

Status of the San Francisco Economy: March 2024



CITY & COUNTY OF SAN FRANCISCO

Office of the Controller
Office of Economic Analysis

April 1, 2024

Highlights of the March Report

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- The San Francisco Controller's Office has been tracking the city's economy with bi-monthly reports on various local economic indicators.
- The San Francisco metro division lost 21,000 jobs between December and February, though most of the loss is due to seasonal factors associated with temporary hiring for the holiday season. Remaining job losses are mainly in the tech industry, where layoffs are ongoing. Unemployment edged up slightly, to 3.8%.
- The continuing decline in tech employment comes as the Employment Development Department has published revised employment numbers for 2022 and 2023 which show the area's job losses—particularly in tech and other office industries— were greater than expected.
- Aside from the employment numbers, early 2024 has brought signs of continuing recovery in other areas of the economy. Apartment rents have risen since January, while residential vacancy is down, according to ApartmentList.
- Both MUNI metro and BART downtown ridership are also up since December, as is office attendance. Since employment in office industries is down, this may suggest the city's return-to-office is still moving forward.

List of Economic Indicators

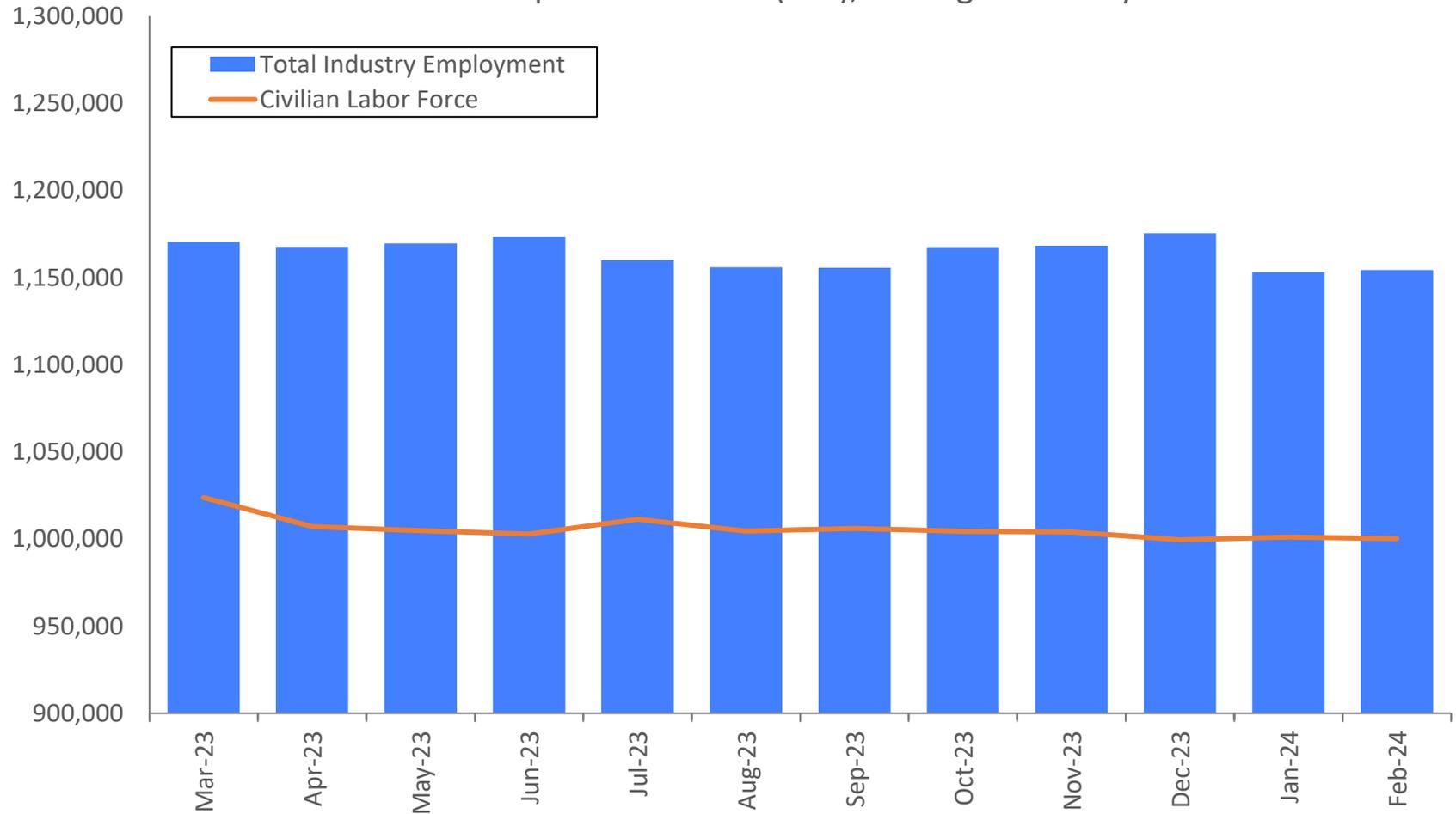
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21,000 Drop in Jobs Mainly Due to Seasonal Factors

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Total Industry Employment and Civilian Labor Force,
San Francisco Metropolitan Division (MD), Through February 2024

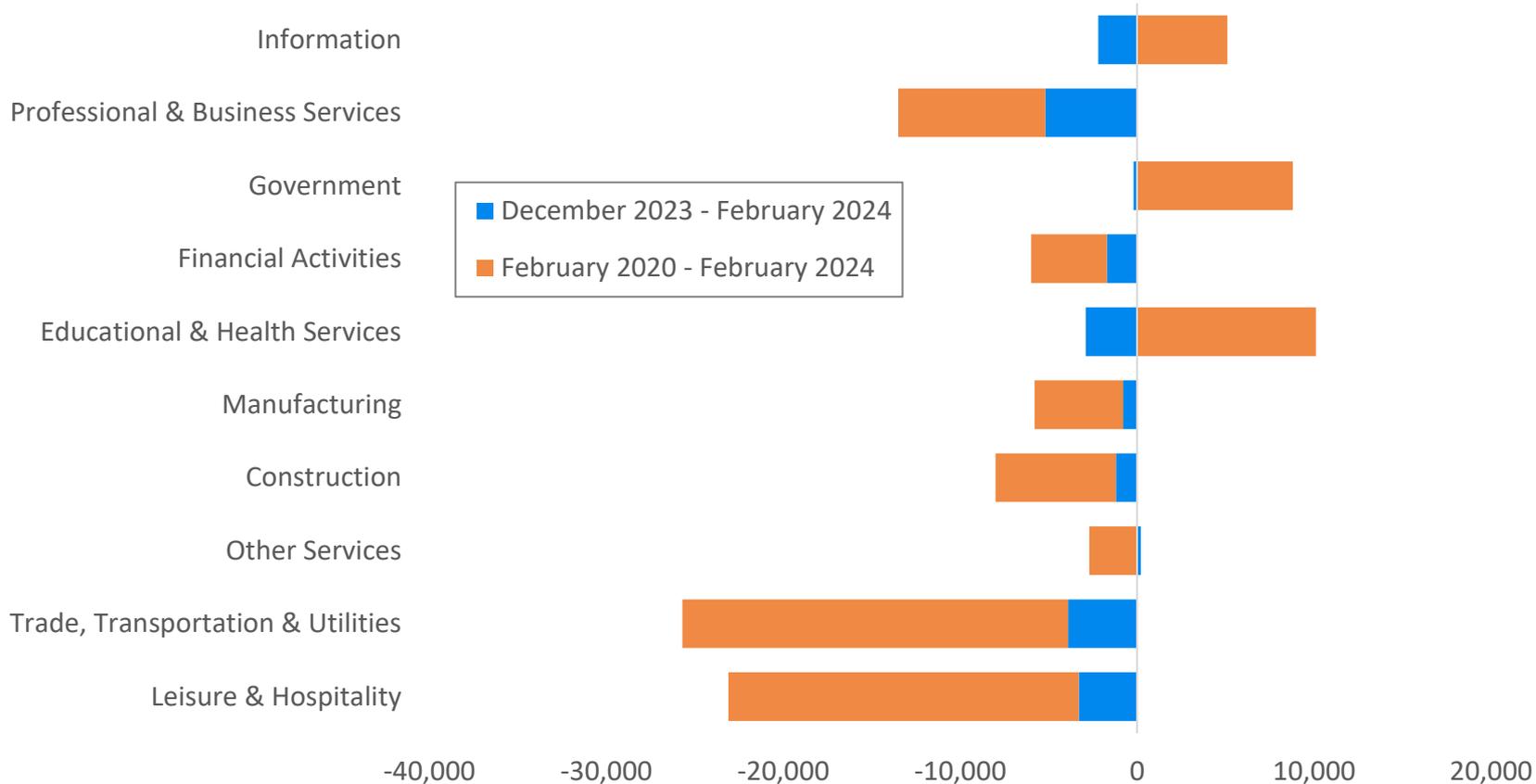


Source: EDD, SF Metro Division includes San Francisco and San Mateo counties.

