

# Employment centers in the San Diego region: An analysis of where people live and work

## *Kearny Mesa employment center*



### Key contact

Ray Major

Chief Economist

(619) 595-5668

[ray.major@sandag.org](mailto:ray.major@sandag.org)

**Updated May 2019**

### Fast facts

#### Kearny Mesa employment center

122,293	employees
8.0%	region's employees
2 <sup>nd</sup>	largest of 79 employment centers
7.23	land area (square miles)
16,915	employees per square mile
17,326	residents
6,476	households



Please note this employment center packet represents Version 2. As these analyses are finalized there may be minor adjustments to the data presented here as centers and data elements are refined.

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As of January 23, 2019

# Background

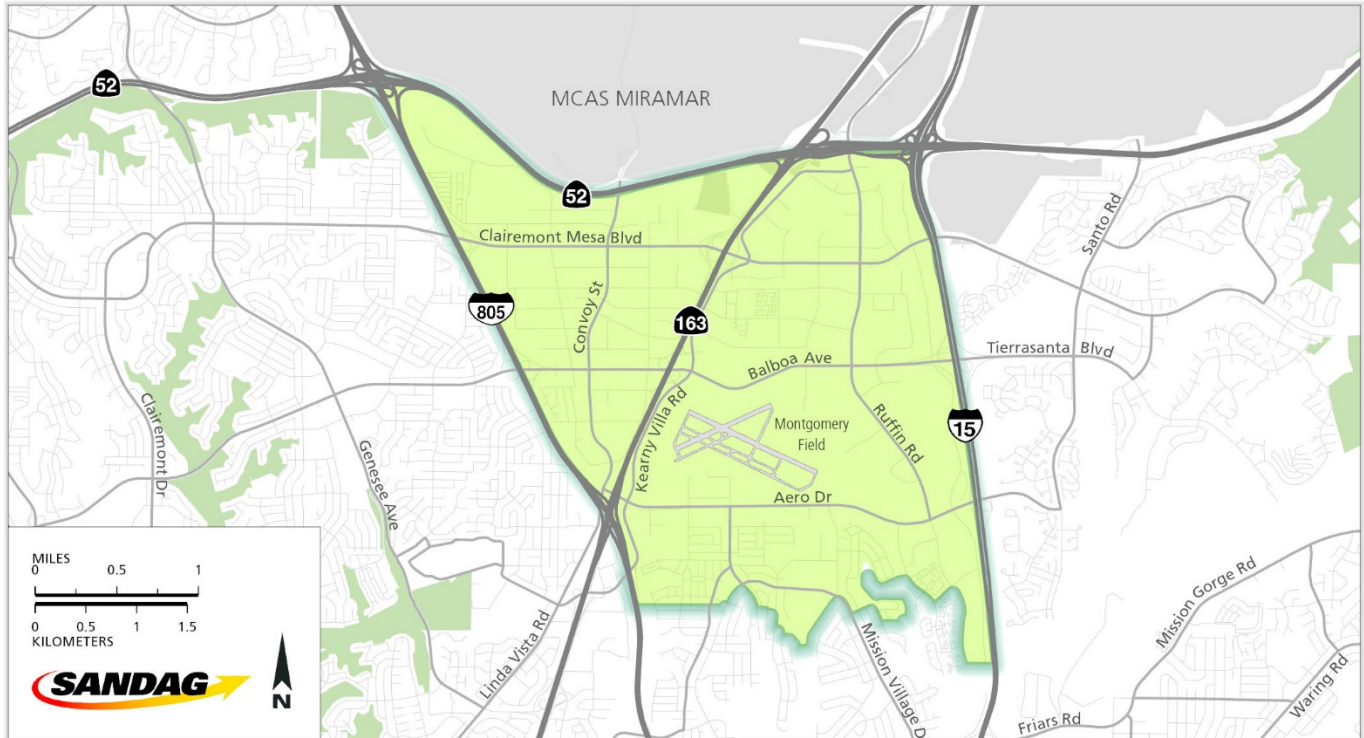
The San Diego region is a growing and dynamic place to live and work. As the community, policy makers, and other stakeholders collaborate regarding how we create transportation options for our residents that are competitive and environmentally responsible, it is essential we utilize the data we have regarding where people live and work to invest in strategies that will best serve our communities.

As we continue to work together to create a region that maintains and improves our quality of life now and in the future, the Data, Analytics, and Modeling Department of SANDAG is applying data analytics to multiple data sources to better understand where employment centers are in the region, where the employees in these areas commute from, and what their commutes look like.

This packet describes the **Kearny Mesa** employment center (Map 1) which is the second largest in the region per this analysis (following Sorrento Valley), with over 120,000 employees and an estimated resident population of around 17,300. Additional analyses are included here separately describing the Kearny Mesa East employment center (80,564 employees and 16,343 residents) and Kearny Mesa West employment center (41,729 employees and 983 residents).

Because the data shared here were analyzed specifically for the purposes of these analyses, it is important to note that these results may differ from other sources. Additional information regarding the data sources and important factors to consider when interpreting this information are provided at the end of this packet.

**Kearny Mesa employment center**



**Who works and lives in the Kearny Mesa employment center?**

**Highlight Table 1**

Of the 122,293 jobs in Kearny Mesa employment center, the top four are categorized as administrative, local government, professional, and retail. Compared to the region, there are seven times the number of local government jobs and double the number of administrative jobs.

Table 1

**Top ten industries in the Kearny Mesa employment center**

Industry	Total jobs	% of jobs
Administrative, support, & waste services	15,871	13%
Local government (excluding education)	15,395	13%
Professional, scientific, & technical services	14,496	12%
Retail	9,961	8%
Health care & social assistance	9,614	8%
Manufacturing	9,612	8%
Construction	8,158	7%
Management of companies & enterprises	6,205	5%
Wholesale trade	4,252	3%
Food service	4,097	3%

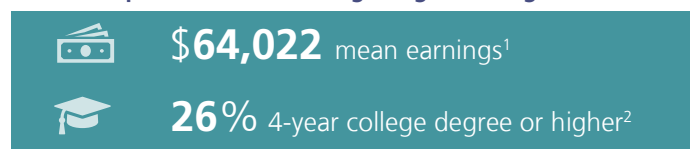
SOURCE: SANDAG Employment Estimates, 2016

**Highlight Figure 1**

The mean annual earnings of employees in this area is \$64,022, higher than the regional average of \$55,801. Around one in four (26%) have a 4-year college degree (or higher), slightly higher than the regional average of 24 percent.

Figure 1

**What Kearny Mesa employment center employees earn and what percent have a college degree or higher**



SOURCES: <sup>1</sup> SANDAG Employment Estimates, 2016; <sup>2</sup> LEHD LODES WAC 7.3, 2015

**Highlight Figure 2**

These 122,293 jobs in the Kearny Mesa employment center represent 8 percent of the jobs in the region, and roughly 7 percent of the region's total labor income.

Figure 2

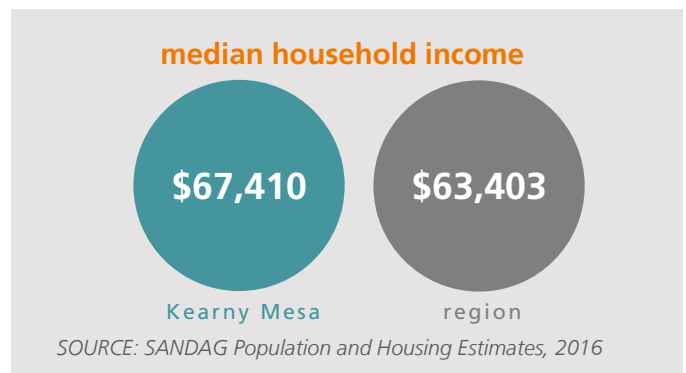
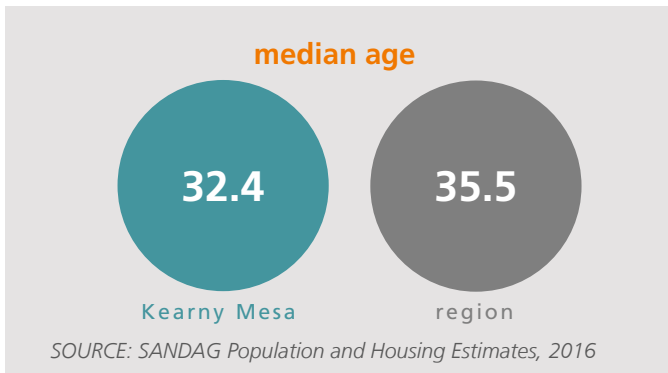
**Kearny Mesa employment centers's share of regional jobs versus share of labor income**



