

COUNCIL TRACKING REPORT – OCTOBER 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 & 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 & Management Committee – no specific date (Later scheduled to January 26, 2010)</p> <p>At the January 7, 2010 Rules & Legislation Committee this item was rescheduled to the February 9, 2010 Finance & Management Committee</p> <p>At the February 9, 2010 Finance & 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> <p>Status update was provided to Council April 20th.</p>	Budget Office	Cheryl Taylor

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COUNCIL TRACKING REPORT – OCTOBER 2010
Oakland's Citywide Performance Management & Reporting System (OakStat)

Due Date	Action Steps	Progress Report
February 2010	Do A City by City comparison of performance measures	In the March 9 th 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.
April 27, 2010	Memo distributed to Internal Advisory Group	Memo distributed to Public Works, Parks & Recreation, Fire, Police, and the Neighborhood Services Division (NSD) requesting their participation in a planning meeting to identify indicators, technology and reporting process for OakStat.
May 5, 2010	Memo distributed to Council President, Mayor and Department Directors re: External Taskforce	Memo distributed requested participation on the Taskforce in the OakStat process to select measures on which reporting will occur to Council and the community.
Summer – Fall 2010	Internal Advisory Group	Meetings of this group occurred on August 11, 2010 and September 30, 2010. Group members discussed potential programs for which to develop performance measures, with an emphasis on building on performance measurement processes already in place. For the CleanStat pilot, staff proposes to build on Public Works existing performance management system; focus on pools and parks; and code enforcement and blight abatement. For SafeStat, staff discussed the need for the pilot to align with the Police Department strategic plan and the Neighborhood Services Division's stressor beat model; to measure community violence prevention outcomes; and to measure operations

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Due Date	Action Steps	Progress Report
		<p>(e.g. response time) and public education initiatives and effectiveness. Financial and Human Resources performance measures were discussed as encompassing both CleanStat and SafeStat; measures discussed included program revenues and expenditures, payroll, leave usage and workers compensation.</p> <p>The Internal Group also discussed (a) programs and measures to be included in the pilot; (b) data sources for the measurements; and (c) reporting formats for the Council and community.</p>
Fall 2010	Monthly OakStat meetings/begin regular review of collected data	<p>The OakStat Advisory Group conducted its first monthly meeting on October 25th. Measures and data for CleanStat and SafeStat have been reviewed. Parks and Recreation, Community & Economic Development Agency, Department of Human Services, Fire, Public Works, and Neighborhood Services Division provided September 2010 results of selected performance measures. Each department participating in the pilot was asked to address questions posed by the City Administrator’s Office, Budget Office, and Finance and Management Agency as well as their peer departments regarding performance. Monthly meetings are scheduled to occur on the 4th Monday of every month.</p> <p>The OakStat team will be researching the integration of a citizen relationship management system (CRMS) into the performance management process (e.g. Lagan, CitySourced). Further discussion of technology will be a topic of the next monthly meeting.</p>

COUNCIL TRACKING REPORT – OCTOBER 2010
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Due Date	Action Steps	Progress Report
Winter – Spring 2011	Status Report to Council	Report will present status on the OakStat performance review and management process and preliminary data.

Status of Implementing Key FY 2010-11 Midcycle Budget Items

October 2010

*Subject to monthly reporting

General Purpose Fund (GPF) Revenue Items

Budget Item	FY 10-11 Budgeted Revenue	Savings Expected by Year End	Status
June 24th Balancing (Reso. 82849)			
* Vacant Office Space: Vacant 1st floors of 150 FOP or 250 FOP, 24,000 sq ft @ \$2 sq ft *Only count 50% of first year	288,000	TBD	The Real Estate Division is currently marketing retail space on the ground floor of the Wilson Building (Bldg 150) through a commercial brokerage. PWA Facilities Division has completed a space utilization plan and determined available office space to be leased. However, there is a high vacancy rate among downtown office buildings, which currently stands at 20% with rates below \$2/sq ft.
* Finance/Parking - Install 250 Additional Parking Meters in all commercial districts Citywide, Including Areas with Fewer Meters (estimated revenue is net of costs for installation) * Only count 75% for first year	267,000	267,000	54 meters have been installed to date, an additional 22 meters are being installed, and the remainder will be in place by year-end.
* Finance/Parking - Eliminate all free employee parking in downtown garages	235,000	235,000	183 employees who received free parking were offered a discounted rate of \$130/month; 122 employees have participated to date. Additional revenue is also expected from non-City parkers utilizing freed up spaces.
* Finance/Parking - Alta Bates Garage Revenue Stream	500,000	TBD	Negotiations with Alta Bates continue.
* Redevelopment - Redevelopment Purchase of Fire Training Facility and other Parcels	3,000,000	3,000,000	The property survey is underway, an escrow account has been established and a title report has been ordered. Once the survey results have been received, a parcel will be created to sell to the ORA. Sale to be completed by the end of FY 2010-11.