Recent Losses Mainly in Tech, Retail, and Hospitality

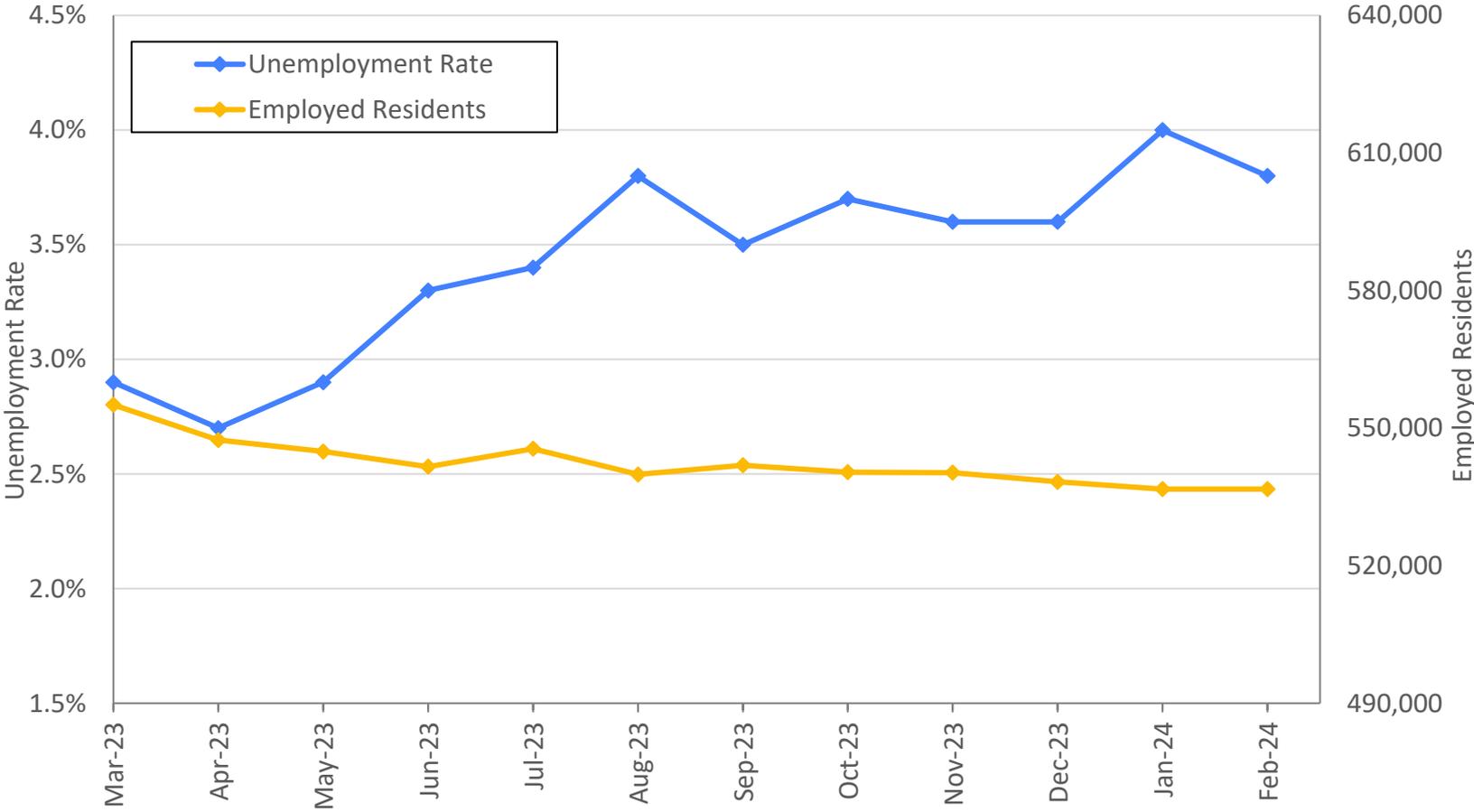
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Employment Change by Industry Sector, San Francisco Metro Division:
Since the Start of the Pandemic, and the Most Recent Months



City's Unemployment Rate Stood at 3.8% in February

Monthly Unemployment Rate and Employed Residents, San Francisco, Through February 2024