SOURCE: SANDAG Employment Estimates, 2016

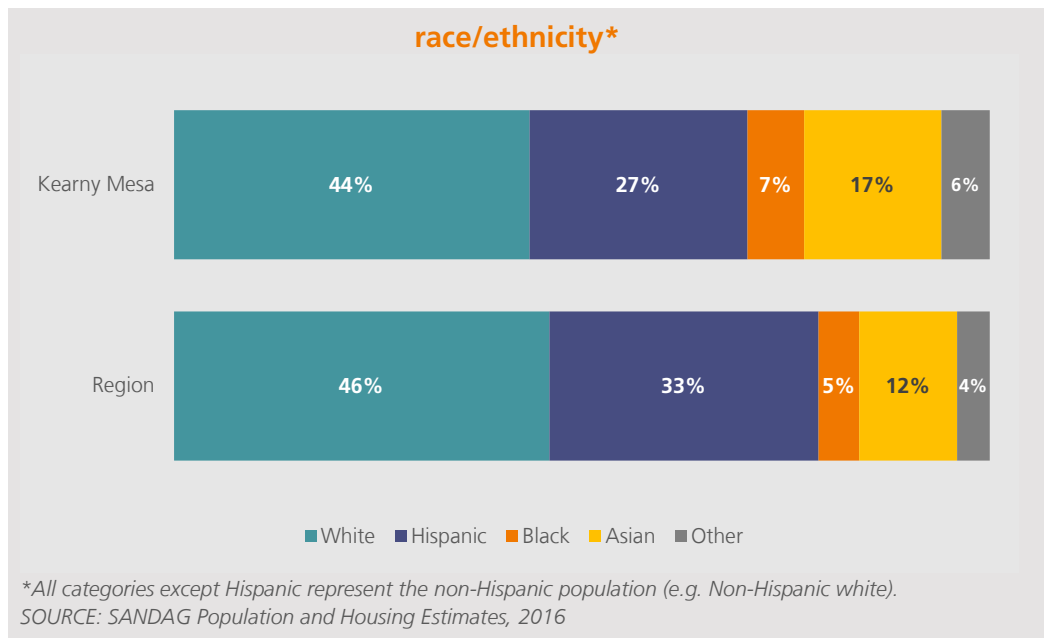
Figure 3

**Characteristics of Kearny Mesa employment center residents compared to the region**



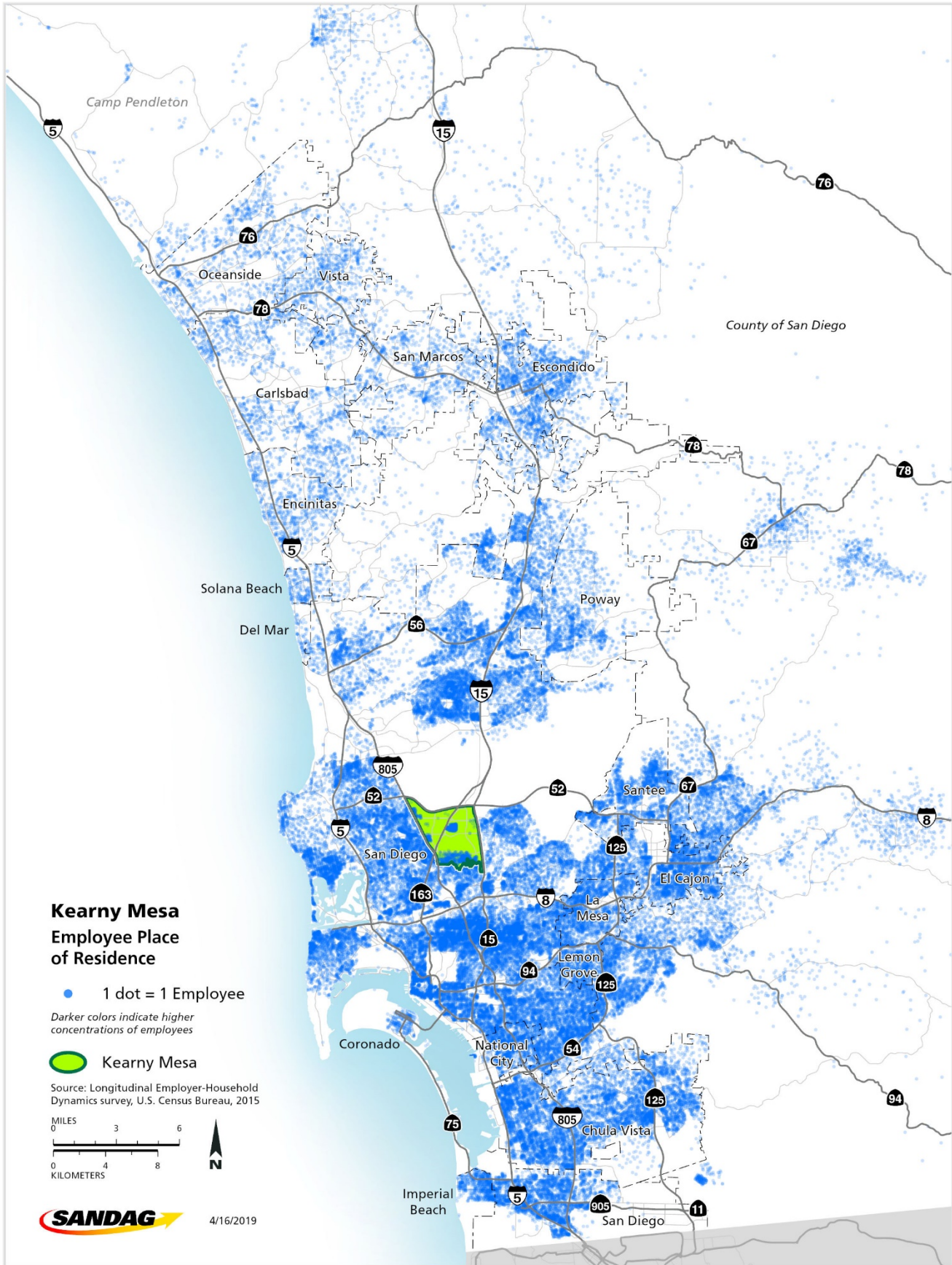
**Highlight Figure 3**

The 17,326 residents of this employment center represent 1 percent of the region's population. Compared to the region, the residents are younger, have a higher median household income, and the proportion of residents that are Hispanic is lower and those that are Asian is higher.



Map 2

Where do Kearny Mesa employment center employees live?



## Where are Kearny Mesa employment center employees traveling from?

### Highlight Table 2 and Figure 4

Table 2 shows where Kearny Mesa employment center employees live/travel from to get to their jobs. Just over half (52%) of the employees traveling to this job concentration area come from San Diego, with the other top two areas including the unincorporated areas of the region and Chula Vista. Approximately 1 percent of these employees both live and work in the Kearny Mesa employment center (Figure 4).

Table 2

### What jurisdictions Kearny Mesa employment center employees travel from

Jurisdiction	Number of workers in employment center	Percent of workers in employment center
San Diego	41,762	52%
Unincorporated	10,941	14%
Chula Vista	7,570	10%
El Cajon	2,831	4%
Santee	2,400	3%
Escondido	2,179	3%
La Mesa	2,134	3%
National City	1,484	2%
Poway	1,459	2%
Carlsbad	1,328	2%
Oceanside	1,158	1%
Lemon Grove	1,011	1%
San Marcos	884	1%
Vista	859	1%
Encinitas	857	1%
Imperial Beach	656	1%
Coronado	270	<1%
Solana Beach	252	<1%
Del Mar	70	<1%
<b>Total</b>	<b>80,105</b>	<b>100%</b>

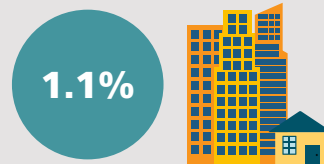
NOTE: Please note that the total number of employees shown here is lower than presented elsewhere because employees who travel from outside the region or have an unknown origin location are excluded, and only primary jobs are included.

SOURCE: LEHD LODES OD, 7.3, 2015

Figure 4

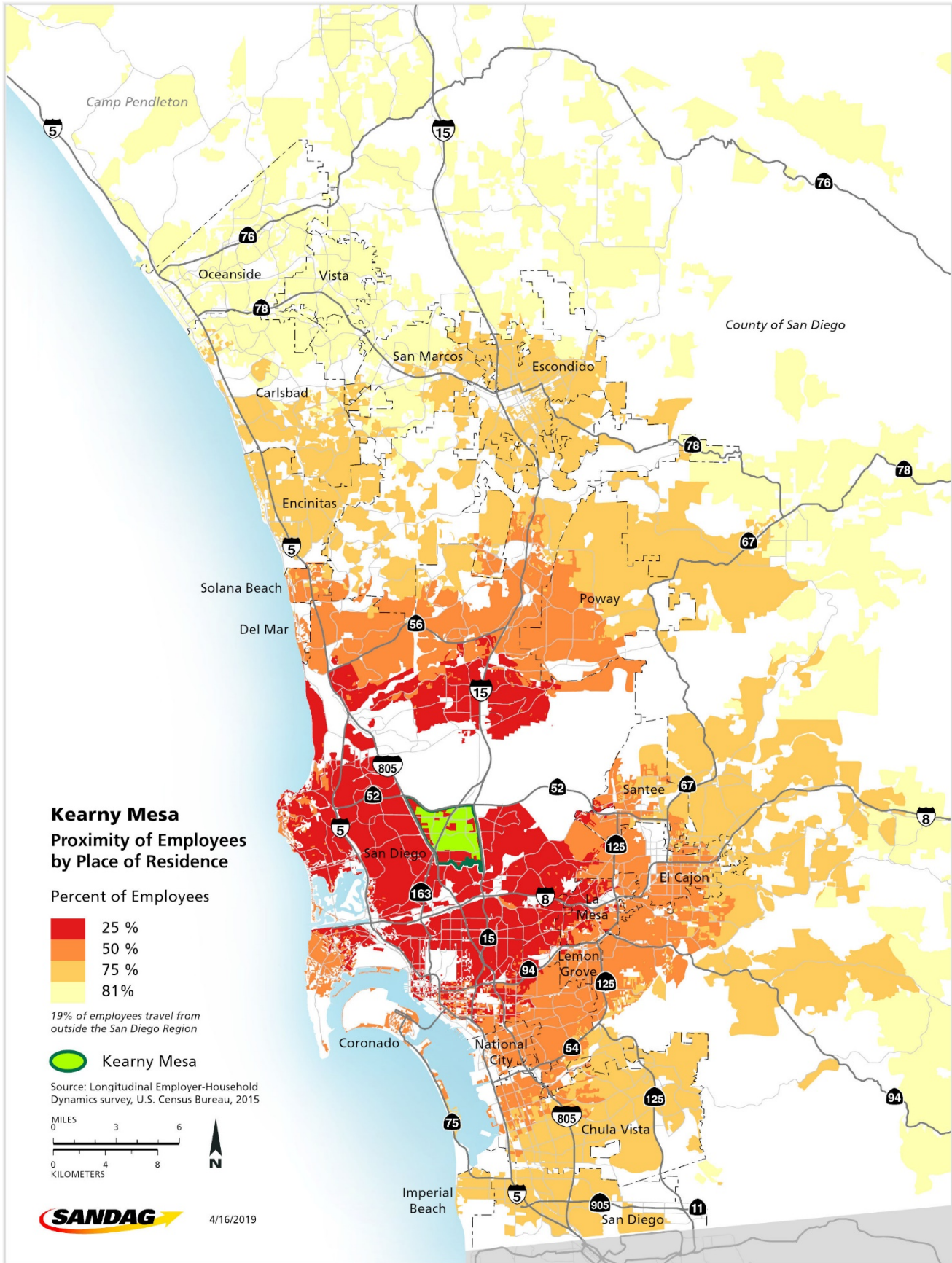
### How many Kearny Mesa employees also live in this same employment center?

SOURCE: LEHD LODES OD, 7.3, 2015



Map 3

How far employees in the Kearny Mesa employment center have to travel



## How do Kearny Mesa employment center employees get to work, how far do they have to travel, and how long does it take them?

### Highlight Figure 5

The transportation modes used by Kearny Mesa employment center employees were very similar to the region, with 83 percent driving alone (compared to 80% regionally) and 4 percent taking transit (compared to 4% regionally).

### Highlight Figure 6

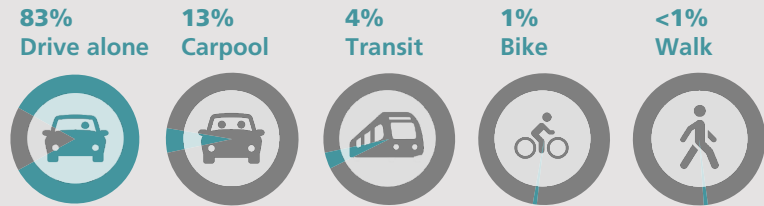
Employees traveling to the Kearny Mesa employment center travel a mean of 12.7 miles. This is slightly higher than the regional average of 12.2 miles.

### Highlight Figure 7

Kearny Mesa employment center employees who are travelling by car drive during peak hours a mean of 12.5 miles and it takes them a mean of 29.0 minutes. In comparison, those that take transit travel 11.9 miles on average and it takes them a mean of 75.5 minutes. Those that take transit travel 11.9 miles on average and it takes them a mean of 75.5 minutes. Those that take transit travel 11.9 miles on average and it takes them a mean of 75.5 minutes.

