



# Chapter 2

## Demographics and Economics

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## 2 DEMOGRAPHICS AND ECONOMICS

### INTRODUCTION

This chapter summarizes the demographic and economic conditions for Ventura County. The conditions focus on Ventura County overall and include more detailed information about the unincorporated areas.

This chapter is organized into the following sections:

- Population and Household Trends (Section 2.1)
- Labor Force Patterns (Section 2.2)
- Regional Market Trends (Section 2.3)
- Population and Employment Projections (Section 2.4)
- Market Demand Measures for Different Land Uses (Section 2.5)

### SECTION 2.1 POPULATION AND HOUSEHOLD TRENDS

#### Introduction

This section discusses the labor force in Ventura County, with a focus on the unincorporated areas. The analysis describes the relevant demographic characteristics of Ventura County’s population and households, such as age, education, ethnicity, and income. The section is divided into the following sections:

- Population and Age Distribution
- Race
- Household and Income Distribution
- Educational Attainment

For each of these subjects, the discussion of the unincorporated areas describes the conditions within the Ventura County planning areas, as well as within the unincorporated communities as defined by Census-Designated Place (CDP) boundaries. For statistical analysis purposes, the county is divided into 15 planning areas, as defined by the County (see Figure 2-1). These planning areas encompass the entire county, although the data summarized here focuses only on the unincorporated area. There are 13 unincorporated CDPs in Ventura County, as defined by the United States Census Bureau (see Figure 2-2). CDPs are the statistical counterparts of incorporated places, and are delineated to provide data for settled concentrations of population that are identifiable by name, but are not legally incorporated under the laws of the state in which they are located.



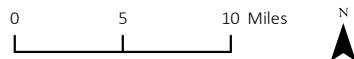


- Major Roadways
- Planning Areas

Figure 2-1:  
Ventura County Planning Areas

Map Date: November 09, 2016

Source: Ventura County Resource Management Agency (RMA) GIS, 2016.





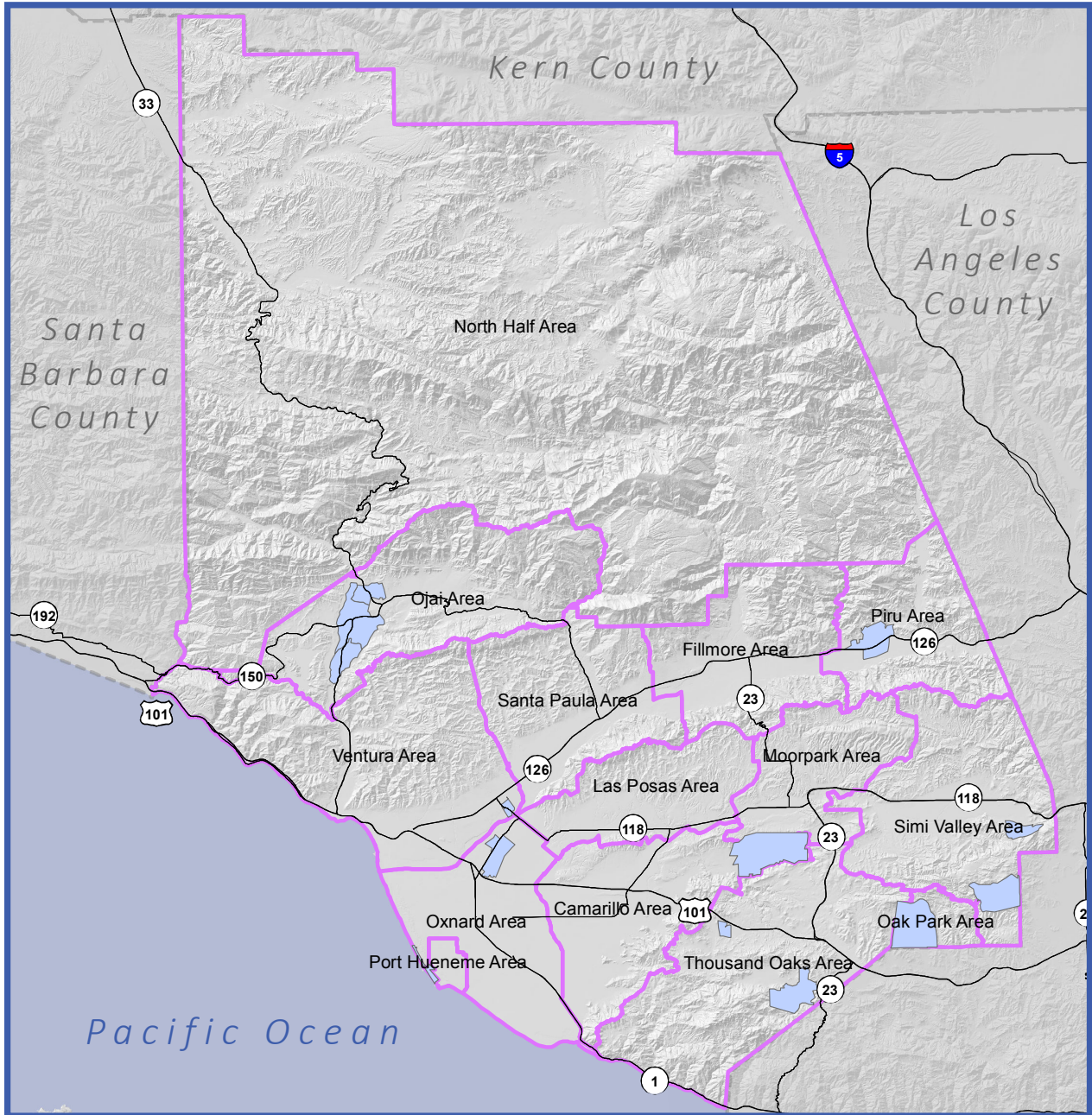
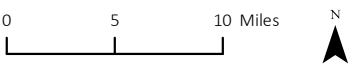


Figure 2-2:  
Census Designated Places in Ventura County

Map Date: July 27, 2017

Source: U.S. Census Cartographic Boundary Shapefiles - Places, 2016;  
Ventura County Resource Management Agency (RMA) GIS, 2016.

- Census Designated Places
- Major Roadways
- Planning Areas



## Major Findings

- Ventura County had a total population of 856,508 in 2016. The unincorporated area had a population of 98,323 in 2016, or approximately 11.4 percent of the total county population. Population in the unincorporated area has increased by 3,386 residents since 2010, a compound annual growth rate (CAGR) of 0.6 percent.
- The age distribution for Ventura County's population showed a loss of population under 18 years between 2010 and 2016. While total population increased 4 percent between 2010 and 2016, residents 65 and older increased by 16 percent (14,885 persons). In contrast, the number of children under 18 years declined by 1.3 percent (2,126 persons). Of this decline, 46 percent occurred in the unincorporated area, despite just 11.4 percent of the county's population residing in the unincorporated area.
- The racial and ethnic composition of Ventura County indicates that approximately 77.7 percent of the 2016 population identified as white and 41.2 percent identified as Hispanic (any race). Less than 10 percent of the population identified as Black/African-American (1.8 percent), Asian (7.0 percent), other race (8.5 percent), or two or more races (4.1 percent). In general, the unincorporated areas have a higher proportion of white residents (83.0 percent) and lower proportion of Hispanic residents (31.3 percent) and other races and ethnicities.<sup>1</sup>
- At the start of 2016, Ventura County had a total of 273,286 households, an increase of 6,366 households from 2010 (0.4 percent CAGR). The unincorporated areas accounted for 32,191 households, with only 261 new households since 2010 (0.1 percent CAGR).
- In 2014, the estimated mean household income in Ventura County was \$100,397, while the median income was \$77,335. The mean household income in the incorporated cities (\$97,693) was lower than the mean for the unincorporated areas (\$121,009). Approximately 37.4 percent of Ventura County households earn \$100,000 or more annually, with approximately 43.1 percent of households in the unincorporated areas at that income level.
- The educational attainment of Ventura County residents shows approximately 31.6 percent of residents 25 years or older with at least a bachelor's degree and 17.0 percent with no high school diploma. Approximately 64.0 percent of the population 25 years or older have at least some college education. In general, the educational attainment in the unincorporated areas is slightly higher than the countywide average.

## Existing Conditions

### Population and Age Distribution

As Table 2-1 shows, Ventura County had a total population of 856,508 in 2016. This represented an increase of 33,190 between 2010 and 2016, for a CAGR of 0.7 percent. The incorporated cities in Ventura County had a total population of 758,185 in 2016, with a comparable increase of 0.7 percent CAGR and 29,804 residents between 2010 and 2016. The unincorporated areas in Ventura County accounted for 98,323 residents in 2016. The population in these unincorporated areas grew by 3,386 residents between 2010 and 2016 (0.6 percent CAGR).

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<sup>1</sup> The analysis does not include trend comparisons with prior years due to inconsistencies observed in the mixed-race and other race classifications.



The age distribution trend in Ventura County shows a loss of population under 18 years of age between 2010 and 2016 (see Table 2-1). A disproportionately high percentage of this decline (46 percent) occurred in the unincorporated area. Concurrently, the population aged 65 years and over increased by 14,885 (an CAGR of 2.5 percent). The unincorporated areas make up approximately 13 percent of the growth in this category, which does not differ much from the unincorporated areas’ share of the overall population.

**TABLE 2-1  
POPULATION AND AGE DISTRIBUTION: 2010 TO 2016  
VENTURA COUNTY, INCORPORATED AND UNINCORPORATED AREAS**

Age Distribution (2016)	Ventura County		Incorporated Cities		Unincorporated Areas	
	Population	% of Total	Population	% of Total	Population	% of Total
Total Population	856,508		758,185		98,323	
Under 18 Years	157,597	18.4%	140,570	18.5%	17,029	17.3%
18 to 24 years	85,651	10.0%	74,801	9.9%	10,849	11.0%
25 to 64 Years	505,340	59.0%	448,303	59.1%	57,038	58.0%
65 years and over	107,920	12.6%	94,511	12.5%	13,407	13.6%
Age Distribution (2010)	Population	% of Total	Population	% of Total	Population	% of Total
Total Population	823,318		728,381		94,937	
Under 18 Years	159,724	19.4%	141,707	19.5%	18,022	19.0%
18 to 24 years	80,685	9.8%	71,161	9.8%	9,521	10.0%
25 to 64 Years	489,874	59.5%	433,923	59.6%	55,959	58.9%
65 years and over	93,035	11.3%	81,590	11.2%	11,435	12.0%
2010 to 2016 Trend	Population	% of Total	Population	% of Total	Population	% of Total
Total Population	33,190	4.0%	29,804	4.1%	3,386	3.6%
Under 18 Years	-2,126	-1.3%	-1,138	-0.8%	-993	-5.5%
18 to 24 years	4,966	6.2%	3,640	5.1%	1,328	13.9%
25 to 64 Years	15,466	3.2%	14,381	3.3%	1,078	1.9%
65 years and over	14,885	16.0%	12,921	15.8%	1,973	17.2%

Source: ADE, Inc.; data from California Department of Finance City/County Population and Housing Estimates 2016, American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: Population allocation and age distribution data comes from the ACS Five-Year Sample.

This data was adjusted to match the 2010 and 2016 DOF population totals.

Totals do not add up to 100% because some census tracts are not assigned to the Planning Areas shown.

As Table 2-2 shows, the planning areas with the largest populations are the Ojai, Oak Park, and Oxnard planning areas. Each of these planning areas has over 15,000 residents. The planning area with the most growth is the Camarillo planning area, where 1,698 new residents were added between 2010 and 2016. Similar to the countywide trend, all of the unincorporated planning areas (except Piru, Santa Paula, and Ventura) show a population decrease in the “Under 18 Years” age category. This is consistent with a general aging of the population, and the statewide trend that has seen residents in the “Under 18 Years” category decline from 18.2 to 16.9 percent of the California population between 2010 and 2016. In addition, the Camarillo, Fillmore, North Half, and Santa Paula planning areas show population decreases in the broader “25 to 64 Years” age category. In the Camarillo, Ojai, Oxnard, and Thousand Oaks planning areas, the “65 Years and Over” age category shows the largest population increase.

Among the 13 CDPs in Ventura County, the largest unincorporated areas are Oak Park, Mira Monte, and El Rio, as shown in Table 2-3. Each of these areas has over 5,000 residents. Between 2010 and 2016, Bell Canyon, Channel Islands Beach, Santa Susana, and Mira Monte each lost population, while all of the other CDPs showed population growth.

**TABLE 2-2  
POPULATION AND AGE DISTRIBUTION: 2010 TO 2016  
UNINCORPORATED VENTURA COUNTY PLANNING AREAS**

Planning Area	2010					2016					2010 to 2016 Change				
	Under 18	18-24	25-64	65 years+	Total Pop	Under 18	18-24	25-64	65 years+	Total Pop	Under 18	18-24	25-64	65 years+	Total Pop
Camarillo Area	2,069	779	6,138	1,614	10,600	1,700	2,548	6,053	1,997	12,298	(369)	1,769	(85)	383	1,698
Fillmore Area	673	170	1,219	228	2,290	285	116	924	252	1,577	(388)	(54)	(295)	24	(713)
Las Posas Area	584	616	1,666	607	3,473	540	421	1,794	698	3,453	(44)	(195)	128	91	(20)
Moorpark Area	234	47	480	119	880	73	171	762	260	1,266	(161)	124	282	141	386
North Half Area	114	55	511	145	825	59	66	409	123	657	(55)	11	(102)	(22)	(168)
Oak Park Area	3,738	871	8,857	1,109	14,575	3,492	1,049	9,359	1,398	15,298	(246)	178	502	289	723
Ojai Area	3,256	1,842	12,575	3,412	21,085	2,866	1,782	12,847	4,127	21,622	(390)	(60)	272	715	537
Oxnard Area	3,154	2,017	9,493	1,306	15,970	2,807	2,097	9,697	1,528	16,129	(347)	80	204	222	159
Piru Area	504	319	1,556	155	2,534	612	346	1,684	217	2,859	108	27	128	62	325
Santa Paula Area	341	863	2,058	209	3,471	697	616	1,832	273	3,418	356	(247)	(226)	64	(53)
Simi Valley Area	991	457	3,464	630	5,542	758	405	3,649	717	5,529	(233)	(52)	185	87	(13)
Thousand Oaks Area	1,937	866	4,848	1,133	8,784	1,724	731	5,101	1,459	9,015	(213)	(135)	253	326	231
Ventura Area	791	577	2,894	645	4,907	1,076	354	3,015	674	5,119	285	(223)	121	29	212

Source: ADE, Inc.; data from California Department of Finance City/County Population and Housing Estimates 2016, American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: Population allocation and age distribution data comes from the ACS Five-Year Sample. This data was adjusted to match the 2010 and 2016 population total.

**TABLE 2-3  
POPULATION AND AGE DISTRIBUTION: 2010 TO 2016  
UNINCORPORATED VENTURA COUNTY CENSUS DESIGNATED PLACES**

Census Designated Place	2010					2016					2010 to 2016 Change				
	Under 18	18-24	25-64	65 years+	Total Pop	Under 18	18-24	25-64	65 years+	Total Pop	Under 18	18-24	25-64	65 years+	Total Pop
Bell Canyon	420	235	1,590	225	2,470	494	190	1,389	269	2,342	74	(45)	(201)	44	(128)
Casa Conejo	734	417	1,679	307	3,137	769	390	2,196	432	3,787	35	(27)	517	125	650
Channel Islands Beach	507	302	2,129	312	3,250	333	227	1,811	472	2,843	(174)	(75)	(318)	160	(407)
El Rio	1,182	866	3,440	699	6,187	1,361	875	4,035	674	6,945	179	9	595	(25)	758
Lake Sherwood	333	73	826	163	1,395	255	123	906	278	1,562	(78)	50	80	115	167
Meiners Oaks	605	315	2,038	580	3,538	558	268	2,269	625	3,720	(47)	(47)	231	45	182
Mira Monte	1,229	603	4,510	1,488	7,830	935	464	4,151	1,929	7,479	(294)	(139)	(359)	441	(351)
Oak Park	3,683	847	8,536	1,044	14,110	3,387	1,025	9,076	1,367	14,855	(296)	178	540	323	745
Oak View	681	430	2,591	279	3,981	645	530	2,808	467	4,450	(36)	100	217	188	469
Piru	270	154	974	86	1,484	387	264	1,308	168	2,127	117	110	334	82	643
Santa Rosa Valley	745	243	1,855	395	3,238	645	312	2,018	529	3,504	(100)	69	163	134	266
Santa Susana	361	26	850	71	1,308	78	83	796	56	1,013	(283)	57	(54)	(15)	(295)
Saticoy	246	54	438	171	909	393	53	669	125	1,240	147	(1)	231	(46)	331

Source: ADE, Inc.; data from California Department of Finance City/County Population and Housing Estimates 2016, American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: Population allocation and age distribution data comes from the ACS Five-Year Sample.

This data was adjusted to match the 2010 and 2016 population total.



## Race and Ethnicity

Race and ethnicity serve as indicators of diversity and potential geographic stratification by socioeconomic status. As shown in Table 2-4, the racial composition of Ventura County indicates that approximately 77.7 percent of the 2016 population is white, while 41.2 percent of the population is Hispanic (any race). Asian residents make up approximately 7.0 percent of the county population, while 8.5 percent of the population identifies as “some other race” and 4.1 percent identifies as two or more races. In general, the unincorporated areas have a higher proportion of white residents (83 percent) and lower proportion of Hispanic residents (31.3 percent).<sup>2</sup>

The unincorporated portions of Oxnard, Camarillo, Fillmore, Moorpark, Oak Park, Simi Valley, and Thousand Oaks each have over 80 percent of the population identifying themselves as white, as shown in Table 2-5. Oxnard, Piru, Santa Paula, and Ventura have the highest proportion of Hispanic residents, with each area having more than 50 percent of residents identifying as Hispanic (any race).

Among the unincorporated CDPs, Channel Islands Beach, El Rio, Lake Sherwood, Meiners Oaks, Mira Monte, Oak Park, and Oak View each had over 80 percent of the population identifying themselves as white, as shown in Table 2-6. El Rio, Piru, and Saticoy have the highest percentage of Hispanic residents, with over 50 percent of the population.

TABLE 2-4 POPULATION BY RACE AND ETHNICITY: 2016 VENTURA COUNTY, INCORPORATED AND UNINCORPORATED AREAS						
2016 Population by Race and Ethnicity	Ventura County		Incorporated Cities		Unincorporated Areas	
	Population	% of Total	Population	% of Total	Population	% of Total
<b>Total</b>	<b>856,509</b>		<b>758,186</b>		<b>98,323</b>	
White alone	665,373	77.7%	583,718	77.0%	81,648	83.0%
Black or African American alone	15,408	1.8%	14,015	1.8%	1,393	1.4%
American Indian/Alaska Native alone	6,109	0.7%	5,283	0.7%	826	0.8%
Asian alone	59,929	7.0%	55,341	7.3%	4,591	4.7%
Native Hawaiian/Other Pacific Islander	1,418	0.2%	1,300	0.2%	119	0.1%
Some other race alone	72,758	8.5%	66,624	8.8%	6,137	6.2%
Two or more races	35,514	4.1%	31,905	4.2%	3,609	3.7%
Hispanic (any race)	353,060	41.2%	322,314	42.5%	30,759	31.3%
Non-Hispanic (any race)	503,448	58.8%	435,871	57.5%	67,564	68.7%

Source: ADE, Inc.; data from California Department of Finance City/County Populations and Housing Estimates 2016, American Community Survey Five-Year Sample (2010-2014 data).

Notes: Race and ethnicity data comes from the ACS 5-Year Sample.

This data was adjusted to match the 2016 population totals

Totals do not add up to 100% due to some Census Tracts not assigned to the Planning Areas shown.

<sup>2</sup> The analysis of race and ethnicity does not include trend comparisons with prior years due to inconsistencies observed in the mixed race and other race classifications.

**TABLE 2-5  
POPULATION BY RACE AND ETHNICITY: 2016  
UNINCORPORATED VENTURA COUNTY PLANNING AREA**

Planning Area	White alone		Black or African American alone		American Indian and Alaska Native alone		Asian alone		Native Hawaiian/ Other Pacific Islander		Some other race alone		Two or more races		Hispanic (any race)		Non-Hispanic		Total
	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	
Camarillo	10,206	83.0%	401	3.3%	48	0.4%	519	4.2%	10	0.1%	641	5.2%	472	3.8%	1,914	15.6%	10,384	84.4%	12,298
Fillmore	1,515	96.1%	-	0.0%	8	0.5%	6	0.4%	-	0.0%	8	0.5%	39	2.5%	593	37.6%	984	62.4%	1,576
Las Posas	2,437	70.6%	143	4.1%	19	0.6%	154	4.5%	5	0.1%	599	17.3%	99	2.9%	851	24.6%	2,603	75.4%	3,454
Moorpark	1,242	98.1%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	25	2.0%	-	0.0%	470	37.1%	796	62.9%	1,266
Oak Park	616	93.8%	-	0.0%	7	1.1%	5	0.8%	-	0.0%	4	0.6%	25	3.8%	1,073	163.3%	546	83.1%	657
North Half	12,577	82.2%	45	0.3%	18	0.1%	2,013	13.2%	-	0.0%	212	1.4%	432	2.8%	-	0.0%	14,225	93.0%	15,298
Ojai	19,383	89.6%	59	0.3%	260	1.2%	293	1.4%	26	0.1%	877	4.1%	724	3.3%	4,880	22.6%	16,742	77.4%	21,622
Oxnard	13,031	80.8%	313	1.9%	76	0.5%	451	2.8%	43	0.3%	1,345	8.3%	870	5.4%	11,091	68.8%	5,038	31.2%	16,129
Piru	2,022	70.7%	33	1.2%	21	0.7%	15	0.5%	-	0.0%	626	21.9%	141	4.9%	2,530	88.5%	329	11.5%	2,859
Santa Paula	2,567	75.1%	23	0.7%	46	1.3%	13	0.4%	6	0.2%	602	17.6%	161	4.7%	2,266	66.3%	1,152	33.7%	3,418
Simi Valley	4,590	83.0%	84	1.5%	109	2.0%	462	8.4%	-	0.0%	90	1.6%	194	3.5%	589	10.7%	4,940	89.3%	5,529
Thousand Oaks	7,587	84.2%	115	1.3%	48	0.5%	435	4.8%	10	0.1%	595	6.6%	224	2.5%	1,646	18.3%	7,368	81.7%	9,014
Ventura	3,830	74.8%	174	3.4%	166	3.2%	219	4.3%	18	0.4%	489	9.6%	222	4.3%	2,709	52.9%	2,411	47.1%	5,119
<b>Total</b>	<b>81,603</b>	<b>83.1%</b>	<b>1,390</b>	<b>1.4%</b>	<b>826</b>	<b>0.8%</b>	<b>4,585</b>	<b>4.7%</b>	<b>118</b>	<b>0.1%</b>	<b>6,113</b>	<b>6.2%</b>	<b>3,603</b>	<b>3.7%</b>	<b>30,612</b>	<b>31.2%</b>	<b>67,518</b>	<b>68.7%</b>	<b>98,239</b>

Source: ADE, Inc.; data from California Department of Finance City/County Populations and Housing Estimates 2016, American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: Race and ethnicity distribution data comes from the ACS Five-Year Sample.

This data was adjusted to match the 2016 population totals.

The areas shown in this table estimate the population allocation for the unincorporated portion of the Ventura County Planning Areas.

**TABLE 2-6  
POPULATION BY RACE AND ETHNICITY: 2016  
UNINCORPORATED VENTURA COUNTY CENSUS DESIGNATED PLACES (CDP)**

Census Designated Place	White alone		Black or African American alone		American Indian and Alaska Native alone		Asian alone		Native Hawaiian/ Other Pacific Islander		Some other race alone		Two or more races:		Hispanic (any race)		Non-Hispanic		Total
	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	
Bell Canyon	1,809	38.6%	0	0.0%	109	2.3%	300	6.4%	0	0.0%	4	0.1%	122	2.6%	178	3.8%	2,165	46.2%	2,344
Casa Conejo	2,991	39.5%	20	0.3%	0	0.0%	246	3.2%	10	0.1%	416	5.5%	103	1.4%	1,237	16.3%	2,550	33.7%	3,786
Ch. Isl. Beach	2,530	44.5%	42	0.7%	0	0.0%	100	1.8%	0	0.0%	42	0.7%	129	2.3%	220	3.9%	2,624	46.1%	2,843
El Rio	5,670	40.8%	27	0.2%	41	0.3%	109	0.8%	0	0.0%	786	5.7%	313	2.3%	5,934	42.7%	1,011	7.3%	6,946
Lake Sherwood	1,368	43.8%	58	1.9%	39	1.2%	69	2.2%	0	0.0%	29	0.9%	0	0.0%	124	4.0%	1,438	46.0%	1,563
Meiners Oaks	3,155	42.4%	12	0.2%	98	1.3%	34	0.5%	0	0.0%	351	4.7%	70	0.9%	1,703	22.9%	2,017	27.1%	3,720
Mira Monte	6,927	46.3%	7	0.0%	24	0.2%	76	0.5%	0	0.0%	257	1.7%	188	1.3%	1,209	8.1%	6,270	41.9%	7,479
Oak Park	12,150	40.9%	45	0.2%	18	0.1%	1997	6.7%	0	0.0%	212	0.7%	432	1.5%	1,037	3.5%	13,818	46.5%	14,854
Oak View	4,046	45.5%	0	0.0%	47	0.5%	30	0.3%	0	0.0%	207	2.3%	120	1.3%	1,248	14.0%	3,202	36.0%	4,450
Piru	1,562	36.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	486	11.4%	79	1.9%	1,898	44.6%	229	5.4%	2,127
S. Rosa Valley	3,278	46.8%	75	1.1%	0	0.0%	118	1.7%	0	0.0%	10	0.1%	23	0.3%	300	4.3%	3,203	45.7%	3,504
Santa Susana	877	43.3%	76	3.8%	0	0.0%	0	0.0%	0	0.0%	59	2.9%	0	0.0%	199	9.8%	814	40.2%	1,012
Saticoy	839	33.8%	0	0.0%	82	3.3%	10	0.4%	0	0.0%	216	8.7%	93	3.8%	1,014	40.9%	226	9.1%	1,240
<b>Total</b>	<b>47,202</b>	<b>42.2%</b>	<b>362</b>	<b>0.3%</b>	<b>458</b>	<b>0.4%</b>	<b>3,089</b>	<b>2.8%</b>	<b>10</b>	<b>0.0%</b>	<b>3,075</b>	<b>2.8%</b>	<b>1,672</b>	<b>1.5%</b>	<b>16,301</b>	<b>14.6%</b>	<b>39,567</b>	<b>35.4%</b>	<b>55,868</b>

Source: ADE, Inc.; data from California Department of Finance City/County Populations and Housing Estimates 2016, American Community Survey Five-Year Sample (2010-2014 data).

Notes: Race and ethnicity distribution data comes from the ACS Five-Year Sample.

This data was adjusted to match the 2016 DOF county population totals.



## Household and Income Distribution

Household counts and income distribution correlates to the types of local services and housing opportunities that a community can support, and serves as an indicator of the occupational skills and/or types of businesses represented in the region. According to data from the California Department of Finance, Ventura County had a total of 273,286 households at the start of 2016, as shown in Table 2-7. This represents an increase of 6,366 households from 2010 and a CAGR of 0.4 percent. The incorporated cities grew at a CAGR of 0.4 percent, with a total of 241,095 households in 2016. The unincorporated areas accounted for 32,191 households, with only 261 new households since 2010 (0.1 percent CAGR).

Income statistics cited in this section are derived from data provided by the United States Census Bureau's American Community Survey (ACS). The ACS reports its median income data according to pre-defined Census Bureau geography (i.e., statewide, countywide, CDP, census block). The income numbers for other geography (i.e., the unincorporated area, planning areas) is presented as mean income because of the need to aggregate census block-based ACS median income data and average the data according to locally-defined geography.