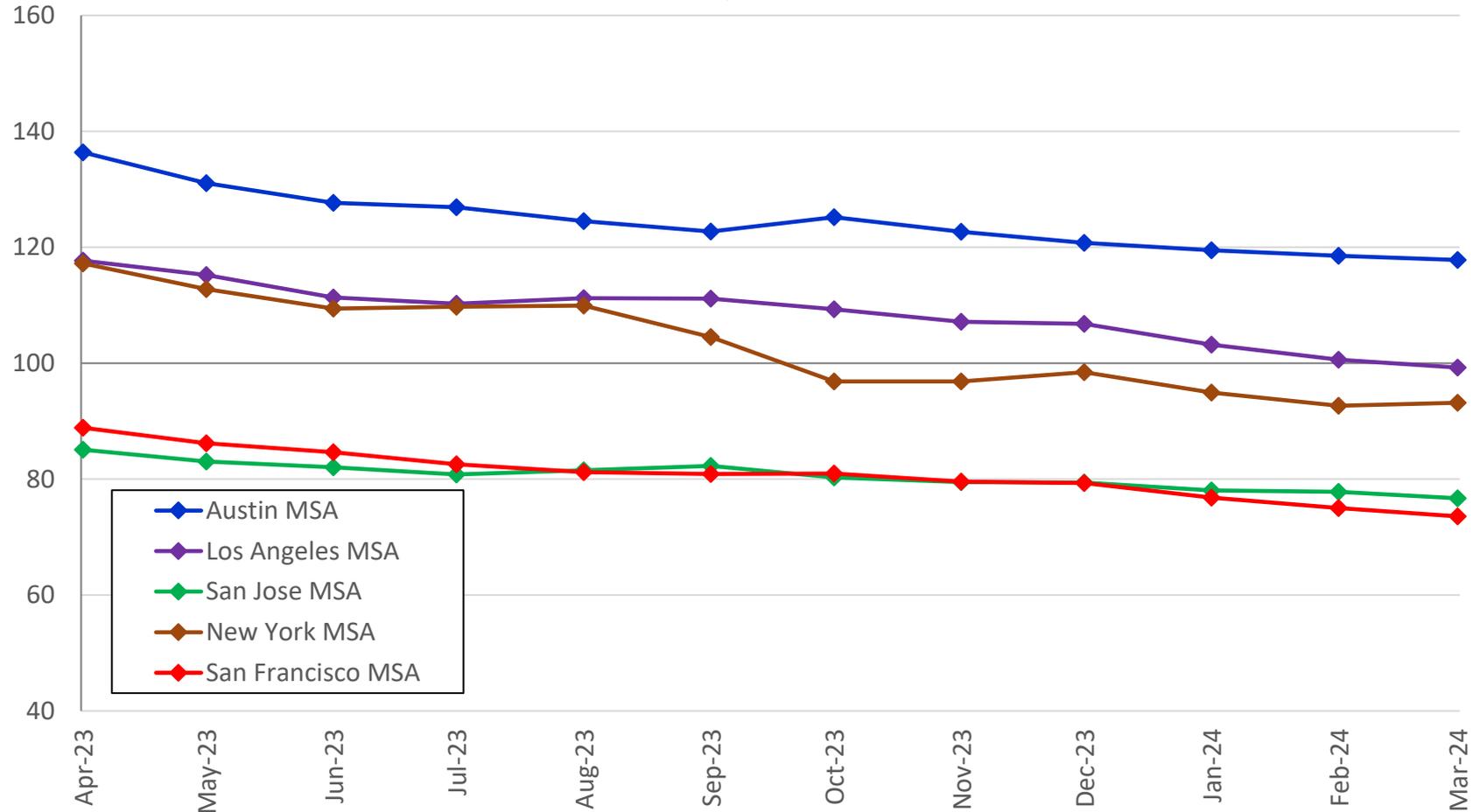


Source: EDD

Job Postings from Indeed Show Continued Slowing Hiring

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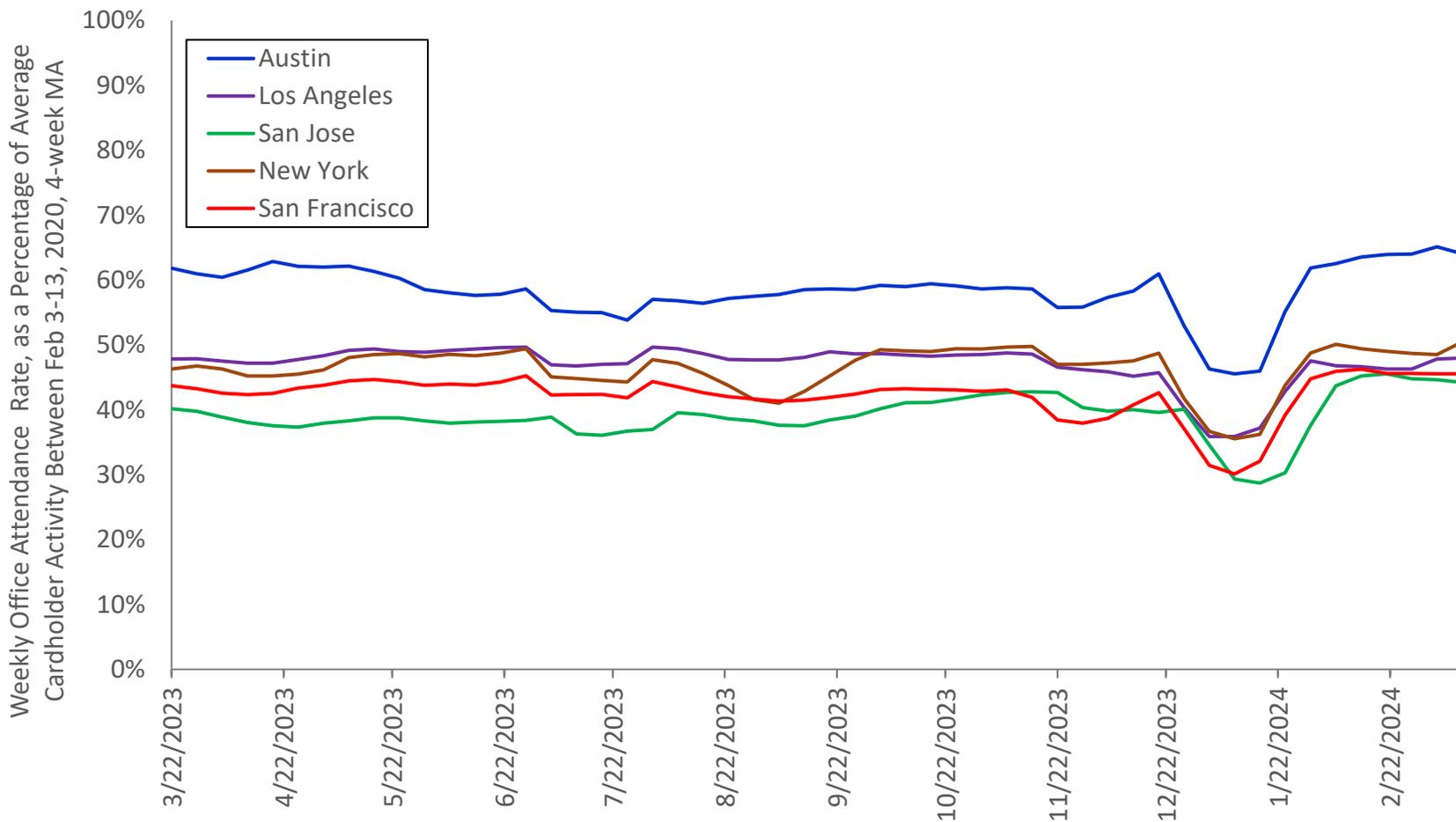
Indeed Real-Time Daily Job Posting Index,
Selected Metros (Monthly Average), April 2023 - March 2024
(February 2020 = 100)



Source: Indeed. Data for March is averaged through March 15.

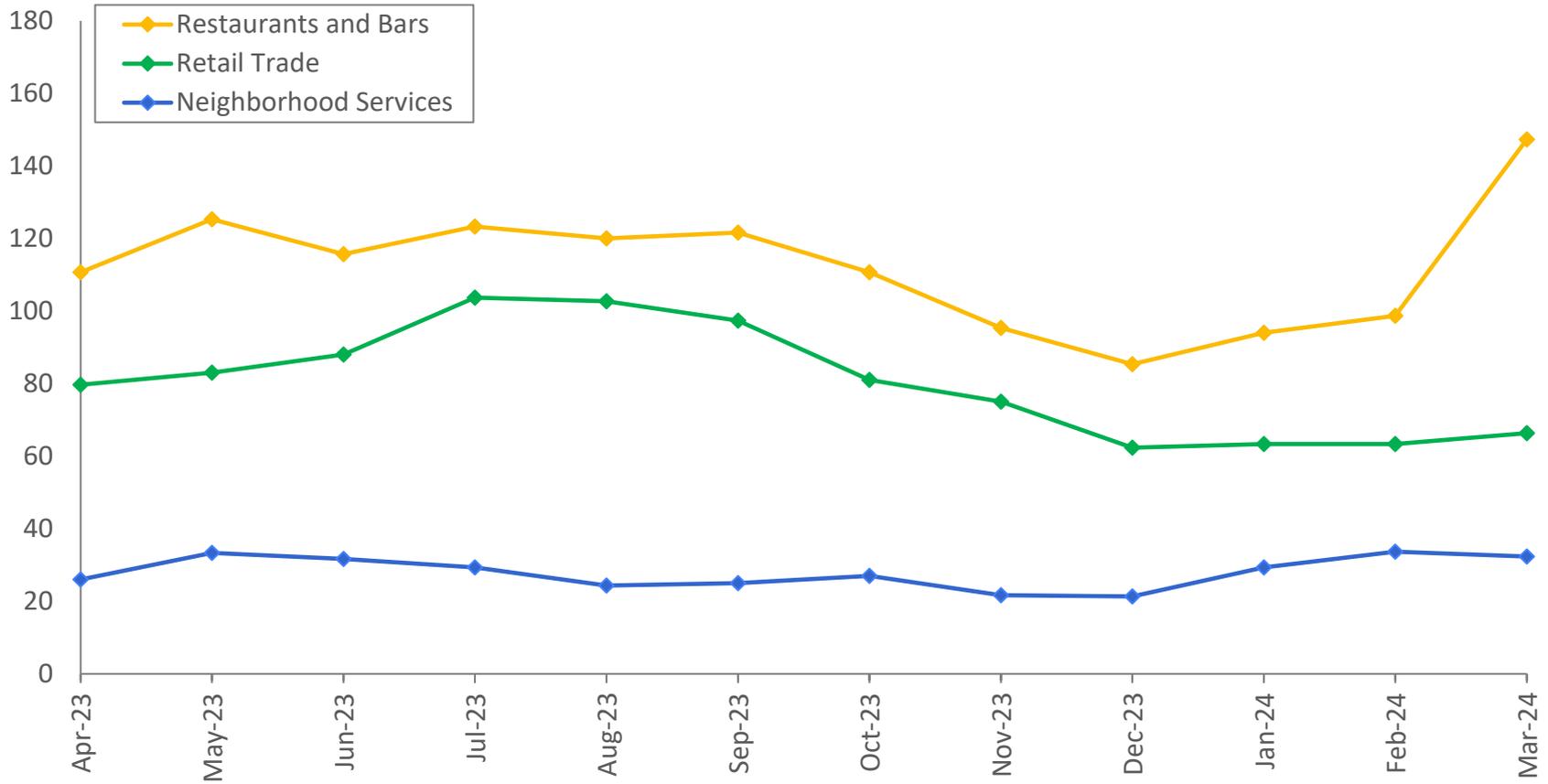
Return-to-Office has Improved Across Metros Since January

Weekly Office Attendance in San Francisco and Other Selected Metros, 4-Week Moving Average, Through March 13, 2024