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General Purpose Fund (GPF) Revenue Items

Budget Item	FY 10-11 Budgeted Revenue	Savings Expected by Year End	Status
* Revenue Measure - Additional Billboard Deals (One more for 2010/2011, then 1 each year at \$1mil/each)	1,000,000	1,000,000	An RFP was issued with a submittal deadline of September 23, 2010. The deadline was subsequently extended to October 4, 2010, however only one proposal was received. Staff is re-evaluating the potential billboard sites and determining how to proceed.
Revenue Measure - Leftover from Shorenstein /City Center Property Transfer	5,000,000	5,200,000	Shorenstein revenue was collected in FY 2009-10. To offset the timing of the collection, the City booked only \$5.2 million of the \$10.4 million in deferred pension credits in FY 2009-10, and the remaining \$5.2 million will be booked in FY 2010-11. This offset will be formalized through a budget amendment to be brought before Council.
June 24th Balancing Subtotal	\$10,290,000	\$9,702,000	
April 29th Balancing (Reso. 82731)			
* Lease of Scotlan to ORA/Central District or sale of other Facilities	2,000,000	2,000,000	<p>Although the Scotlan sublease term remains unchanged at \$4 million over 12 years, staff has determined that cash proceeds can be used for current budget needs.</p> <p>Accounting for leases under generally accepted accounting principles (GAAP) is straight forward, and requires the recognition of the lease revenue over the life of the lease; the lease term for Scotlan is 12 years. However, as the lease payments have been received up front, the resources are now available for appropriation. Therefore, \$4 million cash can be recognized on the budgetary basis when received, while the revenue will be deferred and recognized over time on the GAAP basis.</p>
* Sale of Grandview Lots	150,000	150,000	The sale closed in late October; payment has been received and revenue will be realized in the same month.
* Sale of Silviera property	600,000	TBD	Sale of this property has been advertised since September 2010. No offers made on this property to date. Staff continues to market this site, as well as identify alternative sites for sale.

General Purpose Fund (GPF) Revenue Items

Budget Item	FY 10-11 Budgeted Revenue	Savings Expected by Year End	Status
* Increased parking citation revenue	1,750,000	1,750,000	This revenue enhancement is expected from additional Paylock booting and higher citation revenue recovery by ACS (City's parking citation contractor).
* Proceeds from sale of billboard space	1,000,000	1,000,000	Negotiations with Clear Channel in progress.
New grant revenue to offset personnel costs	490,000	490,000	Fire department was awarded the SAFER grant. Full savings achieved.
* Stricter false alarm enforcement revenue	240,000	240,000	Fire department is aggressively collecting false alarm fines and is on track to exceed budgeted collection. \$178,604 has been collected year-to-date through September 2010.
April 29th Balancing Subtotal	\$6,230,000	\$5,630,000	
GRAND TOTAL	\$16,520,000	\$15,332,000	

Status of Implementing Key FY 2010-11 Midcycle Budget Items

October 2010

**Subject to monthly reporting*

General Purpose Fund (GPF) Expenditure Items

Budget Item	FY 10-11 Budgeted Savings	Savings Expected by Year End	Status
June 24th Balancing (Reso. 82849)			
* 5% salary reduction for all non-represented employees (including elected officials) making over \$100k; 22 employees for a total of \$3,575,675; 5% = \$178,784, General Fund = \$100,000+-	100,000	81,000	Implemented; projected savings are \$81k; salary of Police Chief is not reduced due to existing contract, nor are salaries of elected officials (Auditor, Attorney, Mayor) who must consent to this reduction.
15% Reduction in Administration (Total Budget = \$7,169,520)			
1. Eliminate Federal Lobbyist Contract = \$150,000	150,000	150,000	Implemented
2. Citizen's Police Review Board - Move 1 Position to Grant Funding - \$133,140	133,140	133,140	Implemented
3. Reorganization of Administration of Cabaret, Massage Parlor and other Citywide Permits - \$100,000	100,000	100,000	Implemented
4. Transfer 0.40 FTE Deputy City Administrator to ORA - \$100,000	100,000	100,000	Implemented
5. Equal Access Program Budget - 25% reduction = \$116,385	116,385	116,385	Implemented
6. Budget Office - Eliminate 1.00 FTE - \$89,000	89,000	89,000	Implemented

