



## EAST BAY MONTHLY ANALYSIS

### FEBRUARY 2010 EDITION

The **East Bay Monthly Analysis** is prepared by the East Bay Economic Development Alliance (East Bay EDA) and augments the **East Bay Quarterly Forecast** authored by the UCLA Anderson Forecast.

Free subscriptions and downloads of both our Monthly and Quarterly economic reports can be found at [http://www.eastbayeda.org/research\\_facts\\_figures/economic\\_forecasts\\_updates.htm](http://www.eastbayeda.org/research_facts_figures/economic_forecasts_updates.htm)

East Bay EDA welcomes your comments and suggestions. Send your comments, questions or suggestions to [stephanie@eastbayeda.org](mailto:stephanie@eastbayeda.org) or call (510) 272-6843.

### SNAPSHOT: THE EAST BAY IN JANUARY 2010

- Median home values continued to post annual increases, but sales decreased
- Unemployment rose to 11.9 percent - up from 11 percent in December 2009
- Job losses were concentrated in Professional & Business Services, Construction and Manufacturing
- Residential, commercial and industrial construction permit values continued to post year-over-year declines

### SPONSORS:

### THE CITIES & COUNTIES OF

<a href="#">Alameda</a>	<a href="#">Martinez</a>
<a href="#">Antioch</a>	<a href="#">Newark</a>
<a href="#">Albany</a>	<a href="#">Oakland</a>
<a href="#">Berkeley</a>	<a href="#">Oakley</a>
<a href="#">Brentwood</a>	<a href="#">Piedmont</a>
<a href="#">Concord</a>	<a href="#">Pinole</a>
<a href="#">Town of Danville</a>	<a href="#">Pittsburg</a>
<a href="#">Dublin</a>	<a href="#">Pleasant Hill</a>
<a href="#">El Cerrito</a>	<a href="#">Pleasanton</a>
<a href="#">Emeryville</a>	<a href="#">Richmond</a>
<a href="#">Fremont</a>	<a href="#">San Leandro</a>
<a href="#">Hayward</a>	<a href="#">San Ramon</a>
<a href="#">Hercules</a>	<a href="#">Alameda County</a>
<a href="#">Livermore</a>	<a href="#">Contra Costa County</a>

### CONTACT

This report was prepared by:

Stephanie Brown  
Economic Development Analyst  
(510) 272-6843

Simon Yee  
Economic Development Trainee  
(510) 272-6342

East Bay EDA  
1221 Oak St., Ste. 555  
Oakland, CA 94612

For more information on the East Bay, click on [www.eastbayeda.org](http://www.eastbayeda.org)

### EAST BAY EDA

*Serving the East Bay — the Bright Side of the San Francisco Bay*

For archived newsletters and forecasts click [here](#).

For more reports and studies on the East Bay, click [here](#).



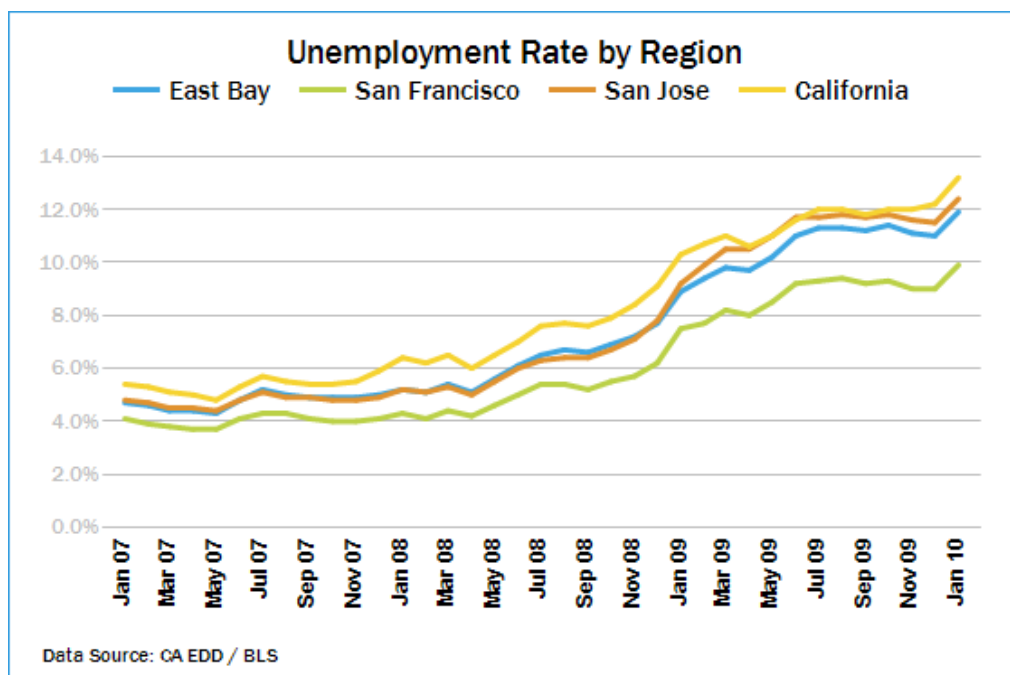
## BAY AREA EMPLOYMENT

**Note: The California EDD is currently going through their annual benchmark. Please note that data before January 2009 have not yet been revised.**

### BAY AREA UNEMPLOYMENT

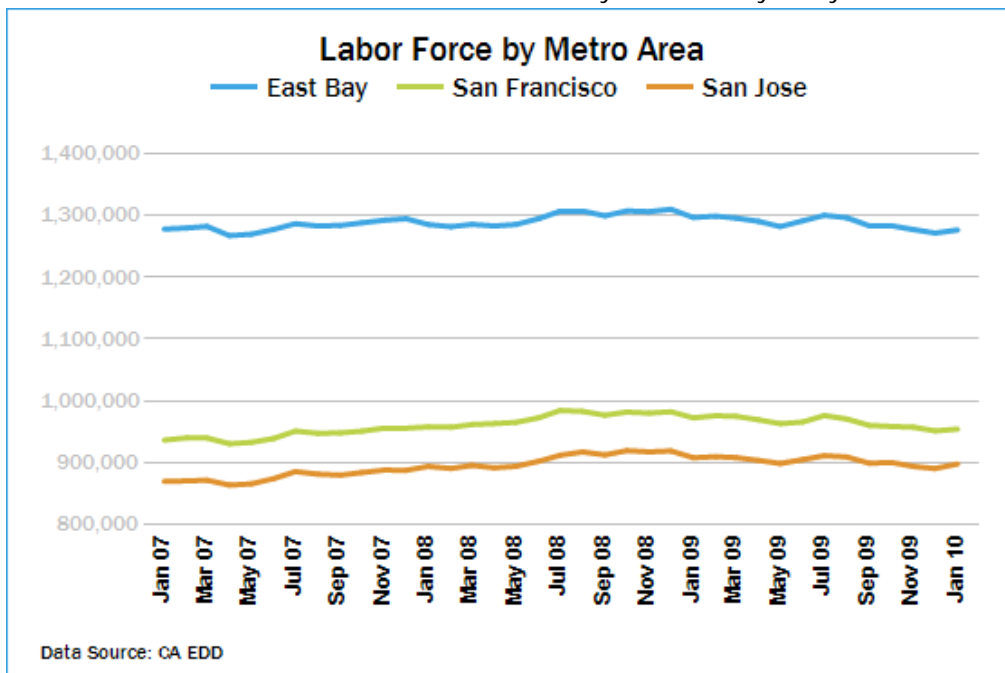
The unemployment rate in the East Bay was 11.9 percent in January 2010, up from a revised 11 percent in December 2009, and above the year-ago estimate of 8.9 percent. This compares with an unadjusted unemployment rate of 13.2 percent for California and 10.6 percent for the nation during the same period. The unemployment rate was 11.9 percent in Alameda County, and 12.1 percent in Contra Costa County.

