



## EAST BAY MONTHLY ANALYSIS

### AUGUST 2010 EDITION

#### SNAPSHOT: THE EAST BAY IN JULY 2010

- Unemployment increased to 11.8 percent – slightly up from 11.4 percent in June 2010
- Job losses were concentrated in Government, Construction, and Manufacturing
- Median home values continued to post annual increases, but sales decreased
- Commercial construction permit values continued to post year-over-year declines, but industrial, residential, and non-residential construction permit values increased

#### NEXT SECTION: BAY AREA EMPLOYMENT

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 [simonyee@eastbayeda.org](mailto:simonyee@eastbayeda.org) (510-272-6342).

#### SPONSORS:

SYBASE®

STOPWASTE.ORG  
Reducing the Waste Stream for Alameda County

#### THE CITIES & COUNTIES OF

[Alameda](#)  
[Antioch](#)  
[Albany](#)  
[Berkeley](#)  
[Brentwood](#)  
[Concord](#)  
[Town of Danville](#)  
[Dublin](#)  
[El Cerrito](#)

[Martinez](#)  
[Newark](#)  
[Oakland](#)  
[Oakley](#)  
[Piedmont](#)  
[Pinole](#)  
[Pittsburg](#)  
[Pleasant Hill](#)  
[Pleasanton](#)

#### CONTACT

This report was prepared by:

Simon Yee  
Economic Development Analyst  
(510) 272-6342

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

#### 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](#).

[Emeryville](#)  
[Fremont](#)  
[Hayward](#)  
[Hercules](#)  
[Livermore](#)

[Richmond](#)  
[San Leandro](#)  
[San Ramon](#)  
[Union City](#)  
[Alameda County](#)  
[Contra Costa County](#)

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

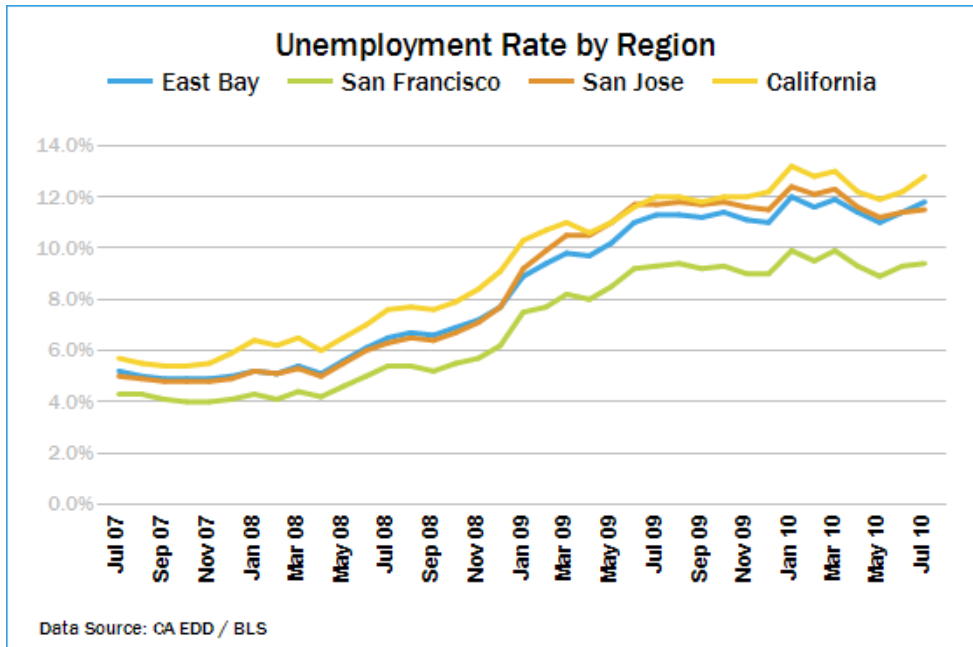


## BAY AREA EMPLOYMENT

### BAY AREA UNEMPLOYMENT

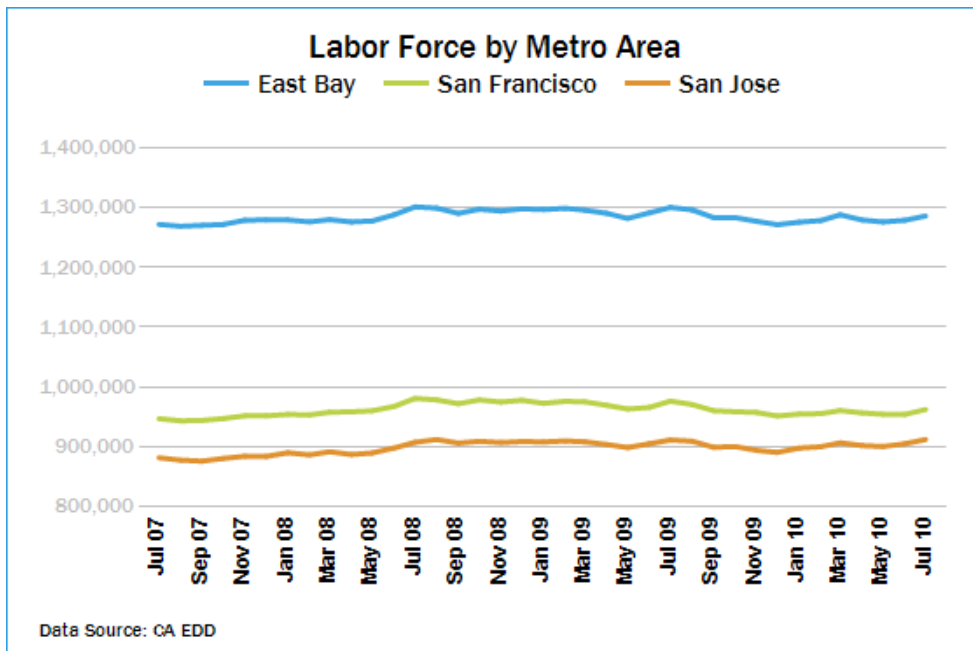
The unemployment rate in the East Bay was 11.8 percent in July 2010, up from a revised 11.4 percent in June 2010, and above the year-ago estimate of 11.3 percent. This compares with an unadjusted unemployment rate of 12.8 percent for California and 9.7 percent for the nation during the same period. The unemployment rate was 11.9 percent in Alameda County, and 11.7 percent in Contra Costa County.

San Francisco's unemployment rate was 9.4 percent in July – up slightly from 9.3 percent in June, and higher than the June 2009 estimate of 9.3 percent. The unemployment rate in San Jose was 11.5 percent in July, up from a revised 11.4 percent in June, but below 11.7 percent in the July 2009 estimate.