According to ACS five-year sample data (2010-2014), the estimated mean household income in Ventura County was \$100,397 in 2014 dollars. The mean household income in the incorporated cities (\$97,693) was lower than the mean for the unincorporated areas (\$121,009). As shown in Table 2-7, approximately 37.4 percent of Ventura County households earned \$100,000 or more annually in 2014. In the unincorporated areas, the proportion of households earning \$100,000 or more increased to 43.1 percent. Countywide, approximately 21.5 percent of households earned less than \$35,000 annually. The unincorporated and incorporated areas show similar trends.

Table 2-8 shows trends in household income between 2010 and 2016. The Camarillo, Las Posas, Moorpark, Oak Park, Simi Valley, and Thousand Oaks planning areas had the highest estimated mean income, with each averaging over \$125,000 (2014 dollars). The lowest mean household incomes occurred in the Piru (\$53,470) and North Half (\$54,604) planning areas.

For the unincorporated CDPs, Lake Sherwood, Bell Canyon, Santa Rosa Valley, and Oak Park each had mean household incomes of over \$150,000, while Piru and Saticoy each had mean household incomes of less than \$60,000 (Table 2-8).

**TABLE 2-7**  
**HOUSEHOLD GROWTH AND INCOME DISTRIBUTION: 2010 TO 2016**  
**VENTURA COUNTY, INCORPORATED AND UNINCORPORATED AREAS**

	Ventura County		Incorporated Cities		Unincorporated Areas	
	(2016)	HH	% of Total	HH	% of Total	HH
Households	273,286		241,095		32,191	
Less than \$10,000	9,555	3.5%	8,158	3.4%	1,401	4.4%
\$10,000 to \$14,999	9,555	3.5%	8,484	3.5%	1,071	3.3%
\$15,000 to \$24,999	19,930	7.3%	18,021	7.5%	1,903	5.9%
\$25,000 to \$34,999	19,657	7.2%	17,317	7.2%	2,340	7.3%
\$35,000 to \$49,999	29,212	10.7%	26,410	11.0%	2,795	8.7%
\$50,000 to \$74,999	44,228	16.2%	39,588	16.4%	4,633	14.4%
\$75,000 to \$99,999	39,041	14.3%	34,782	14.4%	4,255	13.2%
\$100,000 to \$149,999	50,507	18.5%	44,533	18.5%	5,975	18.6%
\$150,000 to \$199,999	24,571	9.0%	21,594	9.0%	2,978	9.3%
\$200,000 or more	27,028	9.9%	22,209	9.2%	4,839	15.0%
Mean Income (2014 Dollars)	\$100,397		\$97,693		\$121,009	
(2010)	HH	% of Total	HH	% of Total	HH	% of Total
Households	266,920		234,990		31,930	
Less than \$10,000	9,084	3.4%	7,947	3.4%	1,139	3.6%
\$10,000 to \$14,999	9,619	3.6%	8,690	3.7%	923	2.9%
\$15,000 to \$24,999	19,505	7.3%	17,609	7.5%	1,885	5.9%
\$25,000 to \$34,999	19,505	7.3%	17,431	7.4%	2,067	6.5%
\$35,000 to \$49,999	29,391	11.0%	26,016	11.1%	3,371	10.6%
\$50,000 to \$74,999	45,689	17.1%	40,286	17.1%	5,402	16.9%
\$75,000 to \$99,999	37,673	14.1%	33,832	14.4%	3,825	12.0%
\$100,000 to \$149,999	51,033	19.1%	45,278	19.3%	5,746	18.0%
\$150,000 to \$199,999	22,978	8.6%	19,924	8.5%	3,062	9.6%
\$200,000 or more	22,444	8.4%	17,977	7.7%	4,511	14.1%
Mean Income (2010 Dollars)	\$96,331		\$93,581		\$116,906	
2010 to 2016 Change	HH	% of Total	HH	% of Total	HH	% of Total
Total Households	6,366	2.4%	6,105	2.6%	261	0.8%
Less than \$10,000	471	5.2%	211	2.7%	262	23.0%
\$10,000 to \$14,999	-63	-0.7%	-206	-2.4%	148	16.0%
\$15,000 to \$24,999	425	2.2%	413	2.3%	19	1.0%
\$25,000 to \$34,999	152	0.8%	-114	-0.7%	274	13.2%
\$35,000 to \$49,999	-178	-0.6%	394	1.5%	-576	-17.1%
\$50,000 to \$74,999	-1,461	-3.2%	-698	-1.7%	-768	-14.2%
\$75,000 to \$99,999	1,367	3.6%	950	2.8%	430	11.2%
\$100,000 to \$149,999	-525	-1.0%	-745	-1.6%	229	4.0%
\$150,000 to \$199,999	1,593	6.9%	1,670	8.4%	-83	-2.7%
\$200,000 or more	4,585	20.4%	4,231	23.5%	328	7.3%
Mean Income (2010 to 2014)	\$4,066		\$4,111		\$4,103	

Source: ADE, Inc.; data from California Department of Finance City/County Populations and Housing Estimates 2016, and American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: Income distribution and mean income data come from the ACS Five-Year Sample, and reflect nominal income with no inflation adjustment.

The 2016 estimate of households is based on the 2010-2014 ACS Five-Year Sample data and adjusted based on the California DOF household data for 2016, while the 2010 estimate is based on the 2006-2010 ACS Five-Year Sample data.

**TABLE 2-8  
HOUSEHOLD GROWTH AND INCOME: 2010 TO 2016 TREND  
VENTURA COUNTY PLANNING AREAS AND CENSUS DESIGNATED PLACES  
(UNINCORPORATED ONLY)**

Planning Areas	2010		2016		Change	
	Households	Mean Income (\$2010)	Households	Mean Income (\$2014)	Households	Mean Income
Camarillo Area	3,689	\$140,352	3,902	\$147,011	213	\$6,659
Fillmore Area	658	\$109,583	522	\$94,174	-136	\$(15,409)
Las Posas Area	1,050	\$129,348	1,159	\$132,691	109	\$3,343
Moorpark Area	296	\$145,114	412	\$127,762	116	\$(17,352)
North Half Area	388	\$63,046	324	\$54,604	-64	\$(8,442)
Oak Park Area	5,337	\$145,418	5,516	\$163,543	179	\$18,125
Ojai Area	8,078	\$94,374	7,990	\$96,563	-88	\$2,189
Oxnard Area	4,633	\$81,834	4,448	\$86,208	-185	\$4,374
Piru Area	650	\$56,721	794	\$53,470	144	\$(3,251)
Santa Paula Area	648	\$85,094	691	\$71,986	43	\$(13,108)
Simi Valley Area	1,834	\$162,366	1,946	\$140,711	112	\$(21,655)
Thousand Oaks Area	2,853	\$171,165	2,916	\$168,959	63	\$(2,206)
Ventura Area	1,806	\$79,315	1,559	\$84,614	-247	\$5,299
<b>Census Designated Places (CDPs)</b>						
Bell Canyon	810	\$177,788	764	\$208,508	(46)	\$30,720
Casa Conejo	898	\$97,770	1,068	\$89,432	170	\$(8,338)
Chan Islands Beach	1,403	\$117,133	1,253	\$120,428	(150)	\$3,295
El Rio	1,553	\$58,595	1,734	\$66,461	181	\$7,866
Lake Sherwood	513	\$310,550	560	\$332,628	47	\$22,078
Meiners Oaks	1,351	\$89,179	1,278	\$83,003	(73)	\$(6,176)
Mira Monte	3,127	\$83,739	3,017	\$95,282	(110)	\$11,543
Oak Park	5,156	\$142,693	5,366	\$159,512	210	\$16,819
Oak View	1,417	\$103,797	1,547	\$91,323	130	\$(12,474)
Piru	377	\$64,258	579	\$59,395	202	\$(4,863)
Santa Rosa Valley	1,047	\$144,432	1,170	\$162,639	123	\$18,207
Santa Susana	406	\$135,034	426	\$87,386	20	\$(47,648)
Saticoy	272	\$41,398	288	\$49,030	16	\$7,632

Source: ADE, Inc.; data from California Department of Finance City/County Populations and Housing Estimates 2016, American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: Income data comes from the ACS Five-Year Sample, and reflects nominal income with no inflation adjustment.

The 2016 estimate of households is based on the 2010-2014 ACS Five-Year Sample data and adjusted based on the California DOF household data for 2016, while the 2010 estimate is based on the 2006-2010 ACS Five-Year Sample data.

The areas shown in this table estimate the population allocation for the unincorporated portion of the Ventura County Planning Areas.

As shown in Table 2-9, Ventura County’s overall median household income was \$77,335 during the five-year period between 2010 and 2014.<sup>3</sup> This was above the statewide median income of \$61,489. Among the cities and unincorporated CDPs in Ventura County, only Piru and Saticoy had median incomes that fell below 80 percent of the statewide median. Falling below the 80 percent threshold classifies these places as “economically disadvantaged communities” according to the State. Because Saticoy falls below 60 percent of the statewide median household income, the state considers it to be a “severely economically disadvantaged community.”

<b>Area</b>	<b>Median Household Income (\$2014)</b>	<b>Percent of State Median Income</b>
California	\$61,489	
Ventura County	\$77,335	125.8%
Camarillo city	\$87,120	141.7%
Casa Conejo CDP	\$89,432	145.4%
Channel Islands Beach CDP	\$90,521	147.2%
El Rio CDP	\$59,179	96.2%
Fillmore city	\$54,519	88.7%
Lake Sherwood CDP	\$230,000	374.1%
Meiners Oaks CDP	\$70,430	114.5%
Mira Monte CDP	\$70,905	115.3%
Moorpark city	\$99,353	161.6%
Oak Park CDP	\$117,326	190.8%
Oak View CDP	\$72,137	117.3%
Ojai city	\$60,714	98.7%
Oxnard city	\$62,349	101.4%
Piru CDP	\$46,601	75.8%
Port Hueneme city	\$52,826	85.9%
San Buenaventura (Ventura) city	\$66,485	108.1%
Santa Paula city	\$53,692	87.3%
Saticoy CDP	\$35,926	58.4%
Simi Valley city	\$89,595	145.7%
Thousand Oaks city	\$99,115	161.2%
Bell Canyon CDP	\$208,508	339.1%
Casa Conejo CDP	\$89,432	145.4%
Santa Rosa Valley CDP	\$162,639	264.5%
Santa Susana CDP	\$87,386	142.1%

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 data).

<sup>3</sup> Because the indicators for the Ventura County Planning Areas are aggregated together from census tract level data, the median income was not included for these areas.

As shown in Table 2-10, the poverty rate in Ventura County averaged approximately 11.1 percent during the five-year period between 2010 and 2014. This was below the statewide average of 16.4 percent. Two unincorporated CDPs, El Rio and Saticoy, had poverty rates above 20 percent.

<b>Area</b>	<b>Poverty Rate</b>
California	16.4%
Ventura County	11.1%
Camarillo city	5.5%
Casa Conejo CDP	12.6%
Channel Islands Beach CDP	0.3%
El Rio CDP	20.9%
Fillmore city	24.7%
Lake Sherwood CDP	3.7%
Meiners Oaks CDP	16.1%
Mira Monte CDP	14.1%
Moorpark city	7.2%
Oak Park CDP	5.7%
Oak View CDP	8.2%
Ojai city	14.1%
Oxnard city	16.0%
Piru CDP	9.7%
Port Hueneme city	18.3%
San Buenaventura (Ventura) city	10.8%
Santa Paula city	18.7%
Saticoy CDP	44.4%
Simi Valley city	6.6%
Thousand Oaks city	7.0%
Bell Canyon CDP	2.1%
Casa Conejo CDP	12.6%
Santa Rosa Valley CDP	6.0%
Santa Susana CDP	11.7%

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 data).

When considering child poverty and accounting for the cost of living, the Public Policy Institute of California (PPIC) found that the Central Coast region had a poverty rate of 29.6 percent, compared with 25 percent for all of California.<sup>4/5</sup> Within Ventura County, the child poverty rate was below the state average in Simi Valley (14.8 percent), Thousand Oaks (16.3 percent), Camarillo/Moorpark (19.1 percent), and Ventura (20.9 percent). Oxnard/Port Hueneme (41.6 percent) and Santa Paula/Fillmore/Ojai (41.1 percent) had child poverty rates well above the state average.

<sup>4</sup> Public Policy Institute of California; *Geography of Child Poverty in California*; February 2017.

<sup>5</sup> The PPIC report defines the Central Coast region as Ventura, Santa Barbara, San Luis Obispo, Monterey, and San Benito counties.



## ***Homelessness in Ventura County***

The broad picture of homelessness and those who are at-risk of becoming homeless across the county can be illustrated by the following statistics:

- Approximately 11 percent of Ventura County residents live below the federal poverty level.
- Over 44,000 households in Ventura County are spending 35 percent or more of household income on rent, which puts these households at increased risk for falling into homelessness.
- In 2015, the “2-1-1 Ventura County” program received 8,440 calls for housing-related assistance and emergency shelter. This program is an information and referral service, connecting over 20,000 Ventura County callers each year with information about health and human services available to them.
- The countywide Healthcare for the Homeless program, served 10,070 unduplicated patients that self-identified as homeless in 2015. This number includes persons who are doubled and tripled up, “couch surfing,” or paying for a motel for temporary shelter.
- The Ventura County Office of Education last reported in 2014 that over 6,500 students met the definition of homeless under the McKinney-Vento Homeless Education Assistance Act.
- The 2016 Ventura County Homeless Count and Subpopulation Survey Report found that 53 percent of the chronically homeless reported they had a chronic illness and 48 percent reported they had a mental health problem. See Section 4.3 in Chapter 4 (Health and Well-Being) for further discussion of socioeconomic status and economic opportunity.

Another measure of homelessness in Ventura County is the number of “unsheltered” and “sheltered” people counted on a single night in Ventura County. This count is referred to as the Point-In-Time (PIT) Homeless Count, which was first conducted in 2007. In Ventura County, the unsheltered population has been slowly trending downward. The 2016 unsheltered count for the county (inclusive of cities) was 777 persons including 17 families. The sheltered count in 2016, including those people in interim sheltering programs such as emergency shelters, safe havens, and transitional housing, totaled an additional 494 people. The total number of homeless individuals counted during the 2016 PIT Homeless Count was 1,271; this is the lowest number counted since 2007. The highest number of homeless people counted occurred in 2009, when the total was 2,193.

The County of Ventura provides staff to the Countywide Continuum of Care which is the oversight planning group addressing homelessness in the county. The County contributes resources to addressing homelessness including transitional housing, funding for shelter and housing and supportive services for all subpopulations of homeless including families, youth, seniors, veterans, and people with disabilities.

## ***Disadvantaged Communities***

State law requires local governments in California to address the needs of disadvantaged communities in various ways. First, SB 244 (2011) requires cities, counties, and LAFCOs to identify disadvantaged unincorporated communities that are underserved by public water, sewer, and other services and “...to begin to address the complex legal, financial, and political barriers that contribute to regional inequity and infrastructure deficits within disadvantaged unincorporated communities.” SB 244 and Ventura County’s compliance with it are discussed in Section 3.11 of Chapter 3 in this Background Report. In addition, SB

1000 was adopted in 2016 and is focused on environmental justice concerns. It requires local governments to identify disadvantaged communities according to criteria established by the California Environmental Protection Agency (CalEPA) and to develop strategies that mitigate and reduce the adverse effects of their environmental burden. Figure 4-13 in Chapter 4 (Health and Well-Being) identifies the disadvantaged communities in Ventura County according to the CalEPA criteria.

### **Educational Attainment**

The educational attainment by the local labor force correlates to the types of industries that can be attracted into a region and can serve as a potential opportunity or limitation to business expansion and economic development. The educational attainment of residents countywide shows approximately 31.6 percent of residents 25 years or older with at least a bachelor's degree, and 83.0 percent with at least a high school diploma, as shown in Table 2-11. Approximately 64.0 percent of the population 25 years or older have at least some college education. In general, the educational attainment in the unincorporated areas is slightly higher than the countywide average.

Looking at the four-year change trend (comparison of the 2010-2014 and 2006-2010 five-year sampling averages in Table 2-11), the majority of the growth in the 25+ aged population occurred with college-educated residents, with approximately 46.6 percent of the total growth coming from residents with at least a bachelor's degree. The growth among residents with at least a bachelor's degree occurred at a higher rate in the incorporated cities than in the unincorporated areas.

The planning areas with the highest proportions of residents with at least a bachelor's degree are Oak Park (60.7 percent), Camarillo (49.2 percent), Simi Valley (40.6 percent), and Thousand Oaks (40.2 percent), not including the incorporated cities (Table 2-12). The planning areas with the highest concentrations of residents 25 years and over without a high school diploma are Piru (46.7 percent), Santa Paula (34.5 percent), and Oxnard (30.0 percent).

The CDPs with the highest concentrations of residents with at least a bachelor's degree are Lake Sherwood (58.4 percent), Oak Park (60.0 percent), and Bell Canyon (65.3 percent), as shown in Table 2-13. The CDPs with high concentrations of residents 25 years and over without a high school diploma are Saticoy (44.6 percent), El Rio (42.7 percent), and Piru (39.1 percent).

**TABLE 2-11  
EDUCATIONAL ATTAINMENT: 2010 TO 2014 FIVE-YEAR AVERAGES  
VENTURA COUNTY, INCORPORATED AND UNINCORPORATED AREAS**

Educational Attainment (2010-2014 Average)	Ventura County		Incorporated Cities		Unincorporated Areas	
	Population	% of Total	Population	% of Total	Population	% of Total
Population 25 years and over	544,266		480,517		63,749	
Less than 9th grade	52,794	9.7%	47,875	10.0%	4,919	7.7%
9th to 12th grade, no diploma	39,731	7.3%	35,858	7.5%	3,873	6.1%
High school graduate (includes equivalency)	103,411	19.0%	91,677	19.1%	11,734	18.4%
Some college, no degree	128,447	23.6%	113,031	23.5%	15,416	24.2%
Associate's degree	47,895	8.8%	42,859	8.9%	5,037	7.9%
Bachelor's degree	108,309	19.9%	94,682	19.7%	13,627	21.4%
Graduate or professional degree	63,679	11.7%	54,395	11.3%	9,284	14.6%
Educational Attainment (2006-2010 Average)	Population	% of Total	Population	% of Total	Population	% of Total
Population 25 years and over	516,739		455,662		61,077	
Less than 9th grade	51,157	9.9%	46,509	10.2%	4,648	7.6%
9th to 12th grade, no diploma	40,306	7.8%	36,843	8.1%	3,463	5.7%
High school graduate (includes equivalency)	102,314	19.8%	91,306	20.0%	11,008	18.0%
Some college, no degree	121,950	23.6%	106,796	23.4%	15,154	24.8%
Associate's degree	41,856	8.1%	37,016	8.1%	4,840	7.9%
Bachelor's degree	101,281	19.6%	88,089	19.3%	13,192	21.6%
Graduate or professional degree	57,875	11.2%	48,996	10.8%	8,879	14.5%
Four-Year Trend	Population	% Change	Population	% Change	Population	% Change
Population 25 years and over	27,527	5.3%	24,855	5.5%	2,672	4.4%
Less than 9th grade	1,637	3.2%	1,366	2.9%	271	5.8%
9th to 12th grade, no diploma	-574	-1.4%	-984	-2.7%	410	11.8%
High school graduate (includes equivalency)	1,096	1.1%	370	0.4%	726	6.6%
Some college, no degree	6,496	5.3%	6,235	5.8%	262	1.7%
Associate's degree	6,040	14.4%	5,843	15.8%	196	4.1%
Bachelor's degree	7,028	6.9%	6,593	7.5%	435	3.3%
Graduate or professional degree	5,804	10.0%	5,399	11.0%	405	4.6%

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: Education attainment data comes from the ACS Five-Year Sample.

Source:

**TABLE 2-12  
EDUCATIONAL ATTAINMENT: 2010 TO 2014 FIVE-YEAR AVERAGES  
VENTURA COUNTY PLANNING AREAS (UNINCORPORATED TOTALS)**

Planning Area	Pop 25 years and over	Less than 9th grade	9th - 12th grade, no diploma	HS graduate (incl GED)	Some college, no degree	Associate's degree	Bachelor's degree	Graduate or prof degree
<b>2006-2010 Average</b>								
Camarillo	7,110	192	235	861	1,904	708	1,877	1,339
Fillmore	1,274	75	118	219	337	86	156	280
Las Posas	2,125	227	74	431	586	148	388	270
Moorpark	562	24	57	88	103	49	107	114
North Half	631	46	68	120	173	29	124	71
Oak Park*	9,144	61	153	800	1,549	839	3,450	2,296
Ojai	14,744	680	684	3,206	4,218	1,184	2,892	1,867
Oxnard	9,182	1,918	939	1,919	2,105	633	924	708
Piru	1,482	465	222	282	308	99	79	27
Santa Paula	2,115	478	344	458	442	125	196	81
Simi Valley	3,786	53	159	751	1,028	275	999	516
Thousand Oaks	5,808	26	298	1,091	1,438	333	1,599	1,016
Ventura	3,114	366	216	795	957	243	419	263
<b>2010-2014 Average</b>								
Camarillo	7,384	106	224	1,132	1,724	598	2,095	1,542
Fillmore	1,109	37	86	187	321	120	169	203
Las Posas	2,255	237	112	353	605	154	465	328
Moor-park	962	43	103	324	150	39	133	157
North Half	520	13	28	120	150	40	135	34
Oak Park	9,757	75	160	971	1,896	740	3,339	2,581
Ojai	15,498	924	1,142	2,946	4,667	1,382	2,795	1,644
Oxnard	9,445	1,887	945	2,287	2,107	466	1,232	649
Piru	1,534	561	155	268	322	81	106	38
Santa Paula	1,824	467	161	400	416	122	135	104
Simi Valley	4,040	75	172	708	1,041	388	1,141	499
Thousand Oaks	6,090	79	372	1,192	1,555	456	1,377	1,069
Ventura	3,297	379	408	837	676	170	508	312
<b>Four-Year Growth Trend</b>								
Camarillo	274	(86)	(11)	271	(180)	(110)	218	203
Fillmore	(165)	(38)	(32)	(32)	(16)	34	13	(77)
Las Posas	130	10	38	(78)	19	6	77	58
Moorpark	400	19	46	236	47	(10)	26	43
North Half	(111)	(33)	(40)	-	(23)	11	11	(37)
Oak Park	613	14	7	171	347	(99)	(111)	285
Ojai	754	244	458	(260)	449	198	(97)	(223)
Oxnard	263	(31)	6	368	2	(167)	308	(59)
Piru	52	96	(67)	(14)	14	(18)	27	11
Santa Paula	(291)	(11)	(183)	(58)	(26)	(3)	(61)	23
Simi Valley	254	22	13	(43)	13	113	142	(17)
Thousand Oaks	282	53	74	101	117	123	(222)	53
Ventura	183	13	192	42	(281)	(73)	89	49

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: Education attainment data comes from the ACS Five-Year Sample.



**TABLE 2-13  
EDUCATIONAL ATTAINMENT: 2010 TO 2014 FIVE-YEAR AVERAGES  
VENTURA COUNTY CENSUS DESIGNATED PLACES (UNINCORPORATED TOTALS)**

CDP	Pop 25 years and over	Less than 9th grade	9th - 12th grade, no diploma	HS graduate (incl GED)	Some college, no degree	Associate's degree	Bachelor's degree	Graduate or prof degree
<b>2006-2010 Average</b>								
Bell Canyon	1,733	28	87	203	232	52	629	503
Casa Conejo	1,883	-	179	550	629	111	288	124
Chan Island Beach	2,270	-	59	386	606	275	511	434
El Rio	3,580	1,343	544	988	448	122	75	61
Lake Sherwood	985	17	-	107	164	23	339	335
Meiners Oaks	2,390	163	153	617	595	131	550	184
Mira Monte	5,471	186	306	1,236	1,603	498	853	793
Oak Park	8,787	62	141	747	1,503	826	3,383	2,126
Oak View	2,625	47	71	546	882	299	551	228
Piru	936	252	126	206	232	69	44	7
Santa Rosa Valley	2,132	32	17	254	473	245	659	454
Santa Susana	800	-	18	153	290	143	164	32
Saticoy	530	226	42	85	64	75	38	-
<b>2010-2014 Average</b>								
Bell Canyon	1,733	28	87	203	232	52	629	503
Casa Conejo	1,883	-	179	550	629	111	288	124
Chan Island Beach	2,270	-	59	386	606	275	511	434
El Rio	3,580	1,343	544	988	448	122	75	61
Lake Sherwood	985	17	-	107	164	23	339	335
Meiners Oaks	2,390	163	153	617	595	131	550	184
Mira Monte	5,471	186	306	1,236	1,603	498	853	793
Oak Park	8,787	62	141	747	1,503	826	3,383	2,126
Oak View	2,625	47	71	546	882	299	551	228
Piru	936	252	126	206	232	69	44	7
Santa Rosa Valley	2,132	32	17	254	473	245	659	454
Santa Susana	800	-	18	153	290	143	164	32
Saticoy	530	226	42	85	64	75	38	-
<b>Four-Year Growth Trend</b>								
Bell Canyon	(141)	(28)	(66)	(26)	50	28	(91)	(9)
Casa Conejo	518	65	97	117	82	50	22	87
Chan Island Beach	(124)	-	(31)	(8)	(33)	(168)	197	(80)
El Rio	472	(261)	104	224	241	36	115	12
Lake Sherwood	151	(3)	7	79	54	24	9	(19)
Meiners Oaks	260	192	247	(135)	(36)	(33)	(60)	81
Mira Monte	100	(8)	90	(272)	313	87	88	(197)
Oak Park	664	14	1	198	378	(89)	(104)	265
Oak View	346	170	116	102	24	(8)	(117)	57
Piru	245	89	(6)	42	50	7	32	31
Santa Rosa Valley	223	20	21	59	17	(148)	116	135
Santa Susana	6	-	-	(16)	22	(67)	66	1
Saticoy	173	(38)	84	147	(18)	(56)	28	26

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: Education attainment data comes from the ACS Five-Year Sample.

## Regulatory Setting

There is no regulatory setting for this section.

## Key Terms

**Compound Annual Growth Rate (CAGR).** The CAGR is the annual year-to-year growth rate during a period of time.

**Labor Force.** The labor force includes all persons classified as employed or unemployed. (Bureau of Labor Statistics)

**County Planning Areas.** Large areas defined by Ventura County as distinct geographic regions for purposes of land use and transportation planning. See Chapter 3 (Land Use) for further description of these areas.

**Census Designated Places (CDPs).** Unincorporated communities for which the U.S. Census provides population, demographic and housing data.

**Economically Disadvantaged Community.** An “economically disadvantaged community” is defined as one with a median household income of less than 80 percent of the statewide median income. The term “severely economically disadvantaged community” is defined pursuant to Health and Safety Code Sec. 116760.2 as a community with a median household income of less than 60 percent of the statewide median income.

## References

### Websites

California Department of Finance. <http://www.dof.ca.gov>, May 1, 2016.

American Community Survey, <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>, July 2016.

Bureau of Labor Statistics (BLS), <http://www.bls.gov>, July 2016.

Health Matters in Ventura. [www.healthmattersinvc.org](http://www.healthmattersinvc.org)

## SECTION 2.2 LABOR FORCE PATTERNS

### Introduction

This section discusses the industry and occupational characteristics of workers who live in Ventura County, as well as the unincorporated areas by planning area and census designated place. The discussion of the labor force focuses on the workers. Section 2.3 will focus on the jobs in Ventura County. The section is divided into two subsections: Labor Force by Occupation and Labor Force by Industry.