Figure 5

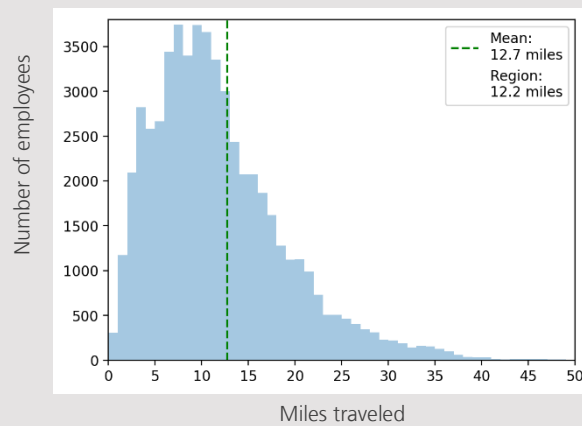
What mode of transportation do Kearny Mesa employment center employees use to get to work during peak period



SOURCE: SANDAG Activity Based Model, 2016

Figure 6

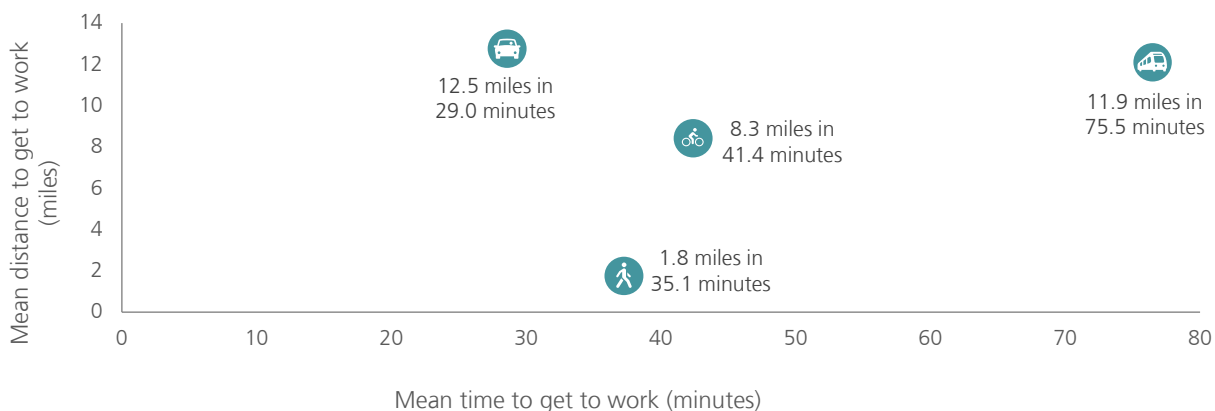
How far Kearny Mesa employment center employees travel from home to work by automobile to get to this employment center at any time



SOURCE: SANDAG Activity Based Model, 2016

Figure 7

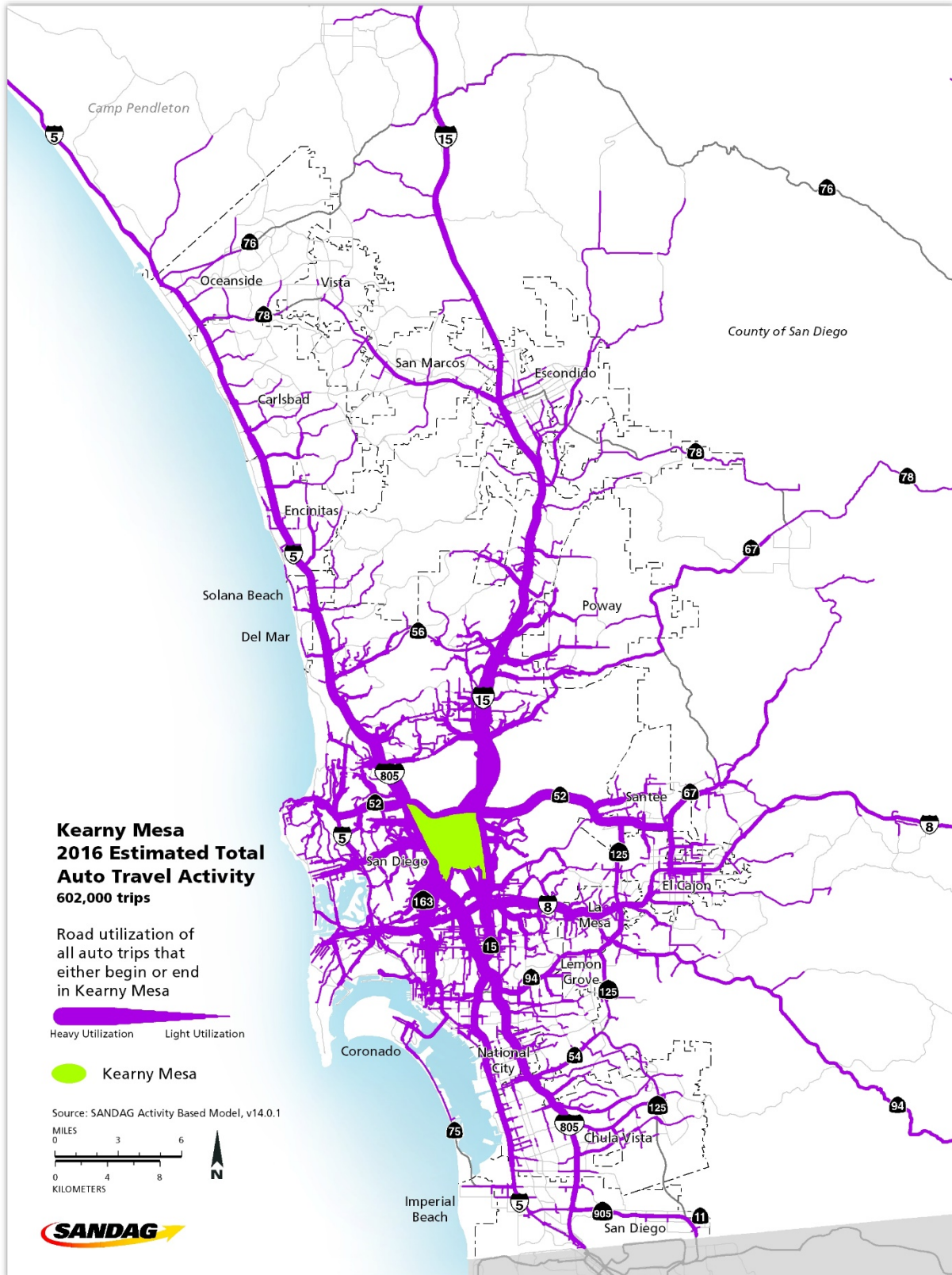
How far Kearny Mesa employment center employees travel to get to their jobs and how long it takes them by mode during peak period



SOURCE: SANDAG Activity Based Model, 2016

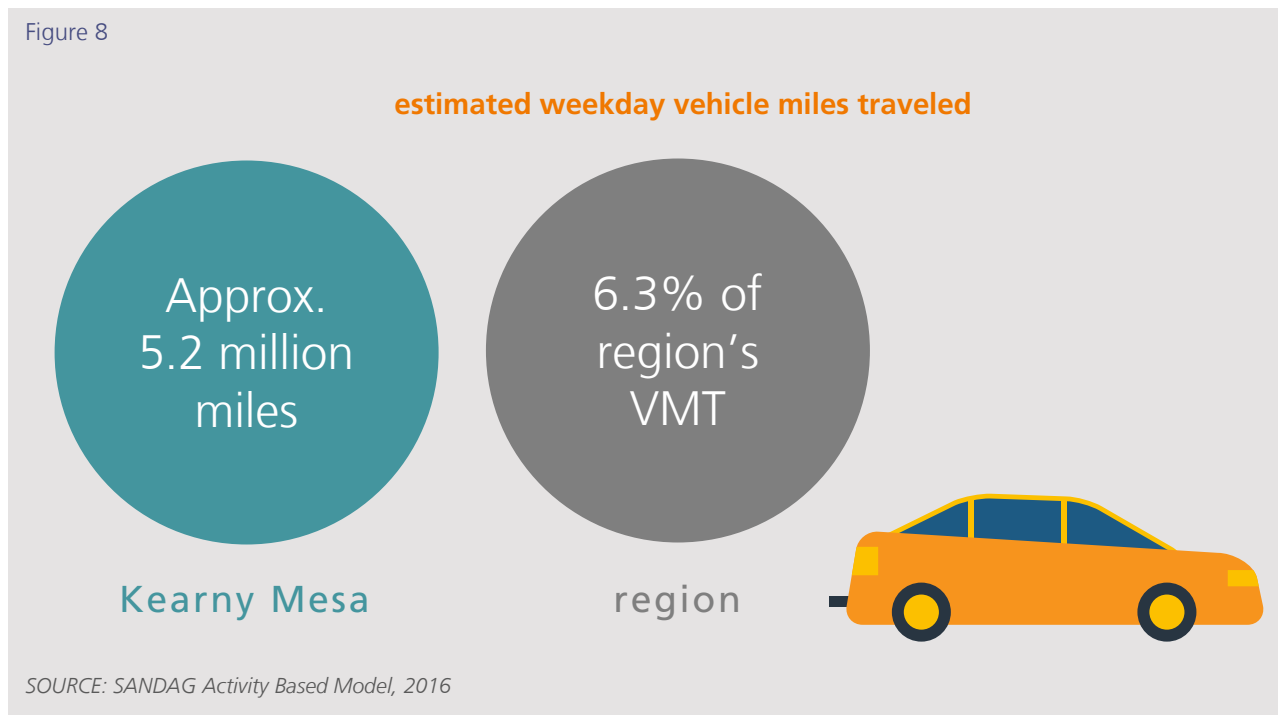
Map 4

### All automobile trips that originate or end in the Kearny Mesa employment center



## Estimated weekday vehicle miles traveled (VMT) from or to the Kearny Mesa employment center

On average, total vehicle miles traveled by automobile on a typical weekday from or to the Kearny Mesa employment center is approximately 5.2 million miles. This estimate is based on a snapshot from a fall weekday and represents 6.3 percent of the estimated VMT for the region.



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# Employment centers in the San Diego region:

An analysis of where people live and work

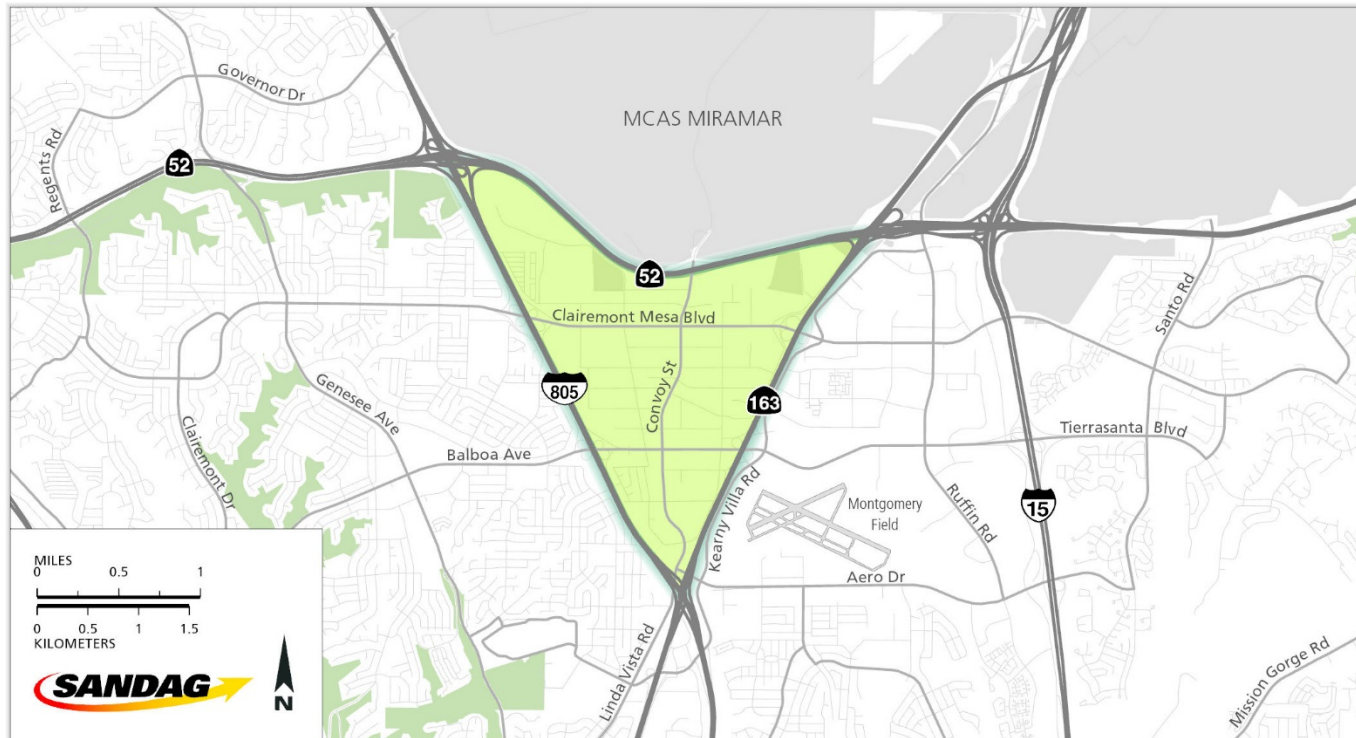
## *Kearny Mesa West employment center*

### Fast facts

#### Kearny Mesa West employment center

41,729	employees
2.7%	region's employees
2.45	land area (square miles)
17,032	employees per square mile
983	residents
427	households

**Kearny Mesa West employment center**



**Who works and lives in the Kearny Mesa West employment center?**

**Highlight Table 1A**

Of the 41,729 jobs Kearny Mesa West employment center, the top four are categorized as administrative, retail, construction, and transportation. Compared to the region, proportionally there are three times as many administrative jobs in this employment center and twice as many retail jobs.

