

**COUNCIL TRACKING REPORT – MARCH 2010**  
**Oakland Retail Enhancement Strategy**

REPORT TITLE	Date Approved	Legistar No.
<b>Action On A Report And Recommendations To Accept The Oakland Retail Enhancement Strategy And To Authorize Actions Included In The Implementation Plan</b>	Council 1/6/09	07-1175
Motion	Department	Staff person(s)
<p>The December 16, 2008 Community and Economic Development Committee directed staff to take action and bring back a status report on the following:</p> <ol style="list-style-type: none"> <li>1) A large format store program (page 6, task 3);</li> <li>2) A key vacancy program (page 8, task 2);</li> <li>3) A consumer-oriented marketing campaign (page 11, task 2)</li> <li>4) A retail working group (page 12, task 1)</li> <li>5) A retail cabinet (page 13, task 2)</li> <li>6) An annual retail report to Council (page 14, task 4, action 1) and</li> <li>7) Analysis of site locations for auto dealerships</li> </ol>	CEDA	Keira Williams

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Due Date	Action Steps	Progress Report
Spring 2011 for Specific Plan/EIR	<p><b>Develop large format store program – Broadway/Valdez District (BVD)</b></p> <p>--Specific Plan/EIR creation includes identifying locations for large format retail and what it will take to get</p>	<p><b>March 2010</b> -- CEDA team coordinated with historic preservation planner to address historic preservation community concerns. Staffing changes have significantly impacted progress for this month (no public or community stakeholder group meetings were held). ED staff worked with Redevelopment staff to complete purchase of Webster/Valdez property. CEDA staff continue to meet with property owners to discuss development.</p> <p><b>Feb 2010</b> – ED staff compiled ED staff and retail expert responses to draft Land Use Alternatives. A preferred land use alternative is expected to be completely fleshed out in May, and the project will be presented to Planning Commission and City Council in June. ED staff continues to play a large role in moving the plan forward, communicating with area stakeholders (brokers and business and property</p>

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	<p>them there            –Discussions with property owners, developers, brokers, et al            – on-going</p>	<p>owners), and interested developers.</p> <p><b>Jan 2010</b> – Elements completed thus far: Existing Conditions, Market Demand, Retail Precedents: Case Studies; Land Use Alternatives. Elements underway: Land Use Alternatives and Public Realm, Streetscape, Transportation &amp; Access Design. A preferred concept will be completed this spring and will be presented to Planning Commission and City Council. EIR work commences once preferred concept is complete. <a href="http://www.business2oakland.com/brcp/">http://www.business2oakland.com/brcp/</a></p> <p><b>Nov/Dec 2009</b> – ED and Redev staff held seven interviews with retail real estate developers, brokers and consultants to get a “real world” check on the draft BVD land use alternatives and provided feedback to consultant team, urging team to include variety of retail scenarios in addition to historic preservation and dense housing alternatives. Staff reviewed the draft urban design report. Participated in Community Stakeholders Group and Technical Advisory Committee meetings.</p>
<p>February 2010 for identification of best development prospects.</p>	<p><b>Develop large format store program -- 880 Loop</b>            Ground work:</p> <ul style="list-style-type: none"> <li>–property ownership inventory</li> <li>–aerial inventory</li> <li>–development site assessment</li> <li>–collateral, outreach</li> </ul>	<p><b>Mar 2010</b> – March meeting cancelled due to scheduling conflicts; will meet in April..</p> <p><b>Feb 2010</b> – Meeting with ED &amp; Redevelopment scheduled for 3/8 to identify best retail opportunity sites and prospects for acquisition.</p> <p>Staff has also participated in the Central Estuary Specific Plan, reviewing the draft land use alternatives from a retail perspective. The eastern end of the plan area includes the western end of the 880 Loop.</p> <p><b>Nov/Dec 2009</b> – Inventory and aerial compilation complete.</p> <p>ED and Redev staff reviewed draft land use alternatives for Central Estuary Specific Plan which includes a portion of the 880 Loop area. Participated in Technical Advisory Committee meeting.</p> <p><b>Oct 2009</b> – Inventory and aerial compilation underway.</p>