### Major Findings

- The civilian labor force in Ventura County averaged 394,105 employed residents 16 years of age and over during the five-year period between 2010 and 2014. The composition of the county labor force by occupation shows that the largest proportion of these employed residents was in the management, business, science, and arts occupations. The unincorporated areas of Ventura County show an average of 44,204 employed residents 16 years of age and over during the five-year period between 2010 and 2014. These areas have a higher representation of the labor force in management, business, science, and arts occupations with 41.4 percent of the employed residents.
- The civilian labor force in Ventura County by industry sector shows that the retail, health care, and manufacturing industries accounted for the highest proportion of the civilian workers age 16 years and over. (“Industries” represent types of businesses with operations that can include many different types of occupations.) Compared to the cities, the unincorporated areas of Ventura County had a higher representation of the labor force in the professional, scientific, and technical services industry, and a lower representation of the labor force in manufacturing industries.

### Existing Conditions

#### Labor Force by Occupation

Occupations are types of jobs or professions, which are associated with many different types of industries. Identifying the labor force based on occupation can indicate the concentrations of skills present in a region, which in turn can serve as an indicator of the types of businesses that the region can support.

In 2015, the unemployment rate for Ventura County showed an annual average of 5.7 percent (not seasonally adjusted), which was lower than the 6.1 statewide annual average, as shown in Table 2-14. However, an analysis by the Economic Development Corporation of Ventura County (EDC-VC) indicates that the county’s competitive position within California has steadily declined since 2011. In 2011, Ventura County’s unemployment rate ranked 12<sup>th</sup> among California counties. This ranking declined to 16<sup>th</sup> by 2015, and down to 18<sup>th</sup> by 2016 (rolling 12-month average for the time period ending in September 2016). Furthermore, the California unemployment rate for September 2016 (5.3 percent) was lower than the county average (5.5 percent).

Within Ventura County, the incorporated and unincorporated communities with the lowest unemployment rates in 2015 include Camarillo, Channel Islands Beach, El Rio, Meiners Oaks, and Moorpark. Each of these communities had an unemployment rate below 5.0 percent. The communities in Ventura County with an unemployment rate above 8.0 percent include Oak View, Piru, and Port Hueneme.

TABLE 2-14 UNEMPLOYMENT RATE: 2015 (ANNUAL AVERAGE) CALIFORNIA, VENTURA COUNTY, CITIES, CDPS	
Area	Unemployment Rate
California	6.2%
Ventura County	5.7%
Camarillo city	4.8%
Casa Conejo CDP	6.9%
Channel Islands Beach CDP	4.7%
El Rio CDP	4.5%
Fillmore city	6.4%
Meiners Oaks CDP	3.1%
Moorpark city	4.4%
Oak Park CDP	5.8%
Oak View CDP	9.5%
Ojai city	7.6%
Oxnard city	6.2%
Piru CDP	8.1%
Port Hueneme city	8.5%
San Buenaventura (Ventura) city	5.8%
Santa Paula city	7.4%
Simi Valley city	5.0%
Thousand Oaks city	5.5%

Source: California Employment Development Department, Labor Market Information Division, 2015 annual averages.

Notes: Data is not seasonally adjusted. The data does not include unincorporated CDP of Bell Canyon, Lake Sherwood, Santa Rosa Valley, and Santa Susana.

According to American Community Survey data, the five-year sample trend (2010-2014) shows that the civilian labor force in Ventura County averaged 394,105 employed residents 16 years of age and over. As shown in Table 2-15, the composition of the county labor force shows that the largest percentage of residents were in management, business, science, and arts occupations, with over 147,300, or 37.4 percent of employed residents. The next largest occupational group in Ventura County was sales and office occupations, with over 97,700, or 16.9 percent of employed residents. As shown in Table 2-16 and Table 2-17, the unincorporated areas of Ventura County show 44,204 employed residents 16 years of age and over during the five-year period between 2010 and 2014. These areas have a higher representation of the labor force in management, business, science, and arts occupations at 41.4 percent of employed residents.

A comparison of the four-year change trend between 2010 and 2014 with the period between 2006 and 2010 shows that the employed labor force increased slightly. As shown in Table 2-18 and Table 2-19, most of the occupational categories showed increases in the labor force. The largest increases (19 percent) occurred in service occupations, which include food service, building maintenance, health care support, and personal care occupations. The sales and office occupations were the only category that showed employment decline countywide. In the unincorporated areas, the management, business, science, and arts occupations showed a decline of 4.1 percent. Agricultural jobs are most prominently represented in the “Natural resources, construction, and maintenance” category, which includes farming occupations. Other agricultural jobs are represented in the “Production, transportation, and material moving” category.



**TABLE 2-15  
LABOR FORCE BY OCCUPATION: 2010 TO 2014 FIVE-YEAR AVERAGES  
VENTURA COUNTY, INCORPORATED AND UNINCORPORATED AREAS**

	Ventura County		Incorporated Cities		Unincorporated Areas	
<b>Labor Force by Occupation (2010 to 2014 Average)</b>	<b>Labor Force</b>	<b>% of Total</b>	<b>Labor Force</b>	<b>% of Total</b>	<b>Labor Force</b>	<b>% of Total</b>
Management, business, science, and arts occupations	147,373	37.4%	129,056	36.9%	18,317	41.4%
Service occupations	66,509	16.9%	59,204	16.9%	7,305	16.5%
Sales and office occupations	97,758	24.8%	87,704	25.1%	10,054	22.7%
Natural resources, construction, and maintenance occupations	43,745	11.1%	38,710	11.1%	5,035	11.4%
Production, transportation, and material moving occupations	38,720	9.8%	35,227	10.1%	3,493	7.9%
<b>Total (civilian employed population 16 years and over)</b>	<b>394,105</b>		<b>349,901</b>		<b>44,204</b>	
<b>Labor Force by Occupation (2006 to 2010 Average)</b>	<b>Labor Force</b>	<b>% of Total</b>	<b>Labor Force</b>	<b>% of Total</b>	<b>Labor Force</b>	<b>% of Total</b>
Management, business, science, and arts occupations	143,867	37.3%	124,759	36.5%	19,108	44.1%
Service occupations	60,974	15.8%	54,856	16.0%	6,118	14.1%
Sales and office occupations	99,923	25.9%	89,770	26.2%	10,153	23.5%
Natural resources, construction, and maintenance occupations	43,141	11.2%	38,432	11.2%	4,709	10.9%
Production, transportation, and material moving occupations	37,357	9.7%	34,164	10.0%	3,193	7.4%
<b>Total (civilian employed population 16 years and over)</b>	<b>385,262</b>		<b>341,981</b>		<b>43,281</b>	
<b>Four-year Trend</b>	<b>Labor Force</b>	<b>% Change</b>	<b>Labor Force</b>	<b>% Change</b>	<b>Labor Force</b>	<b>% Change</b>
Management, business, science, and arts occupations	3,506	2.4%	4,297	3.4%	-791	-4.1%
Service occupations	5,535	9.1%	4,348	7.9%	1,187	19.4%
Sales and office occupations	-2,165	-2.2%	-2,066	-2.3%	-99	-1.0%
Natural resources, construction, and maintenance occupations	604	1.4%	278	0.7%	326	6.9%
Production, transportation, and material moving occupations	1,363	3.6%	1,063	3.1%	300	9.4%
<b>Total (civilian employed population 16 years and over)</b>	<b>8,843</b>	<b>2.3%</b>	<b>7,920</b>	<b>2.3%</b>	<b>923</b>	<b>2.1%</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

**TABLE 2-16  
LABOR FORCE BY OCCUPATION: 2010 TO 2014 FIVE-YEAR AVERAGES  
VENTURA COUNTY PLANNING AREAS (UNINCORPORATED TOTALS)**

<b>Labor Force by Occupation (2010 to 2014 Average)</b>	<b>Camarillo Area</b>	<b>Fillmore Area</b>	<b>Las Posas Area</b>	<b>Moor-park Area</b>	<b>North Half Area</b>	<b>Oak Park Area</b>	<b>Ojai Area</b>
Management, business, science, and arts occupations	2,816	386	653	245	120	4,252	3,944
Service occupations	894	113	246	77	23	691	2,179
Sales and office occupations	1,325	114	353	273	41	1,695	1,964
Natural resources, construction, and maintenance occupations	248	153	196	8	27	257	1,159
Production, transportation, and material moving occupations	297	32	70	70	13	122	635
<b>Total (civilian employed population 16 years and over)</b>	<b>5,580</b>	<b>798</b>	<b>1,518</b>	<b>673</b>	<b>224</b>	<b>7,017</b>	<b>9,881</b>
<b>Labor Force by Occupation (2006 to 2010 Average)</b>	<b>Camarillo Area</b>	<b>Fillmore Area</b>	<b>Las Posas Area</b>	<b>Moor-park Area</b>	<b>North Half Area</b>	<b>Oak Park Area</b>	<b>Ojai Area</b>
Management, business, science, and arts occupations	2,716	454	624	209	202	4,346	4,148
Service occupations	436	105	203	48	82	472	1,875
Sales and office occupations	1,025	144	378	86	41	1,836	2,183
Natural resources, construction, and maintenance occupations	378	214	187	71	39	261	1,087
Production, transportation, and material moving occupations	361	30	126	34	4	125	799
<b>Total (civilian employed population 16 years and over)</b>	<b>4,917</b>	<b>947</b>	<b>1,518</b>	<b>448</b>	<b>368</b>	<b>7,040</b>	<b>10,092</b>
<b>Four-year Trend</b>	<b>Camarillo Area</b>	<b>Fillmore Area</b>	<b>Las Posas Area</b>	<b>Moor-park Area</b>	<b>North Half Area</b>	<b>Oak Park Area</b>	<b>Ojai Area</b>
Management, business, science, and arts occupations	99	-68	30	36	-82	-94	-204
Service occupations	458	8	43	29	-59	219	304
Office and administrative support occupations	173	-3	-51	107	16	68	-129
Natural resources, construction, and maintenance occupations	-129	-61	9	-63	-12	-4	72
Production, transportation, and material moving occupations	-64	2	-56	36	9	-3	-164
<b>Total (civilian employed population 16 years and over)</b>	<b>663</b>	<b>-149</b>	<b>0</b>	<b>225</b>	<b>-144</b>	<b>-23</b>	<b>-211</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: The areas shown in this table estimate the population allocation for the unincorporated portion of the Ventura County Planning Areas.

The Oak Park Planning Area also includes Ahmanson Ranch.

Totals do not add up to 100% due to some Census Tracts not assigned to the Planning Areas shown.

**TABLE 2-17  
LABOR FORCE BY OCCUPATION: 2010 TO 2014 FIVE-YEAR AVERAGES  
VENTURA COUNTY PLANNING AREAS (UNINCORPORATED TOTALS, CONT.)**

<b>Labor Force by Occupation (2010 to 2014 Average)</b>	<b>Oxnard Area</b>	<b>Piru Area</b>	<b>Santa Paula Area</b>	<b>Simi Valley Area</b>	<b>Thousand Oaks Area</b>	<b>Ventura Area</b>
Management, business, science, and arts occupations	1,546	210	256	1,503	1,743	643
Service occupations	1,020	193	221	323	787	537
Office and administrative support occupations	1,535	252	303	584	1,124	491
Natural resources, construction, and maintenance occupations	1,434	151	458	220	456	268
Production, transportation, and material moving occupations	1,276	287	110	77	236	269
<b>Total (civilian employed population 16 years and over)</b>	<b>6,811</b>	<b>1,093</b>	<b>1,348</b>	<b>2,707</b>	<b>4,346</b>	<b>2,208</b>
<b>Labor Force by Occupation (2006 to 2010 Average)</b>	<b>Oxnard Area</b>	<b>Piru Area</b>	<b>Santa Paula Area</b>	<b>Simi Valley Area</b>	<b>Thousand Oaks Area</b>	<b>Ventura Area</b>
Management, business, science, and arts occupations	1,599	268	451	1,420	1,919	752
Service occupations	1,087	226	259	227	700	398
Office and administrative support occupations	1,746	191	222	667	1,111	522
Natural resources, construction, and maintenance occupations	1,058	242	226	275	267	405
Production, transportation, and material moving occupations	913	168	85	150	179	219
<b>Total (civilian employed population 16 years and over)</b>	<b>6,402</b>	<b>1,095</b>	<b>1,243</b>	<b>2,739</b>	<b>4,176</b>	<b>2,296</b>
<b>Four-year Trend</b>	<b>Oxnard Area</b>	<b>Piru Area</b>	<b>Santa Paula Area</b>	<b>Simi Valley Area</b>	<b>Thousand Oaks Area</b>	<b>Ventura Area</b>
Management, business, science, and arts occupations	-53	-58	-195	83	-176	-109
Service occupations	-67	-33	-38	96	87	139
Office and administrative support occupations	-143	5	-2	-186	-26	-15
Natural resources, construction, and maintenance occupations	376	-91	232	-55	189	-137
Production, transportation, and material moving occupations	363	119	25	-73	57	50
<b>Total (civilian employed population 16 years and over)</b>	<b>409</b>	<b>-2</b>	<b>105</b>	<b>-32</b>	<b>170</b>	<b>-88</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: The areas shown in this table estimate the population allocation for the unincorporated portion of the Ventura County Planning Areas.

The Oak Park Planning Area also includes Ahmanson Ranch.

Totals do not add up to 100% due to some Census Tracts not assigned to the Planning Areas shown.

**TABLE 2-18  
LABOR FORCE BY OCCUPATION: 2010 TO 2014 FIVE-YEAR AVERAGES  
UNINCORPORATED VENTURA COUNTY CENSUS DESIGNATED PLACES**

<b>Labor Force by Occupation (2010 to 2014 Average)</b>	<b>Bell Canyon</b>	<b>Casa Conejo</b>	<b>Channel Islands Beach</b>	<b>El Rio</b>	<b>Lake Sherwood</b>	<b>Meiners Oaks</b>	<b>Mira Monte</b>
Management, business, science, and arts occupations	770	502	647	516	435	677	1,468
Service occupations	99	487	63	502	56	721	638
Sales and office occupations	307	476	492	670	179	225	752
Natural resources, construction, and maintenance occupations	0	278	220	551	45	136	307
Production, transportation, and material moving occupations	4	134	113	871	14	151	163
<b>Total (civilian employed population 16 years and over)</b>	<b>1,180</b>	<b>1,877</b>	<b>1,535</b>	<b>3,110</b>	<b>729</b>	<b>1,910</b>	<b>3,328</b>
<b>Labor Force by Occupation (2006 to 2010 Average)</b>	<b>Bell Canyon</b>	<b>Casa Conejo</b>	<b>Channel Islands Beach</b>	<b>El Rio</b>	<b>Lake Sherwood</b>	<b>Meiners Oaks</b>	<b>Mira Monte</b>
Management, business, science, and arts occupations	717	460	730	369	472	664	1,502
Service occupations	128	360	188	582	48	466	635
Sales and office occupations	329	475	483	655	108	331	835
Natural resources, construction, and maintenance occupations	21	105	225	435	0	156	390
Production, transportation, and material moving occupations	14	92	111	604	5	100	321
<b>Total (civilian employed population 16 years and over)</b>	<b>1,209</b>	<b>1,492</b>	<b>1,737</b>	<b>2,645</b>	<b>633</b>	<b>1,717</b>	<b>3,683</b>
<b>Four-year Trend</b>	<b>Bell Canyon</b>	<b>Casa Conejo</b>	<b>Channel Islands Beach</b>	<b>El Rio</b>	<b>Lake Sherwood</b>	<b>Meiners Oaks</b>	<b>Mira Monte</b>
Civilian employed population 16 years and over	-29	385	-202	465	96	193	-355
Management, business, science, and arts occupations	53	42	-83	147	-37	13	-34
Service occupations	-29	127	-125	-80	8	255	3
Sales and office occupations	-22	1	9	15	71	-106	-83
Natural resources, construction, and maintenance occupations	-21	173	-5	116	45	-20	-83
Production, transportation, and material moving occupations	-10	42	2	267	9	51	-158
<b>Total (civilian employed population 16 years and over)</b>	<b>-29</b>	<b>385</b>	<b>-202</b>	<b>465</b>	<b>96</b>	<b>193</b>	<b>-355</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

**TABLE 2-19  
LABOR FORCE BY OCCUPATION: 2010 TO 2014 FIVE-YEAR AVERAGES  
UNINCORPORATED VENTURA COUNTY CENSUS DESIGNATED PLACES (CONT.)**

<b>Labor Force by Occupation (2010 to 2014 Average)</b>	<b>Oak Park</b>	<b>Oak View</b>	<b>Piru</b>	<b>Santa Rosa Valley</b>	<b>Santa Susana</b>	<b>Saticoy</b>
Management, business, science, and arts occupations	4,074	725	146	894	243	70
Service occupations	691	443	158	112	104	179
Sales and office occupations	1,648	316	225	414	61	69
Natural resources, construction, and maintenance occupations	257	413	117	40	11	86
Production, transportation, and material moving occupations	122	155	229	69	29	59
<b>Total (civilian employed population 16 years and over)</b>	<b>6,792</b>	<b>2,052</b>	<b>875</b>	<b>1,529</b>	<b>448</b>	<b>463</b>
<b>Labor Force by Occupation (2006 to 2010 Average)</b>	<b>Oak Park</b>	<b>Oak View</b>	<b>Piru</b>	<b>Santa Rosa Valley</b>	<b>Santa Susana</b>	<b>Saticoy</b>
Management, business, science, and arts occupations	4,177	841	146	915	282	65
Service occupations	442	356	150	93	13	52
Sales and office occupations	1,768	486	133	252	143	22
Natural resources, construction, and maintenance occupations	261	280	184	130	134	72
Production, transportation, and material moving occupations	125	101	71	70	41	21
<b>Total (civilian employed population 16 years and over)</b>	<b>6,773</b>	<b>2,064</b>	<b>684</b>	<b>1,460</b>	<b>613</b>	<b>232</b>
<b>Four-year Trend</b>	<b>Oak Park</b>	<b>Oak View</b>	<b>Piru</b>	<b>Santa Rosa Valley</b>	<b>Santa Susana</b>	<b>Saticoy</b>
Management, business, science, and arts occupations	-103	-116	0	-21	-39	5
Service occupations	249	87	8	19	91	127
Sales and office occupations	-120	-170	92	162	-82	47
Natural resources, construction, and maintenance occupations	-4	133	-67	-90	-123	14
Production, transportation, and material moving occupations	-3	54	158	-1	-12	38
<b>Total (civilian employed population 16 years and over)</b>	<b>19</b>	<b>-12</b>	<b>191</b>	<b>69</b>	<b>-165</b>	<b>231</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).



## Labor Force by Industry

Industries represent types of businesses with operations that can include many different types of occupations. As shown in Table 2-20, the five-year sample trend from the American Community Survey for Ventura County (2010-2014) shows that the retail, health care, and manufacturing industries accounted for the highest proportion of the civilian workers age 16 years and over, with each of these industries accounting for over 40,000 workers (more than 10 percent of the labor force). Unlike Table 2-15, Table 2-20 reflects the labor force by industry type in Ventura County, not the jobs that are located in the county. Many workers commute out of the county to work. Other industries with large concentrations of workers in Ventura County include: professional, scientific, and technical services; educational services; construction; and accommodations and food service. Each of these industries accounted for more than 20,000 workers. Compared to the incorporated cities, the unincorporated areas of Ventura County had a higher representation of the labor force in the professional, scientific, and technical services category (4,248 workers or 9.6 percent, compared to 7.4 percent, or nearly 26,000 workers in the cities), and a lower representation of the labor force in manufacturing (8.1 percent or 3,581 workers), compared to 10.6 percent or 37,245 workers in the cities).

The four-year change trend comparing the 2010-2014 period to the 2006-2010 period shows that agricultural industries had the largest labor force increase. This category accounted for approximately half of the labor force increase countywide (4,614 new workers), with 601 of these new workers residing in the unincorporated area. The other large increases in the labor force by industry occurred in accommodation and food service (743 new unincorporated workers); health care and social assistance (191 new unincorporated workers); educational services (591 new unincorporated workers), and retail trade (decline of 96 unincorporated workers). Each of these industry categories added more than 1,700 workers to the countywide labor force, although retail workers declined in the unincorporated area. In addition, professional, scientific, and technical services added 1,261 workers countywide and 309 in the unincorporated area.

The largest decreases in the labor force countywide occurred in construction (decline of 1,310 workers), information (decline of 1,375 workers), and public administration (decline of 1,090 workers). The unincorporated area also saw declines in information and public sector workers, as well as wholesale distribution workers (-284). However, the unincorporated area gained 41 construction workers during the 2010-2014 period.

Among the unincorporated Ventura County planning areas, agricultural workers generally had the highest concentration around Oxnard, Ojai, and Santa Paula, ranging from 333 to 881 workers, more than 50 percent of the unincorporated area total in 2014 (Table 2-21 and Table 2-22). Workers in the professional, scientific, and technical services were more concentrated around the Camarillo, Ojai, and Oak Park planning areas, ranging from 643 to 1,284 workers and comprising 62 percent of the unincorporated total. The Ojai planning area also had the highest concentration of workers in educational services (1,368 workers).

This discussion, and the prior tables describing occupational trends, suggest that the unincorporated area supports a diverse labor force with representation by workers in many industries and occupations similar to the incorporated cities. The recent trends, however, indicate a loss of management, business, and science occupations, which tend to be higher paying, and an increase in service occupations, which tend to be lower paying, compared to the cities. In addition, construction, maintenance, production, and transportation workers grew more rapidly in the unincorporated area. These jobs are often described as “middle skill” jobs and often provide living wages provided the work is steady.

## Regulatory Setting

There is no regulatory setting for this section.

## Key Terms

**Industry.** A group of enterprises that produce similar products or provide similar services. For example, all enterprises that manufacture automobiles are in the same industry. A given industry, or even a particular enterprise in that industry, might have employees in dozens of occupations. (Bureau of Labor Statistics)

**Labor Force.** The labor force includes all persons classified as employed or unemployed. Statistics typically distinguish between the civilian labor force, for which data are provided in this section, and military personnel. (Bureau of Labor Statistics)

**Occupation.** A set of activities or tasks that employees are paid to perform. Employees that perform essentially the same tasks are in the same occupation, whether or not they work in the same industry. Some occupations are concentrated in a few particular industries; other occupations are found in many industries. (Bureau of Labor Statistics)

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**TABLE 2-20  
LABOR FORCE BY INDUSTRY: 2010 TO 2014 FIVE-YEAR AVERAGES  
VENTURA COUNTY, INCORPORATED AND UNINCORPORATED AREAS**

Labor Force by Industry (2010 to 2014 Average) (NAICS Code)	Ventura County		Incorporated Cities		Unincorporated Areas	
	Labor Force	% of Total	Labor Force	% of Total	Labor Force	% of Total
Agriculture, forestry, fishing and hunting (11)	19,559	5.0%	17,230	4.9%	2,329	5.3%
Mining, quarrying, and oil and gas extraction (21)	1,078	0.3%	903	0.3%	175	0.4%
Construction (23)	23,225	5.9%	19,844	5.7%	3,381	7.6%
Manufacturing (31-33)	40,826	10.4%	37,245	10.6%	3,581	8.1%
Wholesale trade (42)	14,367	3.6%	12,951	3.7%	1,416	3.2%
Retail trade (44-45)	44,560	11.3%	40,370	11.5%	4,190	9.5%
Transportation and warehousing (48-49)	9,093	2.3%	8,081	2.3%	1,012	2.3%
Utilities (22)	2,872	0.7%	2,503	0.7%	369	0.8%
Information (51)	10,307	2.6%	9,100	2.6%	1,207	2.7%
Finance and insurance (52)	24,100	6.1%	21,654	6.2%	2,446	5.5%
Real estate and rental and leasing (53)	8,625	2.2%	7,267	2.1%	1,358	3.1%
Professional, scientific, and technical services (54)	30,240	7.7%	25,992	7.4%	4,248	9.6%
Management of companies and enterprises (55)	218	0.1%	202	0.1%	16	0.0%
Administrative and support and waste management services (56)	16,928	4.3%	14,963	4.3%	1,965	4.4%
Educational services (61)	31,686	8.0%	27,597	7.9%	4,089	9.3%
Health care and social assistance (62)	41,939	10.6%	37,640	10.8%	4,299	9.7%
Arts, entertainment, and recreation (71)	9,206	2.3%	7,764	2.2%	1,442	3.3%
Accommodation and food services (72)	26,926	6.8%	24,088	6.9%	2,838	6.4%
Other services, except public administration (81)	18,868	4.8%	16,660	4.8%	2,208	5.0%
Public administration (92)	19,482	4.9%	17,847	5.1%	1,635	3.7%
<b>Total (civilian employed population 16 years and over)</b>	<b>394,105</b>		<b>349,901</b>		<b>44,204</b>	
Labor Force by Industry (2006 to 2010 Average) (NAICS Code)	Labor Force	% of Total	Labor Force	% of Total	Labor Force	% of Total
Agriculture, forestry, fishing and hunting (11)	14,945	3.9%	13,217	3.9%	1,728	4.0%
Mining, quarrying, and oil and gas extraction (21)	1,087	0.3%	767	0.2%	320	0.7%
Construction (23)	24,535	6.4%	21,195	6.2%	3,340	7.7%
Manufacturing (31-33)	41,759	10.8%	38,183	11.2%	3,576	8.3%
Wholesale trade (42)	13,923	3.6%	12,223	3.6%	1,700	3.9%
Retail trade (44-45)	42,652	11.1%	38,366	11.2%	4,286	9.9%
Transportation and warehousing (48-49)	9,785	2.5%	8,750	2.6%	1,035	2.4%
Utilities (22)	2,961	0.8%	2,588	0.8%	373	0.9%
Information (51)	11,682	3.0%	10,078	2.9%	1,604	3.7%
Finance and insurance (52)	24,502	6.4%	21,981	6.4%	2,521	5.8%
Real estate and rental and leasing (53)	9,334	2.4%	8,004	2.3%	1,330	3.1%
Professional, scientific, and technical services (54)	28,979	7.5%	25,040	7.3%	3,939	9.1%
Management of companies and enterprises (55)	455	0.1%	407	0.1%	48	0.1%
Administrative and support and waste management services (56)	17,885	4.6%	15,973	4.7%	1,912	4.4%
Educational services (61)	29,985	7.8%	26,487	7.7%	3,498	8.1%
Health care and social assistance (62)	39,761	10.3%	35,653	10.4%	4,108	9.5%
Arts, entertainment, and recreation (71)	8,208	2.1%	6,706	2.0%	1,502	3.5%
Accommodation and food services (72)	23,144	6.0%	21,049	6.2%	2,095	4.8%
Other services, except public administration (81)	19,108	5.0%	16,792	4.9%	2,316	5.4%
Public administration (92)	20,572	5.3%	18,522	5.4%	2,050	4.7%
<b>Total (civilian employed population 16 years and over)</b>	<b>385,262</b>		<b>341,981</b>		<b>43,281</b>	
Four-Year Growth Trend	Labor Force	% Change	Labor Force	% Change	Labor Force	% Change
Agriculture, forestry, fishing and hunting (11)	4,614	30.9%	4,013	30.4%	601	34.8%
Mining, quarrying, and oil and gas extraction (21)	-9	-0.8%	136	17.7%	-145	-45.3%
Construction (23)	-1,310	-5.3%	-1,351	-6.4%	41	1.2%
Manufacturing (31-33)	-933	-2.2%	-938	-2.5%	5	0.1%
Wholesale trade (42)	444	3.2%	728	6.0%	-284	-16.7%
Retail trade (44-45)	1,908	4.5%	2,004	5.2%	-96	-2.2%
Transportation and warehousing (48-49)	-692	-7.1%	-669	-7.6%	-23	-2.2%
Utilities (22)	-89	-3.0%	-85	-3.3%	-4	-1.1%
Information (51)	-1,375	-11.8%	-978	-9.7%	-397	-24.8%
Finance and insurance (52)	-402	-1.6%	-327	-1.5%	-75	-3.0%
Real estate and rental and leasing (53)	-709	-7.6%	-737	-9.2%	28	2.1%
Professional, scientific, and technical services (54)	1,261	4.4%	952	3.8%	309	7.8%
Management of companies and enterprises (55)	-237	-52.1%	-205	-50.4%	-32	-66.7%
Administrative and support and waste management services (56)	-957	-5.4%	-1,010	-6.3%	53	2.8%
Educational services (61)	1,701	5.7%	1,110	4.2%	591	16.9%
Health care and social assistance (62)	2,178	5.5%	1,987	5.6%	191	4.6%
Arts, entertainment, and recreation (71)	998	12.2%	1,058	15.8%	-60	-4.0%
Accommodation and food services (72)	3,782	16.3%	3,039	14.4%	743	35.5%
Other services, except public administration (81)	-240	-1.3%	-132	-0.8%	-108	-4.7%
Public administration (92)	-1,090	-5.3%	-675	-3.6%	-415	-20.2%
<b>Total (civilian employed population 16 years and over)</b>	<b>8,843</b>	<b>2.3%</b>	<b>7,920</b>	<b>2.3%</b>	<b>923</b>	<b>2.1%</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

