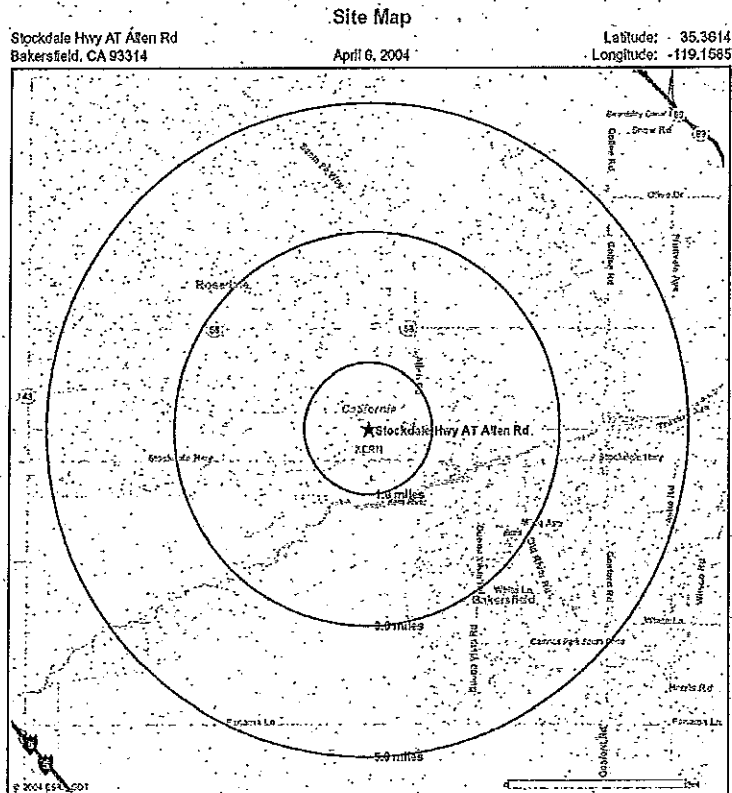


PROPOSED NEW EDUCATIONAL CENTERS

Projected between the years 2010 and 2015 is the addition of a new educational center between Highway 99 and Interstate-5, just north of Stockdale Highway and just west of Allen Road. This center will be referred to in this Plan as the "Stockdale Educational Center." The demographic indicators show that this geographical area will have annual population growth rates that range between 2.35% and 2.65%, the highest in the greater Bakersfield area.

Of the potential locations examined, this area demonstrated a strong core population within a three-mile radius with an excellent reach out to a five-mile service radius. The 2003 population in the five-mile service area is 80,886. It is projected to reach 95,167 by the year 2010 and

exceed 120,000 by the year 2020 (reference demographic data in the pages that follow). This five-mile service radius/service area would be on the outer limits of the Bakersfield College main campus's ten-mile



service area.

As assessed, the population base is sufficient to support a small satellite campus center. Based on the data reviewed, the center would have an instructional profile that is comprehensive in scope, i.e., include a liberal range of academic offerings and afford students the opportunity to attain an Associate Degree in Liberal Arts and/or Business as well as acquire certificate proficiencies in selected skill areas. The curriculum would offer both core general education courses as well as course offerings in developmental education, i.e., English and Mathematics.

Based on a 2010 opening date, key characteristics of the center would include a student enrollment of 1,500 students (230 FTES) and credit-WSCH generation of 6,925 for a given semester. The requirements for

academic space at opening, i.e., lecture and laboratory space would be slightly less than 5,000 assignable square feet.

A breakdown of academic space required to support this new educational center is provided in Table 40. Space projections have been made in the TOP code instructional division format. The data correspond to space needs projected to the year 2020, i.e., a building/facility program that would meet the needs of a population base of 120,051; as this would be the recommend building scale. At that point in time, the center would have a projected profile of 2,203 students (439 FTES) and WSCH of 13,174 for a given semester.

