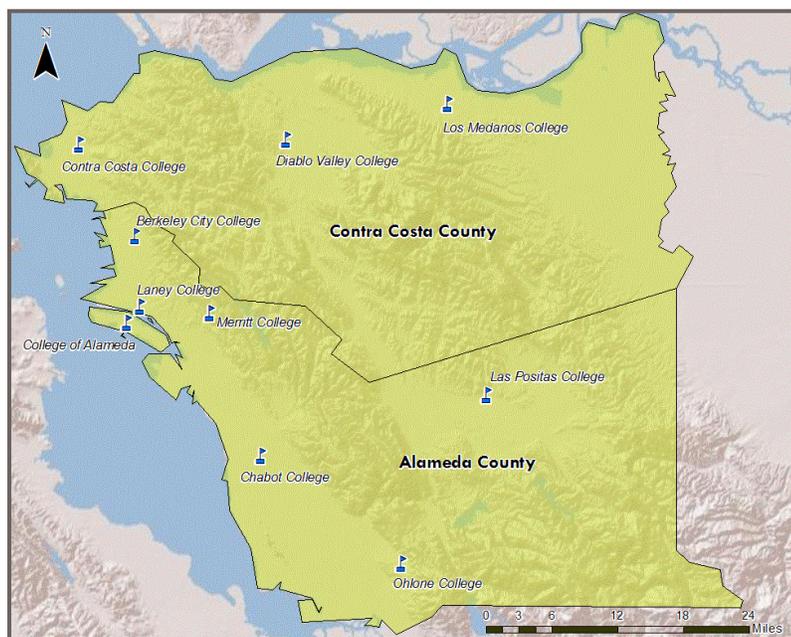


Regional Labor Market Profile

East Bay Counties

In recent years, as local economies weathered the Great Recession, the quality and timeliness of labor market information has become increasingly important. This is especially true for California Community Colleges. Whether it is aligning career technical education programs with local employer demand, providing career guidance to students, meeting funding requirements or writing grants, colleges rely on labor market data to inform their decision-making process.

To assist colleges in Alameda and Contra Costa counties, the Centers of Excellence, an initiative of the Economic and Workforce Development program through the California Community Colleges' Chancellor's Office, offer this regional labor market profile — an overview of the two-county region's demographic make-up, current and projected employment, and related resources.



Living in the Region

- Home to more than 2.6 million people in 2010, the region's population could climb as high as 3 million by 2020
- The labor force totals more than 1.3 million workers; of these, almost 130,000 are unemployed (reporting 9.8% unemployment in March 2012)
- The median household income for both counties ranges from \$69,300 (Alameda) to \$78,400 (Contra Costa)
- Served by 10 community colleges
- Eighty-seven percent (87%) of the adult population (25 or older) have completed high school, with 68% moving on to college

In the News

Across the state, regional economies are slowly improving. As new business or job gains are reported, they add not only to the economic wealth of a region but also signal an uptick in labor market momentum. In Alameda and Contra Costa, a few examples of recent signals include:

- Lawrence Berkeley National Lab recently selected a site for a second campus — the Richmond Field Station — which has cities and developers looking at what to do next, as the new campus could boost the entire region. “We believe that LBNL will attract even more technology companies to locate and expand here over the coming years,” said Rich Robbins, head of Wareham Development. LBNL's expansion could also jumpstart the private sector as their scientists are excited to start companies that could create hundreds of new jobs.
- In financial services, an area of cautious growth in past years, Chase Bank is looking to expand its footprint in the Bay Area with plans to open 25 to 30 new locations this year. The plans include branches in the East Bay, including six to eight in Alameda County. The expansion could generate 250 to 300 new jobs.

The Region at Work

In March 2011, the unemployment rate in the region hovered close to 11% but has since dipped below 10% — dropping to 9.8% in March 2012. In the same period, the labor force increased by 20,300 participants, adding that many more job seekers to the already competitive market. Overall, these are positive indicators, showing that employment is on the rise even as more adults enter the workforce.

Looking forward to 2014, industry employment projections estimate gains of as much as 3.4% or about 46,000 jobs. The largest gains are projected for healthcare and social services (up as much as 10,600); professional, scientific and technical services (+10,500 jobs); and finance and insurance (potentially increasing by 6,000 jobs). Within each of these major sectors, several sub-sectors account for the largest gains.

Industry Spotlight: Healthcare Services

Healthcare services industries in the two-county region generate more than \$11 billion in revenue each year and accounts for close to 150,000 jobs. Through 2014, the largest growth is projected for outpatient care centers, followed by hospitals, nursing care facilities, and home health care services.

Employers in Healthcare Services

Kaiser Permanente Outpatient Services	3,290 jobs
John Muir Home Health Service	3,000 jobs
Kaiser Permanente Medical Center	2,800 jobs
Washington Hospital Health Care	1,500 jobs

Industry Sector	2011 Jobs	2014 Jobs	Change	% Change	# of Establishments
Outpatient Care Centers	17,056	20,108	3,052	18%	304
Hospitals	29,081	31,246	2,165	7%	155
Nursing Care Facilities	9,531	11,094	1,563	16%	171
Home Health Care Services	7,407	8,771	1,364	18%	232

Career Opportunities: Within health services, the occupations listed below show potential for growth and usually require some college, an Associate degree or above.