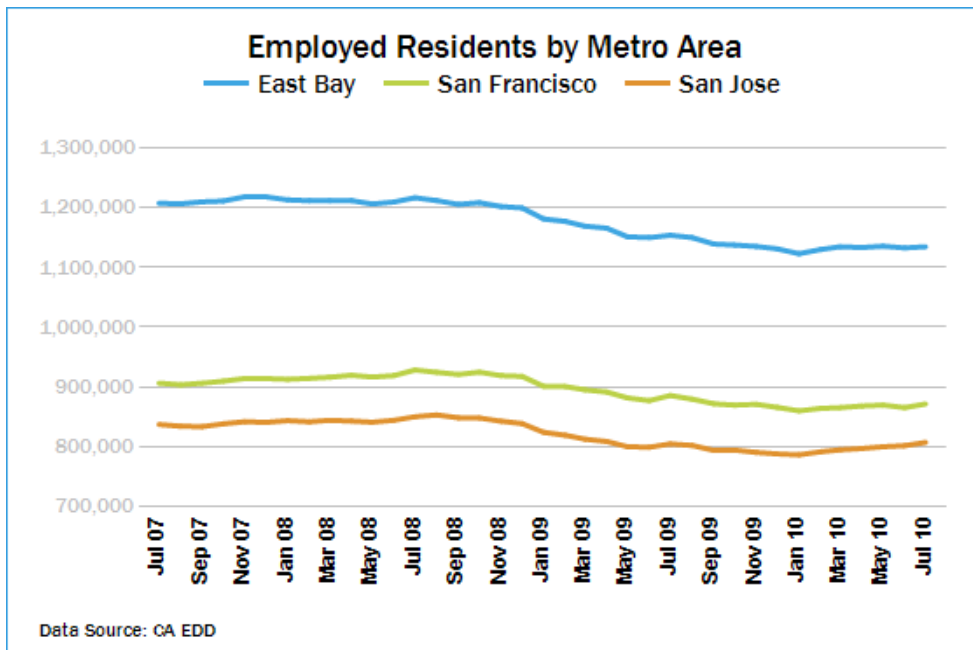
### BAY AREA LABOR FORCE

In a month-over-month comparison, the East Bay's labor force (number of individuals currently employed or actively seeking employment) increased by 7,300 workers, increasing to 1,285,700 in July 2010. San Francisco's labor force increased by 8,400 workers, increasing to 962,000 and in San Jose the number of workers increased 7,400, to 911,900 in July. Except for San Jose, in a year-over-year comparison, each of the Bay Area regions saw a decline in the number of workers. The East Bay had 14,200 fewer workers in July 2010 than in July 2009, San Francisco lost 13,900 workers, and San Jose added 900 workers.



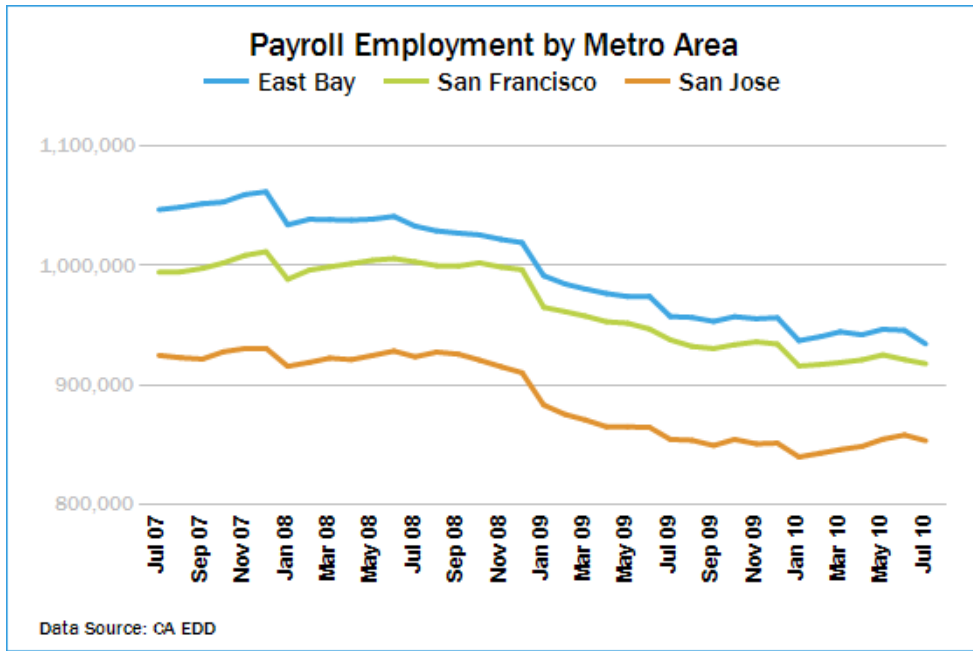
**BAY AREA EMPLOYED RESIDENTS**

Between June 2010 and July 2010, the number of employed residents (employed persons who reside within the region) increased 1,900 in the East Bay, increased 6,100 in San Francisco, and increased 5,400 in San Jose. When compared to July 2009, a year-over-year comparison showed the East Bay with 19,200 fewer employed residents, San Francisco with 14,200 fewer and San Jose with 2,400 more.



**BAY AREA PAYROLL EMPLOYMENT**

Between June 2010 and July 2010, the East Bay lost 11,300 payroll jobs (number of jobs located in the specified region, not including those who are self-employed), while San Francisco lost 3,400 and San Jose lost 4,800. Since July 2009, the East Bay has lost 22,900 jobs, San Francisco has lost 20,000 and San Jose has lost 1,100. A detailed description of East Bay payroll employment by sector follows in the next section.



**NEXT SECTION: EAST BAY PAYROLL EMPLOYMENT**

## EAST BAY PAYROLL EMPLOYMENT

### MONTHLY COMPARISON

According to the California Employment Development Department's Labor Market report, between June 2010 and July 2010, the total number of jobs in the East Bay decreased 11,300 jobs to reach 934,200.

- Government decreased 10,300 jobs, which led the month-over job losses, was mainly due to local public schools reducing operations for the summer (down 9,400 jobs).
- Educational and health services decreased by 1,500 jobs. Private schools accounted for most of the decline with a decrease of 1,300 jobs.
- Manufacturing increased by 400 jobs, mainly in durable goods (up 300 jobs) and construction also increased 200 jobs. Leisure and hospitality increased 200 jobs as well.

### ANNUAL COMPARISON

Between July 2009 and July 2010, the total number of jobs in the East Bay decreased by 22,900 or 2.4 percent.

- Government experienced a net decline of 5,300 jobs, as local government decreased 5,600 jobs.
- Construction decreased 5,200 jobs, marking its 39th consecutive month of job losses on a year-over basis. The majority of the decrease occurred in specialty trade contractors with a decrease of 3,000 jobs.
- Manufacturing decreased 4,100 jobs, mostly in durable goods (down 3,600 jobs).
- Notable job increases occurred in clothing and clothing accessories stores (up 400 jobs), nursing and residential care facilities, (up 300 jobs), and food services (up 300 jobs).

