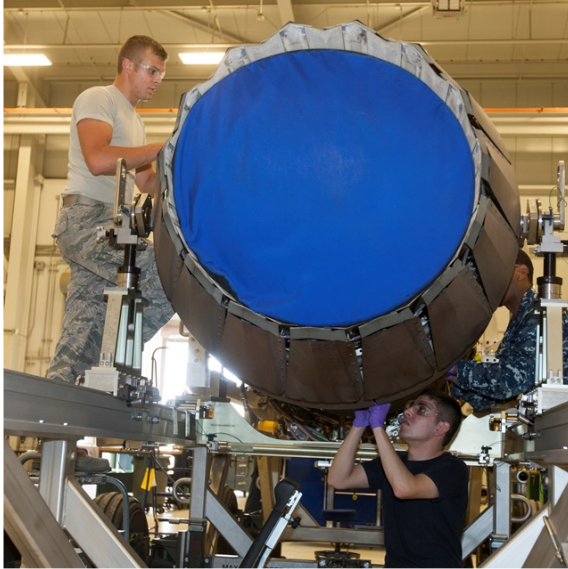


FEBRUARY 2017



ECONOMIC DEVELOPMENT STRATEGIC PLAN

ROSAMOND, CA

DRAFT

ACKNOWLEDGEMENTS

TIP Strategies would like to thank the many individuals who participated in the creation of this Economic Development Strategic Plan. We are especially grateful to the community and business leaders in Rosamond who contributed their time and input throughout this planning process. Their expertise helped us gain a deep understanding of the community's assets and opportunities. We are also thankful for the US Department of Defense Office of Economic Adjustment for their visionary investments and support which helped make this project a reality. We also want to thank the leadership and staff of Kern County and the Kern EDC for their essential support, guidance, and feedback during the development of this plan.

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This is an incomplete list and will need to be completed before the document is finalized and released.

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ECONOMIC DEVELOPMENT STRATEGIC PLAN

INTRODUCTION

Kern County and community leaders in the unincorporated community of Rosamond, California completed a visioning effort for the community's downtown business area in 2011. The project area is bordered by Rosamond Boulevard (north), Orange Street (south), 20th Street (west), and Sierra Highway (east).

The three-month project built on previous countywide planning processes. The Rosamond vision planning process consisted of stakeholder interviews followed by a daylong workshop and design charrette. The draft Vision Plan was presented at a second workshop in June and the final document, Rosamond Downtown Business District Community Vision Plan, was presented to the community in July 2011.

In 2014, Kern County applied for and received funding from the Department of Defense's Office of Economic Adjustment for an economic diversification study intended to guide investment in the east county area. Besides a regional East Kern Economic Diversification Plan, the project included an economic development strategy for each of the participating communities, Rosamond among them.

Rather than start anew and to make the best use of the grant funds and community members' time, the consulting team proposed—and the County and community agreed—that the best approach was to revisit and update the 2011 Rosamond Downtown Business District Community Vision Plan.

From July through September, the consulting team met individually and with groups to:

- discuss and update the status of each of the recommended action items in the 2011 Vision Plan;
- confirm that the vision and goals are still valid; and
- prioritize unfinished and/or new projects.

2016 REAFFIRMATION OF ROSAMOND VISION

The following characteristics, taken directly from the 2011 Rosamond Downtown Business District Community Vision Plan (page 3-1), summarize the community's vision for the project area and were affirmed by community members in 2016.

LAND USE AND CHARACTER

Restaurant Row: add café seating facing the town square.

INFRASTRUCTURE AND CIRCULATION IMPROVEMENTS

Enhance pedestrian connections: expand opportunities for safe routes to schools and future connections to regional trail networks.

PROJECTS AND BIG IDEAS

Create a gathering place: divert Diamond Street to a square, playhouse, and plaza.

PROGRAMS AND POLICIES

Enhance residential streetscape: implement a fencing program for all residential properties.

SITUATIONAL ANALYSIS

The following findings are taken from the 2011 visioning project, 2016 site visits, focus groups, community meetings, and personal interviews.

- There is a lack of available and improved land to accommodate future growth; less than 10% of Kern County land is available for development.
- Kern County's population is forecasted to reach 1 million by 2020. Rosamond's population is expected to increase by 3.6% by 2020.
- Desired physical and policy improvements to downtown are safety-related as well as economic. Improvements in the 2011 and 2017 plans include sidewalks and curbs, street lighting, parking, traffic calming, improved building facades, landscaping, parks, and education programs.
- Desired additions to downtown include places for youth and community gatherings (farmer markets, festivals, concerts, etc.), and hometown retailers (small movie theatre, shops).
- Challenges in the business district include the recent increase of medical marijuana dispensaries, limited visibility of downtown business district to draw travelers, ability to increase tax revenue, business leakage to Lancaster, and vacant land.
- There is a significant opportunity to capitalize on the commuter traffic (to/from EAFB, Lancaster, Palmdale, greater Los Angeles) by developing new retail, restaurants, and housing in Rosamond.

2017-2021 IMPLEMENTATION

Given that Rosamond has no dedicated staff and very limited resources, community organizations and volunteers made excellent progress on the 2011 Vision Plan. Two of the highest priority items—street lighting and diagonal parking—were accomplished. Many other projects are underway.

Rosamond depends heavily on community-minded volunteers and the County of Kern to complete the priority projects and enact and enforce policy. The action items presented here are intended to help Rosamond volunteers and community organizations work cooperatively with County elected officials and staff to continue moving forward towards the downtown vision established in 2011, an improved business climate, and expanded economic opportunities.

The following pages outline the projects that were identified as priority (within 5 years) in the 2011 Rosamond Vision Plan. This 2017 implementation plan documents the accomplishments that have been made to date and lists the actions recommended for 2017. These implementation actions are in keeping with the original 2011-2021 Vision Plan and the priorities that were agreed upon at the July 2016 Rosamond community meeting (listed below).

- Lighting on Diamond Street
- Enforced speed limit on Diamond Street
- Regulate medical marijuana dispensaries
- Skateboard park
- Youth Center on C Street
- National Main Street Program
- Code Compliance
- Downtown Zoning
- Attention from KEDC on industrial development
- Bank/Financial Institution
- Restrooms at community center on Diamond Street

2017 IMPLEMENTATION, ROSAMOND STRATEGY

Each of the 2011 actions are accompanied by documentation of their original priority as assigned in 2011, progress from 2011 to 2016, and any new activities needed to move the actions forward in 2017. The following symbols are used to provide an at-a-glance description of the status for each action:

2011-16 STATUS	 No Activity	 Completed	 Underway
2017 ACTIONS	 Actions Assigned	 No Actions Required	

ACTION 1: Establish a unified wayfinding signage plan.

2017 ACTION ITEMS

Continue conversations with County offices and reinforce Rosamond's interest in a wayfinding signage plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
Now		

ACTION 2: Design and establish a central pedestrian plaza with amenities.

A \$10,000 grant from the RenewBiz program and community equipment donations built a stage. Rosamond is currently pursuing a \$1 million grant for a covered outdoor community center and a venue to host events, farmers markets, concerts, etc. The facilities will be located on the Chamber-owned lot next to their office. Rosamond will need County assistance to maintain the park.

2017 ACTION ITEMS

- Upon successful grant award, work with the County to develop and issue an RFP for site and building plans and construction.
- Reach an agreement with the County to maintain the park.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

ACTION 3: Incorporate parks and recreation (gym, swimming pool).

Rosamond Community Services Water District opened the swim park for the 2016 summer season (May through August).

2017 ACTION ITEMS

Meet with Water District to determine their plans for making the park available in 2017.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

ACTION 4: Explore possibility of Sheriff's Substation in downtown.

A Sheriff Substation was located in Rosamond at the time of the initial community meeting (July 2016). Subsequently it has closed, and activities are handled out of the Mojave Substation (14 miles away) until a new Rosamond location can be found. The community has seen an increase in property crime and drug activity over the last two years.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
Now		

2017 ACTION ITEMS

- Continue to lobby the County and Sheriff's Department for a local substation.
- Collect data on property and personal crimes to support the need.
- Identify an appropriate location and help to secure a substation downtown.

ACTION 5: Explore reducing the Sierra Highway speed limit to 25 mph.

At the July 2016 meeting, the community agreed that reducing the speed limit on Sierra Highway, a major commuter road, was not feasible. A greater concern is that, even with the newly completed build outs, speeding problems on Diamond Street still need to be addressed.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
Now		

2017 ACTION ITEMS

Discuss potential solutions and estimate costs with Sheriff's Department, County Roads, and Traffic Engineers. Present two or three of the most viable traffic calming techniques to the County for consideration on Diamond Street. For example:

- Speed bumps or rumble strips approaching intersections have been found to be more effective than flashing warning signs at crosswalks.
- Changes in pavement color and texture and raised crossings can be attractive and effectively slow traffic.
- Center medians, planters, and trees create a pinch point for traffic, narrow drivers' visual fields, and reduce pedestrian crossing distances.
- Marked bike lanes serve to narrow the roadway.

ACTION 6: Connect downtown to regional bike routes.

No bike routes are established, but they are under consideration by Kern County Walk Ride. The County is applying for a grant and will consider adding Rosamond bike paths to the plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
Now		

2017 ACTION ITEMS

Continue conversations with County offices and reinforce Rosamond's interest in establishing bike routes.

ACTION 7: Establish a youth facility on C Street.

A skateboard park was temporarily located on school district property. Ramps and pieces are in storage and could be installed when a new location is identified.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

2017 ACTION ITEMS

- Family Faith Center was identified as a possible location for youth activities; contact the Pastor or church leaders to offer assistance.
- Identify two or three potential sites for a skateboard park.
- Work with County Planning and Parks & Recreation Departments to assess traffic, access, parking, visibility, neighboring uses, property drainage, landscaping needs, security, operations, and management.
- Identify and contact property owners for potential donation or low-cost property lease.

ACTION 8: Explore opportunity for park/amphitheater

2017 ACTION ITEMS

- See Action #2

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs	➔	✓

ACTION 9: Develop a landscape and streetscape master plan for downtown.

Much has been done towards accomplishing this task. Bulb outs and landscaping were installed on Diamond Street corners. Solar streetlights were acquired and an agreement with the County to install and maintain the lights is pending.

2017 ACTION ITEMS

- See Action #5

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs	➔	✓

ACTION 10: Prepare an infrastructure needs assessment

2017 ACTION ITEMS

- Continue conversations with County offices and elected officials to further document necessary infrastructure improvements.
- Approach East Kern County communities to gauge interest in requesting the County prepare and submit an East Kern-specific Comprehensive Economic Development Strategy (CEDS). Infrastructure projects must be included in an EDA-approved CEDS to receive EDA funding.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs	●	✓

ACTION 11: Implement diagonal parking with landscaping buffers on Diamond Street.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs	★	✗

ACTION 12: Explore additional stop signs throughout downtown.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs	●	✓

ACTION 13: Determine appropriate locations for right and left turn lanes.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs	●	✓

ACTION 14: Incorporate bicycle lanes and bicycle/pedestrian improvements.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs	●	✓

ACTION 15: Improve pedestrian connectivity with multi-use paths on Sierra Highway.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		✓

ACTION 16: Explore additional public transit stops.

