



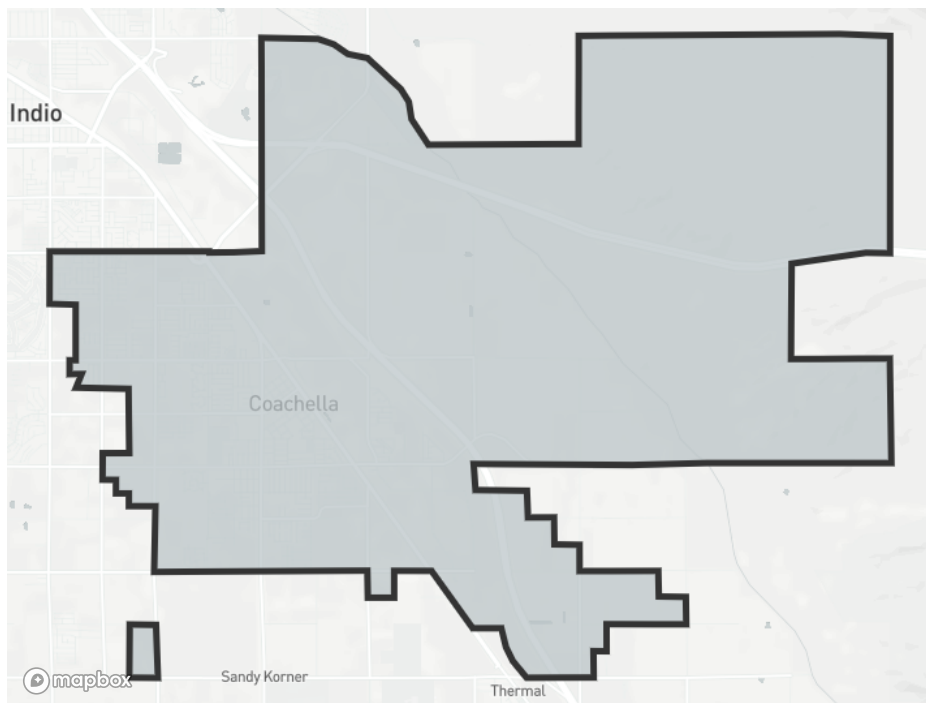
**City of Coachella**

**Agriculture Industry Impact Report**

**Economic Development Department**

**March 4, 2021**





© Mapbox © OpenStreetMap

Coachella, CA

**45,181**  
People

**Total Population**  
Coachella, CA

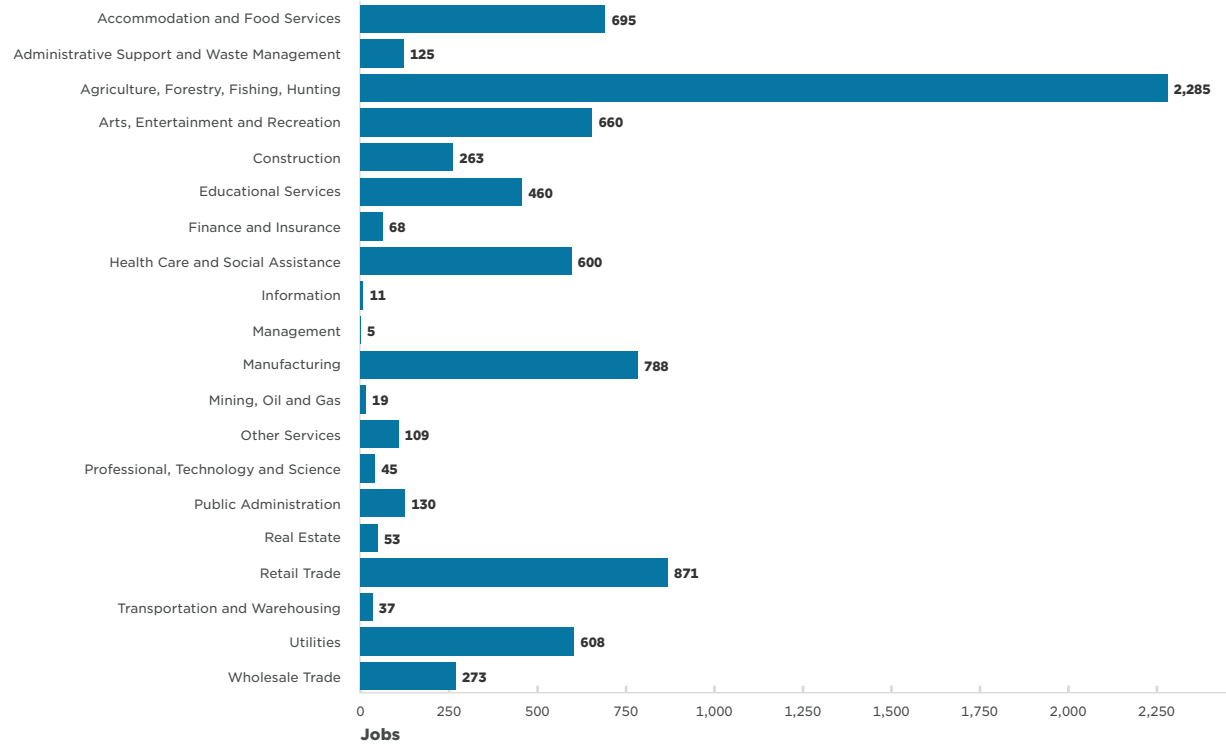
Sources: US Census ACS 5-year 2015-2019



Data for all businesses in area				Coachella cit...	
Total Businesses:				630	
Total Employees:				7,100	
Total Residential Population:				45,162	
Employee/Residential Population Ratio (per 100 Residents)				16	
by SIC Codes					
	Number	Percent		Number	Percent
Agriculture & Mining	22	3.5%		395	5.6%
Construction	43	6.8%		128	1.8%
Manufacturing	9	1.4%		305	4.3%
Transportation	20	3.2%		82	1.2%
Communication	7	1.1%		29	0.4%
Utility	2	0.3%		540	7.6%
Wholesale Trade	27	4.3%		1,933	27.2%
Retail Trade Summary	191	30.3%		1,655	23.3%
Home Improvement	6	1.0%		27	0.4%
General Merchandise Stores	10	1.6%		106	1.5%