San Francisco's unemployment rate was 9.9 percent in January – up from 9.0 percent in December, and significantly higher than the January 2009 estimate of 7.4 percent. The unemployment rate in San Jose grew to 12.4 percent in January, up from a revised 11.5 percent in December, and up from 9.2 percent in the January 2009 estimate.



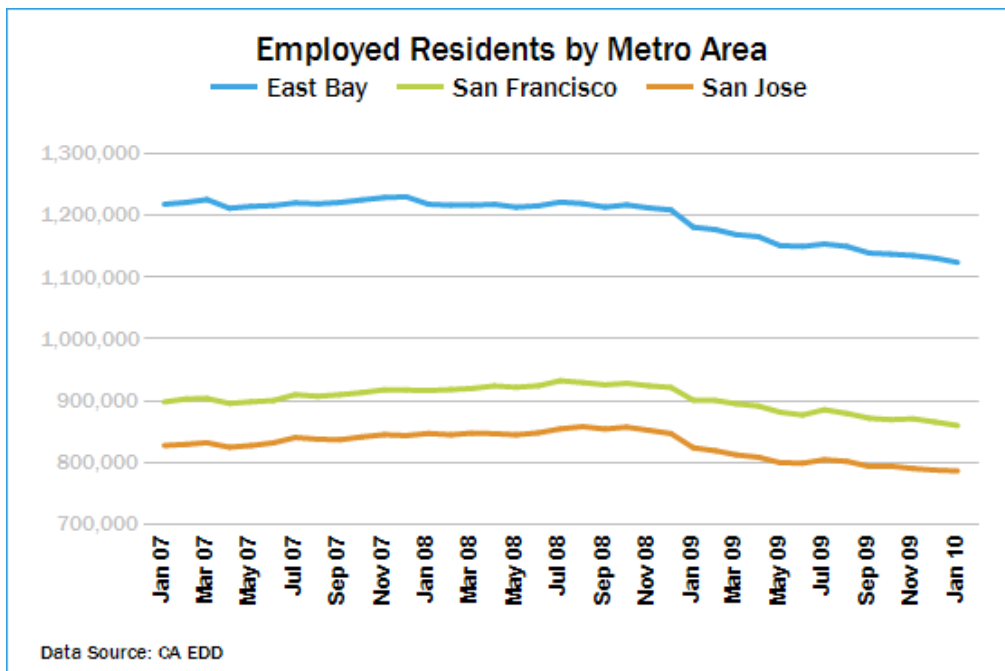
### BAY AREA LABOR FORCE

In a month-over-month comparison, the East Bay's labor force (number of individuals currently employed or actively seeking employment) increased by 4,900 workers, growing to 1,276,100 in January 2010. San Francisco's labor force increased by 2,900 workers, growing to 954,000 and in San Jose the number of workers grew 7,400, to 897,600 in January. In a year-over-year comparison, each of the Bay Area regions saw a decline in the number of workers. The East Bay had 20,200 fewer workers in January 2010 than in January 2009, San Francisco lost 18,200 workers and San Jose lost 10,200 workers.



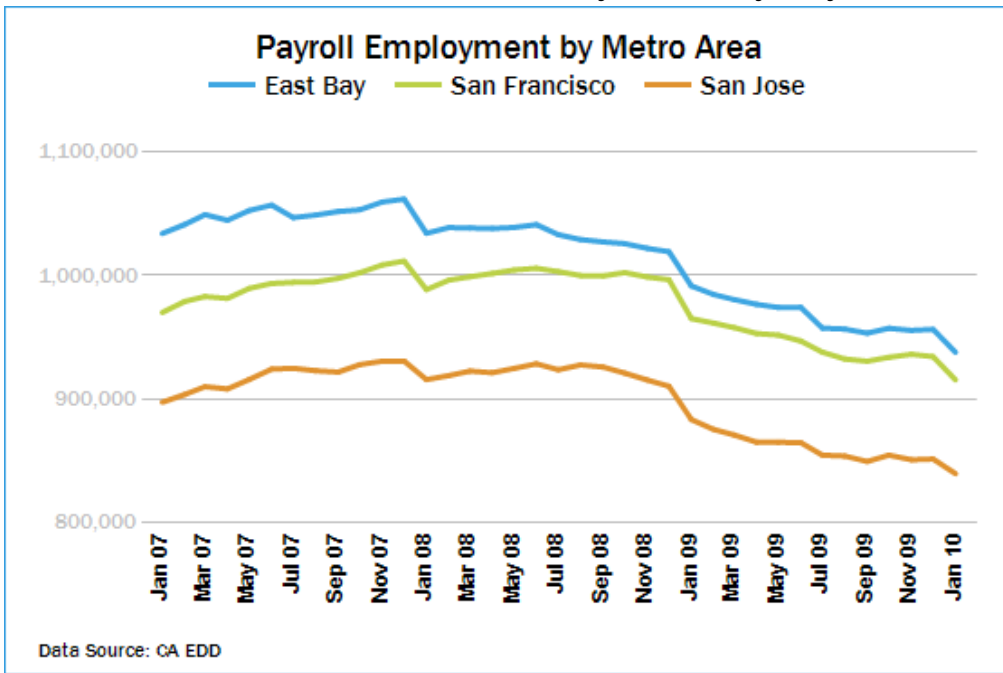
**BAY AREA EMPLOYED RESIDENTS**

Between December 2009 and January 2010, the number of employed residents (employed persons who reside within the region) fell 7,000 in the East Bay, 5,700 in San Francisco, and 1,300 in San Jose. When compared to January 2009, a year-over-year comparison showed the East Bay with 57,000 fewer employed residents, San Francisco with 41,000 fewer and San Jose with 37,400 fewer.



**BAY AREA PAYROLL EMPLOYMENT**

Between December 2009 and January 2010, the East Bay gained 18,600 payroll jobs (number of jobs located in the specified region, not including those who are self-employed), while San Francisco lost 18,800 and San Jose lost 11,900. Since January 2009, the East Bay has lost 53,700 jobs, San Francisco has lost 49,600 and San Jose has lost 43,800. A detailed description of East Bay payroll employment by sector follows in the next section.



## EAST BAY PAYROLL EMPLOYMENT

**Note: The California EDD is currently going through their annual benchmark. Please note the East Bay Payroll Employment graphs below only contain revised data from the past twelve months.**

### MONTHLY COMPARISON

According to the California Employment Development Department's Labor Market report, between December 2009 and January 2010, the total number of jobs in the East Bay lost 18,600 jobs to reach 937,500.

