



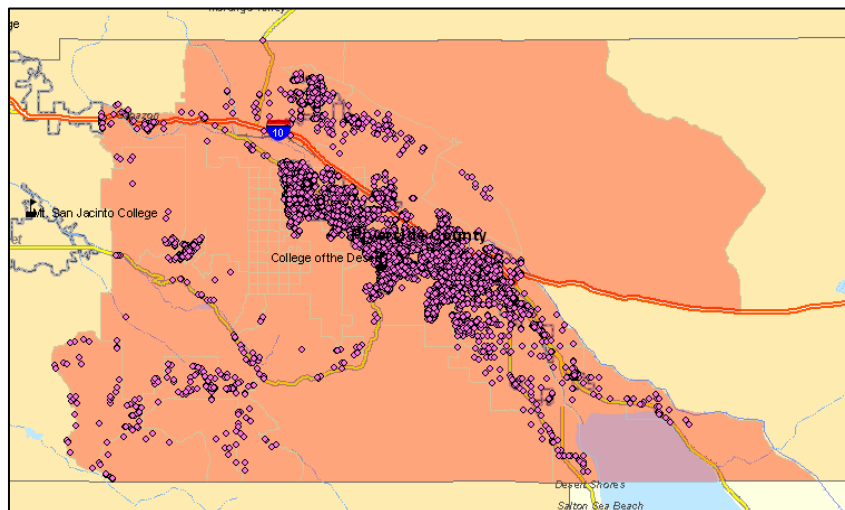
**ECONOMIC &
WORKFORCE
DEVELOPMENT**
through the
CALIFORNIA
COMMUNITY
COLLEGES

**BUSINESS AND WORKFORCE
PERFORMANCE IMPROVEMENT INITIATIVE**



GIS Employer Analysis For College of the Desert's ATTE Center

Regional Employer Analysis



Center of Excellence

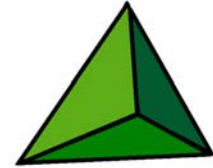
San Bernardino Community College District

May 2007



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Regional Employer Analysis

May 2007

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THE BUSINESS AND WORKFORCE PERFORMANCE IMPROVEMENT INITIATIVE IS FUNDED IN PART BY THE CHANCELLOR'S OFFICE, CALIFORNIA COMMUNITY COLLEGES, ECONOMIC AND WORKFORCE DEVELOPMENT PROGRAM. THE TOTAL GRANT AMOUNT (GRANT NUMBER 06-305-013 FOR \$205,000) REPRESENTS COMPENSATION FOR MULTIPLE DOCUMENTS OR WRITTEN REPORTS THROUGH THE CENTERS OF EXCELLENCE.

OUR MISSION IS TO STRENGTHEN CALIFORNIA'S WORKFORCE AND ADVANCE ECONOMIC GROWTH THROUGH EDUCATION, TRAINING AND JOB DEVELOPMENT.

Background

This Regional Employer Analysis Report was requested by College of the Desert's regional Advanced Transportation Technology & Energy (ATT&E) Center. The ATT&E selected specific NAICS for extraction within the College of the Desert's Service Area.

The ATT&E Center was established by the California Community College's Economic and Workforce Development Program. In particular it was created as a means for keeping California competitive as a national leader in advanced transportation technologies and to transform the workforce in the rapidly developing, technology-driven transportation industry, while improving the environment and stimulating the economy.

Scope of Report

This report only includes data for the Coachella Valley and the College of the Desert's service area (via previously defined by zip codes). The data and information herein is NOT for all of Riverside County; nor for the entire Riverside-San Bernardino-Ontario MSA.

The zip codes defining the parameters of this report are:

92201, 92203, 92210, 92211, 92230,
92234, 92236, 92240, 92241, 92253,
92254, 92260, 92262, 92264, 92270,
92274, 92276, 92282, 92536, 92539,
92549, 92561

The NAICS codes requested that comprise this analysis include:

23	Construction
325199	All Other Basic Organic Chemical Manufacturing
333120	Construction Machinery Manufacturing
333111	Farm Machinery and Equipment Manufacturing
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing
333611	Turbine and Turbine Generator Set Units Manufacturing
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing
334220	Radio and TV Broadcasting and Wireless Communications Equipment Manuf.
334413	Semiconductor and Related Device Manufacturing
334519	Other Measuring and Controlling Device Manufacturing
335122	Commercial, Industrial, and Institutional Electric Lighting Fixture Manufacturing
335211	Electric Housewares and Household Fan Manufacturing
335911	Storage Battery Manufacturing
335999	All Other Miscellaneous Electrical Equipment and Component Manufacturing
336112	Light Truck and Utility Vehicle Manufacturing
336120	Heavy Duty Truck Manufacturing
336211	Motor Vehicle Body Manufacturing
336312	Gasoline Engine and Engine Parts Manufacturing

