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CITY OF OAKLAND

# AGENDA REPORT

**TO:** FRED BLACKWELL  
INTERIM CITY ADMINISTRATOR

**FROM:** Rachel Flynn

**SUBJECT:** Quarterly Economic Development Activities Tracking **DATE:** April 7, 2014

City Administrator

Date

Approval

4/10/14

**COUNCIL DISTRICT:** City-Wide

## RECOMMENDATION

Staff recommends that the City Council accept this Quarterly Tracking Report on Economic Development activities and specific actions and outcomes related to 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 quarterly report to track economic development activities and actions regarding the preparation of the Oakland Economic Development Strategy. The City Council has directed the development of a focused economic development strategy that prioritizes support for Oakland's existing businesses, fosters new investment and revenue, and creates employment opportunities for Oakland residents. A brief overview of economic development activities in 1<sup>ST</sup> Quarter 2014 is included in *Attachment A*.

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

Respectfully submitted,

Rachel Flynn, Acting Director, Economic & Workforce Development Department

Prepared by:  
Aliza Gallo, Economic Development Manager,  
Economic and Workforce Development Department

Attachment A: 1<sup>st</sup> Quarter 2014 Quarterly Economic Development Activities

Item: \_\_\_\_\_  
CED Committee  
April 29, 2014

**ATTACHMENT A:  
(January to March 2014)**

**ECONOMIC DEVELOPMENT ACTIVITIES REPORT**

Timeline	Topic or Program Area	Actions/Outcome
January – March 2014	1. Economic Trends Based on Most Recent Commercial Brokers Reports and East Bay Economic Outlook, East Bay Economic Development Alliance	<p>The City of Oakland economy continued to steadily improve, with recorded unemployment rates down, institutional capital market investments up, sales tax increasing and mirroring Eastbay regional economic trends:</p> <ul style="list-style-type: none"> <li>○ Vacancy in the Oakland industrial market increased to 6.2 percent in 4th Quarter 2013. Light industrial vacancy was flat at 5.6 and warehouse/distribution vacancy increased to 7.3 percent from 6.5 percent. There is a high demand for industrial real estate in Oakland; it is geographically one of the most desirable locations for owner/users in the East Bay, however the quality of space is not up to par with that of its neighboring submarkets. Leasing activity has also slowed because inventory is tight and there is a lack of developable space.</li> <li>○ Colliers International 4th Quarter 2013 shows that investor activity in Oakland was strongest in the region. The most significant news was CBREI's sale of its assets at City Center in Downtown Oakland. Harvest Properties purchased 487,224 square feet at 555 12th Street. Strada bought 169,847 square feet at 505 14th Street and 186,194 square feet at 1300 Clay Street. Ellis Partners bought 569,137 square feet at 1111 Broadway and STG bought the remainder of the City Square assets. Divco West purchased 1999 Harrison Street. This represents more than 2 million square feet, 13 percent of the Downtown office market, of product changing hands in less than a quarter. This real estate transactional activity is a strong demonstration of the institutional capital markets interest in the Oakland.</li> <li>○ Class A vacancy ended the 2013 year at 9.8 percent, down from 11.0 percent the previous year. Class B/C/Flex vacancy dropped to an impressive 15.7 percent in 2013 after remaining flat at 17.7 percent throughout the majority of 2011 and 2012. Rents are up for Class A and B properties in Downtown Oakland and are expected to assist the Oakland Airport area office market value driven tenant the best rent in the metro area and the additional benefits of a business park environment, free parking and close proximity to retail, BART, I-880 and the airport</li> </ul>