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<p>May 2010 for Retail Recruitment Best Practices</p>	<p><b>Implement key neighborhood vacancy program</b></p> <p>--Develop Retail Recruitment Best Practices to be used in OMLF, Oakland BID Council, and ACSBDC workshop settings.</p>	<p><b>Mar 2010</b> – BID managers and OMLF members to receive recruitment training in May or June, which will provide a toolkit for districts to conduct their own retailer recruitments.</p> <p><b>Feb 2010</b> – ED staff participating in selection panel for International Transit Oriented Development Plan. The plan will look at best locations and buildouts for TODs in conjunction with plans for future Bus Rapid Transit on the corridor.</p> <p>OMLF's slate of upcoming monthly forums features educational topics such as facade improvements, safety, zoning, earthquake preparedness, financing, parking, holiday planning, retail recruitment and leasing, green and social responsible businesses, NCPCs. ED staff is preparing a proposal to East Bay Community Foundation and Alameda County Small Business Development Center (ACSBDC) to co-sponsor a series of retail workshops in 2010. ED staff plans to reach out to Oakland Business Service Organizations to further their efforts with Oakland retailers.</p> <p><b>Jan 2010</b> – Given limited staffing, ED staff have outlined a three-point approach to work with Oakland's commercial district stakeholders. Staff want the merchants groups and business improvement districts (BIDs) to build organizational capacity so that they do their own retail recruitment. Retail recruitment is a straightforward process of:</p> <ul style="list-style-type: none"> <li>--Identifying and inventorying opportunity sites</li> <li>--Enlisting property owner support</li> <li>--Identifying, contacting and following up with feasible retail prospects</li> <li>--Sharing with prospects benefits of locating in that district</li> <li>--How the organization can make the location effort smooth and resources offered by the City</li> <li>--Ensuring that the lease-up and tenant improvement processes go smoothly.</li> </ul> <ol style="list-style-type: none"> <li>1. Direct Oakland Merchants Leadership Forum (OMLF) to continue to support and revitalize existing, dormant and nascent merchant and associations and share retailer recruitment best practices.</li> <li>2. Continue to partner with Oakland BID Managers Council, which meets monthly, on retailer</li> </ol>

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		<p>recruitment best practices.</p> <p>3. Continue to partner with the East Bay Community Foundation and Alameda County Small Business Development Center (ACSBDC) to co-sponsor a series of retail workshops in 2010 to help existing retail businesses in Oakland, and educate merchant organizations and community benefit districts on best practices.</p>
Ongoing	<p><b>Develop and expand consumer retail marketing</b></p> <p>–Eat, Shop, Explore Oakland campaign</p> <p>–Publicity</p>	<p><b>March 2010</b> – Continued regular updates to <a href="http://www.OaklandGrown.org">www.OaklandGrown.org</a> to keep it fresh. Site continues to showcase dining, shopping and entertaining venues, events and amenities. The Oakland Grown working group recently developed a plan to reorganize the website content to make it even more relevant and fresh – and to add topics such as where to buy Oakland Gear, notable Oakland chefs, best bets for brunch, etc. Participated in the Indie Awards planning (May) and Buyers Expo Taste for Artisans (April). Co-sponsored Independent Business Associations meeting.</p> <p>Positive regional and national media coverage on Oakland continues. Highlights include:</p> <p>A Night Out in Downtown Oakland, <i>Sunset</i>, April 2010  <a href="http://www.sunset.com/travel/california/things-to-do-oakland-california-00400000064225/">http://www.sunset.com/travel/california/things-to-do-oakland-california-00400000064225/</a></p> <p>Oakland Restaurants Make Michael Bauer's 2010 Top 100, <i>San Francisco Chronicle</i>, April 5, 2010  <a href="http://www.sfgate.com/cgi-bin/blogs/mbauer/detail?&amp;entry_id=60498">http://www.sfgate.com/cgi-bin/blogs/mbauer/detail?&amp;entry_id=60498</a></p> <p>Boot &amp; Show Service a Fine Place to Eat, <i>San Francisco Chronicle</i>, March 7, 2010  <a href="http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/03/07/FD621C6F71.DTL">http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/03/07/FD621C6F71.DTL</a></p> <p><b>Feb 2010</b> -- Continued regular updates to <a href="http://www.OaklandGrown.org">www.OaklandGrown.org</a> to keep it fresh. Site continues to showcase dining, shopping and entertaining venues, events and amenities. Current highlights include: five easy ways to shop Oakland Grown; how to shop Oakland online; products made in Oakland; latest happenings in art, music and events; bar bites (bars with food); farmer's markets; and where to buy yummy treats for your dining table. The Oakland Grown working group is exploring</p>