	Jul-10	1 Month Change	12 Month Change	12 Month % Change	24 Month Change	24 Month % Change
<b>Educational and Health Services</b>	127,300	-1,500	-400	-0.30%	900	0.70%
<b>Information</b>	23,800	0	-1,200	-4.80%	-4,400	-15.60%
<b>Other Services</b>	34,300	0	-400	-1.20%	-2,500	-6.80%
<b>Trans, Warehousing &amp; Utilities</b>	31,800	0	-900	-2.80%	-3,500	-9.90%
<b>Wholesale Trade</b>	43,000	100	-700	-1.60%	-4,700	-9.90%
<b>Financial Activities</b>	50,600	-200	-1,600	-3.10%	-6,600	-11.50%
<b>Leisure and Hospitality</b>	86,200	200	-200	-0.20%	-4,800	-5.30%
<b>Government</b>	164,800	-10,300	-5,300	-3.10%	-10,700	-6.10%
<b>Manufacturing</b>	77,000	400	-4,100	-5.10%	-17,000	-18.10%
<b>Retail Trade</b>	98,100	-100	-1,500	-1.50%	-11,000	-10.10%
<b>Construction</b>	48,300	200	-5,200	-9.70%	-17,200	-26.30%
<b>Professional and Business Services</b>	145,900	0	-1,500	-1.00%	-17,200	-10.50%
<b>Total, All Industries</b>	934,200	-11,300	-22,900	-2.40%	-98,500	-9.50%

**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 5,200 jobs between July 2009 and July 2010.

	Jul-10	1 Month Change	12 Month Change	12 Month % Change	24 Month Change	24 Month % Change
<b>Nonresidential Building Construction</b>	4,400	0	-300	-6.40%	-1,400	-24.10%
<b>Building Foundation and Exterior Contractors</b>	7,100	100	-100	-1.40%	-2,100	-22.80%
<b>Building Equipment Contractors</b>	12,800	200	-900	-6.60%	-2,400	-15.80%

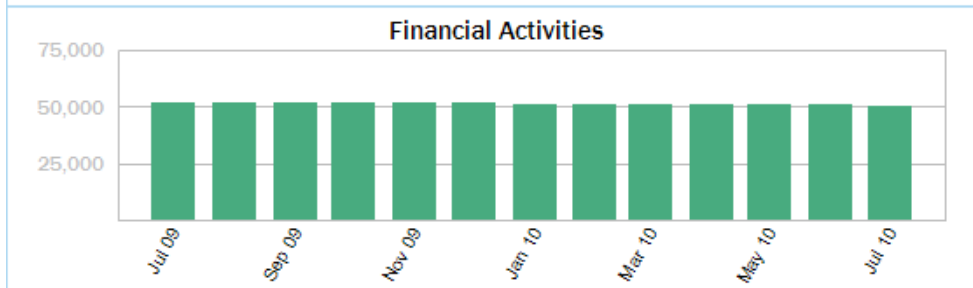
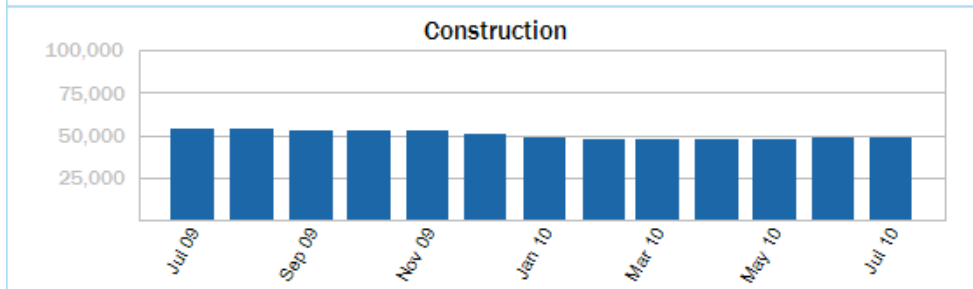
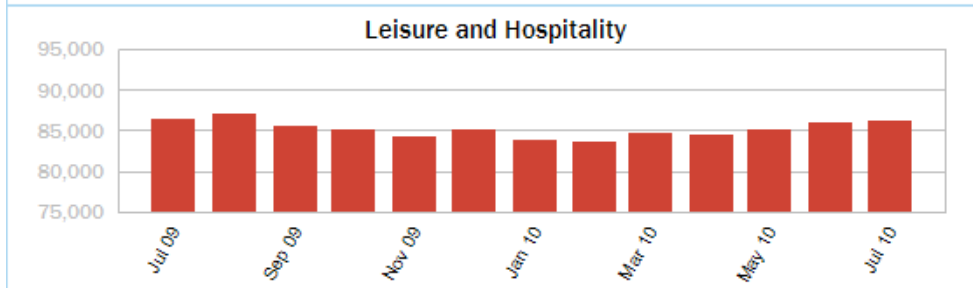
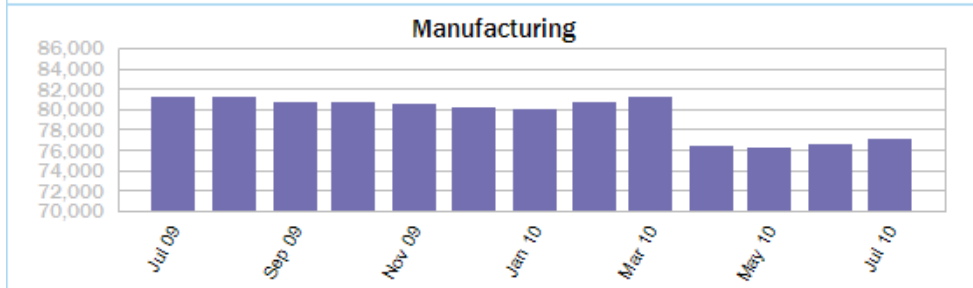
<b>Residential Building Construction</b>	6,000	-100	-1,200	-16.70%	-3,500	-36.80%
<b>Specialty Trade Contractors - Residual</b>	12,000	0	-2,000	-14.30%	-5,900	-33.00%
<b>Heavy and Civil Engineering Construction</b>	6,000	0	-600	-9.10%	-2,000	-25.00%
<b>Construction of Buildings</b>	10,400	-100	-1,600	-13.30%	-4,800	-31.60%
<b>Specialty Trade Contractors</b>	31,900	300	-3,000	-8.60%	-10,400	-24.60%
<b>Construction</b>	48,300	200	-5,200	-9.70%	-17,200	-26.30%