Food Stores	30	4.8%		384	5.4%
Auto Dealers, Gas Stations, Auto Aftermarket	22	3.5%		180	2.5%
Apparel & Accessory Stores	11	1.7%		47	0.7%
Furniture & Home Furnishings	5	0.8%		23	0.3%
Eating & Drinking Places	60	9.5%		727	10.2%
Miscellaneous Retail	47	7.5%		161	2.3%
Finance, Insurance, Real Estate Summary	46	7.3%		394	5.5%
Banks, Savings & Lending Institutions	9	1.4%		48	0.7%
Securities Brokers	2	0.3%		253	3.6%
Insurance Carriers & Agents	8	1.3%		22	0.3%
Real Estate, Holding, Other Investment Offices	27	4.3%		71	1.0%
Services Summary	203	32.2%		1,531	21.6%
Hotels & Lodging	1	0.2%		2	0.0%
Automotive Services	30	4.8%		107	1.5%
Motion Pictures & Amusements	15	2.4%		54	0.8%
Health Services	24	3.8%		159	2.2%
Legal Services	4	0.6%		9	0.1%
Education Institutions & Libraries	19	3.0%		786	11.1%
Other Services	110	17.5%		414	5.8%
Government	13	2.1%		104	1.5%
Unclassified Establishments	47	7.5%		4	0.1%
Totals	630	100.0%		7,100	100.0%