General Purpose Fund (GPF) Expenditure Items

Budget Item	FY 10-11 Budgeted Savings	Savings Expected by Year End	Status
* NSC Program Reorganization Into Community Outreach Division with the Following Reductions by January 1, 2010:			
1. NSC Program - Reduce 25% - \$490,445	245,223	245,223	Vacant positions (Public Safety Coordinator and Abandoned Auto positions) have been eliminated. In addition, some layoffs have occurred, and others are expected after the program reorganization plan is finalized (expected by January 1). Reorganization actions completed to date include: *Completed a salary and classification survey of ten (10) surrounding cities *A draft job description has been completed *Civil Service Rules and Collective Bargaining Agreements have been evaluated to determine what rules or process may impact implementation *Personnel has provided administration with possible options for implementing the reorganization. Next Steps: *Administration, Mayor and Council to determine implementation strategy and Personnel to finalize the proposal *Meet and confer process with impacted Unions *Personnel to return to City Council and Civil Service Board for appropriate actions *Personnel to conduct examination and eligibility list and department to select candidates.
2. Eliminate Public Safety Coordinator - \$180,000 (\$90,000 General Fund)	45,000	90,000	
3. 25% Reduction Oaklanders Assistance - 1.00 FTE - \$90,000	45,000	45,000	
4. CORE - No Reduction	-	-	
5. Eliminate 1.00 FTE Abandoned Auto - \$82,000	41,000	82,000	
6. Litter Enforcement - No Reduction	-	-	

General Purpose Fund (GPF) Expenditure Items

Budget Item	FY 10-11 Budgeted Savings	Savings Expected by Year-End	Status
City Clerk - 0.20 FTE Reduction (Total Budget: \$2,953,130)	20,000	20,000	Implemented
Contracting & Purchasing- Reduce 1.00 FTE (Total Budget \$1,920,920)	100,000	100,000	Implemented
* City Council - (Elected Officials) Reduce Council Office Budget by 15% - 15% Cut to All Elected Offices (Total Budget = \$2,699,195)	404,879	404,879	Implemented. Currently, some Council offices' spending is trending slightly above budget as these offices are implementing additional balancing measures. Staff expects the City Council to remain within budget by year-end.
* City Attorney - (Elected Officials) Reduce City Attorney Office Budget by 15% & Freeze Budget for Outside Counsel - 15% Cut to All Elected Offices (Total Budget = \$4,420,453)	663,068	607,812	Due to length of layoff process, only 11 months of savings will be realized.
* City Auditor - (Elected Officials) Eliminate City Auditor Carry Forward (\$210,500) and other cuts TBD - 15% Cut to All Elected Offices (Total Budget \$1,223,094)	183,464	183,464	Implemented. This amount of Whistleblower project carryforward has been eliminated. However, the City Auditor maintains that her current staffing is essential to carry out her office's charter-mandated functions.

General Purpose Fund (GPF) Expenditure Items

Budget Item	FY 10-11 Budgeted Savings	Savings Expected by Year-End	Status
* Mayor - (Elected Officials) Reduce Mayor's Office Budget by 15% - 15% Cut to All Elected Offices (Total Budget \$1,465,301)	219,795	219,795	Implemented. The current Mayor's Office may over-spend its existing appropriation by \$40K through the end of his term (December 31, 2010). However, given the transition, vacancies are anticipated and by year-end, the office overall is currently projected to stay within budget.
Finance - Reduce Staff by 4.15 FTE's (Total Funding: \$17,870,090)	370,000	370,000	Implemented
Fire - Eliminate Assistant to Director Position - \$160,000; Eliminate Fire Protection Engineer - \$120,000; Reduce Emergency Planning Coordinator to PPT at 60% - \$40,000 Reduce O&M - \$170,000 (Total Budget: \$98,764,910)	490,000	490,000	Implemented
Human Services - Senior Centers (10% reduction in open hours) - Centers will still be open 5 days a week but not as current 8:30 - 5 (8.5 hours). Each site would have different schedules depending on when the bulk of activities are at each site. For example, two may be open 8:30 - 3 (6.5 hours) and the other two 10:30 - 5 (6.5 hours) - reclassify FTE's to 90% time (Total Budget: \$4,027,100)	132,000	132,000	Implemented