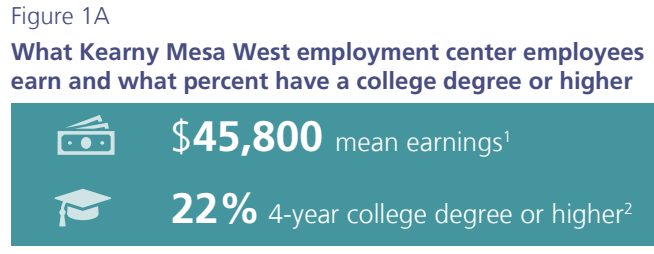
Table 1A  
**Top ten industries in the Kearny Mesa West employment center**

Industry	Total jobs	% of jobs
Administrative, support, & waste services	8,637	21%
Retail	7,868	19%
Construction	3,534	8%
Transportation & warehousing	3,028	7%
Professional, scientific, & technical services	2,807	7%
Health care & social assistance	2,475	6%
Food services	2,347	6%
Other services	2,302	6%
Wholesale trade	1,969	5%
Manufacturing	1,410	3%

SOURCE: SANDAG Employment Estimates, 2016

**Highlight Figure 1A**

The mean annual earnings of employees in this area is \$45,800, lower than the regional average of \$55,801. Around one in five (22%) have a 4-year college degree (or higher), slightly lower than the regional average (24%).



SOURCES: <sup>1</sup> SANDAG Employment Estimates, 2016; <sup>2</sup> LEHD LODES WAC 7.3, 2015

**Highlight Figure 2A**

These 41,729 jobs in Kearny Mesa West employment center represent nearly 3 percent of the jobs in the region and nearly 2 percent of the region's total labor income.

Figure 2A

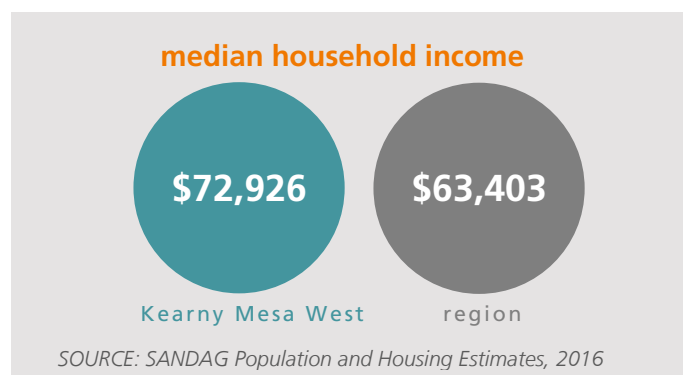
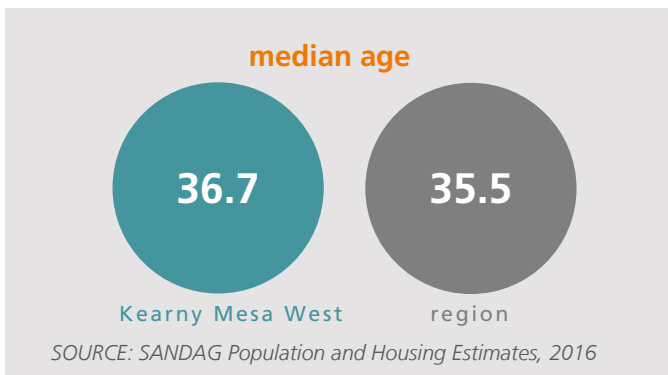
**Kearny Mesa West employment centers's share of regional jobs versus share of labor income**



SOURCE: SANDAG Employment Estimates, 2016

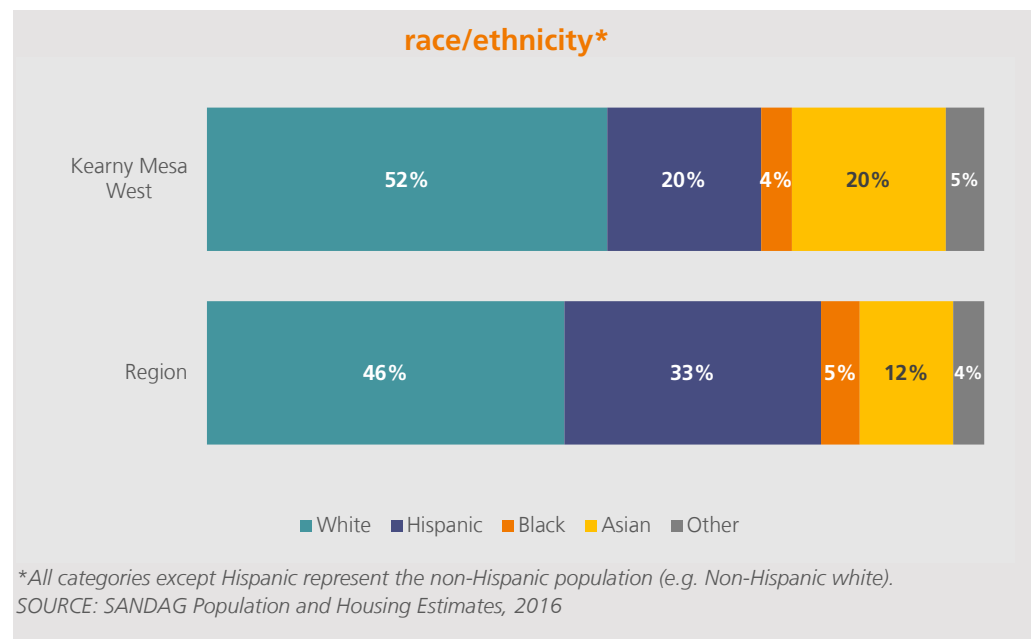
Figure 3A

**Characteristics of Kearny Mesa West employment center residents compared to the region**

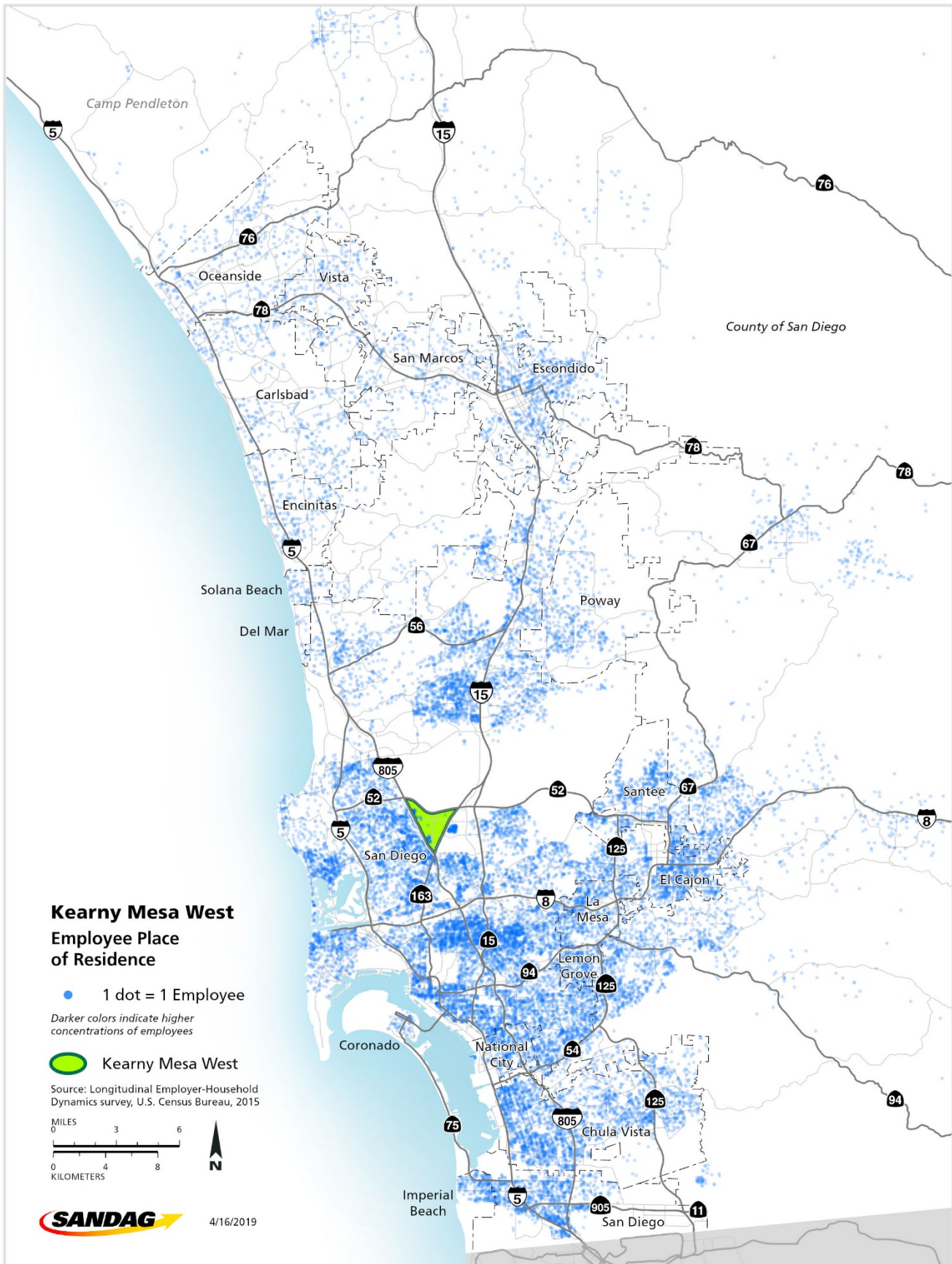


**Highlight Figure 3A**

The 983 residents of this employment center represent less than 1 percent of the region's population. Compared to the region, the residents are slightly older, have a higher median household income, and the proportions of residents that are White and Asian are higher and those that are Hispanic is lower.



### Where Kearny Mesa West employment center employees live?



## Where are Kearny Mesa West employment center employees traveling from?

### Highlight Table 2A and Figure 4A

Table 2A shows where Kearny Mesa West employment center employees live/travel from to get to their jobs. Over half (54%) of the employees live in San Diego, with the other top two areas including the unincorporated areas of the region and Chula Vista. Less than 1 percent of these employees both live and work in the Kearny Mesa West employment center (Figure 4A).

Table 2A

### What jurisdictions Kearny Mesa West employment center employees travel from

Jurisdiction	Number of workers in employment center	Percent of workers in employment center
San Diego	13,644	54%
Unincorporated	3,187	13%
Chula Vista	2,295	9%
El Cajon	916	4%
Santee	725	3%
Escondido	699	3%
La Mesa	668	3%
National City	527	2%
Poway	414	2%
Carlsbad	368	1%
Oceanside	362	1%
Lemon Grove	342	1%
San Marcos	273	1%
Encinitas	251	1%
Vista	231	1%
Imperial Beach	228	1%
Solana Beach	85	<1%
Coronado	81	<1%
Del Mar	18	<1%
<b>Total</b>	<b>25,314</b>	<b>100%</b>

NOTE: Please note that the total number of employees shown here is lower than presented elsewhere because employees who travel from outside the region or have an unknown origin location are excluded and only primary jobs are included.

