



COLLEGE OF THE DESERT WEST VALLEY CAMPUS CAMPUS MASTER PLAN

3. COMMUNITY AND REGIONAL CONTEXT AND NEEDS

3.1 Introduction

This section of the West Valley Campus Master Plan discusses the community context within which the new campus is being developed. The Coachella Valley hosts a significant agricultural sector and is also internationally known as a world-class resort destination with major PGA-sanctioned golf courses and tournaments, a large collection of major hotels and other tourist and resort-serving businesses, film and music festivals, and second homes for the rich and famous. In the past three decades the valley has also become home to a major segment of the renewable energy industry with substantial wind, solar and geothermal resources being actively developed.

The Coachella Valley is also home to a large population who are economically and socially disadvantaged. This population provides much needed labor to both the local agricultural and hospitality industries. A substantial portion of this under-served population lives within the service area of the COD West Valley Campus.

This section of the Campus Master Plan defines and characterizes the West Valley Campus service area, its socio-economic conditions, educational needs of the community and business and industry, and the manner in which the community can be served by the mix of curricula that will be specific to the West Valley Campus. To provide greater context, comparative data is shown for broader geographic regions, including Riverside County, the Inland Empire (metropolitan area consisting of Riverside and neighboring San Bernardino Counties), and the State of California.

3.2 Socio-Economic Conditions and Trends - Setting

Regional Setting

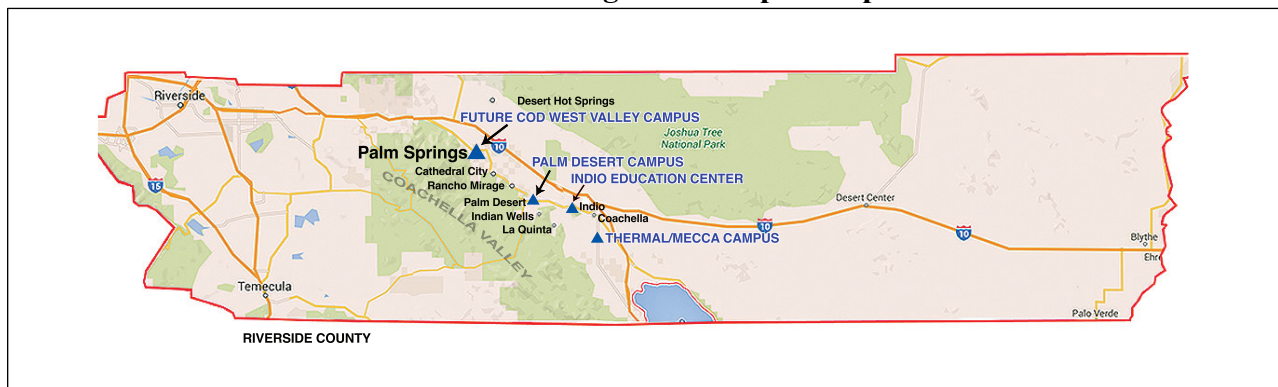
The valley includes unincorporated land and nine incorporated cities: Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio, and Coachella. Between 2000 and 2013, population of the Coachella Valley increased by approximately 42%, from 309,530 to 439,363 residents.¹ The West Valley Campus will be located in the western portion of the Coachella Valley in central Riverside County.

The Coachella Valley is known for its economic strength and rapid growth. In the past, the valley's economy was largely reliant on agriculture, particularly in the eastern valley, and this industry remains a regional mainstay. Riverside County ranked thirteenth among California counties for total value of agricultural production in 2013, with agricultural production valued at nearly \$1.3 billion.² The Coachella Valley's share of the agricultural crop value in 2013 was \$615 million, approximately 48% of the County's total.³

The resort and tourism industry began to emerge throughout the valley in the 1920s. For many decades, the region has been considered a world-class resort destination, and tourism is a fundamental component of the regional economy, providing local jobs and investment dollars in hotels, golf courses, dining and shopping establishments, and timeshare and seasonal home developments.

Despite the Coachella Valley's historically strong economy, it was adversely impacted by the economic recession beginning in 2008. Hotel and timeshare occupancy slowed, and housing starts and values declined. The regional economy has begun to rebound in recent years, and economic indicators like job gains, assessed valuation and home prices have shown some growth.⁴ Between 2011 and 2014, average existing home prices in the valley increased from \$232,463 to \$371,715.⁵ Despite this recovery, existing and new home sales volumes continue to lag. Between the third quarter of 2013 and the third quarter of 2014, deed recordings of new homes in the Coachella Valley decreased by 30.9%, and those for existing homes dropped 7.0%.⁶

Exhibit 3-1 Regional Campus Map



¹ 2000 US Census; 2010 US Census; 2013 California Department of Finance.

² "Riverside County Agricultural Production Report, 2013," Riverside County Agricultural Commission.

³ Ibid.

⁴ "Inland Empire Quarterly Economic Report," John Husing, Ph.D., October 2013, April 2014, October 2014

⁵ Coachella Valley Economic Partnership, www.cvep.com/why-coachella.html, accessed January 2015.

⁶ "Inland Empire Quarterly Economic Report," Inland Empire Economic Partnership, October 2014.

Exhibit 3-2 Project Vicinity Map

Exhibit 3-3 Aerial View of Campus Site

The following table shows employment data, by industry, for the Coachella Valley in 2013. The data indicate that the predominant regional employment sectors are: 1) Retail, 2) Hotel and Amusement, and 3) Health.

**Table 3-1
Employment Distribution by Sector
Coachella Valley, 2013**

Industry	No. of Residents	% of Total
Retail	31,670	24.1
Hotel/Amusement	19,712	15.0
Health	13,667	10.4
Agriculture	12,090	9.2
Other Services	11,696	8.9
Small Sectors	9,856	7.5
Education	9,462	7.2
Construction	6,702	5.1
Distribution	6,702	5.1
Finance/Insurance/Real Estate	5,257	4.0
Business Services	4,599	3.5
Total:	131,413	100%
<i>Source: California Employment Development Department</i>		

Campus Service Area

The West Valley Campus will largely serve the population of the western Coachella Valley, particularly the cities of Desert Hot Springs, Palm Springs, and Cathedral City, and unincorporated lands in the vicinity. This section of the Campus Master Plan focuses on demographic and economic conditions and trends in these three jurisdictions, and also describes broader regional conditions in the Coachella Valley, Riverside County, and State for context and comparison.

City of Desert Hot Springs

The City of Desert Hot Springs is located in the northwestern portion of the Coachella Valley. It encompasses approximately 24 square miles extending from the San Bernardino Mountains west of State Highway 62 on the west, to Long Canyon Road on the east. It is adjacent to thousands of acres of mountain preserves and is known for naturally occurring hot mineral water aquifers and spas. It offers affordable housing for a young, family-oriented population.

The City is largely a low-density residential community, and its central core is developed on a gridded street pattern. Palm Drive provides principal north/south access to Interstate-10 and serves as one of the principal commercial corridors. East-west trending Pierson Boulevard also includes commercial development and provides direct access to institutional facilities, including City Hall, the Police and Fire Departments, Desert Hot Springs High School, and the library. Single- and multi-family development occurs throughout the central city, but also extends north to the foothills of the Little San Bernardino Mountains, and east to the city limits. Open space straddles Highway 62 in the west portion of the city.

City of Palm Springs

The City of Palm Springs is located at the western edge of the Coachella Valley in central Riverside County, with primary access provided by U.S. Interstate-10 (I-10) and State Highway 111. Its corporate limits encompass nearly 95 square miles and generally extend from north of I-10 on the north to the Santa Rosa Mountains on the south.

Since the 1930s, the City of Palm Springs has established itself as a premier, world-famous destination resort community. The tourism industry has formed the basis for much of its economy, generating revenues and jobs related to hotel and resort development, entertainment, retail establishments, restaurants, and related services. Best known as a winter playground for Hollywood's elite in the mid-20th century, the City's sunny desert climate, scenic views, and rich cultural history continue to attract visitors from around the world.

Predominant land uses in Palm Springs are residential and resort residential, with commercial, industrial, institutional, and open space uses mixed throughout. Residential development occurs throughout the City. In addition to traditional single-family homes, and in keeping with the valley's resort character, the City also includes many seasonal residences comprised largely of multi-family and attached single-family units and condominiums.

Commercial lands are clustered along Palm Canyon Drive and Indian Canyon Drive in the downtown core, and along such major roadways as East Palm Canyon Drive to the south, Ramon Road, and Vista Chino to the north. The City's Downtown Core is located along the Palm Canyon Drive and Indian Canyon Drive corridors approximately two miles west of the West Valley Campus site. It incorporates a mix of hotels, retail commercial, entertainment, and restaurant uses with adjoining residential. Industrial lands are also located along major roadways, and lands designated for wind energy development are located in the northwest portion of the City in the area north and south of I-10. The Palm Springs International Airport is an important transportation and commercial asset of the City and region. Open spaces occur within the San Jacinto and Santa Rosa Mountains and foothills, as well as along local watercourses and within parks and recreational facilities.

City of Cathedral City

The City of Cathedral City lies east of and immediately adjacent to the City of Palm Springs. It encompasses approximately 21.5 square miles and its corporate boundaries extend from Edom Hill on the north (north of I-10) to the Santa Rosa Mountains on the south.

Cathedral City was incorporated in 1981 and has become a popular location for commercial businesses, light industry, and professional services in the Coachella Valley. The City has also established itself as a family-friendly community, with a wide range of affordable housing products, outdoor and amusement opportunities, public art, and high-quality education and library facilities.

Like its neighbors, the predominant land use in Cathedral City is residential, with a variety of housing types, including single- and multi-family residences for a largely permanent, but also sizeable seasonal, population. The City balances residential development with neighborhood and community commercial, destination and golf resorts, auto dealerships, service and light industrial, and institutional uses.

Commercial lands are clustered along Highway 111/East Palm Canyon Drive and major roadways, such as Ramon Road and Date Palm Drive. The City's downtown core is located approximately 2½ miles southeast of the proposed project site, along the Highway 111/East Palm Canyon Drive corridor. It

includes a mix of conventional and entertainment retail commercial, restaurants, as well as multi-family senior and other residential development, and business park and services. Light industrial uses are located southeast of the Whitewater River along Perez Road. There are also future commercial and industrial uses planned along I-10 in the northern portion of the City. Open spaces and schools are integrated throughout the community.

Unincorporated Lands

The West Valley Campus service area includes unincorporated county land north of Palm Springs and Cathedral City, and south of Desert Hot Springs. This area contains expanses of open desert land, but also includes the community of North Palm Springs and west Sky Valley. Very low, low, and medium-density single-family units and mobile homes occur along and in proximity to Palm Drive and Dillon Road. Overall residential development in the unincorporated portion of the WVC service area is quite low. Scattered service commercial development is located throughout.

Because it is unincorporated, it is difficult to isolate demographic data for this portion of the WVC service area. No unique ethnic, racial, age, economic, or other groups are known to reside in unusual numbers in the area. Therefore, it is reasonable to assume that its general demographic make-up aligns with that of Desert Hot Springs, Palm Springs, Cathedral City, and Riverside County in general.

3.3 Socio-Economic Conditions and Trends - Demographics

Population

Population trends in the West Valley Campus service area are shown in the table and chart below; county and state data are provided for comparison. The population of the campus service area has grown steadily over the past decade, increasing approximately 11%, from 114,023 in 2005 to 126,731 in 2014. This is a somewhat conservative estimate that does not include residents living in unincorporated portions of the service area.

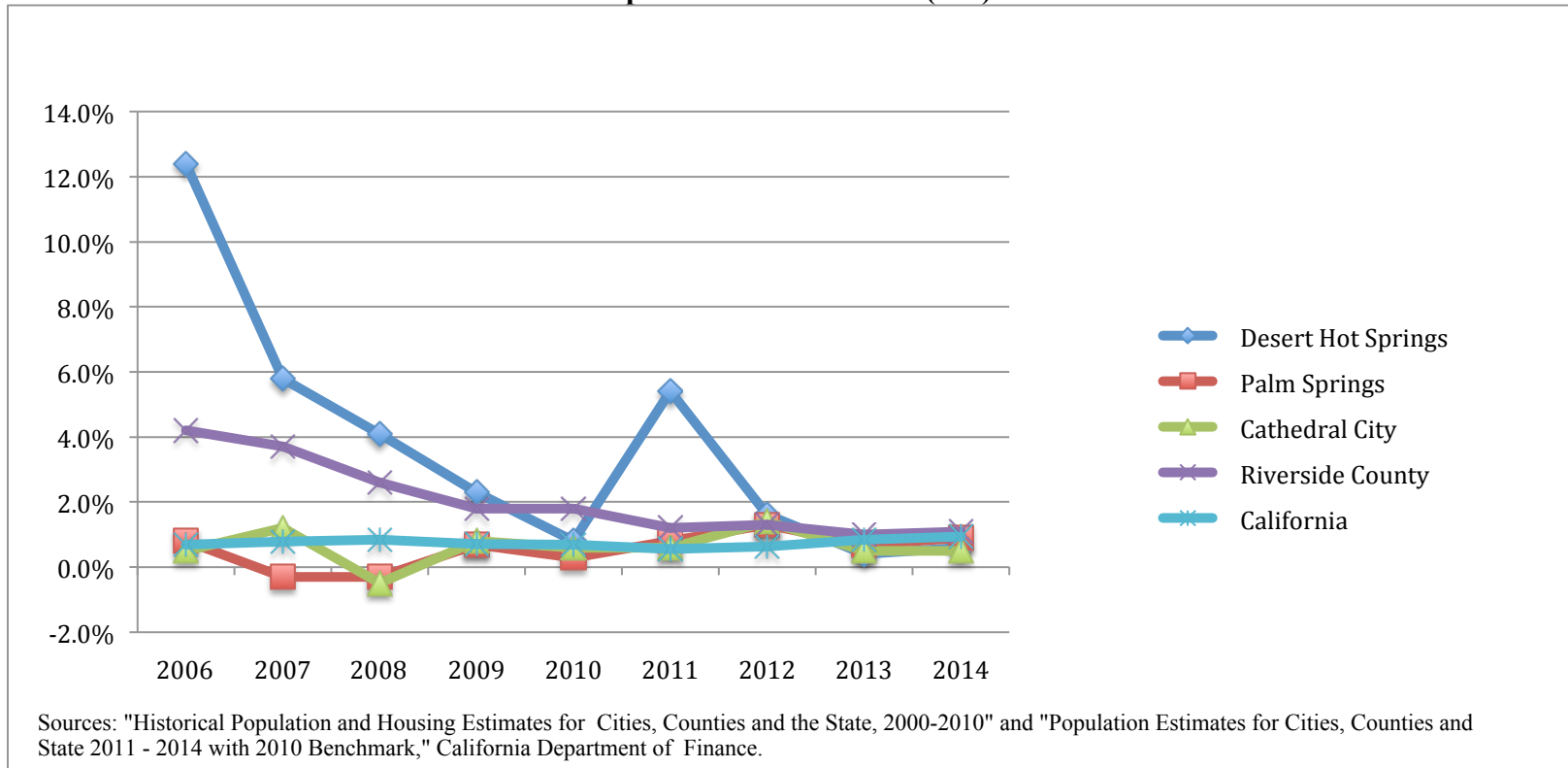
The data show that, over the last decade, Desert Hot Springs' population growth rate exceeded that of the other communities, with peak growth occurring in 2006, 2007, and 2011. Over the same period, growth in both Palm Springs and Cathedral City has been moderate, with population gains from 2005 to 2014 of approximately 4.9% and 5.6%, respectively. Since 2012, the growth rate of the WVC service area has been consistent with that of the County and State.