General Purpose Fund (GPF) Expenditure Items

Budget Item	FY 10-11 Budgeted Savings	Savings Expected by Year End	Status
Information Technology - Eliminate 4.00 Systems Analyst III and 1.0 FTE Telephone Services Specialist (Total Budget: \$9,193,640)	720,000	720,000	Implemented
Library - Reduce General Fund Support to Measure Q Minimum Using Fund Balance (i.e., NO layoffs in first year) (Total Budget: \$11,529,190)	1,750,000	1,750,000	Implemented
Non-Department - Reduce Contract for MOU Negotiations by 50%	200,000	200,000	Implemented
CEDA - Day Laborer Program (100% reduction - Cut to be Re-Organization, Total: \$82,025);	82,025	82,025	Implemented
25% Funding Suspension for the Following Programs:			
1. Symphony in the Schools (Total: \$40,000, 25% = \$10,000)	10,000	10,000	Implemented
2. Cypress Mandela Training Center (Total: \$112,000, 25% = \$28,000)	15,000	15,000	Implemented
3. Women's business Initiative (Total: \$60,000, 25% = \$15,000)	15,000	15,000	Implemented
4. Jack London Aquatic Center (Total: \$60,000, 25% = \$15,000)	15,000	15,000	Implemented
5. Human Services Academies Program (Total: \$75,000, 25% = \$18,750)	18,750	18,750	Implemented
6. AIDS Prevention and Education Initiative (Total: \$50,000, 25% = \$12,500)	12,500	12,500	Implemented
7. Hacienda Peralta (Total: \$72,000, 25% = \$18,000)	18,000	18,000	Implemented
8. City/County Collaboration on Children and Youth (Total: \$272,000, 25% = \$68,000)	37,500	37,500	Implemented

General Purpose Fund (GPF) Expenditure Items

Budget Item	FY 10-11 Budgeted Savings	Savings Expected by Year End	Status
9. ArtsGrants (Can apply for TOT Funds) (Total: \$973,500, 25% = \$243,375)	243,375	243,375	Implemented
10. Oakland Asian Cultural Center (Total: \$80,000, 25% = \$20,000)	20,000	20,000	Implemented
11. Children's Fairyland (Total: \$182,000, 25% = \$45,500)	45,500	45,500	Implemented
Parks & Recreation - Eliminate 1.00 Supervisor (Vacant) and 3 Directors (Total Budget \$11,457,510)	350,000	350,000	Implemented
Police - 10% Cut to Budget Division (Total Budget: \$1,442,040)	144,204	144,204	Implemented
Redevelopment - Eliminate Staff (Example: CEDA Economic Development) Total Personnel Budget: \$28,486,660; Move other qualified staff from General Fund to Redevelopment Fund (Examples: Abandoned auto, Illegal Dumping, Real Estate)	700,000	700,000	<p>\$700K in staff within General Government (CAO, City Attorney, FMA) have been moved from the General Purpose Fund to the Oakland Redevelopment Agency Projects Fund (7780). ORA Projects fund positions eliminated: \$85,810 Urban Economic Coordinator (6mo savings); \$77,900 Urban Economic Analyst IV (vacant Jan 2011); \$64,085 Urban Economic Analyst III (vacant); \$116,240 Development/Redevelopment Program Manager (vacant Jan 2011); \$128,174 Urban Economic Analyst III (vacant); \$227,792 Salary savings from FY09-10</p>