2017 ACTION ITEMS

- Continue conversations with County offices and elected officials to reinforce Rosamond's interest in continued safety and traffic calming improvements.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		✓

ACTION 17: Initiate a downtown small business recruitment program.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
Now		✓

ACTION 18: Develop a self-initiated Main Street Program.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
Now		✓

ACTION 19: Encourage community events and festivals.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
Now		✓

ACTION 20: Establish public art/*art in-lieu of fees*.

2017 ACTION ITEMS

- Continue conversations with County offices, elected officials, KEDC, GAVEA, and SBDC to reinforce Rosamond's interest in creating a dynamic business district with a mix of national chains and locally owned shops and amenities for residents and commuters.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		✓

ACTION 21: Implement a residential fencing program.

2017 ACTION ITEMS

- See Action #30.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		✓

ACTION 22: Develop façade improvement program

The Chamber is promoting a new cycle of the RenewBIZ grant program in which \$300,000 was allocated for this endeavor.

2017 ACTION ITEMS

- Continue promoting and take full advantage of allocated funds.
- Offer assistance where appropriate and necessary by connecting grantees with County resources (SBDC, contractors, volunteers, etc.).

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		✓

ACTION 23: Promote educational opportunities and programs.

2017 ACTION ITEMS

- Continue conversations with the County, elected officials, K-12 schools, and Cerro Coso Community College to reinforce Rosamond's interest in expanding the educational programs for students and itinerate workers.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

ACTION 24: Review zoning code, and identify changes to allow preferred development.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

ACTION 25: Prepare architectural design guidelines.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

ACTION 26: Implement a rural preservation policy to maintain small lot residential development.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

ACTION 27: Implement an outdoor dining ordinance.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

ACTION 28: Create energy-efficient development guidelines.

2017 ACTION ITEMS

- Continue conversations with County staff and elected officials to see to it that zoning changes, codes, and policies are made according to the 2011 Vision Plan and 2017 updated priorities.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

ACTION 29: Develop policy to regulate medical marijuana dispensary locations.

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

ACTION 30: Enforce code compliance in residential neighborhoods.

- Community meeting participants voiced frustration at the difficulties faced by County officers in their code enforcement and compliance efforts.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
1-5 Yrs		

2017 ACTION ITEMS

- Continue lobbying County staff and elected officials to enforce new and existing regulations put in place to ensure the safety of Rosamond residents, workers, businesses, and visitors.
- Present potential solutions to the County. For example, as part of (or in lieu of) code compliance for the “No Dumping” signs, demonstrate Rosamond residents’ support for a residential fencing program.
- In light of a recent increase of medical marijuana dispensaries in downtown Rosamond, enlist the Sheriff Department and lobby the County to enact and enforce zoning and codes to limit or eliminate the sale of medical marijuana in residential neighborhoods and the downtown business district.

ACTION 31: Incorporate a community college presence.

An Antelope Valley College satellite campus was established at the Rosamond High School for engineering courses, GED completion, and other coursework.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
5-10 Yrs	★	✓

2017 ACTIONS:

- Continue action as described in 2011 Vision Plan.

ACTION 32: Attract developers for small retail/commercial businesses.

Dollar Store, Rite Aid, Walgreens have established locations in Rosamond.

2011 PRIORITY	2011-16 STATUS	2017 ACTIONS
5-10 Yrs	●	✓

2017 ACTION ITEMS

- Enlist the Kern Economic Development Corporation (KEDC) and the Greater Antelope Valley Economic Alliance (GAVEA) in efforts to attract developers and commercial and industrial employers.
- Make sure KEDC and GAVEA know the types of companies, employers, and services that are needed and desired in Rosamond (e.g. a bank).
- Notify KEDC and GAVEA of properties (land and buildings) that are available for sale or development.
- Be available to assist KEDC and GAVEA with data collection, proposals, and site visits for prospective new businesses.

30-60-90 DAY LAUNCH SCHEDULE

The following launch schedule is provided as a guide to organizing and initiating 2017 activities.

30 DAYS

Organize for Implementation.

Establish a chairperson and task force for the top three to five projects.

Rosamond depends on community volunteers to successfully implement these activities. To avoid “volunteer burn-out” engage as many people as you can. Those who are already involved in the economic and community development of Rosamond should look for every opportunity to invite others to participate. Allow for varying levels of participation and time commitment. Consider inviting participation from: business owners, commercial property owners, retirees, students, and workers (including commuters).

For each task force, establish a profile that will inform potential volunteers of the services, knowledge or expertise needed; the time commitment required (hours per day or month, for X number of weeks or months); and opportunities to donate services, tools, or products.

60-90 DAYS

Meet with relevant partners.

Chairpersons and at least one member of the task force should contact the external partners that are relevant to the successful implementation of the projects (e.g.: County departments, District Supervisor, KEDC, GAVEA, School District, individuals, etc.) to review the projects, action items, schedules, and timelines. The objective is to get buy-in and establish reasonable timelines for accomplishing the activities.

QUARTERLY

Communicate with residents, local businesses, external partners, and Kern County Supervisors and Departments on the status of implementation, including any challenges the task force is having. Brainstorm possible solutions.

ANNUALLY

Monitor achievements, update statuses, record performance metrics, and reaffirm or establish new goals/projects.

APPENDIX A: ECONOMIC ASSESSMENT & SWOT ANALYSIS

To provide a foundation for the planning process, TIP conducted an assessment of demographic and economic factors that impact Rosamond's competitiveness. Our economic assessment provides a quantitative understanding of the demographic and economic trends impacting the community. Except where specified, the data in this section is for the 93560 ZIP Code, which covers Rosamond.

SWOT ANALYSIS

In addition to our review of economic and demographic data, our understanding of Rosamond was informed by discussions with local community and business leaders. Based on this work, as well as our experience working in communities across the US, we have developed an analysis of the community's strengths, weaknesses, opportunities, and threats, commonly referred to as a SWOT analysis. The results of this analysis are outlined below.



STRENGTHS

- Proximity to Edwards AFB, Mojave Air & Spaceport, and Lancaster/Palmdale
- Rosamond Municipal Advisory Council
- Willow Springs International Raceway
- Exotic Feline Breeding Compound



WEAKNESSES

- Lack of municipal city government is a barrier because it limits resources (financial and political) available to influence local economic development



OPPORTUNITIES

- Rosamond Vision Plan recommendations and funding for improvements
- Rosamond Boulevard pedestrian path
- Planned development of new Flight Test Museum



THREATS

- Unregulated "pot shops" proliferating throughout community were identified as a significant threat during the September community meeting in Rosamond

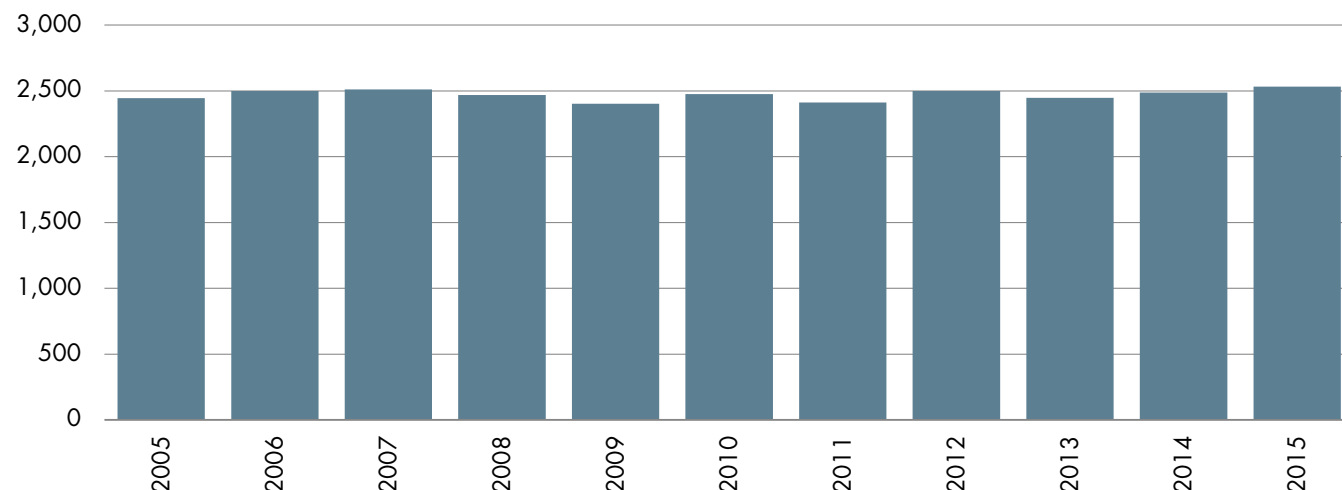
BUSINESS, INDUSTRY, & EMPLOYMENT TRENDS

EMPLOYMENT

Total employment in Rosamond has been stable, hovering around 2,500 jobs since 2005. During the 2008-2009 recession the community lost about 100 jobs, however, these jobs were quickly recovered. Employment levels in Rosamond reached a new peak of 2,532 jobs in 2015, representing two straight years of positive growth.

FIGURE 1. EMPLOYMENT TRENDS, 2005-2015

TOTAL ANNUAL EMPLOYMENT IN ROSAMOND (93560)



Source: EMSI 2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Job growth in Rosamond was relatively flat between 2010 and 2015 at just 2.2 percent. However, this pace was in line with the rate of growth for East Kern as a whole. Rosamond's median wage of \$23.55 per hour is higher than the US median (\$20.82), but roughly comparable to the state and many of the other East Kern communities.