- Trade, transportation, and utilities fell by 7,300 jobs over the month. Retail trade shed 5,600 jobs as the holiday shopping season tapered off, with department stores losing one-third of those retail jobs.
- The winter break saw public and private schools cut back seasonally by a combined 3,400 jobs.
- Professional and business services lost 2,800 jobs. Within this major industry, employment services (including temporary agencies) decreased by 1,100 jobs.
- Other industries posting declines of at least 700 jobs over the month included: construction; leisure and hospitality; financial activities; and health care.

### ANNUAL COMPARISON

Between January 2009 and January 2010, the total number of jobs in the East Bay receded by 18,600 or 5.4 percent.

- Trade, transportation, and utilities contracted by 12,900 jobs, mostly in retail trade (down 7,100 jobs).
- Professional and business services experienced scattered losses, down by 10,800 jobs from last January.
- Construction and manufacturing each declined, down by 8,000 jobs and 7,800 jobs, respectively.
- Leisure and hospitality registered the only major industry gain over the year, up by a net 300 jobs.

	Jan-10	1 Month Change	12 Month Change	12 Month % Change	24 Month Change	24 Month % Change
<b>Educational and Health Services</b>	128,500	-1,800	-1,400	-1.10%	3,400	+2.70%
<b>Information</b>	24,100	-400	-2,500	-9.40%	-4,000	-14.20%
<b>Other Services</b>	33,000	0	-1,100	-3.20%	-2,200	-6.20%
<b>Trans, Warehousing &amp; Utilities</b>	31,200	-1,600	-3,200	-9.30%	-5,800	-15.70%
<b>Wholesale Trade</b>	42,500	-100	-2,600	-5.80%	-5,700	-11.80%
<b>Financial Activities</b>	50,800	-700	-3,200	-5.90%	-7,700	-13.20%
<b>Leisure and Hospitality</b>	83,900	-1,200	+300	+0.40%	-2,200	-2.60%
<b>Government</b>	169,200	-2,300	-6,300	-3.60%	-7,900	-4.50%
<b>Manufacturing</b>	80,000	-200	-7,800	-8.90%	-14,200	-15.10%
<b>Retail Trade</b>	99,300	-5,600	-7,100	-6.70%	-14,500	-12.70%
<b>Construction</b>	48,800	-1,800	-8,000	-14.10%	-16,800	-25.60%
<b>Professional and Business Services</b>	143,600	-2,800	-10,800	-7.00%	-18,700	-11.50%
<b>Total, All Industries</b>	937,500	-18,600	-53,700	-5.40%	-96,300	-9.30%

INDUSTRY EMPLOYMENT DATA SOURCE: California Employment Development Department

### EAST BAY CONSTRUCTION EMPLOYMENT

All subsectors of the East Bay's construction sector posted losses in the year-over-year comparison - adding up to a loss of 8,000 jobs between January 2009 and January 2010.

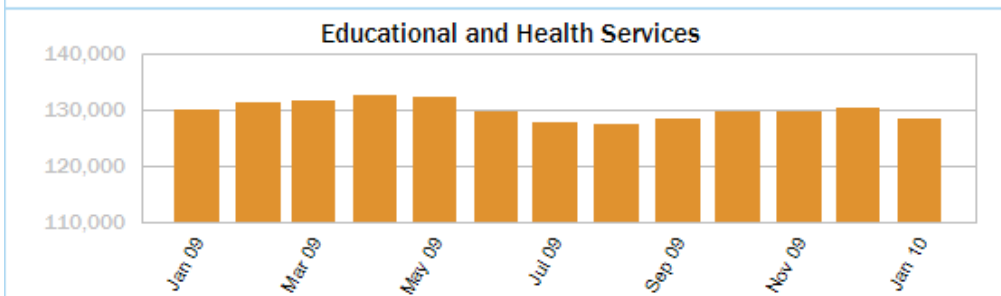
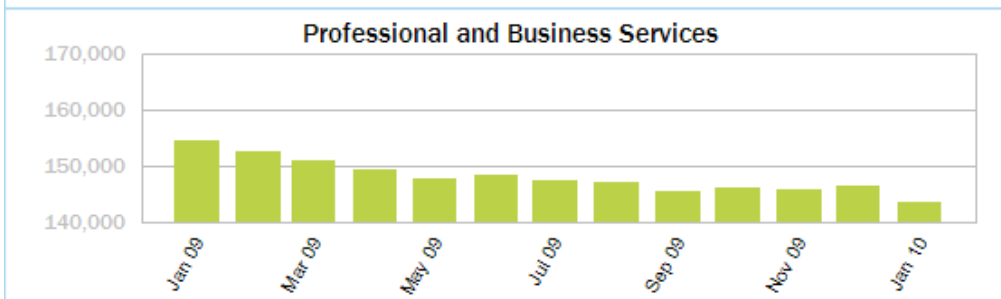
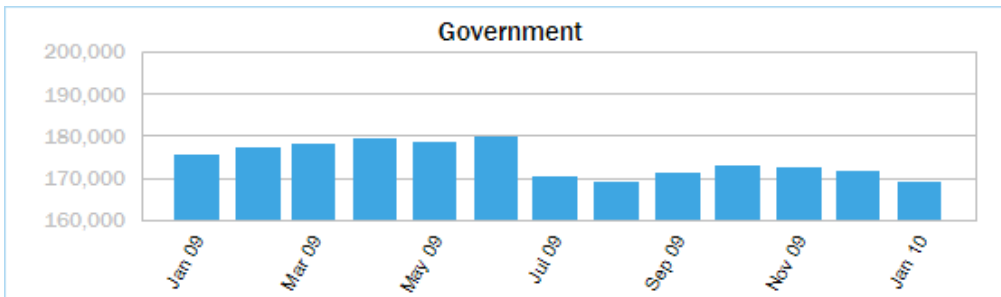
	Jan-10	1 Month Change	12 Month Change	12 Month % Change	24 Month Change	24 Month % Change
<b>Nonresidential Building Construction</b>	4,400	-200	-700	-13.70%	-1,400	-24.10%
<b>Building Foundation and Exterior Contractors</b>	6,800	-300	-1,500	-18.10%	-2,500	-26.90%
<b>Building Equipment Contractors</b>	12,700	-300	-1,400	-9.90%	-2,100	-14.20%

<b>Residential Building Construction</b>	6,200	-400	-1,800	-22.50%	-4,000	-39.20%
<b>Specialty Trade Contractors - Residual</b>	12,800	-400	-1,800	-12.30%	-4,800	-27.30%
<b>Heavy and Civil Engineering Construction</b>	5,900	-200	-800	-11.90%	-2,000	-25.30%
<b>Construction of Buildings</b>	10,600	-600	-2,500	-19.10%	-5,400	-33.80%
<b>Specialty Trade Contractors</b>	32,300	-1,000	-4,700	-12.70%	-9,400	-22.50%
<b>Construction</b>	48,800	-1,800	-8,000	-14.70%	-16,800	-26.20%