**Table 3-2
Population Trends in the WVC Service Area**

City	Year									
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Campus Service Area:										
Desert Hot Springs	20,294	22,805	24,124	25,115	25,690	25,886	27,277	27,721	27,835	28,001
Palm Springs	43,963	44,308	44,154	44,026	44,346	44,480	44,829	45,415	45,724	46,135
Cathedral City	49,766	50,017	50,634	50,401	50,812	51,093	51,400	52,108	52,350	52,595
Total Service Area:	114,023	117,130	118,912	119,542	120,848	121,459	123,506	125,244	125,909	126,731
Broader Region:										
Riverside County	1,895,695	1,975,913	2,049,902	2,102,741	2,140,626	2,179,692	2,205,731	2,234,209	2,255,653	2,279,967
California	35,869,173	36,116,202	36,399,676	36,704,375	36,966,713	37,223,900	37,427,946	37,668,804	37,984,138	38,340,074

Sources: "Historical Population and Housing Estimates for Cities, Counties, and the State, 2000-2010" and "Population Estimates for Cities, Counties, and State 2011-2014 with 2010 Benchmark," California Department of Finance.

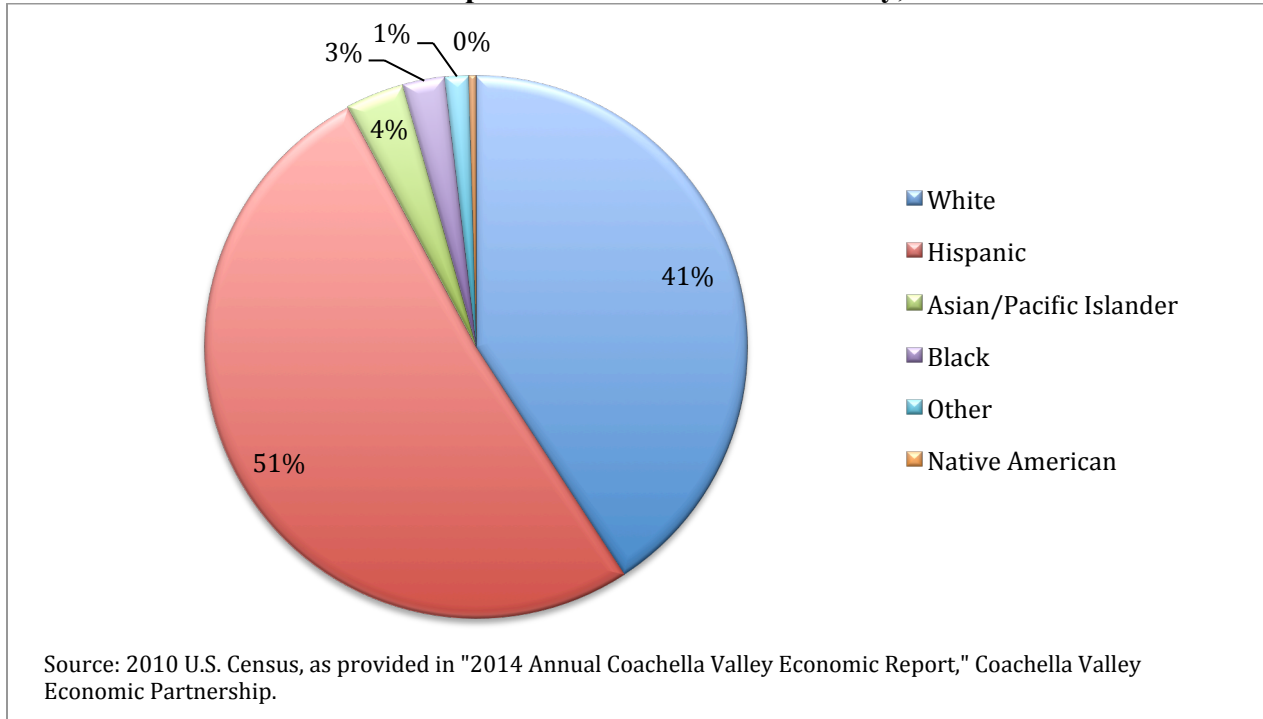
Chart 3-1
Population Growth Rate (0%)



Ethnicity

In 2012, the ethnicity of the population of the Coachella Valley was predominantly “Hispanic or Latino” (51.4%) and “white” (40.8%), as defined by the U.S. Census.

Chart 3-2
Ethnic Composition of the Coachella Valley, 2010



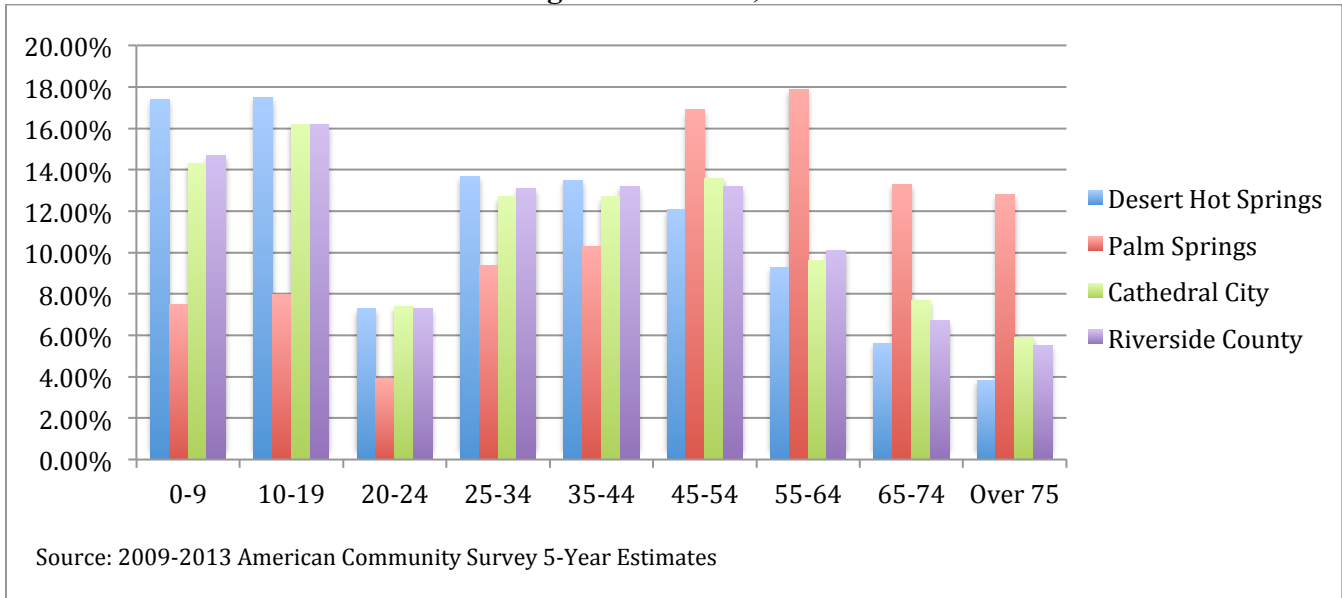
Differing somewhat from the broader Coachella Valley, the West Valley Campus service area population is also predominantly Hispanic or Latino and White. White residents comprise 58% of the population in Desert Hot Springs, 76% in Palm Springs, and 64% in Cathedral City. Hispanics or Latinos account for 53% of the population in Desert Hot Springs, 25% in Palm Springs, and 59% in Cathedral City. “Black or African American” residents make up 6% of the population in Desert Hot Springs, 4% in Palm Springs, and 3% in Cathedral City. Other ethnicities are represented in smaller percentages.

Age

The 2009-2013 American Community Survey 5-Year Estimates indicate that the median ages in Desert Hot Springs and Cathedral City were 31.4 years and 34.5 years, respectively. These are comparable to the County (33.7 years) and State (35.2 years) populations, and reflect the family-oriented nature of both communities. The median age in Palm Springs was 51.6 years, which is indicative of the City’s continued popularity with retirees and seniors.

The following chart illustrates the 2013 age distribution of the WVC service area population and Riverside County. The data show that Desert Hot Springs’, Cathedral City’s, and Riverside County’s highest population groups were residents between the ages of 0 to 9 years (14-18%), 10 to 19 years (16-18%), and 25 to 54 years (12-14%). Palm Springs has an older population, the highest percentage of which is between the ages of 45 and 64 years old (16-18%), followed by those 65 years and older (12-14%).

**Chart 3-3
Age Distribution, 2013**



3.4 Socio-Economic Conditions and Trends - Housing

Median Home Prices

Like many communities nationwide, the Coachella Valley’s housing market slumped during the recent economic recession. However, housing prices have started to show signs of recovery. Between 2013 and 2014 (2nd quarter), the valley’s median price for existing homes increased 17%, from \$317,809 to \$371,175.⁷ The regional median price for new homes rose 8% from \$435,254 to \$470,174 during the same time period.⁸

Median home prices in the West Valley Campus service area vary widely between communities. For existing homes, the Palm Springs median home price ranked 5th highest in Riverside County in the second quarter of 2014.⁹ However, the Desert Hot Springs median price for existing homes was the lowest of the nine Coachella Valley cities, 49% less than the County’s median price for existing homes, and 44% less than the broader Inland Empire’s. Cathedral City’s median price for existing homes was the third lowest in the valley, 20% lower than that of Riverside County, and 12% lower than that of the Inland Empire. Similar results are found among median prices for new homes in 2014, as shown in the following table. Desert Hot Springs’ and Cathedral City’s median home prices for new homes were the lowest in the Coachella Valley, and Palm Springs’ was 4th highest.

⁷ “2014 Annual Coachella Valley Economic Report,” Coachella Valley Economic Partnership.

⁸ Ibid.

⁹ “Inland Empire Quarterly Economic Report,” Inland Empire Economic Partnership, October 2014.

**Table 3-3
Median Home Prices, 2nd Qtr. 2014**

	Existing Homes	New Homes
Campus Service Area:		
Desert Hot Springs	\$148,258	\$189,000
Palm Springs	\$461,667	\$684,167
Cathedral City	\$233,000	\$222,500
Other Coachella Valley Cities:		
Rancho Mirage	\$679,000	\$941,250
Palm Desert	\$364,890	\$1,068,733
Indian Wells	\$984,500	\$850,000
La Quinta	\$445,000	\$310,500
Indio	\$248,215	\$299,066
Coachella	\$187,500	\$235,500
Broader Region:		
Riverside County	\$292,000	\$354,000
Inland Empire	\$266,102	\$374,868

Source: "Inland Empire Quarterly Economic Report," Inland Empire Economic Partnership, October 2014.

Housing Starts

Although regional housing prices have started to rebound since the economic downturn, 2014 sales volumes have not kept pace. Existing home sales are expected to have decreased 11.2% to 6,213 units between 2013 and 2014.¹⁰ Sales of new homes are estimated to have increased only modestly from 633 in 2013 to 783 in 2014.

Housing Tenure

The following table describes housing tenure in the West Valley Campus service area, other Coachella Valley cities, Riverside County, and California. Among the nine Coachella Valley cities, the three cities in the WVC service area have the lowest percentages of owner-occupied housing units and the highest percentages of renter-occupied housing units. Cathedral City ranks lowest in the percentage of owner-occupied units of all jurisdictions shown.

¹⁰ "2014 Annual Coachella Valley Economic Report," Coachella Valley Economic Partnership.