General Purpose Fund (GPF) Expenditure Items

Budget Item	FY 10-11 Budgeted Savings	Savings Expected by Year End	Status
Police - Eliminate Budgeted Police Academies	3,600,000	3,600,000	Implemented
June 24th Reductions Subtotal	\$11,744,808	\$11,756,552	
April 29th Balancing (Reso. 82731)			
Reduce grants and subsidies: City Institutions - 25% reduction; Oakland Zoo (\$160,000), Chabot Space & Science Center (\$120,000)	280,000	280,000	Implemented
Related City Institutions - 50% reduction; AIDS Prevention Education Initiative (\$50,000); Hacienda Peralta (\$70,000); City/County Collab. On Children & Youth (\$150,000)	270,000	270,000	Implemented
Non-Profit Organizations - 50% reduction; Cypress-Mandela Training Center (\$110,000); Symphony in the Schools (\$40,000); Women's Business Initiative (\$60,000); Jack London Aquatic Center (\$60,000); Human Services - Academies Program (\$80,000); Day Laborers Program (\$80,000)	430,000	430,000	Implemented
Other prior Grantees - 100% reduction; Oakland School for the Arts	140,000	140,000	Implemented
Mayor - Eliminate Mayor's PSE 14 (2.00 FTE; \$220,000); Reduce operations and maintenance budget (\$50,000)	270,730	270,730	Implemented
City Council - Eliminate Senior Council Policy Analysts (Legislative Analysts) 4.05 FTE, \$490,000	487,836	487,836	Implemented

General Purpose Fund (GPF) Expenditure Items

Budget Item	FY 10-11 Budgeted Savings	Savings Expected by Year End	Status
City Attorney - Eliminate Deputy City Attorney III (2.00 FTE, \$420,000); Eliminate Paralegal (1.00 FTE, \$110,000); Savings from paying Deputy City Attorney II lower than budgeted amount (\$20,000)	546,490	546,490	Implemented
City Auditor - Senior Performance Auditor (1.00 FTE, \$110,000); Performance Auditor (1.00 FTE, \$90,000)	200,830	-	The budget has been reduced by this amount. However, the City Auditor maintains that her current staffing is essential to carry out her office's charter-mandated functions.
Information Technology - Eliminate 1.00 Microcomputer Systems Specialist I (1.00 FTE, \$100,000); 1.00 Microcomputer Systems Specialist I (1.00 FTE, \$100,000); 1.00 Microcomputer Systems Specialist III (1.00 FTE, \$140,000)	341,180	341,180	Implemented
Finance and Management - Eliminate Revenue Assistant (1.00 FTE, \$80,000)	84,120	84,120	Implemented
Personnel Resource Management - Eliminate Admin Analyst II (1.00 FTE, \$100,000)	103,390	103,390	Implemented
Police Services - Restructure Personnel Management Eliminate Admin Analyst II (1.00 FTE, \$90,000)	90,000	90,000	Implemented
Police Services - Eliminate Rangers (2.00 FTE, \$280,000)	280,000	280,000	Implemented

General Purpose Fund (GPF) Expenditure Items

Budget Item	FY 10-11 Budgeted Savings	Savings Expected by Year End	Status
Police Services - Transfer Cadet Program to Asset Forfeiture Fund (9.00 FTE, \$270,000)	270,000	270,000	Implemented
Library - Utilize available Measure Q fund balance	540,000	540,000	Implemented
Parks and Recreation - Transfer revenues to GPF from Golf Fund	200,000	200,000	Implemented
Human Services - Eliminate Linkages Grant Match (\$190,000);	190,000	190,000	Implemented
Human Services - Eliminate Homeless Mobile Outreach/California Hotel grant match (\$140,000)	140,000	140,000	Implemented
April 29th Balancing Subtotal	\$4,864,576	\$4,663,746	
March 16th Balancing (Reso. 82646)			
A 15% reduction of the GPF budget of all elected officers, including the City Council (\$487,774), Mayor (\$270,733), City Attorney (\$546,486), and City Auditor (\$200,826)	1,505,819	1,505,819	Implemented
March 16th Balancing Subtotal	\$1,505,819	\$1,505,819	
GRAND TOTAL	\$18,115,203	\$17,926,117	

Status of Implementing Key FY 2010-11 Adopted and Midcycle Budget Items: BILLBOARD REVENUE*

October 2010

General Purpose Fund (GPF) Revenue Items: BILLBOARDS

Council Action	Budget Item	FY 10-11 Budgeted Revenue	Savings Expected by Year End	Status
June 24th Balancing (Reso. 82849)	Revenue Measure - Additional Billboard Deals (One more for 2010/2011, then 1 each year at \$1mil/each)	\$ 1,000,000	1,000,000	An RFP was issued with a submittal deadline of September 23, 2010. The deadline was subsequently extended to October 4, 2010, however only one proposal was received. Staff is re-evaluating the potential billboard sites and determining how to proceed.
April 29th Balancing (Reso. 82731)	Proceeds from sale of billboard space	\$ 1,000,000	1,000,000	Negotiations with Clear Channel in progress.
October 6, 2009 Parking Meter Hours Rollback (Reso. 82335)	Additional revenue from the authorization of future billboard agreements	\$ 494,250	-	No status update.