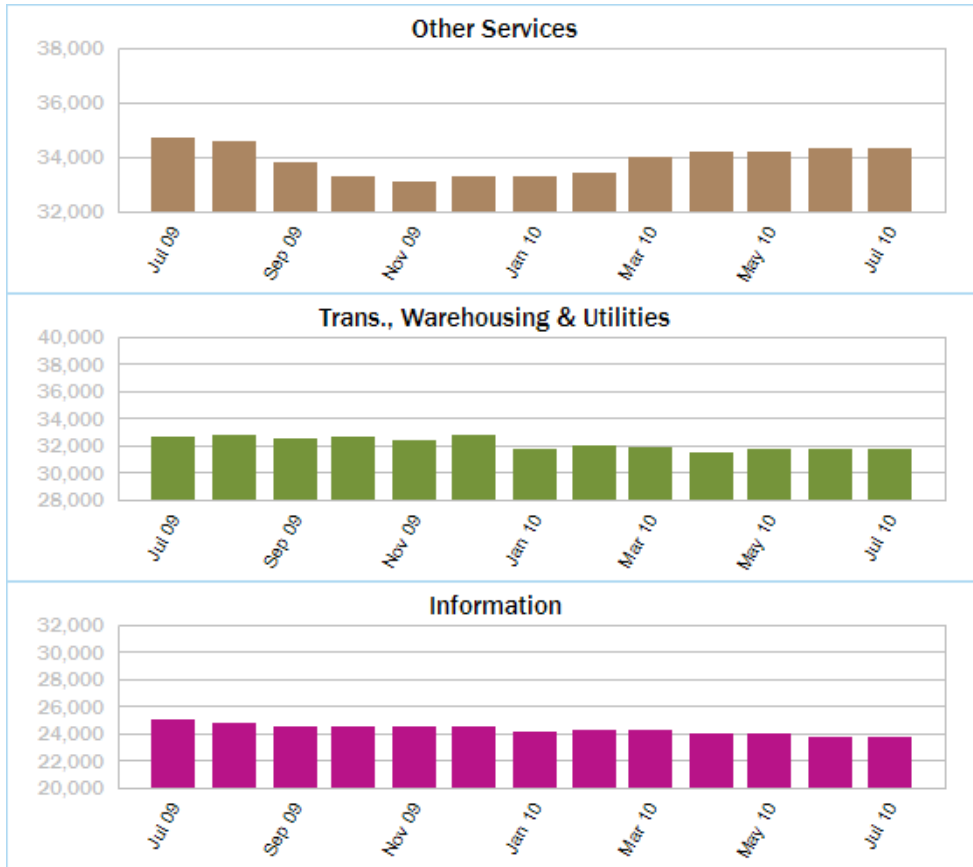
**EAST BAY MANUFACTURING PAYROLL EMPLOYMENT**

The East Bay's manufacturing sector showed an overall loss of 4,100 jobs between July 2009 and July 2010.

	Jul-10	1 Month Change	12 Month Change	12 Month % Change	24 Month Change	24 Month % Change
<b>Petroleum and Coal Products Manufacturing</b>	8,000	0	-100	-1.20%	-100	-1.20%
<b>Transportation Equipment Manufacturing</b>	2,400	0	-4,500	-65.20%	-5,200	-68.40%
<b>Chemical Manufacturing</b>	6,200	0	-200	-3.10%	-800	-11.40%
<b>Nondurable Goods - Residual</b>	18,000	100	-200	-1.10%	-2,000	-10.00%
<b>Computer and Electronic Product Manufacturing</b>	16,300	100	200	1.20%	-3,700	-18.50%
<b>Durable Goods - Residual</b>	26,100	200	700	2.80%	-5,200	-16.60%
<b>Nondurable Goods</b>	32,200	100	-500	-1.50%	-2,900	-8.30%
<b>Durable Goods</b>	44,800	300	-3,600	-7.40%	-14,100	-23.90%
<b>Manufacturing</b>	77,000	400	-4,100	-5.10%	-17,000	-18.10%







**NEXT SECTION: BAY AREA HOME SALES**

## BAY AREA HOME SALES

### BAY AREA HOME SALES

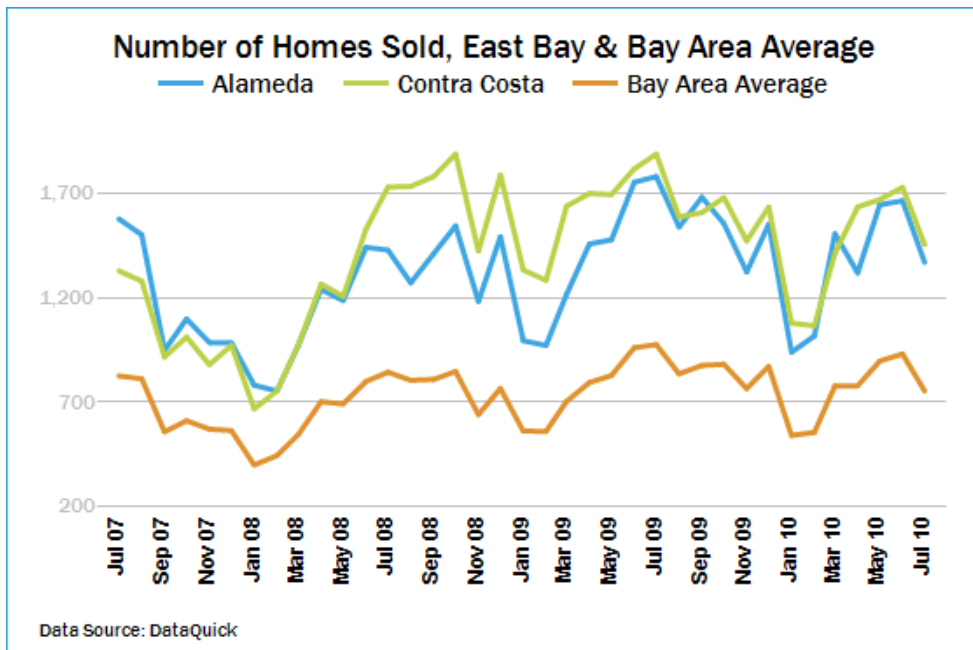
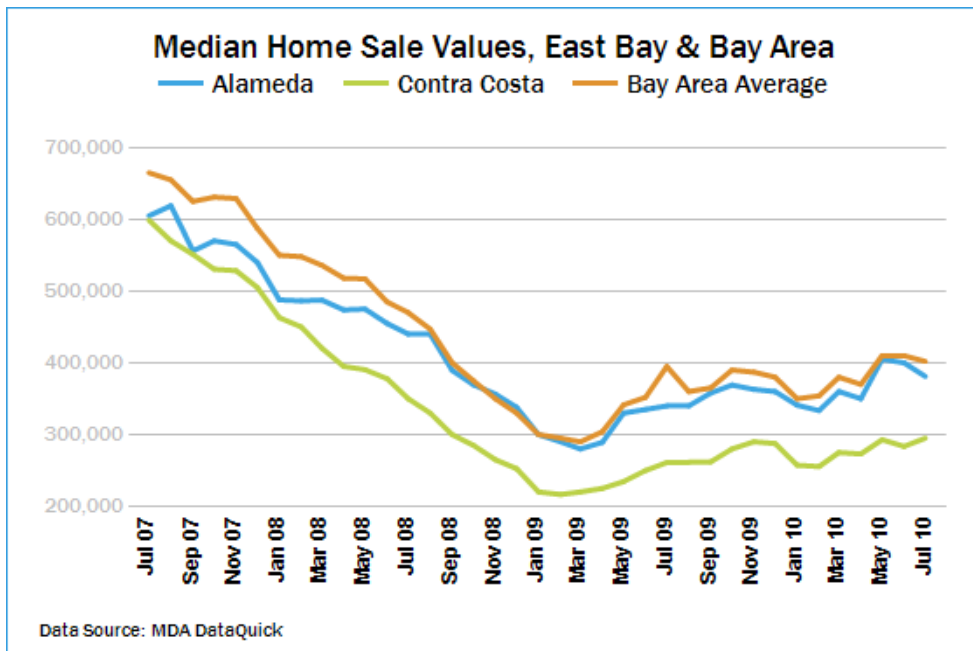
According to MDA DataQuick, the number of Bay Area homes sold in July 2010 was below the month ago level in June and also below the year ago level. This was due to the end of the federal home buyer tax credits and the weak economic recovery. In a year-over-year basis, the median sale price increased for the tenth consecutive month due to fewer low-cost foreclosures being sold and more higher-end homes being turned over this year. A total of 6,773 new and resale houses and condos closed escrow in the nine-county Bay Area in July. That was down 19.1 percent from 8,373 sales in June, and down 22.8 percent from 8,771 sales in July 2009.

