

The Short and Medium Term Outlook—Challenges and Potential Action Steps

Stephen Levy

NOVA Board retreat

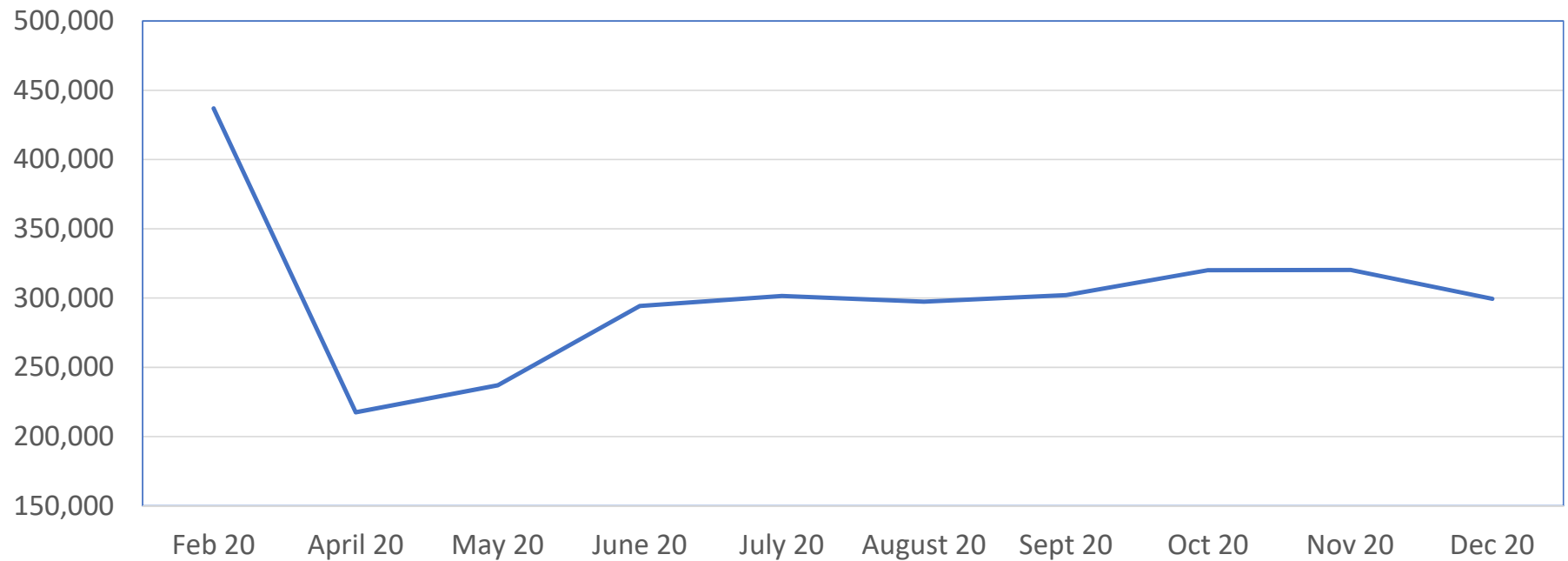
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The Pandemic Reminds Us of Its Destructive Power in December

- Activity restrictions cause job losses, rising unemployment and widespread pain.
- The leisure and Hospitality sector hit hard as hotels and restaurants curtail activity
- Regional unemployment jumps 37,300
- The regional unemployment rate jumps from 5.9% to 6.8%

In December It Was Mainly One Sector

Bay Area Leisure and Hospitality Jobs



And Unemployment Surged

Unemployment Rates						
		Feb 20	Apr 20	Oct 20	Nov 20	Dec 20
Metro Area						
Oakland		3.0%	14.2%	7.7%	6.8%	7.7%
San Francisco		2.2%	12.1%	6.3%	5.4%	6.1%
San Jose		2.7%	12.0%	5.8%	5.2%	6.0%
Santa Rosa		2.8%	14.5%	6.0%	5.5%	6.5%
Napa		3.2%	16.1%	6.4%	6.0%	7.3%
Vallejo		3.9%	15.1%	8.2%	7.5%	8.8%
San Rafael		2.3%	11.2%	5.2%	4.7%	5.5%
Bay Area		2.7%	13.1%	6.7%	5.9%	6.8%
Source: EDD						

Poncho will Tell Us What This
Means in Human Terms

While the Vaccine and Biden Policies Will Likely Restore Economic Momentum After Mid Year, We are in for More Pain Near Term

- Few workers will return to jobs for a while
- After mid year we could see policies implemented and working that will benefit our economy and workers
 - a more welcoming policy with the rest of the world that will bring
 - more talent, more foreign students, more visitors and more trade
 - infrastructure and climate change policies that will create jobs and opportunities for companies and workers
 - policies that broaden the reach of jobs, income and opportunity

A Different Short-Term Role for NOVA—My Thoughts if There Are Few/No Jobs Right Now

- Can We Help Workers Navigate the EDD UE Mess?
- Can we Help Small Businesses Navigate the PPP System so They Can Keep Workers Paid?
- Can We Advocate for Targeted State Assistance to Needy Residents?
- Can We Join With Others to Advocate for Worker Rights and Protections in Being Rehired?
- **Ecommerce technical assistance for small businesses and incumbent workers (from Luther)**
- **Paid Work Experience initiative for unemployed workers, community based organizations and municipalities (from Luther)**