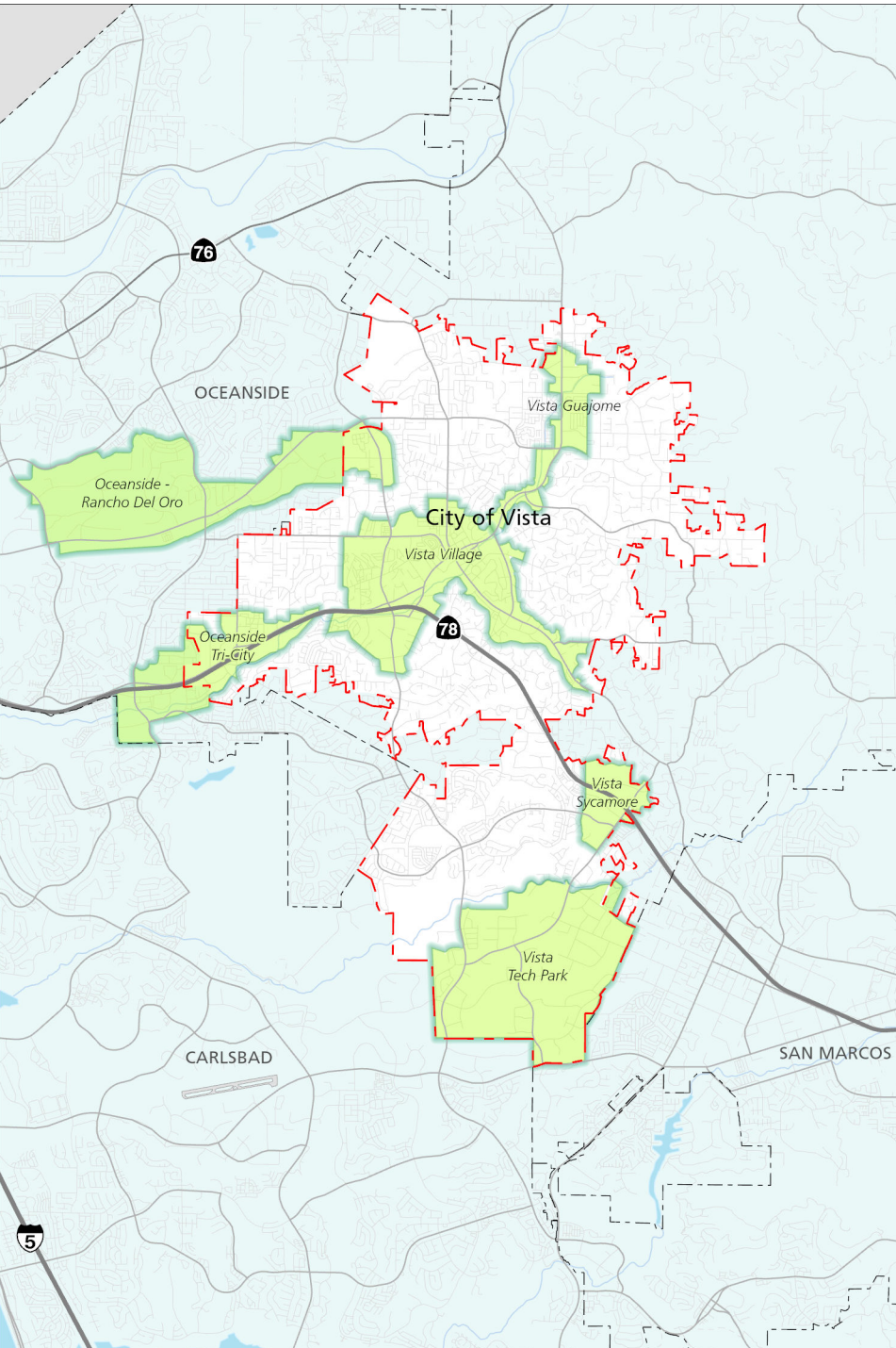


Employment in the San Diego region

City of Vista



Fast facts

City of Vista

43,696	employees
2.9%	region's employees
18.6	land area (square miles)
2,344.2	employees per square mile

Key contact

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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 Vista**, including maps showing where individuals who work in the City of Vista live and how far they have to travel to get to their places of employment, where residents of Vista travel to work, as well as a map that shows all of the travel to and from the City of Vista regardless if for work, recreation, or any other reason. SANDAG 2018 demographic and socioeconomic estimates for the population of Vista are included (Appendix B), as are the 6 packets for employment centers located all or partially in the City of 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 6 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 Vista		Region	
	Number of jobs	Percentage/rank	Number of jobs	Percentage/rank
Health care and social assistance	4,626	11% (3)	199,700	13% (1)
Retail trade	5,274	12% (2)	156,612	10% (2)
Professional, scientific, technical	2,339	5% (8)	148,766	10% (3)
Food services	2,913	7% (6)	131,594	9% (4)
Manufacturing	8,973	21% (1)	109,234	7% (5)
Administrative, support, waste services	2,113	5% (9)	91,519	6% (6)
Construction	4,361	10% (4)	83,498	5% (7)
Local government education	2,577	6% (7)	80,300	5% (8)
Other services	1,581	4% (10)	69,124	5% (9)
Finance and insurance	531	1% (14)	47,848	3% (10)
Wholesale trade	3,788	9% (5)	46,625	3% (11)
Arts, entertainment, recreation	437	1% (15)	45,639	3% (12)
Real estate, rental, leasing	1,026	2% (11)	38,582	3% (13)
Local government	886	2% (12)	37,429	2% (14)
Transportation and warehousing	700	2% (13)	36,183	2% (15)
Accommodation	161	<1% (19)	33,094	2% (16)
Educational services	332	1% (16)	32,892	2% (17)
State government education	0	0% (24)	31,600	2% (18)
Information	310	1% (17)	26,262	2% (19)
Department of Defense	0	0% (25)	22,500	1% (20)
Management of companies/enterprises	281	1% (18)	21,500	1% (21)
Federal government	132	<1% (21)	11,454	1% (22)
Farm	77	<1% (23)	9,000	1% (23)
Utilities	159	<1% (20)	7,208	<1% (24)
State government	119	<1% (22)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	43,696		1,525,500	

Source: SANDAG Employment Estimates, 2016

Highlight 2






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

<p>20%</p> <p>have Bachelor's degree or higher (24% region)</p>	<p>\$46,782</p> <p>mean employee salary (\$55,801 region)</p>	<p>these jobs represent</p> <p>2.9%</p> <p>of the region's jobs</p>	<p>these incomes represent</p> <p>2.0%</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

	Drive alone 	Transit 	Carpool 	Bike 	Walk 
City of Vista	82%	2%	14%	1%	1%
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 Vista		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.3	22.4	12.0	25.1
Transit	8.7	71.0	10.7	62.8
Bike	4.6	22.8	4.3	21.6
Walk	1.4	27.8	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 Vista

