

We are pleased to provide you with the current issue of the **NOVA Workforce Index** for the city of Sunnyvale. Formerly titled the **NOVA Report to Consortium Cities**, this biannual report provides a summary of NOVA services provided to the residents and businesses of Sunnyvale, as well as a snapshot of workforce and demographic data for the city and region.

The North Valley (NOVA) Job Training Consortium is a nonprofit, federally funded employment and training agency that provides workforce development services to the northern Santa Clara County. Under the direction of the NOVA Workforce Board, NOVA works on behalf of a seven-city consortium composed of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, and Santa Clara, and is administered by the City of Sunnyvale.

Over the past year a record number of individuals and businesses have been affected by the recession throughout the Silicon Valley. This publication is part of NOVA's ongoing effort to distribute up-to-date labor market intelligence to policymakers, the press, job seekers, employers, and the community at large.

One of the ways in which NOVA provides a unique benefit to our local communities is through the personalized services and interactions our clients receive. On a daily basis individuals are building their skills and finding a new path to employment through NOVA's programs and services. Here is what some Sunnyvale residents had to say about their experience with NOVA and the CONNECT! Job Seeker Center:

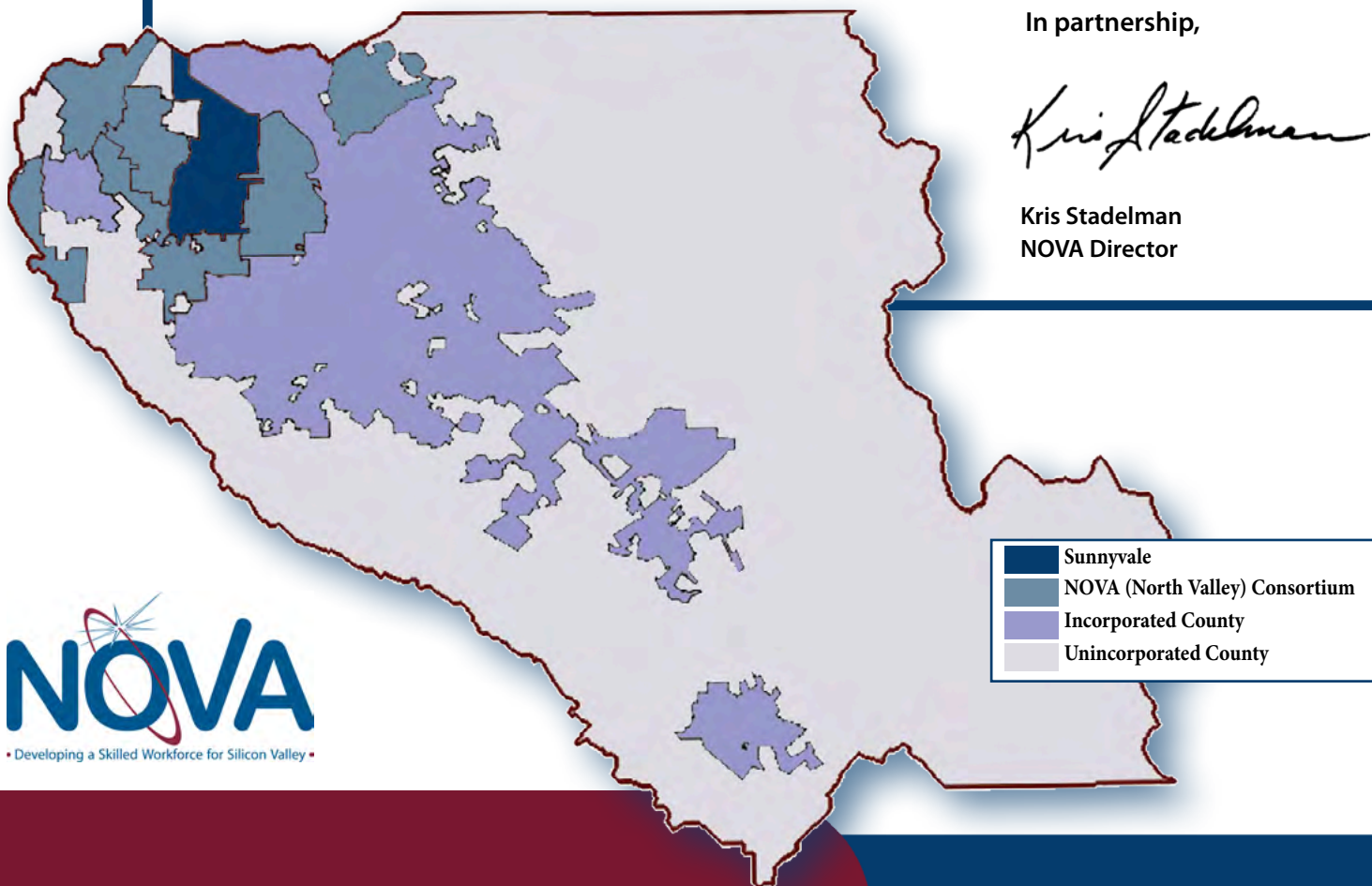
*"I've been promoting your services to those I know who have been impacted. I greatly appreciate all the services NOVA staff provide."*