		<ul style="list-style-type: none"> <li>○ The unemployment rate in the Oakland-Fremont-Hayward MD was 6.8 percent in February 2014, down from a revised 6.9 percent in January 2014, and below the year-ago estimate of 8.0 percent. This compares with an unadjusted unemployment rate of 8.5 percent for California and 7.0 percent for the nation during the same period. The unemployment rate was 6.7 percent in Alameda County, and 7.0 percent in Contra Costa County. Highest job gains were in Private educational and health services, followed by Leisure and hospitality and Trade, transportation, and utilities, as well as professional and business services.</li> <li>○ Per Property Manager Insider review and comparison of national apartment markets' performance during Q1 2014 and Q4 2013 statistics found that Oakland takes the top position for pricing power among the country's large metros. Oakland rents were up 9.1 percent on an annual basis. This growth slightly exceeds the 8.7 percent upturn in San Jose and the 8.1 percent increase in San Francisco.</li> </ul>
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	<p><b>2. Snapshot of Major Activities During the First Quarter of 2014 in Oakland's Key Economic Sectors</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Oakland Economic Development Strategy:</b> <ul style="list-style-type: none"> <li>○ Staff is moving forward with a solicitation for bids from consulting firms to assist with the completion of an Economic Development Strategy for the City of Oakland. Building off of work completed to date by staff, the consultant will assist with additional data analysis, document organization, public outreach and the final writing and production of the Strategy.</li> </ul> </li> <li>▪ <b>Sector Updates</b>  Across sectors, Oakland dominated the 2<sup>nd</sup> Annual East Bay Innovation Awards, held February 13 at the Fox Theater across. Nine Oakland companies were honored for innovation in a variety of fields including food, information technology, life sciences, green technology, engineering and design, and both specialized categories (Kaiser Permanente in the Legacy category and Youth Radio in the Catalyst category), showing the breadth and diversity of the Oakland economy.</li> <li>▪ <b>Food &amp; Beverage Sector:</b> <ul style="list-style-type: none"> <li>○ Staff has worked with over 15 existing food &amp; beverage production businesses and over 12 potential new business start-ups. In addition, staff worked with restaurant entrepreneurs in site location, facilities development and permitting, financing referrals. Staff will produce the third edition of the Oakland Food &amp; Beverage Trail, is launching the Guide at a public talk at Impact Hub on Oakland's</li> </ul> </li> </ul>
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		<p>Waterfront Food Production History (April 23<sup>rd</sup>), and is considering other marketing aspects for the Oakland Wine &amp; Craft Brewery sector; such as creating wayfaring signage for tasting rooms. Staff is working with the Planning Dept to ease regulatory requirements for on-site sales of produced made on site for breweries and wineries.</p> <ul style="list-style-type: none"> <li>○ Staff is supporting follow up efforts from fall 2013 Mayor Quan's Trade Mission to China facilitating introductions of specialty food producers for export to China. Coordination efforts include outreach to Port of Oakland and the US Department of Commerce Export office.</li> </ul> <ul style="list-style-type: none"> <li>▪ <b>Creative Industry Sector:</b> <ul style="list-style-type: none"> <li>○ <b>Oakland Makers Group:</b> Staff is working with 6 maker- tech or maker entrepreneurs for location expansion. Staff facilitated the Quarterly Maker Meet Up, released a RFQ and selected a consultant to grow the organization, manage and expand communications through website development, and work with staff on criteria for a <i>Made in Oakland</i> certification process, and other tasks. Staff also assisted Maker Media in their search for a new corporate central Bay Area office in Oakland, and providing a package of incentives.</li> <li>○ <b>Manufacturing Sector-</b> Staff is working with Alameda County and Contra Costa County Workforce Investment Boards and cities around the East Bay on a federal "<i>Manufacturing Communities Partnership</i>" national designation competition. Staff continues to support efforts by Laney College and educational and training institutions to support the future career pathways to manufacturing careers. Staff greeted and led a tour of potential sites, as well as Laney College, for a major Chinese based manufacturer of light rail cars and EV electric vehicle batteries. Staff worked to improve the manufacturer's presentation to the investor.