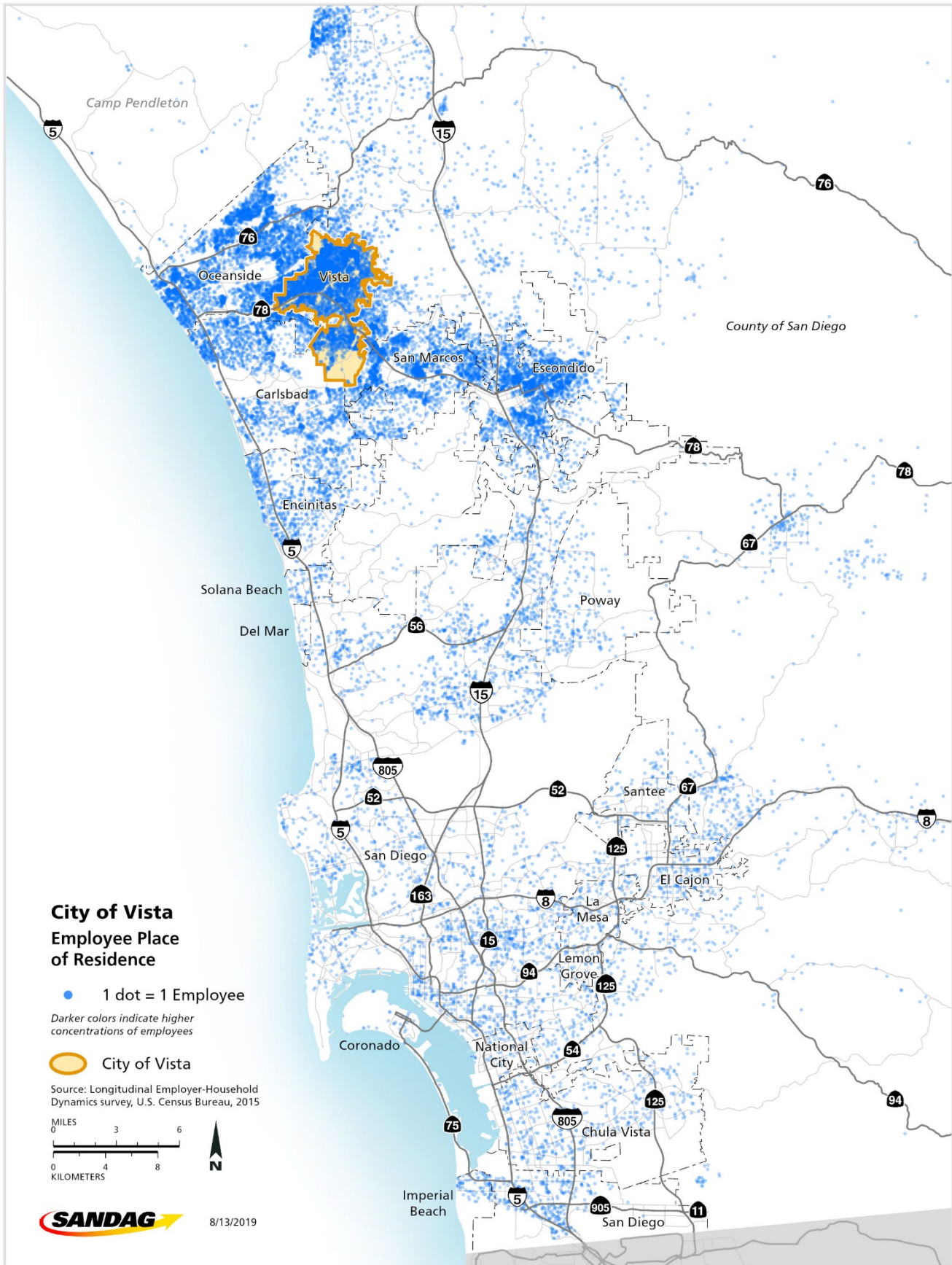
Jurisdiction	Number of workers who travel from jurisdiction to the City of Vista	Percent
Vista	5,210	21%
Oceanside	5,000	20%
Unincorporated	3,746	15%
San Diego	2,699	11%
Escondido	2,543	10%
San Marcos	2,239	9%
Carlsbad	1,863	7%
Encinitas	658	3%
Chula Vista	400	2%
Poway	206	1%
El Cajon	158	1%
Santee	120	1%
La Mesa	118	1%
Solana Beach	81	<1%
National City	74	<1%
Imperial Beach	68	<1%
Lemon Grove	40	<1%
Coronado	36	<1%
Del Mar	15	<1%
Total	25,274	

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.

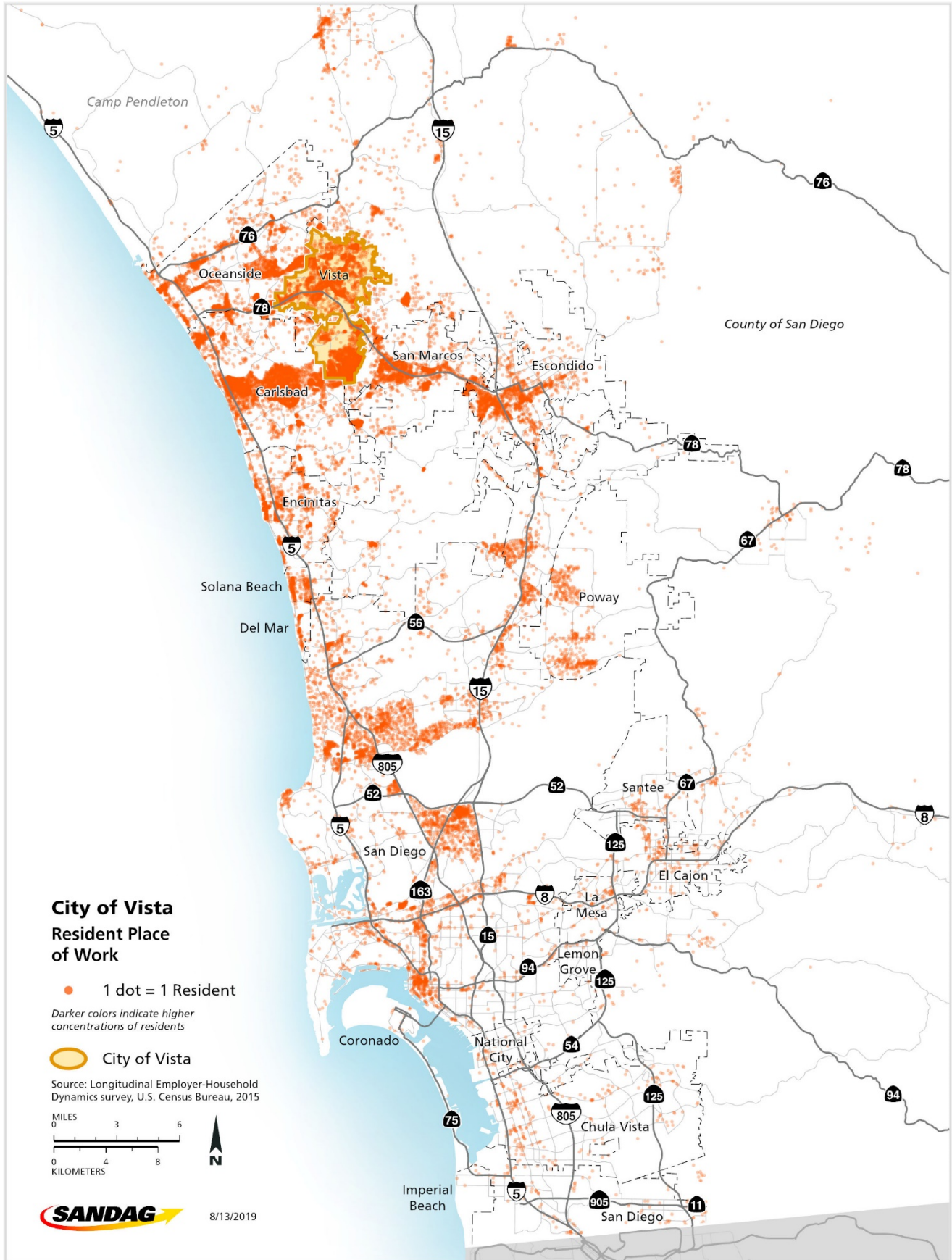
Source: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Map 1