*"Thank you. You guys are doing a fantastic job at NOVA. I always felt very encouraged and lifted up after a visit to NOVA. The skills I have gained from attending the workshops have also been invaluable."*

In partnership,



Kris Stadelman  
NOVA Director



## Workforce Characteristics

### NOVA Client Data <sup>1</sup>

NOVA Client Data reflects services provided to Sunnyvale residents and businesses by NOVA between July 2009 and June 2010.

#### Job-Search Services

##### General Public

Sunnyvale residents newly registered	1,618
Total Sunnyvale residents accessing services	2,995
Count of services accessed:	45,691
• Sunnyvale residents accessing drop-in career advising	2,654
• Sunnyvale residents attending job-search workshops	792

##### ProMatch (Professional networking program)

Total Sunnyvale residents enrolled	77
------------------------------------	----

##### Youth@Work (Job referral program for ages 16–24)

Sunnyvale youth receiving employment counseling	208
Sunnyvale youth attending job-preparedness workshops	293

##### Workforce Investment Act (WIA) Programs (eligibility-based)

Sunnyvale residents enrolled in WIA adult programs	1,592
Sunnyvale residents enrolled in WIA youth programs	124

##### American Recovery & Reinvestment Act (ARRA) Funding

ARRA funding invested in training for NOVA clients (not specific to Sunnyvale residents)	\$ 1,488,487
---	--------------

#### Business Services

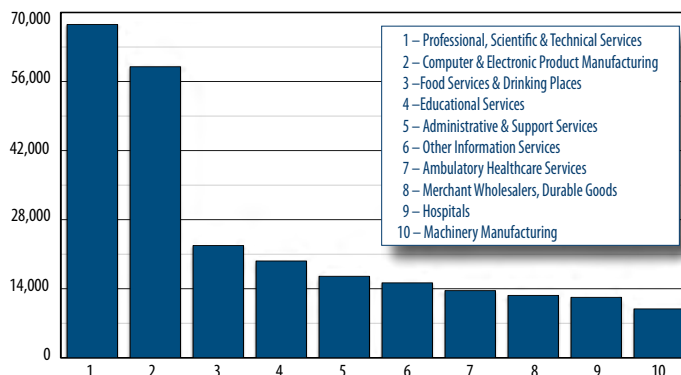
Sunnyvale companies receiving pre-layoff assistance	22
• Workers affected by layoffs at Sunnyvale companies	1,459

### EDD's Labor Force Data <sup>4</sup>

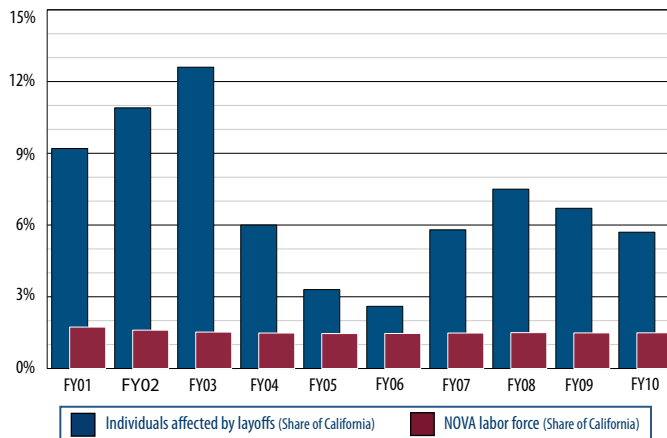
Labor Force Data provides the number of Sunnyvale residents employed and unemployed in June 2001 and June 2010, and the changes reflected in this nine-year span.