</li> <li>○ <b>Technology and Digital Media:</b> Oakland's cluster of technology companies and start-ups continues to grow Oakland-based music start-up Rockbot is moving into DeLauers Building on Broadway and Oakland's cluster of co-working spaces continues to grow. The City of Oakland is now a community partner of <i>Live Work Oakland</i>, a new online resource for technology and innovation companies in Oakland. There have been many recent news reports about the growing technology scene in Oakland, including a front-page article in the San Francisco Chronicle on 3/30/14.</li> </ul> </li> </ul>
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		<ul style="list-style-type: none"> <li>▪ <b>Green &amp; Clean Sector.</b> <ul style="list-style-type: none"> <li>○ <b>Sungevity Continues National and Local Leadership in Clean Energy</b> anchoring Jack London Square with over 400 employees (?) in Oakland, and featured in the February 2014 New York Times as catalyst of Oakland's solar cluster, including the SfunCube incubator and accelerator, which currently houses 13 young solar companies, including solar finance company Mosaic.</li> <li>○ <b>City Renewal of Designation as Oakland/Berkeley Recycling Market Development Zone</b> encompassing over 35 recycling-based companies employing over 1200 workers in activities that address the City's Zero Waste Strategic Plan, Energy and Climate Action Plan, and state policies mandating 75% recycling by 2020 as well as tackling greenhouse gas reduction targets.</li> <li>○ <b>Oakland Property Owners and Managers Stand Out at Regional Energy Smart Awards</b>, produced jointly with Berkeley, Emeryville, the Oakland/East Bay Bldg. Owners and Managers Assn., and the East Bay Environmental Network; 16 Oakland buildings were honored for excellence in energy efficiency, including a perfect 100 score for Negawatt Alley - kW Engineering for their building located at 28717<sup>th</sup> Street.</li> </ul> </li>   <li>▪ <b>Healthcare Sector:</b> <ul style="list-style-type: none"> <li>○ <b>Urban Land Institute:</b> Staff led Urban Land Institute, Northern California District Office, on a walking tour of Downtown Oakland, as part of their preparations to host a Technical Advisory Panel analyzing similar and differing ways the cities of Oakland and Seattle manifest pathways to community health and wellness through the built environment.</li> <li>○ <b>Affordable Care Act:</b> Staff continues to support business service providers, Oakland ethnic chambers and merchant associations to provide information to Oakland small businesses regarding the Affordable Health Care Act.</li> <li>○ <b>Oakland Hospital Updates:</b> Children's Hospital &amp; Research Center Oakland and UCSF Benioff Children's Hospital, San Francisco have signed an Affiliation Agreement effective January 1, 2014. The Agreement positions the hospitals to integrate research activities, retain and attract physicians, improve their financial performance and provide leadership in adopting, measuring and publishing quality and patient safety. The affiliation creates the largest network of children's medical providers in northern California. The two hospitals combined offer more than 65 pediatric specialties and subspecialties such as cardiology, neurology, orthopedics and diabetes care.</li> </ul> </li> </ul>
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		<ul style="list-style-type: none"> <li>○ <b>Building Blocks for Health Equity Programs:</b> Staff is looking at working with the Alameda County Public Health Department programs to support innovative entrepreneur programs in the Castlemont neighborhood.</li> <li>▪ <b>Retail Sector:</b> <ul style="list-style-type: none"> <li>○ Staff is focused on development of marketing materials to promote retail development as Specific Plans are approved. In particular, staff is promoting the Broadway Valdez Specific Plan to national, local retailers and developers.</li> <li>○ Staff supported a <b>number of small and large retail development efforts</b> citywide including: Shops on Broadway development, Chow Marketplace, Safeway Store developments, SRM Mixed Use developments; two CVS store developments; Jack London Square Development;</li> <li>○ Staff attended two ICSC events in the past quarter: Monterey Idea Exchange and the ICSC Alliance Event. Staff also participated in the ULI Eastbay Retail Panel and Eastbay Women's Crew Luncheon.</li> </ul> </li> </ul>