SOURCE: LEHD LODES OD, 7.3, 2015

Figure 4A

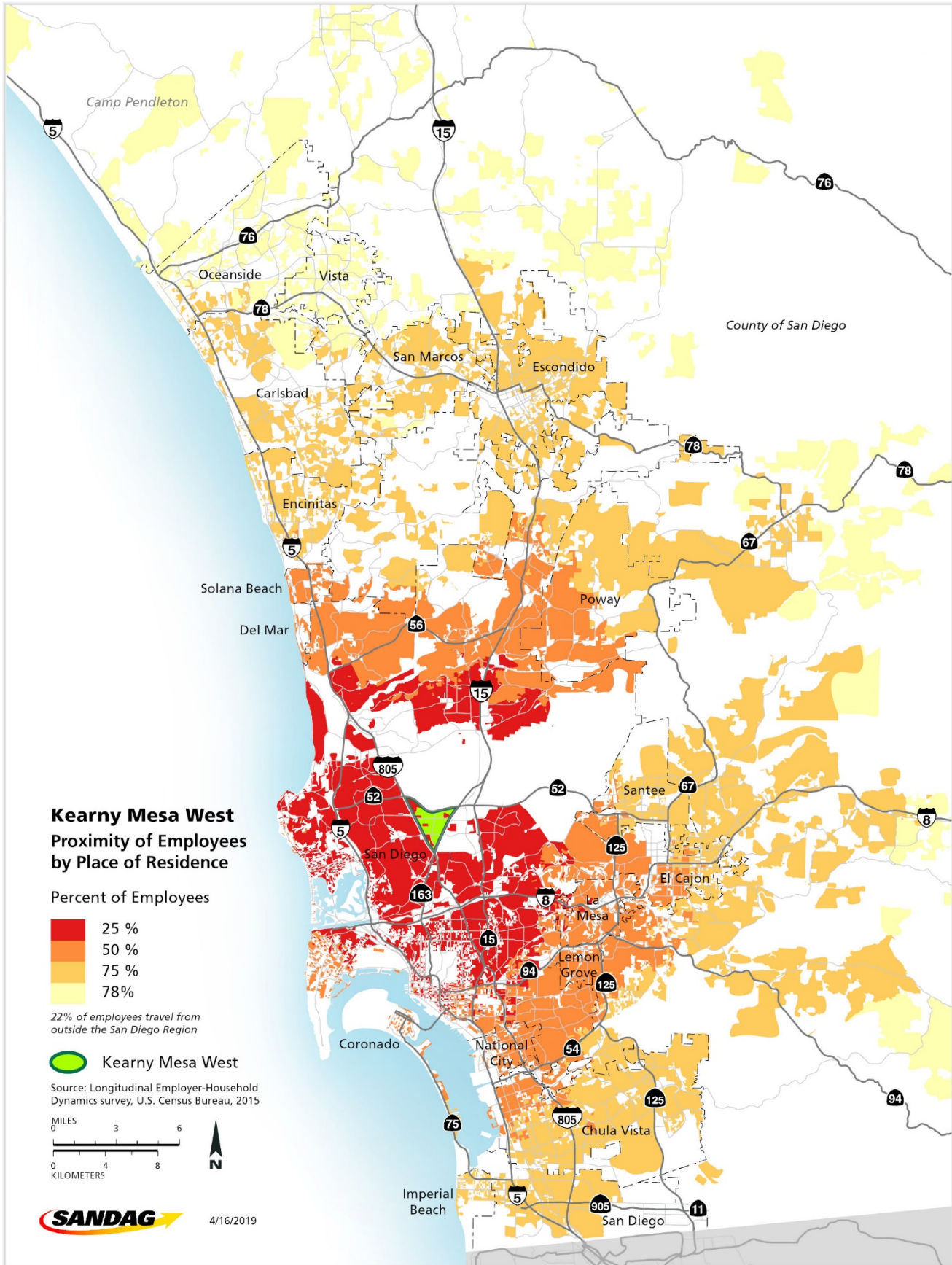
### How many Kearny Mesa West employees also live in this same employment center?

SOURCE: LEHD LODES OD, 7.3, 2015



Map 3A

How far employees in the Kearny Mesa West employment center have to travel



## How do Kearny Mesa West employment center employees get to work, how far do they have to travel, and how long does it take them?

### Highlight Figure 5A

The transportation modes used by Kearny Mesa West employment center employees were somewhat similar to the region, with 84 percent driving alone (compared to 80% regionally) and 3 percent taking transit (compared to 4% regionally).

### Highlight Figure 6A

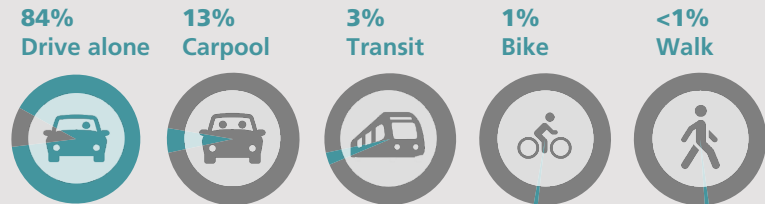
Employees traveling to the Kearny Mesa West employment center by automobile travel a mean of 12.7 miles. This is slightly higher than the regional average of 12.2 miles.

### Highlight Figure 7A

Kearny Mesa West employment center employees who are traveling by car during peak hours drive a mean of 12.5 miles and it takes them a mean of 26.6 minutes. In comparison, those that take transit travel 11.1 miles on average and it takes them a mean of 81.5 minutes.

Figure 5A

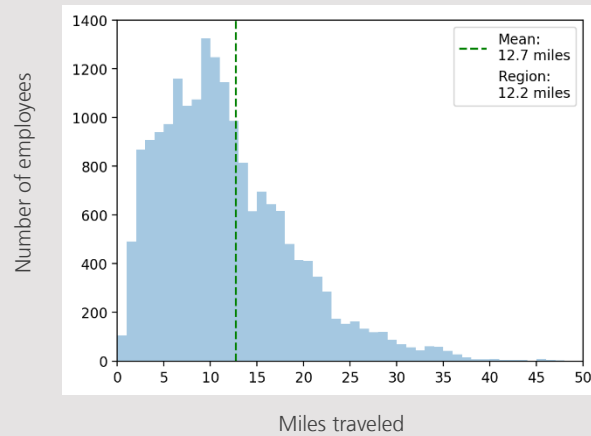
What mode of transportation do Kearny Mesa West employment center employees use to get to work during peak period



SOURCE: SANDAG Activity Based Model, 2016

Figure 6A

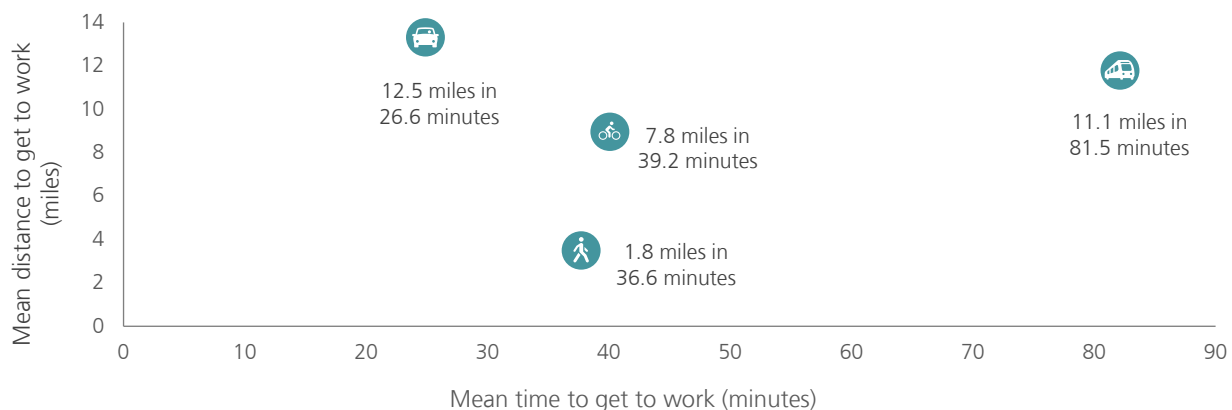
How far Kearny Mesa West employment center employees travel from home to work by automobile to get to this employment center at any time



SOURCE: SANDAG Activity Based Model, 2016

Figure 7A

How far Kearny Mesa West employment center employees travel to get to their jobs and how long it takes them by mode during peak period

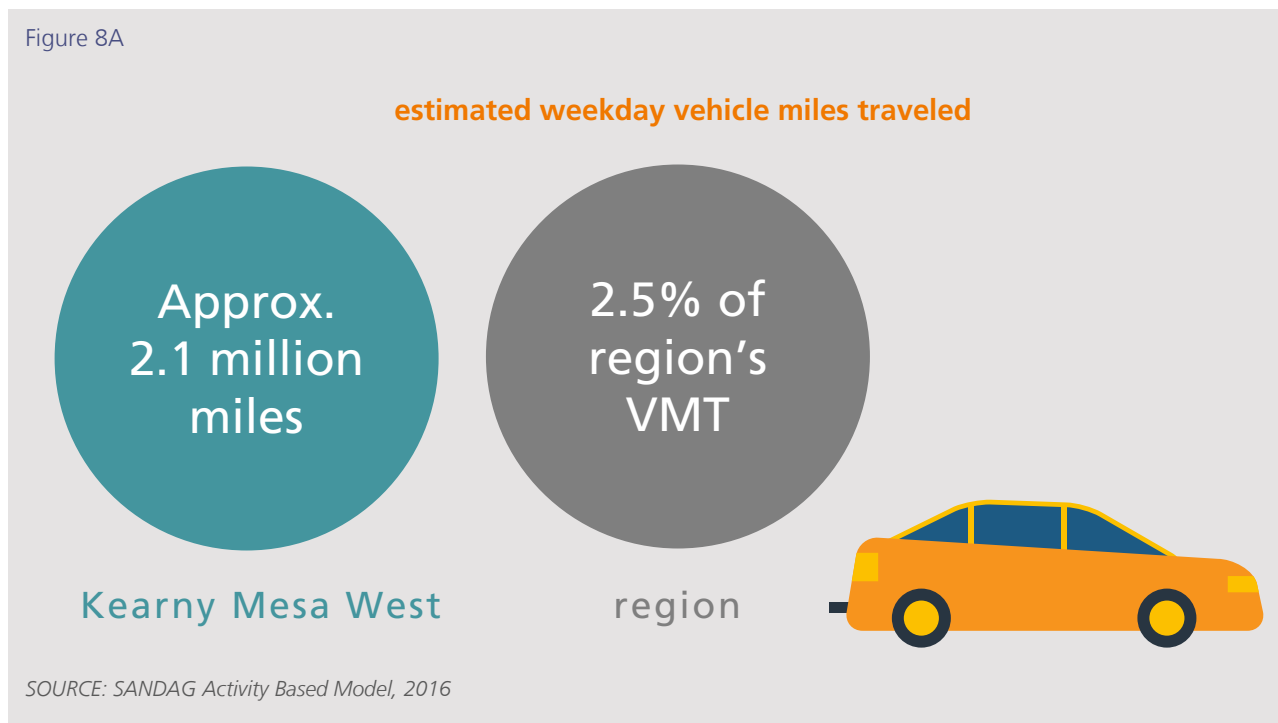


SOURCE: SANDAG Activity Based Model, 2016



## Estimated weekday vehicle miles traveled (VMT) from or to the Kearny Mesa West employment center

On average, total vehicle miles traveled by automobile on a typical weekday from or to the Kearny Mesa West employment center is approximately 2.1 million miles. This estimate is based on a snapshot from a fall weekday and represents 2.5 percent of the estimated VMT for the region.