FIGURE 2. EMPLOYMENT & WAGES

EMPLOYMENT CHANGE, 2010-2015 & MEDIAN HOURLY WAGE, 2015

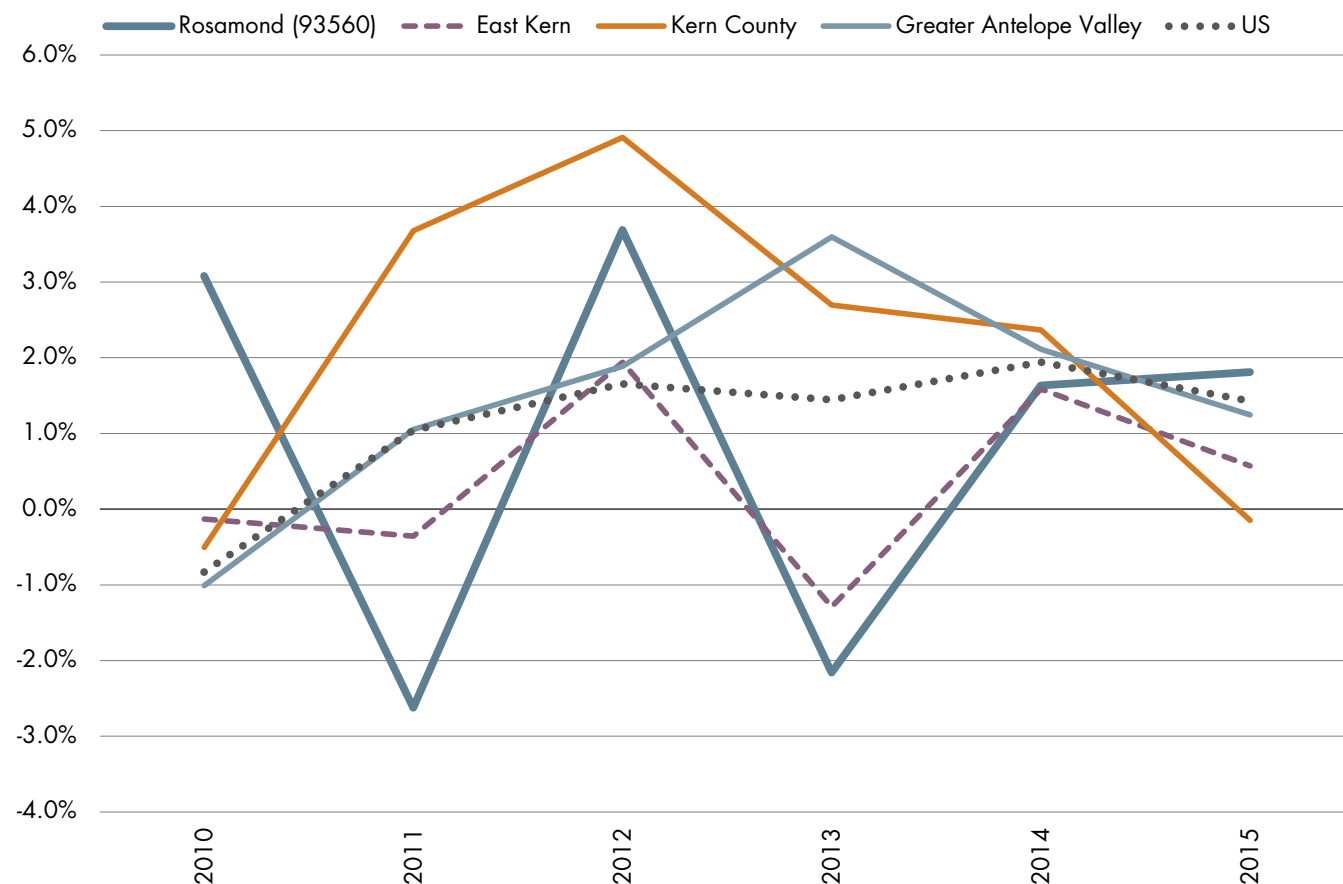
Geography	2010	2015	2010 to 2015		Median Hourly Wage
			Net Chg.	% Chg.	
Boron (93516)	1,047	1,268	+221	+21.1%	\$21.86
Kern County	304,055	347,169	+43,114	+14.2%	\$19.81
California	16,565,942	18,392,737	+1,826,795	+11.0%	\$23.28
Greater Antelope Valley	106,645	117,602	+10,957	+10.3%	\$22.17
US	144.2 M	155.3 M	+11.2 M	+7.7%	\$20.82
Tehachapi (93531 & 93561)	5,741	6,013	+272	+4.7%	\$21.01
East Kern	28,754	29,456	+702	+2.4%	\$24.17
Rosamond (93560)	2,477	2,532	+55	+2.2%	\$23.55
Ridgecrest (93527 & 93555)	11,586	11,772	+186	+1.6%	\$24.48
Mojave (93501)	2,828	2,812	-16	-0.6%	\$23.64
California City (93505)	2,414	2,384	-30	-1.2%	\$27.82

Source: EMSI 2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed. Median hourly wages above the US average are shaded.

Annual job growth in Rosamond has generally followed the overall trend in East Kern, alternating between net losses (2011 and 2013) and net gains (2012, 2014, and 2015). In 2015, the rate of job growth in Rosamond ranked second-fastest among East Kern communities. With an increase of 1.8 percent from 2014, Rosamond's growth rate was behind that of California City (3.3 percent), but comparable to the East Kern rate.

FIGURE 3. EMPLOYMENT TRENDS, 2010-2015

ANNUAL JOB GROWTH RATE (PERCENT CHANGE FROM PRIOR YEAR)



Source: EMSI 2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Federal government and education employment in Rosamond accounts for more than half of all jobs in the community. In addition to the public sector, Rosamond stands out with a higher share of jobs in arts, entertainment, and recreation industries and a lower share of jobs in healthcare compared to East Kern.

FIGURE 4. INDUSTRY DISTRIBUTION (% OF TOTAL), 2015
COMPARISON OF ROSAMOND (93560) WITH SELECTED GEOGRAPHIES AND US

NAICS Code & Description	Rosamond (93560)	East Kern	Kern County	Greater Antelope Valley	US
9011 Federal govt. (civilian)	31.9%	21.1%	2.9%	7.5%	1.9%
61 Education	21.1%	8.0%	8.8%	8.0%	9.4%
44-45 Retail trade	9.9%	10.4%	9.7%	15.9%	10.6%
72 Lodging, restaurants, & bars	8.2%	8.3%	6.6%	10.5%	8.5%
71 Arts, entertainment, & recreation	5.2%	1.2%	0.9%	0.8%	1.7%
23 Construction	3.9%	3.0%	6.2%	4.6%	5.4%
81 Personal & other services	3.5%	4.7%	3.6%	5.7%	4.9%
53 Property sales & leasing	2.4%	1.7%	1.2%	1.8%	1.7%
62 Healthcare & social assistance	2.3%	9.3%	10.5%	19.2%	13.3%
22 Utilities	2.2%	0.8%	0.3%	0.3%	0.4%
31-33 Manufacturing	1.8%	4.6%	4.3%	3.0%	8.2%
56 Admin. & support services	1.8%	5.3%	4.6%	5.5%	6.3%
42 Wholesale trade	1.6%	1.5%	2.8%	1.5%	3.9%
54 Professional services	1.5%	8.2%	3.6%	5.9%	6.4%
48-49 Transportation & warehousing	1.4%	2.3%	2.9%	2.7%	3.4%
9039 Local govt.	0.6%	2.9%	3.8%	2.8%	3.6%
11 Agriculture & forestry	0.2%	0.0%	18.0%	0.1%	1.3%
21 Mining (incl. oil & gas)	0.2%	2.4%	3.4%	0.6%	0.5%
51 Information	0.2%	0.5%	0.8%	0.9%	1.9%
52 Finance & insurance	0.2%	1.5%	1.7%	2.0%	3.9%
9029 State govt.	0.2%	1.7%	2.2%	0.6%	1.5%
55 Corporate & regional offices	0.0%	0.3%	1.0%	0.1%	1.4%

Source: EMSI 2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Note: Figures exclude military and unclassified employment. Education includes public schools, colleges, and universities. Healthcare & social assistance includes public hospitals. The three largest industries in each geography are highlighted.

Location quotient (LQ) analysis can provide an understanding of an area's relative strengths. A review of LQs for Rosamond confirms the community's high employment concentrations in the federal government sector, as evidenced by its LQ of 16.83. Other industry sectors with above-average levels of employment in the community include utilities (LQ of 6.66); arts, entertainment, and recreation (3.15); education (2.24), and property sales and leasing (1.41). By contrast, Rosamond's relatively low LQ of 0.22 for professional services suggest there may be room for expansion in this sector. The professional services sector encompasses a range of firms that provide services requiring specific skills and expertise (such as legal advice, accounting, scientific services, and others) and which play a key role in the support of other sectors.

LOCATION QUOTIENT (LQ) ANALYSIS is a statistical technique used to suggest areas of relative advantage based on a region's employment base. LQs are calculated as an industry's share of total local employment divided by the same industry's share of employment at the national level. If the local industry and national industry are perfectly proportional, the LQ will be 1.00. LQs greater than 1.25 are presumed to indicate a comparative advantage; those below 0.75 suggest areas of weakness but may also point to opportunities for expansion or attraction.

FIGURE 5. CONCENTRATION OF EMPLOYMENT BY SECTOR, 2015

LOCATION QUOTIENT (LQ) ANALYSIS BY SECTOR, US=1.00

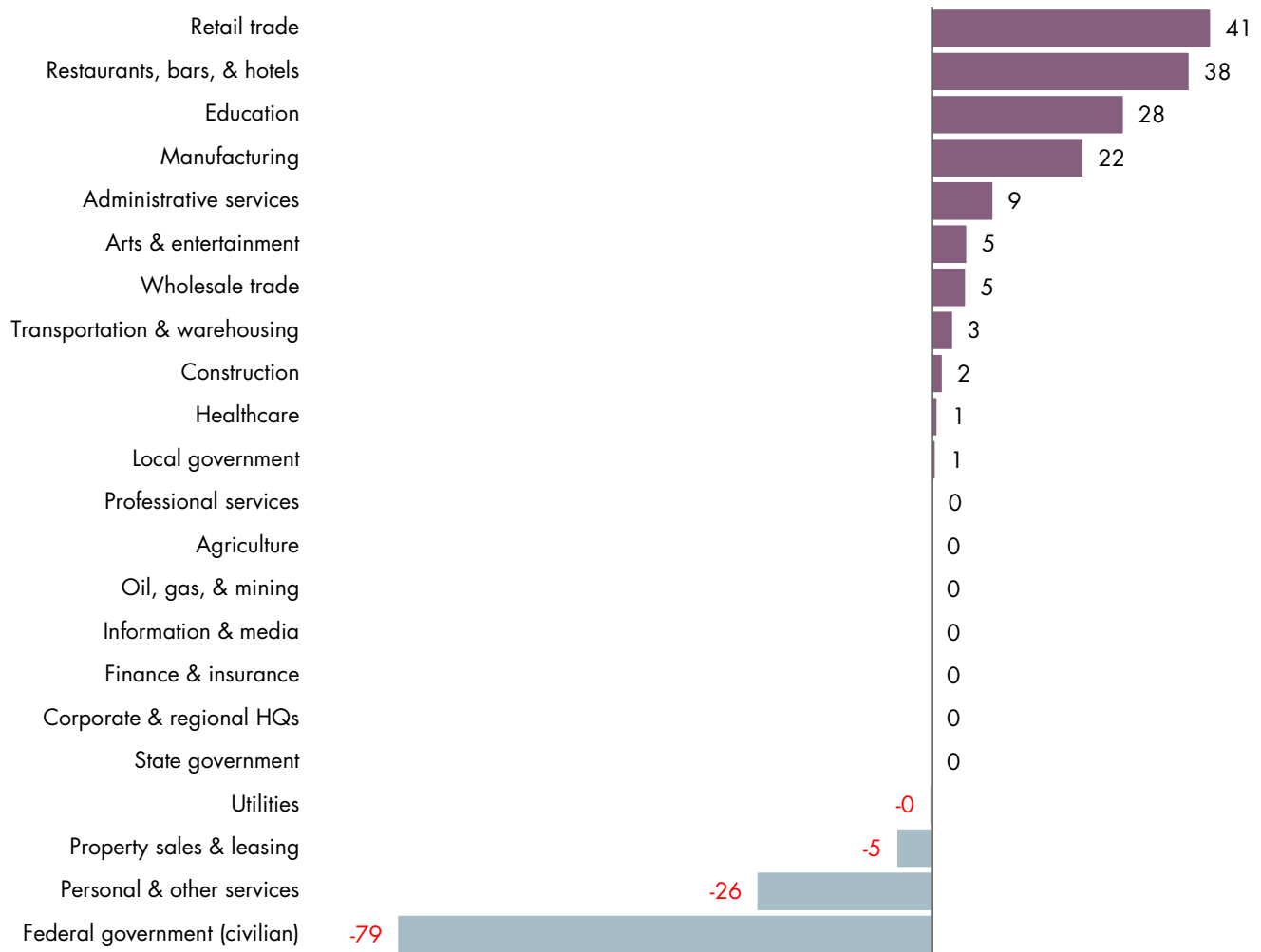
NAICS Code & Description	Rosamond (93560)	East Kern	Kern County	Greater Antelope Valley	US
9011 Federal govt. (civilian)	16.83	11.23	1.55	4.03	1.00
22 Utilities	6.66	2.23	0.87	0.81	1.00
71 Arts, entertainment, & recreation	3.15	0.72	0.58	0.53	1.00
61 Education	2.24	0.85	0.94	0.85	1.00
53 Property sales & leasing	1.41	1.03	0.72	1.07	1.00
72 Lodging, restaurants, & bars	1.00	1.02	0.82	1.26	1.00
44-45 Retail trade	0.97	1.05	0.96	1.51	1.00
81 Personal & other services	0.67	0.90	0.70	1.15	1.00
23 Construction	0.64	0.50	1.05	0.86	1.00
48-49 Transportation & warehousing	0.42	0.70	0.89	0.78	1.00
42 Wholesale trade	0.39	0.38	0.70	0.37	1.00
56 Admin. & support services	0.27	0.81	0.71	0.85	1.00
9029 State govt.	0.25	1.19	1.58	0.38	1.00
31-33 Manufacturing	0.23	0.52	0.51	0.35	1.00
54 Professional services	0.22	1.20	0.53	0.90	1.00
62 Healthcare & social assistance	0.18	0.70	0.79	1.44	1.00
9039 Local govt.	0.17	0.81	1.08	0.77	1.00
52 Finance & insurance	0.09	0.37	0.42	0.51	1.00
21 Mining (incl. oil & gas)	0.07	4.93	6.15	1.31	1.00
51 Information	0.05	0.30	0.50	0.49	1.00
11 Agriculture & forestry	0.02	0.02	14.89	0.07	1.00
55 Corporate & regional offices	0.00	0.20	0.67	0.07	1.00