336322	Other Motor Vehicle Electrical and Electronic Equipment Manufacturing
336360	Motor Vehicle Seating and Interior Trim Manufacturing
336411	Aircraft Manufacturing
336412	Aircraft Engine and Engine Parts Manufacturing
423120	Motor Vehicle Supplies and New Parts Merchant Wholesalers
423330	Roofing, Siding, and Insulation Material Merchant Wholesalers
423610	Electrical Apparatus and Equipment, Wiring Supplies, and Related Equipment Merchant Wholesalers
423690	Other Electronic Parts and Equipment Merchant Wholesalers
423720	Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers
423730	Warm Air Heating and Air-Conditioning Equipment and Supplies Merchant Wholesalers
423810	Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers
423860	Transportation Equipment and Supplies (except Motor Vehicle) Merchant Wholesalers
441110	New Car Dealers
441310	Automotive Parts and Accessories Stores
45431	Fuel Dealers
481	Air Transportation
481212	Nonscheduled Chartered Freight Air Transportation
484121	General Freight Trucking, Long-Distance, Truckload
484122	General Freight Trucking, Long-Distance, Less Than Truckload
484220	Specialized Freight (except Used Goods) Trucking, Local
484230	Specialized Freight (except Used Goods) Trucking, Long-Distance
532111	Passenger Car Rental
532120	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing
532411	Commercial Air, Rail, and Water Transportation Equipment Rental and Leasing
532412	Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing
541330	Engineering Services
541614	Process, Physical Distribution, and Logistics Consulting Services
541620	Environmental Consulting Services
561920	Convention and Trade Show Organizers
611513	Apprenticeship Training
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities
711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities
811111	General Automotive Repair
811310	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance
813312	Environment, Conservation and Wildlife Organizations
813410	Civic and Social Organizations
813910	Business Associations
924110	Administration of Air and Water Resource and Solid Waste Management Programs
926130	Regulation and Administration of Communications, Electric, Gas, and Other Utilities

Employer Profile

According to Info USA (a private employer database) data for 2006, there are 2,443 selected employers within College of the Desert's service area. This conglomeration of companies employs 21,071 employees. However, as expected, most of these employers are small in size with less than 10 employees.

Size Distribution of Selected Coachella Valley Employers

<i>Employee Size of Firm</i>	<i>No. of Firms</i>	<i>% of total</i>	<i>Total Number of Employees</i>	<i>Employment % of total</i>
1	434	17.8%	434	26.9%
2 – 4	1,270	52%	3,677	15%
5 – 9	336	13.7%	2,210	28.1%
10 – 49	319	13.1%	5,923	10.5%
50-99	51	2.1%	3,168	17.5%
100+	33	1.3%	5,659	2.1%
Total	2,443	100%	21,071	100%

Source: Info USA 2005 data (Issued 2006)

The 15 largest employers among the selected NAICS are:

KDI STONEWORKS & DESIGN	BERMUDA DUNES	350	EMPLOYEES
GRANITE CONSTRUCTION CO	INDIO	340	EMPLOYEES
SUNRISE COLONY CO	PALM DESERT	300	EMPLOYEES
CALIFORNIA POOLS & SPAS	COACHELLA	280	EMPLOYEES
A & M CONSTRUCTION	LA QUINTA	250	EMPLOYEES
THUNDERBIRD COUNTRY CLUB	RANCHO MIRAGE	250	EMPLOYEES
MISSION HILLS COUNTRY CLUB	RANCHO MIRAGE	218	EMPLOYEES
PALM SPRINGS LINCOLN-MERCURY	CATHEDRAL CITY	201	EMPLOYEES
FORD RENTAL SYSTEM	CATHEDRAL CITY	200	EMPLOYEES
HONDA OF THE DESERT	CATHEDRAL CITY	200	EMPLOYEES
ACURA OF THE DESERT	CATHEDRAL CITY	200	EMPLOYEES
MAZDA OF THE DESERT	CATHEDRAL CITY	200	EMPLOYEES
TOYOTA OF THE DESERT	CATHEDRAL CITY	200	EMPLOYEES
WILLIAMS MECHANICAL INC	PALM DESERT	200	EMPLOYEES
REGENCY HOMES	RANCHO MIRAGE	200	EMPLOYEES

APPENDIX A: How to Utilize this Report

About Us - Description of BWPI

The Business and Workforce Performance Improvement (BWPI) initiative is focused on building the capacity of the colleges in the area of economic and workforce development to enhance their ability to deliver education and training services to businesses and workers in high growth industries, new technologies, and other clusters of opportunities.