Jump in New Restaurant and Bars Since February

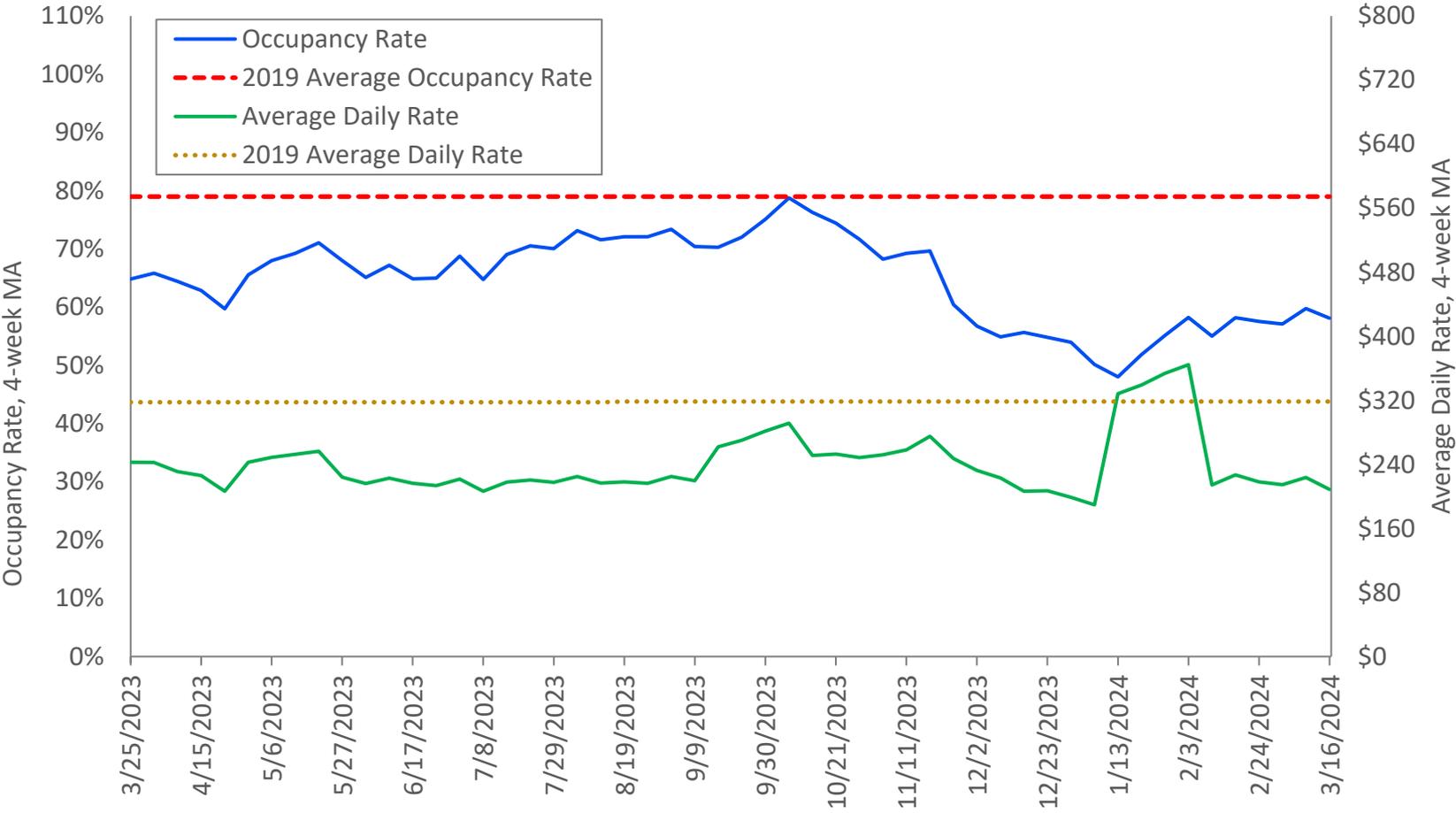
New Business Locations in San Francisco, 3-month Moving Average, Selected Industries: January 2023 - March 2024



Source: Treasurer & Tax Collector, City and County of San Francisco.

Hotel Occupancy Recovers from the Seasonal Drop in Dec

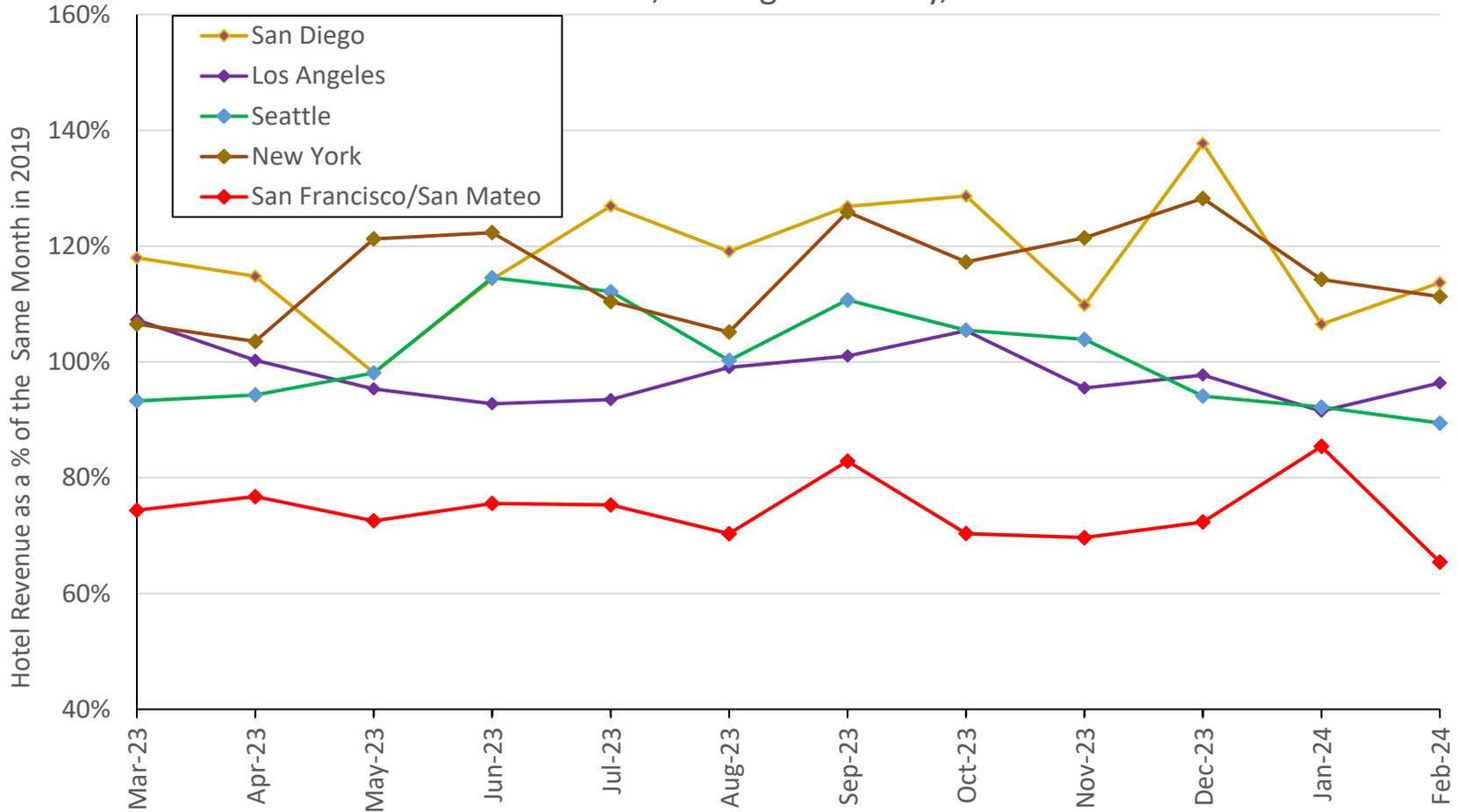
Weekly San Francisco Hotel Occupancy Rate and Average Daily Room Rate, 4-week Moving Average, Through March 16, 2024



Source: STR

February Hotel Revenues Falls To 65% of Normal

Monthly Hotel Revenue Available per Room Night, Selected Cities, Through February, 2024