**Table 3-4
Housing Tenure, 2010**

Jurisdiction	Owner-Occupied Housing Units (% of occupied units)	Renter-Occupied Housing Units (% of occupied units)
Campus Service Area:		
Desert Hot Springs	48.2	51.8
Palm Springs	58.7	41.3
Cathedral City	36.8	63.2
Other Coachella Valley Cities:		
Rancho Mirage	80.3	19.7
Palm Desert	65.6	34.4
Indian Wells	83.2	16.8
La Quinta	75.2	24.8
Indio	65.3	34.7
Coachella	62.1	37.9
Broader Region:		
Riverside County	67.4	32.6
California	55.9	44.1

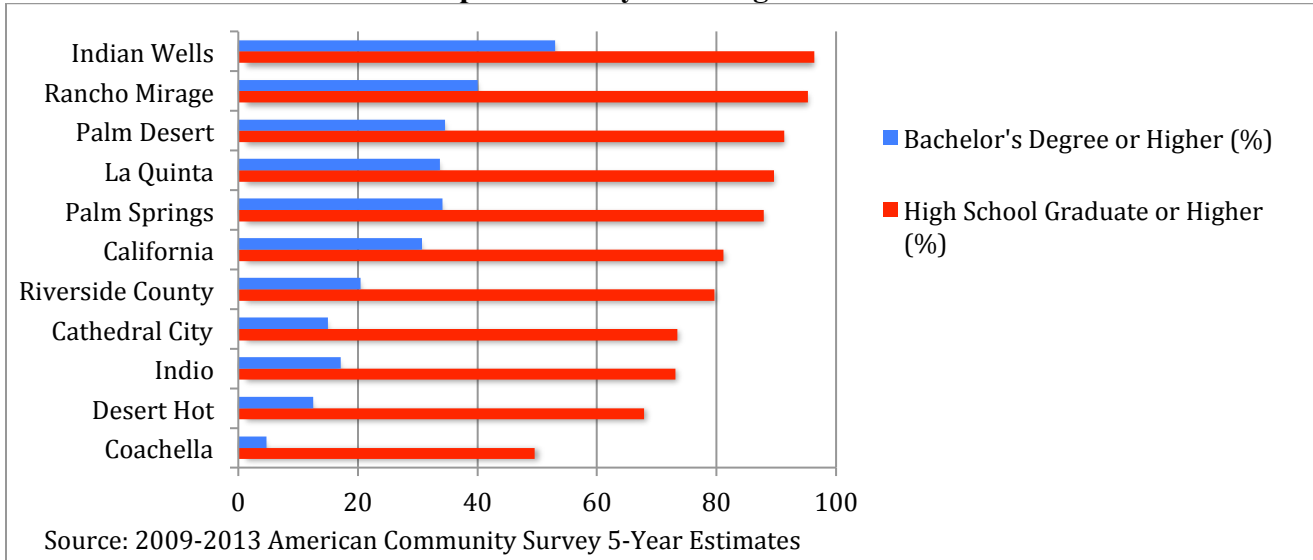
Source: 2010 U.S. Census.

3.5 Socio-Economic Conditions and Trends - Education

Educational Attainment

Beyond its intrinsic value, educational attainment is a key economic indicator that helps project future employment and earnings potential. The graphs below compare educational attainment levels for the West Valley Campus service area with other Coachella Valley cities, Riverside County and the State. Among Coachella Valley cities, Desert Hot Springs has the second lowest percentage of “high school graduates or higher,” and the second lowest percentage of “Bachelor’s Degree or higher.” Cathedral City has the fourth lowest percentage of “high school graduates or higher,” and the third lowest percentage of “Bachelor’s Degree or higher.” Both are below the Riverside County and State attainment levels.

Chart 3-4
Education Level by Jurisdiction
Population 25 years of age or older



Graduation Rates

The Palm Springs Unified School District (PSUSD) provides public primary and secondary education services to the West Valley Campus service area. Desert Sands Unified School District (DSUSD) and Coachella Valley Unified School District (CVUSD) serve other parts of the Coachella Valley. The table below compares graduation rates and other data for these school districts, Riverside County, and State.

Table 3-5
Graduation Data Comparison, 2012-13

District	Grade 12 Enrollment	No. of Graduates	Graduation Rate	Grads with UC/CSU Required Courses	Grads with UC/CSU Required Courses (%)
Palm Springs Unified	1,785	1,470	87.2%	415	28.2%
Desert Sands Unified	2,358	2,004	85.6%	646	32.2%
Coachella Valley Unified	1,243	917	79.1%	247	26.9%
Riverside County	34,671	28,929	84.4%	10,164	35.1%
California	499,275	422,177	80.4%	166,521	39.4%

Source: California Department of Education, <http://dq.cde.gov/dataquest/>

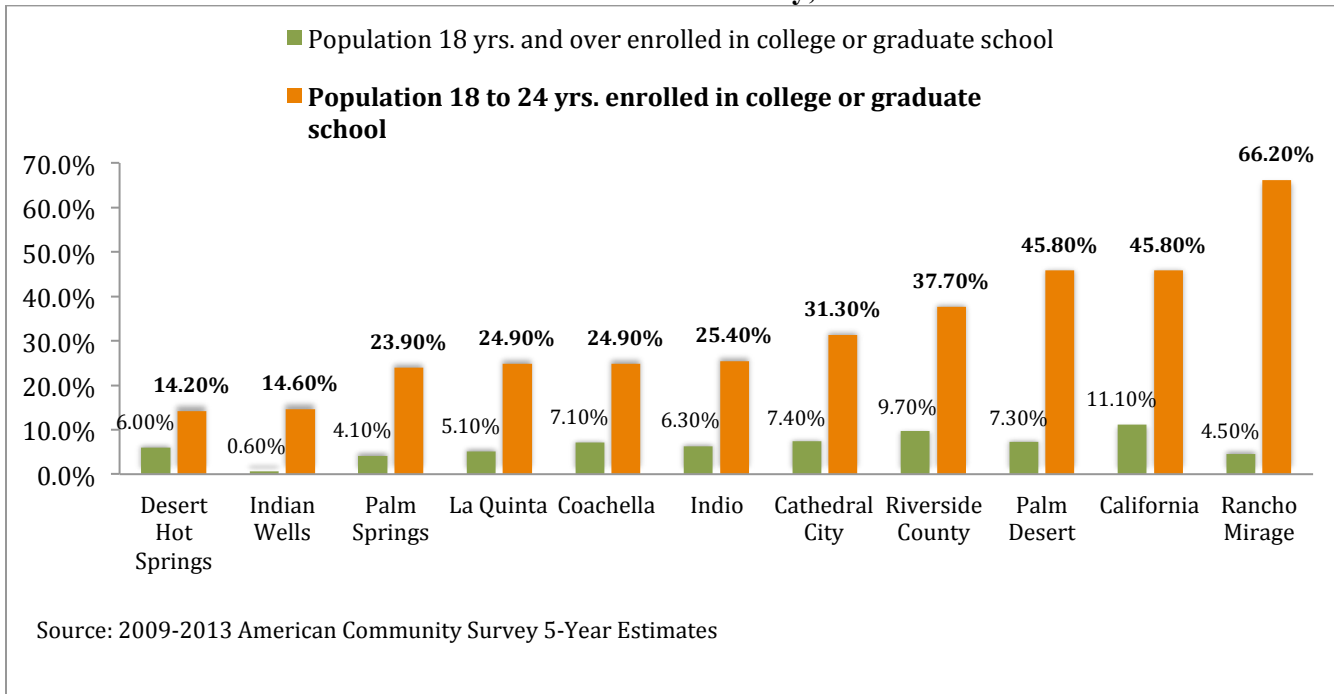
The graduation rate for the Palm Springs Unified School District was 87.2% in 2012-13, which was higher than that of other Coachella Valley school districts, Riverside County, and the State. Of all PSUSD high school graduates, 28.2% met the UC/CSU requirements. This is higher than Coachella Valley Unified School District, but lower than Desert Sands Unified School District, Riverside County, and the State.

College Enrollment

As shown in the following chart, between 2009 and 2013, annual college enrollment among Coachella Valley residents 18 years and older ranged from a low of 0.6% in Indian Wells to a high of 7.4% in Cathedral City. These are below Riverside County’s (9.7%) and the State’s (11.1%) enrollment levels. Indian Wells’ low college enrollment is associated with that community’s older demographic.

A greater discrepancy in college enrollment figures is evident for the Coachella Valley’s 18 to 24 year old population. In Desert Hot Springs, this age group has the lowest rate of enrollment (14.2%) of all Coachella Valley cities, and is substantially lower than the County (37.7%) and State (45.8%) levels. Palm Springs’ enrollment level for this population is 23.9%, which is third lowest among valley residents, and Cathedral City’s is 31.3%. Both of these are lower than the County and State enrollment levels.

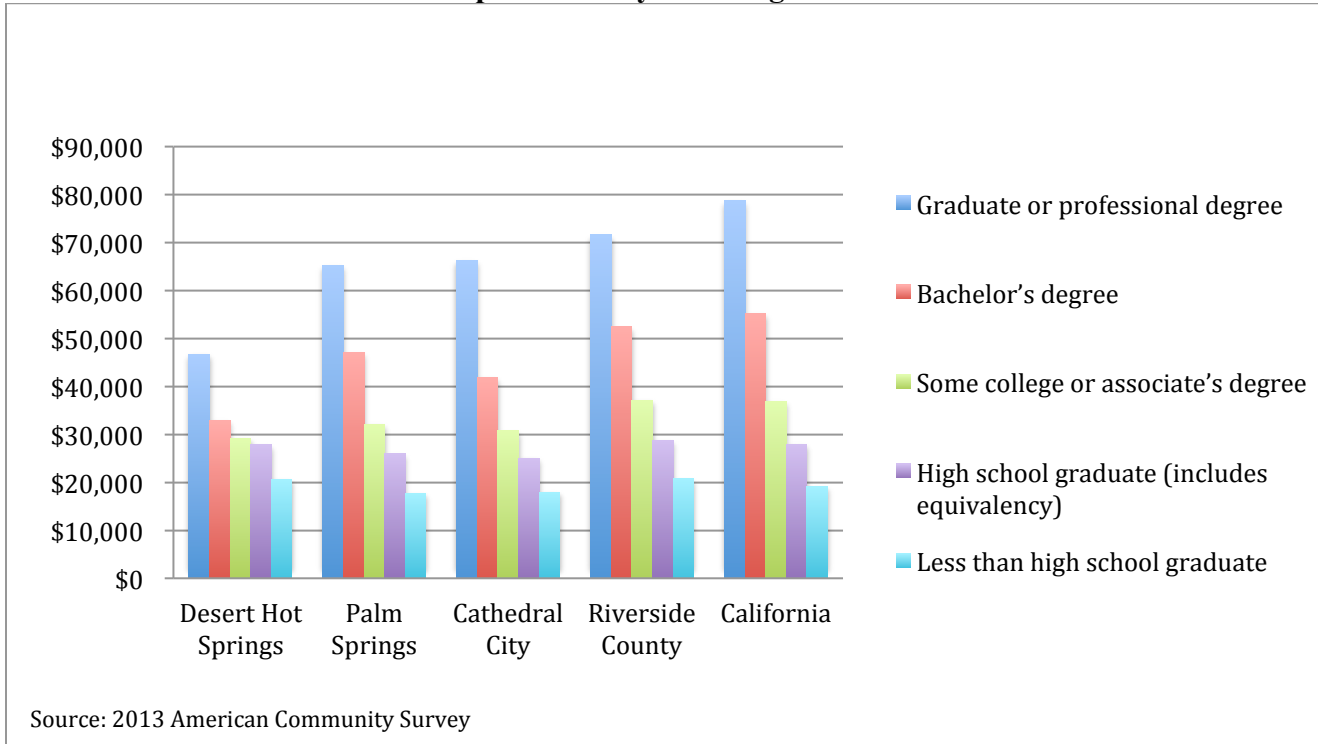
**Chart 3-5
Annual College Enrollment,
Adults in the Coachella Valley, 2009-2013**



Median Earnings by Educational Attainment

In most cases, educational attainment is directly correlated to median earnings, as people with higher education levels are more likely to earn higher incomes than those with lower educational levels. The following table compares median earnings by educational attainment for the West Valley Campus service area, Riverside County, and California.

Chart 3-6
Median Earnings by Educational Attainment
Population 25 years of age or older

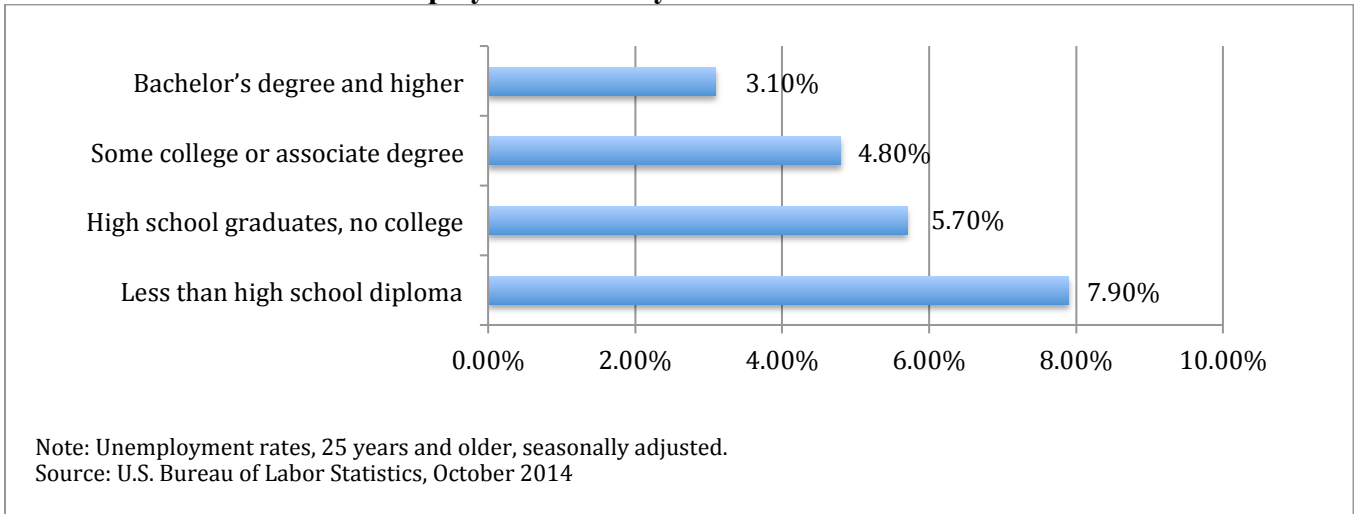


The earnings potential for a person with no high school diploma in the WVC service area ranges from approximately \$17,765 to \$20,596, which is comparable to the earnings potential for those without a high school diploma in Riverside County and the State. Median earnings for a person with some college or an Associate's degree range from \$29,169 in Desert Hot Springs to \$32,112 in Palm Springs, compared to \$37,095 in the County and \$36,901 in California. Median earnings for a person with a Bachelor's degree in the campus service area range from \$32,882 in Desert Hot Springs to \$47,126 in Palm Springs. This is more than double the earnings of the population without a high school diploma and demonstrates the significance effect of advanced education on earnings potential.