The Centers of Excellence (COE) within BWPI provide information regarding workforce trends, increasing awareness and visibility about the colleges economic and workforce development programs and services, and building partnerships with business and industry.

The difference this will make to the colleges is that it will position them as THE workforce partners of choice to business and industry and ensure that college programs are current and responsive. This will contribute to the overall economic vitality of the communities in which they serve.

How to Use This Report

The Centers of Excellence within the Business and Workforce Performance Improvement Initiative of the California Community College Economic and Workforce Development Program have undertaken Industry Scanning and Regional GIS Analyses to provide targeted and valuable information to community colleges on high growth industries, occupations, and employer demographics.

This report is intended to assist the decision-making process of California community college administrators and planners in addressing local and regional workforce needs and emerging job opportunities in the workplace as they relate to college programs. The information contained in this report can be used to guide program offerings, strengthen grant applications, create industry partnerships, and support other economic and workforce development efforts.

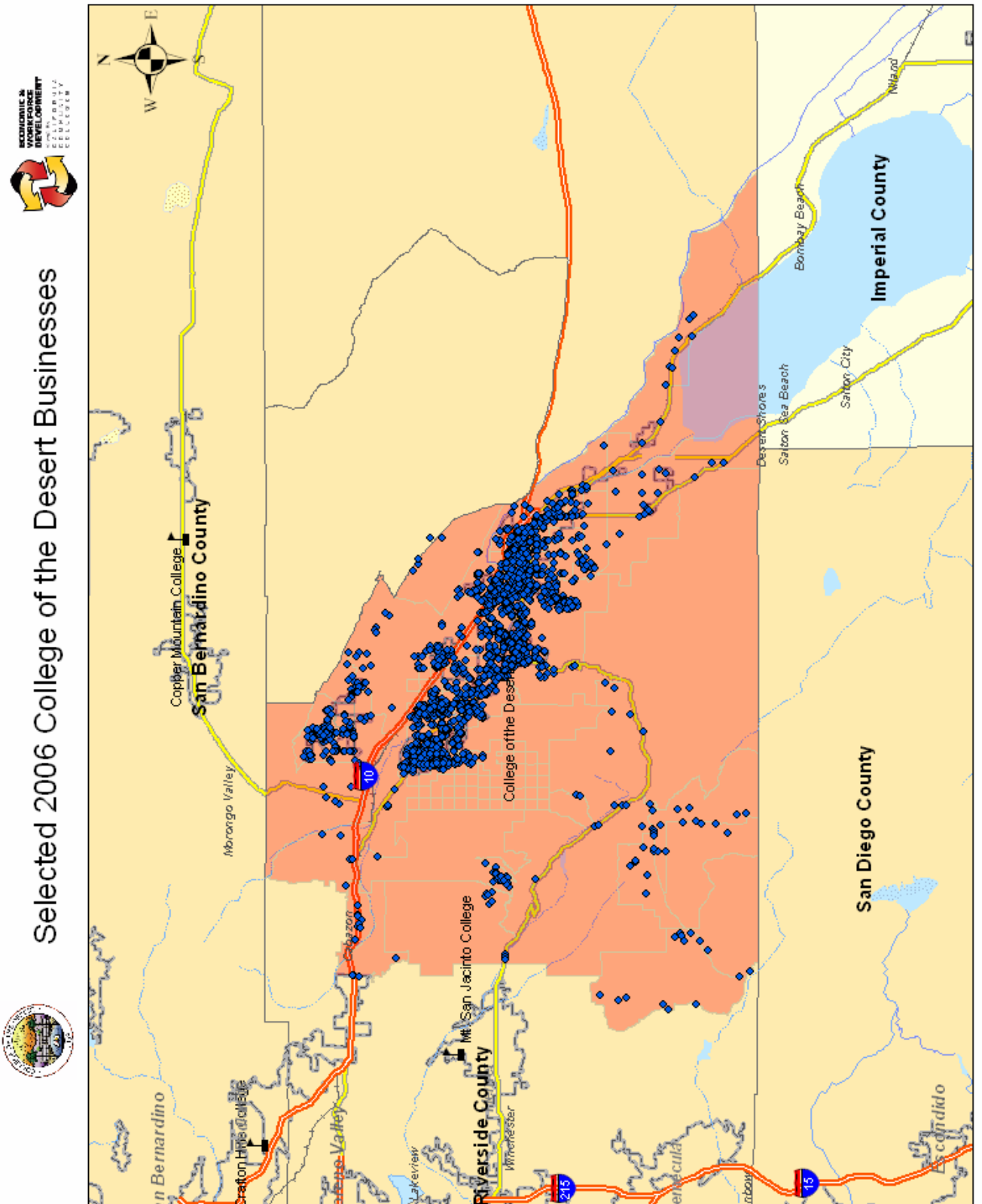
This report is designed to provide current industry data that will:

- Define potential strategic opportunities relative to an industry's emerging trends and workforce needs;
- Influence and inform local college program planning and resource development; and
- Promote a future-oriented and market responsive way of thinking among stakeholders.