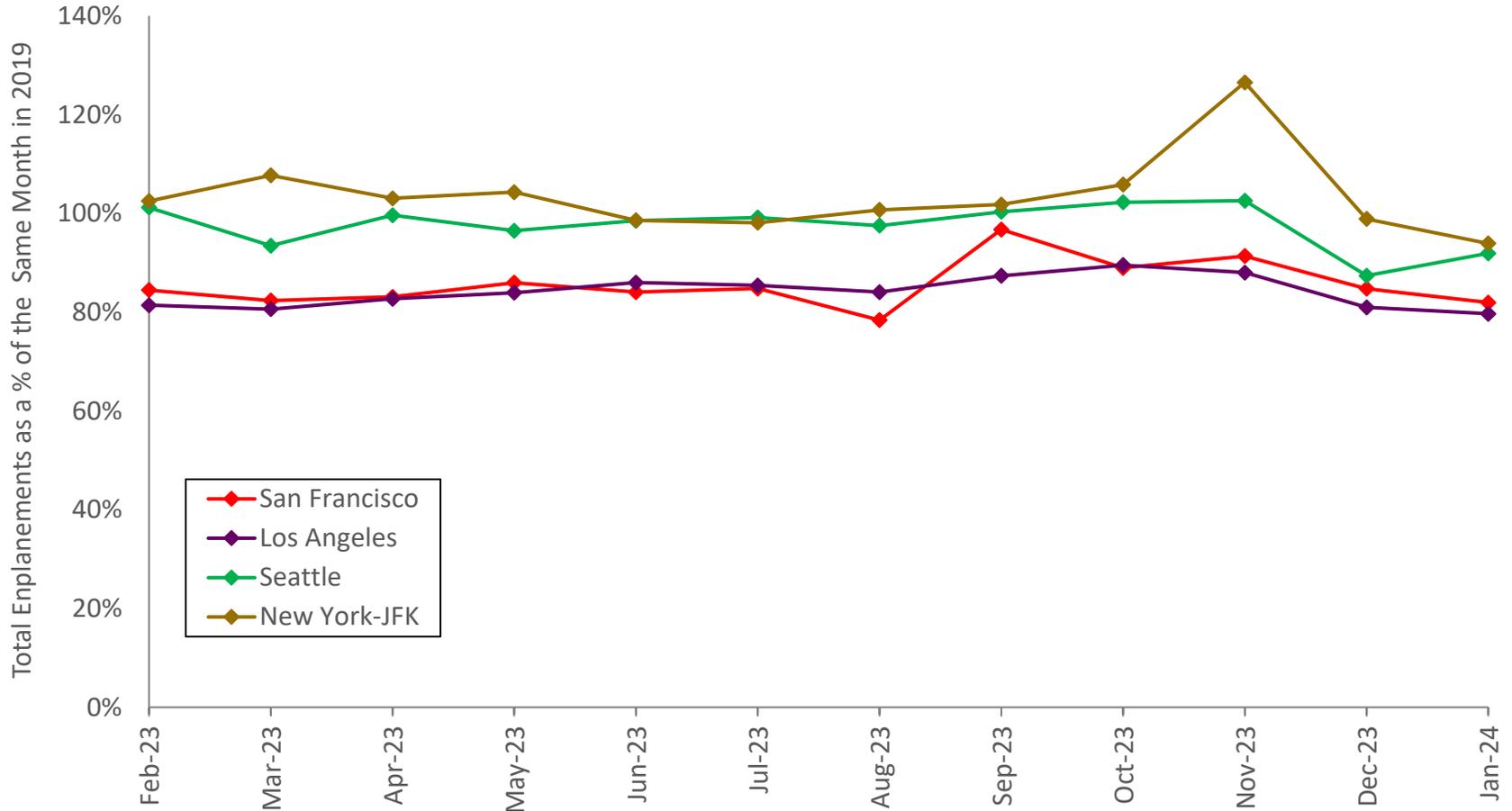


Source: STR.

SF Domestic Air Travel Slips to 82% of 2019 Levels

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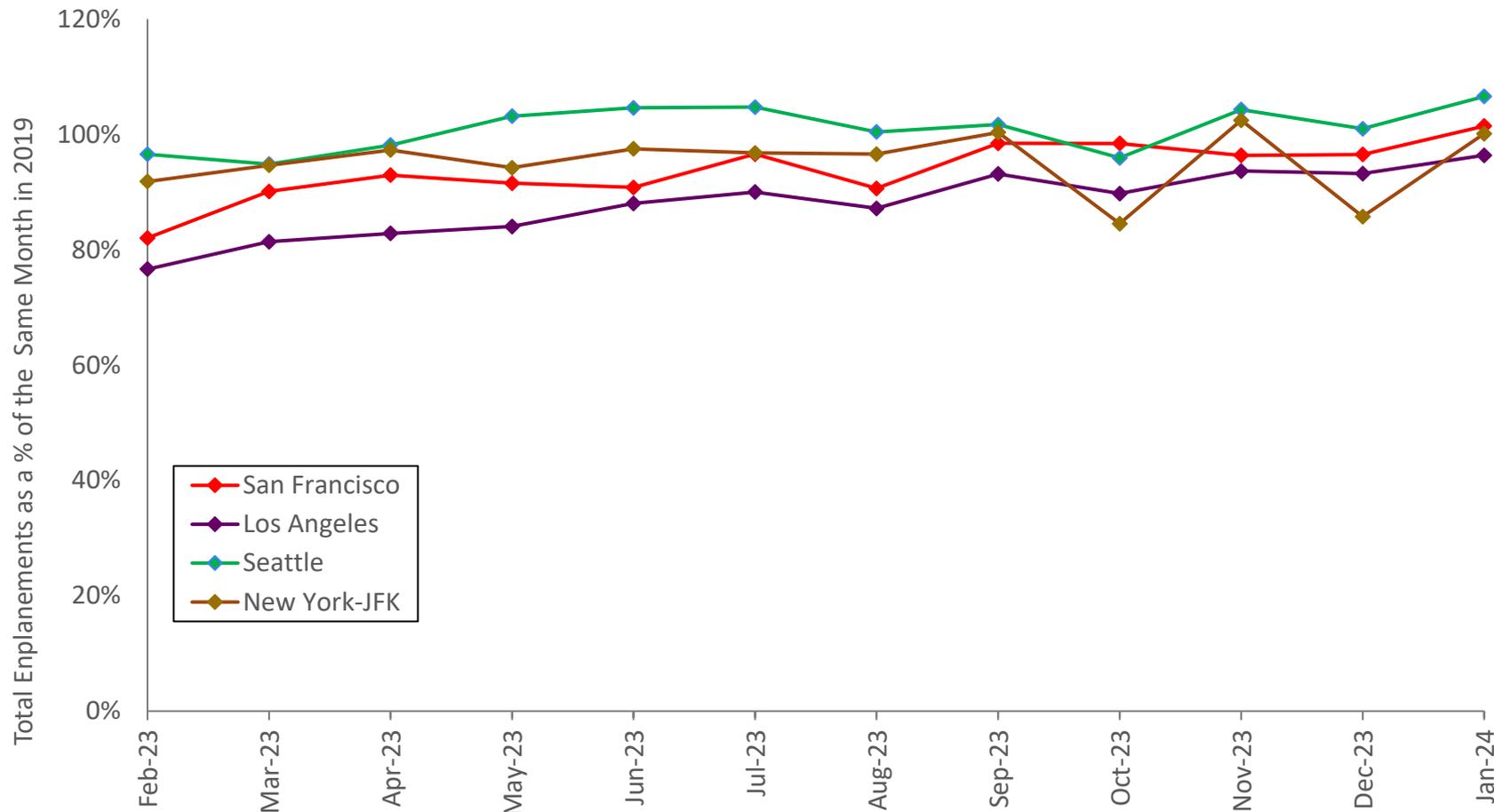
Domestic Enplanements,
Selected Airports, Through January 2024



Source: Individual airports

But International Travel Now Exceeds the 2019 Level

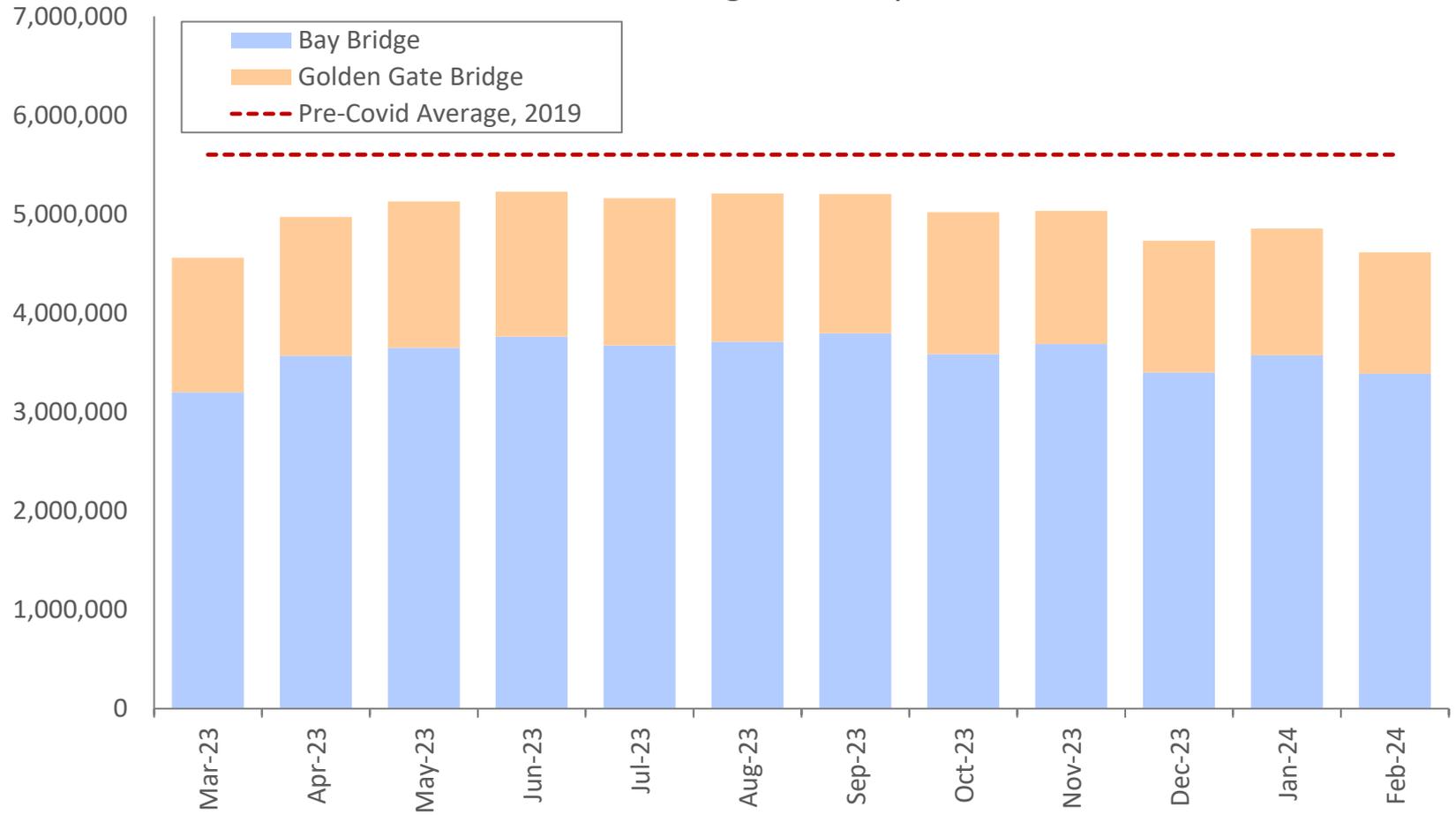
International Enplanements as % of 2019, Selected Airports, Through January 2024