Labor force (2001)	81,400
Labor force (2010)	75,000
Change in labor force (2001–10)	– 6,400
Percent change (2001–10)	– 7.9 %
Employed (2001)	78,000
Employed (2010)	67,700
Change in employed (2001–10)	– 10,300
Percent change (2001–10)	– 13.2 %
Unemployed (2001)	3,400
Unemployed (2010)	7,300
Change in unemployed (2001–10)	+ 3,900
Percent change (2001–10)	+ 114.7 %
Unemployment rate (2001)	4.2 %
Unemployment rate (2010)	9.7 %

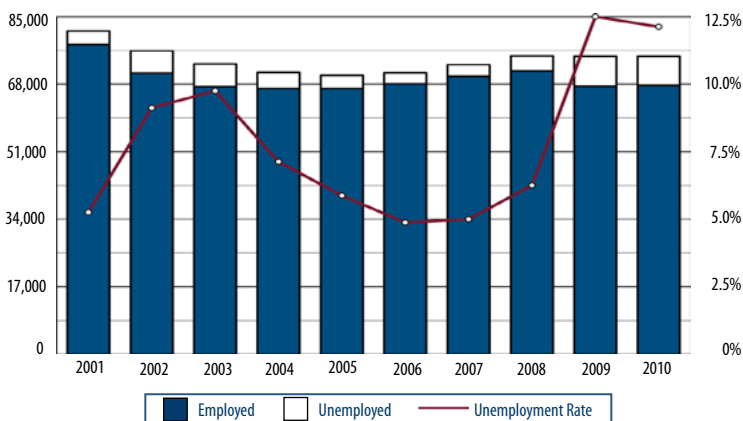
Largest Industry Sectors by Employment (NOVA Region) <sup>2</sup>



Layoff Activity: Share of Layoffs & Share of Labor Force (NOVA Region) <sup>3</sup>



Labor Force: Employed, Unemployed & Unemployment Rate (Sunnyvale) <sup>4</sup>



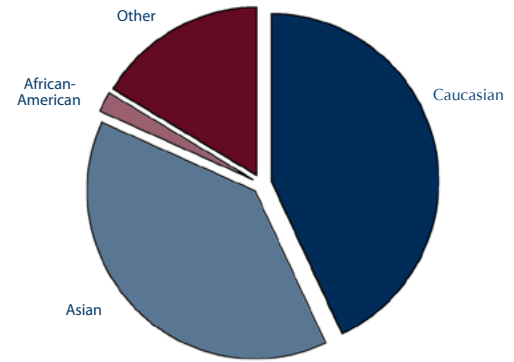
1. NOVA Management Information Systems (2010)  
 2. U.S. Census Bureau, Local Employment Dynamics (Avg. quarterly employment: Q4 2008–Q3 2009)  
 3. California Employment Development Dept., WARN data (2010)  
 4. California Employment Development Dept., Labor Market Information Division  
 5. U.S. Census Bureau, American Community Survey (Sunnyvale; 2008)

The data sets displayed on this page provide demographic, social, and economic information and the respective changes over time. When data is not city-specific, data is depicted at a wider geographic level. New census data will be available for all geographies in Spring 2011.

## Demographic Characteristics <sup>5</sup>

Population (2001) <sup>6</sup>	132,505
Population (2010) <sup>6</sup>	140,450
• <i>Change in population (2001–10)</i>	+ 7,945
• <i>Average annual growth rate (2001–10)</i>	+ 0.7 %
Projected population (2015) <sup>7</sup>	140,600
Projected population (2030) <sup>7</sup>	159,100
• <i>Projected average annual growth rate (2015–30)</i>	+ 0.9 %
Estimated daytime population (2000) <sup>8</sup>	149,923
Working-age population (aged 16+)	108,457
Median age	37.6
Share of population under age 18	21.0 %
Share of population aged 65 and older	11.7 %
Gender ratio [Male : Female]	1.00 : 0.92
Hispanic/Latino ethnicity (independent of race)	16.1 %

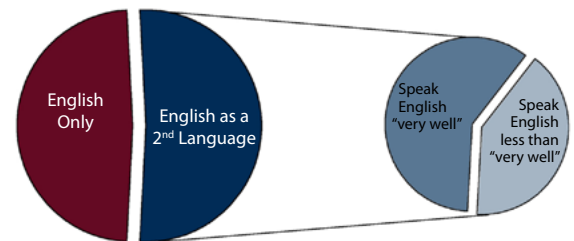
Racial Distribution (Sunnyvale, 2008) <sup>5</sup>



## Social Characteristics <sup>5</sup>

Educational attainment (cumulative share of population 25+):	
• <i>High school diploma or equivalent and higher</i>	90.4 %
• <i>Bachelor's degree and higher</i>	55.1 %
• <i>Graduate/Professional degree and higher</i>	26.3 %
Individuals with a disability (population aged 21–64) <sup>9</sup>	11,090
• <i>Share of these individuals employed</i>	66.2 %
Foreign-born (share of total population)	43.7 %
• <i>Share of these individuals entering U.S. 2000 or later</i>	43.9 %

