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ABSTRACT

An overview is provided of the demographic and economic characteristics of the geographical area defined by the Peralta Community College District's boundaries in Northern Alameda County, California. In addition, projections are presented concerning the population and economy of the county until the year 2005. Highlighted findings of the environmental scan include the following: (1) the population of Northern Alameda County increased by 4.4% from 1980 to 1985, but is expected to remain relatively constant from 1985 until at least 2005; (2) the population of Contra Costa County and Southern Alameda County is projected to grow rapidly until the year 2005, with a projected increase of 26%; (3) in the next two decades, the number of persons in Northern Alameda County between the ages of 45 and 64 is expected to increase by 72.5%, while the number over 65 is expected to increase by 43.3%; (4) Asians and Hispanics are expected to be the ethnic groups with the greatest population increases; (5) 56,400 new jobs are projected by the year 2005, representing a 13% increase over 1983 job totals; (6) the new jobs in the Bay Area will be primarily in the areas of services, trade, high-tech manufacturing, construction, finance, insurance, and real estate; and (7) many of these new jobs are predicted to be filled by women, whose participation rate in the labor force is expected to increase to 61.5%. Implications of the data and projections for the community colleges in the district are discussed. (EJV)

AN ENVIRONMENTAL SCAN OF NORTHERN ALAMEDA COUNTY

Office of Research, Planning and Development
Peralta Community College District

October, 1986

TABLE OF CONTENTS

This report is an updated version of the original Environmental Scan report written in October 1983. Like the original report, this study provides an overview of the demographic and economic characteristics of the geographical area defined by the Peralta Community College District boundaries in Northern Alameda County. In addition, this study provides projections of the population and economy of Northern Alameda County. The original version projected up to the year 2000. This study projects up to the year 2005 unless census data was unavailable, in which case this is noted.

HIGHLIGHTS

POPULATION CHARACTERISTICS

* The population of Northern Alameda County (Alameda, Albany, Berkeley, Emeryville, Oakland and Piedmont) increased 4.4% from 1980 to 1985.

* The population of Northern Alameda County will remain relatively constant from 1985 until at least 2005.

* The population of Contra Costa County and Southern Alameda County will grow rapidly to the year 2005. Both Contra Costa and Southern Alameda County populations are projected to increase 26% by the year 2005.

* The population of Northern Alameda County is aging. In the next two decades, the number of persons age 45-64 will increase 72.5% and those 65 and above will increase 43.3%.

* Asians and Hispanics are expected to be the ethnic groups with the greatest increases in population in Northern Alameda County.

* The projected number of recent high school graduates in California is expected to reach a low point in the late 80's and early 90's, but the influx of minorities to California may offset that decline.

* The percentage of households which are single parent households will increase by the year 2005.

EMPLOYMENT CHARACTERISTICS

* Even though the size of the population is estimated to remain relatively constant in Northern Alameda County, 56,400 new jobs are projected to be added to the County's job totals by the year 2005. This represents a 13% increase over the 1983 job totals.

* The new jobs in the Bay Area will primarily be in the areas of Services (Business and Health), Trade (Wholesale and Retail), Manufacturing (especially High Tech),

Construction, and F.I.R.E. (Finance, Insurance and Real Estate).

* Many of the new jobs in Northern Alameda County will be filled by women. The labor force participation rate for women is expected to move well above the current labor force participation rate of 61.5% for women in the Bay Area.

* The number of jobs in the outlying areas of the Bay Area is expected to increase even more rapidly than in Northern Alameda County. Jobs are expected to increase 41.7% in all of Alameda County, 60.3% in Contra Costa County and 46.3% in Santa Clara County.

* Unemployment and poverty are higher in Oakland than in much of Northern Alameda County. In June 1986, unemployment was 8.1% in Oakland. Unemployment in Alameda County as a whole was 5.9% in June 1986. In August 1986, 15% of Oakland's population was either on AFDC, GA or Refugee Assistance, and 18% of Oakland's residents were receiving both food stamps and Medi-Cal.

DEMOGRAPHIC CHARACTERISTICS

Table 1

Projected Northern Alameda County District Population to the Year 2005

	1980	1985	1990	1995	2000	2005
Alameda	63,852	70,400	72,600	73,500	73,700	74,500
Albany	15,130	15,100	14,900	15,100	15,000	15,000
Berkeley	103,328	106,600	105,400	104,300	103,300	102,800
Emeryville	3,714	5,000	5,700	6,100	6,600	7,100
Oakland	339,337	352,100	354,400	360,400	361,500	362,200
Piedmont	10,498	10,400	10,300	10,200	10,200	10,100
District (No. Alameda)	535,859	559,600	563,300	569,600	570,300	571,700

Source: Projections 85, Association of Bay Area Governments

Population

o The total population of the six Northern Alameda County cities, Alameda, Albany, Berkeley, Emeryville, Piedmont, and Oakland increased 4.4% from 1980 to 1985.

o Emeryville had the highest percentage of population increase (34.6%) followed by Alameda (10.2%) and Oakland (3.8%) from 1980 to 1985.

o The Association of Bay Area Governments (ABAG) in their publication, Projections 85, projects a slight increase (.66%) in the Northern Alameda County cities for 1985 to 1990.

o Piedmont and Albany were the only cities in Northern Alameda County which declined in population. The populations of Piedmont and Albany declined .9% and .2%, respectively.

o The population of Alameda County as a whole increased 6.7% from 1980 to 1985 and is projected to increase by 5.1% from 1985 to 1990.

o The projected increase for Alameda County's population for 1990 to 2005 is 13.4%. The increase in Alameda County's population is largely a result of the large population increases in Southern Alameda County.

The population of Northern Alameda County is expected to remain stable from 1985 at least until the year 2005. The populations of both Southern Alameda County and Contra Costa County, however, will continue to grow very rapidly.

o The Association of Bay Area Governments in its report Projections 85 has projected that from 1985 to the year 2005 Contra Costa County's population will increase 25.8%. Within the same time span, Southern Alameda County's population is projected to increase 25.9%.