Source: EMSI 2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Note: Figures exclude military and unclassified employment. Education includes public schools, colleges, and universities. Healthcare & social assistance includes public hospitals. LQs greater than 1.25 are presumed to show competitive advantage and are highlighted.

Job growth in sectors fueled by consumer spending, including retail and restaurants, bars, and hotels, have offset losses in federal government employment in Rosamond since 2010. Manufacturing is also a bright spot for the community, even with only 22 net new jobs between 2010 and 2015, considering many communities are struggling to retain employment in this key sector.

FIGURE 6. EMPLOYMENT TRENDS BY SECTOR, 2010-2015
NET CHANGE IN JOBS BY SECTOR IN ROSAMOND (93560)



Source: EMSI 2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Note: Figures exclude military and unclassified employment. Education includes public schools, colleges, and universities. Healthcare & social assistance includes public hospitals.

RETAIL LEAKAGE

Rosamond households spend an estimated \$237 million annually on retail and food and beverage purchases. A comparison with estimated sales by local retailers suggest the majority of that spending (72 percent) is occurring outside the community. Nearly all retail categories where data is available for the 93560 ZIP Code are experiencing leakage outside the community, suggesting a number of opportunities for starting or expanding a retail business. The most significant market opportunities for capitalizing on unmet demand based on these estimates are motor vehicles and parts (\$40 million), general merchandise (\$33 million), and food and beverage stores (\$15 million).

FIGURE 7. RETAIL GAP ANALYSIS
ROSAMOND (93560)

Retail Sector	NAICS	Estimated Retail Sales of Area Stores (Supply)	Estimated Retail Purchases of Area Residents (Demand)	Retail Leakage/ Surplus	Leakage/ Surplus Percent
Total Retail Sales Incl. Food & Drink		\$66,392,308	\$236,868,007	-\$170,475,699	72.0%
Motor Vehicle & Parts Dealers	441	\$8,682,736	\$48,562,202	-\$39,879,466	82.1%
Automobile Dealers	4411	\$6,792,972	\$40,410,426	-\$33,617,454	83.2%
Other Motor Vehicle Dealers	4412	\$439,651	\$5,338,843	-\$4,899,192	91.8%
Auto Parts, Accessories & Tire Stores	4413	\$1,450,113	\$2,812,933	-\$1,362,820	48.4%
Furniture & Home Furnishings Stores	442	\$588,904	\$7,238,183	-\$6,649,279	91.9%
Furniture Stores	4421	\$588,904	\$4,053,277	-\$3,464,373	85.5%
Home Furnishings Stores	4422	\$0	\$3,184,906	-\$3,184,906	100.0%
Electronics & Appliance Stores	443	\$409,429	\$11,238,878	-\$10,829,449	96.4%
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,728,512	\$9,570,568	-\$6,842,056	71.5%
Bldg Material & Supplies Dealers	4441	\$2,286,474	\$8,542,360	-\$6,255,886	73.2%
Lawn & Garden Equip & Supply Stores	4442	\$442,038	\$1,028,208	-\$586,170	57.0%
Food & Beverage Stores	445	\$26,151,516	\$40,685,960	-\$14,534,444	35.7%
Grocery Stores	4451	\$25,193,604	\$34,953,134	-\$9,759,530	27.9%
Specialty Food Stores	4452	\$457,115	\$3,728,948	-\$3,271,833	87.7%
Beer, Wine & Liquor Stores	4453	\$500,797	\$2,003,878	-\$1,503,081	75.0%
Health & Personal Care Stores	446	\$2,688,900	\$14,211,374	-\$11,522,474	81.1%
Gasoline Stations	447	\$7,852,258	\$13,464,772	-\$5,612,514	41.7%
Clothing & Clothing Accessories Stores	448	\$531,617	\$14,264,525	-\$13,732,908	96.3%
Clothing Stores	4481	\$531,617	\$10,330,774	-\$9,799,157	94.9%
Shoe Stores	4482	\$0	\$1,548,877	-\$1,548,877	100.0%
Jewelry, Luggage & Leather Goods Stores	4483	\$0	\$2,384,874	-\$2,384,874	100.0%

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FIGURE 7. RETAIL GAP ANALYSIS (continued)

Retail Sector	NAICS	Estimated Retail Sales of Area Stores (Supply)	Estimated Retail Purchases of Area Residents (Demand)	Retail Leakage/ Surplus	Leakage/ Surplus Percent
Sporting Goods, Hobby, Book & Music Stores	451	\$688,240	\$6,266,372	-\$5,578,132	89.0%
Sporting Goods/Hobby/Musical Instr Stores	4511	\$451,928	\$5,438,978	-\$4,987,050	91.7%
Book, Periodical & Music Stores	4512	\$236,312	\$827,394	-\$591,082	71.4%
General Merchandise Stores	452	\$401,814	\$33,100,575	-\$32,698,761	98.8%
Department Stores Excluding Leased Depts.	4521	\$0	\$22,055,539	-\$22,055,539	100.0%
Other General Merchandise Stores	4529	\$401,814	\$11,045,036	-\$10,643,222	96.4%
Miscellaneous Store Retailers	453	\$1,765,765	\$11,021,244	-\$9,255,479	84.0%
Florists	4531	\$58,899	\$412,672	-\$353,773	85.7%
Office Supplies, Stationery & Gift Stores	4532	\$108,750	\$1,571,971	-\$1,463,221	93.1%
Used Merchandise Stores	4533	\$116,709	\$735,569	-\$618,860	84.1%
Other Miscellaneous Store Retailers	4539	\$1,481,407	\$8,301,032	-\$6,819,625	82.2%
Nonstore Retailers	454	\$4,140,550	\$5,076,090	-\$935,540	18.4%
Electronic Shopping & Mail-Order Houses	4541	\$1,532,702	\$4,144,513	-\$2,611,811	63.0%
Vending Machine Operators	4542	\$0	\$119,965	-\$119,965	100.0%
Direct Selling Establishments	4543	\$2,607,848	\$811,612	\$1,796,236	221.3%
Food Services & Drinking Places	722	\$9,762,067	\$22,167,264	-\$12,405,197	56.0%
Full-Service Restaurants	7221	\$5,023,220	\$12,358,793	-\$7,335,573	59.4%
Limited-Service Eating Places	7222	\$4,738,847	\$8,966,489	-\$4,227,642	47.1%
Special Food Services	7223	\$0	\$471,915	-\$471,915	100.0%
Drinking Places - Alcoholic Beverages	7224	\$0	\$370,067	-\$370,067	100.0%

Source: ESRI Community Analyst

HOUSING INDICATORS

The distribution of owner-occupied (53.0%) and renter-occupied (30.5%) housing in Rosamond is similar to East Kern as a whole, and not much different from the US. Rosamond's vacancy rate of 16.5 percent falls above the US, but below several other communities in the region. Rosamond was the only East Kern community with median rents estimated to be in excess of \$800 per month. At \$842, the community's estimated median rent is also not far from the median contract rent of \$896 for the Greater Antelope Valley and is perhaps related to newer housing in the area.

FIGURE 8. HOUSING CHARACTERISTICS
SELECTED INDICATORS, RANKED BY % VACANT

Geography	Total Housing Units	% Owner Occupied	% Renter Occupied	% Vacant	Median Contract Rent	Median Yr. Structure Built
Boron (93516)	1,259	39.2%	27.8%	33.0%	\$561	1959
California City (93505)	6,117	48.1%	28.7%	23.3%	\$638	1991
Mojave (93501)	2,360	42.8%	39.0%	18.2%	\$571	1975
East Kern	48,191	53.2%	29.4%	17.4%	\$725	1984
Rosamond (93560)	7,307	53.0%	30.5%	16.5%	\$842	1992
Tehachapi (93531 & 93561)	13,334	59.5%	24.6%	15.9%	\$774	1987
Ridgecrest (93527 & 93555)	15,985	56.2%	29.8%	14.0%	\$701	1980
US	132.7 M	56.3%	31.2%	12.5%	\$767	1976
Greater Antelope Valley	172,738	56.2%	32.0%	11.9%	\$896	1986
Kern County	287,775	51.2%	38.4%	10.4%	\$746	1981
California	13,781,929	50.1%	41.4%	8.5%	\$1,138	1974