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# Employment centers in the San Diego region:

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## *Kearny Mesa East employment center*

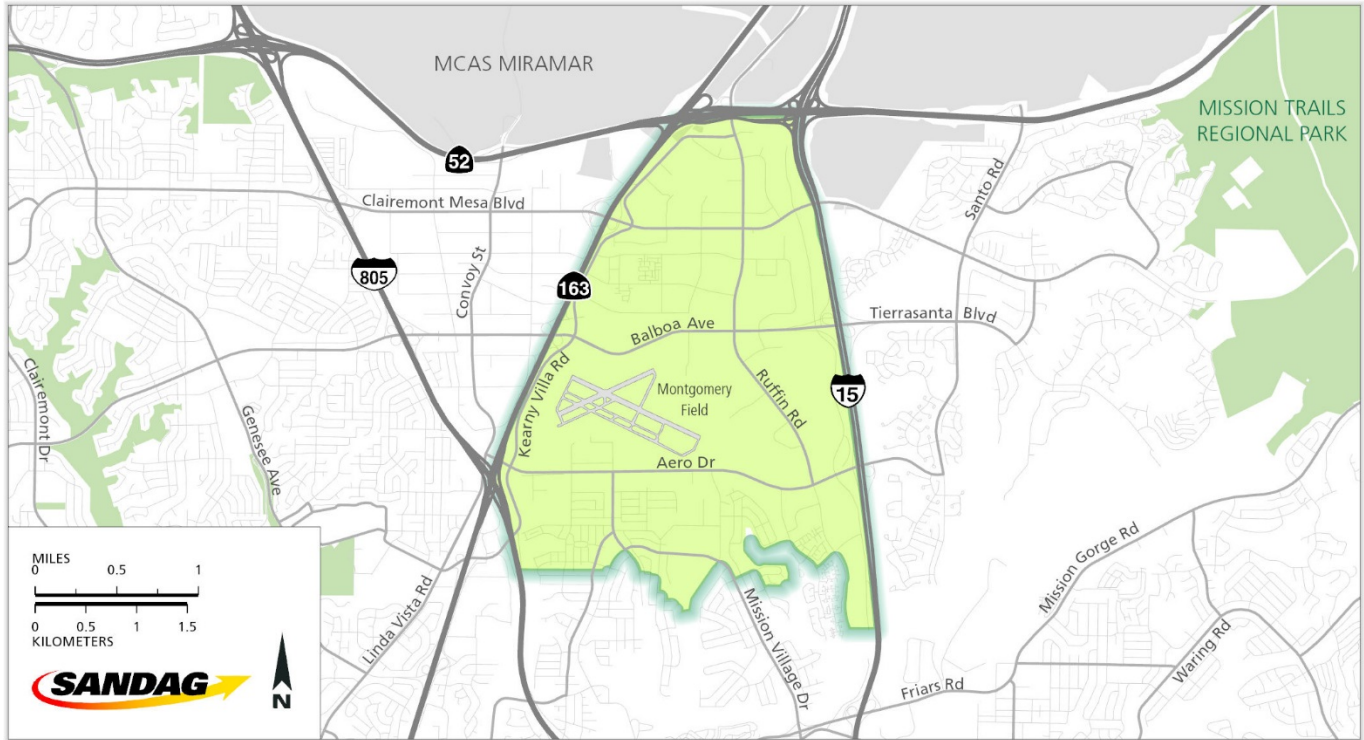
### Fast facts

#### Kearny Mesa East employment center

<b>80,564</b>	employees
<b>5.3%</b>	region's employees
<b>4.78</b>	land area (square miles)
<b>16,854</b>	employees per square mile
<b>16,343</b>	residents
<b>6,049</b>	households

Map 1B

**Kearny Mesa East employment center**



**Who works and lives in the Kearny Mesa East employment center?**

**Highlight Table 1B**

Of the 80,564 jobs in Kearny Mesa East employment center, the top four are categorized as local government, professional, manufacturing, and administrative. Compared to the region, there are ten times the number of local government jobs and 50 percent more professional jobs, proportionally.

Table 1B

**Top ten industries in the Kearny Mesa East employment center**

Industry	Total jobs	% of jobs
Local government (excluding education)	15,395	19%
Professional, scientific, & technical services	11,689	15%
Manufacturing	8,202	10%
Administrative, support, & waste services	7,234	9%
Healthcare & social assistance	7,139	9%
Management of companies & enterprises	5,283	7%
Construction	4,624	6%
Educational services	2,919	4%
Utilities	2,644	3%
Finances and Insurance	2,360	3%

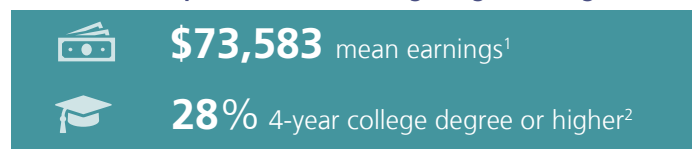
SOURCE: SANDAG Employment Estimates, 2016

**Highlight Figure 1B**

The mean annual earnings of employees in this area is \$73,583, higher than the regional average of \$55,801. Around one in four (28%) have a 4-year college degree (or higher), higher than the regional average of 24 percent.

Figure 1B

**What Kearny Mesa East employment center employees earn and what percent have a college degree or higher**



SOURCES: ¹ SANDAG Employment Estimates, 2016; ² LEHD LODES WAC 7.3, 2015

**Highlight Figure 2B**

These 80,564 jobs in the Kearny Mesa East employment center represent about 5 percent of the jobs in the region, and about 5 percent of the region's total labor income.

Figure 2B

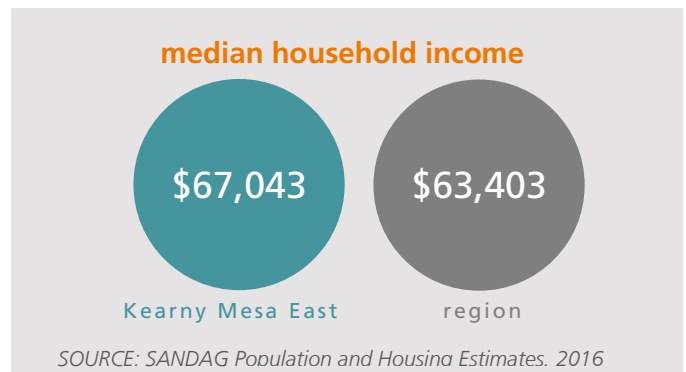
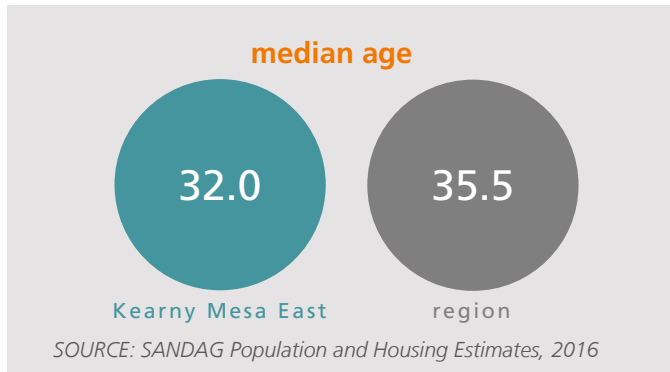
**Kearny Mesa East employment center's share of regional jobs versus share of labor income**



SOURCE: SANDAG Employment Estimates, 2016

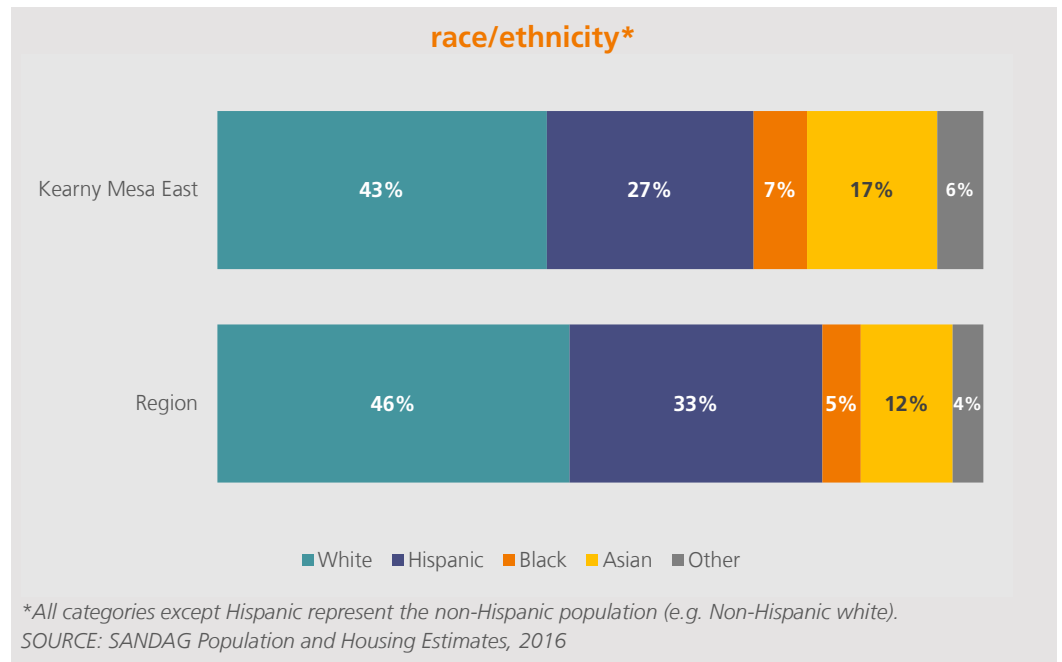
Figure 3B

**Characteristics of Kearny Mesa East employment center residents compared to the region**

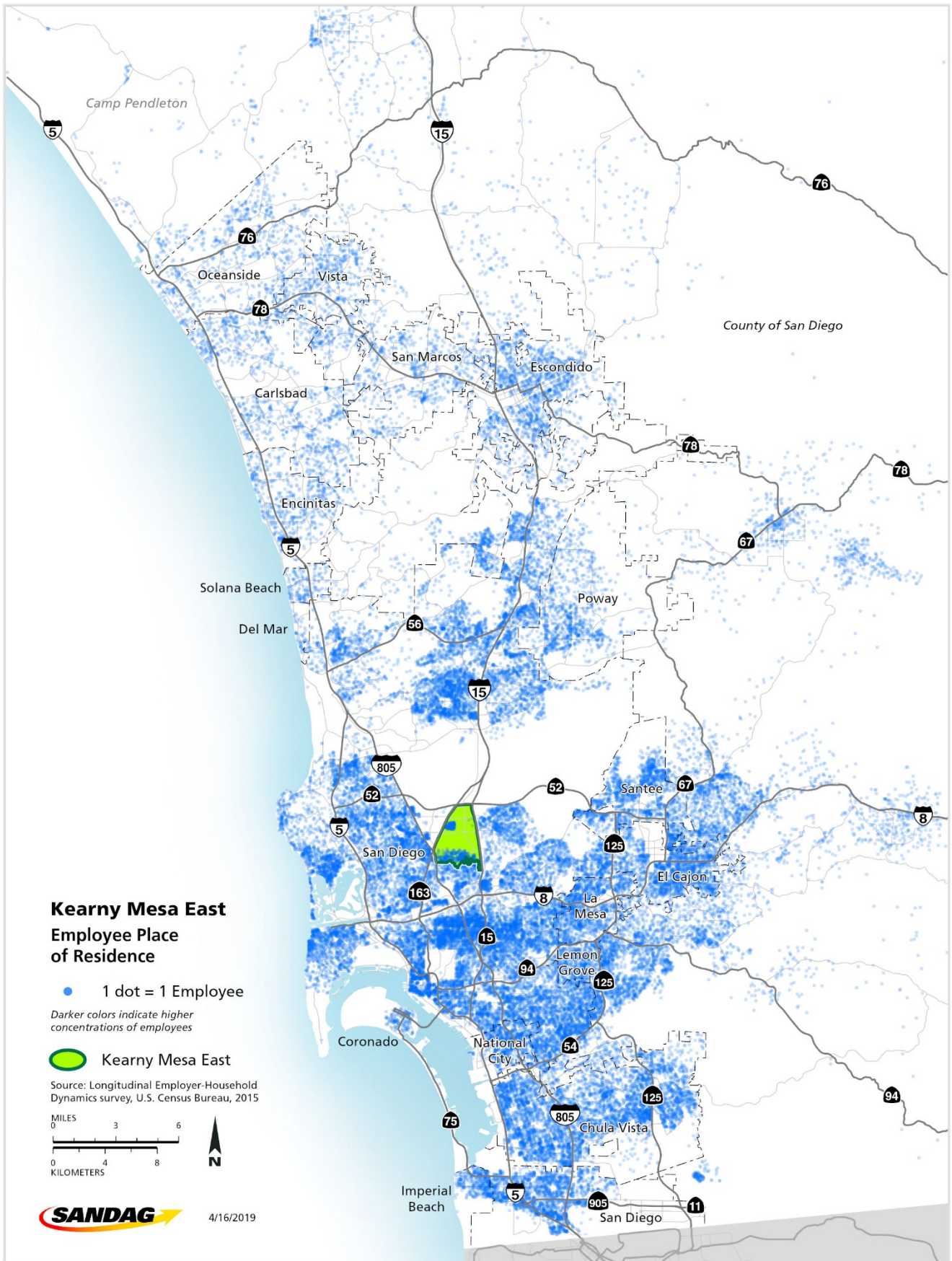


**Highlight Figure 3B**

The 16,343 residents of this employment center represent less than 1 percent of the region's population. Compared to the region, the residents are younger, have a higher median household income, and the proportion of residents that are Asian and "other" are higher and those who are White and Hispanic are lower.