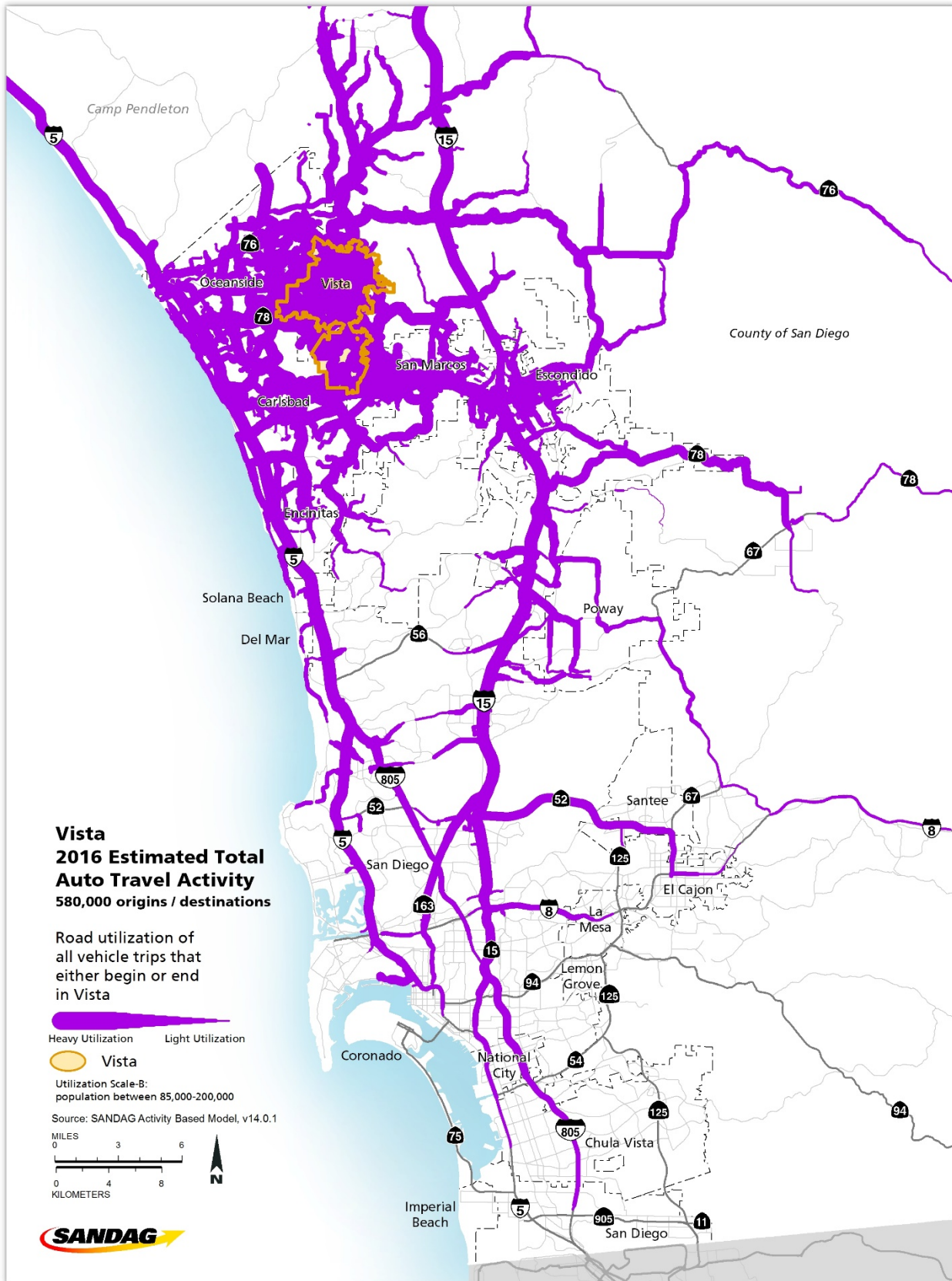
Where do employees in the City of Vista live?



Where do residents of Vista work?



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



	Jan 1, 2018
Total Population	103,381
Household Population	101,258
Group Quarters Population	2,123
Persons Per Household	3.22

Housing and Occupancy

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	32,269	31,399	2.7%
Single Family - Detached	15,783	15,278	3.2%
Single Family - Attached	2,064	2,008	2.7%
Multi-Family	12,424	12,163	2.1%
Mobile Home and Other	1,998	1,950	2.4%

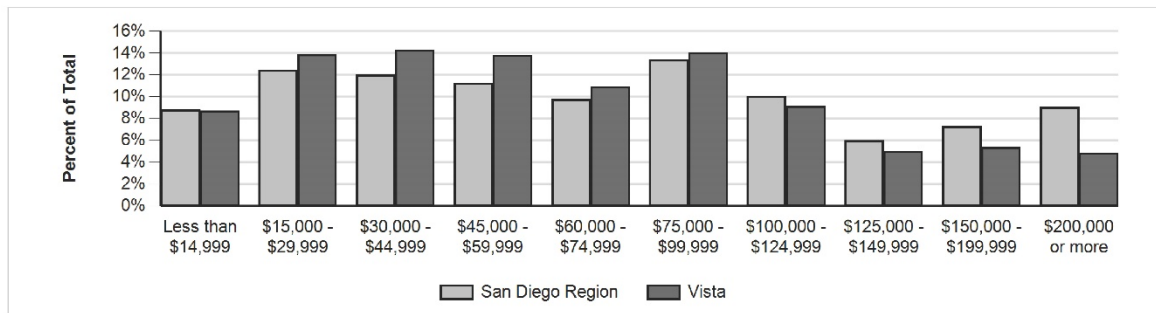
Household Income

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%	14%	14%	14%	11%	14%	9%	5%	5%	5%

Median Household Income

	2018
Adjusted for Inflation (2010 \$)	\$59,264
Not adjusted for inflation (current 2017\$)	\$66,828



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.