Billboard Revenue Subtotal

\$ 2,494,250 \$ 2,000,000

*This report is a subset of the GPF Revenue status update. Its purpose is to provide a view of revenue expectations based on billboards. These items are reflected in the overall GPF Revenue budget implementation status update and constitute a part of that whole, not an addition to it.

COUNCIL TRACKING REPORT – October 2010

Oakland Retail Enhancement Strategy

REPORT TITLE	Date Approved	Legistar No.
Action On A Report And Recommendations To Accept The Oakland Retail Enhancement Strategy And To Authorize Actions Included In The Implementation Plan	Council 1/6/09	07-1175
Motion	Department	Staff person(s)
<p>The Community and Economic Development Committee directed staff to take action and bring back a status report on the following. CEDA provides an update report of activities to the City Council Rules Committee.</p> <ul style="list-style-type: none"> ▪ A large format store program ▪ A key vacancy program ▪ A consumer-oriented marketing campaign ▪ A retail working group ▪ A retail cabinet ▪ An annual retail report to Council ▪ Analysis of site locations for auto dealerships 	CEDA	CEDA Economic Development/Redevelopment Staff

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Due Date	Action Steps	Progress Report
Summer-Fall 2010 for Specific Plan/EIR	Develop large format store program – Broadway/Valdez District (BVD) - Specific Plan/EIR creation includes identifying locations for large format retailers	October 2010 – Completed actions: - The submitted public comments from the workshops have been tabulated in table form to summarize community preferences and concerns. - The Broadway Valdez alternatives were reviewed by the Landmarks Board on Oct. 4th. A subcommittee of the Landmarks Board which had met a number of times to review the historic preservation issues involved in the current alternatives reported to the full board at this meeting. - All feedback received to date will now be utilized to help shape a Preferred Alternative plan. The Project Manager is working with the consultant to build on the good parts of each of three current land use alternatives and assemble a new 'hybrid' Alternative plan for public review and comment.

COUNCIL TRACKING REPORT – October 2010
Oakland Retail Enhancement Strategy

Due Date	Action Steps	Progress Report
	<ul style="list-style-type: none"> - Discussions with property owners, developers, brokers 	<ul style="list-style-type: none"> - Redevelopment and Economic Development staff continues to provide information to interested retail developers, brokers and retailers regarding this future major retail development opportunity.
To be determined	<p>Develop large format store program -- 880 Loop</p> <ul style="list-style-type: none"> - NODO Retail Sites 	<p>October 2010 – The original I-880 Loop Action Plan was to identify all opportunity sites along the 880 site for large format retail opportunities. Staff has completed that effort. Given Agency budget constraints, site acquisition funds are limited.</p> <p>CEDA retail development efforts are focused on the Notice of Development Opportunity (NODO) sites and several large format retail developments:</p> <ul style="list-style-type: none"> - 66th & San Leandro: ENA negotiations and discussions with Ralphps/ Food 4 Less Grocery Company which is owned by Krogers to build a 72,000 gross square foot full service Foods Co. grocery store with fueling station. An adjacent site owned by AC Transit may be able to accommodate complementary small scale retail as a future, separate phase. The project is expected to open by fall 2012. - Foothill & Seminary: The ENA by and between the Agency and Sunfield Development, LLC has been finalized, pending execution after November 9, 2010. Staff is scheduled to go before the Agency on November 9, 2010 with an Agency Resolution amending Resolution No. 2010-0093 C.M.S. to reduce the ENA deposit requirement with Sunfield Development, LLC from \$50,000 to \$25,000 for the Foothill and Seminary for a one-year ENA. The proposed project includes approximately 33,000 GSF of new retail space (15,000 GSF National Drug Store Anchor and 18,000 GSF single user retail anchor or multiple in-line retail). - Foothill Square: Developer is proposing to reposition existing Foothill Square Shopping Center to 102,596 gross square feet of relocated and new neighborhood commercial serving retail tenants and services. New major anchor tenants include a 72,000 gross square foot FoodsCo, and 29,000 gross square foot Ross and corner gas station. Developer submitted revised Master Plan on September 8, 2010. Traffic Study to determine extent of environmental review under way and scheduled to be complete in late November / early December 2010. Under an exemption, entitlements for the project could be granted as early as January / February 2011. Under this scenario FoodsCo could open before the end of 2011. Under a worst case scenario, a focused or full EIR, opening could be delayed to 2012 or 2013.