In the East Bay, Alameda County's median value was \$381,000 in July 2010 – a 4.8 percent decrease from June and a 12.1 percent increase when compared to July 2009. In Contra Costa County the median home value was \$295,000 – a 4.1 percent increase from June and a 13.0 percent increase when compared to July 2009.

The median price paid for a Bay Area home was \$402,000 in July 2010. That was a 2.0 percent decrease from June, and up 1.8 percent from \$395,000 for July 2009. However, it was still 39.5 percent below the \$665,000 peak in June 2007. July's total sales tally was 28.8 percent below the July average of 9,515 sales since 1988. It was also the largest month-over-month drop since 2006, when sales dropped 21.7 percent between June and July.

Foreclosure resales – homes that had been foreclosed on in the prior 12 months – increased slightly from June to 26.1 percent of the Bay Area's resale market in July. This was down from the 33.6 percent in July 2009 and considerably less than the February 2009 peak of 52 percent. The historical percentage of foreclosure resales in the past 15 years is 8.0 percent.

All Homes by County	Number Sold July 2010	Sales Annual Pct. Change	Median July 2010	Median Annual Pct. Change
Alameda	1,369	-23.10%	\$381,000	12.10%
Contra Costa	1,454	-23.00%	\$295,000	13.00%
Marin	224	-15.50%	\$715,000	10.00%
Napa	116	-13.40%	\$365,000	6.60%
San Francisco	452	-16.80%	\$676,500	5.30%
San Mateo	554	-19.90%	\$605,000	5.30%
Santa Clara	1,595	-27.50%	\$534,000	9.00%
Solano	562	-21.40%	\$209,000	4.50%
Sonoma	447	-19.50%	\$330,000	0.60%
Bay Area	6,773	-22.80%	\$402,000	1.80%
<b>Source: MDA DataQuick</b>				



#### EAST BAY HOME SALES

County/City/Area	# Sold	Jul-10	Jul-09	% Change
<b>ALAMEDA COUNTY</b>	1,068	\$370,000	\$343,000	7.87%
<b>ALAMEDA</b>	27	\$515,000	\$569,000	-9.49%
<b>ALBANY</b>	10	\$570,000	\$556,500	2.43%
<b>BERKELEY</b>	52	\$585,000	\$620,000	-5.65%

<b>CASTRO VALLEY</b>	48	\$395,000	\$442,000	-10.63%
<b>DUBLIN</b>	44	\$600,000	\$427,500	40.35%
<b>EMERYVILLE</b>	27	\$326,000	\$290,000	12.41%
<b>FREMONT</b>	157	\$523,000	\$440,000	18.86%
<b>HAYWARD</b>	128	\$255,000	\$253,000	0.79%
<b>LIVERMORE</b>	78	\$403,750	\$420,000	-3.87%
<b>NEWARK</b>	33	\$435,000	\$332,500	30.83%
<b>OAKLAND</b>	284	\$260,000	\$182,500	42.47%
<b>PLEASANTON</b>	64	\$664,500	\$637,250	4.28%
<b>SAN LEANDRO</b>	61	\$307,000	\$313,000	-1.92%
<b>SAN LORENZO</b>	14	\$285,000	\$302,500	-5.79%
<b>UNION CITY</b>	41	\$441,000	\$370,000	19.19%
<b>CONTRA COSTA COUNTY</b>	1,418	\$290,500	\$260,000	11.73%
<b>ALAMO</b>	29	\$1,060,000	\$1,200,000	-11.67%
<b>ANTIOCH</b>	174	\$205,000	\$196,000	4.59%
<b>BRENTWOOD</b>	N/A	N/A	N/A	N/A
<b>CLAYTON</b>	11	\$525,000	\$593,000	-11.47%
<b>CONCORD</b>	131	\$290,000	\$245,000	18.37%
<b>DANVILLE</b>	83	\$830,000	\$833,500	-0.42%
<b>DISCOVERY BAY</b>	30	\$292,500	\$271,000	7.93%
<b>EL CERRITO</b>	17	\$518,000	\$560,000	-7.50%
<b>EL SOBRANTE</b>	25	\$225,000	\$250,000	-10.00%
<b>HERCULES</b>	32	\$314,500	\$314,500	0.00%

<b>LAFAYETTE</b>	28	\$897,000	\$811,500	10.54%
<b>MARTINEZ</b>	52	\$295,000	\$328,000	-10.06%
<b>MORAGA</b>	20	\$719,250	\$800,000	-10.09%
<b>OAKLEY</b>	71	\$228,000	\$228,750	-0.33%
<b>ORINDA</b>	22	\$912,250	\$888,000	2.73%
<b>PINOLE</b>	12	\$293,250	\$260,000	12.79%
<b>PITTSBURG</b>	120	\$180,000	\$149,000	20.81%
<b>PLEASANT HILL</b>	25	\$500,000	\$450,000	11.11%
<b>RICHMOND</b>	101	\$135,000	\$129,000	4.65%
<b>RODEO</b>	12	\$257,500	\$230,000	11.96%
<b>SAN PABLO</b>	67	\$160,000	\$148,000	8.11%
<b>SAN RAMON</b>	124	\$657,750	\$630,000	4.40%
<b>WALNUT CREEK</b>	119	\$480,000	\$485,000	-1.03%
<b>Source: SF Chronicle/ MDA DataQuick</b>				