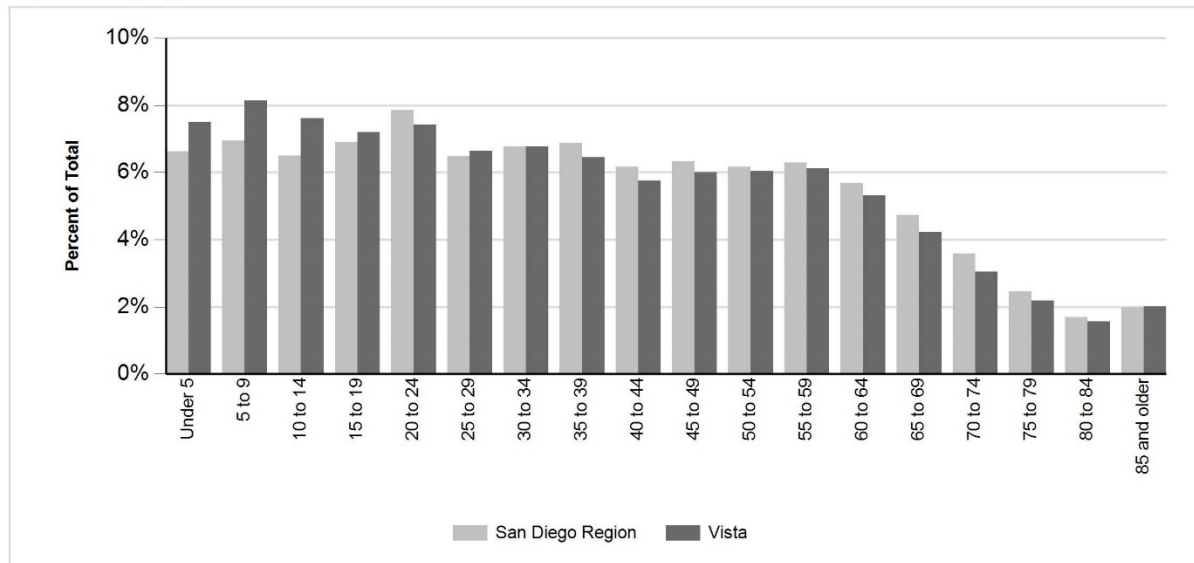
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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	103,381	51,575	51,806	50%
Under 5	7,761	3,933	3,828	49%
5 to 9	8,412	4,340	4,072	48%
10 to 14	7,875	4,043	3,832	49%
15 to 17	4,588	2,396	2,192	48%
18 and 19	2,860	1,429	1,431	50%
20 to 24	7,669	3,915	3,754	49%
25 to 29	6,872	3,623	3,249	47%
30 to 34	6,999	3,661	3,338	48%
35 to 39	6,664	3,518	3,146	47%
40 to 44	5,952	2,979	2,973	50%
45 to 49	6,202	3,124	3,078	50%
50 to 54	6,242	3,103	3,139	50%
55 to 59	6,320	3,056	3,264	52%
60 and 61	2,339	1,137	1,202	51%
62 to 64	3,164	1,496	1,668	53%
65 to 69	4,360	2,024	2,336	54%
70 to 74	3,149	1,394	1,755	56%
75 to 79	2,256	989	1,267	56%
80 to 84	1,620	682	938	58%
85 and older	2,077	733	1,344	65%
Under 18	28,636	14,712	13,924	49%
65 and older	13,462	5,822	7,640	57%
Median Age	34.0	32.9	35.3	N/A

Population by Age



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

May 25, 2019
 Vista
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Population by Race, Ethnicity and Age

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	48,557	42,399	2,998	465	6,098	2,864
Under 5	4,555	2,355	212	29	311	299
5 to 9	4,936	2,465	289	31	292	399
10 to 14	4,770	2,153	233	29	320	370
15 to 17	2,682	1,355	136	22	183	210
18 and 19	1,732	780	91	9	125	123
20 to 24	4,230	2,526	228	29	388	268
25 to 29	3,403	2,611	239	38	379	202
30 to 34	3,218	2,951	250	28	388	164
35 to 39	3,224	2,605	197	27	455	156
40 to 44	3,017	2,183	159	27	453	113
45 to 49	3,060	2,411	149	28	444	110
50 to 54	2,692	2,804	182	28	431	105
55 to 59	2,270	3,311	174	42	418	105
60 and 61	725	1,360	56	9	157	32
62 to 64	887	1,902	98	18	208	51
65 to 69	1,123	2,705	103	28	347	54
70 to 74	743	2,031	62	14	260	39
75 to 79	563	1,400	62	13	191	27
80 to 84	354	1,036	38	9	158	25
85 and older	373	1,455	40	7	190	12
Under 18	16,943	8,328	870	111	1,106	1,278
65 and older	3,156	8,627	305	71	1,146	157
Median Age	27.0	43.2	31.4	38.2	42.3	20.6

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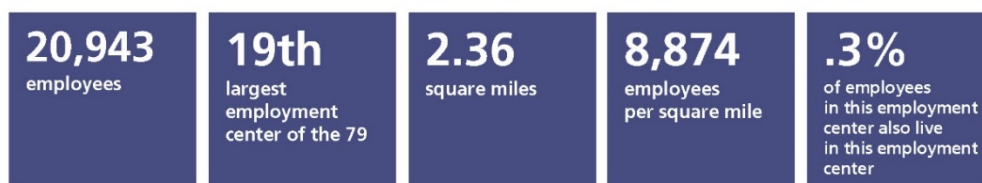
Appendix C: Employment centers located within the City of Vista



Vista Tech Park 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 LODES OD, 7.3, 2015

Highlight 2

Industries in this employment center and the region overall

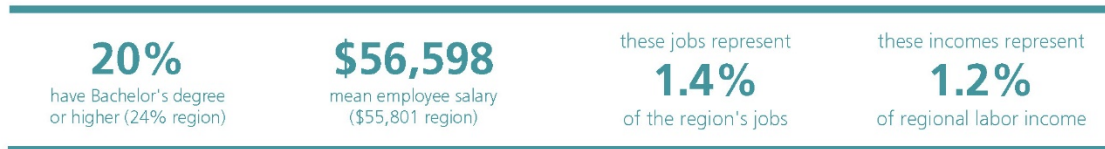
	Vista Tech Park employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	197	1% (12)	199,700	13% (1)
Retail trade	1,229	6% (4)	156,612	10% (2)
Professional, scientific, technical	1,193	6% (5)	148,766	10% (3)
Food services	239	1% (10)	131,594	9% (4)
Manufacturing	8,444	40% (1)	109,234	7% (5)
Administrative, support, waste services	1,102	5% (6)	91,519	6% (6)
Construction	3,239	16% (3)	83,498	5% (7)
Local government education	0	0% (21)	80,300	5% (8)
Other services	425	2% (7)	69,124	5% (9)
Finance and insurance	40	<1% (19)	47,848	3% (10)
Wholesale trade	3,443	16% (2)	46,625	3% (11)
Arts, entertainment, recreation	49	<1% (17)	45,639	3% (12)
Real estate, rental, leasing	314	2% (8)	38,582	3% (13)
Local government	0	0% (22)	37,429	2% (14)
Transportation and warehousing	216	1% (11)	36,183	2% (15)
Accommodation	87	<1% (16)	33,094	2% (16)
Educational services	35	<1% (20)	32,892	2% (17)
State government education	0	0% (23)	31,600	2% (18)
Information	162	1% (13)	26,262	2% (19)
Department of Defense	0	0% (24)	22,500	1% (20)
Management of companies/enterprises	261	1% (9)	21,500	1% (21)
Federal government	128	1% (14)	11,454	1% (22)
Farm	47	<1% (18)	9,000	1% (23)
Utilities	93	<1% (15)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	20,943		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: Vista Tech Park employment center*. San Diego, CA: Author.

Highlight 3

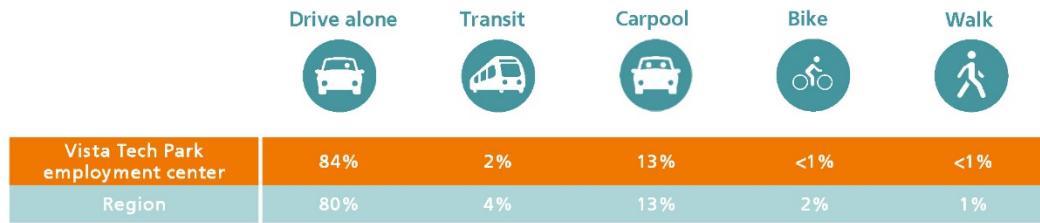
Other statistics about the education level and income of employees in this employment center



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

	Vista Tech Park employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	10.0	24.8	12.0	25.1
Transit	8.8	81.0	10.7	62.8
Bike	6.6	32.9	4.3	21.6
Walk	1.9	38.3	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