Presently, approximately 10% of Peralta's students reside in either Contra Costa or Southern Alameda Counties (see chart below). As a result of the projected rapid population growth in Contra Costa and Southern Alameda Counties combined with the stabilization of Northern Alameda County's population, the proportion of Out-of-District students attending PCCD has and will continue to increase.

DISTRIBUTION

87%

NORTHERN
ALAMEDA

OF RESIDENCE

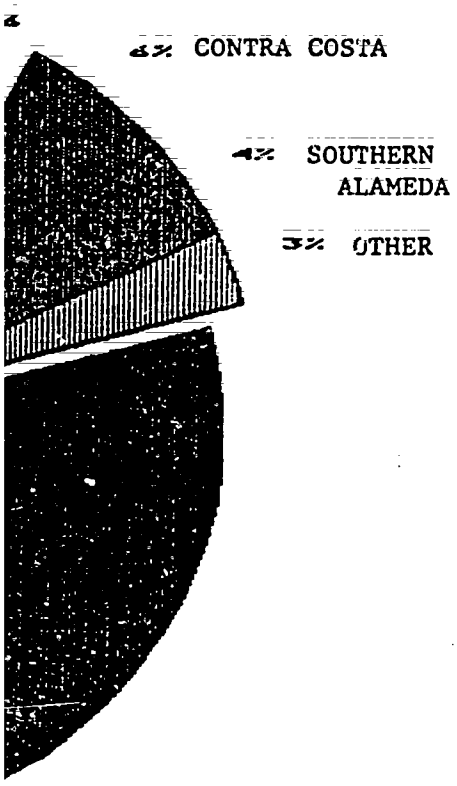


Table 2

Bay Area Population by Age Group

Age	1980	1985	1990	1995	2000	2005
0-4	329,335	417,000	407,000	393,000	368,000	383,000
5-14	704,647	754,000	838,000	850,000	827,000	788,000
15-19	443,920	392,000	357,000	402,000	443,000	439,000
20-29	988,499	968,000	865,000	799,000	807,000	895,000
30-44	1,152,978	1,355,000	1,529,000	1,552,000	1,477,000	1,358,000
45-64	1,027,388	1,067,000	1,152,000	1,354,000	1,604,000	1,841,000
65+	533,017	568,000	660,000	735,000	772,000	814,000
Total	5,179,784	5,521,000	5,808,000	6,085,000	6,298,000	6,518,000

Source: ABAG Regional Economic-Demographic Information System

Age Distribution of the Population

The average age of the Bay Area's population will increase in the next two decades. The low birth rates of the 60's and 70's have caused a decrease in the population of young adults age 18 to 30. In past years, annual fertility rates have increased. This could reverse the trend in the decline of the young adult population.

- o ABAG has projected an increase of 12.0% in the young adult population age 15 to 19 by the year 2005, while the 20 to 29 year old population decreases by 7.5% in the same time span.

- o The number of persons between 30 and 44 will increase 12.8% from 1985 to 1990 as the post war babies enter into middle age.

- o The number of persons over 45 will increase significantly. ABAG predicts an increase of 72.5% from 1985 to the year 2005 of the 45 to 64 age range and an increase of 43.3% for 65 year olds and above is predicted by the year 2005.

- o Although there is a projected decline of the 20 to 29 year old population by 2005, the pool of high school graduates may increase in size. The Policy Analysis for California Education (PACE) in its third annual Conditions of Education in California report cites that enrollment in California schools is growing by 100,000 annually. The influx of a new

population of students who do not speak English will increase steadily and may offset the decline in the number of native born students.

Peralta Colleges should consider the increase of the non-English speaking population may mean a demand for programs which would aid this new population to assimilate. There may be a demand for educational programs which focus on helping to diminish the language barrier. A service demand for those who are bilingual may also be experienced.

Younger students comprise the largest proportion of Peralta's day-time/full-time student enrollment in degree, certificate, and transfer programs. As the average age of the population increases, it is expected that the demand for full-time education in transfer, degree and certificate programs will decline. However, the increase in the number of new students from the in-migration of minority groups may offset the expected trend of a decreasing demand for full-time education.

o The majority of older students over 30 attend a community college to upgrade job skills, as lifetime learners, or as persons interested in acquiring occupational skills.

o Many older students already possess a higher degree. (Approximately 17.4% of all Peralta students had a B.A. degree or higher in Fall 1986.) Most older students over age 30 are part-time students and they comprise a majority of Peralta's evening students. The demand for courses and programs that fulfill the needs of older students should increase as the average age of the population increases. The number of students attending on a part-time basis and in the evening should also increase.

Older students on the average enroll in fewer classes and take fewer units than younger students. As the age of the population increases, there may be an increase in the part-time student enrollment .The aging of the population then should tend to increase the ratio of student enrollment to class enrollment. The trend in the past has been for the ratio of class enrollment to student enrollment to decline even when total student enrollment was increasing. From the standpoint of district finances, student class enrollment is a much more important figure than student enrollment and is influenced by the ratio of part-time to full-time students. The aging of the Bay Area's population indicates that the trend in the past for class enrollments to decline is likely to continue into the future unless proactive steps are taken to encourage students to enroll for more units. More accommodating class scheduling and course advertising may be needed to pique the interest of new and continuing students as well as the adult learners.

ABAG predicts a large increase in the Bay Area senior citizen population (adults 65 and over). This will probably increase the demand for health care services and senior citizen services. Educational programs tailored for senior citizens and educational programs which provide training to those who are interested in working in the area of senior citizen services should both be very successful in attracting students.