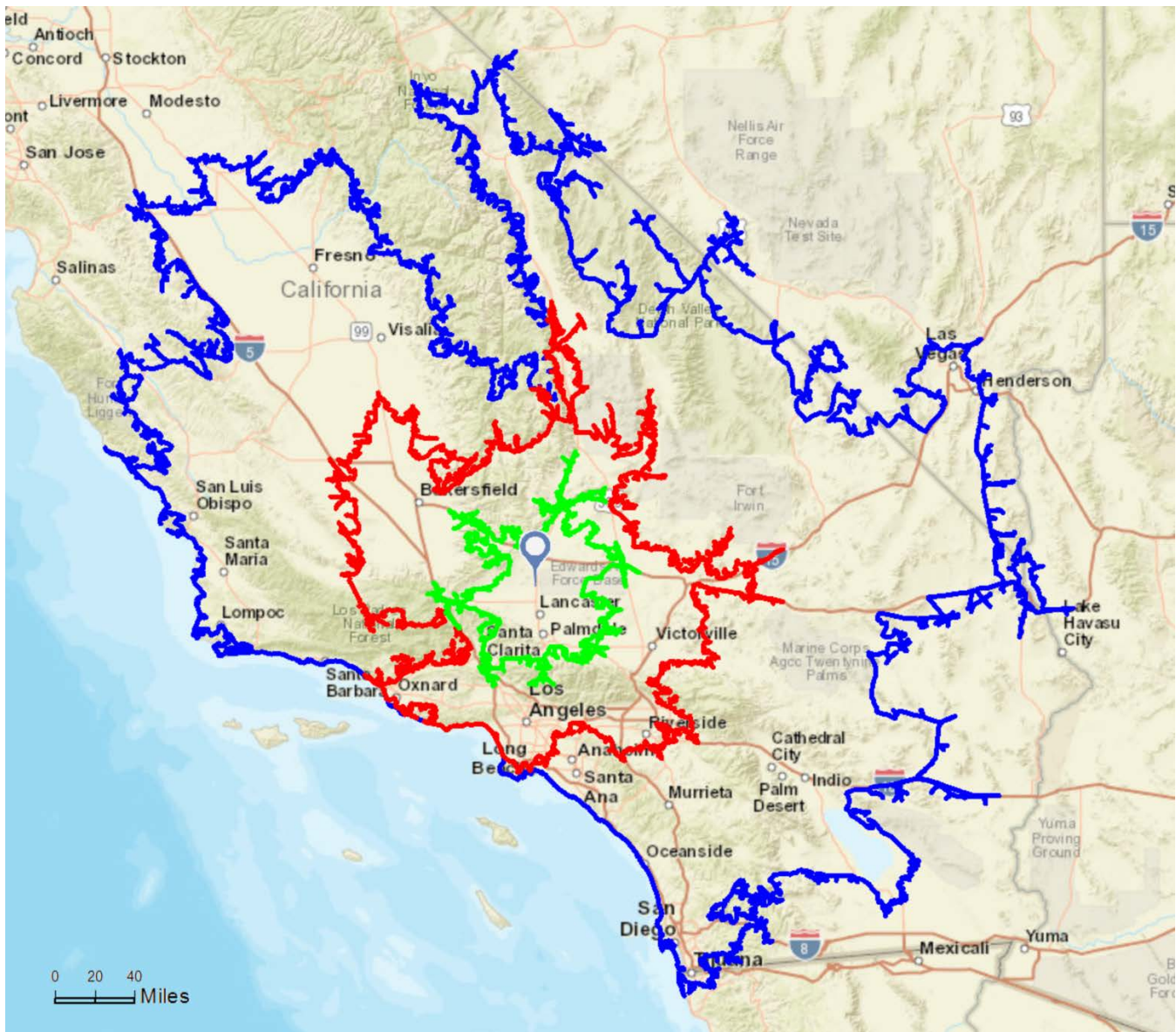
Source: US Census Bureau, 2010-2014 American Community Survey 5-Year Estimates (accessed via ESRI Community Analyst). Shaded figures are above the US average (median rent) or more recent than US (median year built).

MARKET ACCESS

Businesses operating in Rosamond have access to growing markets in the region. Nearly 639,000 people live in a one-hour drive time from the community, a 5 percent gain in population from 2010. There are 13.6 million people living within a two-hour drive time from Rosamond and 27.5 million within four hours.

FIGURE 9. DRIVE TIME MAP: ROSAMOND

ZIP CODES WITHIN 1-, 2-, & 4-HOUR DRIVE TIMES FROM ROSAMOND



Source: ESRI Community Analyst

Rosamond's one-hour drive time market was tied for the second-fastest growth rate (5.2 percent) between 2010 and 2016 among the East Kern communities included in this analysis. The one-hour drive time population increased by more than 31,000 people, second only to Tehachapi in numeric terms.

FIGURE 10. MARKET ACCESS

POPULATION LIVING IN ZIP CODES WITHIN 1-, 2-, & 4-HOUR DRIVE TIMES OF EACH COMMUNITY

1 HOUR

Geography	2010	2016	2010 to 2016	
			Net Chg.	% Chg.
Tehachapi	874,066	929,606	+55,540	+6.4%
Rosamond	607,199	638,756	+31,557	+5.2%
Mojave	544,491	569,639	+25,148	+4.6%
California City	414,164	431,520	+17,356	+4.2%
Boron	372,399	391,943	+19,544	+5.2%
Ridgecrest	46,832	48,136	+1,304	+2.8%

2 HOURS

Geography	2010	2016	2010 to 2016	
			Net Chg.	% Chg.
Rosamond	13,059,979	13,559,907	+499,928	+3.8%
Mojave	9,373,018	9,736,283	+363,265	+3.9%
Boron	6,908,695	7,224,771	+316,076	+4.6%
California City	5,252,195	5,478,493	+226,298	+4.3%
Tehachapi	4,654,457	4,858,354	+203,897	+4.4%
Ridgecrest	1,198,858	1,253,281	+54,423	+4.5%

4 HOURS

Geography	2010	2016	2010 to 2016	
			Net Chg.	% Chg.
Rosamond	26,280,775	27,518,233	+1,237,458	+4.7%
Boron	26,216,513	27,476,390	+1,259,877	+4.8%
Mojave	25,936,745	27,170,207	+1,233,462	+4.8%
California City	25,856,592	27,084,228	+1,227,636	+4.7%
Ridgecrest	25,365,524	26,586,529	+1,221,005	+4.8%
Tehachapi	25,049,873	26,203,551	+1,153,678	+4.6%

Source: ESRI Community Analyst

WORKFORCE TRENDS & CHARACTERISTICS

Rosamond is among East Kern's youngest and fastest-growing communities in percentage terms. The median age in Rosamond is 33.4 years, making the area considerably younger than East Kern (36.9 years), the state (35.8 years), and the US (38.0 years). Rosamond's 2010-2016 population growth rate of 3.7 percent ranked second in the region, behind Mojave (6.4 percent), and was nearly double East Kern's growth rate during the period (2.0 percent).

FIGURE 11. POPULATION & MEDIAN AGE
POPULATION CHANGE, 2010-2016 & MEDIAN AGE, 2016

Geography	2010	2016	2010 to 2016		Median Age
			Net Chg.	% Chg.	
Mojave (93501)	5,408	5,753	+345	6.4%	34.9
Kern County	839,631	888,823	+49,192	5.9%	31.3
US	308.7 M	323.6 M	+14.8 M	4.8%	38.0
California	37,253,956	38,986,171	+1,732,215	4.6%	35.8
Greater Antelope Valley	495,354	517,023	+21,669	4.4%	33.0
Rosamond (93560)	18,850	19,548	+698	3.7%	33.4
Ridgecrest (93527 & 93555)	35,023	35,899	+876	2.5%	37.9
California City (93505)	14,054	14,361	307	2.2%	35.2
East Kern	114,449	116,749	+2,300	2.0%	36.9
Tehachapi (93531 & 93561)	35,149	35,260	+111	0.3%	40.6
Boron (93516)	2,295	2,200	-95	-4.1%	40.1

Source: ESRI Community Analyst (2016 forecast); US Census Bureau, Census 2010 (2010 figures). Median age higher than US is shaded.

Median household income in Rosamond is \$53,125, ranking the community among the region's wealthier areas, behind Tehachapi and Ridgecrest. Although Rosamond's poverty rate of 18.0 percent exceeds that of the state and US, it is still one of only three East Kern communities included in this analysis with rates under 20 percent.

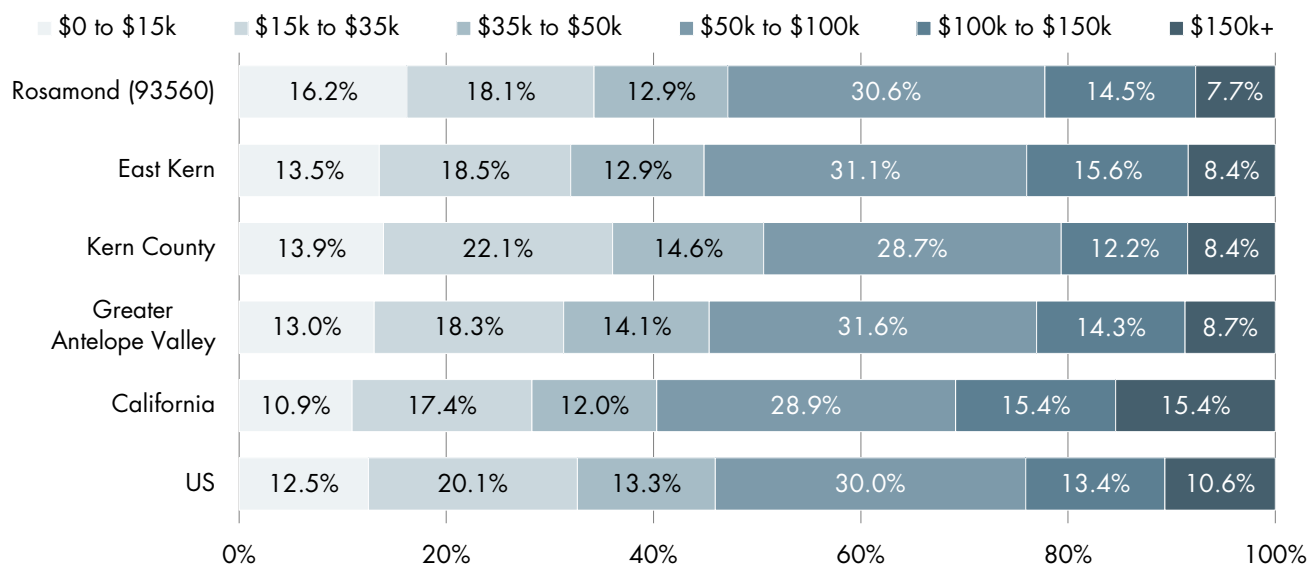
FIGURE 12. INCOME LEVELS
INCOME LEVELS, 2016 & POVERTY RATE, 2014

Geography	Median Household Income	Average Household Income	Per Capita Income	Poverty Rate
California	\$62,554	\$90,812	\$30,905	16.4%
Ridgecrest (93527 & 93555)	\$57,957	\$74,855	\$29,488	14.7%
US	\$54,149	\$77,008	\$29,472	15.6%
Tehachapi (93531 & 93561)	\$58,847	\$82,949	\$28,002	12.2%
East Kern	\$54,987	\$72,580	\$26,109	17.0%
Rosamond (93560)	\$53,125	\$67,216	\$22,677	18.0%
California City (93505)	\$51,824	\$63,378	\$22,322	23.9%
Greater Antelope Valley	\$54,580	\$71,887	\$22,318	20.4%
Kern County	\$49,123	\$68,628	\$21,178	23.4%
Boron (93516)	\$36,567	\$49,015	\$19,183	36.8%
Mojave (93501)	\$36,564	\$50,250	\$18,733	35.6%

Source: ESRI Community Analyst (2016 forecast); US Census Bureau, 2010-2014 American Community Survey 5-Year Estimates (poverty rate).