### **NEXT SECTION: BAY AREA CONSTRUCTION PERMITS**

## BAY AREA CONSTRUCTION PERMITS

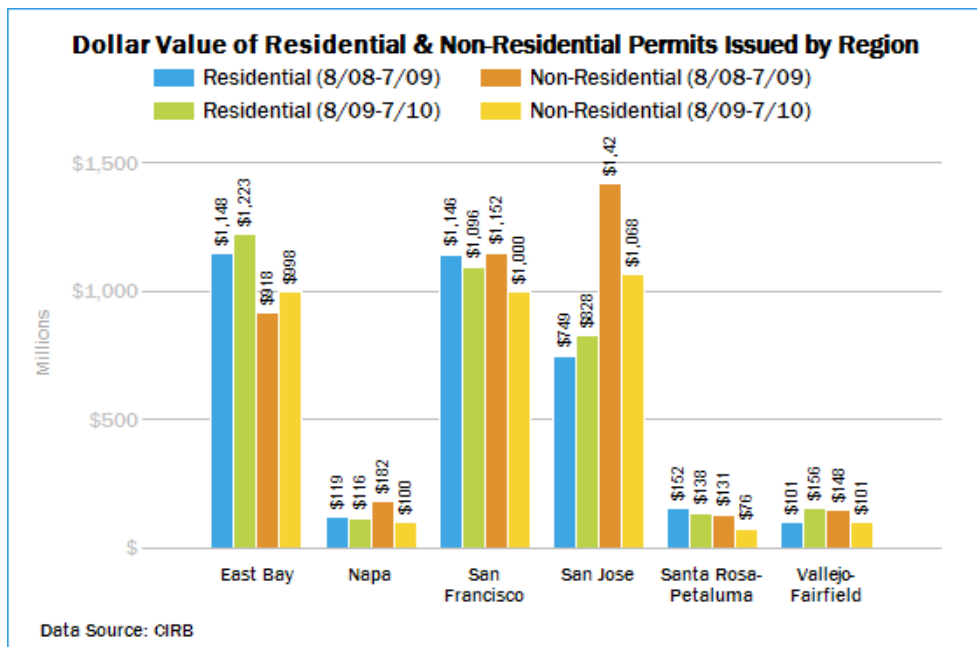
Region	Total Value of Construction Permits 8/09 – 7/10	Annual Change in Total Value of Construction Permits 8/08-7/09 vs. 8/09-7/10	Annual Percent Change
East Bay	\$2,220,498,633	\$154,779,513	7.5%
Napa	\$215,421,864	-\$85,055,799	-28.3%
San Francisco	\$2,096,484,998	-\$201,650,885	-8.8%
San Jose	\$1,896,592,137	-\$274,635,864	-12.6%
Vallejo-Fairfield	\$470,317,641	-\$61,399,708	-11.5%

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

In a comparison of these two 12-month periods, the East Bay showed an increase in construction permit values, increasing 7.5 percent from the previous period. All other Bay Area regions posted losses during this period, with Napa showing the sharpest decrease of over 28.3 percent over the previous 12-month period.

### RESIDENTIAL & NON-RESIDENTIAL PERMITS

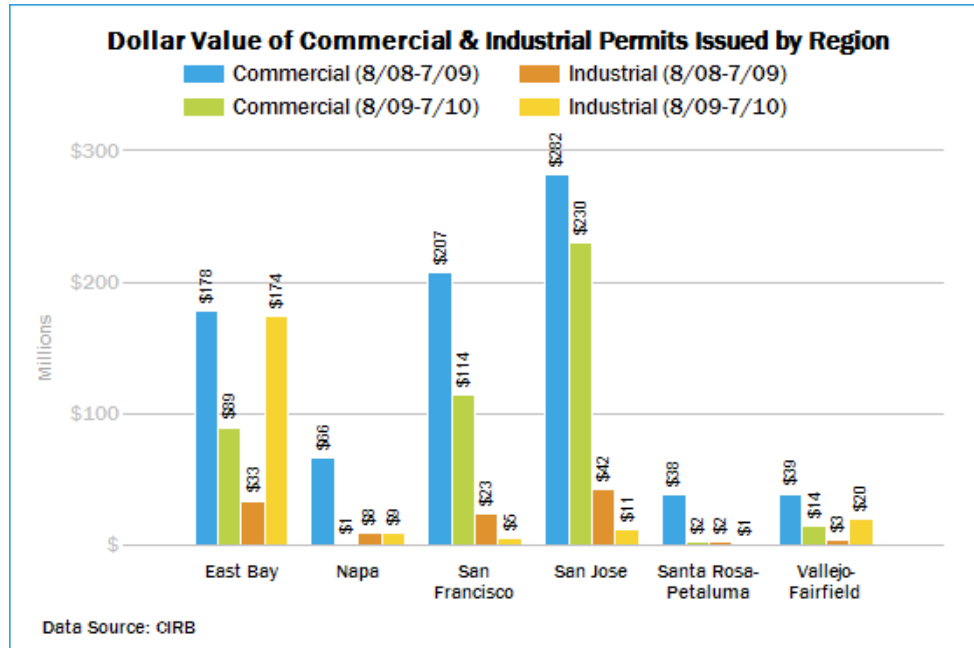
When comparing the two previous 12-month periods of August 2008 to July 2009 and August 2009 to July 2010, residential permit values increased in the Bay Area with the greatest increases occurring in the Vallejo (up 15.9 percent) and San Jose (up 10.6 percent) regions. In the East Bay, residential construction increased 6.5 percent. Non-residential construction permit values declined overall in the Bay Area regions during this period, falling over 45.2 percent in Napa, but the East Bay saw a 8.7 percent increase.



### COMMERCIAL & INDUSTRIAL PERMITS

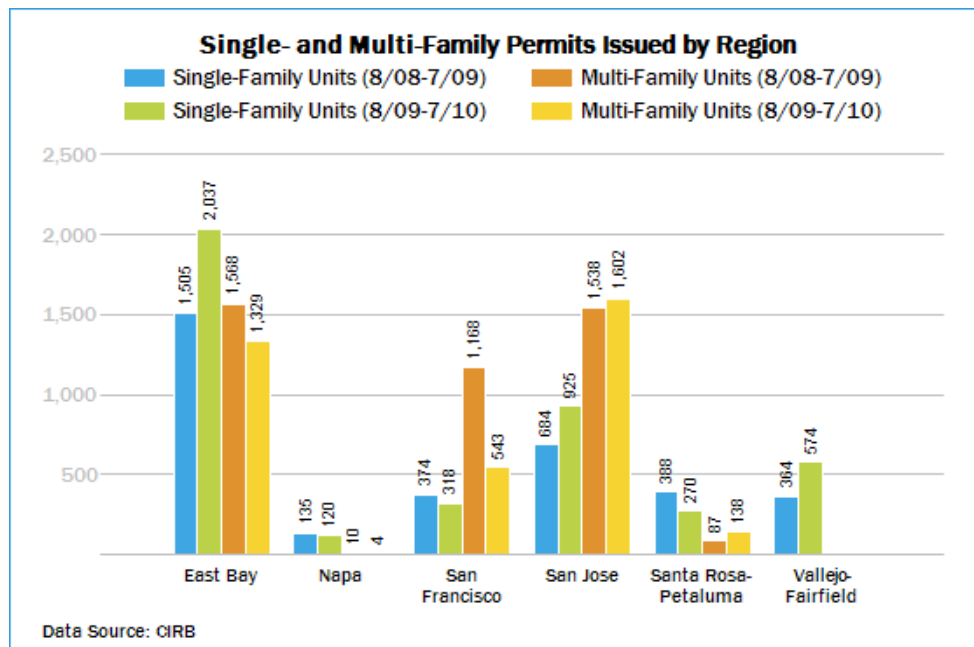
In a comparison of commercial and industrial construction permits issued during the same two 12-month periods, the dollar value of commercial permits issued in the East Bay fell 49.9 percent when compared with the previous period. Commercial building

permit values declined throughout the Bay Area during this period, falling most sharply in the Napa region (down 98.1 percent). Overall industrial permit values were actually up during this period in the Bay Area, due to the East Bay and Vallejo-Fairfield regions, which experienced significant 420.4 percent and 310.4 percent increases. The San Francisco and San Jose regions suffered from declines in the same period.