Correlation Between Education and Unemployment

As shown on Table 3-7, below, unemployment rates can be correlated to educational attainment. Nationally, a higher educational level translates into lower unemployment levels. In October 2014, the U.S. Bureau of Labor Statistics reported that the unemployment rate for people with no high school diploma was 7.9%, compared to 3.1% for those with a Bachelor's degree or higher. The effects of having at least some college education or an Associates degree correlated to a 4.8% unemployment rate, showing significant positive effects of even some college.

Chart 3-7
Unemployment Rate by Educational Attainment



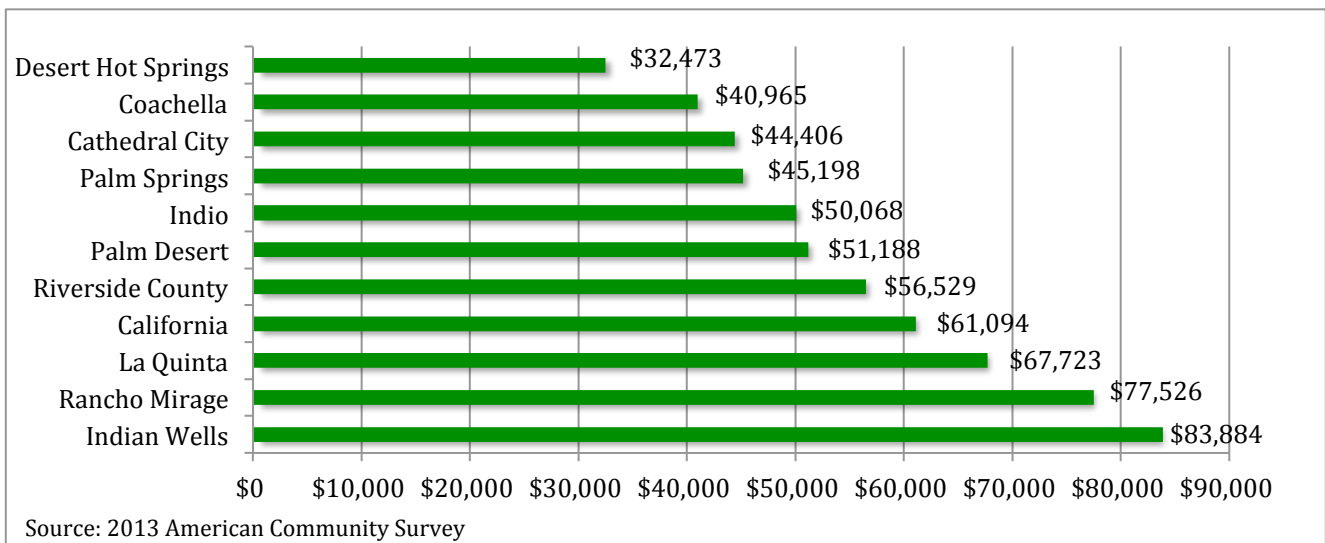
3.6 Socio-Economic Conditions and Trends - Income

Median Household Income

Median household income estimates for 2009-2013 for Coachella Valley cities are shown in the following table. Riverside County and State data are provided for comparison. Median household incomes in the West Valley Campus service area rank among the lowest in the region and below the County and State median household incomes.

Desert Hot Springs has the lowest median household income in the region (\$32,473), which is 20% lower than the next highest city, Coachella, and just over half (53%) of the State's median household income. Incomes in Cathedral City and Palm Springs rank third- and fourth lowest in the valley, respectively.

Chart 3-8
Median Household Income



Poverty

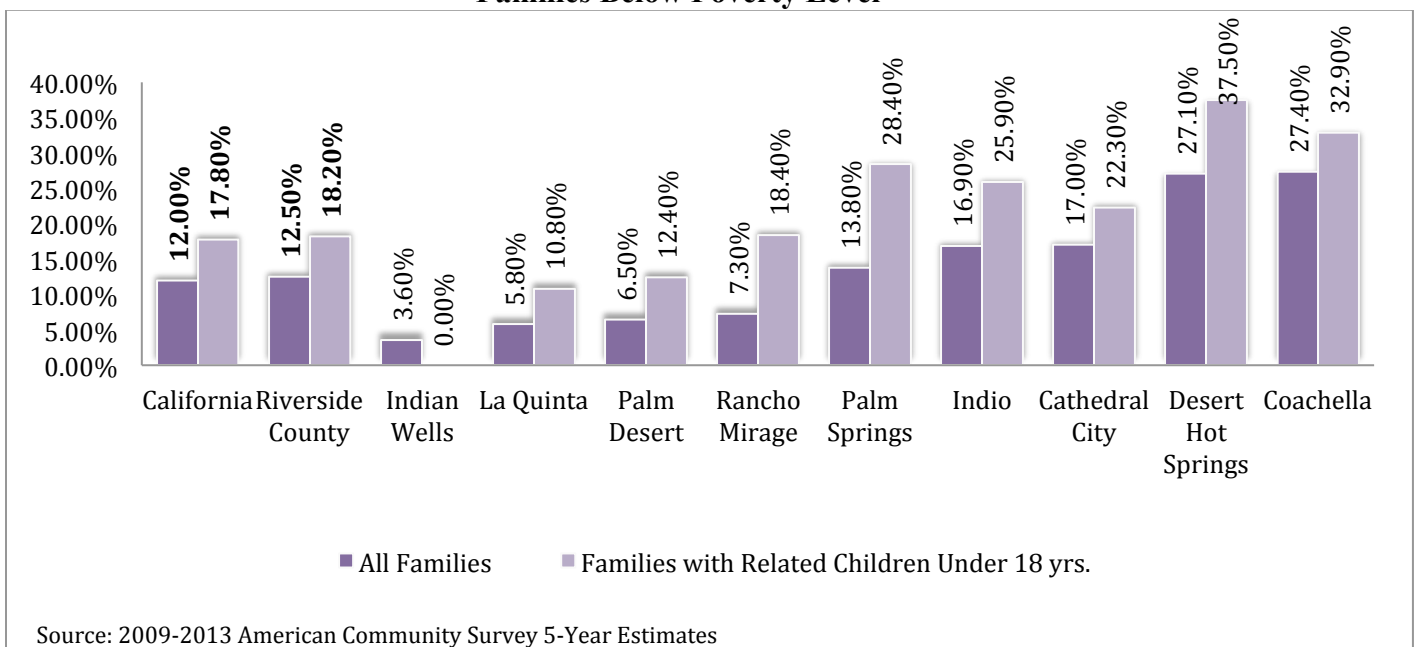
The table below lists national poverty guidelines, as defined by the U.S. Department of Health and Human Services. A family of four is in poverty if its family income is \$23,850 or less. According to the American Community Survey, 27.1% of all Desert Hot Springs families live in poverty, which is the second highest level (just behind Coachella) in the Coachella Valley. The percentage of families with children living in poverty in Desert Hot Springs is 37.5%, which is the highest in the valley and is more than double the County and State poverty levels. Poverty levels in Cathedral City and Palm Springs are fifth and seventh highest, respectively, amongst Coachella Valley cities and comparable to those of the county and state.

**Table 3-6
2014 Poverty Guidelines**

Persons in family/household	Poverty Guideline
1	\$11,670
2	\$15,730
3	\$19,790
4	\$23,850
5	\$27,910
6	\$31,970
7	\$36,030
8	\$40,090

¹ For the 48 contiguous states and District of Columbia
For families/households with more than 8 persons, add \$4,060 for each additional person. Source: U.S. Department of Health and Human Services, 2014.

**Chart 3-9
Families Below Poverty Level**



3.7 Socio-Economic Conditions and Trends - Employment and Unemployment

Employment

Regional employment trends are shown in the graph below. Between 2000 and 2013, the number of jobs in the Coachella Valley increased 20%, from 109,553 to 131,413.¹¹ The region’s largest employment sectors are Retail (24.1% of jobs), Hotel/Amusement (15.0%), and Health (10.4%).

Chart 3-10
Coachella Valley Employment, 2000-2013

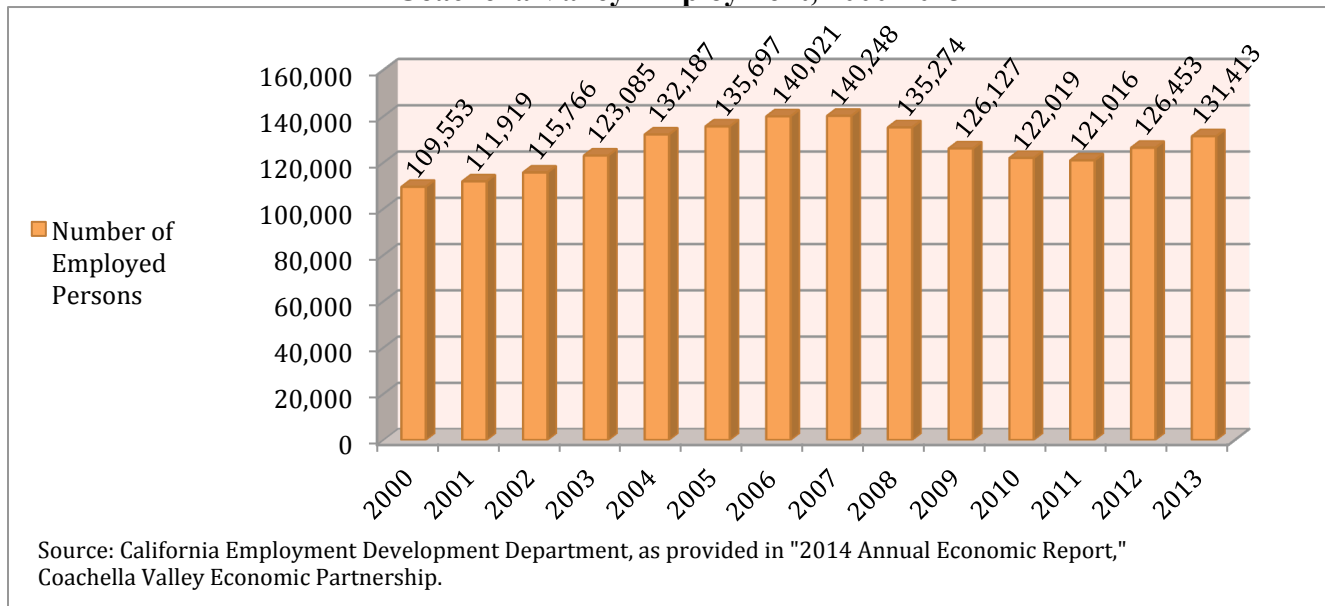
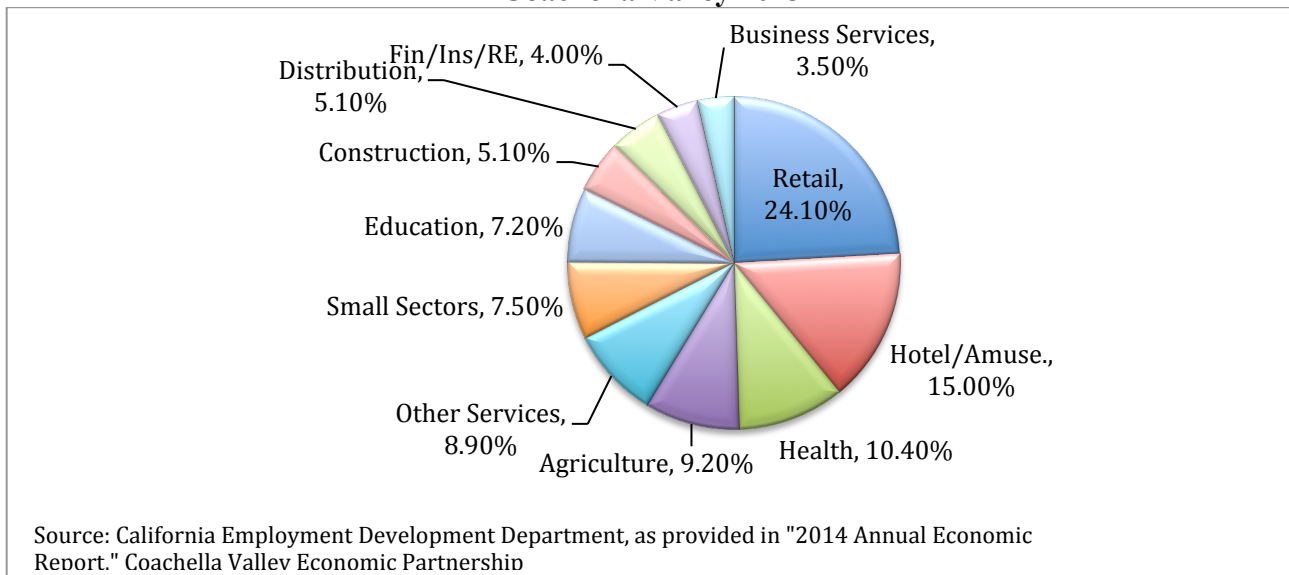


Chart 3-11
Employment Distribution by Sector, Coachella Valley 2013



¹¹ “2014 Annual Coachella Valley Economic Report,” Coachella Valley Economic Partnership.

Occupation characteristics for the West Valley Campus service area between 2009 and 2013 are described in the following table. Approximately 50,199 civilian employees ages 16 years and older reside in the three cities that comprise the West Valley Campus service area. As a region, the largest number of employed (16,999) is in Service occupations, followed by Management/Business/Science/Arts occupations (13,087). In Palm Springs, the largest occupation sub-sector is management/business/financial (2,898 employees). The largest sub-sector is building and grounds cleaning and maintenance in Cathedral City (3,475 employees) and Desert Hot Springs (1,526 employees).