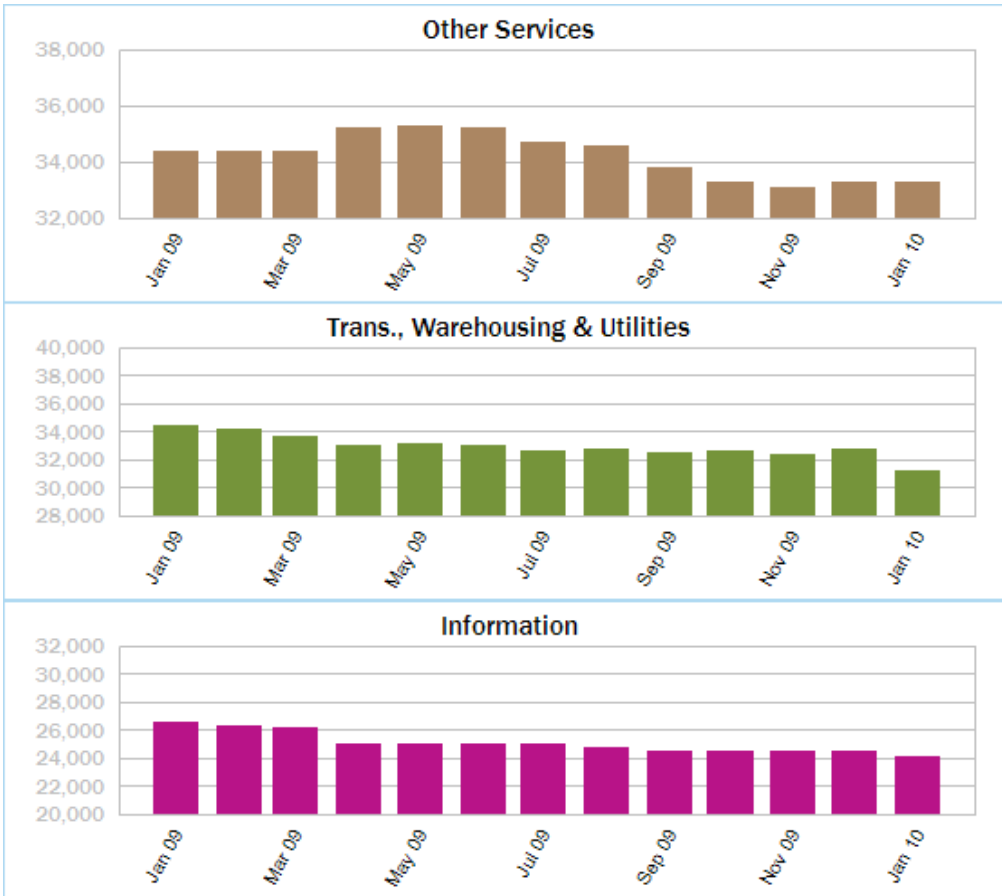
**EAST BAY MANUFACTURING PAYROLL EMPLOYMENT**

The East Bay's manufacturing sector showed an overall loss of 7,800 jobs between January 2009 and January 2010.

	Jan-10	1 Month Change	12 Month Change	12 Month % Change	24 Month Change	24 Month % Change
<b>Petroleum and Coal Products Manufacturing</b>	7,900	+100	-200	-2.50%	200	+2.60%
<b>Transportation Equipment Manufacturing</b>	6,800	0	-300	-4.20%	-1,000	-12.80%
<b>Chemical Manufacturing</b>	6,300	-100	-300	-4.50%	-600	-8.70%
<b>Nondurable Goods - Residual</b>	17,500	-300	-1,300	-6.90%	-3,000	-14.60%
<b>Computer and Electronic Product Manufacturing</b>	15,800	-100	-2,700	-14.60%	-4,100	-20.60%
<b>Durable Goods - Residual</b>	25,700	200	-3,000	-10.50%	-5,700	-18.20%
<b>Nondurable Goods</b>	31,700	-300	-1,800	-5.40%	-3,400	-9.70%
<b>Durable Goods</b>	48,300	100	-6,000	-11.00%	-10,800	-18.30%
<b>Manufacturing</b>	80,000	-200	-7,800	-7.20%	-14,200	-12.10%







## BAY AREA HOME SALES

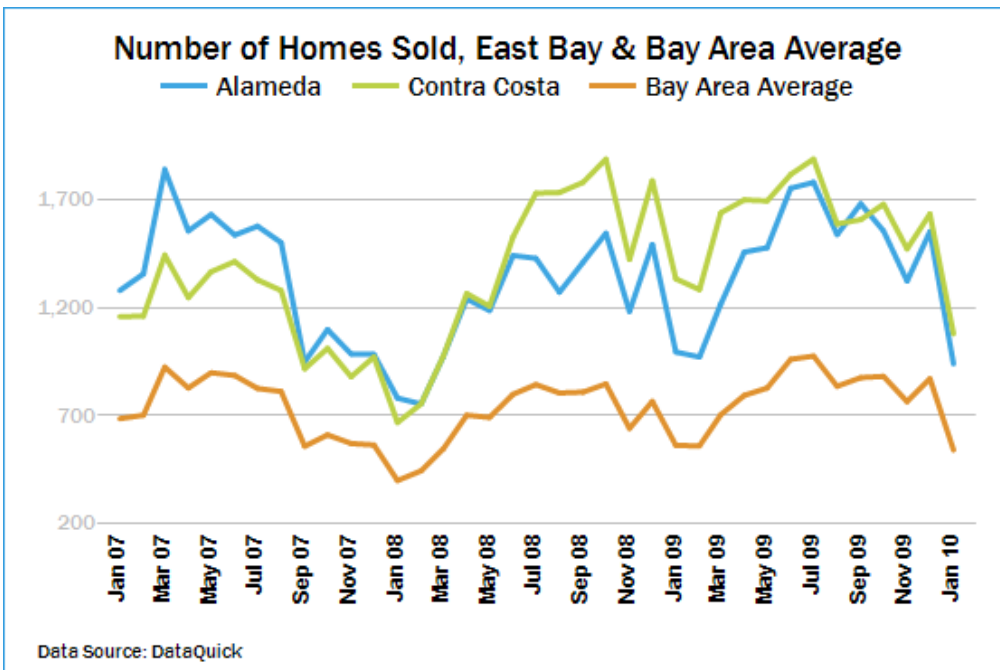
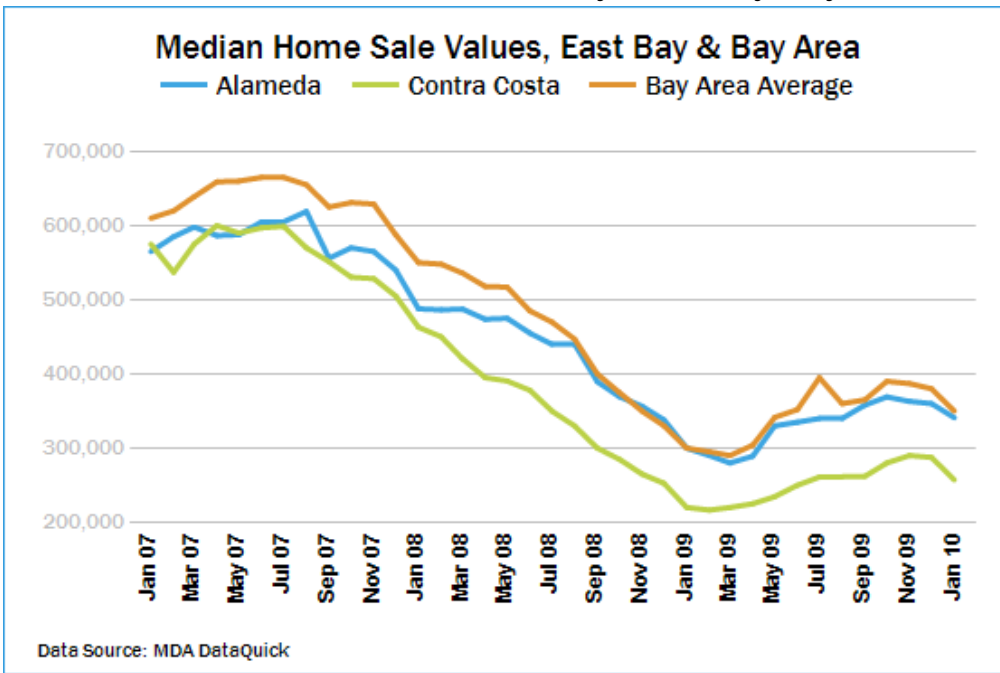
### BAY AREA HOME SALES