Table 3

Percent Distribution of California's Population by Major Ethnic Group

	1980	1985*	1990	1995	2000
Hispanic	19.2%	21.9%	21.7%	23.2%	24.4%
Non-Hispanic White	66.6%	62.8%	62.5%	60.2%	58.2%
Black	7.5%	7.5%	7.7%	7.6%	7.6%
Asian and Other	6.7%	7.8%	8.1%	8.8%	9.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Center for Continuing Study of the California Economy, Projections of Hispanic Population for California, 1985-2000

* July 1985 figures from 1986 publication. Otherwise, all data from 1982 publication.

Ethnic Distribution of the Peralta District Population

NOTE: Population census data by ethnicity is unavailable beyond 1980. The Alameda County Planning Commission has the total population figures for each city, but has no figures available for each of the ethnic groups. The 1980 U.S. Census Bureau data is the most current source of ethnic distribution(see page 11). The Palo Alto-based Center for Continuing Study of the California Economy will make available an update of their publication on projections of ethnic groups in November 1986.

- PCCD's Institutional Profile Analysis and Trends report (IPAT) for Fall 1986 indicates an increase in all the ethnic groups enrolled in the district. Noteably, the Hispanic and Asian enrollments have increased since Fall 1985 (7% and 5%, respectively). This could be an indication of an increase in population of those particular ethnic groups in the Bay Area.

The following is an excerpt from the Environmental Scan report written in 1983:

"The percentage of the District's population within the boundaries of the Peralta Community College District in Northern Alameda County which is Black and Asian has risen from 1970 to 1980.

- The Black population has risen from 26.9% in 1970 to 34.5% in 1980, and the Asian population has risen from about 5.4% of the District's population in Northern Alameda County in 1970 to 8.9% in 1980.

o The White population, on the other hand, has declined from 66.2% of the District's population in Northern Alameda County in 1970 to 50.5% in 1980.

The Center for Continuing Study of the California Economy estimates that the Hispanic and Asian populations will increase statewide much faster than either the Black or White populations. If these estimates are valid for the Peralta District, we can expect the Asian population within the District's Northern Alameda County area to continue to grow at a rapid pace. The Hispanic population will also grow to become a larger percentage of the District's population. However, the District's total population in Northern Alameda County is not expected to increase in the next two decades. This implies that there will likely be a net in-migration of minorities, primarily Asians and Hispanics, and a net out-migration of Whites from Northern Alameda County."

It appears that Asians are enrolling in Peralta colleges in numbers that exceed their percentage of the population. PCCD has considered the projected increase in the Asian and Hispanic populations in the development of its recruiting plan. Thus, efforts should concentrate on ways to maintain their access to the Peralta colleges.

The Hispanic population is underrepresented both in the Peralta Colleges and in community colleges throughout the state. Therefore, efforts should be designed to ascertain why this population is reluctant to attend Peralta colleges, and to improve our understanding of their needs.

Concomitant with these efforts, Peralta must recognize the presence of the large Black population in its service area. Although it will not increase at the same rate as the Asian and Hispanic population, it is incumbent upon the colleges to maintain, and if possible, increase the college going rates of the District's largest minority group. Obviously, this will require a much closer relationship with community organizations, schools, and churches.

The Caucasian population has declined both in the Peralta colleges and the Peralta district service area. The majority of the students who leave the district for neighboring colleges are young Caucasians who live in the more affluent areas of the community. Efforts must be made to attract them back to the district by identifying the cause of their plight and placing emphasis on programs that are attractive to this group.

Table 4

Ethnic Distribution of PCCD Population 1970-1980

	Total	White	Black	AI	Asian*	Other	Spanish**
Alameda							
1970	70,968	90.3%	2.6%	.5%	5.6%	1.0%	9.8%
1980	63,852	78.0%	4.2%	.7%	13.1%	4.0%	8.4%
1986	75,232						
Albany							
1970	14,674	89.2%	3.6%	.5%	5.2%	1.4%	8.5%
1980	15,130	75.4%	5.8%	.5%	12.5%	5.8%	8.7%
1986	15,216						
Berkeley							
1970	116,716	67.7%	23.5%	.3%	7.3%	1.2%	5.5%
1980	130,328	66.0%	20.1%	.4%	9.6%	3.9%	5.1%
1986	107,202						
Emeryville							
1980	3,763	56.3%	29.1%	.1%	8.2%	6.3%	9.5%
1986	4,652						
Oakland							
1970	361,561	59.1%	34.5%	.8%	4.8%	.9%	9.8%
1980	339,288	38.2%	46.9%	.7%	7.8%	6.4%	9.6%
1986	354,197						
Piedmont							
1970	10,917	93.3%	.6%	0%	2.8%	.2%	3.0%
1980	10,498	91.1%	1.4%	.1%	6.4%	1.1%	3.0%
1986	10,455						
District							
1970	574,836	66.2%	26.9%	.6%	5.4%	.9%	8.8%
1980	535,859	50.5%	34.5%	.6%	8.9%	5.5%	8.4%
1983	551,724	51.8%	33.5%		8.6%	6.1%	8.3%
1986	566,954						

Source: Alameda County Planning Commission. Primary Source: U.S. Census Bureau

* Japanese, Chinese, and Filipino

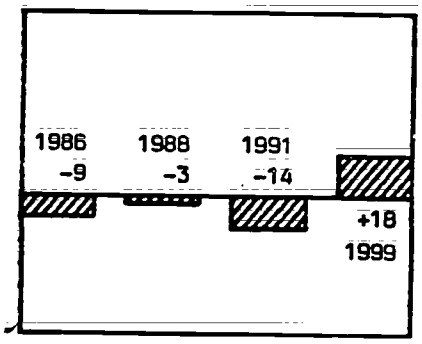
** The U.S. Census Bureau did not categorize Hispanics separately in 1970. Individuals of Spanish origin were classified as a subcategory of Whites and, therefore were included in the White totals. If they were classified under one of the other categories, their Spanish origin was not recorded. In 1980, individuals of Spanish origin were classified under one of five ethnic categories: White, Black, Asian, American Indian(AI), or other. In addition, if their first language had been Spanish or if they belonged in a household that spoke primarily Spanish, they were classified as being of Spanish origin. The large increase from 1970 to 1980 in the "Other" category is due to the reclassification of many individuals of Spanish origin from White to the "Other" category. This change in identification may have exaggerated the drop in White population in Northern Alameda County.

