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OAKLAND

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# AGENDA REPORT

TO: DEANNA J. SANTANA  
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Monthly Economic Development Strategy Tracking      DATE: April 5, 2012

City Administrator

Date

Approval

4/16/12

COUNCIL DISTRICT: City-Wide

## RECOMMENDATION

Staff recommends that the City Council accept this Monthly Tracking Report on Specific Actions and Outcomes on the preparation of the Economic Development Strategy for the City of Oakland

## EXECUTIVE SUMMARY

This report responds to the Community and Economic Development Committee's request for a standing monthly report to track actions and outcomes for the preparation of the Oakland Economic Development Strategy. The City Council has directed the development of a focused economic development strategy which prioritizes support for Oakland's existing businesses and fosters new investment, revenue and employment opportunities for Oakland residents. Outcomes generated to date under the proposed Project scope and timeline are included in *Attachment A*.

For questions regarding this report, please contact Aliza Gallo, Economic Development Coordinator, (510) 238-7405.

Respectfully submitted,

Fred Blackwell, Assistant City Administrator

Prepared by:  
Aliza Gallo, Economic Development Coordinator,  
Economic Development Unit

Attachment A: Monthly Strategy Development Outcomes

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**ATTACHMENT A:**  
**ECONOMIC DEVELOPMENT STRATEGY**  
**April 2012 Actions**

Timeline	Goal	Actions/Outcome
February – June 26, 2012	An Economic Assessment Report will provide an updated comprehensive overview of Oakland's current economic performance. Selected economic indicators such as: Socio-Economic demographics, employment data (labor market characteristics, unemployment and job growth); standard market performance analysis (retail, office, industrial, hotel industries); understanding of overall direct and indirect employment and business activities. The purpose of report is to identify strengths and weaknesses in Oakland's economy to grow business and attract capital in ways that create quality jobs.	<p>Preparation of Overall Economic Assessment &amp; Indicators Report for Oakland</p> <p>Actions: Economic Development Staff met with Jon Haveman, Chief Economist for the Bay Area Economic Institute, Bay Area Council to receive and discuss overall Oakland detailed data analysis, produced for Eastbay Economic Development Alliance <i>Building on Our Assets</i> report. Staff is following up on meetings with UC Berkeley: School of City and Regional Planning, Haas Business School, and School of Information to discuss partnership with UC Berkeley to assist in preparation of Economy Development Strategy during Summer 2012. Staff has started preparation of summary with assistance of intern. Staff is also preparing to meet with Banks for consideration of sponsoring the development of Strategic Economic</p>
April 2012	The development and implementation of a successful Economic Development Strategy requires a citywide staff input. Key City units – Workforce Development Unit; Business Tax; Strategic Planning; and Neighborhood Investment Staff	<p>Economic Development Strategy Project Team</p> <p>Actions: Staff is coordinating April 25<sup>th</sup> meeting of key staff and private Specific Plan consultants to discuss and exchange recent and existing data sources. Staff will continue to coordinate with Office of Planning, Building &amp; Neighborhood Preservation, Office of Housing &amp; Community Development and Office of Neighborhood Investment to review existing studies. Economic Development staff has increased participation on current Strategic Plans.</p>
April 2012	Expand City of Oakland's access to alternative funding sources. Identification and implementation of new funding sources to support or supplement economic development efforts.	<p>Development of Economic Development Tools: Local/State/Federal and Private</p> <p>Actions: Staff attended the 2011 EDA Regional Conference, CALED Conference and EB – EDA workshops. In March/April, staff facilitated introductions of City leadership to two investment firms. Actions will include review and development of incentives.</p>

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April – June 2012	Creation of strategic work plans to support and strengthen Oakland's key existing	<p>Oakland's Key Economic Industries Work Plans</p> <p>Actions: Based on preliminary analysis, staff recommends that initial efforts focus on Specialty Food Production, Green Industry and Small Business Development/Retention actions. Staff has formed partnership with Hope Collaborative to analyze Oakland's Food Production Sector. Staff will be supporting efforts of the 2.Oakland, Oakland's digital media industry networking group and attended March 28<sup>th</sup> kickoff event.</p>
April - June 2012	Coordination and Partnership with Workforce Investment Board and Workforce Development Program efforts	<p>Review &amp; Coordination with Oakland Workforce Development Actions</p> <p>Actions: Economic Development and Workforce Development Units are meeting monthly to coordinate efforts, especially with major attraction and industry development efforts. Group has agreed to share resources such: 2012-2014 Excellence in Workforce Development, Strategic Plan for the Oakland Workforce Investment Board; Building on Our Assets: Economic Development &amp; Job Creation in the East Bay, October 2011; Putting the East Bay To Work, Sustainable Jobs for the Underemployed, 2009; and the previous Oakland Industrial Business Survey.</p>
May- July 2012	Existing Business Support, Retention and Expansion efforts are a priority	<p>Strengthen Business Development Services to Existing Businesses</p> <p>Actions: Staff is planning to meet with business improvement districts, merchant associations, business service partners and industries for their input. Outreach is expected through surveys, group meetings and industry focus groups. In addition, staff will engage Economic Development City Team for input.</p>
June 26, 2012	Engage and Advise Oakland City Council in Economic Development Strategy work	<p>Regular Updates and Seek Advice from CED Committee</p> <p>Action: Present monthly updates of key activities accomplished in support of development of Economic Development Strategy. Staff intends to meet with each CED City Council Member for input.</p>
April 2012- December 2012	Develop and Sustain Public/Private Partnerships to for input in key business development activities, including Business Climate, Workforce Development and strategic Economic Development Efforts	<p>Outreach to Oakland's Business Community</p> <p>Actions: Staff is supporting City Administrator's Business &amp; Economic Development Advisory Committee formation and operation. Office of Economic Development &amp; Workforce Development units will be working together to strengthen economic development branding and marketing strategies.</p>

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<p>May - September 2012</p>	<p>Formulate and implement strategies for Emerging Industries and Opportunities</p>	<p>Oakland's Emerging Industries Strategic Work Plans</p> <p>Actions: Evidence is showing that Oakland has a number of creative startup businesses and is becoming a location for emerging digital media and green/clean businesses in particular. Staff will be outreaching to these businesses through surveys, associations, site visits and meetings. These efforts will be supported by UCB staff research and involvement</p>
<p>Summer- September 2012</p>	<p>A Strategic Economic Development Plan will guide the work plan for the Office of Economic and Workforce Development</p>	
<p>October - November 2012</p>	<p>Strategic Economic Development Plan will be adopted by Oakland City Council</p>	

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