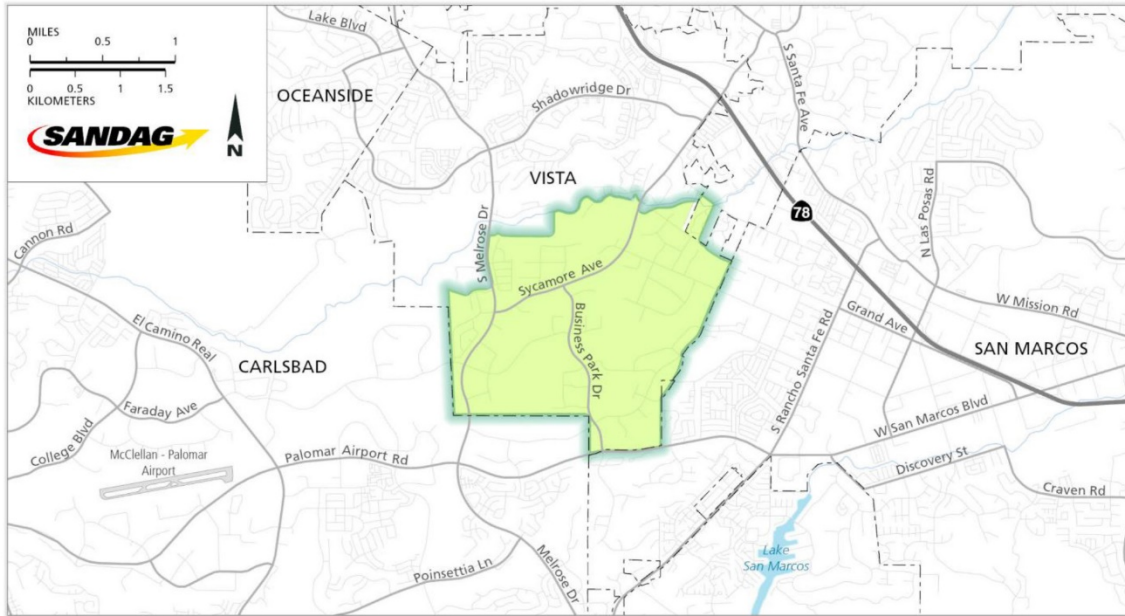
Jurisdiction	Number of workers in the employment center	Percent
Oceanside	2,115	17%
Vista	1,996	16%
Unincorporated	1,697	14%
San Diego	1,576	13%
Escondido	1,497	12%
San Marcos	1,344	11%
Carlsbad	952	8%
Encinitas	361	3%
Chula Vista	207	2%
Poway	120	1%
El Cajon	84	1%
Santee	57	1%
La Mesa	54	<1%
Imperial Beach	47	<1%
National City	41	<1%
Solana Beach	38	<1%
Lemon Grove	24	<1%
Coronado	19	<1%
Del Mar	8	<1%
Total	12,237	

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

Vista Tech Park employment center



Oceanside–Rancho Del Oro 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

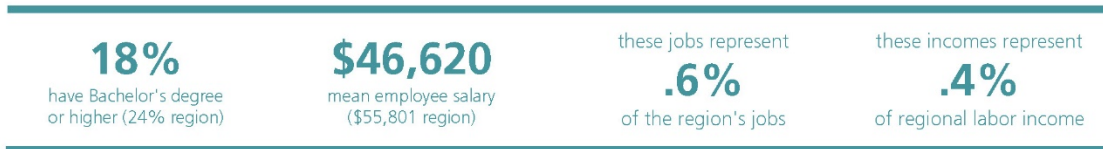
	Oceanside–Rancho Del Oro employment center		Region	
	Number of jobs	Percentage/rank	Number of jobs	Percentage/rank
Health care and social assistance	246	3% (10)	199,700	13% (1)
Retail trade	721	7% (5)	156,612	10% (2)
Professional, scientific, technical	569	6% (7)	148,766	10% (3)
Food services	628	6% (6)	131,594	9% (4)
Manufacturing	2,699	28% (1)	109,234	7% (5)
Administrative, support, waste services	1,290	13% (2)	91,519	6% (6)
Construction	789	8% (4)	83,498	5% (7)
Local government education	258	3% (9)	80,300	5% (8)
Other services	429	4% (8)	69,124	5% (9)
Finance and insurance	154	2% (14)	47,848	3% (10)
Wholesale trade	1,114	11% (3)	46,625	3% (11)
Arts, entertainment, recreation	25	<1% (18)	45,639	3% (12)
Real estate, rental, leasing	92	1% (15)	38,582	3% (13)
Local government	0	0% (21)	37,429	2% (14)
Transportation and warehousing	184	2% (12)	36,183	2% (15)
Accommodation	78	1% (16)	33,094	2% (16)
Educational services	240	3% (11)	32,892	2% (17)
State government education	0	0% (22)	31,600	2% (18)
Information	172	2% (13)	26,262	2% (19)
Department of Defense	0	0% (23)	22,500	1% (20)
Management of companies/enterprises	21	<1% (19)	21,500	1% (21)
Federal government	0	0% (24)	11,454	1% (22)
Farm	0	0% (25)	9,000	1% (23)
Utilities	56	1% (17)	7,208	<1% (24)
State government	20	<1% (20)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	9,785		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: Oceanside–Rancho Del Oro employment center*. San Diego, CA: Author.

Highlight 3

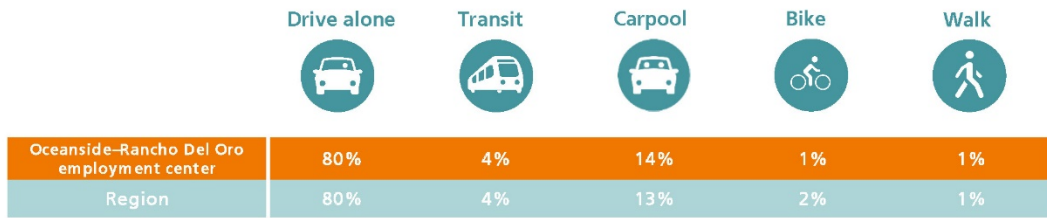
Other statistics about the education level and income of employees in this employment center



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

	Oceanside–Rancho Del Oro employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	8.3	19.3	12.0	25.1
Transit	8.2	63.0	10.7	62.8
Bike	5.9	29.3	4.3	21.6
Walk	1.9	38.8	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

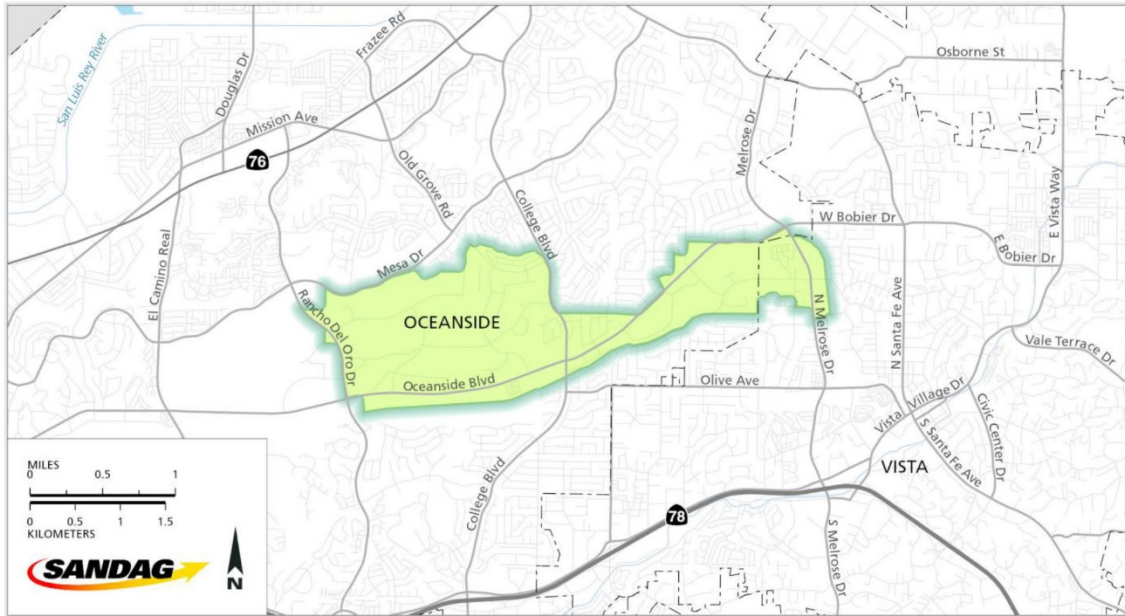
Jurisdiction	Number of workers in the employment center	Percent
Oceanside	1,622	35%
Vista	866	19%
Unincorporated	601	13%
Escondido	367	8%
San Diego	344	7%
Carlsbad	304	7%
San Marcos	269	6%
Encinitas	104	2%
Chula Vista	70	2%
El Cajon	19	<1%
Poway	19	<1%
Santee	18	<1%
Nationa City	17	<1%
La Mesa	13	<1%
Solana Beach	9	<1%
Imperial Beach	6	<1%
Lemon Grove	4	<1%
Coronado	3	<1%
Del Mar	3	<1%
Total	4,658	