**TABLE 2-21  
LABOR FORCE BY INDUSTRY: 2010 TO 2014 FIVE-YEAR AVERAGES  
VENTURA COUNTY PLANNING AREAS (UNINCORPORATED TOTALS)**

<b>Labor Force by Industry (2010 to 2014 Average)</b>	<b>Camarillo Area</b>	<b>Fillmore Area</b>	<b>Las Posas Area</b>	<b>Moorpark Area</b>	<b>Oak Park Area</b>	<b>North Half Area</b>	<b>Ojai Area</b>
Agriculture, forestry, fishing and hunting (11)	127	83	153	17	50	9	333
Mining, quarrying, and oil and gas extraction (21)	16	0	3	0	0	0	48
Construction (23)	229	100	115	39	181	24	960
Manufacturing (31-33)	462	43	117	29	469	0	515
Wholesale trade (42)	126	9	58	56	149	3	221
Retail trade (44-45)	530	37	188	19	456	9	876
Transportation and warehousing (48-49)	97	0	16	20	107	0	277
Utilities (22)	15	48	19	0	0	8	114
Information (51)	71	0	53	6	363	5	146
Finance and insurance (52)	251	41	62	120	860	0	370
Real estate and rental and leasing (53)	243	0	24	25	295	15	258
Professional, scientific, and technical services (54)	643	99	99	116	1,284	21	720
Management of companies and enterprises (55)	0	0	0	0	0	0	11
Administrative support and waste management services (56)	148	0	59	68	208	66	456
Educational services (61)	782	82	96	7	708	25	1,369
Health care and social assistance (62)	654	64	118	95	867	41	798
Arts, entertainment, and recreation (71)	245	0	119	0	228	28	403
Accommodation and food services (72)	294	38	62	41	347	18	939
Other services, except public administration (81)	299	93	79	0	294	4	611
Public administration (92)	266	61	101	15	151	8	456
<b>Total (civilian employed population 16 years and over)</b>	<b>5,580</b>	<b>798</b>	<b>1,518</b>	<b>673</b>	<b>7,017</b>	<b>224</b>	<b>9,881</b>
<b>Labor Force by Industry (2006 to 2010 Average)</b>	<b>Camarillo Area</b>	<b>Fillmore Area</b>	<b>Las Posas Area</b>	<b>Moorpark Area</b>	<b>Oak Park Area</b>	<b>North Half Area</b>	<b>Ojai Area</b>
Agriculture, forestry, fishing and hunting (11)	139	81	151	10	17	57	120
Mining, quarrying, and oil and gas extraction (21)	12	47	7	0	0	0	150
Construction (23)	306	115	112	38	224	26	1,004
Manufacturing (31-33)	503	38	103	49	671	4	636
Wholesale trade (42)	150	16	67	0	193	0	407
Retail trade (44-45)	501	90	151	20	606	51	869
Transportation and warehousing (48-49)	80	0	34	16	118	2	321
Utilities (22)	121	52	0	0	13	0	94
Information (51)	117	25	67	0	405	16	190
Finance and insurance (52)	179	28	80	13	901	8	279
Real estate and rental and leasing (53)	99	18	54	34	355	21	227
Professional, scientific, and technical services (54)	579	41	97	47	1,066	37	711
Management of companies and enterprises (55)	0	0	0	0	0	0	40
Administrative support and waste management services (56)	192	11	71	35	191	0	386
Educational services (61)	378	71	63	49	848	62	928
Health care and social assistance (62)	584	21	148	15	519	20	1,210
Arts, entertainment, and recreation (71)	216	17	160	18	264	0	401
Accommodation and food services (72)	231	46	27	49	125	41	823
Other services, except public administration (81)	229	110	106	12	290	11	651
Public administration (92)	375	120	78	43	234	12	645
<b>Total (civilian employed population 16 years and over)</b>	<b>4,917</b>	<b>947</b>	<b>1,518</b>	<b>448</b>	<b>7,040</b>	<b>368</b>	<b>10,092</b>
<b>Four-Year Trend (Percentage Change)</b>	<b>Camarillo Area</b>	<b>Fillmore Area</b>	<b>Las Posas Area</b>	<b>Moorpark Area</b>	<b>Oak Park Area</b>	<b>North Half Area</b>	<b>Ojai Area</b>
Agriculture, forestry, fishing and hunting (11)	-8.5%	2.5%	1.3%	70.0%	-84.2%	194.1%	177.5%
Mining, quarrying, and oil and gas extraction (21)	37.6%	-100.0%	-63.2%	n/a	n/a	n/a	-68.0%
Construction (23)	-25.3%	-13.0%	3.2%	2.6%	-7.7%	-19.2%	-4.4%
Manufacturing (31-33)	-8.1%	13.2%	14.4%	-40.8%	-100.0%	-30.1%	-19.0%
Wholesale trade (42)	-16.1%	-43.8%	-12.5%	n/a	n/a	-22.8%	-45.7%
Retail trade (44-45)	5.9%	-58.9%	24.7%	-5.0%	-82.4%	-24.8%	0.8%
Transportation and warehousing (48-49)	21.3%	n/a	-52.3%	25.0%	-100.0%	-9.3%	-13.7%
Utilities (22)	-87.6%	-7.7%	n/a	n/a	n/a	-100.0%	21.3%
Information (51)	-39.1%	-100.0%	-21.5%	n/a	-68.8%	-10.4%	-23.2%
Finance and insurance (52)	40.3%	46.4%	-21.7%	823.1%	-100.0%	-4.6%	32.6%
Real estate and rental and leasing (53)	146.5%	-100.0%	-55.7%	-26.5%	-28.6%	-16.9%	13.7%
Professional, scientific, and technical services (54)	11.1%	141.5%	2.8%	146.8%	-43.2%	20.5%	1.3%
Management of companies and enterprises (55)	n/a	n/a	n/a	n/a	n/a	n/a	-72.5%
Administrative support and waste management services (56)	-22.8%	-100.0%	-17.1%	94.3%	n/a	8.9%	18.1%
Educational services (61)	107.0%	15.5%	52.8%	-85.7%	-59.7%	-16.5%	47.5%
Health care and social assistance (62)	12.1%	204.8%	-20.5%	533.3%	105.0%	67.1%	-34.0%
Arts, entertainment, and recreation (71)	13.3%	-100.0%	-25.4%	-100.0%	n/a	-13.6%	0.5%
Accommodation and food services (72)	27.4%	-17.4%	131.1%	-16.3%	-56.1%	177.6%	14.1%
Other services, except public administration (81)	30.8%	-15.5%	-25.2%	-100.0%	-63.6%	1.4%	-6.1%
Public administration (92)	-29.2%	-49.2%	29.0%	-65.1%	-33.3%	-35.5%	-29.3%
<b>Total (civilian employed population 16 years and over)</b>	<b>13.5%</b>	<b>-15.7%</b>	<b>0.0%</b>	<b>50.2%</b>	<b>-39.1%</b>	<b>-0.3%</b>	<b>-2.1%</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: The areas shown in this table estimate the population allocation for the unincorporated portion of the Ventura County Planning Areas.

The Oak Park Planning Area also includes Ahmanson Ranch.



**TABLE 2-22  
LABOR FORCE BY INDUSTRY: 2010 TO 2014 FIVE-YEAR AVERAGES  
VENTURA COUNTY PLANNING AREAS (UNINCORPORATED TOTALS, CONT.)**

<b>Labor Force by Industry (2010 to 2014 Average)</b>	<b>Oxnard Area</b>	<b>Piru Area</b>	<b>Santa Paula Area</b>	<b>Simi Valley Area</b>	<b>Thousand Oaks Area</b>	<b>Ventura Area</b>
Agriculture, forestry, fishing and hunting (11)	883	155	364	12	59	85
Mining, quarrying, and oil and gas extraction (21)	47	5	8	9	29	10
Construction (23)	648	58	109	280	437	200
Manufacturing (31-33)	732	198	86	268	511	150
Wholesale trade (42)	414	72	38	37	114	118
Retail trade (44-45)	730	125	194	281	477	268
Transportation and warehousing (48-49)	284	45	43	36	35	52
Utilities (22)	81	0	4	19	24	37
Information (51)	71	10	0	271	189	22
Finance and insurance (52)	240	41	9	128	278	45
Real estate and rental and leasing (53)	220	11	5	73	161	28
Professional, scientific, and technical services (54)	333	13	21	325	487	86
Management of companies and enterprises (55)	0	0	0	0	5	0
Administrative and support and waste management services (56)	523	56	31	120	186	104
Educational services (61)	239	68	200	179	161	173
Health care and social assistance (62)	485	90	95	317	443	232
Arts, entertainment, and recreation (71)	129	63	8	42	96	81
Accommodation and food services (72)	337	7	59	123	307	265
Other services, except public administration (81)	192	28	54	94	269	190
Public administration (92)	277	48	20	93	78	62
<b>Total (civilian employed population 16 years and over)</b>	<b>6,811</b>	<b>1,093</b>	<b>1,348</b>	<b>2,707</b>	<b>4,346</b>	<b>2,208</b>
<b>Labor Force by Industry (2006 to 2010 Average)</b>	<b>Oxnard Area</b>	<b>Piru Area</b>	<b>Santa Paula Area</b>	<b>Simi Valley Area</b>	<b>Thousand Oaks Area</b>	<b>Ventura Area</b>
Agriculture, forestry, fishing and hunting (11)	569	217	263	32	11	62
Mining, quarrying, and oil and gas extraction (21)	45	15	0	0	22	22
Construction (23)	600	54	55	231	221	354
Manufacturing (31-33)	565	130	96	287	285	209
Wholesale trade (42)	391	46	35	50	271	74
Retail trade (44-45)	803	60	136	274	512	213
Transportation and warehousing (48-49)	201	26	91	0	112	34
Utilities (22)	25	0	3	21	34	10
Information (51)	151	23	26	235	262	87
Finance and insurance (52)	298	63	10	225	348	89
Real estate and rental and leasing (53)	182	0	26	183	78	53
Professional, scientific, and technical services (54)	411	53	10	253	524	110
Management of companies and enterprises (55)	0	0	0	0	8	0
Administrative and support and waste management services (56)	503	82	22	212	134	73
Educational services (61)	213	101	161	168	229	228
Health care and social assistance (62)	422	93	116	284	384	292
Arts, entertainment, and recreation (71)	152	21	9	116	106	22
Accommodation and food services (72)	199	27	111	78	234	104
Other services, except public administration (81)	199	52	67	70	294	225
Public administration (92)	343	32	6	20	107	35
<b>Total (civilian employed population 16 years and over)</b>	<b>6,402</b>	<b>1,095</b>	<b>1,243</b>	<b>2,739</b>	<b>4,176</b>	<b>2,296</b>
<b>Four-Year Trend</b>	<b>Oxnard Area</b>	<b>Piru Area</b>	<b>Santa Paula Area</b>	<b>Simi Valley Area</b>	<b>Thousand Oaks Area</b>	<b>Ventura Area</b>
Agriculture, forestry, fishing and hunting (11)	55.2%	-28.6%	38.4%	-62.5%	436.4%	37.1%
Mining, quarrying, and oil and gas extraction (21)	4.4%	-66.7%	n/a	n/a	31.8%	-54.5%
Construction (23)	8.1%	7.4%	98.2%	21.2%	97.7%	-43.5%
Manufacturing (31-33)	29.5%	52.3%	-10.4%	-6.6%	79.3%	-28.2%
Wholesale trade (42)	6.0%	56.5%	8.6%	-26.0%	-57.9%	59.5%
Retail trade (44-45)	-9.2%	108.3%	42.6%	2.6%	-6.8%	25.8%
Transportation and warehousing (48-49)	41.2%	73.1%	-52.7%	n/a	-68.8%	52.9%
Utilities (22)	223.3%	n/a	33.3%	-9.5%	-29.4%	270.0%
Information (51)	-52.9%	-56.5%	-100.0%	15.3%	-27.9%	-74.7%
Finance and insurance (52)	-19.4%	-34.9%	-10.0%	-43.1%	-20.1%	-49.4%
Real estate and rental and leasing (53)	20.7%	n/a	-80.8%	-60.1%	106.4%	-47.2%
Professional, scientific, and technical services (54)	-19.0%	-75.5%	110.0%	28.5%	-7.1%	-21.8%
Management of companies and enterprises (55)	n/a	n/a	n/a	n/a	-37.5%	n/a
Administrative and support and waste management services (56)	4.0%	-31.7%	40.9%	-43.4%	38.8%	42.5%
Educational services (61)	12.6%	-32.7%	24.2%	6.5%	-29.7%	-24.1%
Health care and social assistance (62)	14.9%	-3.2%	-18.1%	11.6%	15.4%	-20.5%
Arts, entertainment, and recreation (71)	-15.2%	200.0%	-11.1%	-63.8%	-9.4%	268.2%
Accommodation and food services (72)	69.5%	-74.1%	-46.8%	57.7%	31.2%	154.8%
Other services, except public administration (81)	-3.4%	-46.2%	-19.4%	34.3%	-8.5%	-15.6%
Public administration (92)	-19.3%	50.0%	233.3%	365.0%	-27.1%	77.1%
<b>Total (civilian employed population 16 years and over)</b>	<b>6.4%</b>	<b>-0.2%</b>	<b>8.4%</b>	<b>-1.2%</b>	<b>4.1%</b>	<b>-3.8%</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

Notes: The areas shown in this table estimate the population allocation for the unincorporated portion of the Ventura County Planning Areas. The Oak Park Planning Area also includes Ahmanson Ranch.



**TABLE 2-23**  
**LABOR FORCE BY INDUSTRY: 2010 TO 2014 FIVE-YEAR AVERAGES**  
**UNINCORPORATED VENTURA COUNTY CENSUS DESIGNATED PLACES**

Labor Force by Industry (2010 to 2014 Average)	Bell Canyon	Casa Conejo	Channel Islands Beach	El Rio	Lake Sherwood	Meiners Oaks	Mira Monte
Agriculture, forestry, fishing and hunting (11)	0	28	48	349	38	12	131
Mining, quarrying, and oil and gas extraction (21)	20	287	198	280	24	158	241
Construction (23)	51	192	133	381	146	89	122
Manufacturing (31-33)	31	33	165	207	5	0	67
Wholesale trade (42)	160	283	97	426	58	216	302
Retail trade (44-45)	4	7	48	152	14	20	114
Transportation and warehousing (48-49)	0	6	27	36	0	16	12
Utilities (22)	66	74	20	27	17	26	30
Information (51)	138	116	190	214	99	31	233
Finance and insurance (52)	103	90	83	116	51	16	128
Real estate and rental and leasing (53)	35	26	107	98	48	15	105
Professional, scientific, and technical services (54)	289	140	172	113	185	92	305
Management of companies and enterprises (55)	0	5	0	0	0	0	0
Administrative support and waste management services (56)	67	81	215	300	22	78	239
Educational services (61)	84	33	48	130	15	352	435
Health care and social assistance (62)	163	146	167	177	46	211	290
Arts, entertainment, and recreation (71)	22	28	62	28	14	21	169
Accommodation and food services (72)	36	179	36	115	42	379	225
Other services, except public administration (81)	12	202	0	151	0	138	203
Public administration (92)	37	37	105	24	4	71	210
<b>Total (civilian employed population 16 years and over)</b>	<b>1,180</b>	<b>1,877</b>	<b>1,535</b>	<b>3,110</b>	<b>729</b>	<b>1,910</b>	<b>3,328</b>
Labor Force by Industry (2006 to 2010 Average)	Bell Canyon	Casa Conejo	Channel Islands Beach	El Rio	Lake Sherwood	Meiners Oaks	Mira Monte
Agriculture, forestry, fishing and hunting (11)	0	0	19	191	0	0	72
Mining, quarrying, and oil and gas extraction (21)	0	13	45	0	9	0	118
Construction (23)	0	73	176	296	11	113	352
Manufacturing (31-33)	40	92	125	310	61	126	181
Wholesale trade (42)	50	57	82	237	48	82	174
Retail trade (44-45)	90	254	99	351	64	79	303
Transportation and warehousing (48-49)	0	70	73	71	5	94	162
Utilities (22)	21	12	15	0	0	10	11
Information (51)	76	85	12	80	34	46	65
Finance and insurance (52)	110	101	158	56	116	55	76
Real estate and rental and leasing (53)	58	28	107	40	0	42	55
Professional, scientific, and technical services (54)	235	95	282	73	126	129	267
Management of companies and enterprises (55)	0	8	0	0	0	0	0
Administrative support and waste management services (56)	30	24	0	378	27	24	92
Educational services (61)	103	72	75	52	11	149	358
Health care and social assistance (62)	205	133	136	196	48	150	546
Arts, entertainment, and recreation (71)	64	13	62	63	18	95	85
Accommodation and food services (72)	24	92	51	70	36	298	282
Other services, except public administration (81)	57	228	49	138	9	150	219
Public administration (92)	46	42	171	43	10	75	265
<b>Total (civilian employed population 16 years and over)</b>	<b>1,209</b>	<b>1,492</b>	<b>1,737</b>	<b>2,645</b>	<b>633</b>	<b>1,717</b>	<b>3,683</b>
Four-Year Trend (Percentage Change)	Bell Canyon	Casa Conejo	Channel Islands Beach	El Rio	Lake Sherwood	Meiners Oaks	Mira Monte
Agriculture, forestry, fishing and hunting (11)	n/a	n/a	36.8%	69.6%	n/a	n/a	56.9%
Mining, quarrying, and oil and gas extraction (21)	n/a	7.7%	-51.1%	n/a	-11.1%	n/a	-84.7%
Construction (23)	n/a	293.2%	12.5%	-5.4%	118.2%	39.8%	-31.5%
Manufacturing (31-33)	27.5%	108.7%	6.4%	22.9%	139.3%	-29.4%	-32.6%
Wholesale trade (42)	-38.0%	-42.1%	101.2%	-12.7%	-89.6%	-100.0%	-61.5%
Retail trade (44-45)	77.8%	11.4%	-2.0%	21.4%	-9.4%	173.4%	-0.3%
Transportation and warehousing (48-49)	n/a	-90.0%	-34.2%	114.1%	180.0%	-78.7%	-29.6%
Utilities (22)	-100.0%	-50.0%	80.0%	n/a	n/a	60.0%	9.1%
Information (51)	-13.2%	-12.9%	66.7%	-66.3%	-50.0%	-43.5%	-53.8%
Finance and insurance (52)	-6.4%	-10.9%	-47.5%	107.1%	-56.0%	-70.9%	68.4%
Real estate and rental and leasing (53)	-39.7%	-7.1%	0.0%	145.0%	n/a	-64.3%	90.9%
Professional, scientific, and technical services (54)	23.0%	47.4%	-39.0%	54.8%	46.8%	-28.7%	14.2%
Management of companies and enterprises (55)	n/a	-37.5%	n/a	n/a	n/a	n/a	n/a
Administrative support and waste management services (56)	123.3%	237.5%	n/a	-18.8%	125.9%	2245.8%	688.0%
Educational services (61)	-18.4%	-54.2%	-36.0%	150.0%	36.4%	136.2%	21.5%
Health care and social assistance (62)	-20.5%	9.8%	22.8%	-9.7%	-4.2%	40.7%	-46.9%
Arts, entertainment, and recreation (71)	-65.6%	115.4%	0.0%	-55.6%	-22.2%	-77.9%	98.8%
Accommodation and food services (72)	50.0%	94.6%	-29.4%	64.3%	16.7%	27.2%	-20.2%
Other services, except public administration (81)	-78.9%	-11.4%	-100.0%	9.4%	-100.0%	-8.0%	-7.3%
Public administration (92)	-19.6%	-11.9%	-38.6%	-44.2%	-60.0%	-5.3%	-20.8%
<b>Total (civilian employed population 16 years and over)</b>	<b>-2.4%</b>	<b>25.8%</b>	<b>-11.6%</b>	<b>17.6%</b>	<b>15.2%</b>	<b>11.2%</b>	<b>-9.6%</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

**TABLE 2-24  
LABOR FORCE BY INDUSTRY: 2010 TO 2014 FIVE-YEAR AVERAGES  
UNINCORPORATED VENTURA COUNTY CENSUS DESIGNATED PLACES (CONT.)**

<b>Labor Force by Industry (2010 to 2014 Average)</b>	<b>Oak Park</b>	<b>Oak View</b>	<b>Piru</b>	<b>Santa Rosa Valley</b>	<b>Santa Susana</b>	<b>Saticoy</b>
Agriculture, forestry, fishing and hunting (11)	50	51	117	20	0	34
Mining, quarrying, and oil and gas extraction (21)	181	371	46	78	12	52
Construction (23)	469	116	180	138	84	10
Manufacturing (31-33)	149	18	32	50	0	30
Wholesale trade (42)	456	149	125	91	32	37
Retail trade (44-45)	107	55	45	0	10	29
Transportation and warehousing (48-49)	0	66	0	0	0	4
Utilities (22)	355	30	10	18	98	0
Information (51)	1,122	115	34	202	18	0
Finance and insurance (52)	827	79	34	125	18	0
Real estate and rental and leasing (53)	295	36	0	77	0	0
Professional, scientific, and technical services (54)	1,200	95	3	301	51	8
Management of companies and enterprises (55)	0	0	0	0	0	0
Administrative support and waste management services (56)	208	59	31	73	0	43
Educational services (61)	674	264	37	33	19	30
Health care and social assistance (62)	815	161	90	290	46	40
Arts, entertainment, and recreation (71)	228	102	52	69	0	5
Accommodation and food services (72)	347	146	7	62	10	118
Other services, except public administration (81)	294	177	28	75	44	23
Public administration (92)	137	77	38	29	24	0
<b>Total (civilian employed population 16 years and over)</b>	<b>6,792</b>	<b>2,052</b>	<b>875</b>	<b>1,529</b>	<b>448</b>	<b>463</b>
<b>Labor Force by Industry (2006 to 2010 Average)</b>	<b>Oak Park</b>	<b>Oak View</b>	<b>Piru</b>	<b>Santa Rosa Valley</b>	<b>Santa Susana</b>	<b>Saticoy</b>
Agriculture, forestry, fishing and hunting (11)	17	8	165	24	0	18
Mining, quarrying, and oil and gas extraction (21)	0	32	0	0	0	0
Construction (23)	224	298	46	107	74	48
Manufacturing (31-33)	657	113	83	183	132	12
Wholesale trade (42)	193	24	0	43	0	0
Retail trade (44-45)	594	191	32	134	27	22
Transportation and warehousing (48-49)	118	33	26	0	0	15
Utilities (22)	13	47	0	110	0	0
Information (51)	405	39	0	8	34	0
Finance and insurance (52)	874	125	0	60	41	6
Real estate and rental and leasing (53)	355	49	0	33	16	0
Professional, scientific, and technical services (54)	992	95	33	166	15	0
Management of companies and enterprises (55)	0	18	0	0	0	0
Administrative support and waste management services (56)	177	90	37	43	164	0
Educational services (61)	823	195	59	55	29	43
Health care and social assistance (62)	477	269	78	190	68	49
Arts, entertainment, and recreation (71)	251	79	21	87	13	0
Accommodation and food services (72)	125	115	27	78	0	0
Other services, except public administration (81)	290	104	45	81	0	19
Public administration (92)	188	140	32	58	0	0
<b>Total (civilian employed population 16 years and over)</b>	<b>6,773</b>	<b>2,064</b>	<b>684</b>	<b>1,460</b>	<b>613</b>	<b>232</b>
<b>Four-Year Trend (Percentage Change)</b>	<b>Oak Park</b>	<b>Oak View</b>	<b>Piru</b>	<b>Santa Rosa Valley</b>	<b>Santa Susana</b>	<b>Saticoy</b>
Agriculture, forestry, fishing and hunting (11)	194.1%	250.0%	-32.1%	-16.7%	n/a	88.9%
Mining, quarrying, and oil and gas extraction (21)	n/a	-28.1%	n/a	n/a	n/a	n/a
Construction (23)	-19.2%	24.5%	0.0%	-27.1%	-83.8%	8.3%
Manufacturing (31-33)	-28.6%	2.7%	116.9%	-24.6%	-36.4%	-16.7%
Wholesale trade (42)	-22.8%	-25.0%	n/a	16.3%	n/a	n/a
Retail trade (44-45)	-23.2%	-22.0%	290.6%	-32.1%	18.5%	68.2%
Transportation and warehousing (48-49)	-9.3%	66.7%	73.1%	n/a	n/a	93.3%
Utilities (22)	-100.0%	40.4%	n/a	-100.0%	n/a	n/a
Information (51)	-12.3%	-23.1%	n/a	125.0%	188.2%	n/a
Finance and insurance (52)	-5.4%	-36.8%	n/a	108.3%	-56.1%	-100.0%
Real estate and rental and leasing (53)	-16.9%	-26.5%	n/a	133.3%	-100.0%	n/a
Professional, scientific, and technical services (54)	21.0%	0.0%	-90.9%	81.3%	240.0%	n/a
Management of companies and enterprises (55)	n/a	-100.0%	n/a	n/a	n/a	n/a
Administrative support and waste management services (56)	741.2%	372.2%	243.2%	69.8%	-100.0%	n/a
Educational services (61)	-18.1%	35.4%	-37.3%	-40.0%	-34.5%	-30.2%
Health care and social assistance (62)	70.9%	-40.1%	15.4%	52.6%	-32.4%	-18.4%
Arts, entertainment, and recreation (71)	-9.2%	29.1%	147.6%	-20.7%	-100.0%	n/a
Accommodation and food services (72)	177.6%	27.0%	-74.1%	-20.5%	n/a	n/a
Other services, except public administration (81)	1.4%	70.2%	-37.8%	-7.4%	n/a	21.1%
Public administration (92)	-27.1%	-45.0%	18.8%	-50.0%	n/a	n/a
<b>Total (civilian employed population 16 years and over)</b>	<b>0.3%</b>	<b>-0.6%</b>	<b>27.9%</b>	<b>4.7%</b>	<b>-26.9%</b>	<b>99.6%</b>

Source: ADE, Inc.; data from American Community Survey Five-Year Sample (2010-2014 and 2006-2010 data).

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## SECTION 2.3 REGIONAL MARKET TRENDS

### Introduction

This section describes the market trends for employment and other economic indicators in Ventura County and its unincorporated communities. It also includes more focused discussions for economic sectors of particular importance in the unincorporated areas, such as agriculture, tourism, oil and gas production, aggregate mining, higher education, and film production. This section is organized into the following subsections: Employment by Industry, Industry Output, and Industry Snapshots.

The analysis in this section focuses on the types of jobs that exist in Ventura County. This differs from the labor force analysis in Section 2.2 in that employment represents jobs based within a specific geographic area, while the labor force represents the workers who reside within a specific area.