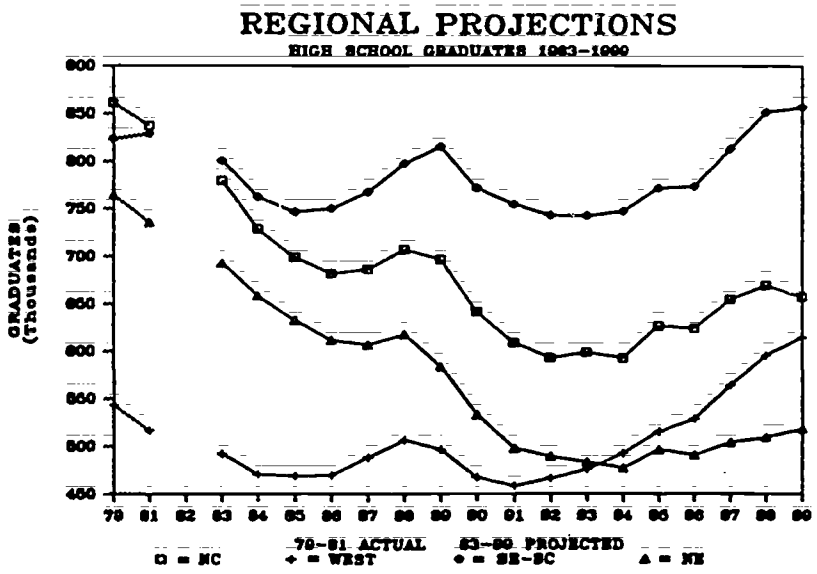
Source for 1983 District data: Peralta College Redistricting - Trustee Areas by Ross Travis, February 1983

High School Graduate Population

A joint 1984 publication by the Western Interstate Commission for Higher Education, Teachers Insurance and Annuity Association and The College Board, High School Graduates: Projections for the Fifty States (1982-2000), made the following projections of high school graduates for California:

- o A decrease from the 1981 level to a low in the 1983-87 period.
- o An increase, though very slight, to 1988.
- o A decrease to another low point in the 1989 to 1991 period.
- o An increase to the year 1999, the last year of the projection.





Although a decrease, or only a slight increase, has been predicted in the high school population of California, it is the opinion of this writer that these predictions may not account for the influence of the migration from Pacific Rim areas. Thus, it is believed that the influx of Samoans, Filipinos, and other South Pacific Islanders, along with the recent immigration of Southeast Asians and Hispanics, will mitigate against a decline in the high school population. More likely, this population will continue to remain stable, and may possibly increase more than expected as the year 2000 approaches.

A significant factor which contributes to Peralta's student enrollment is the recent high school graduate population.

o Percentage of recent high school graduates from schools within Peralta's service area who are enrolled in Peralta Colleges:

1983	1984	1985	1986
21%	17%	18%	18%

These participation rates of recent high school graduates from local high schools in the Peralta Colleges indicate that Peralta has been capturing less than 20% of the new students since 1984. By contrast, the population of high school graduates has remained relatively stable over the same period. This may suggest that there is a need for Peralta to adopt a more aggressive recruitment strategy to compete for its share of recent graduates with other educational institutions and employers.

Recent high school graduates are less influential on the total enrollment at Peralta Colleges.

o Percentage of new graduates who comprise the total district enrollment:

1983	1984	1985	1986
2.7%	3.2%	2.9%	2.9%

This decline of recent high school graduates in Peralta colleges is particularly significant when one realizes that a greater percentage of these students are enrolled full time. Therefore, a decline in their numbers will have a disproportionate effect on the District's ADA.

A survey conducted by the U.S. Bureau of Labor Statistics indicated that 55.2% of the 1984 nationwide high school graduates were enrolled in some form of postsecondary education within one year after graduation. The percentage of those class of 1984 graduates who enrolled in two-year colleges has not, as of this writing, been determined. Of the 1980 nationwide high school graduating class, 25% had enrolled in two-year colleges.

The California Post-Secondary Education Commission (CPEC) reported that of all the California high school graduates of 1983, 61.1% entered some form of postsecondary education. Forty-two percent attended community colleges, 9% attended four-year institutions, and 6.4% entered the University of California system. Thus, Peralta by this measure has not been capturing its fair share of this market.

Table 5

Number of Households with Own Children
Northern Alameda County Cities - 1980

	Total Household with Children	Married Couple		Single Male Parent		Single Female Parent	
	N	N	%	N	%	N	%
Alameda	7,284	5,097	70	243	3	1,944	27
Albany	1,760	1,218	69	85	5	457	26
Berkeley	8,896	5,312	60	512	6	3,072	35
Emeryville	344	139	40	22	6	183	53
Oakland	39,958	22,326	56	1,921	5	15,711	39
Piedmont	1,410	1,170	83	29	2	211	15
Total	59,652	35,262	59	2,812	5	21,578	36
Alameda County	141,045	102,288	72	5,202	4	33,555	24

Source: ABAG Regional Data Center:
Primary Source is the U.S. Census Bureau

Household Size and Single Parent Families

NOTE: Household census data by household type is unavailable beyond 1980. The ABAG Regional Data Center has only the 1980 U.S. Census Bureau data to reference.

- In 1980, of the families in the Peralta area of Northern Alameda County with children, 41% were single parent households and 36% were headed by a woman. By contrast, 23.8% of all the households in Alameda County with children were single parent households.

- ABAG and the Center for Continuing Study of the California Economy predict that the percentage of households with children headed by single parents will increase; most of these single parents will be women.

This could mean an increase in Peralta's single female parent enrollment, along with an increased sensitivity to the growing number of women enrolling in traditionally male dominated occupational programs.