Rosamond's household income distribution largely mirrors East Kern; however, it has a larger share of households at the lower end of the scale. Approximately 16 percent of households in Rosamond have household incomes below \$15,000, a considerably larger portion than East Kern (13.5 percent). Rosamond also has a slightly smaller share of households with incomes above \$100,000 (22.2 percent) compared to East Kern as a whole (24.0 percent).

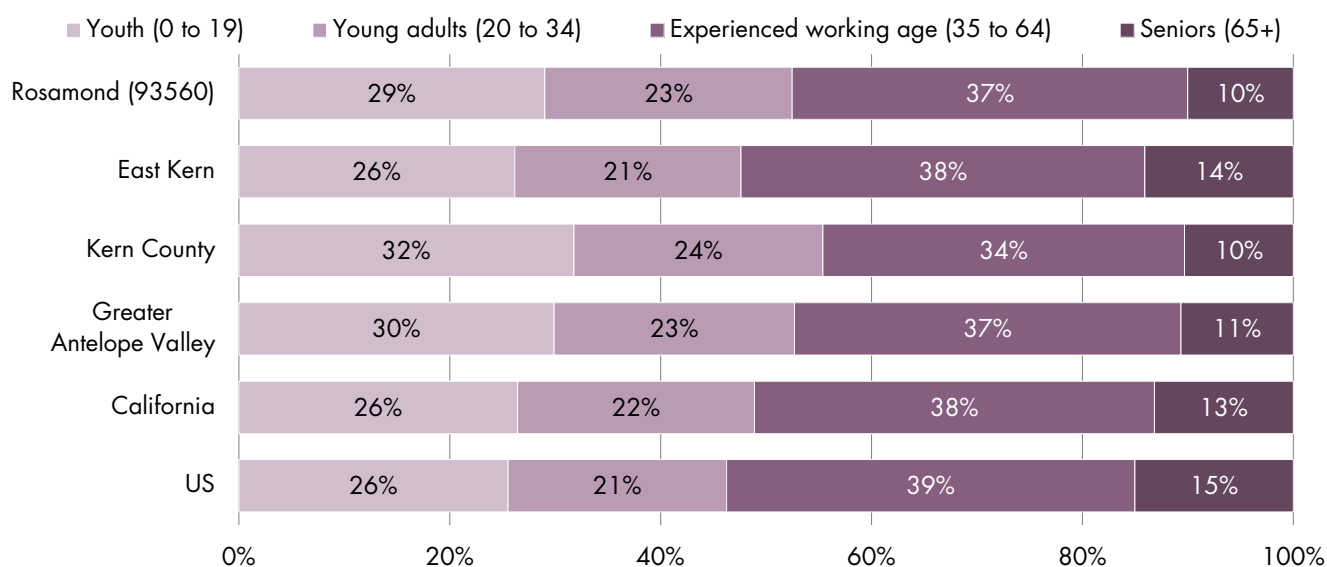
FIGURE 13. HOUSEHOLD INCOME DISTRIBUTION
SHARE OF HOUSEHOLDS BY SELECTED INCOME CATEGORIES



Source: 2010-2014 American Community Survey 5-Year Estimates (DP-02).

Rosamond's age distribution tracks closer to Kern County and the Greater Antelope Valley than it does East Kern. Ten percent of Rosamond's population is age 65 or older and 29 percent is under the age of twenty.

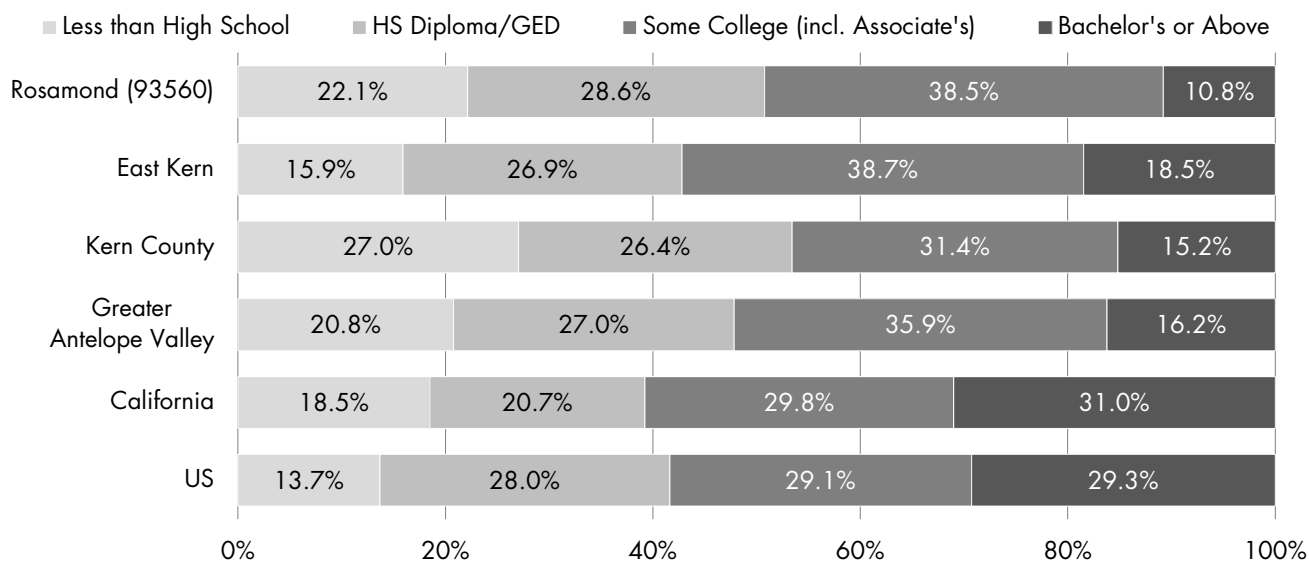
FIGURE 14. AGE STRUCTURE
SHARE OF POPULATION BY SELECTED AGE GROUPS



Source: ESRI Community Analyst

Rosamond's educational attainment levels generally trail the region, state, and US. Roughly 11 percent of Rosamond residents age 25 or older have a bachelor's degree or higher, compared with 18.5 percent of East Kern adult residents and roughly 30 percent for the state and US. However, like the East Kern region, Rosamond has a significant share of adult residents that have completed some level of postsecondary education, including associates degrees, suggesting an important area of skilled workers and a potential focus for local workforce development efforts.

FIGURE 15. EDUCATIONAL ATTAINMENT
HIGHEST LEVEL OF ATTAINMENT, POPULATION AGE 25+



Source: 2010-2014 American Community Survey 5-Year Estimates (DP-02).

Rosamond's labor force participation rate of 56.6 percent is among the higher rates found in the East Kern region. The most recent unemployment rate available from the US Census Bureau for Rosamond is 12.9 percent (2014), which is higher than state and national rates, but comparable to East Kern as a whole.

FIGURE 16. LABOR FORCE & UNEMPLOYMENT
LABOR FORCE, UNEMPLOYMENT & LABOR FORCE PARTICIPATION RATES

Geography	Population Age 16+	Labor Force	Unemployment	Unemployment Rate	Labor Force Participation Rate
Boron (93516)	1,664	627	165	26.3%	37.7%
California City (93505)	10,595	5,751	1,345	23.4%	54.3%
Mojave (93501)	3,928	2,210	497	22.5%	56.3%
Greater Antelope Valley	373,976	209,844	27,778	13.2%	56.1%
Kern County	630,972	372,092	49,041	13.2%	59.0%
Rosamond (93560)	14,843	8,401	1,085	12.9%	56.6%
East Kern	88,971	49,097	6,020	12.3%	55.2%
California	29,934,838	19,108,876	2,084,564	10.9%	63.8%
Ridgecrest (93527 & 93555)	27,036	16,835	1,668	9.9%	62.3%
US	248.8 M	159.0 M	14.5 M	9.1%	63.9%
Tehachapi (93531 & 93561)	28,197	13,570	1,118	8.2%	48.1%

Source: US Census Bureau, 2010-2014 American Community Survey 5-Year Estimates.

Education, training, and library occupations comprise the largest share of employment in Rosamond, accounting for 15 percent of the community's job base. This figure is more than twice the share the occupational group represents in the region, and nearly three times its share of total state and US employment. The next two largest occupational groupings are office and administrative support (10.7 percent) and food services (9.4 percent).

FIGURE 17. OCCUPATIONAL DISTRIBUTION (% OF TOTAL), 2015
COMPARISON OF ROSAMOND (93560) WITH SELECTED GEOGRAPHIES AND US

SOC Code & Description	Rosamond (93560)	East Kern	Kern County	Greater Antelope Valley	US
25 Education, Training, & Library	15.2%	6.0%	6.2%	5.6%	5.8%
43 Office & Administrative Support	10.7%	12.9%	11.2%	15.4%	15.4%
35 Food Preparation & Serving Related	9.4%	7.8%	6.5%	10.2%	8.4%
13 Business & Financial Operations	8.3%	7.5%	3.5%	4.9%	5.0%
41 Sales & Related	7.3%	8.4%	8.1%	12.1%	10.3%
49 Installation, Maintenance, & Repair	5.2%	5.5%	4.2%	3.6%	3.8%
53 Transportation & Material Moving	5.1%	6.2%	7.5%	5.8%	6.6%
17 Architecture & Engineering	5.1%	6.1%	2.2%	2.3%	1.7%
11 Management	4.7%	5.0%	4.9%	5.0%	5.5%
29 Healthcare Practitioners & Technical	4.1%	4.8%	3.9%	6.6%	5.4%
33 Protective Service	3.9%	4.0%	3.0%	2.2%	2.3%
47 Construction & Extraction	2.9%	3.4%	6.0%	3.8%	4.5%
39 Personal Care & Service	2.9%	3.6%	3.0%	4.5%	4.0%
37 Building/Grounds Cleaning & Maint.	2.5%	3.0%	3.1%	3.7%	3.9%
51 Production	2.4%	3.6%	3.6%	3.1%	6.1%
15 Computer & Mathematical	2.3%	3.7%	1.4%	2.5%	2.7%
27 Arts, Design, Entertainment, & Media	2.2%	1.5%	1.1%	1.3%	1.8%
19 Life, Physical, & Social Science	2.1%	2.0%	0.9%	1.1%	0.8%
31 Healthcare Support	1.4%	1.8%	2.0%	3.0%	2.8%
21 Community & Social Service	1.3%	2.1%	1.9%	2.4%	1.6%
23 Legal	0.6%	0.4%	0.4%	0.6%	0.8%
45 Farming, Fishing, & Forestry	0.4%	0.5%	15.4%	0.2%	0.8%

Source: EMSI 2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Note: Figures exclude military and unclassified employment. The three largest occupations in each geography are highlighted.

Location quotient (LQ) analysis reveals several important occupational groups where Rosamond has significantly higher job concentrations compared to the US, including many science, technology, education, and math (STEM) fields. Jobs in architecture and engineering, for example, are approximately three times more concentrated in Rosamond than the US as a whole (with an LQ of 3.02). Other occupational groups with LQs indicating above-average levels of concentration in Rosamond include education, training, and library (2.62); life, physical and social sciences (2.56); protective service (1.74); business and financial operations (1.67); installation, maintenance and repair (1.36); and arts, design, entertainment, and media (1.25).