### Major Findings

- In 2015, Ventura County had an employment base of 319,588 jobs, not including military employment. The job base has large concentrations of jobs in agriculture, forestry, fishing and hunting; retail trade; manufacturing; and health care and social assistance. Other industries with significant job levels include accommodations and food service and public administration.
- The unincorporated areas accounted for 32,889 (10.3 percent) of the Ventura County job base in 2015. The largest concentration of jobs in 2015 in the unincorporated areas was in agriculture, with smaller concentrations in construction, manufacturing, and education. While substantial numbers of workers living in the unincorporated area are employed in these types of industries, most agricultural workers in the county live in the cities. There are even higher concentrations of workers in the unincorporated area employed in professional, scientific, and technical services industries; health care; and retail trade (see Section 2.2).
- The industry output<sup>6</sup> for Ventura County indicates that the value of economic activity within the county totals more than \$70.8 billion. Overall, the Ventura County economy showed a slight decline in constant dollar (inflation-adjusted) terms between 2007 and 2014, while the California state economy showed a 10 percent increase during the same period. The largest output is from the manufacturing sector, at \$14.1 billion, which represents a higher concentration of manufacturing than the state average.
- Ventura County's farm product value reached \$2.1 billion in 2014, an increase of approximately 50 percent in constant dollar terms since the year 2000, similar to the statewide average. Agriculture supports nearly 27,000 direct jobs in farming and approximately 5,800 additional jobs in related sectors and food processing. Combined with related distribution services and food processing, the agriculture industry cluster is estimated to generate \$3.5 billion in economic activity (output). Agricultural production employment (not including food processing and related sectors) in the unincorporated areas totaled over 14,400 jobs in 2015, based on State Employment Development Department (EDD) records. However, it should be noted that many companies

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<sup>6</sup> This term refers to the sum of economic activity for an industry or business establishment within a specific geographic area. This includes the sum of commodity inputs, labor income, taxes, property income, and other value-added components.

report their field jobs as located at their administrative office, which probably results in many farm jobs showing up as located within cities rather than on farmland.

- The unincorporated areas host many of the scenic destinations that draw visitors to Ventura County. Between 2005 and 2014, the unincorporated areas increased their share of lodging revenues from 1.8 percent to 2.3 percent. Hospitality industries (accommodations and food service) grew to over 30,000 jobs in Ventura County in 2015, an increase of nearly 6,000 jobs from 2002. Hospitality employment in the unincorporated areas totaled over 800 jobs in 2015, which is about the same as the job count from 2002.
- Oil and gas production supported 3,211 direct jobs and over \$652 million in labor income in Ventura County (not including retail gas stations) in 2013. The industry supports a very high worker productivity of nearly \$700,000 in industry output per job, which is much higher than the average \$157,000 in output per worker for all Ventura County industries. The industry also has high wages and salaries, averaging \$118,400.
- Aggregate mining accounted for nearly 150 jobs in Ventura County in 2015. The average income per worker for this activity in 2015 came out to nearly \$58,500, which was above the countywide average income per worker of \$52,700. In addition, the mining industry had an average industry output per worker of over \$353,000 in 2015, which was more than double the average worker productivity for all industries in Ventura County.
- Ventura County has multiple institutions of higher learning located throughout the county. These institutions supported a total of 5,800 positions in 2015, an increase of nearly 800 jobs compared to 2002. Two of these institutions are located in the unincorporated area, California State University Channel Islands (CSUCI) and Thomas Aquinas College (information on other educational facilities may be found in Chapter 7, Public Facilities). CSUCI opened in 2002 and is located in the Oxnard Planning area. The campus currently supports 6,167 students, 175 full-time faculty, and 753 total full-time equivalent staff. Based on the campus Capital Expansion Plan, the University is projected to grow to 11,500 students by 2025. Thomas Aquinas College is a private, liberal arts college located north of Santa Paula, with an enrollment of 378 students.
- The Naval Base Ventura County (NBVC) was established in 2000 through the merger of the former Naval Air Station Point Mugu and Construction Battalion Center Port Hueneme. The Point Mugu facility is in the unincorporated Oxnard planning area, while NBVC Port Hueneme is located within the city of Port Hueneme. The NBVC supports approximately 17,000 armed forces, civilian, and contractor jobs. The various commands located at the bases are responsible for a significant amount of research into new technologies and material for defense applications. A number of private firms work closely with the military to research and develop these new systems. NBVC Point Mugu's primary mission is to provide support for aircraft and test range operations at the installation and surrounding airspace, including training, operations and research, development, acquisition, and test and evaluation missions. Direct jobs with the military in Ventura County accounted for nearly 5,200 jobs in 2015, with another 5,400 civilians employed in the military. In addition, Ventura County's military operations support approximately 5,500 private sector contracting positions and 2,500 military reserve (Ready Reserve) positions.
- Ventura County's location near Hollywood and the San Fernando Valley and its numerous scenic and historical sites make it a natural location for filming activity. Based on 2015 data from the Ventura County Film Commission, there were 1,964 days of filming activity in the county, which benefits more than 3,500 trade workers and professionals. Total film activity in the county generated \$39.3 million in economic activity in 2015, which was more than double the \$16.8 million in economic activity that film production created in 2013. In addition, the \$20.1 million



economic impact in the unincorporated areas in 2015 was also nearly double the \$10.7 million economic impact from 2013.

### Existing Conditions

#### Employment by Industry

While the labor force indicates the supply of workers residing in a geographic location (as described in Section 2.2), the employment-by-industry analysis identifies the demand for workers. In 2015, Ventura County had an employment base of 319,588 jobs, according to data from Economic Modeling Specialists Int'l (EMSI), as shown in Table 2-25.<sup>7</sup> The largest concentrations of jobs in Ventura County included: agriculture, forestry, fishing, and hunting; retail trade; manufacturing; health care and social assistance; accommodations and food service; and public administration. Each of these industries accounted for at least nine percent of the total employment in Ventura County.

The unincorporated areas accounted for 33,068 (10.3 percent) of the Ventura County job base, while housing 44,402 (11.2 percent) of its workforce, as discussed earlier in Section 2.2.<sup>8</sup> The largest concentration of jobs in 2015 in the unincorporated areas was the “agriculture, forestry, fishing, and hunting” category. These resource-based jobs accounted for at least 43 percent of the jobs in unincorporated Ventura County, and the unincorporated areas accounted for at least 53 percent of the agricultural jobs in Ventura County. It should be noted that many of these jobs might be physically located in the unincorporated areas, but have their business establishment locations in the incorporated cities.

Other industries in the unincorporated areas with over 1,000 jobs in 2015 included construction, manufacturing, administrative services, educational services, health care, accommodations and food services, and public administration.

Among the unincorporated Ventura County planning areas, Oxnard had the highest number of 2015 jobs with 12,132 positions (Table 2-26 and Table 2-27). Over 66 percent of the jobs in the unincorporated Oxnard Planning Area were in agriculture and related industries. In addition, another 945 jobs in public administration were located in the unincorporated Oxnard area.<sup>9</sup> Other unincorporated planning areas with at least 2,000 jobs include Camarillo, Las Posas, Ojai, and Ventura. Areas with at least half of the job base in agriculture include Fillmore, Las Posas, Moorpark, and Santa Paula.

The data for CDPs in Ventura County indicates that El Rio, Oak Park, and Saticoy had the highest 2015 employment among the Ventura County CDPs (Table 2-28 and Table 2-29). Each of these CDPs had at least 1,000 jobs.

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<sup>7</sup> The EMSI dataset includes the employment counts from the Quarterly Census of Employment and Wages (QCEW) database compiled by the U.S. Bureau of Labor Statistics (BLS). This data is specific to Ventura County and includes all QCEW-covered and non-QCEW jobs. The data does not include military jobs. In order to protect the privacy of individual businesses, some numbers are suppressed by BLS. EMSI uses a quantitative model to estimate the job counts for those non-disclosed categories.

<sup>8</sup> The allocation by geographic area within Ventura County relied on the Longitudinal Employer-Household Dynamics (LEHD) dataset from the U.S. Department of Commerce.

<sup>9</sup> The job allocation in the public administration category in 2002 does not match up with the 2014 data. This is likely due to LEHD assigning those jobs strictly into incorporated areas, with no provision for jobs in the unincorporated areas.

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TABLE 2-25 EMPLOYMENT TREND: 2002 TO 2015 EMPLOYMENT CHANGE VENTURA COUNTY, INCORPORATED AND UNINCORPORATED AREAS						
2015 Employment	County Total		Incorporated		Unincorporated	
	Jobs	% of Total	Jobs	% of Total	Jobs	% of Total
Agriculture, Forestry, Fishing and Hunting (11)	26,866	8.4%	12,408	4.3%	14,458	43.7%
Mining, Quarrying, and Oil and Gas Extraction (21)	1,108	0.3%	924	0.3%	184	0.6%
Utilities (22)	1,070	0.3%	711	0.2%	359	1.1%
Construction (23)	14,519	4.5%	12,501	4.4%	2,018	6.1%
Manufacturing (31-33)	30,180	9.4%	28,717	10.0%	1,463	4.4%
Wholesale Trade (42)	12,504	3.9%	11,796	4.1%	708	2.1%
Retail Trade (44-45)	39,330	12.3%	38,355	13.4%	976	3.0%
Transportation and Warehousing (48-49)	4,951	1.5%	4,533	1.6%	418	1.3%
Information (51)	5,058	1.6%	4,960	1.7%	98	0.3%
Finance and Insurance (52)	13,747	4.3%	13,598	4.7%	149	0.5%
Real Estate and Rental and Leasing (53)	4,347	1.4%	3,795	1.3%	552	1.7%
Professional, Scientific, and Technical Services (54)	15,790	4.9%	14,925	5.2%	865	2.6%
Management of Companies and Enterprises (55)	1,897	0.6%	1,805	0.6%	91	0.3%
Administration and Support, Waste Management (56)	16,812	5.3%	15,499	5.4%	1,314	4.0%
Educational Services (61)	26,184	8.2%	22,341	7.8%	3,843	11.6%
Health Care and Social Assistance (62)	38,877	12.2%	37,703	13.2%	1,174	3.6%
Arts, Entertainment, and Recreation (71)	5,119	1.6%	4,275	1.5%	844	2.6%
Accommodation and Food Services (72)	30,070	9.4%	29,225	10.2%	844	2.6%
Other Services (excluding Public Administration) (81)	10,999	3.4%	10,121	3.5%	878	2.7%
Public Administration (92)	20,342	6.4%	18,510	6.5%	1,831	5.5%
<b>Total</b>	<b>319,767</b>		<b>286,699</b>		<b>33,068</b>	
2002 Employment	Jobs	% of Total	Jobs	% of Total	Jobs	% of Total
Agriculture, Forestry, Fishing and Hunting (11)	19,406	6.4%	9,922	3.6%	9,484	39.6%
Mining, Quarrying, and Oil and Gas Extraction (21)	733	0.2%	527	0.2%	206	0.9%
Utilities (22)	865	0.3%	663	0.2%	202	0.8%
Construction (23)	16,206	5.3%	14,352	5.1%	1,854	7.7%
Manufacturing (31-33)	37,567	12.4%	35,700	12.8%	1,867	7.8%
Wholesale Trade (42)	11,533	3.8%	10,749	3.9%	784	3.3%
Retail Trade (44-45)	34,062	11.2%	33,373	12.0%	689	2.9%
Transportation and Warehousing (48-49)	4,992	1.6%	4,563	1.6%	429	1.8%
Information (51)	7,973	2.6%	7,755	2.8%	218	0.9%
Finance and Insurance (52)	17,579	5.8%	17,378	6.2%	201	0.8%
Real Estate and Rental and Leasing (53)	4,603	1.5%	4,221	1.5%	382	1.6%
Professional, Scientific, and Technical Services (54)	13,728	4.5%	13,034	4.7%	694	2.9%
Management of Companies and Enterprises (55)	3,336	1.1%	3,300	1.2%	36	0.2%
Administration and Support, Waste Management (56)	19,692	6.5%	18,245	6.5%	1,447	6.0%
Educational Services (61)	24,817	8.2%	22,297	8.0%	2,521	10.5%
Health Care and Social Assistance (62)	23,849	7.9%	23,354	8.4%	495	2.1%
Arts, Entertainment, and Recreation (71)	4,181	1.4%	3,528	1.3%	654	2.7%
Accommodation and Food Services (72)	24,165	8.0%	23,300	8.3%	864	3.6%
Other Services (excluding Public Administration) (81)	12,581	4.2%	11,666	4.2%	915	3.8%
Public Administration (92)	21,203	7.0%	21,201	7.6%	2	0.0%
<b>Total</b>	<b>303,070</b>		<b>279,126</b>		<b>23,945</b>	
2002 to 2015 Employment Change	Jobs	% Change	Jobs	% Change	Jobs	% Change
Agriculture, Forestry, Fishing and Hunting (11)	7,460	38.4%	2,486	25.1%	4,975	52.5%
Mining, Quarrying, and Oil and Gas Extraction (21)	375	51.2%	397	75.2%	-22	-10.5%
Utilities (22)	204	23.6%	48	7.2%	157	77.4%
Construction (23)	-1,687	-10.4%	-1,851	-12.9%	163	8.8%
Manufacturing (31-33)	-7,387	-19.7%	-6,983	-19.6%	-404	-21.7%
Wholesale Trade (42)	971	8.4%	1,047	9.7%	-76	-9.7%
Retail Trade (44-45)	5,269	15.5%	4,982	14.9%	287	41.7%
Transportation and Warehousing (48-49)	-42	-0.8%	-30	-0.7%	-11	-2.6%
Information (51)	-2,915	-36.6%	-2,795	-36.0%	-120	-55.0%
Finance and Insurance (52)	-3,832	-21.8%	-3,780	-21.8%	-52	-25.9%
Real Estate and Rental and Leasing (53)	-257	-5.6%	-426	-10.1%	170	44.5%
Professional, Scientific, and Technical Services (54)	2,062	15.0%	1,891	14.5%	171	24.7%
Management of Companies and Enterprises (55)	-1,439	-43.1%	-1,495	-45.3%	55	154.1%
Administration and Support, Waste Management (56)	-2,880	-14.6%	-2,746	-15.1%	-134	-9.2%
Educational Services (61)	1,366	5.5%	44	0.2%	1,322	52.5%
Health Care and Social Assistance (62)	15,028	63.0%	14,349	61.4%	679	137.1%
Arts, Entertainment, and Recreation (71)	937	22.4%	747	21.2%	190	29.1%
Accommodation and Food Services (72)	5,905	24.4%	5,925	25.4%	-20	-2.3%
Other Services (excluding Public Administration) (81)	-1,582	-12.6%	-1,545	-13.2%	-37	-4.0%
Public Administration (92)	-861	-4.1%	-2,690	-12.7%	1,829	-99.9%
<b>Total</b>	<b>16,697</b>	<b>5.5%</b>	<b>7,573</b>	<b>2.7%</b>	<b>9,124</b>	<b>38.1%</b>

Source: ADE, Inc.; data from Longitudinal Employer-Household Dynamics, and Economic Modeling Specialists, Int'l.

Notes: The countywide employment totals come from the EMSI database. Geographic allocation into unincorporated communities comes from the LEHD data.

**TABLE 2-26  
EMPLOYMENT TREND: 2002 TO 2015 EMPLOYMENT CHANGE  
VENTURA COUNTY PLANNING AREAS (UNINCORPORATED TOTALS)**

<b>2015 Employment</b>	<b>Camarillo Area</b>	<b>Fillmore Area</b>	<b>Las Posas Area</b>	<b>Moor-park Area</b>	<b>North Half Area</b>	<b>Oak Park Area</b>	<b>Ojai Area</b>
Agriculture, Forestry, Fishing and Hunting (11)	1,548	537	1,552	1,067	27	0	153
Mining, Quarrying, and Oil and Gas Extraction (21)	0	27	0	42	0	0	12
Utilities (22)	2	3	3	0	0	0	84
Construction (23)	152	46	187	134	24	62	244
Manufacturing (31-33)	137	8	9	504	97	27	67
Wholesale Trade (42)	44	14	22	5	0	14	63
Retail Trade (44-45)	34	21	117	24	0	14	229
Transportation and Warehousing (48-49)	6	0	0	3	0	4	49
Information (51)	7	0	15	0	1	20	10
Finance and Insurance (52)	55	0	5	2	0	13	24
Real Estate and Rental and Leasing (53)	81	4	7	11	2	52	62
Professional, Scientific, and Technical Services (54)	269	5	53	6	17	93	108
Management of Companies and Enterprises (55)	3	0	0	0	0	12	0
Administration and Support, Waste Management (56)	146	143	73	85	7	48	139
Educational Services (61)	1,202	10	49	15	0	443	503
Health Care and Social Assistance (62)	425	4	27	0	1	151	198
Arts, Entertainment, and Recreation (71)	107	42	80	4	3	18	15
Accommodation and Food Services (72)	83	22	6	0	0	59	442
Other Services (excluding Public Administration) (81)	114	67	158	8	0	38	144
Public Administration (92)	27	0	12	0	0	0	0
<b>Total</b>	<b>4,442</b>	<b>952</b>	<b>2,378</b>	<b>1,909</b>	<b>179</b>	<b>1,068</b>	<b>2,546</b>
<b>2002 Employment</b>	<b>Camarillo Area</b>	<b>Fillmore Area</b>	<b>Las Posas Area</b>	<b>Moor-park Area</b>	<b>North Half Area</b>	<b>Oak Park Area</b>	<b>Ojai Area</b>
Agriculture, Forestry, Fishing and Hunting (11)	1,010	763	602	27	15	0	120
Mining, Quarrying, and Oil and Gas Extraction (21)	2	5	0	26	0	0	2
Utilities (22)	1	1	9	2	0	1	50
Construction (23)	298	48	142	17	2	57	195
Manufacturing (31-33)	498	5	29	381	0	11	26
Wholesale Trade (42)	48	0	84	0	2	10	13
Retail Trade (44-45)	8	22	95	16	3	23	166
Transportation and Warehousing (48-49)	33	21	0	14	0	5	18
Information (51)	7	0	11	0	5	6	7
Finance and Insurance (52)	63	4	13	0	34	13	37
Real Estate and Rental and Leasing (53)	25	15	76	0	7	16	60
Professional, Scientific, and Technical Services (54)	56	1	37	3	8	51	73
Management of Companies and Enterprises (55)	0	0	0	0	0	0	0
Administration and Support, Waste Management (56)	431	0	117	165	1	47	90
Educational Services (61)	119	6	72	0	5	354	555
Health Care and Social Assistance (62)	95	0	13	1	10	3	238
Arts, Entertainment, and Recreation (71)	98	34	85	16	1	9	17
Accommodation and Food Services (72)	95	49	18	0	0	71	406
Other Services (excluding Public Administration) (81)	106	12	48	16	1	26	153
Public Administration (92)	0	0	2	0	0	0	0
<b>Total</b>	<b>2,995</b>	<b>986</b>	<b>1,453</b>	<b>684</b>	<b>94</b>	<b>703</b>	<b>2,227</b>
<b>2002 to 2015 Employment Change</b>	<b>Camarillo Area</b>	<b>Fillmore Area</b>	<b>Las Posas Area</b>	<b>Moor-park Area</b>	<b>North Half Area</b>	<b>Oak Park Area</b>	<b>Ojai Area</b>
Agriculture, Forestry, Fishing and Hunting (11)	538	-226	951	1,040	12	0	33
Mining, Quarrying, and Oil and Gas Extraction (21)	-2	22	0	17	0	0	10
Utilities (22)	1	2	-5	-2	0	-1	33
Construction (23)	-146	-2	45	117	22	5	50
Manufacturing (31-33)	-361	3	-21	123	97	17	41
Wholesale Trade (42)	-5	14	-62	5	-2	3	50
Retail Trade (44-45)	26	-1	22	8	-3	-9	63
Transportation and Warehousing (48-49)	-27	-21	0	-11	0	-1	31
Information (51)	0	0	5	0	-4	14	3
Finance and Insurance (52)	-8	-4	-7	2	-34	1	-13
Real Estate and Rental and Leasing (53)	56	-11	-69	11	-4	35	3
Professional, Scientific, and Technical Services (54)	213	4	16	3	9	42	35
Management of Companies and Enterprises (55)	3	0	0	0	0	12	0
Administration and Support, Waste Management (56)	-285	143	-44	-81	6	1	49
Educational Services (61)	1,083	4	-23	15	-5	89	-52
Health Care and Social Assistance (62)	330	4	14	-1	-9	148	-40
Arts, Entertainment, and Recreation (71)	8	7	-5	-13	2	9	-2
Accommodation and Food Services (72)	-12	-26	-12	0	0	-12	35
Other Services (excluding Public Administration) (81)	8	55	110	-8	-1	12	-9
Public Administration (92)	27	0	10	0	0	0	0
<b>Total</b>	<b>1,447</b>	<b>-34</b>	<b>925</b>	<b>1,225</b>	<b>85</b>	<b>365</b>	<b>319</b>

Source: ADE, Inc.; data from Longitudinal Employer-Household Dynamics, and Economic Modeling Specialists, Int'l.

Notes: The countywide employment totals come from the EMSI database. Geographic allocation into unincorporated communities comes from the LEHD data.

TABLE 2-27 EMPLOYMENT TREND: 2002 TO 2015 EMPLOYMENT CHANGE VENTURA COUNTY PLANNING AREAS (UNINCORPORATED TOTALS, CONT.)						
2015 Employment	Oxnard Area	Piru Area	Santa Paula Area	Simi Valley Area	Thousand Oaks Area	Ventura Area
Agriculture, Forestry, Fishing and Hunting (11)	8,072	154	1,045	6	44	252
Mining, Quarrying, and Oil and Gas Extraction (21)	27	8	0	0	0	68
Utilities (22)	18	1	0	39	1	207
Construction (23)	364	4	118	86	106	491
Manufacturing (31-33)	160	15	119	0	126	194
Wholesale Trade (42)	315	55	24	34	12	108
Retail Trade (44-45)	190	124	14	26	29	155
Transportation and Warehousing (48-49)	281	2	13	0	6	53
Information (51)	11	0	14	4	9	7
Finance and Insurance (52)	27	0	4	3	13	2
Real Estate and Rental and Leasing (53)	122	0	7	5	26	171
Professional, Scientific, and Technical Services (54)	56	4	31	39	116	68
Management of Companies and Enterprises (55)	11	0	64	0	0	1
Administration and Support, Waste Management (56)	102	8	20	118	77	347
Educational Services (61)	1,151	23	172	84	136	55
Health Care and Social Assistance (62)	81	20	15	31	153	67
Arts, Entertainment, and Recreation (71)	6	0	23	46	254	247
Accommodation and Food Services (72)	98	0	6	10	65	55
Other Services (excluding Public Administration) (81)	94	14	21	32	73	117
Public Administration (92)	945	27	4	0	0	817
<b>Total</b>	<b>12,132</b>	<b>457</b>	<b>1,710</b>	<b>564</b>	<b>1,247</b>	<b>3,484</b>
2002 Employment	Oxnard Area	Piru Area	Santa Paula Area	Simi Valley Area	Thousand Oaks Area	Ventura Area
Agriculture, Forestry, Fishing and Hunting (11)	5,431	51	635	0	53	791
Mining, Quarrying, and Oil and Gas Extraction (21)	53	0	2	75	1	40
Utilities (22)	12	0	0	0	0	119
Construction (23)	418	2	135	52	130	344
Manufacturing (31-33)	222	0	139	1	217	338
Wholesale Trade (42)	253	0	117	121	39	99
Retail Trade (44-45)	182	0	15	2	48	95
Transportation and Warehousing (48-49)	231	0	17	0	4	85
Information (51)	2	0	1	117	5	61
Finance and Insurance (52)	7	0	11	10	34	10
Real Estate and Rental and Leasing (53)	77	4	2	5	44	35
Professional, Scientific, and Technical Services (54)	91	0	56	99	102	123
Management of Companies and Enterprises (55)	35	0	0	0	1	0
Administration and Support, Waste Management (56)	139	0	3	105	97	249
Educational Services (61)	1,177	0	66	4	92	77
Health Care and Social Assistance (62)	43	1	5	7	51	38
Arts, Entertainment, and Recreation (71)	5	3	11	112	254	9
Accommodation and Food Services (72)	81	0	14	0	23	51
Other Services (excluding Public Administration) (81)	134	0	19	196	53	142
Public Administration (92)	0	0	0	0	0	0
<b>Total</b>	<b>8,594</b>	<b>61</b>	<b>1,248</b>	<b>906</b>	<b>1,246</b>	<b>2,706</b>
2002 to 2015 Employment Change	Oxnard Area	Piru Area	Santa Paula Area	Simi Valley Area	Thousand Oaks Area	Ventura Area
Agriculture, Forestry, Fishing and Hunting (11)	2,641	103	409	6	-9	-539
Mining, Quarrying, and Oil and Gas Extraction (21)	-26	8	-2	-75	-1	28
Utilities (22)	6	1	0	39	1	89
Construction (23)	-53	2	-17	34	-24	146
Manufacturing (31-33)	-62	15	-20	-1	-90	-144
Wholesale Trade (42)	63	55	-93	-87	-27	9
Retail Trade (44-45)	8	124	-1	24	-20	60
Transportation and Warehousing (48-49)	50	2	-4	0	2	-31
Information (51)	8	0	12	-114	4	-53
Finance and Insurance (52)	20	0	-7	-7	-20	-8
Real Estate and Rental and Leasing (53)	44	-4	5	0	-17	137
Professional, Scientific, and Technical Services (54)	-35	4	-25	-60	15	-56
Management of Companies and Enterprises (55)	-24	0	64	0	-1	1
Administration and Support, Waste Management (56)	-37	8	16	13	-20	99
Educational Services (61)	-26	23	106	80	45	-22
Health Care and Social Assistance (62)	38	19	10	25	103	29
Arts, Entertainment, and Recreation (71)	1	-3	12	-66	0	238
Accommodation and Food Services (72)	18	0	-9	10	42	4
Other Services (excluding Public Administration) (81)	-40	14	1	-164	21	-25
Public Administration (92)	945	27	4	0	0	817
<b>Total</b>	<b>3,538</b>	<b>396</b>	<b>462</b>	<b>-342</b>	<b>2</b>	<b>778</b>

Source: ADE, Inc.; data from Longitudinal Employer-Household Dynamics, and Economic Modeling Specialists, Int'l.

Notes: The countywide employment totals come from the EMSI database. Geographic allocation into unincorporated communities comes from the LEHD data.