According to MDA DataQuick, the number of Bay Area homes sold in January decreased more than usual from December 2009 and fell below the year-ago level for the first time in 17 months. In a year-over-year basis, the median sale price increased above the estimate in January 2009, but dipped 8 percent from December as demand shifted more toward foreclosures and less-expensive inland homes. A total of 4,853 new and resale houses and condos closed escrow in the nine-county Bay Area last month. That was down 38.0 percent from 7,828 sales in December and down 3.9 percent from 5,050 sales in January 2009.

In the East Bay, Alameda County's median value was \$341,000 in January 2010 – a 5.3 percent decrease from December and a 13.7 percent increase when compared to January 2009. In Contra Costa County the median home value was \$257,250 – a 10.5 percent decrease from December and a 16.9 percent increase when compared to January 2009. .

The median price paid for a Bay Area home was \$350,000 in January 2010. That was down 8 percent from \$380,000 for the month of December, and up 16.7 percent from \$300,000 for January 2009. Last month was the first since August 2008 in which sales fell on a year-over-year basis. January's 4,853 sales total was 22.5 percent short of the average January tally – 6,261 – since 1988. Sales last month were also the second-lowest for a January since 1995, behind 3,586 sales in January 2007. The peak sales total for a January was in 2005, when 8,298 homes sold.

All Homes by County	Number Sold Jan 2010	Sales Annual Pct. Change	Median Jan 2010	Median Annual Pct. Change
Alameda	936	-5.80%	\$341,000	13.70%
Contra Costa	1,078	-19.10%	\$257,250	16.90%
Marin	153	25.40%	\$535,000	1.90%
Napa	87	11.50%	\$350,000	-5.40%
San Francisco	311	35.80%	\$629,000	11.90%
San Mateo	355	30.00%	\$579,000	18.30%
Santa Clara	1,137	9.60%	\$451,500	12.80%
Solano	462	-17.50%	\$201,500	4.40%
Sonoma	334	-21.20%	\$325,000	8.40%
Bay Area	4,853	-3.90%	\$350,000	16.70%
Source: MDA DataQuick				



**EAST BAY HOME SALES**

County/City/Area	# Sold	Jan-10	Jan-09	% Change
<b>ALAMEDA COUNTY</b>	909	\$335,000	\$304,545	10.00%
<b>ALAMEDA</b>	21	\$430,000	\$544,000	-21.00%
<b>ALBANY</b>	11	\$400,000	\$675,000	-40.70%
<b>BERKELEY</b>	27	\$440,000	\$650,000	-32.30%
<b>CASTRO VALLEY</b>	30	\$420,000	\$421,000	-0.20%
<b>DUBLIN</b>	40	\$436,250	\$475,250	-8.20%

<b>EMERYVILLE</b>	20	\$364,500	\$250,000	45.80%
<b>FREMONT</b>	109	\$424,000	\$415,500	2.00%
<b>HAYWARD</b>	136	\$255,000	\$255,000	0.00%
<b>LIVERMORE</b>	62	\$389,750	\$353,000	10.40%
<b>NEWARK</b>	27	\$350,000	\$330,000	6.10%
<b>OAKLAND</b>	240	\$192,500	\$165,000	16.70%
<b>PLEASANTON</b>	49	\$640,000	\$671,000	-4.60%
<b>SAN LEANDRO</b>	68	\$306,000	\$319,000	-4.10%
<b>SAN LORENZO</b>	22	\$297,750	\$300,000	-0.70%
<b>UNION CITY</b>	47	\$340,000	\$352,500	-3.50%
<b>CONTRA COSTA COUNTY</b>	1,022	\$252,500	\$220,000	14.80%
<b>ALAMO</b>	14	\$930,000	\$1,357,500	-31.50%
<b>ANTIOCH</b>	144	\$206,500	\$189,000	9.30%
<b>BRENTWOOD</b>	82	\$290,000	\$317,000	-8.50%
<b>CLAYTON</b>	9	\$524,500	\$543,000	-3.40%
<b>CONCORD</b>	113	\$250,000	\$219,000	14.20%
<b>DANVILLE</b>	33	\$800,000	\$762,500	4.90%
<b>DISCOVERY BAY</b>	31	\$290,000	\$285,000	1.80%
<b>EL CERRITO</b>	15	\$595,000	\$475,000	25.30%
<b>EL SOBRANTE</b>	16	\$215,750	\$271,500	-20.50%
<b>HERCULES</b>	31	\$287,000	\$358,000	-19.80%
<b>LAFAYETTE</b>	10	\$902,500	\$1,250,000	-27.80%
<b>MARTINEZ</b>	34	\$310,000	\$362,500	-14.50%

<b>MORAGA</b>	10	\$514,500	\$558,500	-7.90%
<b>OAKLEY</b>	49	\$215,500	\$216,000	-0.20%
<b>ORINDA</b>	9	\$905,000	\$775,000	16.80%
<b>PINOLE</b>	7	\$268,000	\$315,000	-14.90%
<b>PITTSBURG</b>	110	\$194,500	\$150,000	29.70%
<b>PLEASANT HILL</b>	20	\$345,500	\$417,500	-17.20%
<b>RICHMOND</b>	106	\$129,500	\$113,750	13.80%
<b>RODEO</b>	2	\$255,000	\$292,500	-12.80%
<b>SAN PABLO</b>	50	\$183,500	\$157,000	16.90%
<b>SAN RAMON</b>	69	\$660,000	\$582,000	13.40%
<b>WALNUT CREEK</b>	52	\$419,500	\$475,000	-11.70%
<b>Source: DataQuick / SF Chronicle</b>				