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		<p>options for highlighting the great chefs of Oakland.</p> <p>Fifty-five businesses have joined the Oakland Grown network, 2,000 people have taken the Oakland Grown pledge and there are 1,051 Facebook fans. The Oakland Grown "Learn" page is one of the most popular pages, encouraging viewers to make local purchases.</p> <p>Positive national media coverage on Oakland continues. Highlights include:</p> <p>"Bay Area Star Worth the Sparkle," Food &amp; Drink Section, <i>Wall Street Journal</i>, 1/23/10. Michelin-awarded <i>Commis</i> stands out in this lively piece by Raymond Sokolov.</p> <p>Oakland's Vice Chocolates featured in <i>Epicurious</i>, 1/28/10  <a href="http://www.epicurious.com/articlesguides/blogs/editor/2010/01/valentines-day-chocolate-gifts.html">http://www.epicurious.com/articlesguides/blogs/editor/2010/01/valentines-day-chocolate-gifts.html</a></p> <p>"Flora Blossoms at Lunchtime," <i>Wall Street Journal</i>, 2/11/10  <a href="http://online.wsj.com/article_email/SB10001424052748704533204575047991786898712-1MyQjAxMTAwMDEwNjExNDYyWj.html">http://online.wsj.com/article_email/SB10001424052748704533204575047991786898712-1MyQjAxMTAwMDEwNjExNDYyWj.html</a></p>
<p>Dept Liaisons Group – completed and ongoing</p> <p>CEDA Retail Group on-going</p>	<p><b>Establish a Retail Working Group (interdisciplinary City staff)</b></p> <p>--Department Liaisons Group to resolve individual business problem-solving</p> <p>--CEDA Retail Group to look at retail citywide and holistically</p>	<p><b>Mar 2010</b> – March meeting cancelled due to scheduling conflicts; will meet in April.</p> <p><b>Feb 2010</b> – ED/Redev staff retail group meets monthly, inviting Planning staff as needed. February meeting featured updates on various planning efforts, Notice of Development Opportunity proposals, 2010 trade show strategy.</p> <p><b>Nov/Dec 2009</b> – Monthly ED/Redev staff retail group meetings scheduled January through June, with Planning staff to participate as needed.</p> <p><b>Oct 2009</b> – ED/Redev retail group meeting scheduled for December 4.</p> <p><b>Aug/Sept 2009</b> – Making use of Business Assistance Center "department liaisons" group as needed to resolve retail issues. CEDA Retail Group to be reconvened on a monthly or 2x/monthly basis to do</p>

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		retail strategizing, touch base re initiatives that affect retail, discuss acquisitions, developer interest, etc. Group met weekly February-June 2009.
February 2010 for refining the group structure, work plan and timeline.	<b>Establish a Retail Advisory Group (external stakeholders)</b>	<p><b>Mar 2010</b> – New format approved by Walter Cohen, task force members have been invited and confirmed, and monthly schedule for next 12 months has been booked. First meeting to happen April 16.</p> <p><b>Feb 2010</b> – Oakland Metropolitan Chamber of Commerce has agreed to partner with the City in providing meeting support and location, while ED staff provides meeting topics, City updates and guest speakers. Group will be led by Solomon Ets-Hokin of Colliers Int'l who proposes a limited group of experienced retailer location decision-makers, retail brokers, retail developers and architects and consultants. Staff has presented a year's worth of meeting topics, which is slated to begin in March.</p> <p><b>Jan 2010</b> – Group met on January 6. The January meeting featured a presentation from the Broadway/Valdez Specific consultant, Steve Hammond of WRT, re the draft land use alternatives, about which the group had pithy comments. Work is continuing on refining the group structure, workplan and timeline.</p> <p><b>Nov/Dec 2009</b> – Group convened on December 9. Good turnout and well-received each time. First meeting included a presentation from staff on the Oakland retail landscape and discussion about what the group might focus on.</p> <p><b>Oct 2009</b> – Meeting date changed to December 9. Invitations sent out.</p> <p><b>Aug/Sept 2009</b> – Have set a date of December 2 for the first meeting. Agenda and invitation are in the works.</p>
Ongoing	<b>Provide support services with Auto Row auto dealers and business owners</b>	<p><b>Mar 2010</b> – Ongoing.</p> <p><b>Feb 2010</b> – Scheduling individual meeting with Auto Row dealers to discuss their current situation, Broadway/Valdez District (BVD) Specific Plan, and their plans for the future. Meetings with auto dealers will be scheduled presently.</p>