Source: Riverside County EDA - Center for Demographics - ESRI February 2021

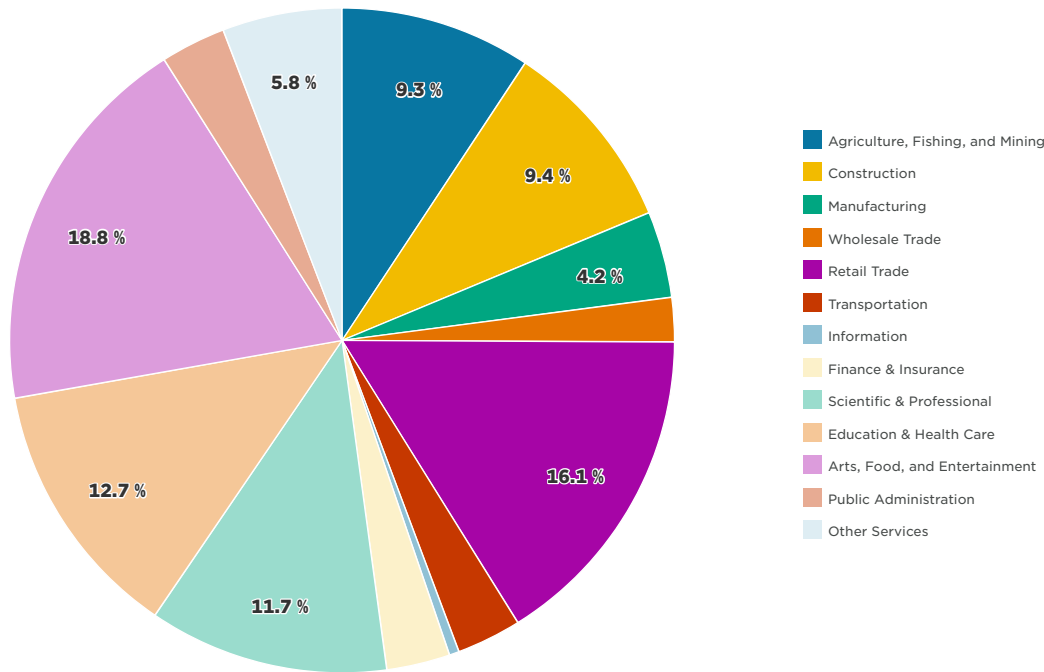
## Number of Jobs



Coachella, CA

Sources: LODS Version 7.5 2018

## Employment Industry by Home Location



Coachella, CA

Sources: US Census ACS 5-year 2015-2019

# 48.3

## Farmland Acres

Coachella Valley

## Occupations Employed by these Industries

Description	Employed in Industry Group (2020)	% of Total Jobs in Industry Group (2020)
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	2,291	21.1%
Farmers, Ranchers, and Other Agricultural Managers	692	6.4%
Cashiers	492	4.5%
Farmworkers, Farm, Ranch, and Aquacultural Animals	325	3.0%
Fast Food and Counter Workers	297	2.7%

## Gross Regional Product (GRP)

\$605.6M Earnings (2020)	\$279.6M Property Income (2020)	-\$177.1M Taxes (2020)	\$708.2M Total GRP (2020)
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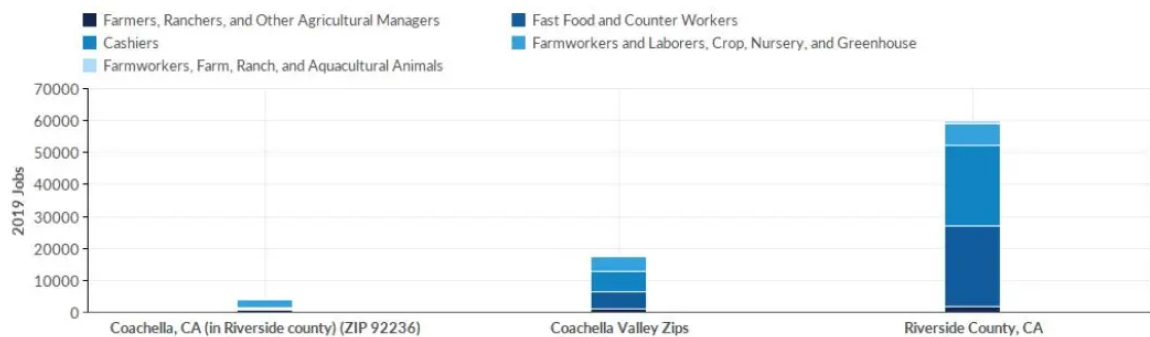
Source: EMSI Q1 2021 Data Set / [www.economicmodeling.com](http://www.economicmodeling.com)

## Most Jobs are Found in the Support Activities for Crop Production Industry Sector



Source: EMSI Q1 2021 Data Set / [www.economicmodeling.com](http://www.economicmodeling.com)

## Top Occupations - 2019 Jobs



SOC Code	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	2,413	4,413	6,735
11-9013	Farmers, Ranchers, and Other Agricultural Managers	695	1,160	1,924
41-2011	Cashiers	493	6,559	25,260
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals	326	551	969
35-3023	Fast Food and Counter Workers	303	5,129	25,209
Total		4,230	17,812	60,097