**TABLE 2-28  
EMPLOYMENT TREND: 2002 TO 2015 EMPLOYMENT CHANGE  
UNINCORPORATED VENTURA COUNTY CENSUS DESIGNATED PLACES**

2015 Employment (NAICS Code)	Bell Canyon	Casa Conejo	Channel Islands Beach	El Rio	Lake Sherwood	Meiners Oaks	Mira Monte
Agriculture, Forestry, Fishing and Hunting (11)	6	0	0	630	3	1	42
Mining, Quarrying, and Oil and Gas Extraction (21)	0	0	0	12	0	0	0
Utilities (22)	0	0	5	7	0	10	19
Construction (23)	13	11	39	179	1	30	71
Manufacturing (31-33)	0	0	0	108	0	33	2
Wholesale Trade (42)	3	2	2	168	3	18	23
Retail Trade (44-45)	15	0	21	159	0	111	70
Transportation and Warehousing (48-49)	0	0	0	151	0	1	26
Information (51)	4	5	5	0	0	0	4
Finance and Insurance (52)	6	1	1	20	2	0	3
Real Estate and Rental and Leasing (53)	0	0	38	67	2	3	34
Professional, Scientific, and Technical Services (54)	30	2	1	11	9	23	18
Management of Companies and Enterprises (55)	0	0	0	11	0	0	0
Administration and Support, Waste Management (56)	18	11	3	20	5	28	59
Educational Services (61)	8	57	296	377	1	51	208
Health Care and Social Assistance (62)	46	42	7	57	15	59	29
Arts, Entertainment, and Recreation (71)	9	3	1	1	174	4	5
Accommodation and Food Services (72)	10	0	21	30	26	132	176
Other Services (excluding Public Administration) (81)	24	0	3	74	35	9	26
Public Administration (92)	0	0	0	0	0	0	0
<b>Total</b>	<b>192</b>	<b>134</b>	<b>443</b>	<b>2,081</b>	<b>274</b>	<b>512</b>	<b>815</b>
2002 Employment (NAICS Code)	Bell Canyon	Casa Conejo	Channel Islands Beach	El Rio	Lake Sherwood	Meiners Oaks	Mira Monte
Agriculture, Forestry, Fishing and Hunting (11)	0	0	0	1,129	8	0	8
Mining, Quarrying, and Oil and Gas Extraction (21)	0	0	0	1	1	0	0
Utilities (22)	0	0	7	4	0	4	18
Construction (23)	10	10	16	158	12	16	86
Manufacturing (31-33)	0	0	0	97	0	11	0
Wholesale Trade (42)	2	0	0	54	3	0	0
Retail Trade (44-45)	3	2	16	107	0	34	60
Transportation and Warehousing (48-49)	0	0	1	122	0	0	8
Information (51)	25	0	0	1	1	0	2
Finance and Insurance (52)	11	1	0	1	28	21	15
Real Estate and Rental and Leasing (53)	8	11	22	28	2	3	17
Professional, Scientific, and Technical Services (54)	47	1	2	23	5	10	15
Management of Companies and Enterprises (55)	0	0	0	3	0	0	0
Administration and Support, Waste Management (56)	1	0	3	29	8	16	35
Educational Services (61)	2	39	0	311	1	134	51
Health Care and Social Assistance (62)	3	20	0	19	2	61	6
Arts, Entertainment, and Recreation (71)	7	1	0	0	198	3	0
Accommodation and Food Services (72)	0	7	57	11	0	54	202
Other Services (excluding Public Administration) (81)	42	1	12	86	21	16	35
Public Administration (92)	0	0	0	0	0	0	0
<b>Total</b>	<b>161</b>	<b>93</b>	<b>136</b>	<b>2,184</b>	<b>291</b>	<b>383</b>	<b>558</b>
2002 to 2015 Employment Change	Bell Canyon	Casa Conejo	Channel Islands Beach	El Rio	Lake Sherwood	Meiners Oaks	Mira Monte
Agriculture, Forestry, Fishing and Hunting (11)	6	0	0	-499	-6	1	34
Mining, Quarrying, and Oil and Gas Extraction (21)	0	0	0	11	-1	0	0
Utilities (22)	0	0	-2	3	0	6	1
Construction (23)	4	2	23	21	-11	14	-15
Manufacturing (31-33)	0	0	0	11	0	22	2
Wholesale Trade (42)	1	2	2	114	0	18	23
Retail Trade (44-45)	11	-2	5	53	0	76	10
Transportation and Warehousing (48-49)	0	0	-1	29	0	1	18
Information (51)	-22	5	5	-1	-1	0	1
Finance and Insurance (52)	-5	0	1	18	-26	-21	-12
Real Estate and Rental and Leasing (53)	-8	-11	16	38	0	0	16
Professional, Scientific, and Technical Services (54)	-17	1	-1	-12	4	13	4
Management of Companies and Enterprises (55)	0	0	0	8	0	0	0
Administration and Support, Waste Management (56)	17	11	0	-9	-3	12	24
Educational Services (61)	6	18	296	66	0	-83	157
Health Care and Social Assistance (62)	43	22	7	38	13	-2	24
Arts, Entertainment, and Recreation (71)	2	2	1	1	-24	0	5
Accommodation and Food Services (72)	10	-7	-36	19	26	78	-26
Other Services (excluding Public Administration) (81)	-17	-1	-9	-12	13	-7	-9
Public Administration (92)	0	0	0	0	0	0	0
<b>Total</b>	<b>31</b>	<b>41</b>	<b>307</b>	<b>-103</b>	<b>-16</b>	<b>129</b>	<b>257</b>

Source: ADE, Inc.; data from Longitudinal Employer-Household Dynamics, and Economic Modeling Specialists, Int'l.

Notes: The countywide employment totals come from the EMSI database. Geographic allocation into unincorporated communities comes from the LEHD data.

**TABLE 2-29  
EMPLOYMENT TREND: 2002 TO 2015 EMPLOYMENT CHANGE  
UNINCORPORATED VENTURA COUNTY CENSUS DESIGNATED PLACES (CONT.)**

<b>2015 Employment</b>	<b>Oak Park</b>	<b>Oak View</b>	<b>Piru</b>	<b>Santa Rosa Valley</b>	<b>Santa Susana</b>	<b>Saticoy</b>
Agriculture, Forestry, Fishing and Hunting (11)	0	3	120	15	0	129
Mining, Quarrying, and Oil and Gas Extraction (21)	0	10	0	0	0	0
Utilities (22)	0	52	1	0	0	2
Construction (23)	52	53	0	51	0	219
Manufacturing (31-33)	27	16	0	2	0	79
Wholesale Trade (42)	14	11	55	2	5	46
Retail Trade (44-45)	14	32	106	9	0	25
Transportation and Warehousing (48-49)	4	22	2	4	0	46
Information (51)	20	1	0	6	0	0
Finance and Insurance (52)	11	16	0	6	0	1
Real Estate and Rental and Leasing (53)	52	11	0	36	0	121
Professional, Scientific, and Technical Services (54)	89	24	3	21	9	6
Management of Companies and Enterprises (55)	12	0	0	0	0	0
Administration and Support, Waste Management (56)	46	26	8	47	73	284
Educational Services (61)	443	19	23	37	0	0
Health Care and Social Assistance (62)	108	16	18	16	5	12
Arts, Entertainment, and Recreation (71)	15	2	0	6	0	6
Accommodation and Food Services (72)	59	73	0	37	0	11
Other Services (excluding Public Administration) (81)	38	23	6	26	6	81
Public Administration (92)	0	0	27	0	0	0
<b>Total</b>	<b>1,004</b>	<b>408</b>	<b>368</b>	<b>321</b>	<b>99</b>	<b>1,067</b>
<b>2002 Employment</b>	<b>Oak Park</b>	<b>Oak View</b>	<b>Piru</b>	<b>Santa Rosa Valley</b>	<b>Santa Susana</b>	<b>Saticoy</b>
Agriculture, Forestry, Fishing and Hunting (11)	0	6	49	23	0	104
Mining, Quarrying, and Oil and Gas Extraction (21)	0	0	0	2	0	2
Utilities (22)	1	28	0	0	0	2
Construction (23)	57	28	2	75	5	213
Manufacturing (31-33)	11	10	0	4	0	122
Wholesale Trade (42)	10	8	0	4	3	19
Retail Trade (44-45)	21	41	0	0	0	44
Transportation and Warehousing (48-49)	5	7	0	10	0	48
Information (51)	4	0	0	5	0	23
Finance and Insurance (52)	8	0	0	6	0	0
Real Estate and Rental and Leasing (53)	13	13	0	1	0	5
Professional, Scientific, and Technical Services (54)	25	23	0	31	0	12
Management of Companies and Enterprises (55)	0	0	0	0	0	0
Administration and Support, Waste Management (56)	47	3	0	66	50	184
Educational Services (61)	354	35	0	60	0	45
Health Care and Social Assistance (62)	3	14	0	30	0	5
Arts, Entertainment, and Recreation (71)	5	8	3	4	0	0
Accommodation and Food Services (72)	71	85	0	36	0	13
Other Services (excluding Public Administration) (81)	23	30	0	26	1	81
Public Administration (92)	0	0	0	0	0	0
<b>Total</b>	<b>657</b>	<b>341</b>	<b>54</b>	<b>383</b>	<b>59</b>	<b>922</b>
<b>2002 to 2015 Employment Change</b>	<b>Oak Park</b>	<b>Oak View</b>	<b>Piru</b>	<b>Santa Rosa Valley</b>	<b>Santa Susana</b>	<b>Saticoy</b>
Agriculture, Forestry, Fishing and Hunting (11)	0	-4	71	-8	0	24
Mining, Quarrying, and Oil and Gas Extraction (21)	0	10	0	-2	0	-2
Utilities (22)	-1	24	1	0	0	0
Construction (23)	-6	25	-2	-25	-5	7
Manufacturing (31-33)	17	6	0	-2	0	-43
Wholesale Trade (42)	3	3	55	-2	3	28
Retail Trade (44-45)	-7	-9	106	9	0	-19
Transportation and Warehousing (48-49)	-1	15	2	-5	0	-2
Information (51)	16	1	0	2	0	-23
Finance and Insurance (52)	3	16	0	1	0	1
Real Estate and Rental and Leasing (53)	39	-2	0	35	0	115
Professional, Scientific, and Technical Services (54)	64	1	3	-10	9	-7
Management of Companies and Enterprises (55)	12	0	0	0	0	0
Administration and Support, Waste Management (56)	-1	23	8	-19	23	99
Educational Services (61)	89	-17	23	-23	0	-45
Health Care and Social Assistance (62)	105	1	18	-14	5	7
Arts, Entertainment, and Recreation (71)	10	-6	-3	2	0	6
Accommodation and Food Services (72)	-12	-13	0	0	0	-2
Other Services (excluding Public Administration) (81)	16	-7	6	-1	5	0
Public Administration (92)	0	0	27	0	0	0
<b>Total</b>	<b>347</b>	<b>67</b>	<b>313</b>	<b>-62</b>	<b>40</b>	<b>145</b>

Source: ADE, Inc.; data from Longitudinal Employer-Household Dynamics, and Economic Modeling Specialists, Int'l.

Notes: The countywide employment totals come from the EMSI database. Geographic allocation into unincorporated communities comes from the LEHD data.

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### Industry Output and Business-to-Business Transactions

The industry output for Ventura County indicates that the value of economic activity within the county totals more than \$70.8 billion, as shown in Table 2-30. This value represents the sum total of commodity inputs, labor income, property income, taxes, profit, and other components of value added. The largest industry output was generated by manufacturing sectors, at \$14.1 billion or more than one-quarter of the total. Ventura County has a higher concentration of manufacturing than the statewide average. Other large industry categories with over \$3 billion in output include construction, retail trade, information technology, finance and insurance, real estate, professional services, health care, and public administration. In California, the industry output totals \$3.9 trillion, as shown in Table 2-31. While manufacturing (\$739.2 billion) is the largest economic sector, it comprises less than 19 percent of the statewide economic activity. This indicates less concentration of manufacturing activity compared to Ventura County, and a broader diversity of activity across other sectors.

Overall, the Ventura County economy showed a slight decline in constant dollar (inflation-adjusted) terms between 2007 and 2014. The largest declines occurred in manufacturing and finance. The largest gains occurred in mining, quarrying, and oil/gas extraction; information technology; and real estate.

By comparison, California as a whole showed a 10.4 percent increase in overall industry output between 2007 and 2014. The largest increases occurred in manufacturing, information technology, professional services, and health care. The largest declines across the state occurred in construction and finance.

In addition, industry output for each industry sector also supports economic activity in other sectors throughout the region. This ancillary activity is known as an economic multiplier effect. Multiplier effects occur because businesses need to engage in buyer-supplier (business-to-business) relationships with other businesses in order to operate.

Table 2-30 also shows the multiplier values for different sectors. For example, the manufacturing sector has a multiplier value of 1.21.<sup>10</sup> This means that for every dollar of industry output that an average manufacturing generates, it will support another \$0.21 of industry output across the rest of the Ventura County economy. These multiplier values will vary by sector. Multipliers also depend on the level of supplier support needed to operate businesses within a given industry sector, and the extent to which that business-to-business activity occurs within Ventura County.

While manufacturing is a very important economic sector in Ventura County, several other sectors have even higher business-to-business multipliers, including finance and insurance; information, professional, technical, and scientific services; health and education; and arts and entertainment. These sectors have more highly developed buyer-supplier networks within Ventura County and procure higher amounts of services and supplies.

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<sup>10</sup> The multiplier values described in this section correspond to industry output, and are limited to the indirect effects that result from the business-to-business supplier relationships needed to support business activity within an industry sector. These multipliers were generated using the IMPLAN Pro input-output model. The IMPLAN model can also estimate multipliers for employment, labor income, and other economic measures. In addition, other multipliers (including Type II and Type SAM) can also account for the economic effects that result from employee spending. The employee-generated multiplier effects result more from local consumption spending and are not included in the Type I multipliers.

**TABLE 2-30  
INDUSTRY OUTPUT TREND: 2007 TO 2014  
VENTURA COUNTY**

Industry Description	2014 Industry Output	2007 Industry Output (2014 Dollars)	Output Change	Percent Change	2014 Output Multiplier (Type I)
Agriculture, Forestry, Fishing and Hunting	\$2,225,972,224	\$1,768,522,554	\$457,449,670	25.9%	1.08
Mining, Quarrying, and Oil and Gas Extraction	\$1,835,292,544	\$596,106,621	\$1,239,185,923	207.9%	1.08
Utilities	\$684,332,672	\$665,931,130	\$18,401,542	2.8%	1.29
Construction	\$3,741,740,288	\$4,250,593,950	-\$508,853,662	-12.0%	1.35
Manufacturing	\$14,130,055,168	\$18,000,990,751	-\$3,870,935,583	-21.5%	1.21
Wholesale Trade	\$4,291,299,328	\$3,789,218,444	\$502,080,884	13.3%	1.29
Retail Trade	\$3,897,598,976	\$4,082,443,559	-\$184,844,583	-4.5%	1.29
Transportation and Warehousing	\$1,087,407,104	\$878,248,672	\$209,158,432	23.8%	1.32
Information	\$3,366,845,184	\$2,309,642,787	\$1,057,202,397	45.8%	1.47
Finance and Insurance	\$5,307,856,384	\$6,734,040,469	-\$1,426,184,085	-21.2%	1.50
Real Estate and Rental and Leasing	\$8,857,994,240	\$7,255,090,455	\$1,602,903,785	22.1%	1.32
Professional, Scientific, and Technical Services	\$4,426,741,248	\$4,259,167,712	\$167,573,536	3.9%	1.41
Management of Companies and Enterprises	\$445,150,656	\$905,403,249	-\$460,252,593	-50.8%	1.36
Administration and Support, Waste Management and Remediation	\$1,937,471,360	\$1,807,086,635	\$130,384,725	7.2%	1.24
Educational Services	\$420,918,656	\$379,501,747	\$41,416,909	10.9%	1.33
Health Care and Social Assistance	\$3,943,744,512	\$3,413,891,717	\$529,852,795	15.5%	1.30
Arts, Entertainment, and Recreation	\$544,786,624	\$512,963,624	\$31,823,000	6.2%	1.46
Accommodation and Food Services	\$2,135,504,384	\$1,980,092,100	\$155,412,284	7.8%	1.27
Other Services (excluding Public Administration)	\$1,664,995,712	\$1,875,922,373	-\$210,926,661	-11.2%	1.21
Public Administration	\$5,858,593,280	\$5,397,533,538	\$461,059,742	8.5%	1.06
<b>Total</b>	<b>\$70,804,300,544</b>	<b>\$70,862,392,089</b>	<b>-\$58,091,545</b>	<b>-0.1%</b>	

Source: ADE, Inc.; data from IMPLAN Pro input-output model.

Notes: The 2007 industry output data was adjusted to 2014 dollars using the deflator values built into the IMPLAN model, which are industry specific.

Type I multipliers estimate the indirect economic effects that result from the business-to-business transactions needed to support business activity within an industry sector.

**TABLE 2-31  
INDUSTRY OUTPUT TREND: 2007 TO 2014  
CALIFORNIA**

Industry Description	2014 Industry Output	2007 Industry Output (2014 Dollars)	Output Change	Percent Change	2014 Output Multiplier (Type I)
Agriculture, Forestry, Fishing and Hunting	\$66,837,037,056	\$56,115,237,926	\$10,721,799,130	19.1%	1.24
Mining, Quarrying, and Oil and Gas Extraction	\$36,791,169,024	\$21,364,593,993	\$15,426,575,031	72.2%	1.29
Utilities	\$67,435,053,056	\$67,257,480,810	\$177,572,246	0.3%	1.39
Construction	\$186,328,940,544	\$225,601,559,115	-\$39,272,618,571	-17.4%	1.69
Manufacturing	\$739,224,649,728	\$621,724,180,813	\$117,500,468,915	18.9%	1.76
Wholesale Trade	\$205,526,794,240	\$175,507,159,991	\$30,019,634,249	17.1%	1.37
Retail Trade	\$178,591,334,400	\$185,901,741,674	-\$7,310,407,274	-3.9%	1.32
Transportation and Warehousing	\$115,945,988,096	\$92,235,267,044	\$23,710,721,052	25.7%	1.60
Information	\$316,299,444,224	\$245,934,546,714	\$70,364,897,510	28.6%	1.42
Finance and Insurance	\$228,330,127,360	\$251,399,933,536	-\$23,069,806,176	-9.2%	1.45
Real Estate and Rental and Leasing	\$441,988,317,184	\$415,293,824,859	\$26,694,492,325	6.4%	1.33
Professional, Scientific, and Technical Services	\$348,538,470,400	\$280,503,463,230	\$68,035,007,170	24.3%	1.36
Management of Companies and Enterprises	\$59,544,649,728	\$53,301,183,496	\$6,243,466,232	11.7%	1.37
Administration and Support, Waste Management and Remediation	\$102,135,717,888	\$98,860,329,218	\$3,275,388,670	3.3%	1.31
Educational Services	\$30,987,257,856	\$28,346,096,401	\$2,641,161,455	9.3%	1.34
Health Care and Social Assistance	\$227,923,836,928	\$193,714,140,321	\$34,209,696,607	17.7%	1.38
Arts, Entertainment, and Recreation	\$48,273,477,632	\$45,189,500,643	\$3,083,976,989	6.8%	1.41
Accommodation and Food Services	\$110,126,170,112	\$106,656,221,867	\$3,469,948,245	3.3%	1.46
Other Services (excluding Public Administration)	\$94,490,198,016	\$95,753,009,254	-\$1,262,811,238	-1.3%	1.28
Public Administration	\$304,876,879,872	\$280,113,693,505	\$24,763,186,367	8.8%	1.10
<b>Total</b>	<b>\$3,910,195,513,344</b>	<b>\$3,540,773,164,410</b>	<b>\$369,422,348,934</b>	<b>10.4%</b>	

Source: ADE, Inc.; data from IMPLAN Pro input-output model.

Notes: The 2007 industry output data was adjusted to 2014 dollars using the deflator values built into the IMPLAN model, which are industry specific.

Type I multipliers estimate the indirect economic effects that result from the business-to-business transactions needed to support business activity within an industry sector.



## Other Comparative Economic Indicators

According to a comparative ranking of economic indicators by the Brookings Institution's Metro Monitor, the county has not kept pace with other large metropolitan areas throughout the country and in Southern California, particularly since 2010.<sup>11</sup> The Brookings study ranked the 100 largest U.S. metropolitan areas based on three aggregated measures: growth, prosperity, and inclusion.

The growth measure looks at a combination of jobs, gross metropolitan product, and jobs at young firms to assess economic growth and entrepreneurial activity. Between 2010 and 2015, the Oxnard-Thousand Oaks-Ventura Metropolitan Area ranked 90<sup>th</sup> out of the 100 largest U.S. metropolitan areas. The Los Angeles-Long Beach-Anaheim and Riverside-San Bernardino-Ontario areas each ranked higher on the growth indicators, at 52<sup>nd</sup> and 22<sup>nd</sup> respectively. When looking back to 2005, the Oxnard-Ventura area ranked 41<sup>st</sup> out of 100, which was more consistent with the Los Angeles-Long-Beach-Anaheim and Riverside-San Bernardino-Ontario areas, at 49<sup>th</sup> and 31<sup>st</sup> respectively. This indicates that the economic growth performance of Ventura County eroded considerably after 2010, after years of tracking more closely with the rest of Southern California.

The prosperity ranking considers changes in productivity, standard of living, and average annual wages. On this measure, the Oxnard-Thousand Oaks-Ventura Metropolitan Area ranks 66<sup>th</sup> among the 100 largest U.S. metro areas between 2010 and 2015. This ranks well below the Los Angeles-Long Beach-Anaheim and Riverside-San Bernardino-Ontario areas, at 25<sup>th</sup> and 22<sup>nd</sup> respectively. Between 2005 and 2015, the Oxnard-Thousand Oaks-Ventura Metropolitan Area ranked 56<sup>th</sup> in the prosperity measures, which was also well below the Los Angeles-Long Beach-Anaheim area (11<sup>th</sup>), but well above the Riverside-San Bernardino-Ontario area (81<sup>st</sup>).

The inclusion measure looks at changes to the employment rate, median wage, and relative poverty to assess how well the economic benefits of the region are distributed. Between 2010 and 2015, Ventura County ranked 82<sup>nd</sup> on the inclusion measures, which was well below the other Southern California regions. For the ten-year period from 2005 to 2015, the Oxnard-Thousand Oaks-Ventura Metropolitan Area ranked 34<sup>th</sup> for inclusion, which was higher than Riverside-San Bernardino-Ontario area (48<sup>th</sup>) and below the Los Angeles-Long Beach-Anaheim area (7<sup>th</sup>).

Table 2 32 summarizes the rankings among Southern California's major metropolitan areas according to the 2017 Brookings Institution Metro Monitor.

TABLE 2-32 ECONOMIC DEVELOPMENT INDICATORS: SOUTHERN CALIFORNIA Rankings Among Nation's 100 Largest Metropolitan Area						
Metro Area	2010 to 2015			2005 to 2015		
	Growth	Prosperity	Inclusion	Growth	Prosperity	Inclusion
Oxnard-Thousand Oaks-Ventura	90	66	82	41	56	34
Los Angeles-Long Beach-Anaheim	52	25	36	49	11	7
Riverside-San Bernardino-Ontario	22	31	68	31	81	48

Source: Brookings Institution, Metro Monitor Dashboard, February 23, 2017.

<sup>11</sup> Brookings Institution; Metro Monitor 2017 Dashboard.  
<https://www.brookings.edu/interactives/metro-monitor-2017-dashboard/>

### Industry Snapshots

The unincorporated areas of the county feature certain economic activities that are appropriate for the land resources, environmental constraints, and character of unincorporated communities. This section of the report highlights those economic sectors that are particularly important for the unincorporated areas and may be affected by County land use and planning policies.

#### **Agriculture**

Ventura County is recognized as a premier agricultural area with very high produce values per acre. The latest Agricultural Commissioner's Crop and Livestock Report (November 2015) indicates the county's farm product value reached \$2.1 billion in 2014, an increase of approximately 50 percent in constant dollar terms since the year 2000.

Agriculture is the subject of Chapter 9 in this Background Report, but as an economic sector, agriculture supports almost 27,000 direct jobs in farming and additional jobs in related support sectors and food processing (see Table 2-25). In Ventura County, the agricultural production and services sector is heavily concentrated in the unincorporated areas, with over half of the employment in these areas. In addition, food processing and beverage employment directly accounts for over 1,400 jobs. According to input-output modeling data, supplier purchases made by the food processing and beverage companies in Ventura County support over 100 agriculture jobs, mostly in fruit production. However, this is a very small percentage of total agricultural activity in the county. If these jobs follow the same pattern as other manufacturing industries, approximately 100 of the food processing and beverage jobs are in the unincorporated areas.

Combined with related distribution services and food processing, the agriculture industry cluster is estimated to have generated \$3.5 billion in economic activity in Ventura County as of 2014, representing five percent of the county's total economic output. Nearly all the production of agricultural products occurs in the unincorporated areas of the county. Due to the highly productive nature of Ventura County soils and recent shifts to more labor-intensive crops, much of the farm labor in the county is year-round and agricultural workers tend to represent a permanent segment of the county population and workforce.<sup>12</sup> However, the county is also affected by labor shortages that many agricultural areas have experienced due to uncertainties in federal immigration policy.

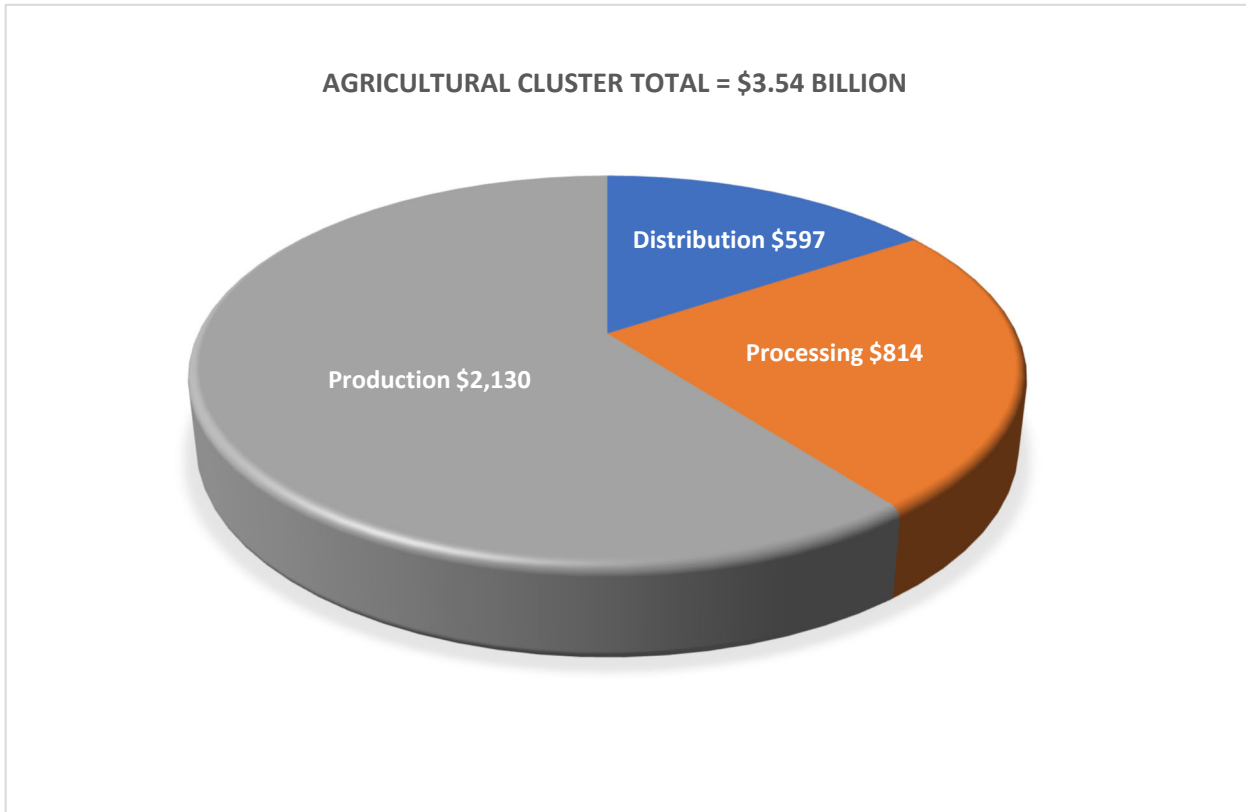
**Market Outlook:** With continued population growth in California and worldwide, there will be increased demand for agricultural products from Ventura County. However, farm employment is projected to grow by a relatively slow 0.3 percent annual rate out to 2040. The availability and cost of water is anticipated to be a limiting factor in expanding land under cultivation. In addition, cost pressures from global competition will continue to push growers to develop less labor-intensive farming practices where possible. As presented in Chapter 9, Agriculture of this Background Report, there may be market demand for increasing value-added food processing, organic farming, commodity packing, shipping, and distribution in the county.<sup>13</sup> Resource and policy constraints may, however, limit future job growth in response to this demand. The County SOAR Ordinance, approved by the voters in 2016, allows an additional 12 acres of food processing activity on agricultural land. The specific implementing policies will be addressed in the General Plan Update, but, if fully built out, this additional food processing could

<sup>12</sup> Bruce Stenslie, President and CEO, Economic Development Collaborative – Ventura County (EDC-VC), personal communication.