Average household size has been declining throughout this century. In recent decades, there has been a significant increase in individuals living alone. ABAG and the Center for Continuing Study of the California Economy project that more people in the Bay Area will either live alone or in households with unrelated individuals. Many of these single persons will be working women. As a result of this trend, Peralta should expect more single working women wanting to attend college for career advancement and personal growth.

Table 6

Employment Growth in the Nine County Bay Region

	Historical			Projected			
	1970-1980	1960-1980	1985	1980-1990	1990-2000	1985-2005	2005
Alameda	52,100	158,100	549,600	101,700	111,700	229,200	778,800
Contra Costa	52,200	101,100	233,200	78,100	60,500	140,700	373,900
Marin	19,000	41,700	88,100	22,700	20,640	43,600	132,050
Napa	11,000	18,200	40,350	10,200	8,000	19,100	59,500
San Francisco	25,100	85,500	566,300	42,300	47,600	99,500	665,800
San Mateo	46,600	128,200	274,900	43,000	39,000	91,100	366,000
Santa Clara	275,100	451,000	812,000	235,300	177,800	376,200	1,188,200
Solano	36,500	48,100	98,100	23,100	26,100	58,500	156,600
Sonoma	36,300	55,000	117,900	31,800	39,500	72,200	190,100
Region	553,900	1,086,900	2,780,450	588,200	530,840	1,130,400	3,910,950

Source: ABAG, Projections 85

ECONOMIC TRENDS

Employment

o Although total population in Northern Alameda County is expected to remain relatively stable at least until the year 2005, ABAG has projected that employment in the Peralta District area in Northern Alameda County will grow 18.7% by the year 2005.

o The increase in employment will be due to a projected addition by the year 2005 of approximately 56,400 new jobs to the number of jobs within the Northern Alameda County boundaries of the Peralta District. This is 6400 more jobs than was estimated for the year 2000 in ABAG's last publication, Projections 83.

o Over 36,000 of these new jobs will be in Oakland. This is down from the 38,000 estimated in 1983.

o While this seems to represent rapid job creation, ABAG in its report Projections 85 estimates that by the year 2005 the number of jobs will increase 41.7% in Alameda County,

60.3% in Contra Costa County and 46.3% in Santa Clara County. The projected increase in jobs in Northern Alameda County appears modest when compared to the increases in jobs projected for most other neighboring Bay Area counties.

Even though 87% of Peralta's students reside within the District's boundaries (see chart on page 2), most are or will be employed in the Bay Area. For this reason, the focus in this study will be on employment conditions throughout the Bay Area rather than focusing specifically on the Peralta District area within Northern Alameda County.

- The areas of employment with the largest projected job growth in the Bay Area are Trade, Services, Manufacturing (especially high technology manufacturing), Construction, and F.I.R.E. (Finance, Insurance and Real Estate).

Table 7

Jobs by Industry in the San Francisco Bay Region

Industry	1980	1985	1990	1995	2000	2005
Agriculture Forestry, Fisheries	34,700	30,900	27,600	26,400	24,600	22,200
Mining	3,700	3,400	3,300	3 300	3,100	3,000
Construction	128,000	136,200	162,300	185,600	206,100	226,100
Manufacturing	497,000	551,000	641,500	712,800	774,600	833,400
High Technology	161,000	200,000	259,000	307,000	352,000	393,000
Transportation, Communication and Utilities	186,000	191,100	206,000	216,500	229,100	242,100
Wholesale Trade	114,000	138,000	157,000	168,200	187,200	204,100
Retail Trade	397,900	451,300	511,500	552,400	580,700	616,300
Finance, Insurance, Real Estate	214,000	236,300	269,000	301,000	321,200	342,200
Services	709,000	791,100	889,400	976,600	1,064,000	1,161,500
Government	248,000	251,200	255,000	260,700	261,100	261,200
Total	2,533,100	2,780,500	3,122,600	3,403,500	3,651,700	3,912,100

Source: ABAG Regional Economic-Demographic Information System
Totals may differ from the sum of counties by sector due to rounding

o The City of Oakland and the Alameda County Training and Employment Board (ACTEB) conducted a Labor Market Needs Assessment Survey for the Alameda County Greater Avenues for Independence (GAIN) Program in 1986. The "Oakland Employer Survey" of 400 local employers found that the greatest employment increases in Northern Alameda County will predominantly be in the Business Services and the Retail and Wholesale industries. Health Services will also claim a large concentration of job openings.

Most of the positions, particularly in the Business and Health Services, require some education beyond the high school level and previous work experience. Many of the occupations in the Business services are computer related. In the Health Services, degrees or certificates are required for many of the positions. Training for most of these occupations can be obtained from community colleges. This could mean that Peralta Colleges may experience an increase in demand for programs in those fields. If so, then the District may need to evaluate its allocation of resources so that those programs in demand are adequately staffed and in possession of the most current equipment.

o In 1985, the Bay Area had captured approximately 55% of all of California's jobs in high technology industries (Computers, Solid State Chips, Instrumentation and others), down from 39.1% in 1981.

o According to Dr. Ray Brady of ABAG, more than 95% of the projected increase in the number of jobs will be in high tech industries. This increase is projected for 1985 to the year 2005.

o In 1983, the projected increase for 1980 to the year 2000 was 100.6%. The decline from the 1980-2000 estimate to the 1985-2005 projected increase of 95% may be an indication of the continuing troubles of the high tech industries.

While the growth of the electronics industry declined in 1985 (1300 jobs lost) and layoffs were experienced in the early part of 1986, the outlook for the industry is optimistic. However, most of the increase in high tech manufacturing employment will be in the southern half of the Bay Area.

Labor Force Participation of Women

The labor force participation rate for women is expected to increase in the next few decades.

- o National labor force participation rates for married women increased to about 54.5% in 1985 from the 30%, 40% and 50% shares recorded for 1960, 1970, and 1980, respectively.