Source: EMSI Q1 2021 Data Set / [www.economicmodeling.com](http://www.economicmodeling.com)

## Top Industries in the City of Coachella

Industry	2018 Jobs	2019 Jobs	Change in Jobs (2018-2019)	% Change	2020 Earnings Per Worker
Agriculture, Forestry, Fishing and Hunting	5,231	5,550	319	6%	\$44,589
Retail Trade	1,061	1,087	26	2%	\$38,211
Government	917	938	21	2%	\$100,729
Manufacturing	761	839	78	10%	\$64,073
Accommodation and Food Services	669	697	28	4%	\$23,445
Wholesale Trade	384	402	18	5%	\$69,281
Construction	380	388	8	2%	\$67,635
Administrative and Support and Waste Management and Remediation Services	274	277	3	1%	\$45,374
Health Care and Social Assistance	245	252	7	3%	\$48,494
Other Services (except Public Administration)	204	211	7	3%	\$43,981
Transportation and Warehousing	166	175	9	5%	\$51,425
Finance and Insurance	124	136	12	10%	\$78,466
Real Estate and Rental and Leasing	84	85	1	1%	\$56,262
Arts, Entertainment, and Recreation	54	59	5	9%	\$52,564
Educational Services	48	49	1	2%	\$39,643
Professional, Scientific, and Technical Services	39	39	0	0%	\$72,598
Utilities	8	14	Insf. Data	Insf. Data	\$178,462
Unclassified Industry	3	0	Insf. Data	Insf. Data	\$0

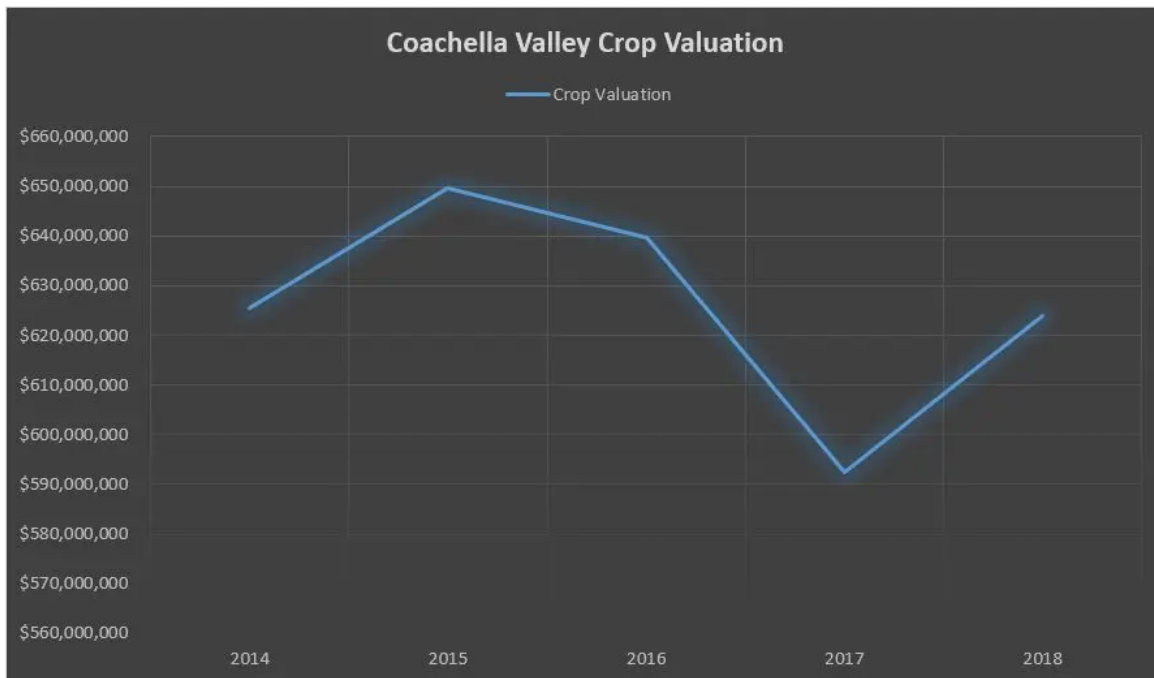
Source: EMSI Q1 2021 Data Set / [www.economicmodeling.com](http://www.economicmodeling.com)