Important Disclaimer:

All representations included in this report have been produced from a secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings. The purpose of this report is to assist the California Community Colleges to respond to emerging market needs for workforce performance improvement. However, neither the Business and Workforce Performance Improvement Centers of Excellence, COE host college or California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon this study including components or recommendations.

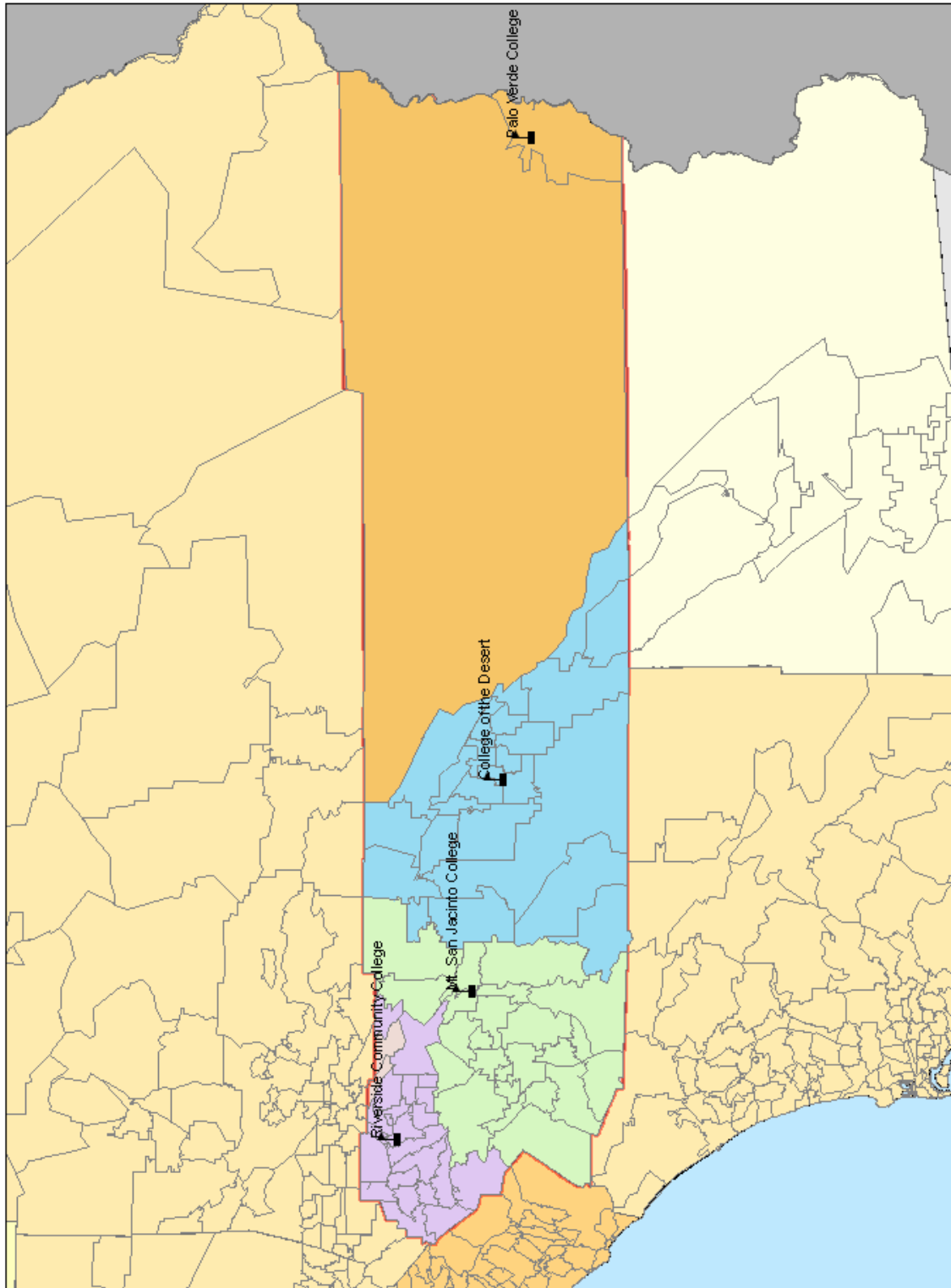
APPENDIX B: COD Service Area GIS Map



APPENDIX C: Riverside County GIS Map



Riverside County Community College Service Areas - by Zip Code



APPENDIX D: Regional Employer Analysis

*(Excel Spreadsheet with all selected Coachella Valley employers.
Data sent electronically under separate cover)*