## BAY AREA CONSTRUCTION PERMITS

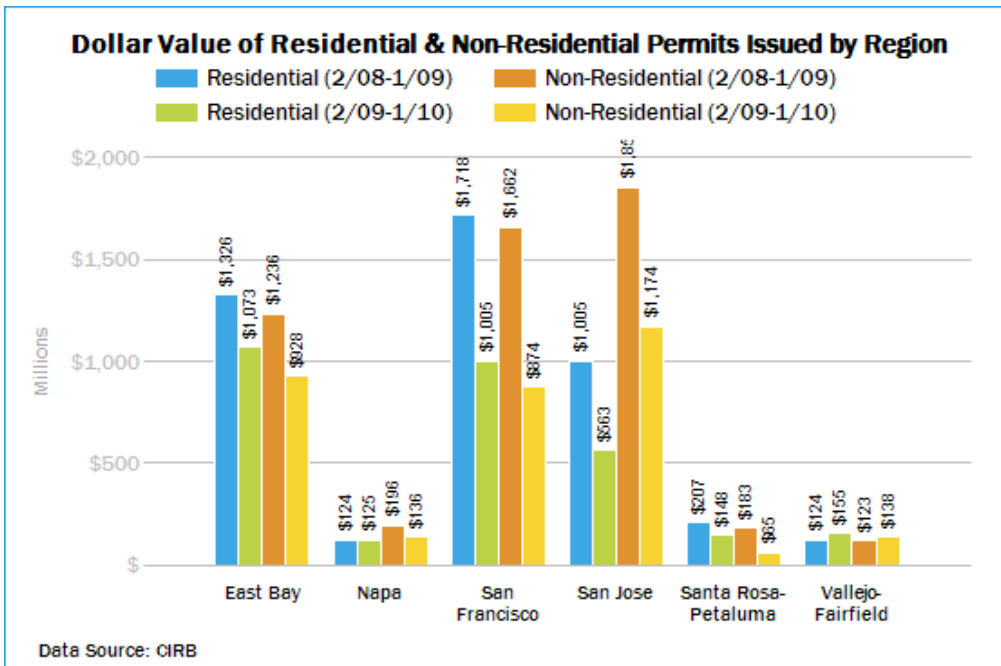
Region	Total Value of Construction Permits 2/09 – 1/10	Annual Change in Total Value of Construction Permits 2/08-1/09 vs. 2/09-1/10	Annual Percent Change
East Bay	\$2,001,048,254	-\$560,456,479	-21.9%
Napa	\$260,932,136	-\$59,331,374	-18.5%
San Francisco	\$1,879,134,780	-\$1,501,090,123	-44.4%
San Jose	\$1,736,866,610	-\$1,122,762,997	-39.3%
Vallejo-Fairfield	\$504,485,781	-\$132,387,597	-20.8%

The following tables and graphs compare the 12-month periods of February 2008 to January 2009 and February 2009 to January 2010.

In a comparison of these two 12-month periods, the East Bay showed a decrease in construction permit values, falling 21.9 percent from the previous period. All other Bay Area regions posted losses during this period as well, with San Francisco showing the sharpest decrease of over 44 percent over the previous 12-month period.

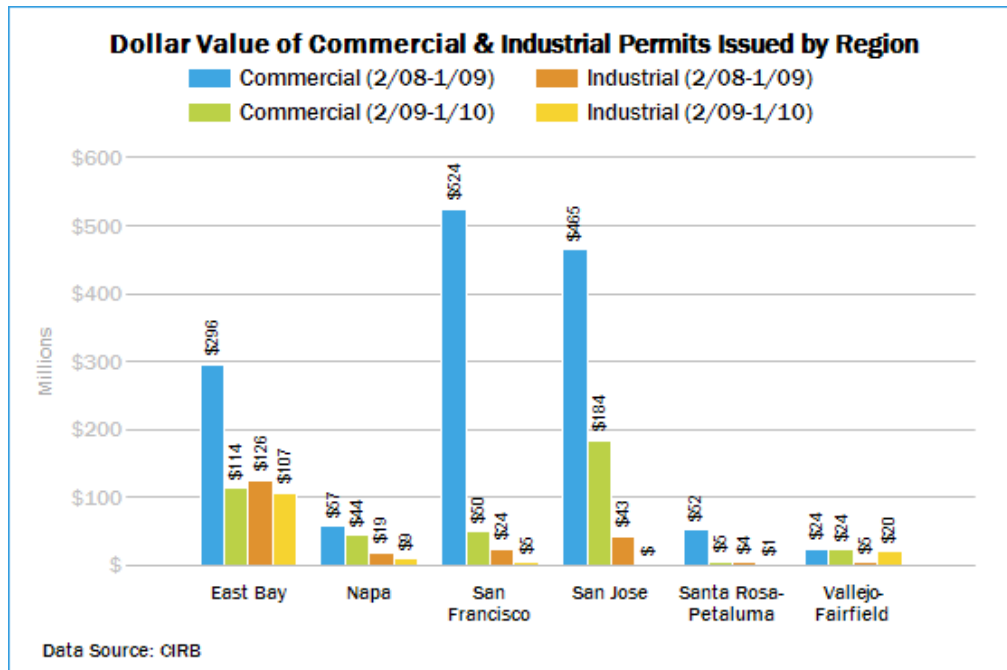
### RESIDENTIAL & NON-RESIDENTIAL PERMITS

When comparing the two previous 12-month periods of February 2008 to January 2009 and February 2009 to January 2010, residential permit values fell throughout the Bay Area with the steepest declines occurring in the San Francisco (down 41.5 percent) and San Jose (down 44 percent) regions. In the East Bay, residential construction fell 19.1 percent. Non-residential construction permit values also declined in all Bay Area regions during this period, falling 24.9 percent in the East Bay and over 47.4 percent in the San Francisco region.