COUNCIL TRACKING REPORT – October 2010

Oakland Retail Enhancement Strategy

Due Date	Action Steps	Progress Report
	<p>Major Retail Developments:</p>	<ul style="list-style-type: none"> - Fox Block/1800 San Pablo Avenue: The Agency has executed an Exclusive Negotiating Agreement (ENA) with Sunfield Development and is working with the developer to refine project concept, feasibility, and planning for next steps. The proposed project is a 301-space parking garage with at least 73,500 square feet of retail. - Central City East Project Area Strategy Plans (East Lake, San Antonio, Fruitvale and Central East Oakland Sub Areas): Economic Development, Planning and Redevelopment staff coordinating redevelopment activities along corridors in targeted retail nodes to help leverage private investment, generate new property tax, sales tax and job creation through: <ul style="list-style-type: none"> ▪ Streetscape Improvement implementation ▪ Opportunity site acquisition of underutilized properties to facilitate private investment ▪ Implement and promote existing incentive programs within focus areas such as FIP/TIP programs, Sustainability Incentive, Tough on Blight, Infill Incentives, Neighborhood Initiatives, Homeownership Rehabilitation and Streetscape Improvements. ▪ The CCE strategy plan expects to deploy \$35,000,000 of bond proceeds within the first three years of implementation. - Target Stores: East Bay Bridge Center – 140,000 square foot Target Store will open in summer 2011. Projected employment is approximately 150 retail positions. Economic Development is maintaining liaison services with company and coordinating with Building Services. Plans include coordination with Workforce Development to implement a retail industry employee training program to prepare residents for upcoming retail job opportunities at Target, FoodsCo and Safeway Store expansions. - Safeway Stores: <ul style="list-style-type: none"> ▪ Claremont & College – 8 new storefronts (11,572 sq. ft), 50,000 s.f full service grocery store/parking garage; Project EIR expected to be completed in December 2010. ▪ Broadway & 51st (Rockridge Center) – 295,000 s.f master planned shopping center development on 15.5 acres, including 65,000 s.f grocery store, new retail spaces, parking structure. Project EIR and Design Review are in process. ▪ Redwood Heights Store – preliminary planning for remodeling of 25,000 s.f store

COUNCIL TRACKING REPORT – October 2010
Oakland Retail Enhancement Strategy

Due Date	Action Steps	Progress Report
	<p>Implement key neighborhood vacancy program</p> <p>OMLF and Community Benefit Districts</p> <p>CBD Formation Projects & Renewals</p> <p>Commercial Corridor Retail Development Assistance</p>	<p>October 2010 – Economic Development staff and the Oakland Business Assistance Center continue to provide support to individual property owners and retailers as well as merchant associations. Staff attended 5 Business Improvement District meetings and 12 merchant and business association meetings to provide support with merchant association events, Business Alert, Merchant Watch and other city services, such as the Tenant Improvement and Façade Improvement Programs and the Enterprise Zone Program.</p> <p>The Oakland Merchant Leadership Forum (OMLF) held a Holiday Planning Forum for Oakland merchants associations and Community Benefit/Business Improvement Districts (BIDs). OMLF is currently under with a strategic organizational planning process. CEDA is preparing to release an Request for Proposals for Merchant Organizing Services in early December 2010 and will bring a recommendation to the City Council in early 2011. OMLF will continue to administer the Oakland Grown Program and announce events and merchant information on its website; however, other services will be limited.</p> <p>Economic Development Staff is working with four commercial corridors that are interested in assistance with the formation of a Community Benefit District. Staff is providing technical assistance and presentations. Staff is also working with the Fruitvale CBD and the Lakeshore CBD in the district renewal process.</p> <p>Dimond District Retail Development: Staff is assisting the developer in exploring mixed use development and facilitating community inquiries. Staff is also working with Dimond District Merchants to assist with association development.</p> <p>Laurel District Development: Economic Development and Planning staff are working with Developer on development of mixed use senior housing and retail development.</p> <p>Fruitvale District: Redevelopment and Economic Development staff are reviewing retail development opportunities for two key retail locations in the District.</p> <p>Staff attended two Walgreens Store Grand Opening Celebrations one in the Fruitvale and the other on E. 18th Street.</p>