Largest growth: registered nurses, home health aides, licensed practical and licensed vocational nurses, personal and home care aides, medical assistants, medical secretaries and medical and health services managers.

Fastest growth: network systems and data communications analysts, biomedical engineers, home health aides, medical equipment repairers, personal and home care aides, network and computer systems administrators, database administrators, recreation workers, and skin care specialists.

Industry Spotlight: Professional, Scientific and Technical Services

Professional, scientific and technical services industries generate more than \$10 billion in revenue each year and accounts for more than 148,000 jobs.

Through 2014, the largest job gains are projected for management, scientific and technical consulting, followed by computer system design and related services, and scientific research and development services (more specifically, the physical, engineering and life sciences).

Employers in Professional, Scientific and Technical Services

Lawrence Berkeley National Lab	6,000 jobs
Sandia National Lab	1,400 jobs
Siemines Building Tech	1,000 jobs
Techspierence	1,000 jobs
B2B Technologies Inc.	400 jobs

Industry Spotlight: Professional, Scientific and Technical Services, cont.

Industry Sector	2011 Jobs	2014 Jobs	Change	% Change	# of Establishments
Management, Scientific, and Technical Consulting Services	28,523	32,340	3,817	13%	2,340
Computer System Design and Related Services	29,002	31,519	2,517	9%	2,188
Scientific Research and Development Services	17,723	20,073	2,350	13%	436

Career Opportunities: Within professional, scientific and technical services, the occupations listed below show potential for growth and usually require some college, an Associate degree or above.

Largest growth: management analysts, computer software engineers, civil engineers, network systems and data communications analysts, and computer support specialists, executive secretaries and administrative assistants

Fastest growth: network and computer systems administrators, management analysts, computer support specialists, aerospace engineers, market research analysts, business operations specialists

Industry Spotlight: Finance and Insurance

Finance and insurance in Alameda and Contra Costa counties is an \$8 billion industry and accounts for close to 70,000 jobs. Through 2014, employment is expected to increase by the greatest amount within other financial investment activities — this sector includes portfolio management, investment advice, and all other financial investment services and miscellaneous intermediation. Portfolio management shows the largest concentration of new job growth over the period.

Employers in Finance and Insurance

NAM International Insurance	700 jobs
Bank of the West	600 jobs
Wells Fargo Advisors	580 jobs
Farmers Insurance Group	500 jobs

Industry Sector	2011 Jobs	2014 Jobs	Change	% Change	# of Establishments
Miscellaneous Intermediation	2,167	2,503	336	16%	24
Portfolio Management	6,814	8,090	1,276	19%	109
Investment Advice	9,193	9,965	772	8%	312
All Other Financial Investment Activities	2,781	3,756	975	35%	30

Career Opportunities: Within finance and insurance, the occupations listed below show potential for growth and usually require some college, an Associate degree or above.

Largest growth: personal financial advisors, securities, commodities and financial services agents, financial analysts, insurance sales representatives, supervisors/managers of non-retail sales workers, loan officers, customer services representatives, tellers

Fastest growth: personal financial advisors, financial analysts, property, real estate and community association managers, accountants and auditors

Online Job Postings

Real-time labor market information (real-time LMI) aggregates postings from hundreds of online job search engines and matches job postings to occupational titles. This data is helpful in better understanding the job market in a region and assisting students/job seekers in making career decisions.

In the two-county region, the top postings are for registered nurses and software developers (applications). Across all job postings, the top skills/knowledge areas for the region include: sales, accounting, scheduling, SQL, repair, mathematics, Oracle, Java, business development, administrative support, and business process.

Job Title	# of Postings
Registered Nurses	946
Software Developers, Applications	915
Retail Salespersons	816
Sales Representatives, Wholesale and Manufacturing	778
Computer Programmers	749
First-Line Supervisors of Retail Sales Workers	740
Information Technology Project Managers	621
Office Clerks, General	555
Secretaries and Administrative Assistants	545
Executive Secretaries and Executive Administrative Assistants	527

Related Research and Publications

Regional Studies

Recently completed research with information specific to Alameda and Contra Costa counties:

- Logistics and Transportation Occupations
- Hybrid Vehicles: Maintenance and Repair Occupations

Industry-specific Research

Newly published statewide reports on industry-specific topics include:

- Social Media in California; Mobile Media Occupations
- Solar Industry & Occupations: Distributed and Utility Scale Generation

For More Information

Community colleges in Alameda and Contra Costa are members of the Bay Area Community College Consortium (BACCC). The BACCC is comprised of 26 colleges and 10 Economic and Workforce Development Initiatives. For more information on the efforts of the BACCC, go to www.baccc.net or contact:

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This Regional Labor Market Profile was developed by the Centers of Excellence, a workforce research initiative of the California Community Colleges' Economic and Workforce Development program. For more information on this report or to learn more about the Economic and Workforce Development services available in this region, please contact:

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Data notes and sources

Data and information included in the Regional Labor Market Profile were compiled from the following public and proprietary sources. *Living in the Region*: US Census Bureau, CA Department of Finance, CA Employment Development Department; *In the News*: San Francisco Business Times (January 27, 2012; February 2, 2012); *The Region at Work*: CA Employment Development Department, Economic Modeling Specialists, Inc., InfoGroup; *Online Job Postings*: The Conference Board - Help Wanted Online