<sup>13</sup> Applied Development Economics and the Hatamiya Group. "Food Processing in Ventura County." December 2015.

add approximately 200 agricultural manufacturing jobs. Other market expansion opportunities face water, land, and labor supply constraints that may result in replacing existing jobs with new jobs, with little net job gain.

**FIGURE 2-3  
COMPOSITION OF AGRICULTURAL CLUSTER  
Ventura County  
2014**



**Tourism**

Many of the scenic destinations that draw visitors to Ventura County are in the unincorporated area. The coastline includes parks and beach areas that draw many visitors. The new Class I bike trail along the coast and the trail from Ventura to Ojai attract bicycle enthusiasts to the county. In addition, the mountain areas in the north part of the county feature wild areas for hiking and camping, as well as recreational lakes. Channel Islands Harbor is owned by the County of Ventura and provides lodging, restaurants, and a marina that serve as a launching point for visitors to the Channel Islands and other destinations along the Central Coast. Ventura County also draws work-related visitors, including those associated with military operations (e.g., NBVC, Point Mugu Sea Range) and businesses supporting operations at the Port of Hueneme.

Most of the lodging facilities in the county are located in the cities, but the unincorporated area has increased its share of lodging revenues over the past ten years from 1.8 percent to 2.3 percent, as shown in Table 2-33. The Ojai area has shown the most growth in lodging revenues. A portion of the Ventura area

was annexed by the City of Ventura in 2013, but lodging revenue has increased elsewhere along the coast, which has helped to offset that revenue loss. The Oxnard area, which includes the Channel Islands Harbor lodging, ranked third in County lodging revenues in 2014.

Hospitality industries (accommodations and food service) grew to over 30,000 jobs in Ventura County in 2014, an increase of nearly 6,000 jobs from 2002. Hospitality employment in the unincorporated areas totaled nearly 1,200 jobs in 2014, with the largest concentrations of hospitality jobs in the unincorporated areas of the Camarillo, Oak Park, Ojai, and Thousand Oaks planning areas.

**Market Outlook.** Employment in Accommodations and Food Services in the unincorporated county area declined slightly between 2002 and 2015, while such employment grew in the cities by 24 percent, or 1.8 percent per year (see Table 2-25). Statewide, the number of visitor trips is projected to grow at an average rate of 2.2 percent annually between 2016 and 2020.<sup>14</sup> This would represent a slower rate of growth than the 3.3 percent average annual growth that occurred in California between 2010 and 2015. In Ventura County, tourism employment growth is projected to continue at approximately 1.9 percent annually through 2020 and then more slowly over the long term for a 1.0 percent annual rate between 2012 and 2040 (Table 2-34).

Overall, Ventura County is underserved with lodging compared to other coastal counties in California. Of the 15 coastal counties, Ventura ranks at the bottom, with Los Angeles County, in terms of the percentage of travel spending devoted to lodging, at 16.8 percent.<sup>15</sup> Santa Barbara, San Luis Obispo, Monterey and Santa Cruz counties all have 25 percent or more lodging revenues compared to total travel spending. The fact that the Southern California counties all rank near the bottom of this list is indicative of the large internal travel spending in these counties and the quantity of high cost recreational attractions. However, Ventura County should be able to obtain lodging ratios closer to the other Central Coast counties. In addition to its coastal and mountain recreation amenities, Ventura County may be well-positioned to expand lodging as part of an increased emphasis on agri-tourism.

Agri-tourism has become a significant economic development strategy in many agricultural parts of the state. The University of California at Davis maintains a Directory of Agricultural Tourism programs and facilities in California ([www.calagtour.org](http://www.calagtour.org)) and many counties offer farm and wine trails, ranch stays, and a wide variety of local farm experiences. In Ventura County, ten different farms and ranches are currently listed in the Directory with various foods and experiences. Further analysis will be conducted in the Alternatives phase of the General Plan Update to determine whether County land use policies would be conducive to expansion of the agri-tourism sector. It is possible that new lodging would be located in the cities rather than the unincorporated areas, but increased visitors from agri-tourism could help drive demand for those lodging facilities.

<sup>14</sup> Tourism Economics. "California Travel and Tourism Outlook," February 2016.

<sup>15</sup> Dean Runyan Associates. "California Travel Impacts by County, 1992-2015." April 2015.

**TABLE 2-33**  
**TRANSIENT OCCUPANCY TAX TRENDS: 2005 TO 2014**  
**VENTURA COUNTY UNINCORPORATED AREA**

Zip Code	Area	2005	2010	2011	2012	2013	2014
93001	Ventura	\$58,957	\$58,068	\$69,180	\$74,473	\$103,455	\$123,983
93003	Ventura	\$26,106	\$9,681	\$12,570	\$8,024	-	-
93013	Coast	-	-	\$6,016	\$16,765	\$20,860	\$20,071
93022	Oak View	\$12,951	\$13,282	\$14,912	\$15,813	\$16,336	\$14,025
93023	Ojai	\$45,841	\$72,749	\$90,356	\$106,719	\$123,098	\$166,066
93035	Oxnard	\$81,199	\$56,715	\$55,326	\$80,781	\$91,891	\$115,754
93040	Piru	\$4,773	\$101	-	-	\$3,600	\$10,660
Total Unincorporated		\$229,827	\$210,596	\$248,360	\$302,575	\$359,240	\$450,559
Countywide		\$12,721,000	\$13,677,000	\$14,755,000	\$16,346,000	\$17,894,000	\$19,726,000
Unincorporated Percent		1.8%	1.5%	1.7%	1.9%	2.0%	2.3%

Source: ADE, Inc.; data from Ventura County Tax Collector, 2005 to 2014

### Oil and Gas Production

Oil and gas production occurs both onshore and offshore in the unincorporated areas of the county. The Los Angeles Economic Development Corporation (LAEDC) estimated in 2013 that this industry supported 3,211 direct jobs and over \$652 million in labor income in Ventura County (not including retail gas stations). The highest concentrations of jobs are in oil/gas extraction, and natural gas distribution, which combine for nearly 2,100 jobs. The 2013 dataset from the IMPLAN input-output model indicates that the industry supports a very high worker productivity of nearly \$700,000 in industry output per job, which is much higher than the average \$157,000 in output per worker for all Ventura County industries.

The industry also has high wages, with an average of over \$118,400 in wage and salary income per job, compared to the countywide average of \$53,400.<sup>16</sup> The LAEDC also estimated that oil and gas production activity in Ventura County supports approximately 2.0 percent of the jobs in the county, yet also accounts for a higher proportion of the total labor income (3.8 percent), value added (3.7 percent), and industry output (3.2 percent) in the county.

**Market Outlook.** Oil and gas production exists in a cyclical market, competing on the global stage due to commodity prices. As a result, prices are subject to fluctuation as the market cycles. For instance, in 2013, crude oil prices dropped from over \$100 per barrel to less than \$50 per barrel; as of November 2016, the price was approximately \$43. The forecast for 2017 is for prices to remain below \$50 per barrel. This price trend has had the effect of rendering some oil extraction operations uneconomic and has reduced both employment and oil related tax revenues in neighboring Kern County, which produces 70 percent of the oil in California. Production throughout the state had been declining since the 1980s, as oil reserves in the state have diminished. In recent years, the drilling of oil wells and well stimulation (including hydraulic fracturing), has been reduced in response to current oil prices.

<sup>16</sup> Data provided by Economic Modeling Specialists, Int'l (EMSI) for 2015.

### **Aggregate Mining**

Aggregate mining occurs in the hills in the central part of the county. In addition, the County Watershed Protection District removes thousands of cubic yards of sand and silt each year from waterways to maintain critical drainage channels. Mining of aggregates and other nonmetallic minerals accounted for nearly 150 jobs in Ventura County in 2015. The average income per worker for this activity in 2015 was nearly \$58,500, which was above the countywide average income per worker of \$52,700. In addition, according to data from the IMPLAN input-output model, the mining industry had an average industry output per worker of over \$353,000, which is more than double the average worker productivity for all industries in Ventura County.

**Market Outlook.** According to a 2012 California Geological Survey report, Ventura County had a projected demand of 298 million tons of aggregates over 50 years. However, the permitted aggregate reserves of 96 million tons meant that Ventura County had approximately 11 to 20 years' worth of aggregate reserves compared to projected demand.<sup>17</sup> Therefore, the county can expect increased demand for new or expanded aggregate mining operations if additional reserves can be identified. In addition, the county may see increased proposals for permanent or portable concrete recycling activities to meet future demand for aggregates.

### **The Green Economy**

Companies that produce goods and services that benefit the environment or conserve natural resources are part of the Green Economy. In 2011, the U.S. Bureau of Labor Statistics (BLS) estimated that the Green Economy accounted for 2.6 percent of all jobs nationally and EDD determined that 3.8 percent of jobs in California were provided by green businesses. Green business sectors are not identified by distinct NAICS codes, but rather fall within a number of conventional industry sectors, including manufacturing, construction, professional, scientific and technical services, waste management services, and wholesale trade. While there are no firm estimates of Green Economy jobs in Ventura County, Next 10, a company that focuses on policy issues involving the economy, the environment, and quality of life issues in California, includes Ventura in its annual Green Innovation Index.<sup>18</sup> In 2016, Ventura County ranked 7<sup>th</sup> among 26 Metropolitan Statistical Areas (MSAs) in California in the number of green technology patents issued. This suggests a relatively high concentration of firms in the county are engaged in Green Economy activities. The county also ranked 16<sup>th</sup> to 18<sup>th</sup> in commercial, industrial, and residential solar installations, which would also be a major source of Green Economy jobs in the county.

**Market Outlook.** California State laws and policies addressing the reduction of greenhouse gases are driving significant investments by utilities, consumers, and other industries to increase the production of renewable energy sources and adopt a host of other measures, such as electric cars. Many large-scale solar and wind generation facilities have located in the Central Valley and desert areas, and there may be some potential in Ventura County as well. In addition, there have been proposals in Ventura County for facilities to recycle green waste into soil amendment products. The county's strong manufacturing sector is an asset in helping to develop new technologies within the Green Economy, as evidenced by the high number of patents issued in recent years. There is some risk that the current federal administration will enact policies to undermine the momentum that the Green Economy has begun to see, but in many cases

<sup>17</sup> California Geological Survey; Aggregate Sustainability in California; 2012.

<sup>18</sup> Next 10. Green Innovation Index 8<sup>th</sup> Edition, June 2016.



industries are adopting energy saving and pollution reduction measures because of the cost efficiencies they create, which drives growth in this sector beyond the scope of governmental policy.

### **Higher Education**

Ventura County has multiple institutions of higher learning, including California State University, Channel Islands (CSUCI), California Lutheran University, St. John's Seminary, Thomas Aquinas College, Moorpark College, Oxnard College, and Ventura College. Data from EMSI shows that colleges and universities (both public and private) in Ventura County had a total employment of 5,800 positions in 2015, an increase of nearly 800 jobs compared to 2002. Note that prior to the opening of CSUCI as an independent campus in 2002, the CSUCI site supported employment as a satellite of CSU Northridge (CSUN Ventura), as well as the location for administrative employees supporting the establishment of CSUCI.

Of the universities mentioned above, CSUCI and Thomas Aquinas are located within the unincorporated area. As of Fall 2016, CSUCI (located within the Oxnard Planning Area) had 6,611 students.<sup>19</sup> As of Fall 2015, the campus supported 184 full-time faculty<sup>20</sup> and 796 total full-time equivalent staff (including part-time and full-time faculty).<sup>21</sup> Thomas Aquinas College (located within the Santa Paula Planning Area) has approximately 400 students and 38 faculty (including full-time and part-time).<sup>22</sup>

**Market Outlook.** Based on its Capital Expansion Plan, CSUCI is projected to grow to 11,500 students by 2025.<sup>23</sup> This expected enrollment growth will generate additional growth in faculty and staffing levels.

### **Military**

Naval Base Ventura County (NBVC) was established in 2000 through the merger of the former Naval Air Station Point Mugu and Construction Battalion Center Port Hueneme.<sup>24</sup> NBVC supports approximately 17,000 armed forces, civilian, and contractor jobs. The various commands located at the bases are responsible for a significant amount of research into new technologies and material for defense applications. A number of private firms work closely with the military to research and develop these new systems. The Point Mugu facility is in the unincorporated Oxnard Planning Area, and supports operations for airborne command and control training, testing, logistics, and other support activities tied to airborne operations. The Point Mugu Sea Range, which is the world's largest instrumented over-water range, supports local employment in testing and training for the U.S. Navy and allied forces.

**Market Outlook.** Growth and decline at military installations is affected by a wide range of national and international factors, national defense priorities, and federal spending levels. Defense spending nationally has been declining since 2011. Since the 1990s, the Defense Department has undergone a process of closing many older military bases and periodically reviews future potential base closures, which last occurred in 2005. To date, NBVC has not been listed for base realignment or closure. With its heavy emphasis on technological research and development, it would appear that the base would be part of the Navy's long-term modernization program. In addition, the base operates joint programs with the China

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<sup>19</sup> <http://www.csuci.edu/about/facts-history/index.htm>

<sup>20</sup> <https://www2.calstate.edu/csu-system/faculty-staff/employee-profile>

<sup>21</sup> <https://www2.calstate.edu/csu-system/faculty-staff/employee-profile>

<sup>22</sup> <https://thomasaquinas.edu/about/fact-sheet>

<sup>23</sup> <http://www.csuci.edu/news/releases/2014-capital-expansion-plan-2025.htm>

<sup>24</sup>

[http://www.cnrc.navy.mil/content/cnrc/cnrc\\_hq/regions/cnrcsw/installations/navbase\\_ventura\\_county/jcr\\_content/par/pdfdownload/file.res/Home\\_Partners4CompatibleFuture.pdf](http://www.cnrc.navy.mil/content/cnrc/cnrc_hq/regions/cnrcsw/installations/navbase_ventura_county/jcr_content/par/pdfdownload/file.res/Home_Partners4CompatibleFuture.pdf)

Lake Naval Air Weapons Station, which also has a significant research function. However, the base supports 80 different commands and defense priorities may change for these various operations at any time. With the overall downward trend in military spending, EMSI projects an 8 percent decrease in active military personnel in Ventura County over the next ten years. This could have a commensurate impact on related civilian jobs and population associated with the defense industry in the county.

### **Film Production**

Ventura County's location near Hollywood and the San Fernando Valley and its numerous scenic and historical sites make it a natural location for filming activity. This includes areas that fall within the "Studio Zone," which is a 30-mile radius used by union film projects to determine per diem rates and driving distances for crew members. The center of the Studio Zone, also known as the "Thirty-Mile Zone" or TMZ, is located at the southeast corner of West Beverly Boulevard and North La Cienega Boulevard in Los Angeles. There are also several locations outside the 30-mile radius boundary that are generally recognized as being within the Studio Zone, including Piru and the Metro-Goldwyn-Mayer Ranch property near Thousand Oaks.

In 2015, the county attracted 1,964 days of filming activity, up 8.6 percent from the prior year. More than half of these days were spent in the county unincorporated area. The cumulative film days also created lodging demand for 3,666 room-nights.

The Ventura County Film Commission indicates that the local film industry benefits more than 3,500 trade workers and professionals who live in Ventura County. The Film Commission estimates that total film activity in the county generated \$39.3 million in economic activity in 2015, which was more than double the \$16.8 million in economic activity that film production created in 2013. In addition, the \$20.1 million economic impact in the unincorporated areas in 2015 was also nearly double the \$10.7 million economic impact from 2013.

**Market Outlook.** The available projections for the film industry suggest strong growth over the next 3-5 years, with Price Waterhouse Coopers projecting growth in the U.S. film industry of 4.9 percent per year between 2015 and 2019, more than twice the rate of growth projected for the U.S. economy as a whole.<sup>25</sup> Positive market factors include significant growth in international markets, particularly China and India, the State of California's aggressive tax incentive program, an increase in available formats, both in terms of premium theater formats and also widespread internet outlets, and an increase in movie "universes" such as the various Marvel superhero characters now getting film exposure.<sup>26</sup> At the same time, some observers are reporting a glut of product that has led to some notable box office failures in 2016 and predictions of a major overhaul for the industry in the coming years.<sup>27</sup> There is also some concern that the increasing market in China and restrictions on showing "foreign" movies there will speed relocation of parts of the U.S. film industry to China. The presence of areas within the 30-mile Studio Zone does, however, provide Ventura County a relative advantage over other domestic locations.

### **Creative Economy**

A broader trend in the greater Los Angeles region has been the expansion of the "creative economy." The types of industries built around creativity encompass a diverse range of categories, such as architecture, design, entertainment, fashion, communications, digital media, publishing, and the arts. This includes the film and recording industries. Creative enterprises are highly concentrated in Southern California.

<sup>25</sup> <https://www.statista.com/statistics/259984/filmed-entertainment-revenue-in-the-us/>

<sup>26</sup> <http://www.fool.com/investing/general/2016/03/14/3-trends-that-will-shape-the-movie-industry-in-201.aspx>

<sup>27</sup> <http://www.hollywoodreporter.com/news/steven-spielberg-predicts-implosion-film-567604>

According to a 2017 study prepared on behalf of Otis College of Art and Design by the LAEDC, the Los Angeles/ Orange County metro area has 8.6 percent of its wage and salary jobs in creative industries.<sup>28</sup>

In addition, the LAEDC/Otis study found that the creative economy has a very high proportion of self-employed individuals. Altogether, the study found that the Los Angeles/Orange County metro area had 411,200 total wage and salary workers in 2014, and nearly 175,000 self-employed individuals in the creative economic sectors.

Using data sources comparable to the LAEDC/Otis study, the creative economy in Ventura County generated a total of 7,050 wage and salary jobs in 2014.<sup>29</sup> This represents approximately 2.2 percent of the total wage and salary employment in Ventura County. This concentration of jobs is considerably lower than Los Angeles/Orange County (8.6 percent) and California as a whole (5.4 percent).<sup>30</sup> Most of the jobs are in entertainment, fashion, furniture/decorative arts, and publishing industries.

In addition, Ventura County also has nearly the same number of self-employed individuals (7,044 non-employer establishments) as wage and salary employees.<sup>31</sup> This represents a very high concentration of jobs, and 10.6 percent of the overall self-employment in Ventura County. Most of the self-employed creative workers are in communication arts and visual and performing arts.

**Market Outlook.** The LAEDC forecasts that creative sector employment in the Los Angeles/Orange County metro area will grow by 5.2 percent between 2015 and 2020 (compound annual growth rate of 1.0 percent), while California creative jobs will grow at a slower rate of 3.3 percent. For Ventura County, the EMSI projections for 2015 through 2020 show virtually no change in wage and salary employment. EMSI projects that the largest job gains will occur in entertainment, fashion, and industrial design, while losses will occur in furniture/decorative arts, architecture, and publishing.

### **Nonprofit Sector**

Nonprofit organizations serve a diverse range of vital functions that enhance the quality of life across communities and regions. Organizations can include large-scale establishments such as hospitals, universities, and arts foundations. Nonprofits can also include community service providers, religious organizations, environmental groups, and other public benefit providers.

According to the 2017 State of the Region report from the Ventura County Civic Alliance, the county had a total of 2,543 nonprofit organizations registered with the IRS.<sup>32</sup> Altogether, these organizations declared revenues of \$2.7 billion and assets of \$5.1 billion in 2015. Since 2005, nonprofits have roughly doubled both their revenues and assets.

The top three revenue-generating nonprofits in Ventura County in 2015 were Community Memorial Hospital in Ventura, the Kavli Foundation (a scientific research foundation that has since relocated to Los Angeles), and California Lutheran University. Approximately 45 percent of the nonprofit organizations in Ventura County are either human services or public benefit organizations. Other large concentrations of nonprofit groups are involved in education (15 percent) and religious (17 percent) activities.

While revenues and asset valuations have grown considerably, Ventura County nonprofits continue to lag behind neighboring counties and California as a whole. The per capita nonprofit revenues in 2015 for

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<sup>28</sup> Los Angeles Economic Development Corporation; *Otis Report on the Creative Economy*; May 2017.

<sup>29</sup> EMSI QCEW covered employment.

<sup>30</sup> Los Angeles Economic Development Corporation.

<sup>31</sup> U.S. Census Bureau Nonemployer Statistics, 2014.

<sup>32</sup> The totals reported by the Ventura County Civic Alliance include those organizations that filed a Form 990 with the Internal Revenue Service.

Ventura County (\$3,173) were less than half the per capita revenue for Santa Barbara County (\$7,273) and California (\$7,733), and roughly half that for Los Angeles County (\$6,075).

**Market Outlook.** Growth rates in revenues and assets for nonprofit organizations in Ventura County have outpaced the rest of the state since 2005. However, the gap in local philanthropy, compared to other communities, has persisted. The outlook for nonprofit organizations will depend on whether Ventura County's base of nonprofit organizations continues to grow and whether those organizations can continue to close the gap compared to neighboring counties. Actions at a local level include engaging and connecting philanthropists, the business community, nonprofit leaders, and government. The Center for Nonprofit Leadership at California Lutheran University has formed a local task force that seeks to engage the various constituent groups and has begun to further analyze the data used in the State of the Region reports to try and develop strategic actions that can further grow the nonprofit sector in Ventura County.<sup>33</sup>

### Economic Infrastructure

Economic prosperity depends on a number of physical conditions and facilities that support the efforts of both the private and public sectors to create jobs. These factors include land supply, utilities (e.g., water supply, wastewater treatment), and the transportation system. Many of these factors are addressed in other sections of this Background Report, but two factors not extensively summarized elsewhere, are mentioned here: the broadband capacity available to residents and businesses in the county and the Port of Hueneme, which serves as a vital global link for both outgoing and incoming products to the county.

#### Broadband

Studies have shown a strong correlation between investments in broadband capacity and improved economic performance.<sup>34</sup> Ventura County is part of the Broadband Coalition of the Pacific Coast (BCPC), which also includes Santa Barbara and San Luis Obispo counties. The consortium is one of many regional organizations around the state dedicated to improving broadband capacity and connectivity to all areas in the state. Using a widely accepted methodology for assessing broadband services on an A to F scale, BCPC has rated Ventura County with a "C" grade (2.1 average), which indicates that its primary infrastructure is generally consistent with California's average broadband capacity and is occasionally superior. However, the best broadband capacity is along the Highway 101 and SR 118 corridors. Several other areas, including much of the unincorporated area, received grades below a "C." Ratings are also mixed for business-specific connections, although Ventura County does have good regional connections along the Highway 101 corridor to the major hubs in Los Angeles and Silicon Valley. Further improvement is needed in rural areas of the county to help support entrepreneurship in those areas. BCPC recommends further analysis to identify where telephone and cable companies have access to broadband-capable infrastructure, and which commercial and industrial areas are a high priority for investment in broadband services. BCPC also recommends that the three counties collaborate to recruit companies interested in pursuing fundable broadband infrastructure projects, including projects that could be funded through the California Advanced Services Fund, which is operated by the California Public Utilities Commission. For a more detailed discussion of telecommunications services in Ventura County, see Section 7.4 in Chapter 7 (Public, Facilities, Services, and Infrastructure) of this Background Report.

<sup>33</sup> McLean, Kate and Bryan McQueeney; Ventura County Star; "Everyone Benefits when we give where we live"; May 13, 2017.

<sup>34</sup> Blair Levin and Denise Linn, The Next Generation Network Connectivity Handbook. The Benton Foundation. 2016. p. 9.

## ***The Port of Hueneme***

Originally built in 1937 to provide California’s central coast agriculture with an ocean link, the Port today serves customers importing from Asia, Europe, and South and Central America. In 2014, its total import goods were valued at \$8 billion and included automobiles, fruit and vegetables, and farm materials such as fertilizer.<sup>35</sup> The Port also exported \$1.2 billion in goods, much of it agricultural produce from Ventura County. It is estimated that in 2014, the Port supported \$1.2 billion in total economic activity, with \$93 million in state and local taxes from maritime activities, and more than 10,000 jobs. Located on 120 acres, the Port is owned and operated by the Oxnard Harbor District and is the license holder for the Oxnard World Trade Center. The Port offers a Foreign Trade Zone with up to 2,000 acres for storage and light assembly under a duty-deferred status. One of its key programs is the Maritime Advanced Systems and Technology (MAST) Lab, which is a collaborative research facility dedicated to fostering leading edge technology innovation in the port and maritime environment, open 365 days a year. The Port offers short line rail access to the main Union Railroad line near Downtown Oxnard and surface road access to Highway 101. To keep pace with the evolution of the maritime industry toward larger-capacity vessels and modern cargo handling practices, the Port has identified a series of capital improvement projects over the next several years, including deepening the channel to 40 feet, providing shore side power infrastructure for ships, climate controlled warehouses, and improved surface transportation out to Highway 101, among other projects.

## **Regulatory Setting**

There is no regulatory setting for this section.

## **Key Terms**

**Transient Occupancy Tax.** The “TOT” is a tax on hotel rooms and other forms of short-term lodging. This tax is collected by individual cities, as well as the County government for unincorporated areas.

**Industry Output.** This term refers to the sum of economic activity for an industry or business establishment within a specific geographic area. This includes the sum of commodity inputs, labor income, taxes, property income, and other value added components.

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<sup>35</sup> Port of Hueneme, [2020 Strategic Plan](#). October 2015.

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## SECTION 2.4 POPULATION AND EMPLOYMENT PROJECTIONS

### Introduction

This section provides projections of population and employment for Ventura County and its unincorporated areas through 2040.

### Major Findings

- Southern California Association of Governments (SCAG) projections for Ventura County show a projected population of 965,400 residents (12.7 percent increase over 2016) by 2040, with the unincorporated areas projected to increase to 113,600 residents (15.5 percent increase over 2016) by 2040. This is a slower rate of growth than the county has experienced in the past.
- The California Department of Finance projects that older age groups will comprise an increasing share of total population as the Baby Boomers continue to age.
- The Hispanic and Asian populations in the county are projected to grow more rapidly than other racial/ethnic groups.
- Household projections indicate that the overall county total will increase to 312,300 by 2040, with the unincorporated areas increasing to 37,500 households.
- The projected employment in Ventura County will total approximately 412,300 jobs by 2040, based on projections from the consulting firm Applied Development Economics (ADE). This is an increase of 31.9 percent over 2015, with unincorporated areas expecting a job total of 38,700 by 2040 (increase of 17.7 percent over 2015). This is slightly slower than the county has experienced in the past.
- Employment is projected to grow at an annual rate of 1.0 percent through 2040. This is higher than the rate between 2002 and 2015 (0.4 percent), but lower than the rate between 1992 and 2015 (1.4 percent).
- The highest employment growth is projected to occur in construction, retail, tourism, health care and education, all of which could occur in the unincorporated area.
- Employment growth is projected to occur more rapidly than population growth, leading to an increase in the number of jobs per household from 1.2 to 1.3. In 2015, it is estimated there are 1.6 workers per households in Ventura County.
- The California Economic Forecast projects that per capita income in Ventura County will increase in real terms twice as fast as the population, meaning that future residents should have more disposable income.

## Existing Conditions

### Population and Demographic Projections

The future growth in Ventura County and the unincorporated area will be significantly affected by both County and city land use policy and market demand. For the current County General Plan Update, the detailed analysis to consider land use policy options comprehensively will be undertaken in the Alternatives phase of the process. Therefore, for the Background Report, this section reports on existing projections from major State and regional agencies charged with forecasting growth at the countywide and sub-county level, including the Southern California Association of Governments (SCAG), the State Department of Finance (DOF), and Caltrans. In addition, ADE has prepared a combined employment projection that integrates growth assumptions from SCAG, Caltrans, and Woods & Poole Economics, a nationally-recognized economics forecasting firm.