Source: Individual airports

No Recovery in Bridge Traffic Through February

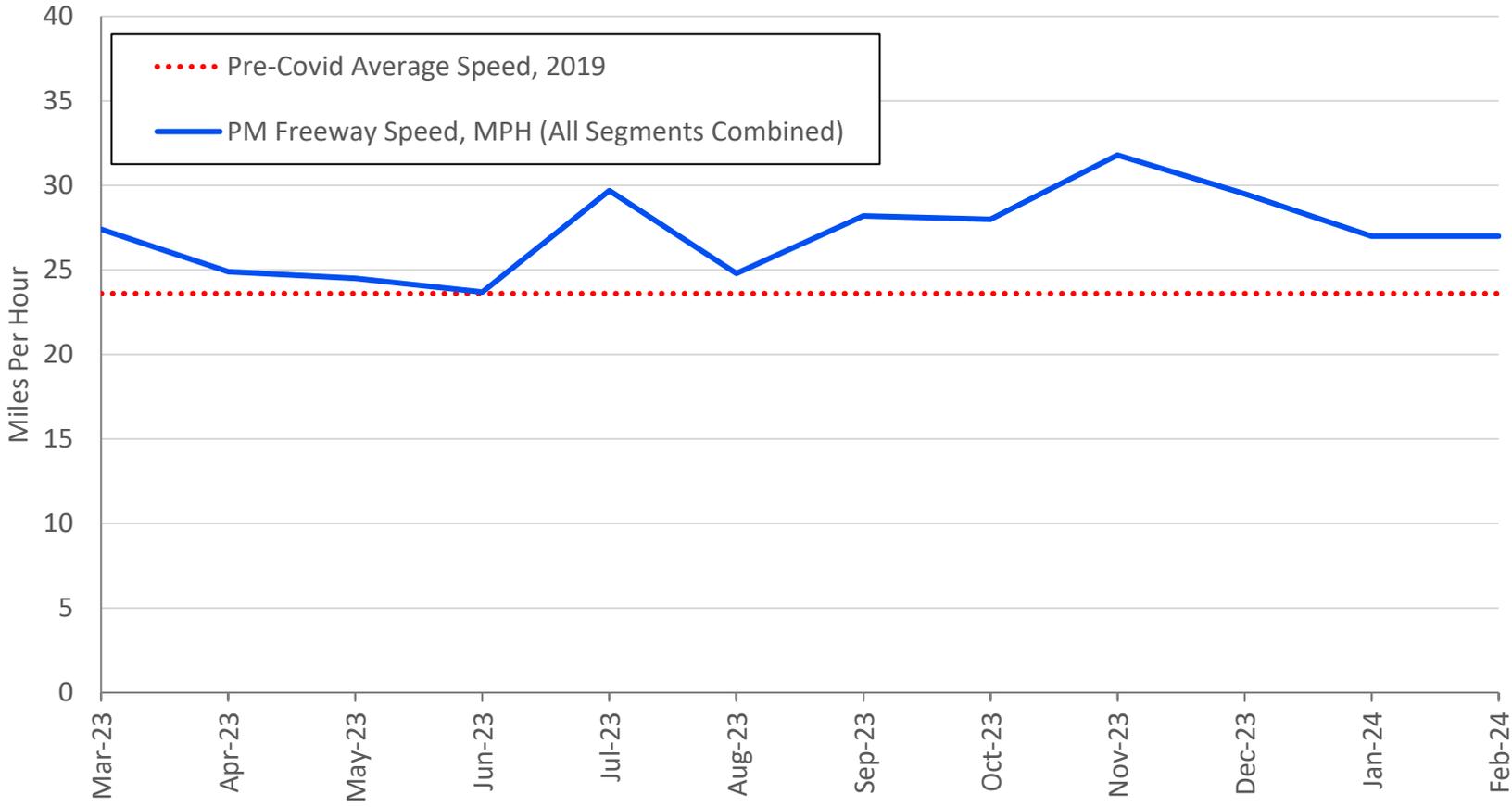
Bay Bridge and Golden Gate Bridge Monthly Traffic Volume, San Francisco, Through February 2024



Source: Bay Area Toll Authority (BATA), Golden Gate Bridge Highway & Transportation District. Includes westbound Bay Bridge traffic and southbound Golden Gate Bridge traffic.

Freeway Speeds Steady, Slightly Above Normal

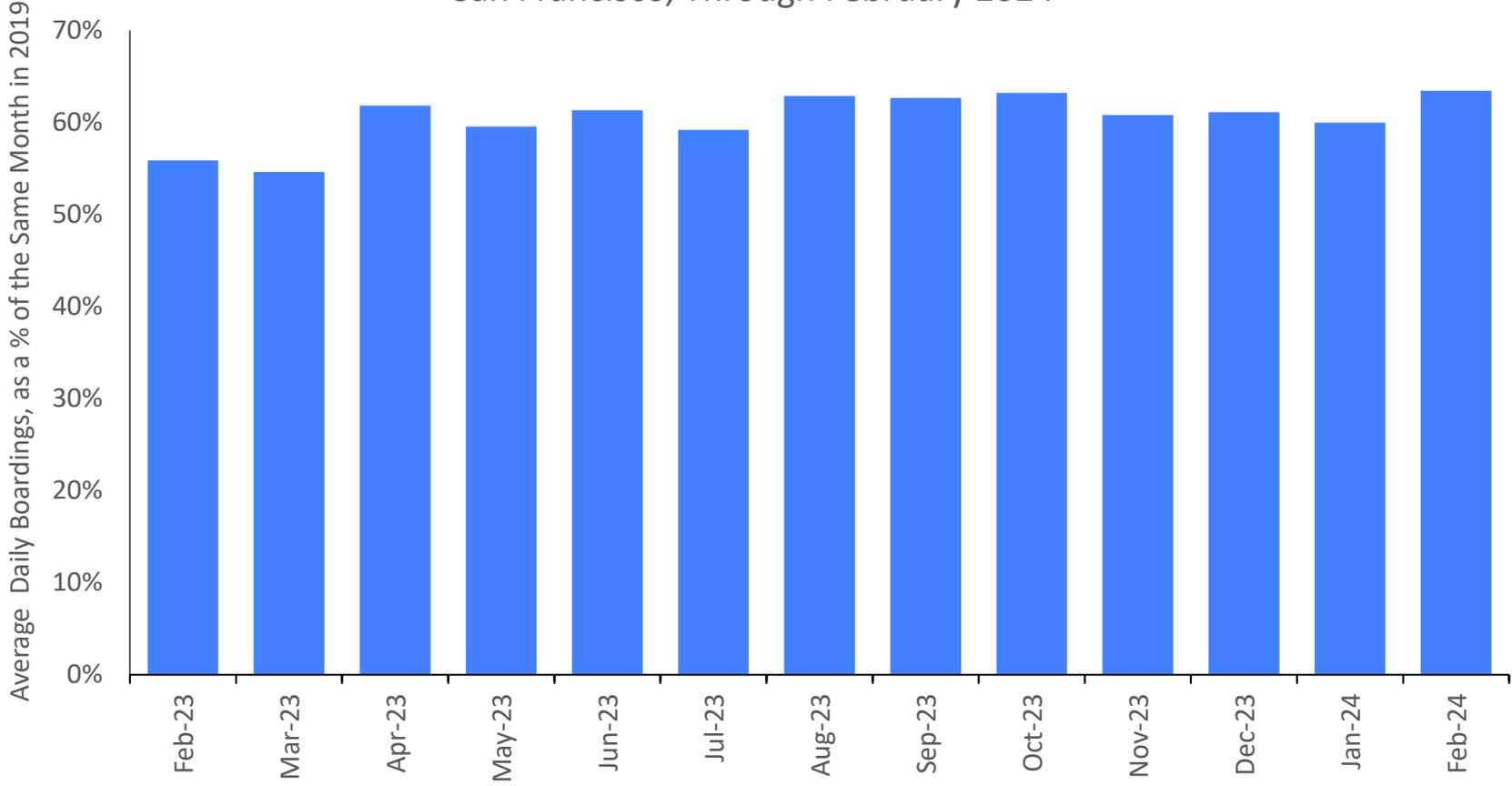
Average Monthly PM Freeway Speed in San Francisco, Through February, 2024