### Where do Kearny Mesa East employment center employees live



## Where are Kearny Mesa East employment center employees traveling from?

### Highlight Table 2B and Figure 4B

Table 2B shows where Kearny Mesa East employment center employees live/travel from to get to their jobs. Just over half (51%) of the employees traveling to this job concentration area come from San Diego, with the other top two areas including the unincorporated areas of the region and Chula Vista. About 1 percent of these employees both live and work in the Kearny Mesa East employment center (Figure 4B).

Table 2B

### What jurisdictions Kearny Mesa East employment center employees travel from

Jurisdiction	Number of workers in employment center	Percent of workers in employment center
San Diego	28,118	51%
Unincorporated	7,754	14%
Chula Vista	5,275	10%
El Cajon	1,915	4%
Santee	1,675	3%
Escondido	1,480	3%
La Mesa	1,466	3%
Poway	1,045	2%
Carlsbad	960	2%
National City	957	2%
Oceanside	796	1%
Lemon Grove	669	1%
Vista	628	1%
San Marcos	611	1%
Encinitas	606	1%
Imperial Beach	428	1%
Coronado	189	<1%
Solana Beach	167	<1%
Del Mar	52	<1%
<b>Total</b>	<b>54,791</b>	<b>100%</b>

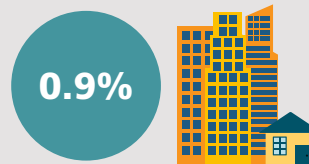
NOTE: Please note that the total number of employees shown here is lower than presented elsewhere because employees who travel from outside the region or have an unknown origin location are excluded and only primary jobs are included.

SOURCE: LEHD LODES OD, 7.3, 2015

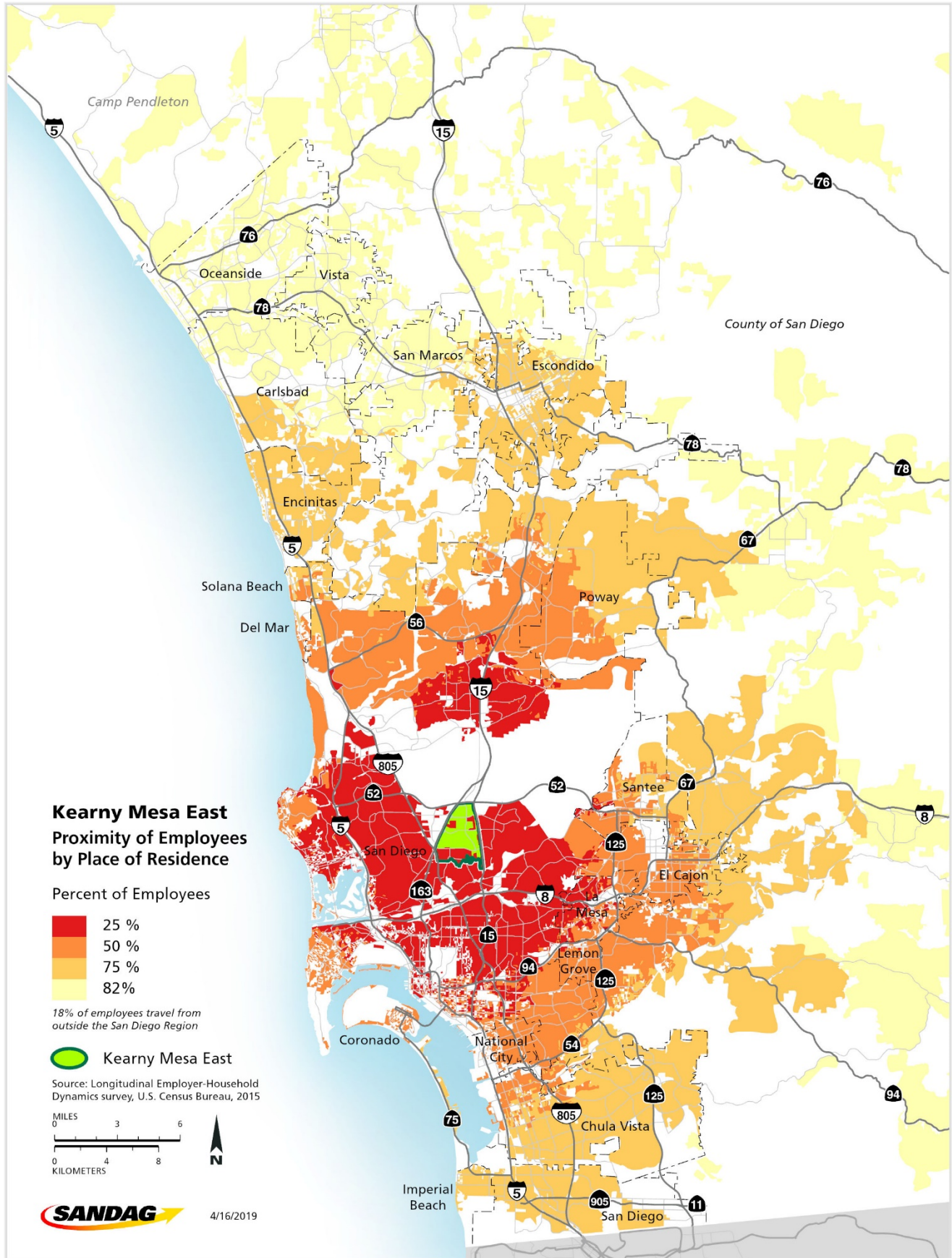
Figure 4B

### How many Kearny Mesa East employees also live in this same employment center?

SOURCE: LEHD LODES OD, 7.3, 2015



### How far employees in the Kearny Mesa East employment center have to travel



## How do Kearny Mesa East employment center employees get to work, how far do they have to travel, and how long does it take them?

### Highlight Figure 5B

The transportation modes used by Kearny Mesa East employment center employees were similar to the region, with 82 percent driving alone (compared to 80% regionally) and 4 percent taking transit (compared to 4% regionally).

### Highlight Figure 6B

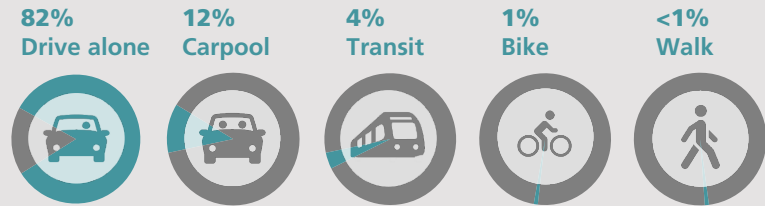
Employees traveling to Kearny Mesa East employment center travel a mean of 12.7 miles. This is slightly higher than the regional average of 12.2 miles.

### Highlight Figure 7B

Kearny Mesa East employment center employees who are traveling by car during peak period drive a mean of 12.5 miles and it takes them a mean of 30.3 minutes. In comparison, those that take transit travel 12.1 miles on average and it takes them a mean of 73.5 minutes.

Figure 5B

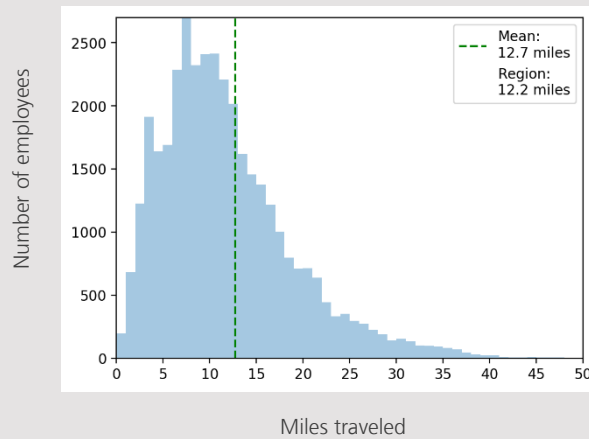
What mode of transportation do Kearny Mesa East employment center employees use to get to work during peak period



SOURCE: SANDAG Activity Based Model, 2016

Figure 6B

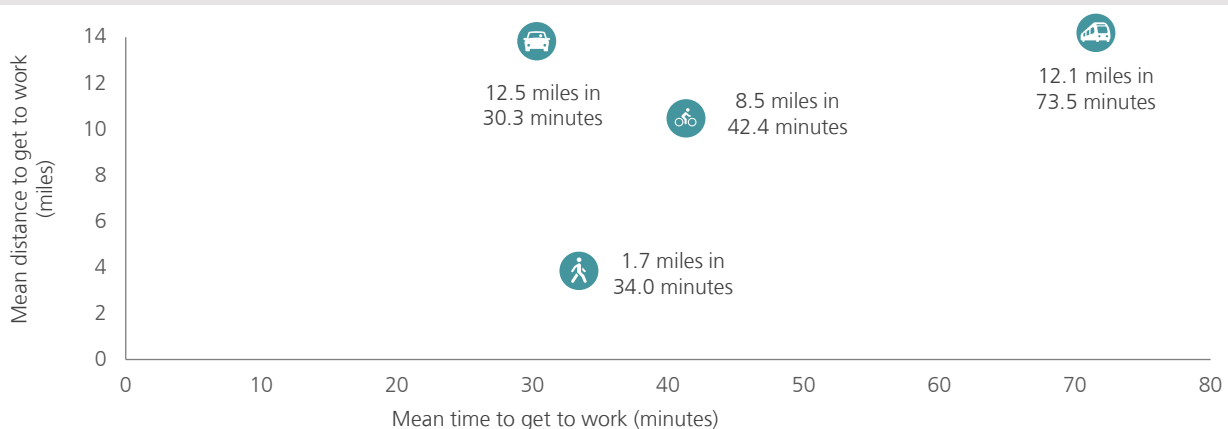
How far Kearny Mesa East employment center employees travel from home to work by automobile to get to this employment center at any time