FIGURE 18. CONCENTRATION OF EMPLOYMENT BY OCCUPATION, 2015
LOCATION QUOTIENT (LQ) ANALYSIS BY MAJOR GROUP, US=1.00

SOC Code & Description	Rosamond (93560)	East Kern	Kern County	Greater Antelope Valley	US
17 Architecture & Engineering	3.02	3.66	1.32	1.35	1.00
25 Education, Training, & Library	2.62	1.04	1.06	0.97	1.00
19 Life, Physical, & Social Science	2.56	2.45	1.07	1.31	1.00
33 Protective Service	1.74	1.76	1.32	0.98	1.00
13 Business & Financial Operations	1.67	1.51	0.70	0.98	1.00
49 Installation, Maintenance, & Repair	1.36	1.43	1.10	0.93	1.00
27 Arts, Design, Entertainment, & Media	1.25	0.83	0.60	0.72	1.00
35 Food Preparation & Serving Related	1.12	0.93	0.78	1.22	1.00
11 Management	0.86	0.92	0.90	0.92	1.00
15 Computer & Mathematical	0.84	1.36	0.51	0.92	1.00
21 Community & Social Service	0.82	1.29	1.18	1.46	1.00
53 Transportation & Material Moving	0.77	0.94	1.13	0.89	1.00
29 Healthcare Practitioners & Technical	0.75	0.88	0.73	1.22	1.00
41 Sales & Related	0.71	0.82	0.78	1.17	1.00
39 Personal Care & Service	0.71	0.90	0.74	1.11	1.00
43 Office & Administrative Support	0.70	0.84	0.73	1.00	1.00
23 Legal	0.68	0.52	0.43	0.67	1.00
47 Construction & Extraction	0.64	0.76	1.33	0.84	1.00
37 Building/Grounds Cleaning & Maint.	0.64	0.78	0.81	0.95	1.00
45 Farming, Fishing, & Forestry	0.54	0.62	20.11	0.27	1.00
31 Healthcare Support	0.51	0.65	0.72	1.08	1.00
51 Production	0.39	0.59	0.58	0.51	1.00

Source: EMSI 2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Note: Figures exclude military and unclassified employment. LQs greater than 1.25 are presumed to show competitive advantage and are highlighted.

COMMUTING PATTERNS

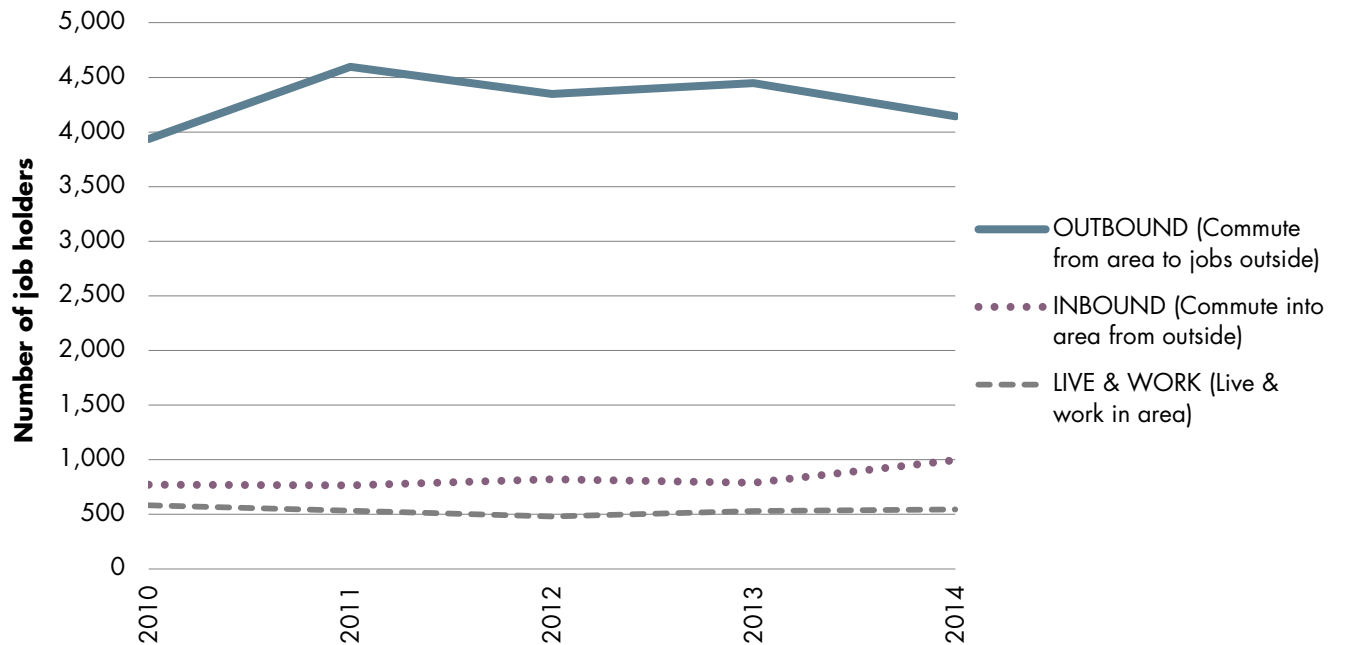
Rosamond is a net exporter of workers to the rest of the region. Eighty-eight percent of employed residents in the Rosamond area commute to jobs located outside the community. At the same time, Rosamond also draws in nearly 1,000 workers from outside the community; 65 percent of Rosamond jobs are filled by people living elsewhere in the region. This mismatch between the community's jobs and the skills of local residents suggests an opportunity to expand local employment opportunities in sectors that would allow more residents to remain in the community for work.

FIGURE 19. INFLOW/OUTFLOW FOR ROSAMOND (93560), 2014
FLOW OF WORKERS TO/FROM THE AREA



Source: US Census Bureau, Local Employment Dynamics.
Notes: Overlay arrows are for illustrative purposes and do not indicate directionality of worker flow between home and employment locations.

FIGURE 20. COMMUTING FLOWS, 2010–2014



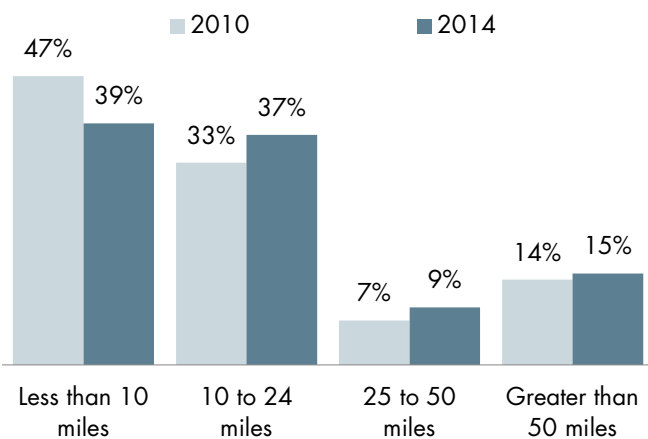
Source: US Census Bureau, Local Employment Dynamics.

Roughly three-quarters of people who work in Rosamond (76 percent) travel less than twenty-five miles during their commutes. However, that figure has declined slightly since 2010, when 80 percent of workers traveled this distance. Likewise, the share of those traveling twenty-five or more miles to work in Rosamond increased from 21 percent in 2010 to 24 percent in 2014.

Employed Rosamond residents are also traveling longer distances. The share of Rosamond residents commuting at least twenty-five miles to work has increased from 42 percent in 2010 to 49 percent in 2014. The majority of commuters are inbound from or outbound to a southward destination.

FIGURE 21. DISTANCE TRAVELED, 2010 VS. 2014
SHARE OF JOBHOLDERS

PEOPLE WHO WORK IN ROSAMOND (93560)

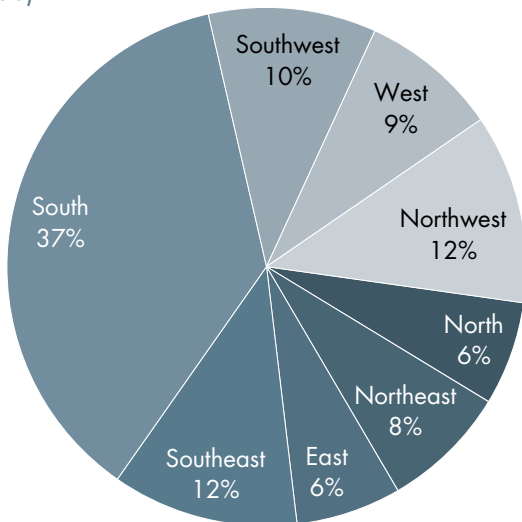


EMPLOYED PEOPLE WHO LIVE IN ROSAMOND (93560)



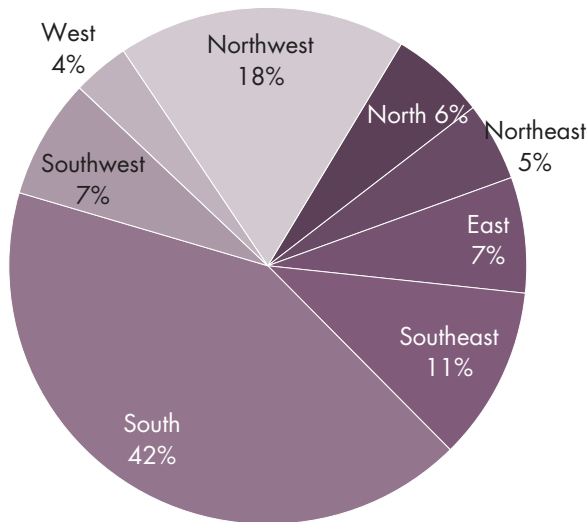
Source: US Census Bureau, Local Employment Dynamics.

FIGURE 22. DIRECTION TRAVELED FROM WORK TO HOME, 2014
SHARE OF PEOPLE THAT WORK IN ROSAMOND (93560)



Source: US Census Bureau, Local Employment Dynamics.

FIGURE 23. DIRECTION TRAVELED FROM HOME TO WORK, 2014
SHARE OF PEOPLE THAT LIVE IN ROSAMOND (93560)



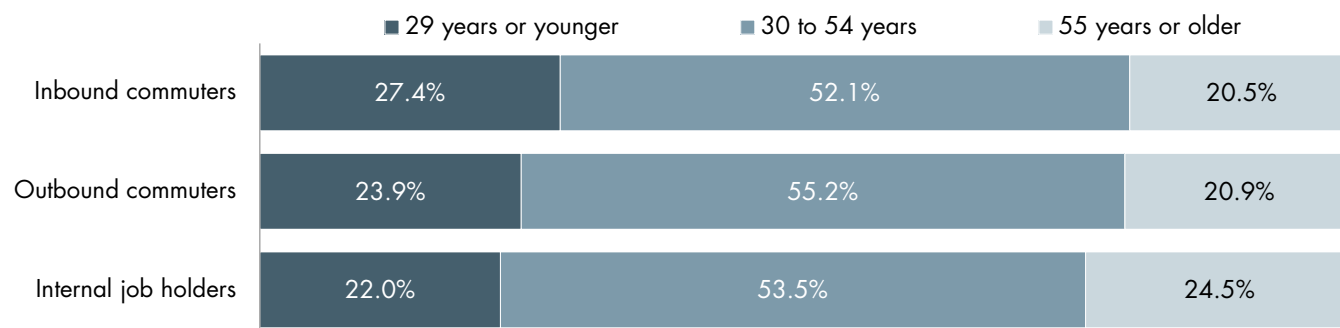
Source: US Census Bureau, Local Employment Dynamics.