**Table 3-7
Occupation Characteristics
in the West Valley Campus Service Area, 2009-2013**

Occupation	Number of civilian employed population 16 yrs. and over		
	Palm Springs	Cathedral City	Desert Hot Springs
Management, business, science, arts	6,982	4,254	1,851
Management, business, financial	2,898	1,746	778
Computer, engineering, science	579	466	140
Education, legal, community service, arts, media	2,164	1,339	657
Healthcare practitioner, technical	1,341	703	276
Service occupations	4,942	8,480	3,577
Healthcare support	369	612	161
Protective services (fire, law enforce.)	332	637	206
Food preparation, serving	1,425	2,584	832
Building/grounds cleaning, maint.	1,476	3,475	1,526
Personal care, service	1,340	1,172	852
Sales and office occupations	4,379	4,969	1,981
Sales, related	2,434	2,745	968
Office, administrative support	1,945	2,224	1,013
Natural resources, construction, maintenance	1,628	2,495	1,136
Farming, fishing, forestry	113	68	81
Construction, extraction	918	1,498	760
Installation, maintenance, repair	597	929	295
Production, transportation, material moving	995	1,670	860
Production	335	593	351
Transportation	507	458	298
Material moving	153	619	211
TOTAL:	18,926	21,868	9,405

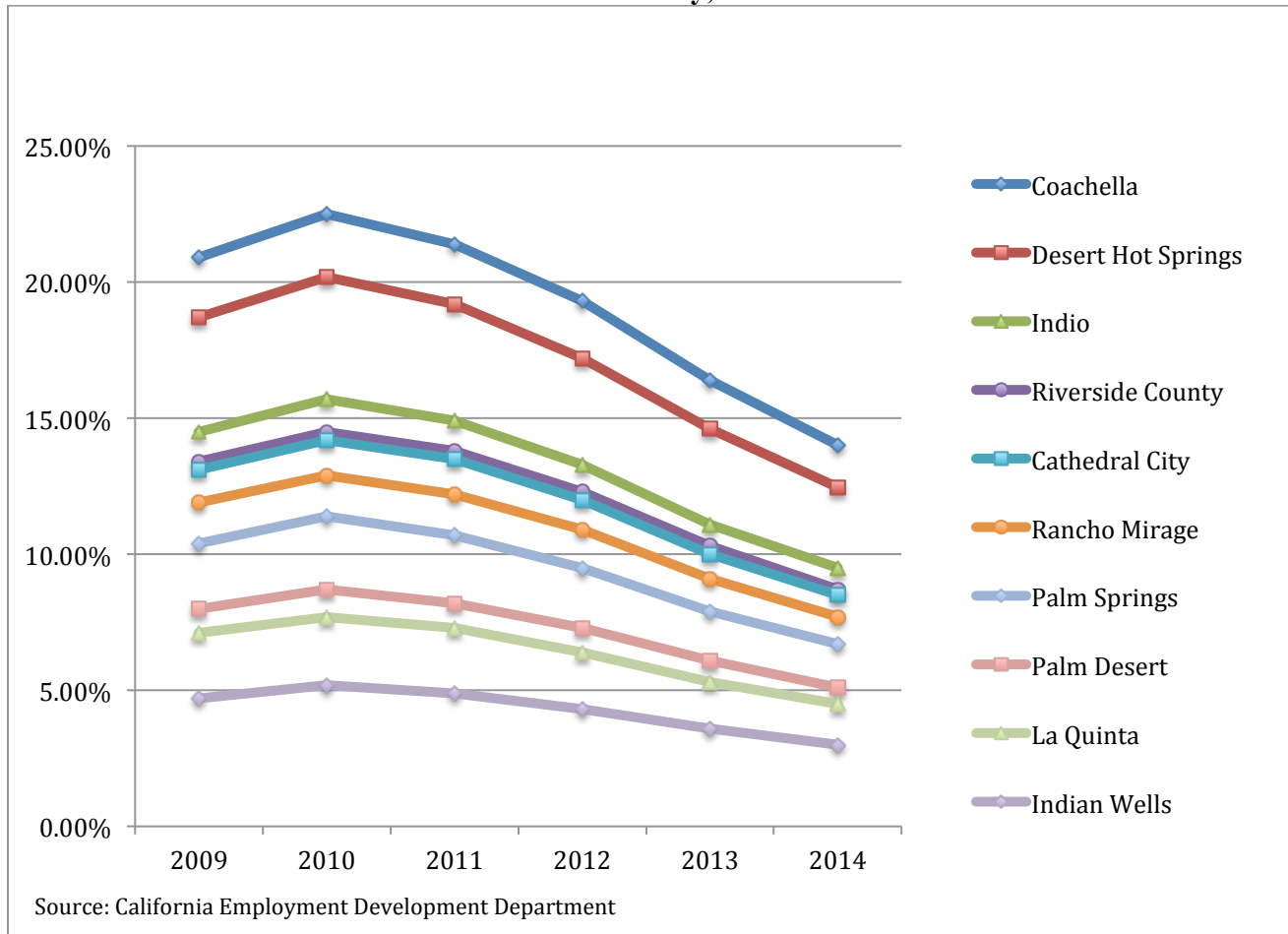
Source: American Community Survey, 2009-2013 5-Year Estimates

Unemployment

Trends in unemployment rates for 2009 through 2013 for Coachella Valley cities are provided in the following table. Riverside County data are provided for comparison. During this period, all of the jurisdictions experienced peak unemployment levels in 2010; however, by 2014 they had decreased to pre-2009 levels.

Desert Hot Springs had the second highest unemployment rate of all Coachella Valley cities, reaching a high of 20.2% in 2010. By 2014, it had decreased to 12.5%. Palm Springs' unemployment rate was the fourth highest in the valley (11.4%) in 2010, but had decreased to 6.7% by 2014. Unemployment rates in both of these cities were higher than in Riverside County during the same time period. Unemployment rates in Cathedral City were slightly lower than in Riverside County, and ranged from a high of 14.2% in 2010 to a low of 8.5% in 2014.

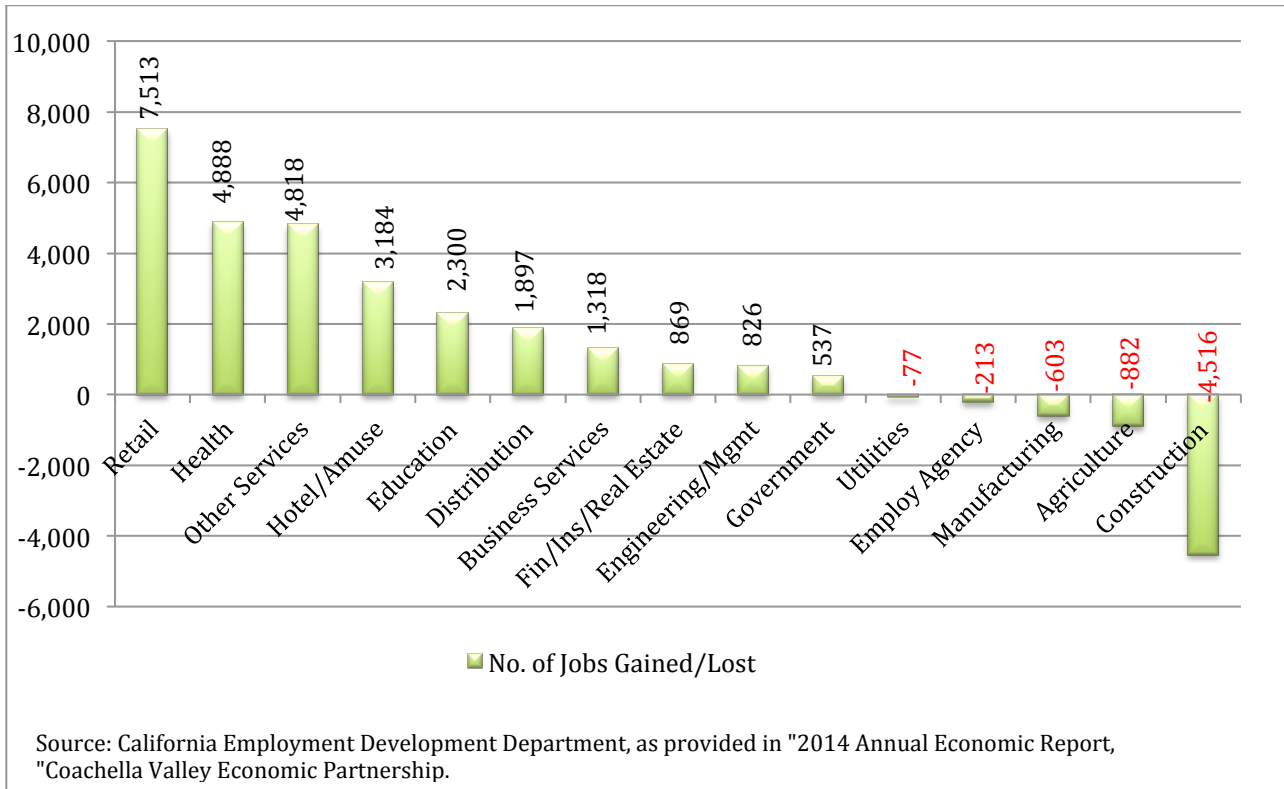
Chart 3-12
Annual Average Unemployment Rates in the
Coachella Valley, 2009-2014



Industry Projections

The Coachella Valley Economic Partnership notes that regional job gains from 2000 through 2007 resulted from growth in population, convention/tourism/construction, healthcare, and retirement activities. Declines between 2007 and 2011 were caused by the recession. The sectors that saw the most growth between 2000 and 2013 were Retail, Health, Other Services, and Hotel/Amusement. The construction industry experienced the greatest losses, losing more than 4,500 jobs over this period.

Chart 3-13
Coachella Valley Employment Gain/Loss by Sector,
2000-2013



The California Economic Development Department uses historic employment data to evaluate occupational trends in the region, and to project them into the future. The following tables identify the occupations with the most job openings and the fastest growing occupations in the Riverside-San Bernardino-Ontario Metropolitan Statistical Area (MSA), of which the Coachella Valley is a part. It should be noted that the makeup of the MSA economy differs from that of the Coachella Valley, where some economic sectors, such as tourism, are larger components of the local economy.

Occupations in the MSA with the most job openings include retail salespersons, laborers and freight movers, food preparation and serving workers, cashiers, personal care aides, and waiters and waitresses. Those requiring an associate’s degree or higher include Registered Nurses, general and operations managers, teachers, accountants, and management analysts.

Among the fastest growing occupations in the region are physician assistants, health specialty teachers (postsecondary), licensed nurses, restaurant cooks, food preparation and serving workers, dining room attendants and hostesses, and home health aides.

Table 3-8
2012-2022 Occupations with the Most Job Openings
Riverside-San Bernardino-Ontario Metropolitan Statistical Area
(Riverside and San Bernardino Counties)

SOC Code ¹	Occupational Title	Total Job Openings 2012-2022	2014 1 st Quarter Wages		Educational Level ²
			Median Hourly	Median Annual	
41-2031	Retail Salespersons	24,590	\$10.24	\$21,286	8
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	21,060	\$11.89	\$24,735	8
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	20,750	\$9.10	\$18,924	8
41-2011	Cashiers	20,200	\$9.47	\$19,704	8
39-9021	Personal Care Aides	17,980	\$9.41	\$19,569	8
35-3031	Waiters and Waitresses	13,700	\$8.97	\$18,652	8
53-3032	Heavy and Tractor-Trailer Truck Drivers	9,950	\$20.39	\$42,398	5
43-9061	Office Clerks, General	9,250	\$13.37	\$27,805	7
43-5081	Stock Clerks and Order Fillers	8,830	\$11.05	\$22,975	8
47-2061	Construction Laborers	8,510	\$18.70	\$38,899	8
29-1141	Registered Nurses	8,300	\$42.39	\$88,181	4
11-1021	General and Operations Managers	7,670	\$43.75	\$90,991	3
37-3011	Landscaping and Groundskeeping Workers	7,280	\$10.81	\$22,491	8
43-4051	Customer Service Representatives	6,520	\$16.43	\$34,174	7
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	6,400	\$12.21	\$25,403	8
41-1011	First-Line Supervisors of Retail Sales Workers	5,950	\$18.94	\$39,397	7
25-2021	Elementary School Teachers, Except Special Education	5,820	[3]	\$75,170	3
43-1011	First-Line Supervisors of Office and Administrative Support Workers	5,700	\$23.49	\$48,857	7
47-2031	Carpenters	5,600	\$25.24	\$52,489	7
35-3022	Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	5,560	\$9.51	\$19,780	8
35-2014	Cooks, Restaurant	5,540	\$10.70	\$22,259	8
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	5,430	\$17.13	\$35,643	7
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	5,040	\$13.16	\$27,378	7
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,690	\$25.65	\$53,346	7
37-2012	Maids and Housekeeping Cleaners	4,460	\$10.26	\$21,342	8
25-9041	Teacher Assistants	4,420	[3]	\$29,421	6
35-2021	Food Preparation Workers	4,390	\$9.19	\$19,125	8
53-7064	Packers and Packagers, Hand	4,190	\$9.90	\$20,589	8

**Table 3-8 (Cont.)
2012-2022 Occupations with the Most Job Openings
Riverside-San Bernardino-Ontario Metropolitan Statistical Area
(Riverside and San Bernardino Counties)**

SOC Code ¹	Occupational Title	Total Job Openings 2012-2022	2014 1 st Quarter Wages		Educational Level ²
			Median Hourly	Median Annual	
35-2011	Cooks, Fast Food	4,180	\$9.05	\$18,823	8
33-9032	Security Guards	4,120	\$10.62	\$22,098	7
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	3,980	\$9.03	\$18,783	8
13-2011	Accountants and Auditors	3,790	\$29.94	\$62,286	3
39-9011	Childcare Workers	3,660	\$10.52	\$21,886	7
43-3031	Bookkeeping, Accounting, and Auditing Clerks	3,640	\$18.06	\$37,566	7
35-9021	Dishwashers	3,600	\$9.03	\$18,783	8
49-9071	Maintenance and Repair Workers, General	3,570	\$18.24	\$37,933	7
49-3023	Automotive Service Technicians and Mechanics	3,570	\$17.21	\$35,806	7
43-5071	Shipping, Receiving, and Traffic Clerks	3,540	\$14.06	\$29,243	7
43-4171	Receptionists and Information Clerks	3,390	\$12.80	\$26,621	7
35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers	3,360	\$8.98	\$18,662	8
31-1014	Nursing Assistants	3,280	\$12.66	\$26,330	5
53-7051	Industrial Truck and Tractor Operators	3,010	\$15.22	\$31,656	8
29-2061	Licensed Practical and Licensed Vocational Nurses	2,990	\$22.17	\$46,104	5
53-3033	Light Truck or Delivery Services Drivers	2,960	\$15.74	\$32,733	7
31-9092	Medical Assistants	2,900	\$13.01	\$27,045	5
41-2021	Counter and Rental Clerks	2,780	\$11.77	\$24,491	8
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	2,720	\$9.12	\$18,954	8
25-3098	Substitute Teachers	2,650	\$18.71	\$38,900	N/A
13-1111	Management Analysts	2,550	\$36.54	\$76,009	3
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	2,530	\$33.06	\$68,771	7

¹ The Standard Occupational Code (SOC) system is used by government agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data.