COUNCIL TRACKING REPORT – October 2010
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Ongoing	<p>Develop and expand consumer retail marketing</p> <p>Eat, Shop, Explore Oakland campaign</p> <p>--Publicity</p>	<p>October 2010 – Oakland restaurant, food and entertainment publicity continued at a strong pace in local and national publications. Media coverage supporting Oakland activities included a photo essay of Eat Real artisanal food producers. Highlights include:</p> <p>Oakland Tribune – October 28, 2010 Disco Volante spins into Oakland's entertainment-food orbit http://www.insidebayarea.com/ci_16464794?IADID=Search-www.insidebayarea.com-www.insidebayarea.com</p> <p>Wall Street Journal - October 23, 2010 <u>Camino's</u> marjoram, parsley and walnut pesto combination is included in the Wall Street Journal as one of the top 11 notable pesto concoctions. http://online.wsj.com/article/SB10001424052702304772804575558530945273878.html</p> <p>SF Gate -- October 15, 2010 Charlie Parker to move from Bonny Doon's Cellar Door Cafe to Daniel Patterson's Plum http://insidescoopsf.sfgate.com/paololucchesi/2010/10/15/charlie-parker-to-move-from-bonny-doons-cellar-door-cafe-to-daniel-pattersons-plum/</p> <p>Honolulu Star Advertiser - October 10, 2010 <u>Children's Fairyland</u> in Oakland never fails to delight the little ones with its age-appropriate attractions. http://www.staradvertiser.com/travel/travelnews/20101010_just_for_kids.html</p> <p>The Bend Bulletin - October 8, 2010 California's East Bay neighborhood offers much to see and do. Article highlights include an overview of places to see and things to do in each Oakland neighborhood, including <u>Heinold's First and Last Chance Saloon</u>, <u>Cathedral of Christ the Light</u>, and <u>The Chabot Space & Science Center</u>. http://www.bendbulletin.com/apps/pbcs.dll/article?AID=/20101003/NEWS0107/10030330</p>

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		<p>The New York Times - October 8, 2010 The D.I.Y. movement has never tasted, or looked, better. As these participants in the <u>Eat Real Festival</u> in Oakland, Calif., can attest, all you need is a Mason jar, your friends and a very sharp knife. http://www.nytimes.com/slideshow/2010/10/10/magazine/food-groups.html</p> <p>California Style - October 7, 2010 Oakland's fantastic cuisine continues to garner attention in the news. The article highlights some of the best on the restaurant scene, including areas such as the Uptown, Temescal, and Jack London Square. http://www.magazine.com/?p=3370</p> <p>Oakland North - October 4, 2010 Wine connoisseurs may focus on the vines of Napa County when touring California, but one group of out-of-towners found out the East Bay has a few wineries of its own. Watch this video of their tour with <u>East Bay Winery Bike Tours</u>. http://oaklandnorth.net/2010/10/04/wine-tasters-have-nose-for-east-bay-vintage/</p> <p>Oakland Grown now has 101 members and is currently exploring Oakland local gift card. The organization is also setting up an ecommerce site to sell Oakland Grown branding products.</p> <p>Facebook fans: 1,962 Twitter followers: 864 Website visits: 13,128</p>
Oakland Retail Advisory Task Force	Establish a Retail Advisory Group (external stakeholders)	October 2010: At the October meeting, the Broadway Valdez Specific Plan project was discussed.

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launched in April 2010 and meets monthly		
Ongoing	Provide support services with Auto Row auto dealers and business owners	October 2010 – Economic Development, Public Works and Parking Enforcement staff conducted site visits to three auto dealers on dealership parking strategies. Economic Development and Marketing staff provided assistance with grand opening marketing for Honda of Oakland's Green Center Showroom.
Annual report	Provide annual retail report tracking accomplishments and recommendations for next actions	October 2010 - The annual retail report will be scheduled for fall 2010 and will provide an overview and status of CEDA retail development efforts and recommendations.