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		<p><b>Aug/Sept 2010</b> – Staff has identified three sites along the 880 corridor and is in contact with dealers and is ready to help them if and when they decide to relocate. Staff also continues to be in touch about other issues such as Broadway dealers' desire to "pay for" parking meters along their frontage for customer parking.</p>

## COUNCIL TRACKING REPORT – MARCH 2010

### Oakland's Citywide Performance Management & Reporting System (OakStat)

REPORT TITLE		Date Approved	Legistar No.
Report and Recommendations Regarding Improvements to Oakland's Citywide Performance Management and Reporting System			09-0705
Motion		Department	Staff person(s)
<p>The October 27, 2009 Finance &amp; Management Committee approved staff recommendations and forwarded the item to the November 3, 2009 City Council agenda as a Non-Consent item and directed that the Task Force should include external representatives and do the following: 1) Begin tracking the number of individuals who are benefiting from services provided by the city; 2) Do A City by City comparison of performance measures; 3) Look at the City of Oakland's heavy service providers (CEDA, Public Works, Parking) and track performance.</p> <p>At the November 3, 2009 Council meeting this item was rescheduled to the Finance &amp; Management Committee – no specific date (Later scheduled to January 26, 2010)</p> <p>At the January 7, 2010 Rules &amp; Legislation Committee this item was rescheduled to the February 9, 2010 Finance &amp; Management Committee</p> <p>At the February 9, 2010 Finance &amp; Management Committee this item was rescheduled to the February 23, 2010 Committee agenda. Staff had scheduled a presentation from a representative from the City of Baltimore's CitiStat program; however, due to the severe winter storm affecting the Mid-Atlantic, the representative was unable to travel to Oakland. As a result, this report was rescheduled to March 9, 2010.</p>		Budget Office	Cheryl Taylor
Due Date	Action Steps	Progress Report	
February 2010	Do A City by City comparison of performance measures	In the March 9 <sup>th</sup> report to the Finance & Management Committee, staff provides comparisons of Oakland's current performance measures to those of Baltimore. Comparison will be provided for Police, Fire, Public Works and Parks and Recreation.	

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Rules & Legislation Cmt  
April 29, 2010



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Spring 2010	Kick off meeting of internal workgroup	Memo distributed to Public Works, Parks & Recreation, Fire, Police, NSD requesting their participation in a planning meeting to identify indicators, technology and reporting process for the external Taskforce to consider.
Spring 2010	Internal Workgroup	Proposals regarding indicators, technology and reporting process finalized and ready to go to the external Taskforce for consideration/approval.
Summer 2010	Kick off meeting of the external Taskforce	Meet by July 1 and present proposed indicators and process for internal and external review and reporting for input and approval.
Fall 2010	Report to Council September 2010	Per recommendation of the external Taskforce and internal workgroup, a report will go to Council proposing the process, indicators, technology and suggested reporting structure.
Fall 2010	Begin tracking the number of individuals who are benefiting from services provided by the city; initiate Citizen Survey process	In the report to the Finance & Management Committee, staff recommends that several sources be utilized for such tracking, including the Public Works call center, the Oaklanders Assistance Center, Neighborhood Services Coordinators, and others. In addition, an annual Citizen Survey will be recommended. Lastly, efforts will be made to connect OakStat with the Police Department's CompStat system that is yet to be implemented.
Fall 2010	Begin regular review of collected data	Begin internal review process with the selected departmental staff, e.g. CleanStat (PWA/Parks) & SafetyStat (OPD/Fire/NSD) and internal indicators, including CAO's Office, Budget, FMA, & DHRM.
Winter 2011	Task force reports results to the City Council; foundation is formed for the Community Report Card	The Task Force will be formed upon receiving the Finance Committee's direction and City Council's direction at the March 9 <sup>th</sup> meeting.
Summer/Fall	Staff prepares report on performance	Pending Finance Committee's direction at the March 9 <sup>th</sup> and

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2011	measures to Council Committees	City Council's direction at the subsequent meeting
Fall/Winter 2011	First Community Report Card Issued	Pending Finance Committee's direction at the March 9 <sup>th</sup> and City Council's direction at the subsequent meeting