²Entry Level Education:

1 = Doctoral or professional degree 3 = Bachelor's degree 5 = Postsecondary non-degree award 7 = High School diploma or equivalent
2 = Master's degree 4 = Associate's degree 6 = Some college, no degree 8 = Less than high school

[3] In occupations where workers do not work full-time all year round, it is not possible to calculate an hourly wage.

Total jobs are the sum of new jobs and replacement jobs.

Source: [California Employment Development Department, December 2014.](#)

Table 3-9
2012-2022 Fastest Growing Occupations
Riverside-San Bernardino-Ontario Metropolitan Statistical Area
(Riverside and San Bernardino Counties)

SOC Code¹	Occupational Title	Estimated Employment 2012	Projected Employment 2022	Percent Change 2012-2022	Annual Average Percent Change
47-2021	Brickmasons and Blockmasons	710	1,420	100.0%	10.0%
47-3011	Helpers--Brickmasons, Blockmasons, Stonemasons, and Tile & Marble Setters	460	890	93.5%	9.3%
47-2171	Reinforcing Iron and Rebar Workers	480	800	66.7%	6.7%
47-2051	Cement Masons and Concrete Finishers	1,960	3,220	64.3%	6.4%
47-4031	Fence Erectors	570	930	63.2%	6.3%
47-2044	Tile and Marble Setters	1,140	1,840	61.4%	6.1%
13-1051	Cost Estimators	2,100	3,350	59.5%	6.0%
47-2141	Painters, Construction and Maintenance	3,440	5,450	58.4%	5.8%
39-9021	Personal Care Aides	27,620	43,630	58.0%	5.8%
47-2181	Roofers	1,280	2,020	57.8%	5.8%
27-4011	Audio and Video Equipment Technicians	630	990	57.1%	5.7%
47-2121	Glaziers	510	800	56.9%	5.7%
47-2081	Drywall and Ceiling Tile Installers	2,320	3,630	56.5%	5.6%
47-2041	Carpet Installers	780	1,220	56.4%	5.6%
47-2082	Tapers	750	1,130	50.7%	5.1%
13-1081	Logisticians	780	1,170	50.0%	5.0%
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	4,280	6,350	48.4%	4.8%
47-2061	Construction Laborers	12,310	18,180	47.7%	4.8%
47-2161	Plasterers and Stucco Masons	1,070	1,570	46.7%	4.7%
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	2,580	3,770	46.1%	4.6%
47-2031	Carpenters	9,610	14,030	46.0%	4.6%
13-1161	Market Research Analysts and Marketing Specialists	2,460	3,590	45.9%	4.6%
29-2032	Diagnostic Medical Sonographers	440	640	45.5%	4.5%
47-2152	Plumbers, Pipefitters, and Steamfitters	2,520	3,620	43.7%	4.4%
41-9011	Demonstrators and Product Promoters	940	1,350	43.6%	4.4%
47-2111	Electricians	3,920	5,590	42.6%	4.3%
49-9052	Telecommunications Line Installers and Repairers	1,510	2,150	42.4%	4.2%

**Table 3-9 (Cont.)
2012-2022 Fastest Growing Occupations
Riverside-San Bernardino-Ontario Metropolitan Statistical Area
(Riverside and San Bernardino Counties)**

SOC Code ¹	Occupational Title	Estimated Employment 2012	Projected Employment 2022	Percent Change 2012-2022	Annual Average Percent Change
47-2221	Structural Iron and Steel Workers	630	880	39.7%	4.0%
13-1111	Management Analysts	4,690	6,520	39.0%	3.9%
29-1071	Physician Assistants	690	950	37.7%	3.8%
13-1121	Meeting, Convention, and Event Planners	640	880	37.5%	3.8%
41-9021	Real Estate Brokers	1,130	1,550	37.2%	3.7%
49-9031	Home Appliance Repairers	650	890	36.9%	3.7%
25-1071	Health Specialties Teachers, Postsecondary	1,880	2,570	36.7%	3.7%
41-9022	Real Estate Sales Agents	1,670	2,280	36.5%	3.7%
39-5092	Manicurists and Pedicurists	1,930	2,630	36.3%	3.6%
35-2014	Cooks, Restaurant	10,130	13,670	34.9%	3.5%
27-2011	Actors	520	700	34.6%	3.5%
13-2051	Financial Analysts	610	820	34.4%	3.4%
49-9041	Industrial Machinery Mechanics	1,780	2,380	33.7%	3.4%
11-9021	Construction Managers	4,040	5,380	33.2%	3.3%
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	29,130	38,760	33.1%	3.3%
27-3091	Interpreters and Translators	610	810	32.8%	3.3%
47-2211	Sheet Metal Workers	1,160	1,540	32.8%	3.3%
53-6031	Automotive and Watercraft Service Attendants	1,690	2,240	32.5%	3.3%
43-5011	Cargo and Freight Agents	400	530	32.5%	3.3%
39-2021	Nonfarm Animal Caretakers	1,550	2,050	32.3%	3.2%
49-9051	Electrical Power-Line Installers and Repairers	870	1,150	32.2%	3.2%
31-1011	Home Health Aides	4,140	5,470	32.1%	3.2%
47-2073	Operating Engineers and Other Construction Equipment Operators	2,990	3,920	31.1%	3.1%

¹ The Standard Occupational Code (SOC) system is used by government agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data.

Notes: occupational employment projections include self-employed, unpaid family workers, private household workers, farm, and nonfarm employment. Occupations with employment below 400 in 2012 are excluded.

Source: [California Employment Development Department, December 2014.](#)

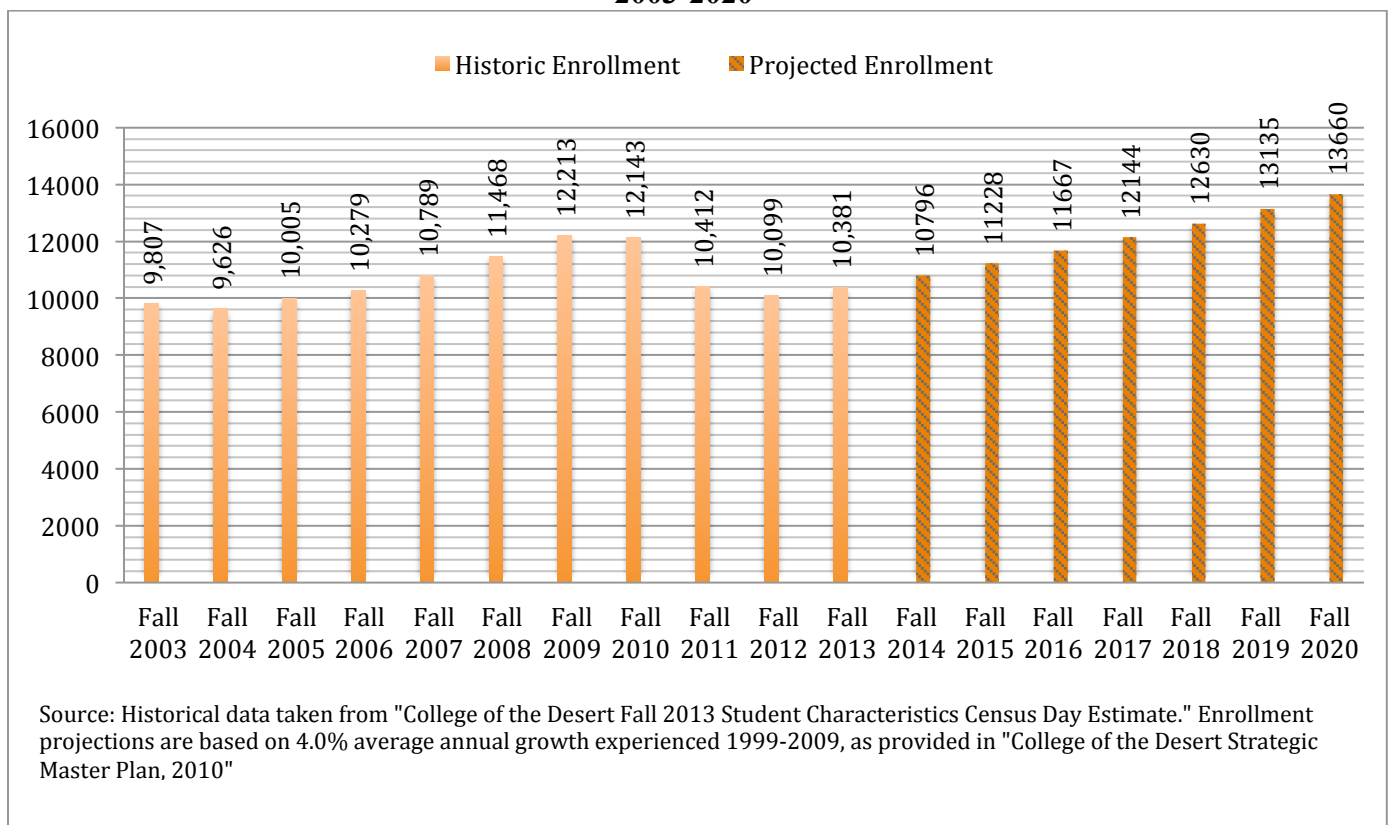
3.8 College of the Desert Profile

Enrollment

College enrollment is defined as either “full-time equivalent students (FTES)” or “headcount.” FTES is a standardized measure of student enrollment in which a student’s actual course load is standardized against a normal (i.e., basic) course load. A FTES of 1.0 means that the student is “full-time.” Student headcount is the actual number of individual students enrolled, whether full or part-time.

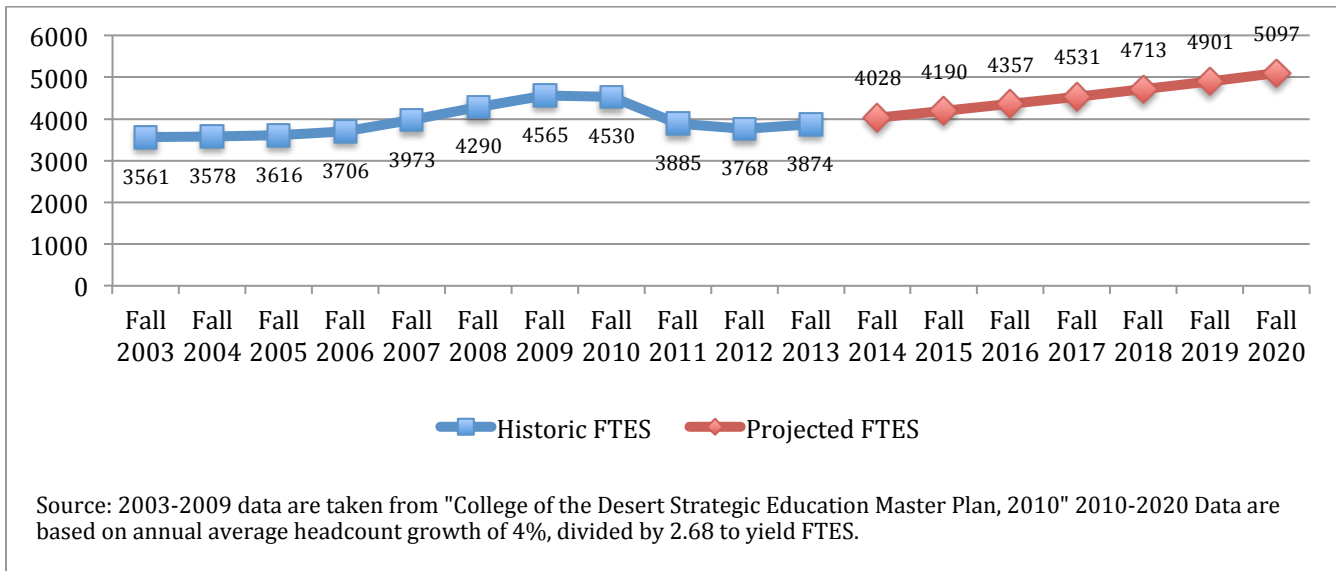
Historic and projected COD enrollment is shown in the chart below. Student enrollment has remained relatively steady over the past decade, increasing approximately 6%, from 9,807 in Fall 2003 to 10,381 in Fall 2013. Enrollment reached a 10-year high of 12,213 in 2009, but decreased about 17% from 2009 to 2012, presumably as a response to the recession. Projections, which are based on COD’s 4.0% average annual growth rate achieved between 1999 and 2009, indicate that enrollment could reach an estimated 13,660 students by Fall 2020.