The profile for academic space indicates a need for 11,169 assignable square feet (ASF) as projected to the year 2020. Incorporated into a total facility projection (including all

**TABLE 39 – PROPOSED STOCKDALE EDUCATIONAL CENTER
ACADEMIC SPACE REQUIRED FOR 13,174 CREDIT-WSCH**

TOP CODE DIVISION	CODE	SEC	WSCH	FTES	LEC ASF	LAB ASF	TOT ASF
Biological Sciences	0400	4	480.0	16.0	82.4	671.0	753.4
Business & Mgmt	0500	20	1,448.0	48.3	521.9	296.3	818.2
Computer/Info. Sci	0700	11	836.0	27.9	161.4	710.6	872.0
Education/PE	0800	6	516.0	17.2	113.3	824.0	937.3
Fine and Applied Arts	1000	6	488.0	16.3	148.3	366.0	514.3
Foreign Language	1100	5	490.0	16.3	140.8	242.6	383.4
Cons.Ed/Home Econ	1300	7	553.0	18.4	213.5	83.0	296.5
Humanities	1500	31	2,575.0	85.8	997.1	376.2	1,373.3
Mathematics	1700	24	2,632.0	87.7	974.2	928.3	1,902.5
Physical Science	1900	2	220.0	7.3	69.0	152.3	221.3
Psychology	2000	4	356.0	11.9	152.7	0.0	152.7
Social Science	2200	12	1,254.0	41.8	538.0	0.0	538.0
Interdisc Studies	4900	17	1,326.0	44.2	200.8	2,205.1	2,405.9
TOTAL ASF		149	13,174	439.1	4,313.3	6,855	11,169

Source: Maas Company Projections

types of facilities) the center would have a total need of 27,556 assignable square feet, as

In addition to the proposed Stockdale Educational Center, the College should also consider the creation of an additional educational center for the greater Bakersfield area. While the demographics do not presently support this need, the changing nature of the area may support such a center after the year 2015. The area that is to the south and west of Bakersfield offers the best possibility for consideration. Some of the data analyzed for this plan suggest a future influx of new homeowners to the area, many of which will commute back to Southern

more specifically defined in Table 41 that follows.

California for their livelihood. The College may wish to consider a “placeholder” for property in this southwest sector. Because a center of this nature would be an economic driver for new development, it would be the recommendation of the consultant team that the College secure a land donation, working in concert with area landholders, as opposed to an outright purchase of the land. The College, on the other hand, may wish to earmark funds at this time for future plans and drawings as well as a sum for infrastructure development. If so, this

TABLE 40 – TOTAL SPACE REQUIRED – 13,174 WSCH – PROJECTED YEAR 2020

SPACE CATEGORY	DESCRIPTION	CURRENT ASF	ASF FOR 2020	+/- ANALYSIS	NEED
000	INACTIVE	-	-	-	-
100	CLASSROOM	-	4,313	4,313	4,313
210-235	LABORATORY	-	6,855	6,855	6,855
250-255	NON CLASS LAB	-	209	209	209
300	OFFICE/CONFERENCE	-	4,176	4,176	4,176
400	LIBRARY	-	1,800	1,800	1,800
520-525	PHYS ED (INDOOR)	-	1,200	1,200	1,200
530-535	(AV/TV)	-	800	800	800
540-555	CLINIC/DEMO	-	2,203	2,203	2,203
610-625	ASSEMBLY/EXHIBITION	-	850	850	850
630-635	FOOD SERVICE	-	350	350	350
650-655	LOUNGE/LOUNGE SERV	-	850	850	850
660-665	MERCHANDIZING	-	650	650	650
670-690	MEETING /RECREATION	-	650	650	650
710-715	DATA PROCESS/COMP	-	2,200	2,200	2,200
720-770	PHYSICAL PLANT	-	450	450	450
800	HEALTH SERVICES	-	0	0	0
	TOTAL ASF		27,556	27,556	27,556

Source: Maas Company Projections

amount would not be expected to exceed \$3,000,000.