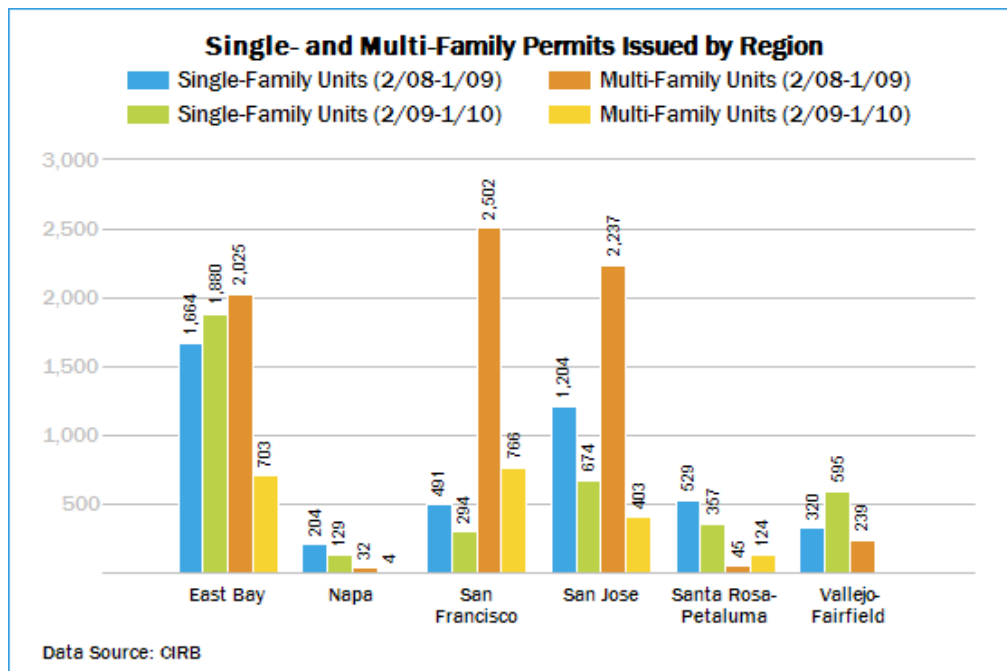
### COMMERCIAL & INDUSTRIAL PERMITS

In a comparison of commercial and industrial construction permits issued during the same two 12-month periods, the dollar value of commercial permits issued in the East Bay fell 61.5 percent when compared with the previous period. Commercial building permit values declined throughout the Bay Area during this period, falling most sharply in the San Francisco region (down 90.5 percent). Industrial permit values were also down during this period, falling 15.1 percent in the East Bay.



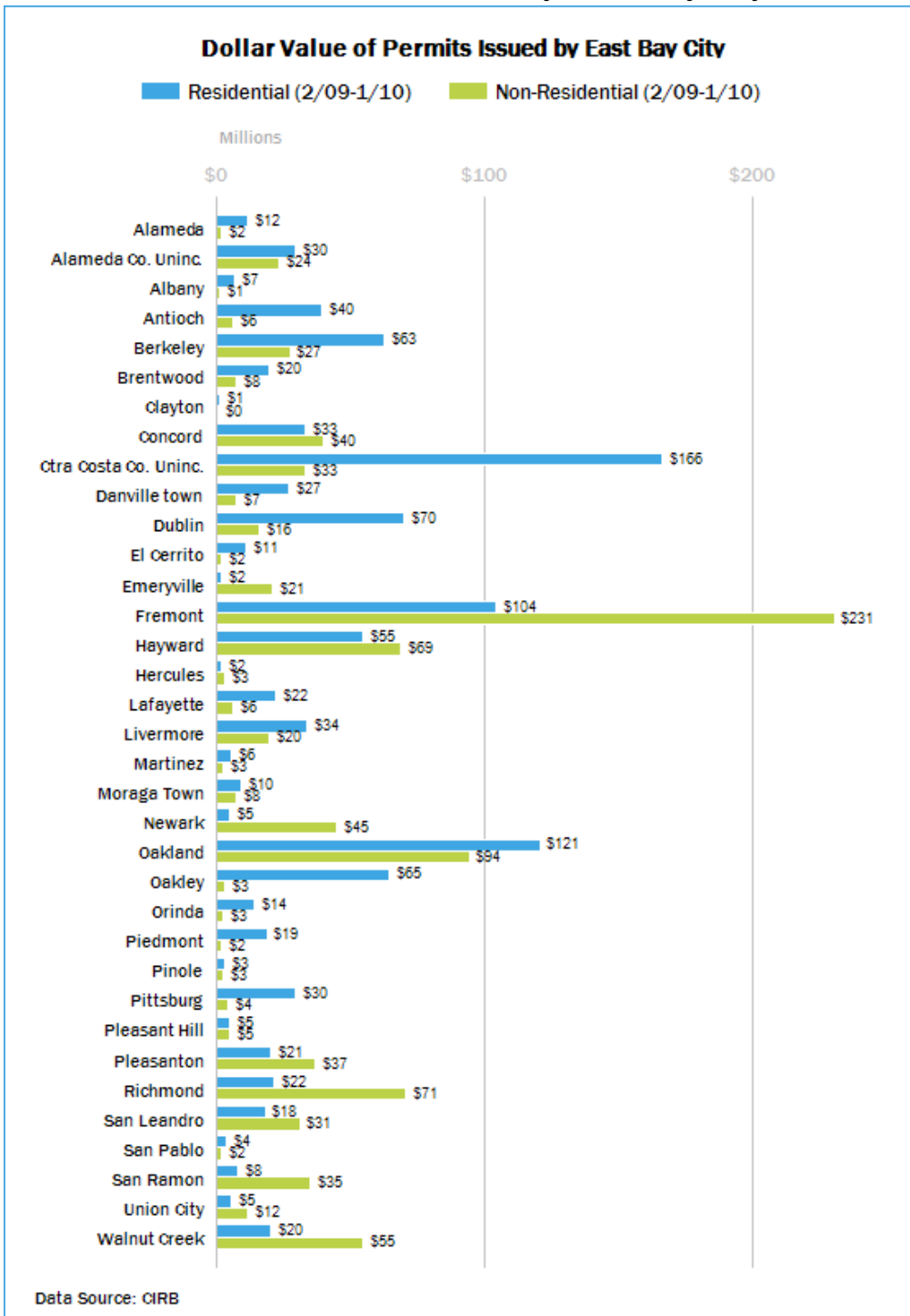
**SINGLE AND MULTI-FAMILY PERMITS**

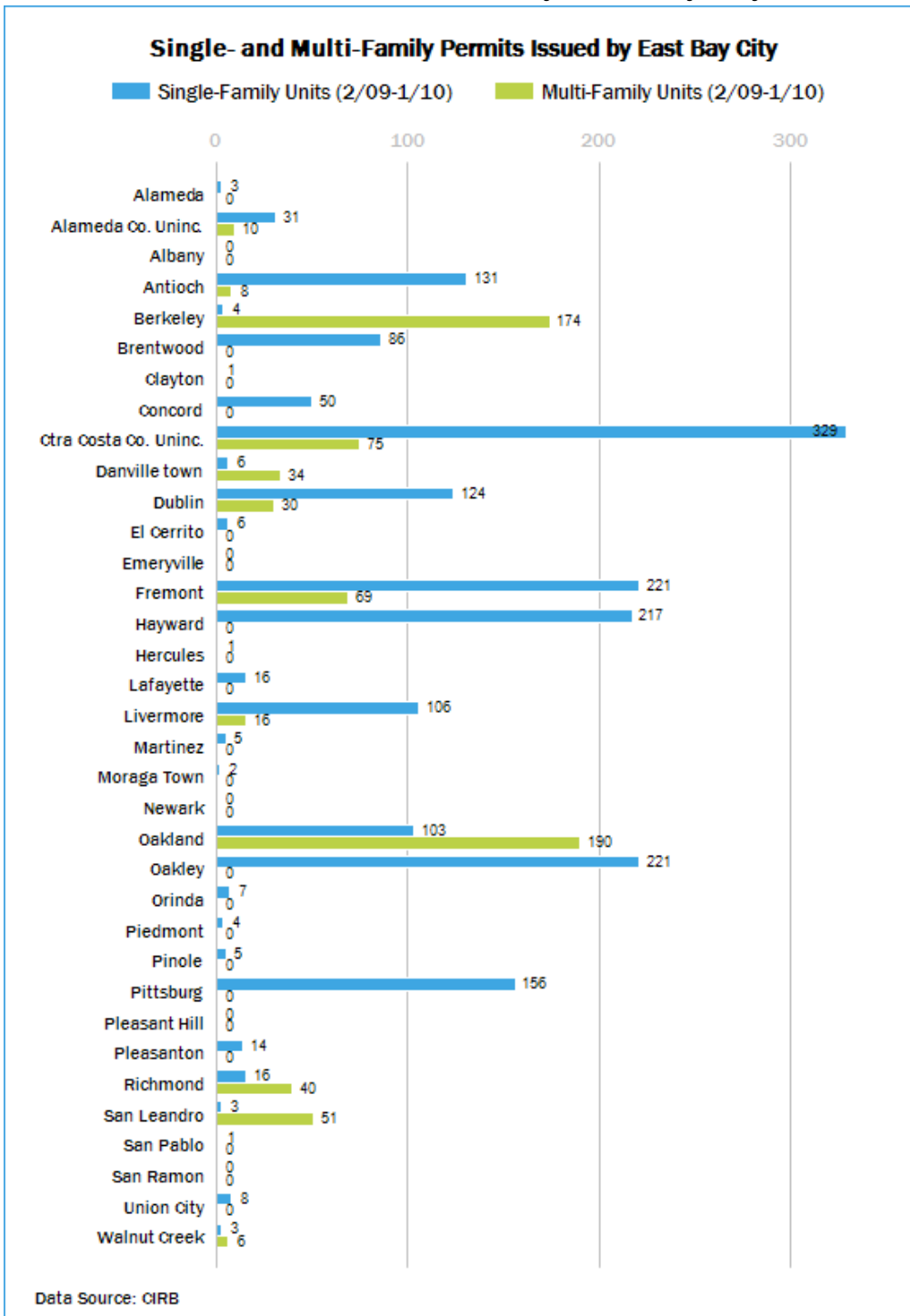
All Bay Area regions saw significant residential construction declines when compared with the previous 12-month period. Single family building permits in the East Bay fell 22.0 percent during this period, while the number of multi-family permits issued fell 170 percent.