Source: SF County Transportation Authority

Muni Metro Ridership Improved in Feb to 64% of 2019 Level

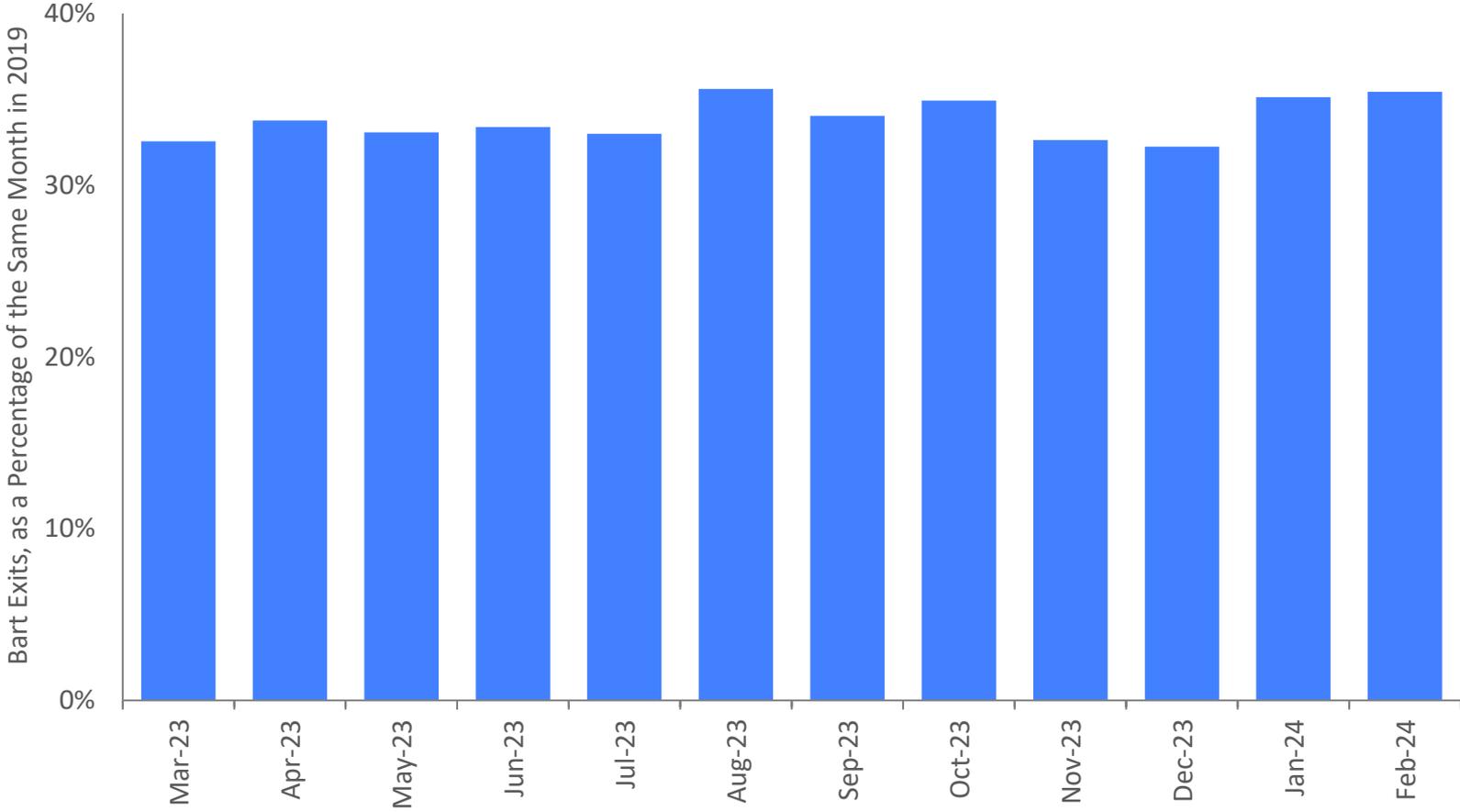
Average Daily Boardings, Muni Metro (Subway),
as a Percentage of the Same Month in 2019,
San Francisco, Through February 2024



Source: SFMTA

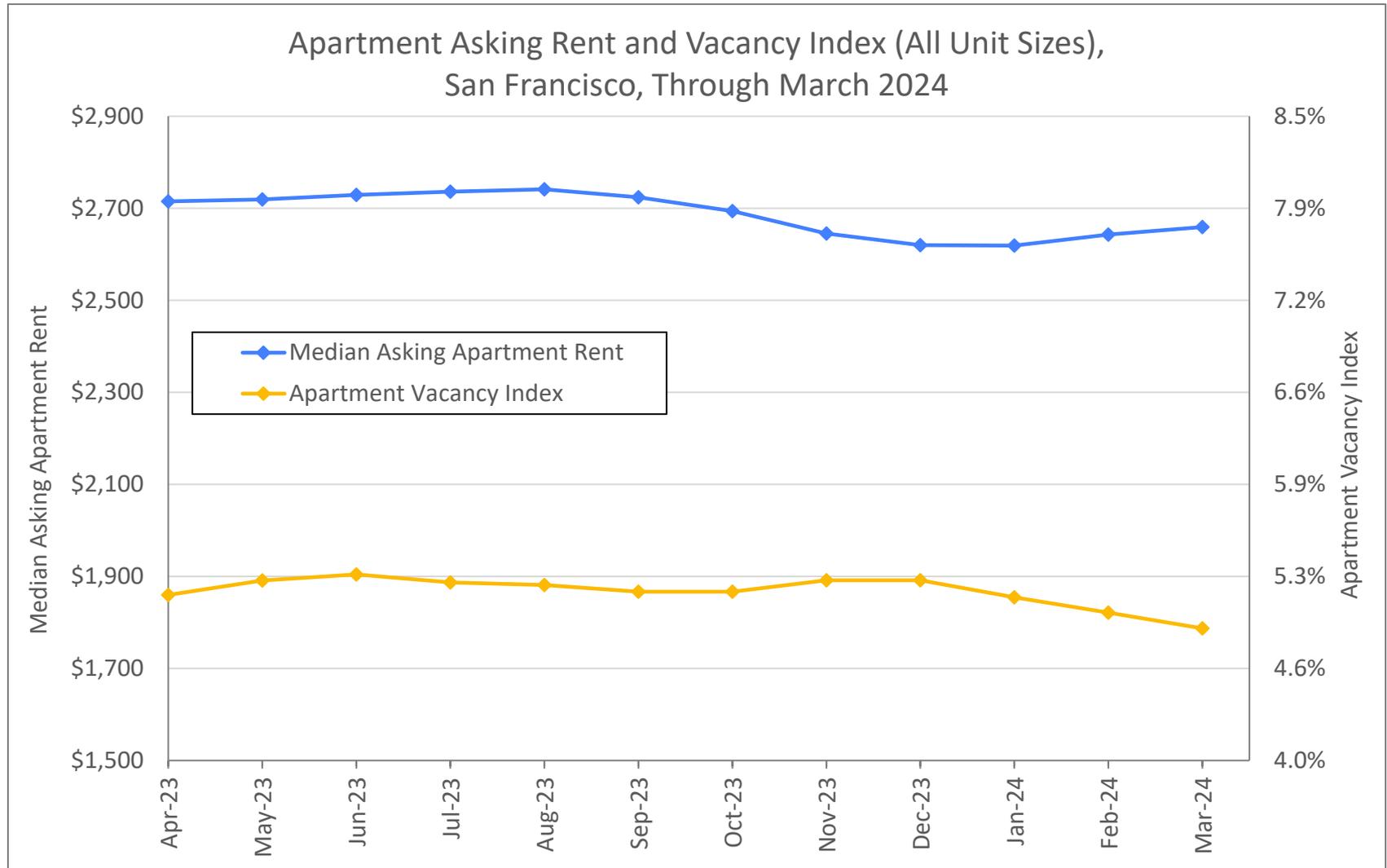
BART Ridership to Downtown Also Improved