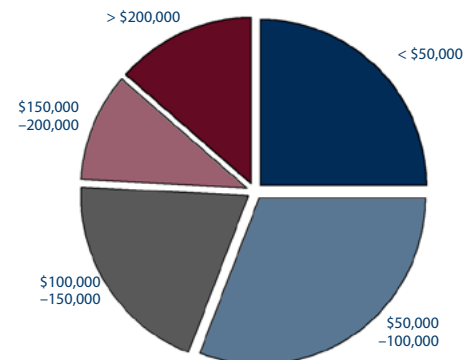
Language Spoken at Home (Sunnyvale, 2008) <sup>5</sup>



## Economic Characteristics <sup>5</sup>

Median household income	\$ 89,543
Average household size	2.54
Median earnings by gender:	
• <i>Male full-time, year-round workers</i>	\$ 83,908
• <i>Female full-time, year-round workers</i>	\$ 52,269
Per capita income	\$ 45,455
Federal poverty threshold (family of four, 2009) <sup>10</sup>	\$ 21,756
• <i>Share of families below poverty line</i>	2.2 %
• <i>Share of individuals below poverty line</i>	4.3 %
Consumer Price Index (San Francisco-Oakland-San Jose) <sup>11</sup>	
Consumer Price Index (June 2001)	190.9
Consumer Price Index (June 2010)	228.1
• <i>Change in Consumer Price Index (2001-10)</i>	+ 19.5 %

Household Income Distribution (Sunnyvale, 2008) <sup>5</sup>



6. California Dept. of Finance (2010)  
 7. Association of Bay Area Governments (ABAG), Projections 2007  
 8. U.S. Census Bureau, Estimated Daytime Population (2000)  
 9. U.S. Census Bureau, Census 2000  
 10. U.S. Census Bureau, Census 2009  
 11. U.S. Bureau of Labor Statistics (Benchmark: 1982–84 = 100.0)

# Developing a skilled workforce for Silicon Valley

## About NOVA

NOVA is a nonprofit, federally funded employment and training agency that provides customer-focused workforce development services to job seekers and businesses throughout northern Santa Clara County. We work closely with local businesses, educational institutions, training providers, community-based organizations, and government to ensure that our programs provide opportunities that build the knowledge, skills and attitudes necessary to address the unique workforce needs of Silicon Valley.

Services to job seekers and businesses include:

- One-stop resource center for job seekers
- Job-search & interviewing workshops
- Labor market research
- Youth@Work online job-listing site
- Pre-layoff assistance & outplacement services
- Staffing & recruitment
- Employee training & retention services
- Professional development programs

NOVA is directed by the NOVA Workforce Board, which works on behalf of a seven-city consortium composed of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale.

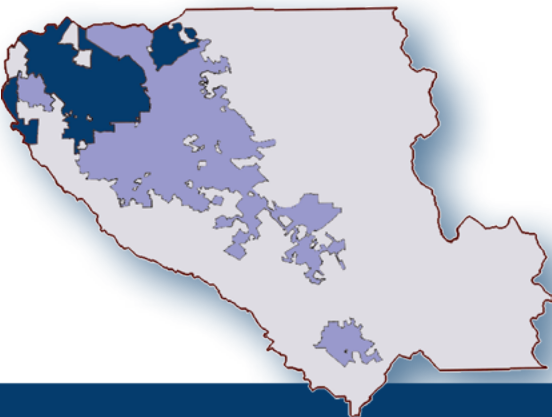
## NOVA's Statement of Purpose

NOVA's purpose is to support workforce mobility by easing workers' transitions from opportunity to opportunity throughout their career cycles. To advance transitions with economic sustainability, NOVA provides:

- Real-time labor market information about in-demand skills
- Skill-building and enhancements to match market demand
- Navigation tools for the ever-changing and entrepreneurial new labor market (e.g. social media & networking)
- Advocacy for necessary infrastructure to support workers between opportunities such as Unemployment Insurance for all and portable benefits
- Interconnected support system for multiple career pathways for youth.



505 West Olive Avenue, Suite 550  
Sunnyvale, CA 94086 • 408-730-7232  
[www.novaworks.org](http://www.novaworks.org)



## Contact NOVA

Contact NOVA at [info@novaworks.org](mailto:info@novaworks.org) or at 408-730-7232. You may also visit NOVA online at [www.novaworks.org](http://www.novaworks.org) to find out how you can help contribute to developing a skilled workforce within Silicon Valley.