- o The Bay Area had one of the highest labor force participation rates for women in 1985 (61.5%). San Jose was slightly higher at 64%.

- o The Conference Board bulletin "Perspectives on Employment" reports that, of the 62 million families in the United States in the first quarter of 1985, 10 million were maintained by women - 5.5 million of whom were employed.

- o Of the 42 million families in the third quarter of 1985 that had some member employed, 28% were supported by husband only; the great majority were supported jointly or by women alone.

- o Rising divorce rates will result in many young children living with their mother. Continuity of support will probably continue to fall upon the mother.

The expectation that women will be the family's primary source of support, the expected increase in the number of single women without children, the need for married women to work to help meet family expenses, and the redefinition of women's roles from housewife to independent working single or working parent will all contribute to increasing the labor force participation rate for women. Many of these women will need job training or upgrading of job skills to improve their earning capacities and their employment opportunities.

With more women entering the work force, the possible need for expanded child care services should be addressed. The Children's Centers of PCCD should experience a growth in demand for their services by students. Currently, the Childen's Centers require that the parents take a full load (12 units) as a prerequisite to using their services. But with more women working and unable to attend school full-time, PCCD Children's Centers may have to accomodate their needs for child care.

Table 8

Oakland-Berkeley-Alameda
Unemployment Rates 6/83 to 9/86

	6/83	6/84	6/85	6/86	8/86	9/86*
Oakland	13.3%	9.0%	10.0%	8.1%	7.8%	
Berkeley	9.7%	6.5%	7.2%	5.8%	5.6%	
Alameda	6.9%	4.5%	5.1%	4.1%	3.9%	
County	9.8%	6.5%	7.3%	5.9%	5.7%	
National (Annual)	9.6%	7.5%	7.2%	7.1%	6.8%	7.0%

* September 1986 unemployment rates available 10/30/86
Source: Employment Development Department of the State of California (EDD)

Unemployment and Poverty

Northern Alameda County has a higher concentration of unemployed and poor than much of the Bay Area. The unemployment rate for Oakland tends to be well above the Bay Area unemployment rate.

The high incidence of unemployment and poverty in the Oakland area appears to be correlated with the level of enrollment in Peralta colleges.

- During the recession of the middle seventies, PCCD enrollment rose from 27,364 in 73-74 to 33,368 in 75-76. Peralta enrollment dropped to 30,484 in the 78-79 academic year, the same year in which the economy peaked and the annual unemployment rate reached a low point for the decade at 5.6%.

- In 1980, unemployment began rising again and reached a peak of 10.7% nationally in December 1982. This new rise in unemployment was accompanied by a sharp rise in PCCD enrollment to 41,702 in the academic year 81-82.

- The annual unemployment rate for 1983 was at 9.6% with Peralta's 82-83 academic year enrollment still high at almost 39,000.

- The annual unemployment rates have been declining steadily since 1984. The unemployment rates for 1984, 1985, and August 1986 are 7.5%, 7.2%, and 6.8%, respectively.

This decrease is accompanied by a steady decrease in PCCD enrollment. Enrollment for Fall 1986 is 27,017, a decrease of 8.3% since Fall 1984.

The level of enrollment in the Peralta Community College District is still declining, but at a slower rate.

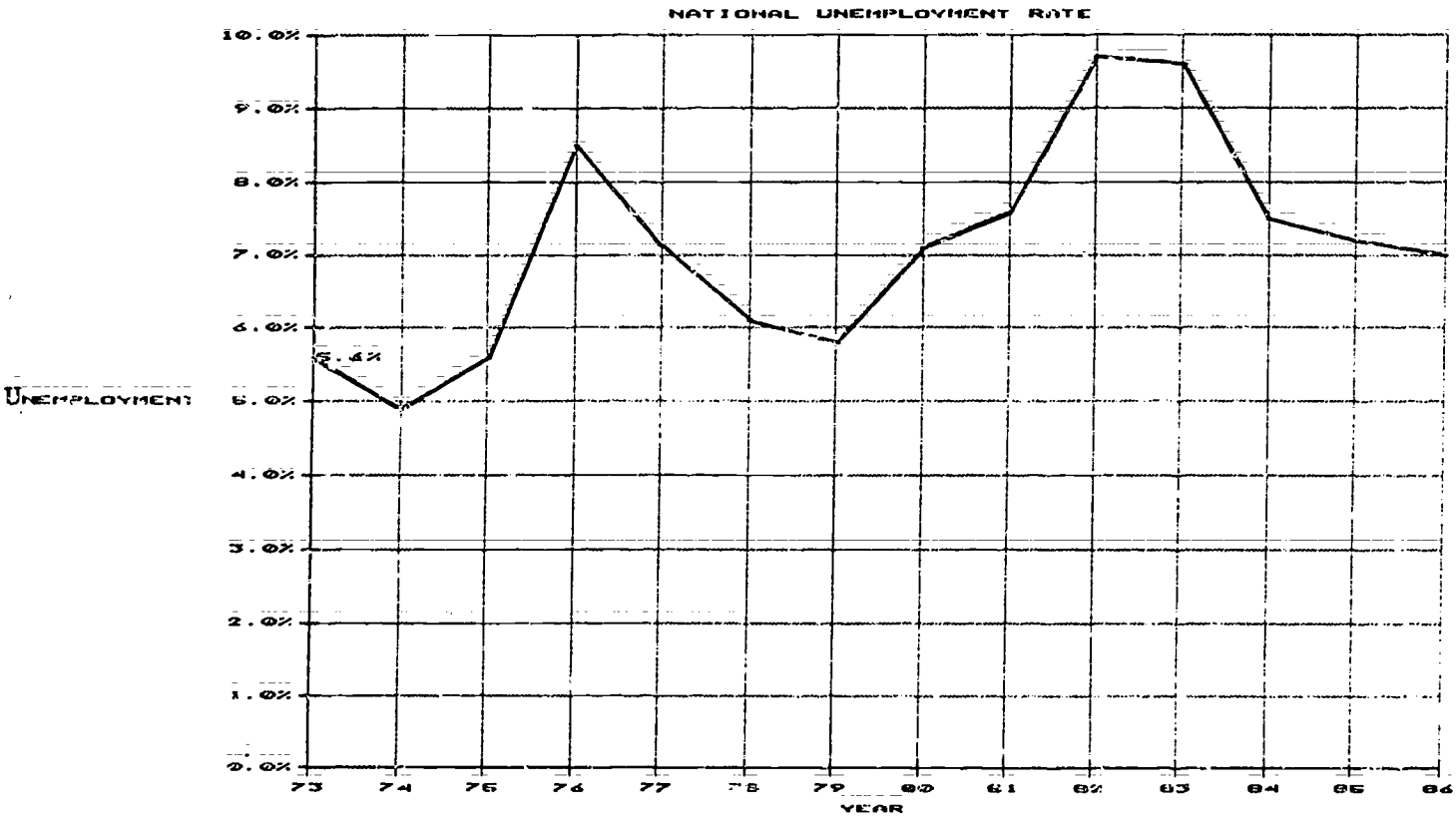
- o Enrollment declined 13.8% from Fall 1983 to Fall 1984.
- o Enrollment declined 6.3% from Fall 1984 to Fall 1985.
- o Enrollment declined 2.2% from Fall 1985 to Fall 1986.