These projections are presented herein to provide context only; they do not necessarily reflect current County policies, including those that could affect the type, extent, and location of development in the unincorporated area (e.g., the Guidelines for Orderly Development, SOAR, existing greenbelt agreements). If alternative growth projection methodologies are developed and adopted as part of the General Plan Update project, future growth projections may be different. In addition, the Background Report does not prescribe locations within the unincorporated area where growth may be accommodated.

SCAG projections for Ventura County, which were developed through an extensive analytical and local consultation process to support regional transportation and air quality planning, show a projected population of 965,400 by 2040, as shown in Table 2-34. This is an increase of 130,000, with a compound annual growth rate (CAGR) of 0.52 percent. SCAG projects the shorter-term (2012 to 2020) CAGR to be higher (0.74 percent) and then to decrease to 0.43 percent between 2020 and 2040. The population in the unincorporated area is projected to increase to 113,600 by 2040, with a slightly higher CAGR of 0.58 percent than countywide. Growth in the unincorporated area is also expected to ramp down after 2020.

**TABLE 2-34**  
**POPULATION, HOUSEHOLD, AND EMPLOYMENT PROJECTIONS: 2012 TO 2040**  
**VENTURA COUNTY, INCORPORATED AND UNINCORPORATED AREAS**

<b>Projected Population</b>	<b>2012</b>	<b>2020</b>	<b>CAGR 2012-2020</b>	<b>2040</b>	<b>CAGR 2020-2040</b>	<b>CAGR 2012-2040</b>
Ventura County Total	835,400	886,400	0.74%	965,400	0.43%	0.52%
Incorporated Ventura County	738,700	784,400	0.75%	851,800	0.41%	0.51%
Unincorporated Ventura County	96,700	102,000	0.67%	113,600	0.54%	0.58%
<b>Projected Households</b>	<b>2012</b>	<b>2020</b>	<b>CAGR 2012-2020</b>	<b>2040</b>	<b>CAGR 2020-2040</b>	<b>CAGR 2012-2040</b>
Ventura County Total	269,400	285,300	0.72%	312,300	0.45%	0.53%
Incorporated Ventura County	237,300	251,400	0.72%	274,800	0.45%	0.53%
Unincorporated Ventura County	32,100	33,900	0.68%	37,500	0.51%	0.56%
<b>Projected Employment</b>	<b>2012</b>	<b>2020</b>	<b>CAGR 2012-2020</b>	<b>2040</b>	<b>CAGR 2020-2040</b>	<b>CAGR 2012-2040</b>
Ventura County Total	332,200	374,300	1.50%	419,800	0.58%	0.84%
Incorporated Ventura County	300,400	338,600	1.51%	381,100	0.59%	0.85%
Unincorporated Ventura County	31,800	35,700	1.46%	38,700	0.40%	0.70%

Source: ADE, Inc.; data from Southern California Association of Governments, 2016.

It is important to note that the projected average growth rates for the county as a whole and for the combined incorporated areas are affected by the very low growth rates in the cities of Port Hueneme (0.10 percent CAGR) and Thousand Oaks (0.11 percent CAGR). The low growth rate in these two cities has the effect of skewing the countywide average rate and the average incorporated cities rate so that they are lower than the unincorporated area rate. When the growth rates for Port Hueneme and Thousand Oaks are removed from the calculated average growth rate, the projected growth rates for the county as a whole and for the combined incorporated areas would be higher than for the unincorporated area.

As Table 2-35 shows, SCAG’s projected 2012-to-2020 CAGR of 0.74 percent is similar to the 2010-to-2016 countywide rate of 0.69 percent, but considerably lower than longer-term trends. The SCAG projections for the unincorporated area, however, exceed the historical trends, both recent and longer-term.

<b>TABLE 2-35 HISTORIC POPULATION GROWTH VENTURA COUNTY</b>			
<b>Year/Period</b>	<b>Incorporated</b>	<b>Unincorporated</b>	<b>Total</b>
<b>Population</b>			
1990	579,650	87,100	666,750
2000	657,474	91,458	748,932
2010	727,063	95,045	822,108
2016	758,185	98,323	856,508
<b>Compound Annual Growth Rates (CAGR)</b>			
1990-2000	1.27%	0.49%	1.17%
2000-2010	1.01%	0.39%	0.94%
1990-2016	1.04%	0.47%	0.97%
2000-2016	0.89%	0.45%	0.84%
2010-2016	0.70%	0.57%	0.69%

Source: California Department of Finance

Household projections indicate that the overall county total will increase to 312,300 by 2040, with a CAGR of 0.5 percent. Over the same period, unincorporated area households will increase by 5,400 to 37,500, a CAGR of 0.6 percent. This matches the population trend, meaning that the average household size is not expected to change.

The SCAG population projection for Ventura County in 2040 (i.e., 965,400) is very similar to the California Department of Finance (DOF) projections of 966,100. DOF also projects the age demographics and racial/ethnic composition of the future population. As shown in Table 2-36, DOF projects the older age cohorts to grow more rapidly than the younger age groups, as the Baby Boomer generation continues to age. There is some variation of this pattern, however, as the young age groups of 0-17 years are projected to increase between 2020 and 2030 and the “Young Retirees” age group of 65-74 year is projected to decrease between 2030 and 2040.

TABLE 2-36 POPULATION PROJECTIONS BY AGE GROUP: 2010-2040 VENTURA COUNTY								
Year	Age Group							
	Total (All ages)	Preschool Age (0-4 years)	School Age (5-17 years)	College Age (18-24 years)	Working Age (25-64 years)	Young Retirees (65-74 years)	Mature Retirees (75-84 years)	Seniors (85 or more years)
2010	825,193	55,220	156,143	81,988	434,694	51,929	30,968	14,251
	100.0%	6.7%	18.9%	9.9%	52.7%	6.3%	3.8%	1.7%
2020	876,124	54,288	142,916	83,393	452,926	84,910	40,374	17,317
	100.0%	6.2%	16.3%	9.5%	51.7%	9.7%	4.6%	2.0%
2030	927,304	58,407	144,228	78,674	450,720	106,019	66,224	23,032
	100.0%	6.3%	15.6%	8.5%	48.6%	11.4%	7.1%	2.5%
2040	966,084	57,182	153,106	80,246	459,572	94,618	83,450	37,910
	100.0%	5.9%	15.8%	8.3%	47.6%	9.8%	8.6%	3.9%

Source: California Dept of Finance P-1 County Projections 2010-2060.

The demographic projections also indicate a reduction in both White and African American populations in the county and an increase in Asian and Hispanic groups, as well as Non-Hispanic mixed-race persons (Table 2-37).

TABLE 2-37 POPULATION PROJECTIONS BY RACE/ETHNICITY: 2010-2040 VENTURA COUNTY								
Race/Ethnicity	Year							
	2010		2020		2030		2040	
	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent
Total All Races	825,193	100.0%	876,124	100.0%	927,304	100.0%	966,084	100.0%
White	402,278	48.7%	393,042	44.9%	381,311	41.1%	358,679	37.1%
Black	13,302	1.6%	13,326	1.5%	12,979	1.4%	12,115	1.3%
American Indian	2,434	0.3%	2,553	0.3%	2,457	0.3%	2,159	0.2%
Asian	54,928	6.7%	58,562	6.7%	62,863	6.8%	68,207	7.1%
Native Hawaiian/Pacific Islander	1,390	0.2%	1,516	0.2%	1,590	0.2%	1,608	0.2%
Hispanic	333,046	40.4%	384,250	43.9%	436,716	47.1%	486,861	50.4%
Two or More Races, Not Hispanic	17,815	2.2%	22,875	2.6%	29,388	3.2%	36,455	3.8%

Source: CA DOF P-2 County Projections 2010-2060.

### Employment Projections

The projected employment in Ventura County anticipates a higher growth rate than the population growth rate, according to SCAG. By 2040, countywide employment will total 419,800 jobs, with a CAGR of 0.8 percent (Table 2-38). For comparison, the county saw employment growth of 0.4 percent per year between 2002 and 2015, but going back to the longer-term trend, the county had a CAGR growth of 1.4

percent annually between 1992 and 2015. The unincorporated areas are expected to have a CAGR of 0.7 percent, with a job total of 38,700 by 2040. Ventura County has approximately 1.6 workers per household, but in 2012 had only 1.2 jobs per household. With employment projected to increase faster than population, this ratio would change to approximately 1.3 jobs per household by 2040.

While the SCAG projections are available for each jurisdiction in Ventura County, they are not very detailed in terms of projected industry growth. Other sources of detailed employment projections are available and are presented below for comparison and to provide a more detailed industry analysis.

**The California Economic Forecast (Caltrans).** Caltrans has regularly commissioned Dr. Mark Schneipp at the California Economic Forecast to produce projections for the state and all 58 counties. The projections published in 2015 extend to 2040 and provide a wide range of indicators including employment by major industry group, population, housing, and economic output.

**Woods & Poole (W&P).** W&P is an independent economic forecasting firm that provides projections for all counties in the U.S. based on an econometric model that forecasts U.S. economic conditions and creates state, regional, and county forecasts based on changing conditions. The 2016 projections were released in April 2016 and extend to 2050, including population, employment by major industry, and a number of other indicators. W&P uses the U.S. Bureau of Economic Analysis (BEA) definition of employment, which includes self-employed and other non-employer jobs. The job figures, therefore, are always higher than wage and salary employment, which has been used for the past trends analysis in the Background Report, but the growth rates provide a good projected economic growth in the county.

Table 2-38 compares the three employment projections, starting with the SCAG base year of 2012 and including 2020 and 2040. Comparing the 2012 figures to the official EDD estimates for that year, the Caltrans figures, at 309,350 jobs, are much closer to the actual job level, meaning that SCAG may have overestimated the recovery from the recession by projecting 332,200 jobs in 2012.

Over the long term, the SCAG projections represent a mid-range between the lower Caltrans projections and the higher projections from Woods & Poole. SCAG projects Ventura County to grow jobs at an annual rate of 0.8 percent between 2012 and 2040, while Caltrans projects a slower rate of 0.5 percent per year. Woods & Poole sees stronger growth of 1.5 percent per year. All of the projections anticipate stronger growth in the short term up to 2020 and then more moderate growth rates between 2020 and 2040.

ADE has prepared a new projection by calibrating the 2012 employment levels to actual EDD figures and then averaging the Caltrans and Woods and Poole growth rates for most of the individual business sector out to 2040. This initially resulted in a total employment level of 421,700 in 2040, slightly above the SCAG figure. However, in consultation with local economic development authorities, the projections for retail development and the construction industry were much higher than local experience would warrant, so these sectors were brought more into alignment with projected population growth. The revised projections result in approximately 412,300 jobs in 2040, a 1.0 percent annual growth rate (Table 2-38).

The high growth sectors are education, health care, and other services, with fairly strong growth in the leisure and hospitality sectors as well. These latter sectors have some potential in the unincorporated area in terms of future tourism growth, but agriculture is projected to have relatively modest growth, as discussed in the previous section. Manufacturing is projected to have moderate growth, and food manufacturing could be a factor in the unincorporated area depending on County land use policies. Education and health care could also see growth in the unincorporated area as CSU Channel Islands

continues to grow and as trends toward more dispersed health care delivery lead to additional clinics and residential care homes in unincorporated communities.

**TABLE 2-38  
EMPLOYMENT PROJECTIONS: 2012-2040  
VENTURA COUNTY**

<b>Projection Source/Industry Sector</b>	<b>2012</b>	<b>2020</b>	<b>2040</b>	<b>CAGR 2012- 2020</b>	<b>CAGR 2020- 2040</b>	<b>CAGR 2012- 2040</b>
SCAG	332,200	374,300	419,800	1.5%	0.6%	0.8%
Caltrans	309,350	335,538	357,894	1.0%	0.3%	0.5%
Woods & Poole	431,486	496,367	652,050	1.8%	1.4%	1.5%
ADE	309,804	341,244	412,263	1.2%	0.9%	1.0%
Agriculture, Forestry, Fishing and Hunting	27,090	27,880	29,590	0.4%	0.3%	0.3%
Mining, Quarrying, Oil and Gas Extraction	1,270	1,180	1,510	-0.9%	1.2%	0.6%
Utilities	1,000	1,100	1,200	1.2%	0.4%	0.7%
Construction	11,780	15,800	17,460	3.7%	0.5%	1.4%
Manufacturing	29,890	30,560	33,690	0.3%	0.5%	0.4%
Wholesale Trade	12,600	13,060	13,930	0.4%	0.3%	0.4%
Retail Trade	37,330	41,380	45,720	1.3%	0.5%	0.7%
Transportation and Warehousing	4,740	5,030	5,420	0.7%	0.4%	0.5%
Information	5,150	5,200	6,040	0.1%	0.8%	0.6%
Finance and Insurance	19,600	19,020	17,270	-0.4%	-0.5%	-0.5%
Professional, Scientific, and Technical Services	34,900	36,860	45,820	0.7%	1.1%	1.0%
Educational Services	24,990	29,840	44,800	2.2%	2.1%	2.1%
Health Care and Social Assistance	37,104	43,770	67,390	2.1%	2.2%	2.2%
Arts, Entertainment, and Recreation	4,765	5,490	6,730	1.8%	1.0%	1.2%
Accommodation and Food Services	28,005	31,900	36,290	1.6%	0.6%	0.9%
Other Services (excluding Public Administration)	9,420	11,870	15,250	2.9%	1.3%	1.7%
Public Administration	20,170	21,300	24,170	0.7%	0.6%	0.6%

Source: ADE, Inc.; data from Southern California Association of Governments, 2016; The California Economic Forecast, 2015; Woods & Poole Economics, 2016.



## Regulatory Setting

There is no regulatory setting for this section.

## References

### ***Reports/Publications***

California Economic Forecast. “California County-Level Economic Forecast, 2015-2040.” September 2015.

Southern California Association of Governments. “2016-2040 RTP/SCS Final Growth Forecast by Jurisdiction”. April 7, 2016.

Woods & Poole Economics. “2016 State Profile, California.” 2016.

## Key Terms

**Compound Annual Growth Rate (CAGR).** The CAGR is the annual year-to-year growth rate during a period of time.

## SECTION 2.5 MARKET DEMAND MEASURES FOR DIFFERENT LAND USES

### Introduction

This section builds on Sections 2.3 and 2.4 to analyze potential land demand for economic uses in the unincorporated area and the extent to which the existing supply of developable land could support future growth as expressed in the current SCAG projections. As noted in the introduction to Section 2.4, the County is not under any obligation to fulfill the SCAG projections. They are used here simply to reflect the assumptions currently built into regional planning programs. In this section, the analysis is generally conducted at a countywide level.

### Major Findings

- If the county were to meet the SCAG growth projections through 2040, the demand for new dwelling units in the unincorporated area would total 5,670 units.
- Based on the parcel-specific estimates prepared for the 2014 Housing Element, the unincorporated area has the potential to accommodate 1,361 dwelling units on vacant land currently zoned for residential uses, which totals 722.9 acres.
- The unincorporated county's remaining residential development potential on vacant residential land yields an average of 1.9 dwelling units per acre (722.9 acres/1,361 dwelling units). At this density, vacant residential land would support approximately 24 percent of the SCAG-projected dwelling unit growth of 5,670 units between 2012 and 2040. Accommodating the remainder of the projected residential growth at this density (i.e., 4,309 units at 1.9 dwelling units per acre), would require rezoning up to 2,268 acres of land.
- If the total residential development growth projected by SCAG (5,670 dwelling units) was to be accommodated by a combination of the existing average development density of 1.9 units/acre and the maximum development density of 20 units/acre, approximately 30 percent of vacant residential land (238 acres) would need to be "upzoned" to 20 dwelling units per acre, and approximately 70 percent of vacant residential land could be developed at the existing average of 1.9 dwelling units per acre.
- There is also residential development potential associated with second units, farmworker housing (individual dwelling units and complexes), and principal dwelling units on vacant parcels zoned OS, AE, and RA. The remaining residential development capacity of these residential dwelling types is approximately 28,200 dwelling units. (This total assumes no subdivision of OS, AE or RA-zoned land.)
- Construction completion data for the unincorporated area shows that over the last ten years, second dwelling unit construction averaged 19 units per year, individual farmworker dwelling units averaged three units per year, and farmworker complexes averaged 14 dwelling units per year (see Land Use Chapter, Section 3.7 Development Holding Capacity and Remaining Development Potential). These historical construction completion averages are far lower than the theoretical capacity associated with these dwelling types.

- Based on employment projections, there is an estimated deficit of approximately 43.2 acres of commercial land and approximately 6.6 acres of industrial land in the unincorporated area.

## Existing Conditions

The detailed employment projections provided in Section 2.4 indicate that the county will add nearly 111,900 jobs between 2012 and 2040. Based on estimates of employment in the cities and the unincorporated area in Table 2-39, the unincorporated areas support approximately 10.3 percent of jobs in the county (2015). This varies by type of job, however, and the county areas have much higher proportions of farm labor and private sector utility jobs (e.g., power, telecommunications), as well as education and recreation jobs. While the unincorporated area increased its share of employment between 2002 and 2015, over the long term, SCAG projects the unincorporated area to support a slightly decreasing share of countywide employment, although a slightly increasing share of housing. Based on SCAG's forecast, there would be demand for approximately 251 acres of non-residential development, based on County zoning standards and typical development patterns.<sup>36</sup>

SCAG also projects the growth of approximately 16,900 residents in 5,400 new households in the unincorporated area between 2012 and 2040. Adding a 5 percent vacancy allowance, this would indicate the demand for 5,670 new dwelling units in the unincorporated area during this period.

Chapter 3, Land Use, describes the County land use and zoning designations and provides an estimate of the development potential remaining in the unincorporated area. For an explanation of the methodology used to calculate remaining development potential see Chapter 3, Appendix 3 (Holding Capacity and Remaining Development Methodology). Table 2-40 converts the land demand by economic sector from Table 2-39 into land demand according to broad land use categories (Residential, Commercial, and Industrial.) Table 2-40 also shows the remaining development potential within each category, as well as by the economic sectors within those broad categories.

Based on the parcel-specific estimates prepared for the 2014 Housing Element, the unincorporated area has the potential to accommodate 1,361 residential units on vacant land currently zoned for residential uses, which totals 722.9 acres (see Table 3-19 in the Land Use Chapter). As described in Section 2.4, SCAG projects demand for 5,670 new units in the unincorporated area between 2012 and 2040. The county's remaining residential development potential on vacant residential land yields an average of 1.9 dwelling units per acre (722.9 acres/1,361 dwelling units). At this density, vacant residential land would support approximately 24 percent of the projected dwelling unit demand of 5,670 units between 2012 and 2040. Accommodating the remainder of the projected residential demand at this density (i.e., 4309 units at 1.9 dwelling units per acre), would require rezoning up to 2,268 acres of land (see Table 2-40). However, the County has residential zones that allow considerably higher densities. For instance, the County's Residential High Density (RHD) zone and the Residential/Mixed Use (R/MU) zone in Saticoy allow 20 units per acre. If the total SCAG-projected dwelling unit need (5,670 units) was to be accommodated by a combination of the existing average development density of 1.9 units per acre and the maximum development density of 20 units per acre, approximately 30 percent of vacant residential

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<sup>36</sup> Growth in farm labor does not factor into this calculation. Agricultural employment changes have more to do with changes in farming practices and the crop mix. Farm jobs are estimated to have changed from 19,400 in 2002 to 26,900 in 2015, during which time the acreage under cultivation declined nearly 10,000 acres (Table 9-3, Agriculture Chapter). In addition, land for mineral extraction has been prorated based on projected employment growth, but the Industry Snapshot in Section 2.3 above reports that existing aggregate reserves are only one-third of demand over the next 30 years. Demand for additional oil development is also unknown.

land (238 acres) would need to be “upzoned” to 20 units per acre, and approximately 70 percent of vacant residential land could be developed at the existing average of 1.9 units per acre.

**TABLE 2-39**  
**LAND DEMAND TO SUPPORT FUTURE EMPLOYMENT GROWTH PROJECTIONS 2012-2040**  
Countywide and Unincorporated Area (UA)

Economic Sector	2012-2040 Growth	UA 2015 Share	UA Job Growth 2012-2040	Assumed Floor-Area Ratio	UA Land Demand <sup>1</sup>
Agriculture, Forestry, Fishing and Hunting <sup>2</sup>	2,500	51.6%	1,289	n/a	n/a
Mining and Quarrying <sup>3</sup>	240	15.9%	38	n/a	37.2
Utilities	200	32.2%	64	0.20	3.7
Construction	5,680	13.3%	757	0.20	43.4
Manufacturing	3,800	23.3%	884	0.20	50.8
Wholesale Trade	1,330	5.5%	73	0.20	4.2
Retail Trade	8,390	0.6%	105	0.40	3.0
Transportation and Warehousing	680	8.1%	55	0.20	3.1
Information	890	1.8%	16	0.40	0.5
Finance and Insurance	-2,330	1.1%	-25	0.40	-0.4
Professional, Scientific, and Technical Services	10,920	6.3%	689	0.40	11.9
Educational Services <sup>4</sup>	19,810	6.5%	1,279	0.40	13.8
Health Care and Social Assistance	30,286	2.9%	871	0.40	25.0
Arts, Entertainment, and Recreation	1,965	15.8%	311	0.40	8.9
Accommodation and Food Services	8,285	2.7%	222	0.40	6.4
Other Services (excluding Public Admin)	5,830	7.7%	447	0.40	12.8
Public Administration	4,000	8.6%	345	0.40	9.9
<b>Total</b>	<b>102,476</b>	<b>5.6%</b>	<b>7,420</b>		<b>234.2</b>

*Notes:*

<sup>1</sup> Most job sectors are estimated to support one job per 500 sq. ft. of building space. However, for Finance, Insurance, Professional, Technical and Scientific services the ratio is one job per 300 sq. ft. Unincorporated land demand calculated as follows: [Job Growth in Number of Jobs] / [% Bldg Lot Coverage] \* [sq. ft. / employee] / [1 Acre / 43,560 sq.ft] = [Number of Acres].

<sup>2</sup> Growth in farm jobs does not presume change in agricultural land inventory.

<sup>3</sup> Mining land demand calculated as a ratio of jobs/acre based on existing mineral resource acreage in Table 3-2.

<sup>4</sup> UA Education job growth based on estimated increase for CSUCI plus expansion of local education facilities in proportion to projected population growth. However, CSUCI job growth is not included in land demand calculation.

Note: Totals may not add due to rounding.

Source: ADE Inc., based on data in Table 2-34 and Table 2-38.

In addition, as discussed in Chapter 3 of this Background Report, there is also residential development potential associated with second units, farmworker housing (individual units and complexes), and principal dwelling units on vacant parcels zoned Open Space, Agricultural Exclusive, and Rural Agriculture. The remaining residential development capacity of these residential dwelling types is approximately 28,200 units (this total assumes no subdivision of OS, AE or RA-zoned land). Based on historical development trends, the capacity associated with these types of residential use is not accounted for in the land demand calculations in Table 2-40, since the demand for such housing is limited and would constitute only a small percentage of overall demand. Construction completion data from the County shows that over the last ten years, second dwelling unit construction averaged 19 units per year (although recent changes in state law may result in an increased number of second dwellings in the future); individual farmworker dwelling units averaged three units per year; and farmworker complexes averaged

14 units per year (see Land Use Chapter, Section 3.7, Development Holding Capacity and Remaining Development Potential). These historical construction completion averages are far lower than the theoretical capacity associated with these dwelling types. As described in Chapter 3, a greater diversity of units than is currently planned will be needed to accommodate residential demand through 2040.

For commercial development, the unincorporated county has land available in several zones, including Neighborhood Commercial, Commercial Planned Development, and the Town Center zone in the Saticoy Area Plan. The allowable uses in these zones are fairly broad, so all retail, services and other office uses are grouped within the Commercial category in Table 2-40. The County Zoning Ordinance has other commercial zones, including Coastal Commercial and Harbor Planned Development that would support accommodations and tourist-oriented commercial uses, but the analysis in Chapter 3 of this Background Report indicates there is no remaining development potential in those zones. Based on the available land supply data, the county has a deficit of approximately 43.2 acres of commercial land in the unincorporated area to meet projected demand, including land within and outside of city spheres of influence. These projections address growth in commercial demand if the unincorporated area sees population growth as projected by SCAG. It should be noted, however, that these calculations do not factor in a margin for supply over demand. Typically, communities plan for the land supply to exceed demand by 25 to 30 percent in order to avoid reaching demand saturation. In areas without such “excess” supply, land costs tend to escalate and development tends to slow down due to lack of available sites.

For industrial development, there is a greater variation in development patterns than for commercial development, so projection of land demand based on employment growth is more difficult than for commercial development. Certain employment sectors, such as utilities, and construction, tend to need more land (e.g., for yard space). Other types of manufacturing, transportation, warehousing, and wholesale uses tend to have more uniform floor-area-ratios, although this is also dependent on the amount of truck traffic and parking that needs to be accommodated. The actual countywide industrial development potential will, in part, be a function of land availability. The calculations in Table 2-40 show a 6.6-acre deficit of industrial land in the unincorporated area. As with the Commercial category, there is no excess supply margin in the Industrial category, which is important to maintain an efficient real estate market.

<b>TABLE 2-40 COMPARISON OF LAND SUPPLY AND DEMAND, 2012-2040 Unincorporated Area</b>		
<b>Land Use Category</b>	<b>Acres</b>	<b>Units/ Jobs</b>
<b>Residential</b>		
Supply*	722.9	1,361
Demand** (Land demand is based on assumed development density)	722.9 to 2,984.2**	5,670
<b>Surplus/(Deficit)</b>	<b>0 to (2,268)</b>	<b>(4,309)</b>
<b>Commercial</b>		
Supply	48.5	1,709
Demand	91.7	3,460
Retail Trade	3.0	105
Information	0.5	16
Finance and Insurance	-0.7	-25
Professional, Scientific, and Technical Services	11.9	689
Educational Services	13.8	479
Health Care and Social Assistance	25.0	871
Arts, Entertainment, and Recreation	8.9	311
Accommodation and Food Services	6.4	222
Other Services (excluding Public Administration)	12.8	447
Public Administration	9.9	345
<b>Surplus/(Deficit)</b>	<b>(43.2)</b>	<b>(1,751)</b>
<b>Industrial</b>		
Supply	135.9	2,475
Demand	142.5	1,871
Mining and Quarrying	37.2	38
Utilities	3.7	64
Construction	43.4	757
Manufacturing	50.8	884
Wholesale Trade	4.2	73
Transportation and Warehousing	3.1	55
<b>Surplus/(Deficit)</b>	<b>(6.6)</b>	<b>604***</b>

\* Reflects acreage of vacant residential parcels and associated development potential. Does not account for residential potential associated with ancillary units which include 16,000 second units, 980 farmworker housing units, 9,350 farmworker complex dwelling units, 242 non-student dwelling units at California State University Channel Islands, and 295 dwelling units on vacant land zoned OS, AE, and RA, assuming no subdivision of land.

\*\* Lower end of range assumes rezoning of available residential land to accommodate a combination of 238 acres developed at 20 units per acre (per County’s Residential High Density zone) and 485 acres developed at 1.9 dwelling units per acre; upper end reflects a development density of 1.9 dwelling units per acre for all 5,670 dwelling units needed through 2040.

\*\*\* The apparent “surplus” of employment capacity is due to the low employee density assumed for mining on the demand side.

Source: ADE Inc., based on data in Tables 2-36, 3-19, and 3-23.



## **Regulatory Setting**

The land supply and development capacity in the unincorporated area is governed by County land use and zoning policy and designations, as described in Chapter 3, Land Use.

## **Key Terms**

**Floor Area-Ratio (FAR).** The ratio of allowable building space per land area on a development site.