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

Oceanside–Rancho Del Oro employment center



Oceanside Tri-City 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

8,377 employees	41st largest employment center of the 79	.99 square miles	8,462 employees per square mile	1.3% 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

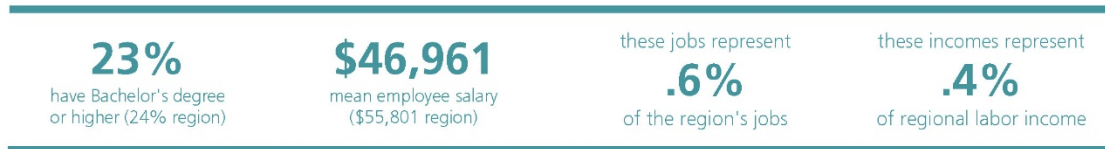
	Oceanside Tri-City employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	4,075	49% (1)	199,700	13% (1)
Retail trade	2,503	30% (2)	156,612	10% (2)
Professional, scientific, technical	377	5% (4)	148,766	10% (3)
Food services	522	6% (3)	131,594	9% (4)
Manufacturing	12	<1% (15)	109,234	7% (5)
Administrative, support, waste services	2	<1% (17)	91,519	6% (6)
Construction	35	<1% (13)	83,498	5% (7)
Local government education	128	2% (6)	80,300	5% (8)
Other services	197	2% (5)	69,124	5% (9)
Finance and insurance	106	1% (8)	47,848	3% (10)
Wholesale trade	112	1% (7)	46,625	3% (11)
Arts, entertainment, recreation	90	1% (10)	45,639	3% (12)
Real estate, rental, leasing	96	1% (9)	38,582	3% (13)
Local government	0	0% (18)	37,429	2% (14)
Transportation and warehousing	9	<1% (16)	36,183	2% (15)
Accommodation	34	<1% (14)	33,094	2% (16)
Educational services	42	1% (11)	32,892	2% (17)
State government education	0	0% (19)	31,600	2% (18)
Information	0	0% (20)	26,262	2% (19)
Department of Defense	0	0% (21)	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	37	<1% (12)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	8,377		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: Oceanside Tri-City employment center*. San Diego, CA: Author.

Highlight 3

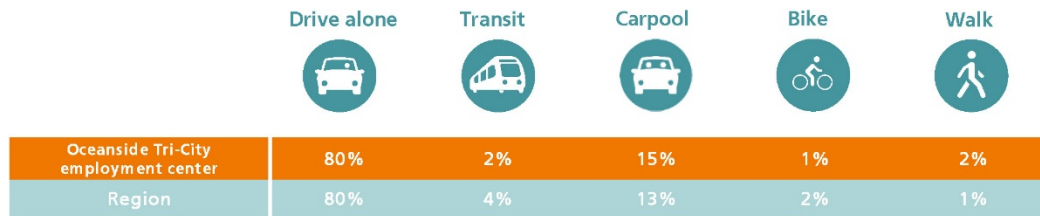
Other statistics about the education level and income of employees in this employment center



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

	Oceanside Tri-City employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	8.5	19.0	12.0	25.1
Transit	8.3	65.0	10.7	62.8
Bike	5.7	28.5	4.3	21.6
Walk	1.4	27.9	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

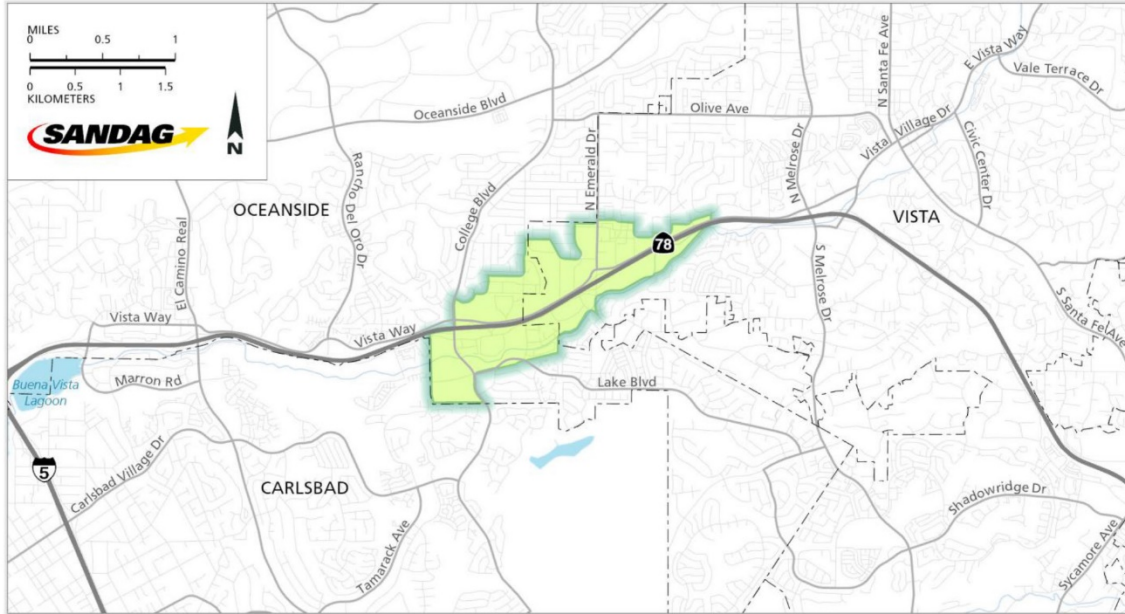
What jurisdictions these employment center employees travel from

Jurisdiction	Number of workers in the employment center	Percent
Oceanside	1,566	31%
Vista	826	16%
Unincorporated	669	13%
Carlsbad	510	10%
San Diego	421	8%
San Marcos	350	7%
Escondido	332	7%
Encinitas	169	3%
Chula Vista	63	1%
El Cajon	25	1%
Poway	25	1%
Santee	21	<1%
La Mesa	18	<1%
Solana Beach	16	<1%
National City	16	<1%
Coronado	5	<1%
Del Mar	4	<1%
Lemon Grove	4	<1%
Imperial Beach	2	<1%
Total	5,042	

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
Oceanside Tri-City employment center