BART Exits At Downtown San Francisco Stations,
as a Percentage of the Same Month in 2019, Through February 2024



Source: BART

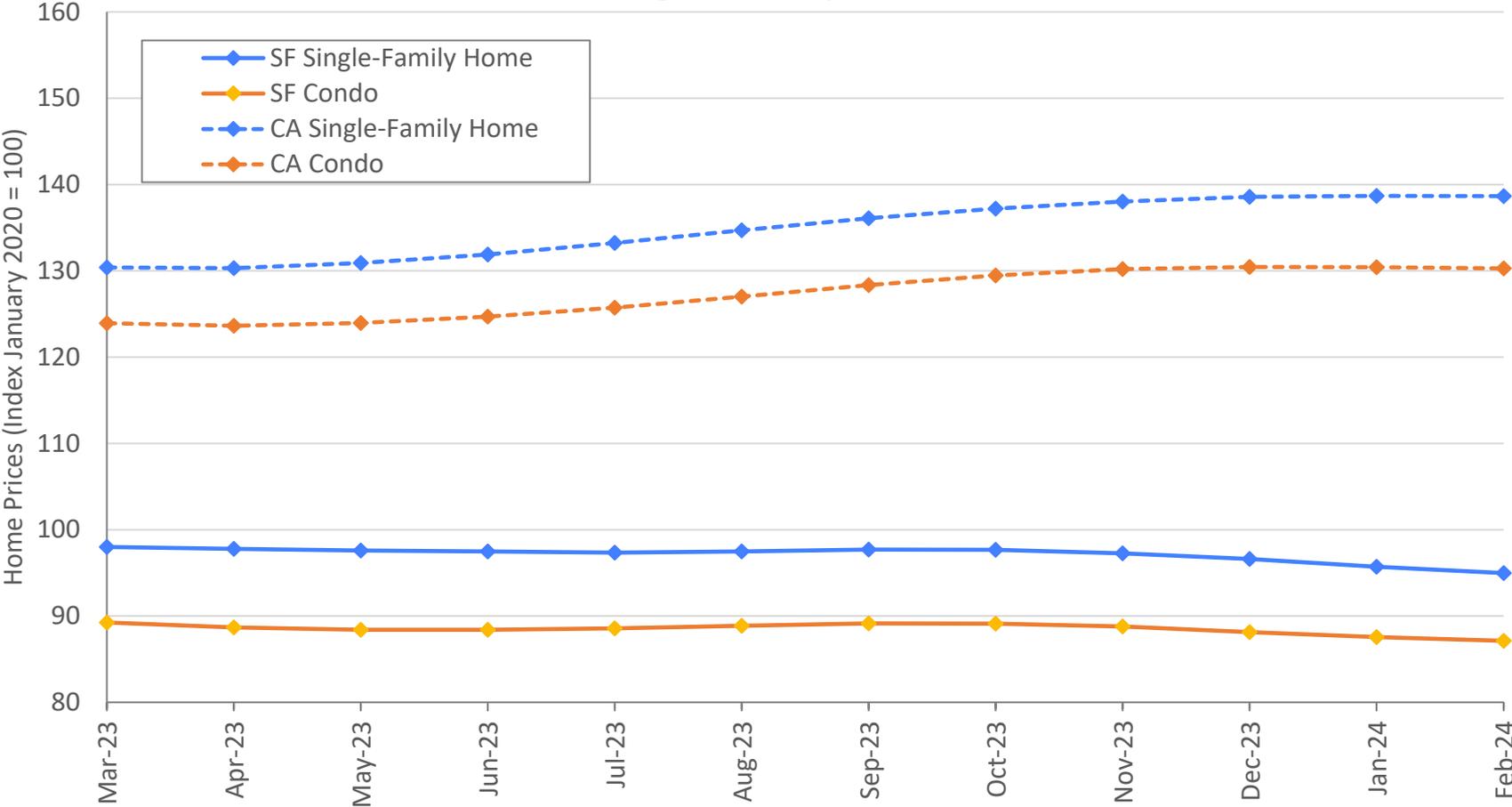
SF Apartment Rents Up 1.5% Since January



Source: Apartment List

But No Local Recovery Yet in Housing Prices

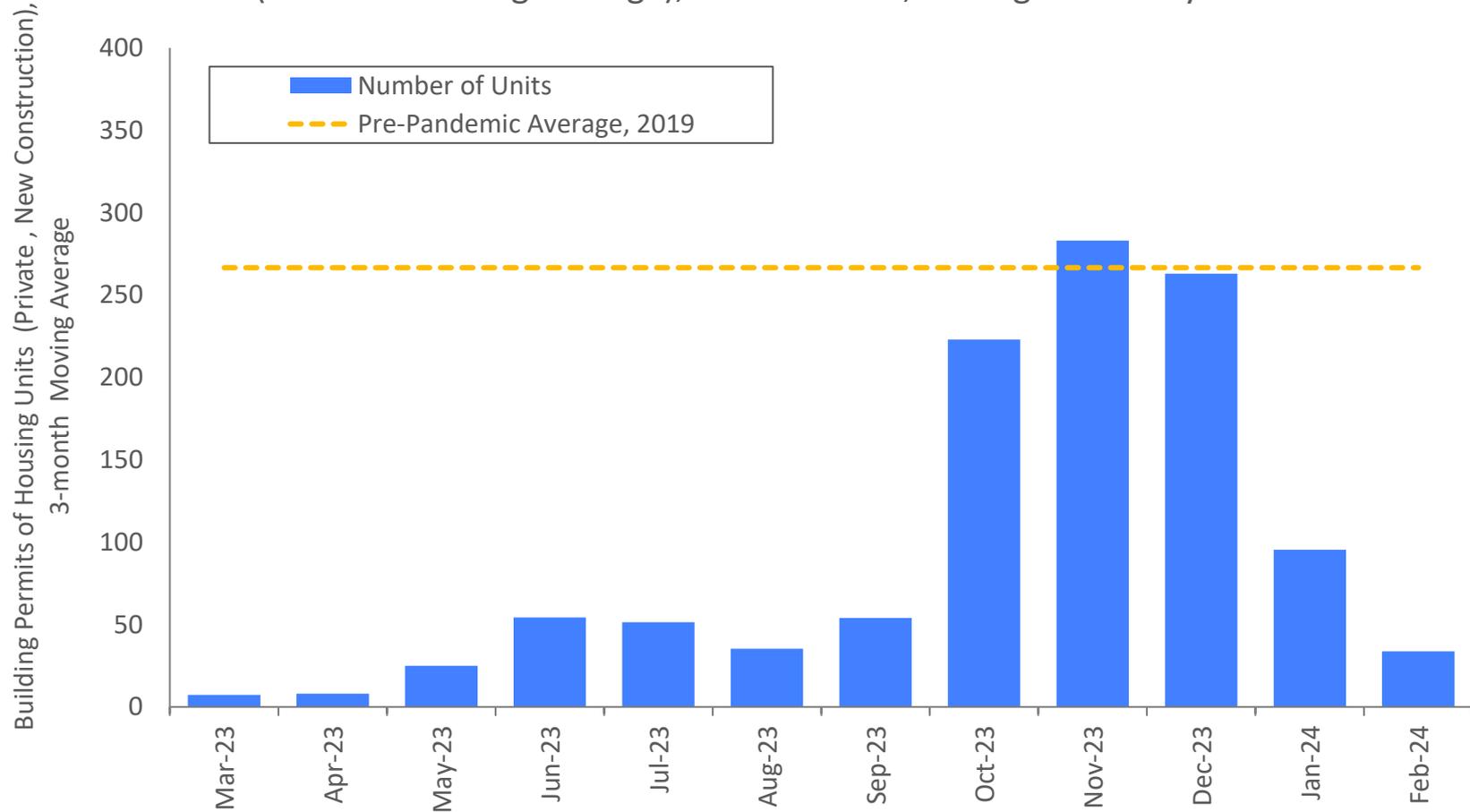
Condo and Single-Family Home Prices in San Francisco and California, Through February, 2024



Source: Zillow

Housing Permitting Down since Late 2023

Number of Housing Units Permitted (Private, New Construction), (3-Month Moving Average), San Francisco, Through February 2024



Source: U.S. Department of Housing and Urban Development (HUD)

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