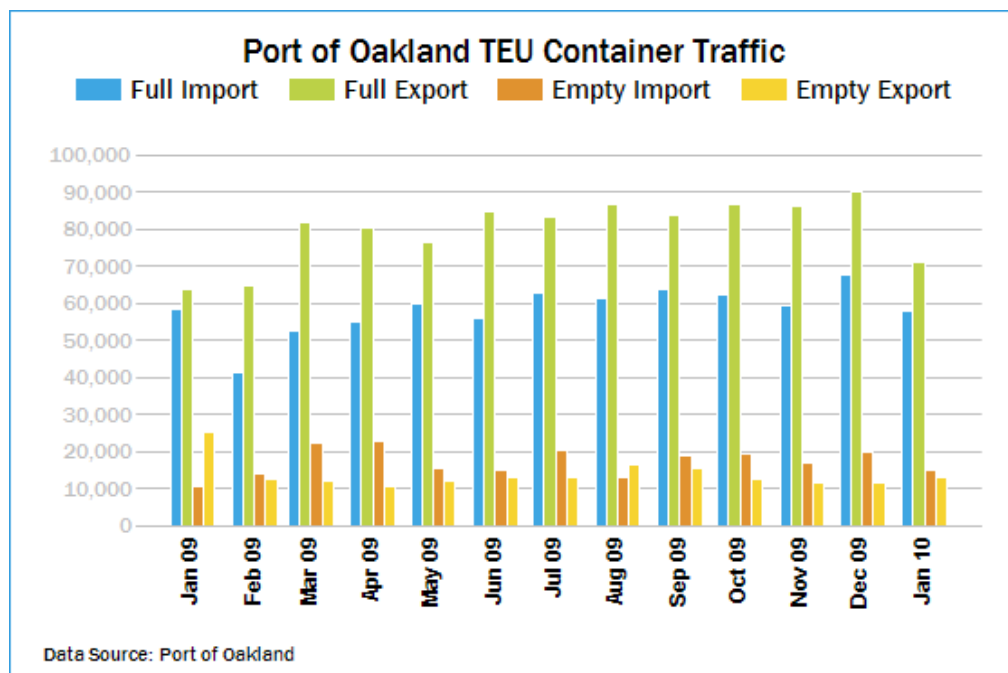
**EAST BAY CONSTRUCTION**

All Bay Area regions saw significant residential construction declines when compared with the previous 12-month period. Single family building permits in the East Bay fell 22.0 percent during this period, while the number of multi-family permits issued fell 170 percent.

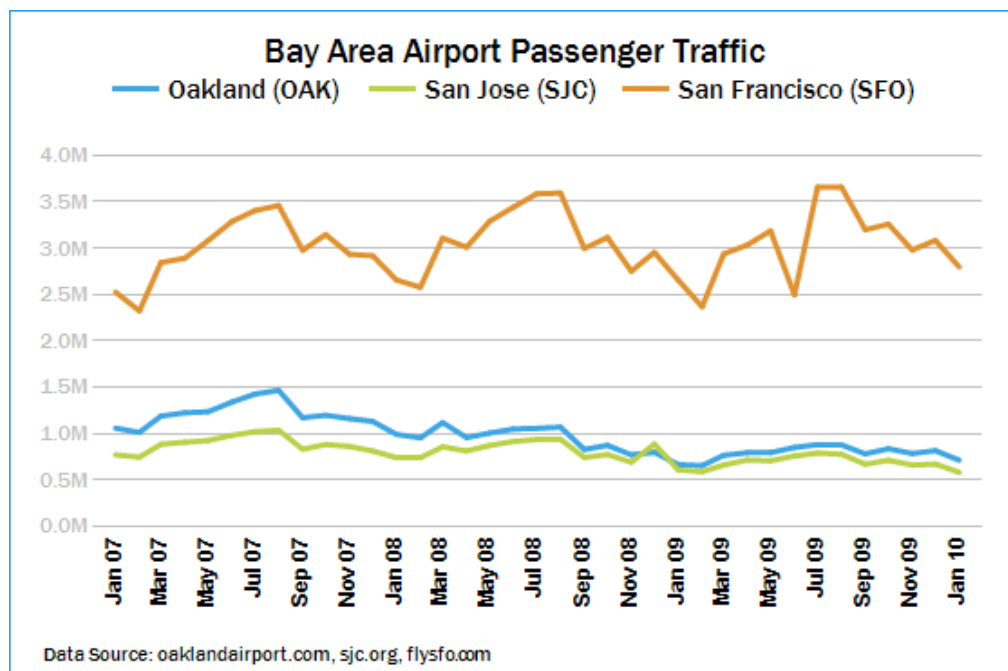




## TRADE & TRAVEL



Traffic of full import containers traveling through the Port of Oakland decreased slightly at 0.7 percent between January 2009 and January 2010, while full exports increased 11.6 percent. Empty container imports increased 39.2 percent and empty exports decreased 47.7 percent.



At Oakland International Airport, ridership increased 6.6 percent between January 2009 and January 2010. Traffic through San Francisco International increased 5.1 percent annually, and at San Jose Mineta Airport traffic decreased 4.7 percent during the same period.