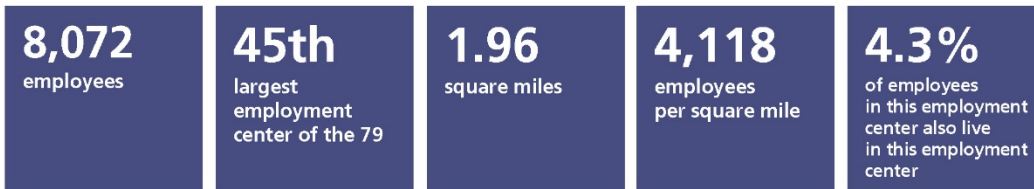


Vista Village employment center

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

	Vista Village employment center		Region	
	Number of jobs	Percentage/rank	Number of jobs	Percentage/rank
Health care and social assistance	1,086	14% (3)	199,700	13% (1)
Retail trade	1,376	17% (1)	156,612	10% (2)
Professional, scientific, technical	288	4% (9)	148,766	10% (3)
Food services	1,271	16% (2)	131,594	9% (4)
Manufacturing	136	2% (12)	109,234	7% (5)
Administrative, support, waste services	560	7% (5)	91,519	6% (6)
Construction	488	6% (8)	83,498	5% (7)
Local government education	524	7% (7)	80,300	5% (8)
Other services	532	7% (6)	69,124	5% (9)
Finance and insurance	205	3% (11)	47,848	3% (10)
Wholesale trade	84	1% (16)	46,625	3% (11)
Arts, entertainment, recreation	115	1% (13)	45,639	3% (12)
Real estate, rental, leasing	247	3% (10)	38,582	3% (13)
Local government	886	11% (4)	37,429	2% (14)
Transportation and warehousing	93	1% (15)	36,183	2% (15)
Accommodation	22	<1% (18)	33,094	2% (16)
Educational services	60	1% (17)	32,892	2% (17)
State government education	0	0% (19)	31,600	2% (18)
Information	99	1% (14)	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	8,072		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: Vista Village employment center*. San Diego, CA: Author.

Highlight 3

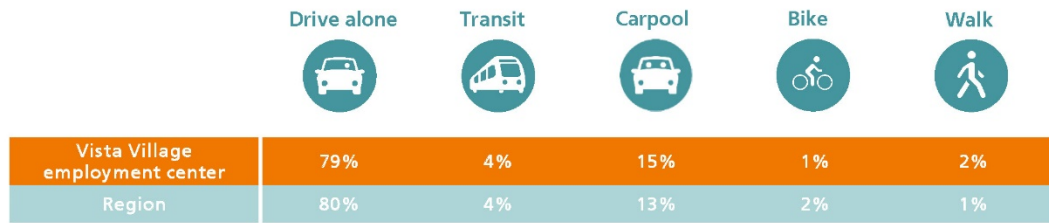
Other statistics about the education level and income of employees in this employment center



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

	Vista Village employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	8.2	19.2	12.0	25.1
Transit	8.9	65.7	10.7	62.8
Bike	4.1	20.3	4.3	21.6
Walk	1.4	28.1	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

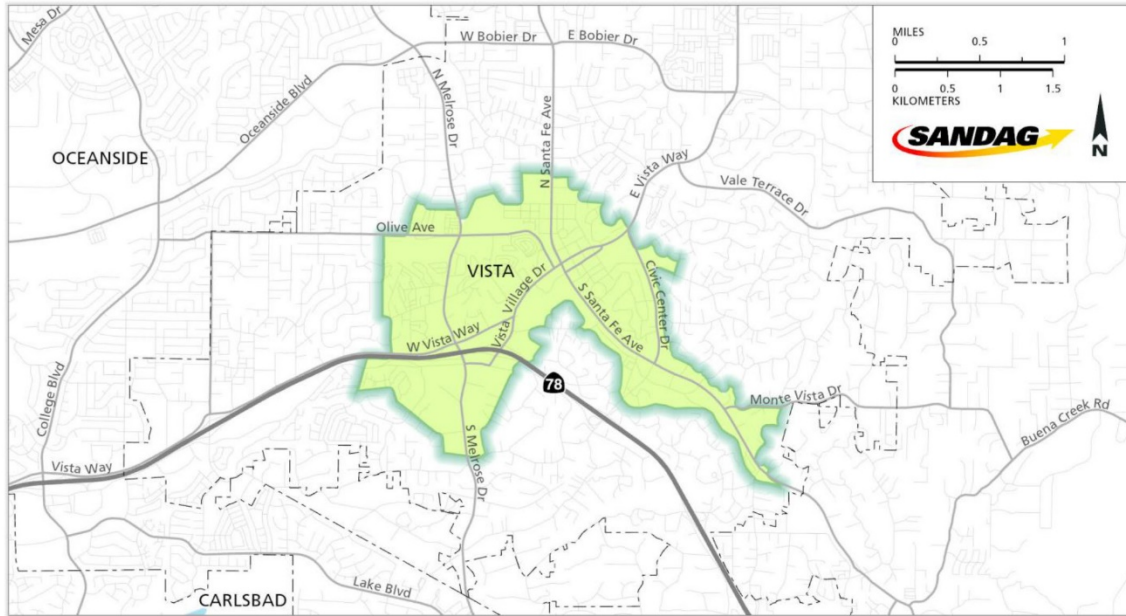
Jurisdiction	Number of workers in the employment center	Percent
Vista	1,086	26%
Oceanside	878	21%
Unincorporated	625	15%
San Diego	405	10%
Escondido	326	8%
San Marcos	268	6%
Carlsbad	259	6%
Encinitas	85	2%
Chula Vista	79	2%
El Cajon	34	1%
Santee	31	1%
La Mesa	27	1%
Poway	23	1%
Solana Beach	18	<1%
Coronado	12	<1%
Lemon Grove	11	<1%
Imperial Beach	10	<1%
National City	10	<1%
Del Mar	2	<1%
Total	4,189	

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

Vista Village employment center



Vista Guajome 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

2,877 employees	74th largest employment center of the 79	.48 square miles	5,994 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

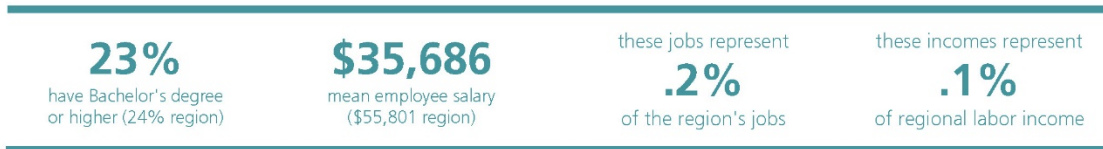
	Vista Guajome employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	367	13% (4)	199,700	13% (1)
Retail trade	451	16% (2)	156,612	10% (2)
Professional, scientific, technical	124	4% (8)	148,766	10% (3)
Food services	369	13% (3)	131,594	9% (4)
Manufacturing	19	1% (12)	109,234	7% (5)
Administrative, support, waste services	40	1% (11)	91,519	6% (6)
Construction	220	8% (6)	83,498	5% (7)
Local government education	694	24% (1)	80,300	5% (8)
Other services	308	11% (5)	69,124	5% (9)
Finance and insurance	51	2% (10)	47,848	3% (10)
Wholesale trade	5	<1% (13)	46,625	3% (11)
Arts, entertainment, recreation	0	0% (16)	45,639	3% (12)
Real estate, rental, leasing	89	3% (9)	38,582	3% (13)
Local government	0	0% (17)	37,429	2% (14)
Transportation and warehousing	136	5% (7)	36,183	2% (15)
Accommodation	0	0% (18)	33,094	2% (16)
Educational services	0	0% (19)	32,892	2% (17)
State government education	0	0% (20)	31,600	2% (18)
Information	1	<1% (15)	26,262	2% (19)
Department of Defense	0	0% (21)	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	3	<1% (14)	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	2,877		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: Vista Guajome employment center*. San Diego, CA: Author.