SOURCE: SANDAG Activity Based Model, 2016

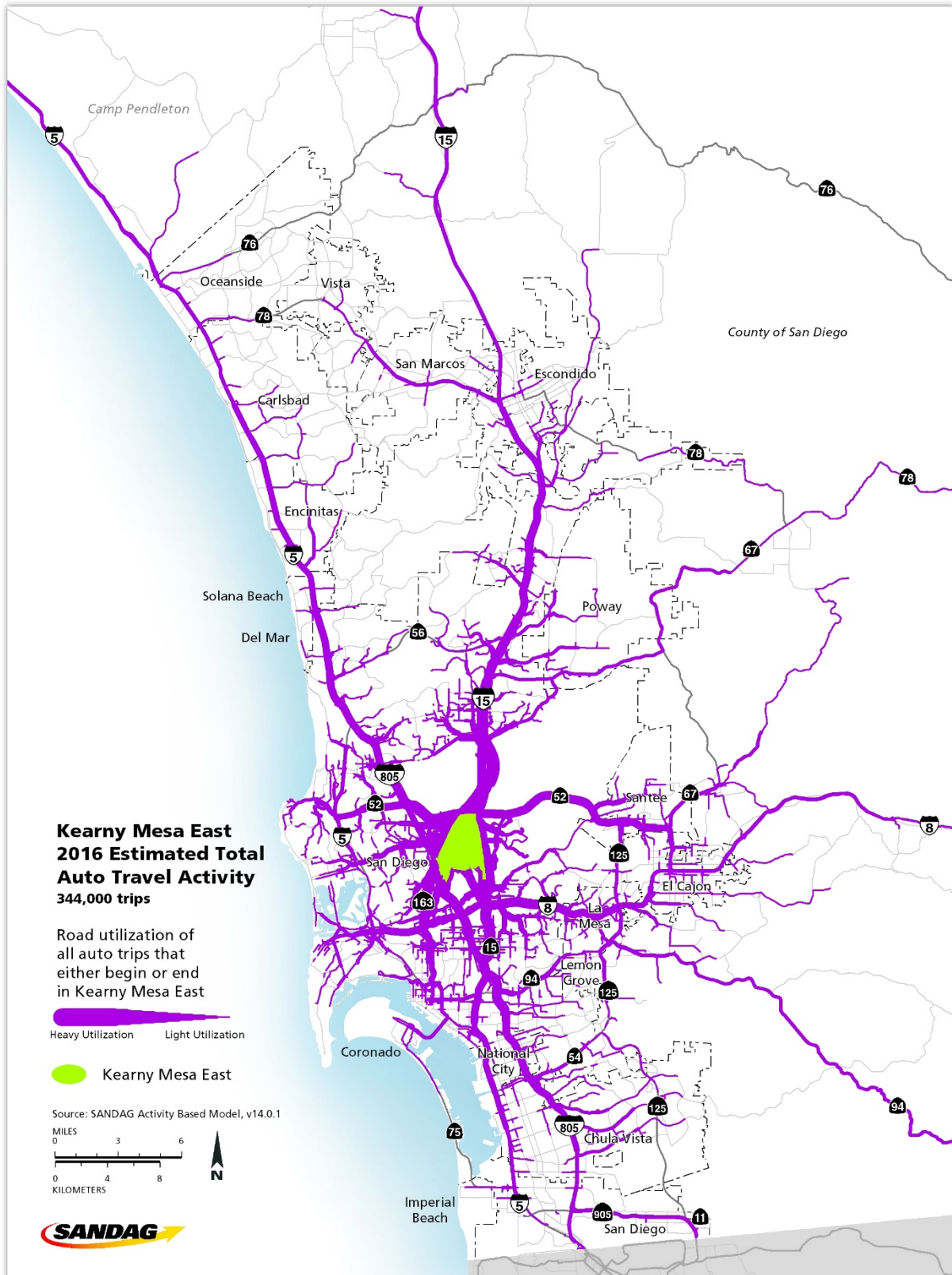
Figure 7B

How far Kearny Mesa East employment center employees travel to get to their jobs and how long it takes them by mode during peak period



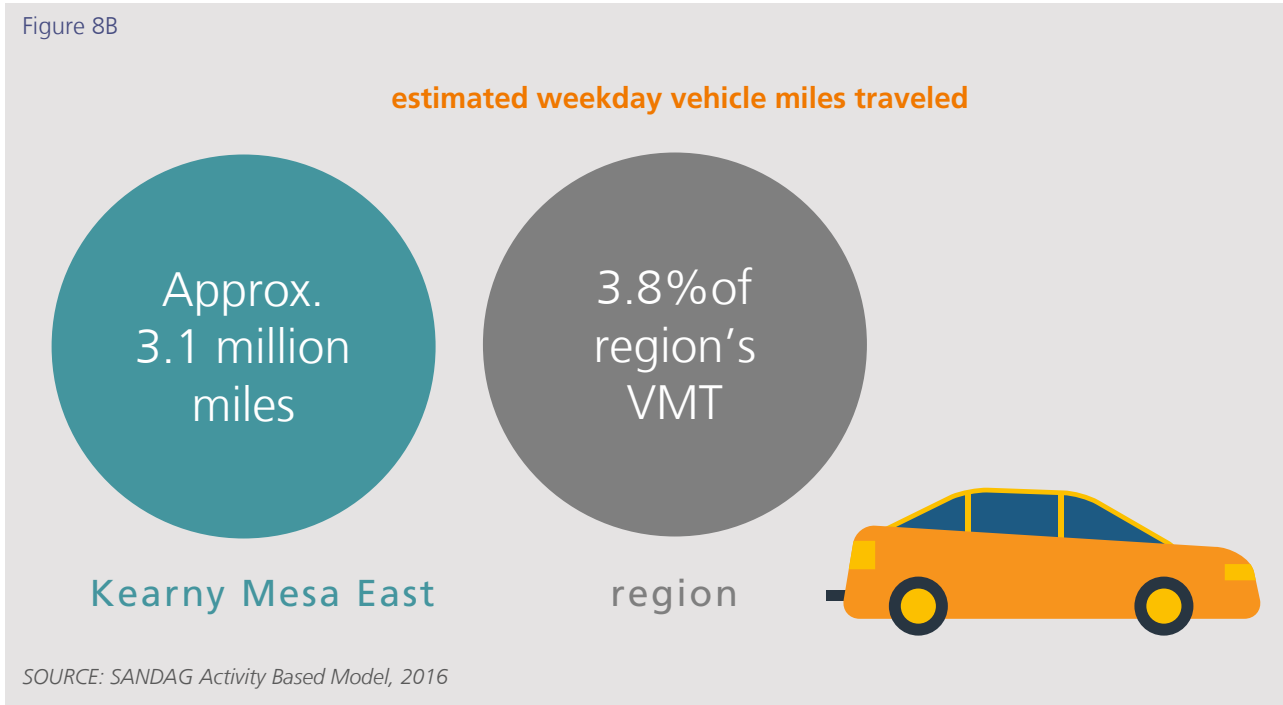
SOURCE: SANDAG Activity Based Model, 2016

All automobile trips that originate or end in the Kearny Mesa East employment center



## Estimated weekday vehicle miles traveled (VMT) to or from the Kearny Mesa East employment center

On average, total vehicle miles traveled by automobile on a typical weekday from or to the Kearny Mesa East employment center is approximately 3.1 million miles. This estimate is based on a snapshot from a fall weekday and represents 3.8 percent of the estimated VMT for the region.



# Methodology, data sources, and other things to consider

## Methodology

SANDAG used a collaborative empirical approach to identifying employment centers across the San Diego region. Building-level SANDAG Employment Estimates (2016) were summarized by ¼ mile radius hexagons. Local-maxima were identified as starting points, and regions were grown to include neighboring hexagons meeting a minimum employment density threshold within an approximate 2-mile radius. The resulting boundaries were generalized (taking into account major barrier features such as topography and freeways) and used to select SANDAG Master Geographic Reference Areas (MGRAs) by activity-weighted (population and employment) centroid. Through this process, over 70 initial employment centers were identified. These centers provided the geographies to evaluate travel patterns, employment information, and resident information. Additional technical information regarding this methodology is available by contacting the Data Analytics and Modeling Department at SANDAG.

## Data sources and other things to consider

### *SANDAG Employment Estimates (2016)*

On a regular basis, SANDAG produces estimates of employment and individual earnings for the San Diego region. These estimates were used in Table 1, 1A, and 1B and Figures 1, 1A, 1B, 2, 2A, and 2B. These estimates utilize California Employment Development Department (EDD) data, the Quarterly Census of Employment and Wages (QCEW) data, and the LEHD LODS data from the U.S. Census Bureau. among other sources. The employment estimates include wage and salary for private sector and government workers, as well as the self-employed. Uniformed military are not included. Additional information regarding these estimates is available by contacting the Economic and Demographic Analysis Modeling team at SANDAG.

### *Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES) 7.3 (2015)*

The Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statics (LODES) data are a publicly available product of the U.S. Census Bureau. The LODES data are an extract of the LEHD infrastructure which is composed of administrative records, census, and survey data. The LODES data provide counts of unemployment insurance-covered wage and salary jobs, including private sector and state, local and federal government jobs. Workplace location and residential location of an employee is measured at the census block-level (2010). The 2015 data that are used here reflect the latest available data (version 7.3) at the time of this analysis and included two primary tables: Original-Destinations (OD) (used in Table 2 and Figures 1 and 4), and Workplace Area Characteristics (WAC) (used in Figure 1). It should be noted that these data (1) contain wage and salary jobs (and exclude self-employed individuals); (2) do not include military and other security-related federal agencies, postal workers, some employees at nonprofits and religious institutions, and informal workers; and (3) only includes an individual's primary job if an individual has more than one. These analyses reflect preliminary results and are pending final verification. Additional information is available at <https://lehd.ces.census.gov/data/>.

### *SANDAG Population and Housing Estimates (2016)*

Each year SANDAG produces estimates of population and housing for the San Diego region. These estimates utilize several data sources including the California Department of Finance, the U.S. Census Bureau, and a variety of other publicly available datasets. These small-area estimates contain information on the characteristics of the population (ethnicity, age, sex) and housing units (occupied, vacant, unoccupiable) in the region. The population living in military barracks, college dorms and other institutional facilities are included in the population and are counted in housing referred to as Group Quarters. The active military population and their dependents who live in households are included in the household population counts. The population and housing estimates are created in a process similar to the Regional Growth Forecast and contain similar information, however the Population and Housing estimates reflect current conditions. These data are presented in Figure 3, 3A, and 3B. Additional information regarding these estimates is available by contacting the Economic and Demographic Analysis team at SANDAG.

### *SANDAG Activity Based Transportation Model (2016)*

In order to plan and complete regional transportation projects, SANDAG creates and maintains a transportation model which uses a variety of regional transportation survey and socioeconomic and demographic data (e.g., count of trips from home to work, how people carpool, what bus routes are most frequented, and which highways are used and when). These data are then utilized in the Activity Based Model (ABM) to simulate individual and household transportation choices. These choices include how individuals travel around the region (the mode), why people travel around the region (the trip purpose), and when they travel (time of day). The ABM model is refined based on transportation data and expert feedback on methodology and data sources. For this analysis, SANDAG utilized release version 14.0.1 of ABM to estimate travel for the year 2016 (reference scenario #232). Data in Figures 5, 6, and 7 are restricted only to transportation trips in the model in which (1) the trip begins at home and ends at work and does not have any intermediary stops (e.g., dropping a child at school); and (2) the trip's purpose is work. Transit travel time includes initial wait time, walk time to transit stop, transfer time between stops, in vehicle time, and walk time to the destination. Data in Figures 5 and 7 are based on peak periods which are as 6:00 am to 8:59 am and 3:30 pm to 6:59 pm. It should be noted that estimated auto trip path and VMT data from the model to create Map 4 and Figure 8 include vehicle travel across all trip purposes that either start or end in the study area. Additional information about the ABM is available here: [sandag.org/index.asp?subclassid=120&fuseaction=home.subclasshome](http://sandag.org/index.asp?subclassid=120&fuseaction=home.subclasshome)