## DISTRICT VALUATIONS - AGRICULTURAL CROPS

District	2014	2015	2016	2017	2018
Riverside/Corona	96,205,000	94,139,000	91,835,000	102,010,000	105,905,000
San Jacinto/Temecula Valley	175,767,000	151,976,000	146,500,000	156,061,000	153,514,000
Coachella Valley	625,602,000	649,732,000	639,620,000	592,337,000	623,805,000
Palo Verde Valley	171,013,000	146,197,000	124,708,000	142,468,000	151,721,000
<b>Total Crop Valuation</b>	<b>1,068,587,000</b>	<b>1,042,044,000</b>	<b>1,002,663,000</b>	<b>992,876,000</b>	<b>1,034,945,000</b>

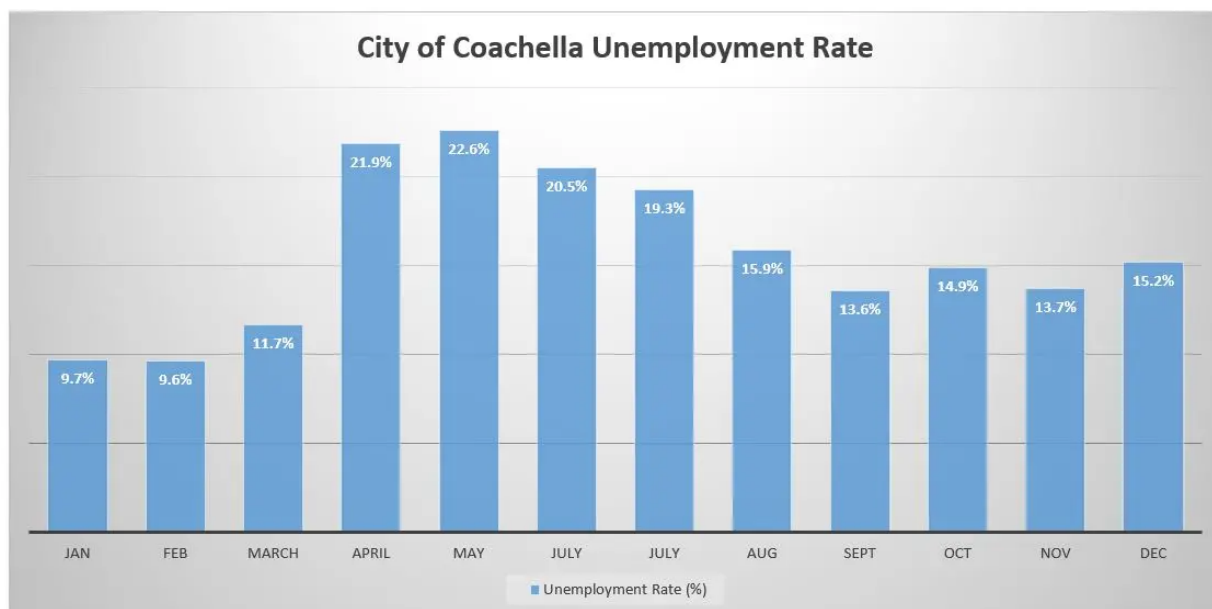






Source: Riverside County Agricultural Production Report 2018/file:///C:/Users/17602/Downloads/2018-Crop-Report.pdf

#### 2019 Unemployment Rate - City of Coachella (includes impacts of COVID-19)



Source: State of California Employment Development Department, Labor Market Information Division, 2/25/21

**Methodology:** Staff utilized secondary nominal data sources from the above information presented to create a qualitative descriptive statistical research design that would develop a snapshot of a particular phenomenon of interest, in this case the impacts of the Hero Pay ordinance on the agricultural industry. Applying these continuous variables allowed staff to employ a univariate statistical approach that would provide the necessary information in a focused and meaningful manner. This research design is based on a regular work schedule of 8 hours/day with an increase of \$4/hour within the 120 days range of the Hero Pay ordinance. This design includes all types of employees and does not take into consideration overtime pay or other types of compensation.

# Hero Pay Impact Analysis

	Minimum Employees	Maximum Employees
Number of Employees	2,285	3,434
Hero Pay - Additional \$4.00/hour	4	4
Workday - 8 hours/day	8	8
Hero Pay Timeframe - 120 Days	120	120
Balance	\$ 8,774,400	\$ 13,186,560

Methodology is based on a regular work week schedule - No Overtime Included



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