Chart 3-14
Historic and Projected COD Headcount Enrollment, 2003-2020



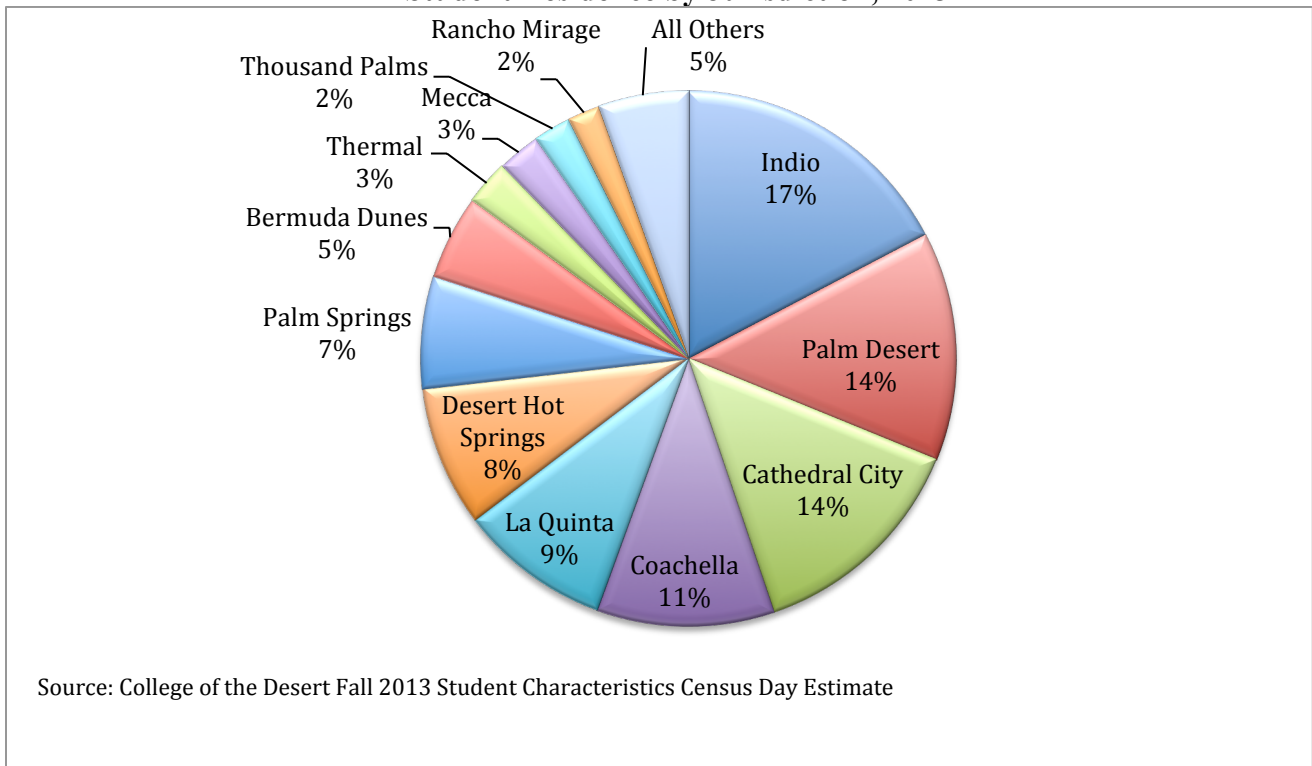
Historic FTES ranged from a low of 3,561 in 2003 to a high of 4,565 in 2009. The decrease during 2011, 2012, and 2013 corresponds to decreased enrollment during that time period and the continuing recession. Improvement in FTES count modestly began again in 2013. Projections indicate that FTES could reach an estimated 5,097 students by Fall 2020. As general population growth continues in the WVC service area and the Coachella Valley in general, so too will the student base that will be attracted to COD programs.

Chart 3-15
Historic and Projected COD FTES Enrollment, 2003-2020



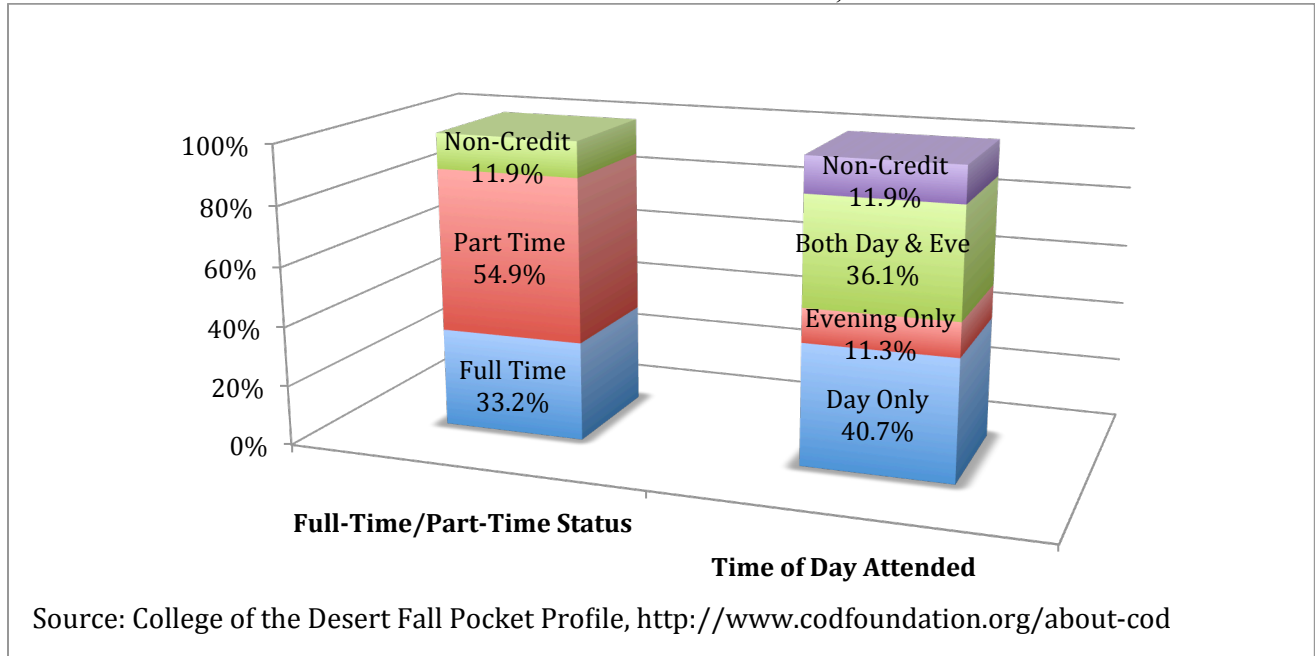
As shown in the following graph, in Fall 2013 the largest percentage (17%) of COD students resided in Indio and Palm Desert (14%). Twenty-nine percent (29%) of COD students resided in the West Valley Campus cities of Desert Hot Springs, Palm Springs, and Cathedral City.

Chart 3-16
Student Residence by Jurisdiction, 2013



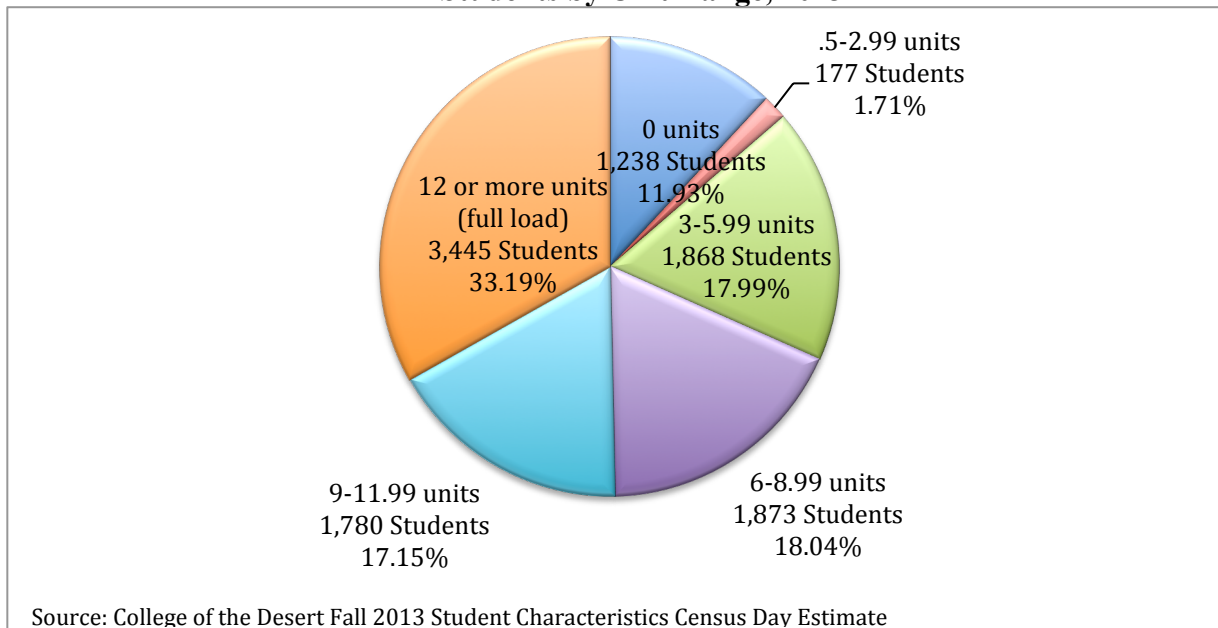
During the Fall of 2013, the majority (54.9%) of students were part-time, 33.2% were full-time, and 11.9% were non-credit students. Most (40.7%) attended only daytime classes, 36.1% attended both day and evening classes, 11.3% attended only evening classes, and 11.9% attended non-credit courses which could include day or evening courses.

Chart 3-17
COD Enrollment Characteristics, Fall 2013



As shown in the graph below, the student body was enrolled in a wide range of course load units in 2013. The majority (33.19%) was enrolled in a full load of 12 or more units. The percentage enrolled in a full course load has increased from 27.9% in 2003 to 33.2% in 2013.

Chart 3-18
All Students by Unit Range, 2013



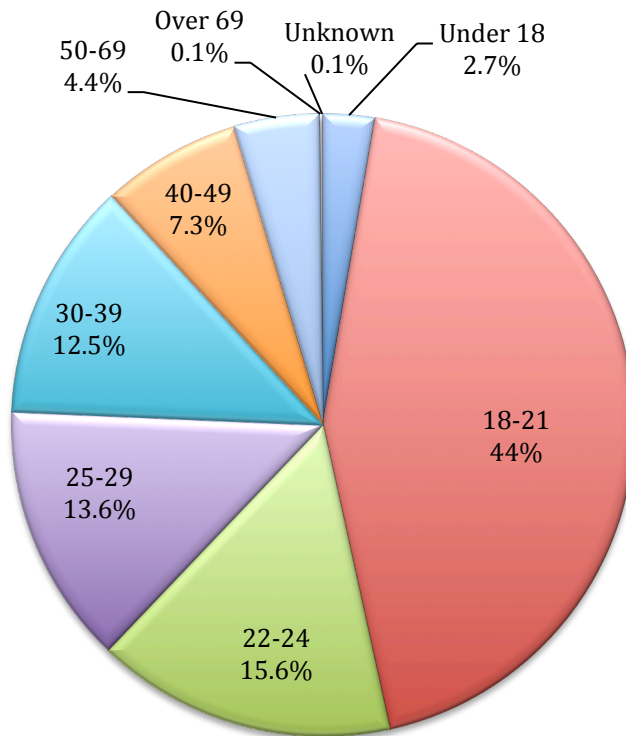
Student Demographics

During the last decade, the majority of COD students have been female. However, the percentage of female students has decreased from 60.1% in 2003 to 55.1% in 2013. The percentage of male students has increased from 39.9% in 2003 to 44.9% in 2013.

The majority of students are young adults. In Fall 2013, 44% were 18 to 21 years old, 16% were 22 to 24 years, and 14% were 25 to 29 years.

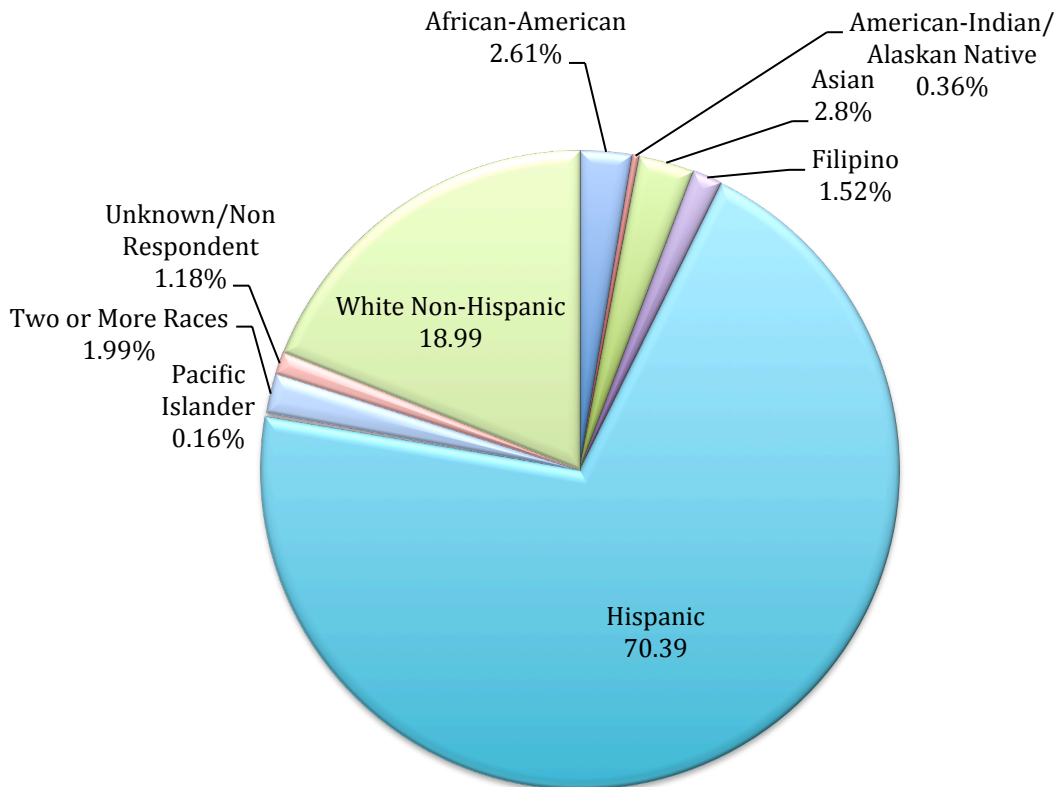
The majority of COD students characterize themselves as Hispanic. Between 2003 and 2013, the percentage of Hispanic students increased from 51.5% to 68.8%. The second highest ethnicity represented is white, non-Hispanic. This population decreased from 32.1% to 20.0% between 2003 and 2013. In 2013, approximately 3% were African-American, 3% were Asian, and other ethnicities occurred in smaller percentages.