A complete demographic and income analysis of the five-mile service area encompassing the initial education center, i.e., the Stockdale Educational Center, is

presented on the pages that follow. Key elements and economic growth indicators from this more detailed analysis have been extracted and are presented in synopsis form below.

**TABLE 41 – PROPOSED STOCKDALE EDUCATIONAL CENTER
KEY DEMOGRAPHIC MARKERS**

DEMOGRAPHIC ELEMENT	5-MILE SERVICE AREA	STATE	NATIONAL
Rate Population Growth	2.35%	1.50%	1.18%
Rate Household Growth	2.25%	1.49%	1.37%
Rate Median Household \$ Growth	3.17%	3.36%	3.11%
Median Household Income	\$66,727	\$52,387	\$46,615
Per Capital Income	29,177	\$26,044	\$24,733
Median Age	33.8	34.3	36.0
Dominant Age Segment	45-64 years (26.7%)	-	-
Race/Ethnicity	White 79.4%	White 57.5%	White 74.0%
	Hispanic 17.2%	Hispanic 34.2%	Hispanic 13.7%
		Asian 11.4%	Afr Amer 12.4%

Source: ESRIBIS Marketing and Demographic database, Maas Companies analysis



Demographic and Income Profile

Stockdale Hwy AT Allen Rd
Bakersfield, CA 93314

Latitude: 35.3614
Longitude: -119.1595
Radius: 5.0 miles

Summary	2000	2003	2008
Population	72,575	80,888	90,828
Households	24,799	27,133	30,323
Families	19,573	21,434	23,970
Average Household Size	2.91	2.97	2.98
Owner Occupied HUs	19,673	21,835	24,674
Renter Occupied HUs	5,128	5,298	5,649
Median Age	33.4	33.8	34.4

Trends: 2003-2008 Annual Rate	Area	State	National
Population	2.35%	1.5%	1.18%
Households	2.25%	1.49%	1.37%
Families	2.26%	1.49%	1.31%
Owner HHs	2.47%	1.67%	1.53%
Median Household Income	3.17%	3.36%	3.11%

Households by Income	2000		2003		2008	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,707	6.9%	1,549	5.7%	1,283	4.2%
\$15,000 - \$24,999	1,659	6.7%	1,545	5.7%	1,268	4.1%
\$25,000 - \$34,999	2,126	8.6%	2,003	7.4%	1,787	5.9%
\$35,000 - \$49,999	3,768	15.3%	3,883	14.3%	3,575	11.8%
\$50,000 - \$74,999	6,249	25.3%	6,400	23.6%	6,363	21.0%
\$75,000 - \$99,999	4,010	16.2%	4,565	16.8%	5,421	17.9%
\$100,000 - \$149,999	3,573	14.5%	4,829	17.8%	6,477	21.4%
\$150,000 - \$199,000	780	3.2%	1,146	4.2%	2,059	6.8%
\$200,000+	807	3.3%	1,216	4.5%	2,082	6.9%
Median Household Income	\$61,000		\$66,727		\$77,998	
Average Household Income	\$75,610		\$86,619		\$104,294	
Per Capita Income	\$25,902		\$29,177		\$34,945	

Population by Age	2000		2003		2008	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,161	7.1%	5,809	7.2%	6,584	7.3%
5 - 14	13,719	18.9%	13,635	16.9%	13,388	14.7%
15 - 19	6,027	8.3%	6,659	8.2%	7,285	8.0%
20 - 24	3,564	4.9%	5,333	6.6%	5,792	6.4%
25 - 34	9,438	13.0%	10,284	12.7%	13,087	14.4%
35 - 44	13,297	18.3%	13,273	16.4%	13,034	14.4%
45 - 54	10,825	14.9%	12,842	15.9%	14,665	16.1%
55 - 64	5,293	7.3%	6,991	8.6%	9,659	10.6%
65 - 74	3,033	4.2%	3,472	4.3%	4,247	4.7%
75 - 84	1,733	2.4%	1,994	2.5%	2,289	2.5%
85+	486	0.7%	594	0.7%	783	0.9%