FIGURE 24. SELECTED JOBHOLDER CHARACTERISTICS, 2014

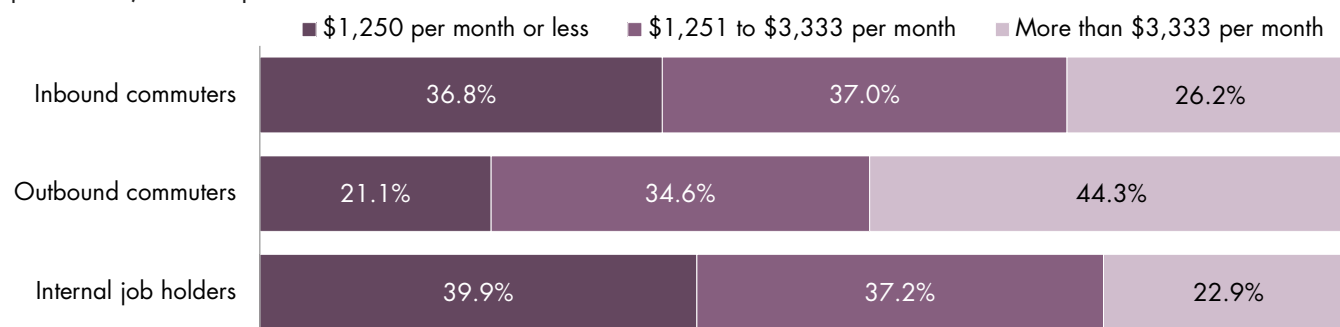
SHARE OF WORKERS BY TYPE OF COMMUTING FLOW

AGE

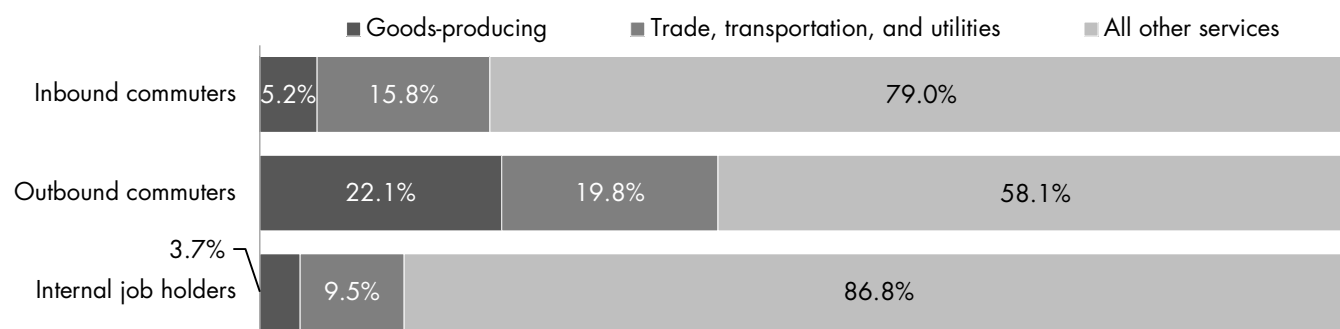
Internal jobholders, or people living and working in the Rosamond area, are more likely to be older workers (55+) compared to outbound and inbound commuters. Inbound commuters are more likely to be younger.

**EARNINGS**

Outbound commuters are more likely to be in higher-wage jobs compared to internal jobholders and inbound commuters. Approximately 44 percent of Rosamond residents commuting outside the area for work are in jobs that earn \$3,333 or more per month, compared to 23 percent of people living and working in Rosamond (internal jobholders) and 26 percent of inbound commuters.

**INDUSTRY CLASS**

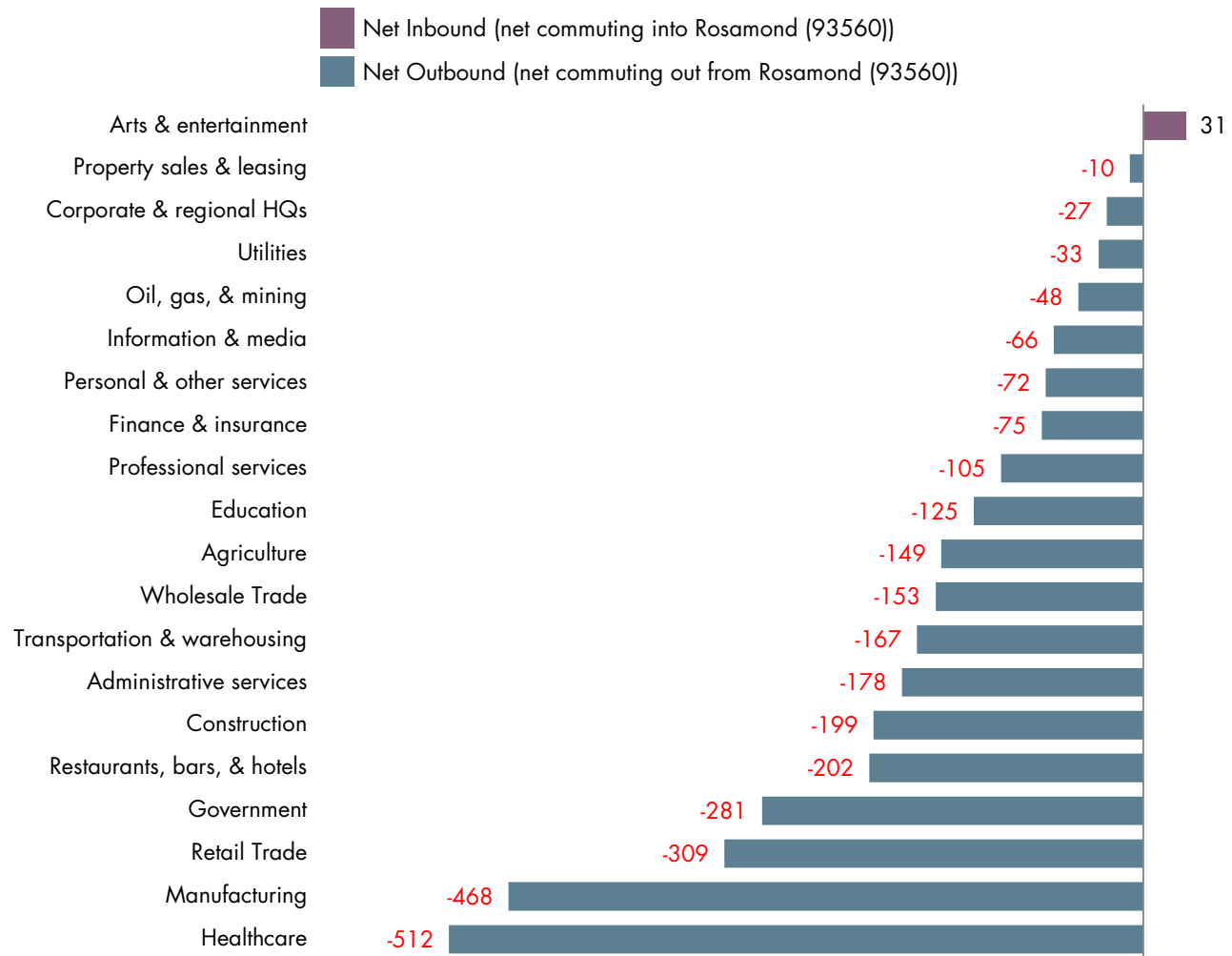
Commuting data suggests that many residents of the Rosamond area are commuting elsewhere for jobs in the manufacturing sector and other goods producing industries. Approximately 22 percent of outbound commuters are in goods producing industries, compared to 4 percent of internal jobholders and 5 percent of inbound commuters. An estimated 87 percent of people living and working in Rosamond are in the service sector.



Source: (all above) US Census Bureau, Local Employment Dynamics

Rosamond is a net importer of workers in arts and entertainment jobs and a net exporter of workers in every other major sector. In addition to healthcare, which has a net outbound flow in excess of 500 workers, employed Rosamond residents are drawn in large numbers to outside employment opportunities in manufacturing, retail, and government.

FIGURE 25. DAILY NET INFLOW/OUTFLOW OF WORKERS BY SECTOR, 2014
NET INBOUND/OUTBOUND COMMUTING FLOWS BY SECTOR



Source: US Census Bureau, OnTheMap Application, and LEHD Origin-Destination Employment Statistics

More than one-half of workers employed in the Rosamond area (93560) live in Rosamond (34.5 percent) or city of Lancaster (20.7 percent). Palmdale is the only other city with more than 100 residents working in Rosamond. Lancaster also draws a significant portion of its workforce from the Rosamond area. More than 900 employed Rosamond residents—20 percent of the total—commute to jobs located in the city of Lancaster.

FIGURE 26. LABORSHED & COMMUTE SHED DESTINATIONS, 2014

TOP 10 PLACES IN ROSAMOND'S LABORSHED (WHERE WORKERS LIVE) & COMMUTE SHED (WHERE EMPLOYED RESIDENTS WORK)

WHERE ROSAMOND (93560) WORKERS LIVE

City (Place)	Count	Share
1 Rosamond CDP, CA	532	34.5%
2 Lancaster city, CA	319	20.7%
3 Palmdale city, CA	144	9.3%
4 Los Angeles city, CA	45	2.9%
5 California City city, CA	32	2.1%
6 Quartz Hill CDP, CA	25	1.6%
7 Mojave CDP, CA	24	1.6%
8 Tehachapi city, CA	22	1.4%
9 Golden Hills CDP, CA	19	1.2%
10 San Diego city, CA	11	0.7%
All Other Locations	368	23.9%
Total	1,541	100.0%

WHERE EMPLOYED ROSAMOND (93560) RESIDENTS WORK

City (Place)	Count	Share
1 Lancaster city, CA	927	19.8%
2 Rosamond CDP, CA	536	11.4%
3 Palmdale city, CA	387	8.3%
4 Los Angeles city, CA	241	5.1%
5 Bakersfield city, CA	189	4.0%
6 Mojave CDP, CA	181	3.9%
7 Santa Clarita city, CA	106	2.3%
8 Edwards AFB CDP, CA	76	1.6%
9 Fresno city, CA	62	1.3%
10 California City city, CA	49	1.0%
All Other Locations	1,935	41.3%
Total	4,689	100.0%

Source: US Census Bureau, Local Employment Dynamics

Note: The commuting patterns analysis was conducted for the 93560 ZIP Code, not the Rosamond CDP, in order to be consistent with other data elements presented in this report. The discrepancy between the number of workers that live in the Rosamond CDP (532) and the number of employed Rosamond residents that work in the Rosamond CDP (536) is a result of the difference in the boundaries of the two geographies.

TIP strategies
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