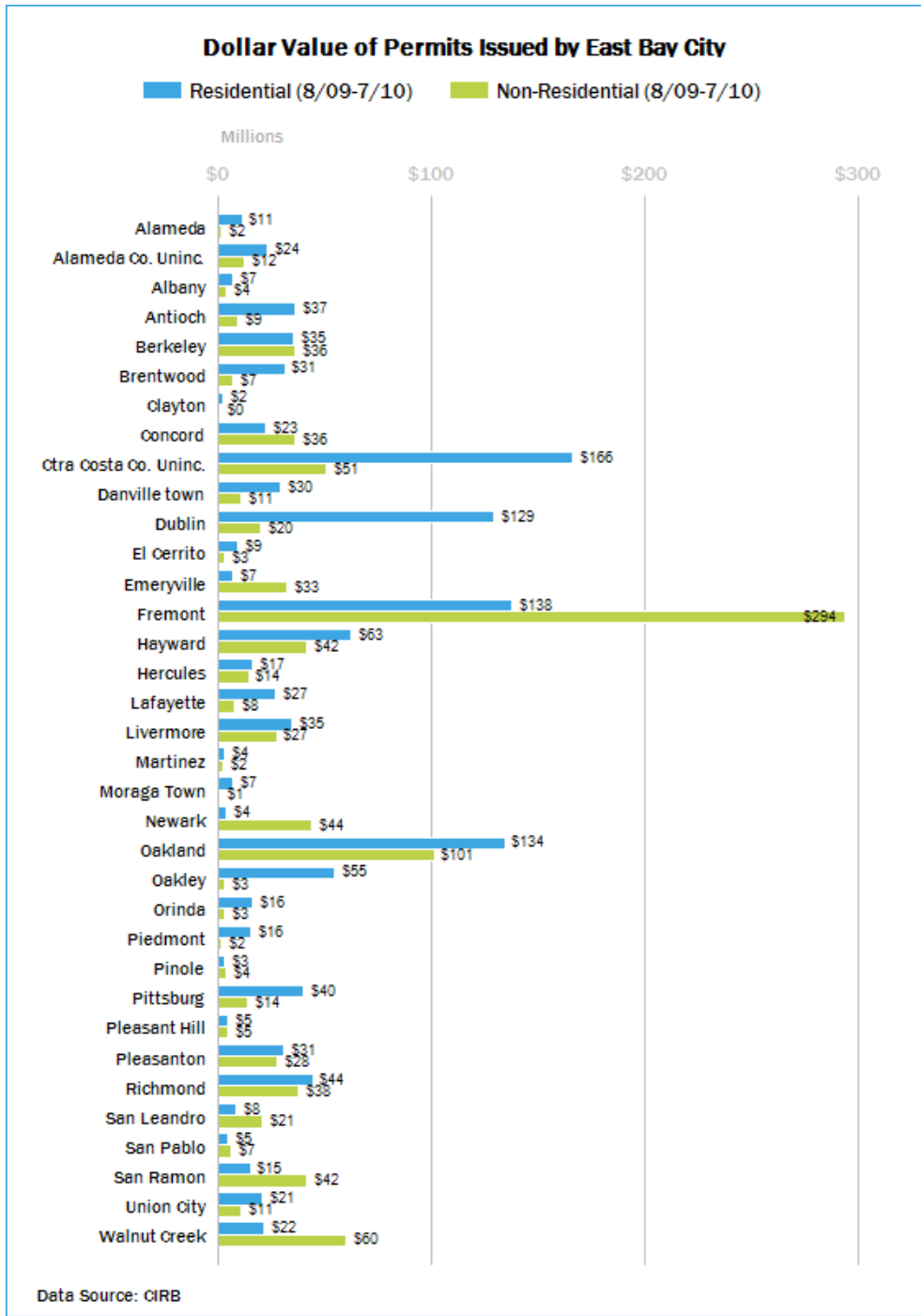
**SINGLE AND MULTI-FAMILY PERMITS**

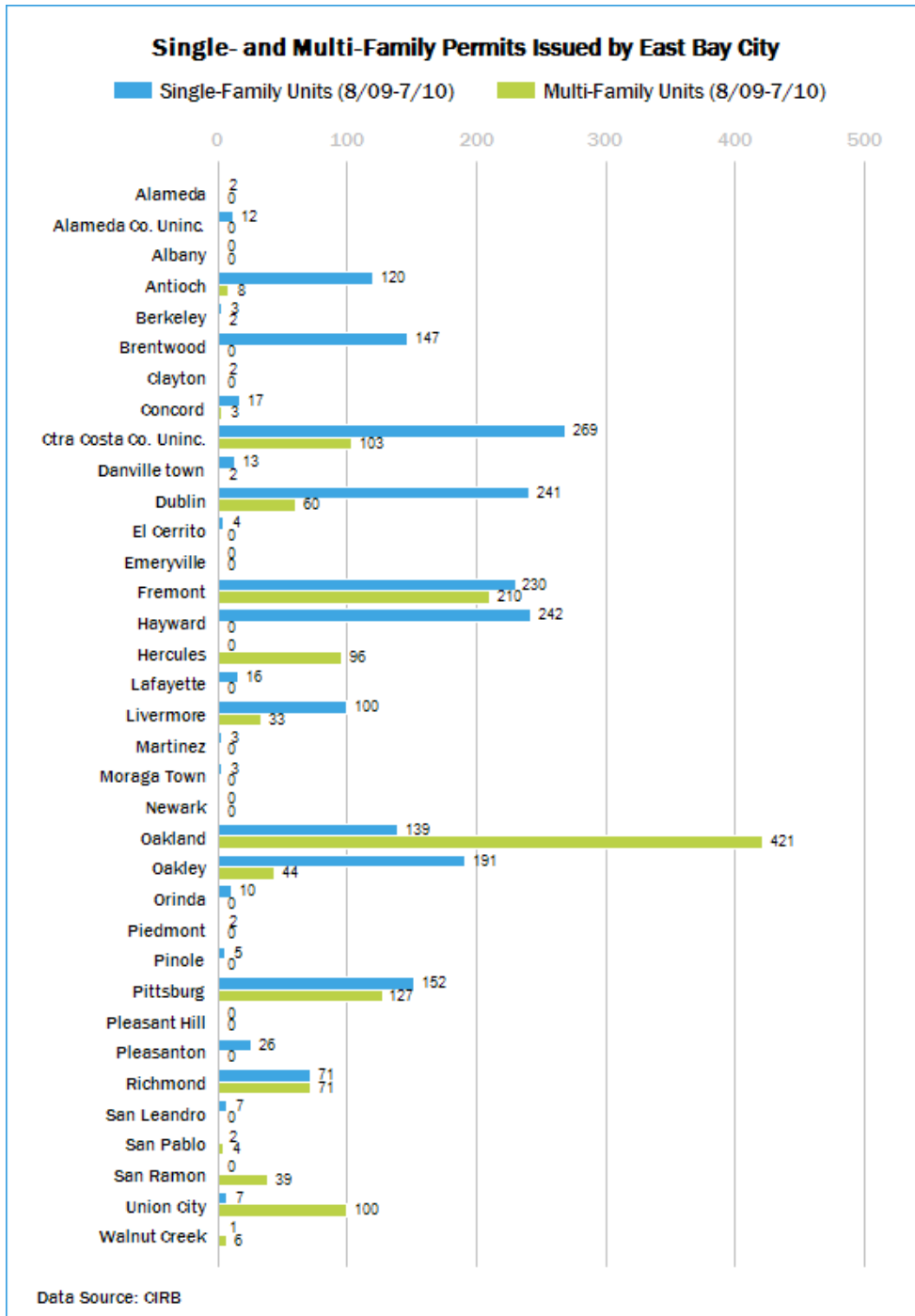
The Bay Area regions saw overall residential construction increases when compared with the previous 12-month period in single-family units, with the East Bay increasing 35.3 percent. However, the Bay Area regions saw overall residential construction decreases when compared with the previous 12-month period in multi-family units, with the East Bay decreasing at 15.2 percent.