Chart 3-19
COD Student Age Distribution, Fall 2013



Source: College of the Desert Fall Pocket Profile, <http://www.codfoundation.org/about-cod>

Chart 3-20
COD Student Ethnicity, Fall 2014



Source: California Community Colleges Chancellor's Office, Management Information Systems Data Mart, http://datamart.cccco.edu/Students/Enrollment_Status.aspx

Campus Locations

COD operates three campuses in the Coachella Valley. The main campus is located on Monterey Avenue in Palm Desert; students first arrived in Fall 1962. The Mecca/Thermal Campus opened in 2009 and is located at 61120 Buchanan Street in Mecca. The Indio Educational Center campus, located at 45524 Oasis Street, opened in February 2014.

Educational Programs

COD offers a wide range of academic programs, including 47 Certificate, 24 Non-Transfer degree, and 38 Transfer degree programs. Programs are managed through four schools: 1) School of Applied Science and Business, 2) School of Arts and Sciences, which offers the core of the general education and transfer curriculum at COD, 3) School of Communication and Humanities, and 4) School of Health Sciences and Education.

COD's Distance Education program began in 1998 and offers online classes in a variety of disciplines. By 2009, 2,658 students were enrolled in the program. College of the Desert currently offers nearly 100 sections of online and hybrid (a combination of online and classroom) classes covering a wide variety of academic disciplines. These include Accounting, Business, Computer Information Systems, Digital Design & Production, Economics, English, Health Sciences, History, Mathematics, Music, Natural Resources, Political Science, Psychology, Sociology, and Spanish. Online courses have the same transfer status and prerequisites as traditional on-campus classes, and are subject to the same standards of academic quality. The difference is that the student completes his or her coursework at any time via email, electronic bulletin boards and chat-rooms.

Support Services

The Library and Learning Resources supports the learning needs of students. Its Tutoring and Academic Skills Centers provide instruction and tutorial services in reading, research and study skills, English, English as a Second Language, and foreign languages. The college main library is located on the Palm Desert Campus adjoining the Palm Desert Public Library. It includes more than 50,000 books and 24,000 eBooks, and also includes reference and periodical resources, computers, study rooms, and media and audio equipment.

Student Services

Briefly, a variety of COD's campus facilities, services and programs are designed to enhance the student's experience. They encourage collaboration by facilitating connectivity via an information desk, bulletin boards, open workspaces, lounge areas, and collaborative study and workspace. Providing convenient advisor offices is also important for COD students. Student services include housing assistance, job advertising and placement programs, and health and nutrition programs. Also see section 4.3 of this Master Plan.

Student Transfers

A portion of College of the Desert students continues their education at 4-year institutions. The following table quantifies students who transferred from College of the Desert to California State University (CSU) campuses from academic year 2009-10 through 2013-14. In 2013-14, CSU reported a total of 332 transfers from College of the Desert, 172 (52%) of which were to CSU San Bernardino. Other institutions receiving a high number of COD transfers include CSU Long Beach, CSU Fullerton, CSU Northridge, and Cal Poly Pomona.

Table 3-10
COD Transfers to California State University

Four-Year Institution	No. of Transfers Per Year				
	2009-10	2010-11	2011-12	2012-13	2013-14
CSU, Bakersfield	3	0	2	1	0
CSU, Channel Islands	0	1	1	3	2
CSU, Chico	1	3	1	4	2
CSU, Dominguez Hills	4	7	7	5	7
CSU, East Bay	1	1	2	5	4
CSU, Fresno	1	0	2	1	0
CSU, Fullerton	15	13	9	13	20
Humboldt State University	5	3	4	7	12
CSU, Long Beach	6	23	11	17	30
CSU, Los Angeles	5	5	6	6	11
California Maritime Academy	0	1	1	0	0
CSU, Monterey Bay	2	1	1	1	1
CSU, Northridge	12	12	22	9	12
California State Polytechnic University, Pomona	6	19	14	16	21
CSU, Sacramento	0	3	1	2	5
CSU, San Bernardino	177	246	238	189	172
San Diego State University	2	10	2	11	11
San Francisco State University	3	14	6	8	5
San Jose State University	0	1	1	1	5
California Polytechnic State University, San Luis Obispo	0	1	3	3	9
CSU, San Marcos	10	5	2	1	1
Sonoma State University	2	3	1	1	2
CSU, Stanislaus	1	1	0	1	0
Total Transfers to CSU:	256	373	337	305	332

Source: "California Community College Transfers by Campus, College Year 2013-2014," California State University, as provided by California Community Colleges Chancellor's Office.

Table 3-11
COD Transfers to University of California

Four-Year Institution	No. of Transfers Per Year				
	2009-10	2010-11	2011-12	2012-13	2013-14
Berkeley	2	2	5	6	7
Davis	6	4	5	8	3
Irvine	9	4	10	3	10
Los Angeles	5	7	9	4	7
Merced	0	0	0	0	0
Riverside	22	21	19	12	22
San Diego	8	16	7	9	6
Santa Barbara	8	5	7	6	4
Santa Cruz	0	4	2	1	4
Total Transfers to UC:	60	63	64	49	63

Source: "Admissions by source school", UC Information Center Website, University of California

3.9 Educational Programs in the Community

In addition to the post-secondary curricula offered at College of the Desert, the following college programs are available in the Coachella Valley.

California State University San Bernardino – Palm Desert Campus¹²

The Palm Desert Campus of Cal State San Bernardino, located at 37500 Cook Street, offers Coachella Valley students the resources of a large four-year university in a local, small campus environment. One thousand (1,000) students were enrolled at the campus in Fall 2012. Undergraduate students comprised 82% of the student body, and post-graduate and graduate students comprised 18%.

The campus offers 12 Bachelor's degree programs, 12 Master's degrees, 1 Doctorate and 10 Certificate or Credential programs. Approximately 15% of its courses are distance learning classes in which students are connected between San Bernardino and Palm Desert through closed circuit television. The Cross Enrollment program allows eligible students from local community colleges to take one class per quarter at the Palm Desert Campus for \$10 on a space available basis.

University of California – Palm Desert Center¹³

The University of California Palm Desert Center was established in 2005 and is located at 75080 Frank Sinatra Drive. No undergraduate programs are offered at the Palm Desert Center at this time. The center offers one graduate degree program, the Master of Fine Arts (MFA) in Creative Writing and Writing for the Performing Arts, which enrolls 100 students.¹⁴ It also offers more than 90 certificate programs and enrichment courses online through the UCR Extension Program.

The Palm Desert Center is home to the Osher Lifelong Learning Institute of UCR Extension, which provides courses and lectures for people over the age of 50. The campus also houses an office of the California Center for Native Nations (CCNN), which facilitates research about American Indian cultures, particularly California Native Nations. The campus includes workshops for the UCR Center for Conservation Biology, which focuses on research pertaining to the region's natural environment and biodiversity. The Philip L. Boyd Deep Canyon Desert Research Center, located 5 miles south of Palm Desert, is a UCR biological field dedicated to the understanding and wise management of natural systems and protected natural areas.

Loma Linda University

Loma Linda University offers an off-campus dental hygiene program at 34280 Gateway Drive in Palm Desert. Graduates earn an Associates of Science Degree. Dental Hygiene is an undergraduate program in the School of Dentistry that is largely focused on preventive oral health services and continuing care.

Kaplan College

Kaplan College offers 7 degree and certificate programs, including Allied Health, Dental Assistant, and Medical Assistant. It enrolls approximately 300 students and occupies 20,000± square feet within the Palm Springs Mall on the proposed West Valley Campus site.

Brandman University

Brandman University is located at 42600 Cook Street in Palm Desert. It opened in 1975 (as Chapman College) and enrolls approximately 250 students. Brandman offers Associates, Bachelors, and Masters degrees, as well as teaching credential programs, in about 30 disciplines.

¹² <http://pdc.csusb.edu/aboutPDC.html>

¹³ <http://palmdesert.ucr.edu/>

¹⁴ Agam Patel, UCR Palm Desert Center, February 2015.

Santa Barbara Business College

A branch of Santa Barbara Business College is located at 34275 Monterey Avenue in Rancho Mirage. It enrolls approximately 190 students and offers Associates, Bachelors, and Certificate programs in Business Administration, medical/healthcare, and Criminal Justice and paralegal studies.

Mayfield College

Located at 35325 Date Palm Drive in Cathedral City, Mayfield College offers 6 certificate and Associates degrees, including the following: Computer Support Technician, General Office Management, HVAC/R, Medical Assisting, Medical Front Office, and Massage Therapy. It enrolls approximately 300 students.

Other Adult Education Programs

In the Coachella Valley, the offering of adult education programs is limited and recently has lost the Palm Springs Adult School program run by the Palm Springs Unified School District. The Desert Sands Unified School District previously had operated the Desert Sands Adult School, which has been significantly reduced in recent years to just a few GED classes being held in the Jefferson Middle School building.

The only other Adult Education aside from the post-secondary institutions described above is the Coachella Valley Adult School located in Coachella. While this program is well established and provides a wide range of learning opportunities for adults in the area, the long distance from the Palm Springs area makes it a difficult option for learners in the western end of the Coachella Valley.

The lack of viable, free-standing adult education programs in the Valley make the West Valley Campus a prime location for services of this type to fill the void left behind from the closing of the other options previously available.

3.10 Statement of Need and Opportunities

The preceding discussion provides important data and insight into the socio-economic conditions of residents living in the West Valley Campus service area, including education, income and employment. This analysis also provides insight into the opportunities for employment and income advancement as a function of education and training.

Statement of Need

The emerging demographic and economic circumstances of the western Coachella Valley communities, and the broader valley and region in general, help define the need for educational and vocational programs offered by the West Valley Campus. As demonstrated by the local and regional demographic profile in Section 3.2, the area consists of a growing population which, in the case of Desert Hot Springs, has exceeded the County's and State's growth rates over the past decade. With the exception of Palm Springs (which has historically attracted an older population of retirees and seniors), the West Valley Campus service area consists of a young adult population. Although the graduation rates achieved by the Palm Springs Unified School District that serves the area are comparable to or higher than those of other valley school districts, Desert Hot Springs and Palm Springs continue to rank lowest or among the lowest in the valley in college enrollment.

Income and housing characteristics also indicate that the western valley communities are lagging behind other Coachella Valley cities and Riverside County. Desert Hot Springs has the lowest median household income in the valley, and Cathedral City has the third lowest, both of which are notably less than the County and State median household incomes. Cathedral City and Palm Springs are third and fourth lowest regionally.

Approximately 27% of Desert Hot Springs' families are living below the poverty level, having the second highest rate in the valley. Among families with children, the number reaches 37.5%, highest in the valley and more than twice that of Riverside County and the State. Existing and new home values in Desert Hot Springs are the lowest of the valley, and those in Cathedral City are close behind. Palm Springs, Cathedral City, and Desert Hot Springs have the lowest percentages of owner-occupied housing in the valley, which are substantially lower than the County and State.

Although unemployment rates have dropped throughout the Coachella Valley since 2009, that of Desert Hot Springs remains second highest in the valley and well above that of Riverside County. Unemployment rates of Palm Springs and Cathedral City have remained moderate. US Labor Department data demonstrate that unemployment rates fall with a rise in educational level, and American Community Survey data indicate that incomes rise with educational attainment. Nonetheless, median earnings for nearly all educational levels in Palm Springs, Cathedral City, and Desert Hot Springs remain lower than those of Riverside County and the State.

Relevance of the Four Pillars Programs

The Coachella Valley's strongest employment sectors are Retail, Hotel/Amusements, and Health, and the greatest employment gains in recent years have occurred in the same sectors, as well as Other Services. Industry projections indicate that service professions, particularly those in restaurant and food services, and health professions will be among the top 50 demanded regionally over the next decade.

The West Valley Campus Four Pillar academic programs are focused disciplines designed to support the currently unmet educational and employment needs of the western valley population. The Four Pillars include: 1) Hospitality and Culinary Arts, 2) Film and Media Arts, 3) Healthcare and Health Services, and 4) Sustainable Technologies. These courses of study will directly support the region's emerging industries and help maintain or expand economic development in the area.

Specifically, the Hospitality and Culinary Arts Pillar will contribute to the existing and projected demand for cooks and food preparers, housekeeping providers, waiters and waitresses, and meeting and convention planners. The Film and Media Arts curriculum will support the demand for actors, audio-visual (AV) technicians, carpenters, and other laborers.

The Healthcare and Health Services curriculum will accommodate a priority need for personal care aides, registered nurses, and medical and nursing assistants. The Sustainable Technologies pillar will help fill the need for electricians, mechanics, installers and repairers, utility-scale solar energy and wind turbine maintenance, which are somewhat unique to the valley. Each of these is identified by the California Employment Development Department as being within the top 50 job openings or fastest growing occupations in the Riverside-San Bernardino-Ontario Metropolitan Statistical Area (MSA), of which the Coachella Valley and West Valley Campus service area are part.