With the steady decline of the annual unemployment rates from 1984 to the present, PCCD's enrollment has also been on the decline. It is clear that Peralta enrollment does follow, to a degree, the cyclical swings of the regional economy (see graph on page 22). ADA changes correspond closely to the changes in the regional rate of unemployment. This information on the future changes in the unemployment rate could be helpful in Peralta's future planning.

Most economists believe that "the natural rate of unemployment" increased during the late seventies and eighties Much of the unemployment in the eighties is structural unemployment rather than cyclical unemployment. It appears that our lowest level of unemployment, at the recovery peaks, has been increasing over the past two decades.

- o Unemployment reached a low point of 3.5% in 1969 during post-recession.
- o A recession and recovery in 1973 caused the unemployment rate to reach a low of 4.9%
- o Another recession, then recovery, caused unemployment to fall to 5.8% in 1979.
- o Currently, the low point will be about 7% for 1986.

More people than in the past are having difficulty finding jobs because they do not possess marketable skills. Roughly 54% of all unemployed have received no vocational training. The current level of basic education and training of the work force is not sufficient to match all of today's work force to the needs of employers. If this situation continues, the demand for job training, job retraining and job upgrading should continue to be high.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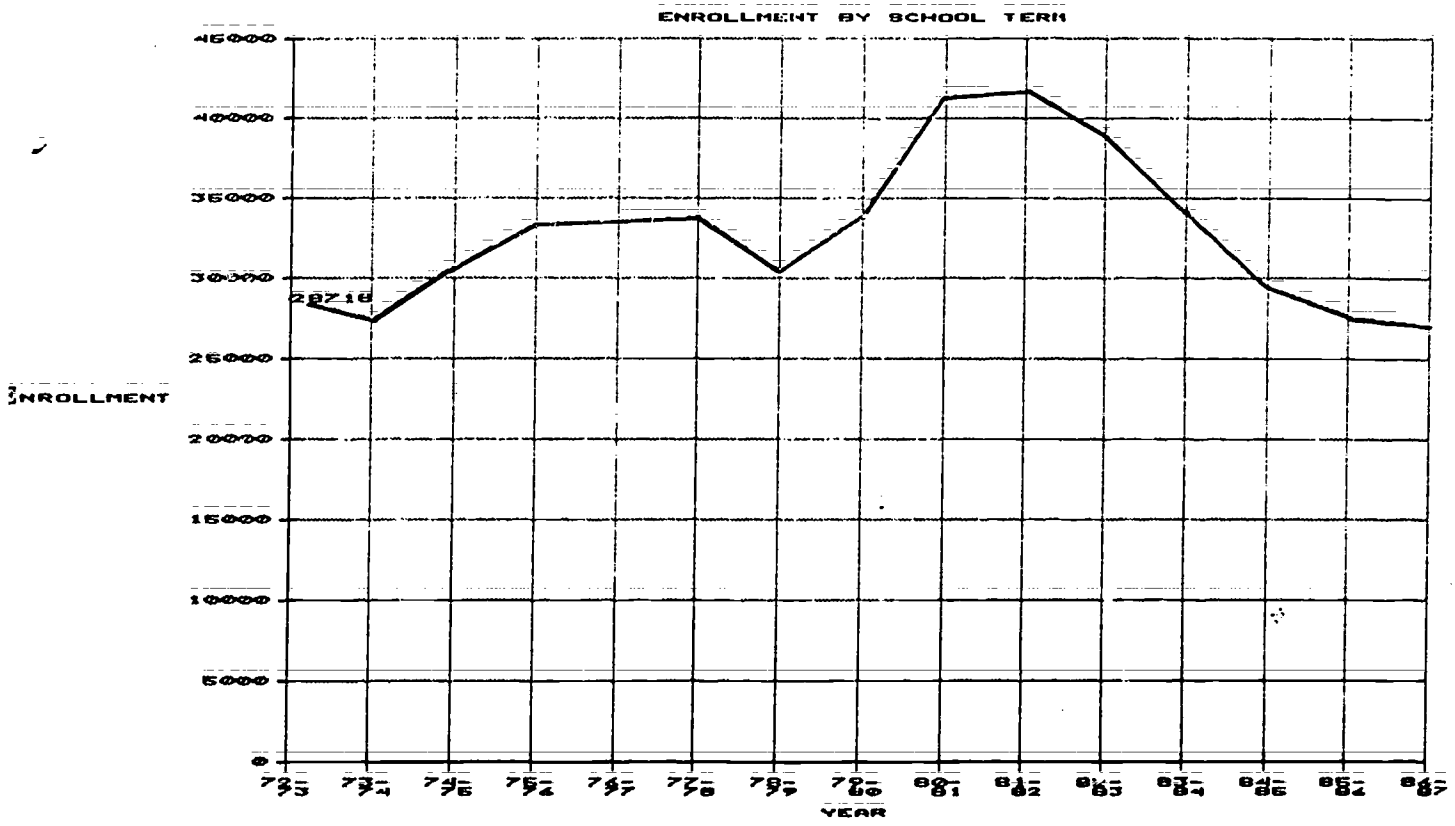
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National economic policy is not expected to become more stimulative in the future. The unemployment rate will probably plateau to about 7.0% during 1986. A turning point in the economy is not foreseen, but The Conference Board's 1986 "Labor Outlook" does not expect a recession. Its projections for unemployment are flat at current levels.