Highlight 3

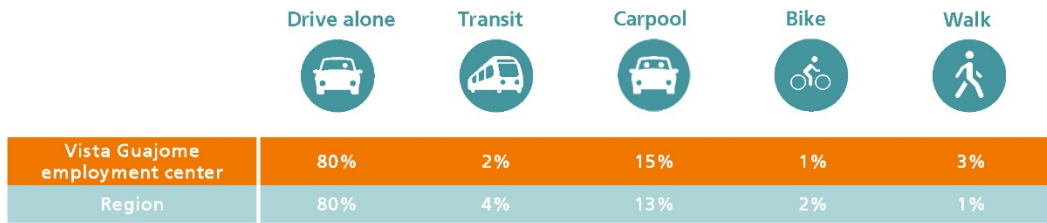
Other statistics about the education level and income of employees in this employment center



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

	Vista Guajome employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.3	21.4	12.0	25.1
Transit	10.8	74.7	10.7	62.8
Bike	2.4	11.8	4.3	21.6
Walk	1.0	20.5	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

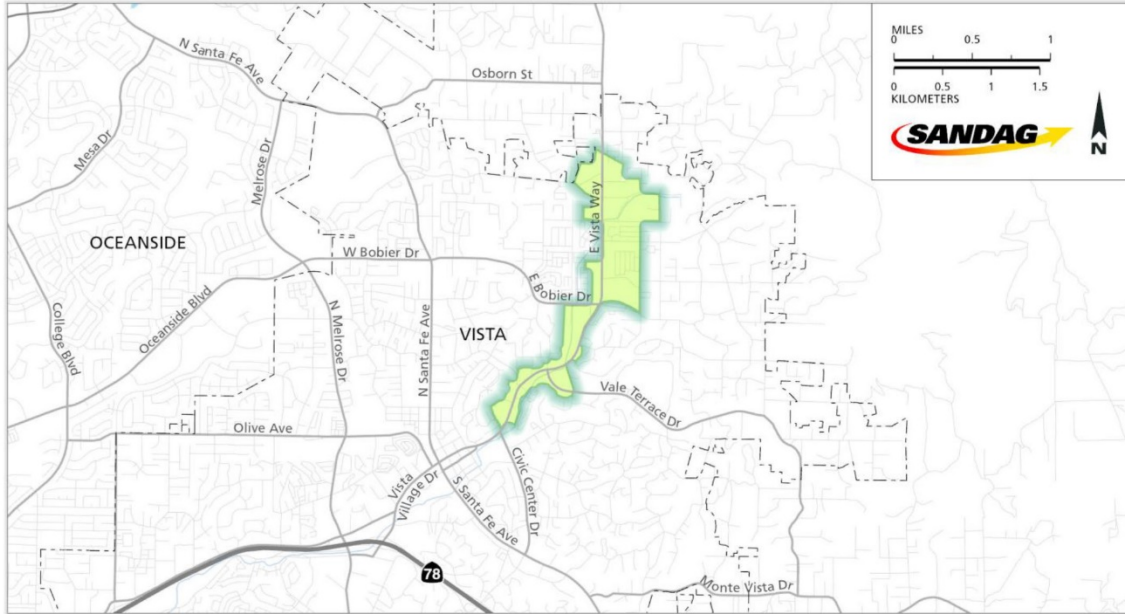
Jurisdiction	Number of workers in the employment center	Percent
Oceanside	418	27%
Vista	415	27%
Unincorporated	245	16%
Carlsbad	116	8%
San Diego	104	7%
Escondido	85	6%
San Marcos	85	6%
Encinitas	25	2%
Chula Vista	11	1%
Poway	9	1%
Solana Beach	6	<1%
National City	6	<1%
La Mesa	5	<1%
El Cajon	5	<1%
Santee	4	<1%
Del Mar	1	<1%
Coronado	0	0%
Imperial Beach	0	0%
Lemon Grove	0	0%
Total	1,540	

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

Vista Guajome employment center



Vista Sycamore 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

2,631 employees	76th largest employment center of the 79	.36 square miles	7,308 employees per square mile	0% 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

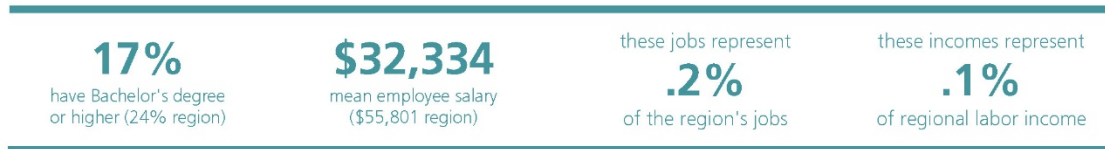
	Vista Sycamore employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	188	7% (3)	199,700	13% (1)
Retail trade	1,094	42% (1)	156,612	10% (2)
Professional, scientific, technical	68	3% (7)	148,766	10% (3)
Food services	570	22% (2)	131,594	9% (4)
Manufacturing	162	6% (5)	109,234	7% (5)
Administrative, support, waste services	47	2% (11)	91,519	6% (6)
Construction	98	4% (6)	83,498	5% (7)
Local government education	0	0% (15)	80,300	5% (8)
Other services	51	2% (10)	69,124	5% (9)
Finance and insurance	29	1% (12)	47,848	3% (10)
Wholesale trade	54	2% (9)	46,625	3% (11)
Arts, entertainment, recreation	62	2% (8)	45,639	3% (12)
Real estate, rental, leasing	16	1% (14)	38,582	3% (13)
Local government	0	0% (16)	37,429	2% (14)
Transportation and warehousing	0	0% (17)	36,183	2% (15)
Accommodation	23	1% (13)	33,094	2% (16)
Educational services	169	6% (4)	32,892	2% (17)
State government education	0	0% (18)	31,600	2% (18)
Information	0	0% (19)	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	2,631		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: Vista Sycamore employment center*. San Diego, CA: Author.

Highlight 3

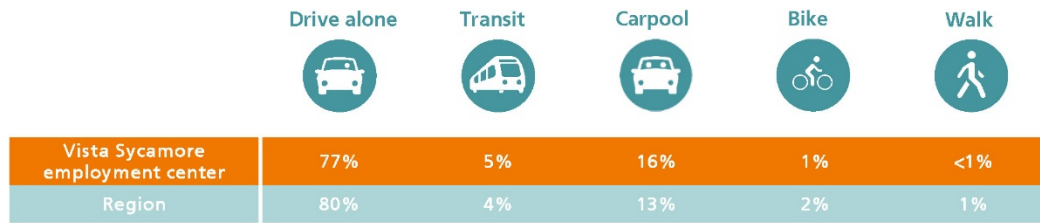
Other statistics about the education level and income of employees in this employment center



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

	Vista Sycamore employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.7	22.1	12.0	25.1
Transit	9.8	72.5	10.7	62.8
Bike	4.5	22.6	4.3	21.6
Walk	1.0	20.3	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
Vista	76	21%
Oceanside	74	21%
Unincorporated	68	19%
Escondido	39	11%
San Diego	29	8%
Carlsbad	27	8%
San Marcos	26	7%
Encinitas	9	3%
Chula Vista	6	2%
Poway	3	1%
El Cajon	1	<1%
Santee	1	<1%
Imperial Beach	1	<1%
Coronado	0	0%
Del Mar	0	0%
La Mesa	0	0%
Lemon Grove	0	0%
National City	0	0%
Solana Beach	0	0%
Total	360	

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
Vista Sycamore employment center