Race and Ethnicity	2000		2003		2008	
	Number	Percent	Number	Percent	Number	Percent
White Alone	59,605	82.1%	64,230	79.4%	68,605	75.5%
Black Alone	2,144	3.0%	2,624	3.2%	3,289	3.6%
American Indian Alone	733	1.0%	874	1.1%	1,110	1.2%
Asian Alone	3,477	4.8%	4,312	5.3%	5,407	6.0%
Pacific Islander Alone	61	0.1%	67	0.1%	73	0.1%
Some Other Race Alone	4,076	5.6%	5,466	6.8%	7,605	8.6%
Two or More Races	2,479	3.4%	3,293	4.1%	4,537	5.0%
Hispanic Origin (Any Race)	9,835	13.6%	13,690	17.2%	21,168	23.3%

Data Note: Income is expressed in current dollars.
Source: U.S. Bureau of the Census, 2003 Census of Population and Housing, ESRI BIS forecasts for 2003 and 2008.



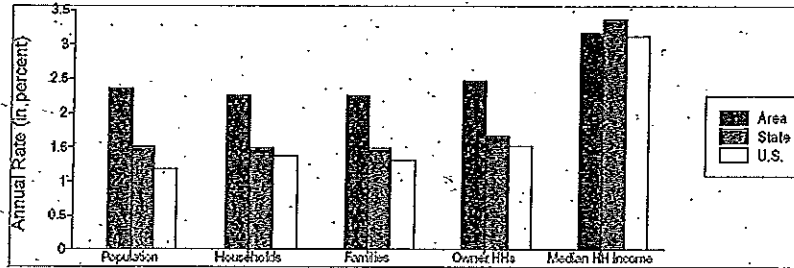
Demographic and Income Profile

Stockdale Hwy AT Allen Rd
Bakersfield, CA 93314

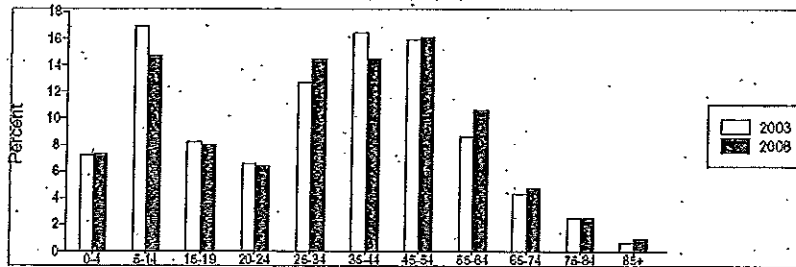
Site Type: Radius

Latitude: 35.3614
Longitude: -119.1595
Radius: 5.0 miles

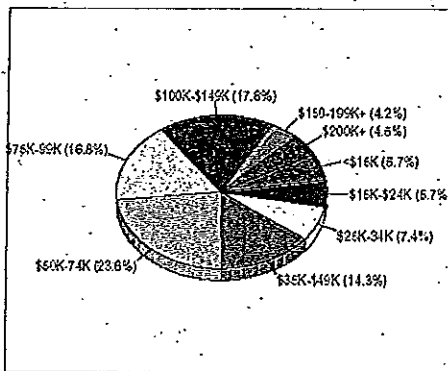
Trends 2003-2008



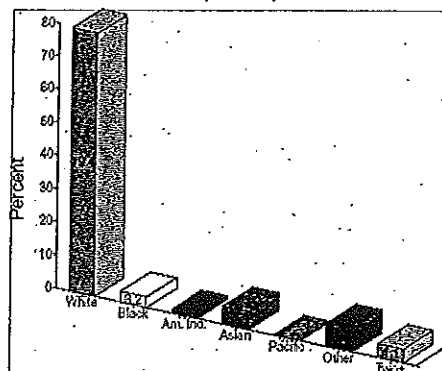
Population by Age



2003 Household Income



2003 Population by Race



2003 Percent Hispanic Origin: 17.2%