In light of the overall economic and PCCD enrollment picture, this may be an ideal time for Peralta to conduct a Community Needs Assessment Survey to determine whether its population service base should be expanded to include those individuals, businesses, and industries currently underserved by Peralta.

The level of poverty in Oakland is also higher than in much of the Bay Area. The majority of the welfare recipients in Alameda County are Oakland residents.

- o In August 1986, of all the AFDC, GA or Refugee Assistance recipients in Alameda County, 65% resided in Oakland.

- o 15% of Oakland's population was either on AFDC, GA or Refugee Assistance. In addition, as of March 1986 18% of Oakland's residents received both food stamps and Medi-Cal.

- o Over 50% of Peralta District students are residents of Oakland. As a result, the high level of poverty in Oakland is likely to be reflected by the income levels of Peralta's students.

This level of poverty in Peralta's service area could result in an increase in enrollment because of the GAIN legislation. However, since the enrollment growth cap is set at approximately 1% of the prior year's ADA, Peralta would need approximately 150 ADA before it exceeds its enrollment cap. The GAIN legislation allows for the payment of training costs if a district exceeds its cap due to GAIN participant enrollment. However, the exact impact of this program has yet to be determined.

Table 9
Case Count by City in Alameda County
August 1986

City	1984 Population	AFDC/FG Cases	AFDC/U Cases	AFDC/FC Cases	GA Cases	REFS Cases	TOTAL CASH Cases	TOTAL CASH Persons
Alameda	74,900	593	43	33	45	70	785	1,706
Albany	15,300	87	16	8	10	7	127	281
Berkeley	106,500	1,657	99	83	197	40	2,076	4,582
Castro Valley	44,011	222	13	46	4	9	295	603
Dublin	15,500	49	4	1	2	1	57	122
Emeryville	3,970	137	8	4	14	2	165	386
Fremont	143,200	869	75	170	30	79	1,223	2,524
Hayward	98,700	2,215	237	153	103	214	2,921	6,793
Livermore	51,900	365	34	65	10	2	475	1,050
Newark	35,600	423	32	50	15	25	544	1,263
Oakland	351,600	15,823	1,647	877	2,320	874	21,540	52,785
Piedmont	10,550	5	0	8	0	0	13	23
Pleasanton	38,350	147	11	34	1	2	195	383
San Leandro	77,845	656	42	60	25	28	812	1,733
San Lorenzo	20,545	163	12	12	9	4	200	414
Union City	45,950	659	96	49	18	55	878	2,306
Other	N/A	147	11	745	1	11	916	988
Total	1,134,421	24,216	2,383	2,398	2,805	1,422	33,224	77,943

Source: Alameda County Social Services Agency

CONCLUSION

The Bay Area is one of the healthiest regions economically in the country. While many other areas of the country are experiencing decreasing population and slow economic growth, the Bay Area is exceeding national averages in both population growth and economic growth. However, economic growth in the 80's has been slower than in the 60's and 70's.

Most of the economic growth in the Bay Area will be concentrated in the outlying areas of the region: Santa Clara County, Solano County, Sonoma County, Southern Alameda County, Eastern Contra Costa County, Marin County, and Napa County. Northern Alameda County is an older, more mature part of the Bay Area. While jobs in the Oakland-Berkeley-Alameda areas may grow by as much as 18.7% by the year 2005, this is still far less than the employment gains projected for the surrounding areas.

Job growth for the Bay Area will continue in the Service, Trade, Manufacturing, Construction, and F.I.R.E. (Finance, Insurance and Real Estate) areas. The job growth in these areas will not be as widespread or as vigorous as in the outlying areas. The increase in jobs will coincide with an increase in the labor force participation of women. Many of the new jobs in the Bay Area will be in positions traditionally occupied by women.

The size of the population in Northern Alameda County (the Peralta District area in the Bay Area) will remain stable during the next two decades. Minorities should become a larger percentage of Peralta's Northern Alameda County population as they will for all of California.

The average age of the Bay Area's population will increase as the Bay Area's population becomes older. The number of persons age 30 and over as well as the number of senior citizens will increase significantly. This will increase the demand for senior citizen services and for health care. The reverse transfer student and the older student may be more visible on community college campuses than they have been in the past.

The number of younger persons between the age of 20-29 will decline throughout the next two decades. The migration of a new population of minorities may offset the decline in the number of native born students entering college for the first time. The pool of first time freshmen who are recent high school graduates, therefore, should not decrease at least until the year 2005.

It is expected that in the future, the average household size will decrease, indicating that more people will choose to remain single and that more children will be raised in single parent families. Community colleges may experience an additional burden as a result of an increasing number of women

entering and re-entering the workforce.

National economic policy is not expected to become more stimulative in the future. Instead, unemployment rates are projected to remain relatively constant at current levels. It appears that Peralta's enrollment has, to some degree, a direct relationship with the unemployment rate, i.e., a low unemployment rate is accompanied by a low enrollment number and vice versa. Thus, the unemployment rate could be used as a factor in predicting Peralta's enrollment.

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