**EAST BAY CONSTRUCTION**

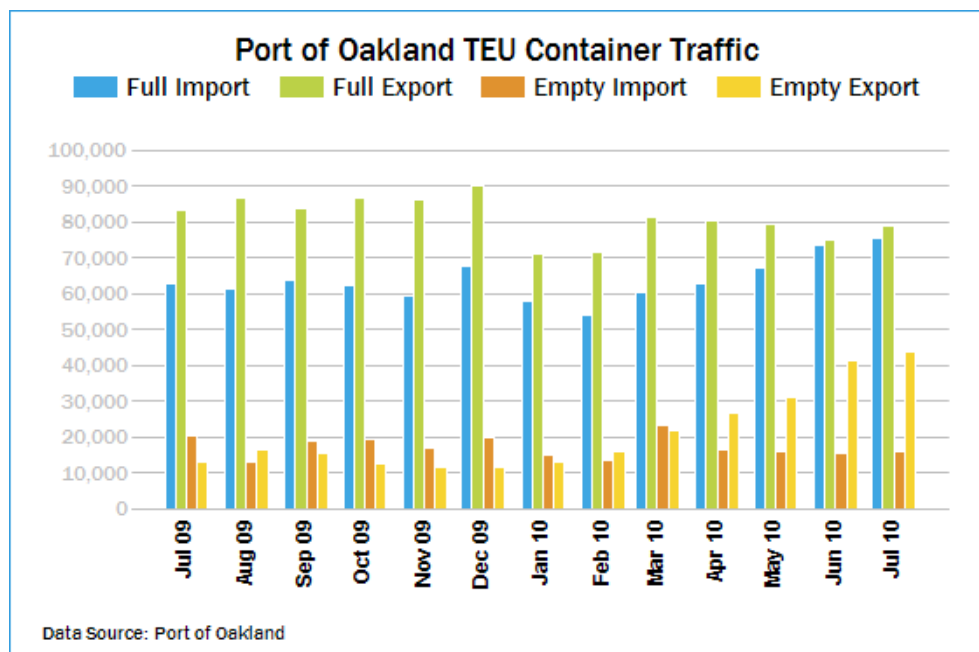
The following charts show the number and value of single, multi-family, residential and non-residential construction permits issued in East Bay cities for the twelve-month period ending July 2010.



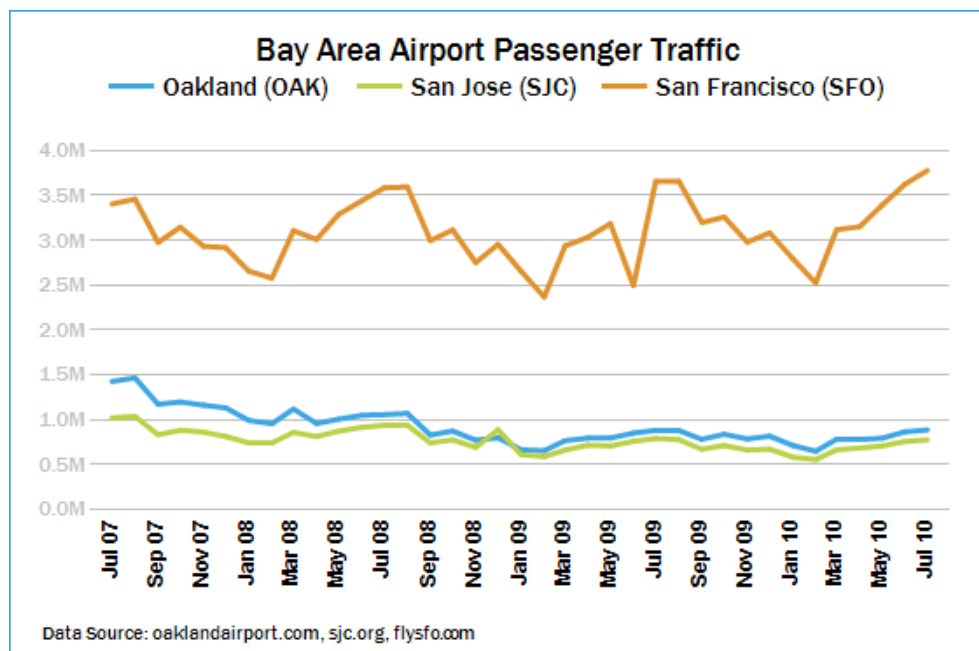


**NEXT SECTION: TRADE & TRAVEL**

## TRADE & TRAVEL



Traffic of full import containers traveling through the Port of Oakland increased at 16.8 percent between July 2009 and July 2010, while full exports decreased 6.8 percent. Empty container imports decreased at 24.1 percent and empty exports increased 216.5 percent.



At Oakland International Airport, ridership increased 0.4 percent between July 2009 and July 2010. Traffic through San Francisco International increased 3.3 percent annually, and at San Jose Mineta Airport traffic decreased 1.9 percent during the same period.