

# Workforce Review

A monthly review of labor market information for Northern Santa Clara County

## December 2010

Did You Know?

### Green Jobs Continue to Grow amid the Economic Downturn

California's unemployment rate has hovered around 12.4 percent for almost a year. But a new report released late Tuesday shows that green jobs continued to grow amid the downturn.

California's "Core Green Economy" had 174,000 jobs in January 2009, up from 169,000 in January 2008, according to the report by Next 10, a nonpartisan think tank founded by philanthropist and venture capitalist Noel Perry.

The Bay Area — a hub for solar manufacturing and other clean energy generation — continued to post the state's strongest green employment gains, adding 2,500 jobs — half of the 5,000 statewide — during the January 2008 to January 2009 time frame. The bulk of the state's green jobs are in services, such as environmental consulting and green marketing. But manufacturing represents 26 percent of all green employment — a significant share, given that manufacturing represents just 11 percent of the state's total economy.

The report, called "Many Shades of Green: Regional Distribution and Trends in California's Green Economy," is the second annual report for Next 10 prepared by Collaborative Economics of Mountain View. The report's authors point to California's long history of forward-thinking public policy as driving much of the state's green job growth.

"We've had a renewable portfolio standard for utilities and energy efficiency requirements for buildings for years," said Perry, who started Next 10 in 2003. "The bar has been raised here in California, and entrepreneurs and innovators are trying to reach that bar."

Job growth in the Bay Area can be found across cleantech sectors, particularly energy generation, carbon emissions monitoring, clean transportation and energy storage.

Picarro, a Sunnyvale company that makes scientific instruments to measure greenhouse gases such as carbon dioxide and methane, had fewer than 50 employees last year. The headcount is now 70, and the company expects to have well more than 100 by this time next year. Palo Alto's Tesla Motors, which had about 500 employees a year ago, has well more than 800 today.

"There's a lot of excitement about energy storage," said Doug Henton of Collaborative Economics. "It's the holy grail. Everyone is trying to figure out how to develop advanced batteries and fuel cells."

Tracking green job growth can be difficult because there are several different ways to define "green jobs" and the "green economy." Collaborative Economics defines green jobs and businesses as those that conserve energy and natural resources, reduce pollution, repurpose waste and provide alternatives to carbon-based energy sources. The firm scoured employment databases and then reached out to individual companies in an effort to quantify the actual number of jobs created.

The 15 segments of the 'core green economy': **energy generation; energy efficiency; clean transportation; energy storage; air and environment; recycling and waste; water and wastewater; agriculture support; research and advocacy; business services; finance and investment; advanced materials; green building; manufacturing and industrial support; and energy infrastructure.**

Source: *San Jose Mercury News* (1/18/11)

[http://www.mercurynews.com/hotjobs/ci\\_17132711](http://www.mercurynews.com/hotjobs/ci_17132711)

### Labor Force Statistics (San José–Sunnyvale–Santa Clara MSA)

Civilian Unemployment Rate	December 2009	November 2010	December 2010	Percentage Point Change	
				Monthly	Annual
San José–Sunnyvale MSA	11.5%	10.9%	10.7%	- 0.2	- 0.8
California	12.2%	12.4%	12.3%	- 0.1	+ 0.1
United States	9.7%	9.3%	9.1%	- 0.2	- 0.6

  

Civilian Labor Force	December 2009	November 2010	December 2010	Percentage Change	
				Monthly	Annual
San José–Sunnyvale MSA	890,200	903,200	897,000	- 0.7%	+ 0.8%
Civilian Employed	787,700	804,300	801,400	- 0.4%	+ 1.7%
Civilian Unemployed	102,500	98,800	95,600	- 3.2%	- 6.7%

### Industry Statistics (San José–Sunnyvale–Santa Clara MSA)

Change in Employment	December 2009	November 2010	December 2010	Percentage Change	
				Monthly	Annual
<b>Total Nonfarm</b>	<b>846,100</b>	<b>853,100</b>	<b>854,600</b>	<b>+ 0.2%</b>	<b>+ 1.0%</b>
Construction	30,400	30,300	29,600	- 2.3%	- 2.6%
Employment Services	17,400	19,300	19,100	- 1.0%	+ 9.8%
Food Manufacturing	2,800	3,000	3,100	+ 3.3%	+ 10.7%
Government: State & Local	88,800	86,200	86,500	+ 0.3%	- 2.6%
Publishing Industries	11,600	11,200	11,200	0.0%	- 3.4%

NOTE: San José-Sunnyvale-Santa Clara MSA (Metropolitan Statistical Area) = Santa Clara and San Benito Counties

Source: California Employment Development Department, LMID

### Labor Force by City (NOVA seven-city consortium)

	Labor Force			Employed			Unemployment		
	December 2009	December 2010	Annual Change	December 2009	December 2010	Annual Change	December 2009	December 2010	Annual Change
<b>Santa Clara County</b>	<b>864,400</b>	<b>870,400</b>	<b>+ 0.7%</b>	<b>766,600</b>	<b>779,900</b>	<b>+ 1.7%</b>	<b>97,700</b>	<b>90,500</b>	<b>- 7.4%</b>
Cupertino	23,700	23,900	+ 0.8%	21,900	22,300	+ 1.8%	1,700	1,600	- 5.9%
Los Altos	12,300	12,500	+ 1.6%	11,600	11,800	+ 1.7%	700	700	0.0%
Milpitas	31,300	31,500	+ 0.6%	27,700	28,200	+ 1.8%	3,600	3,400	- 5.6%
Mountain View	41,100	41,500	+ 1.0%	37,600	38,300	+ 1.9%	3,500	3,200	- 8.6%
Palo Alto	30,600	30,900	+ 1.0%	28,700	29,200	+ 1.7%	1,900	1,700	- 10.5%
Santa Clara	55,600	56,000	+ 0.7%	49,800	50,700	+ 1.8%	5,800	5,300	- 8.6%
Sunnyvale	73,700	74,300	+ 0.8%	66,500	67,700	+ 1.8%	7,200	6,600	- 8.3%
<b>NOVA Consortium</b>	<b>268,300</b>	<b>270,600</b>	<b>+ 0.9%</b>	<b>243,800</b>	<b>248,200</b>	<b>+ 1.8%</b>	<b>24,400</b>	<b>22,500</b>	<b>- 8.0%</b>

NOTE: Totals may not add correctly due to rounding

Source: California Employment Development Department, LMID

### Regional Layoff Activity

Company	WARN *	City	Affected	Cause	WARN Summary	
Palo Alto Medical Foundation	No	Mountain View	53	RIF	Individuals Affected YTD †:	1,192 †
Verisign	Yes	Mountain View	3	RIF	Events Current YTD †:	42
Company confidential	No	Mountain View	2	RIF	Events Previous YTD †:	66
Company confidential	No	Mountain View	6	Closure		
Company confidential	Yes	Santa Clara	50	RIF		
Company confidential	No	Sunnyvale	10	RIF		

**124**

\* **WARN: Worker Adjustment and Retraining Notification** (notice of mass layoff or closure)

† **YTD: Year to Date** (Program year: July 1–June 30)

‡ **Summary Total** may not equal sum of monthly numbers due to internal adjustments

NOTE: Layoff data are preliminary and should be considered an estimate of monthly regional activity

Source: NOVA's internal Rapid Response database