<p><b>Jan-March 2014</b></p>	<p><b>3. Business Development Services</b></p>	<p><b>Staff worked with the following major clients during this quarter:</b></p> <ul style="list-style-type: none"> <li>▪ <b>New and Active Business Attraction Cases:</b> <ul style="list-style-type: none"> <li>○ Office Tenants: Staff is working with 10 office tenants ranging from small tech companies to large financial services companies, primarily in greater Downtown Oakland.</li> <li>○ Foreign Investors &amp; Companies: Staff is working with 5 foreign investors and companies including two exciting Italian-based firms showed strong interest in Oakland's position as Northern California's port city and based on its industrial and Cleantech assets. An Italian based bottle cap manufacturer with operations in Florida is seriously exploring Oakland for its western U.S. expansion; talks continue to bring 40 manufacturing jobs to Oakland. Another Italian company interested in Oakland designs and builds concentrated solar PV power facilities seeks to establish a project pipeline and possible assembly plant employing 150 individuals to Oakland. Both of these firms would import key components via the Port of Oakland; staff is working with GO-Biz to deliver state incentives</li> <li>○ Staff toured 10 potential businesses seeking new locations including Cup4Cup flour, a co-packing bakery facility, Forage SF, Counter Culture Labs</li> <li>○ Staff worked with 10 new retailers including grocery stores, Staff continues to work with 5 retail clients including Bardo Cocktails, Port Bar, Chow Market and Restaurant. Staff continues to support 4 Oakland shopping centers, including re-positioning of the Coliseum Shopping Center and Jack London Gateway Center.</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>▪ <b>New and Active Business Retention Cases</b> - Worked to retain and expand or relocate existing businesses including Happy Hound, Hodo Soy, Starter Bakery, Sosu Sauces, and worked with 6 businesses on a crime &amp; blight prevention plan. Worked to reconcile retention of National Recycling with planned changes under West Oakland Specific Plan, retaining 20+ jobs while encouraging enhanced engagement with the community. Staff toured and met with executive staff for existing carpet recycling exporter Re-Think Green, which is planning to add technological capacity to convert fiber from one type of carpet into fuel for co-generation plants; discussions include permitting assistance and exploration of incentives from CalRecycle and the California Energy Commission.</li> </ul>
	<p><b>4. Economic Development Strategic Initiatives</b></p>	<ul style="list-style-type: none"> <li>▪ <b>AC Transit Bus Rapid Transit (BRT) Business Impact Mitigation Program:</b> Economic Development is the lead for the review of AC Transit BRT Business Mitigation Program. Activities involve community outreach, AC Transit coordination as well as coordination with PWA, Housing, and CAO offices. Goal is to engage business and community groups on the BRT route regarding impacts and solutions. Staff is actively involved in meetings with AC Transit Project Team, City Team, BART, Merchant Associations (East Lake/San Antonio, Fruitvale, District 6, Allen Temple); focused tours and meetings with Council Members (#2,5,6,7); small group meeting with affected merchants; monthly BRT Community Outreach Working Group meetings; and outreach to potential funders for Business Mitigation Fund. Staff is working closely with City Team to implement the Business and Parking Impact Mitigation Plans, focusing on development of Business Sustainability Programs, which include direct technical assistance, training and coordination with the OSNI Project.</li> <li>▪ <b>Oakland Sustainable Neighborhood Initiative (OSNI):</b> Staff continues to serve as Co-Chair of the Commercial and Economic Development Committee. Focus on BRT – Business Mitigation Program; Site &amp; Market feasibility analysis for mixed use development along International Corridor; continued involvement in committee and quarterly community update meetings. Staff has attended monthly meetings, OSNI leadership retreat and is working with others to establish an Economic Development Fund to provide funding to supplement the BRT mitigation program, support economic development efforts along International Blvd.,</li> <li>▪ <b>Oakland Fiber-Optics Initiative Working Group:</b> Supporting the Department of Information Technology in their effort to (a) develop a citywide broadband strategy and (b) implement a fiber-optic pilot project in the Oakland Airport Business Park as well as linkages to the International Blvd., BRT project.</li> </ul>

		<ul style="list-style-type: none"> <li>▪ <b>Business Alert Committees West and East Oakland Business Alert:</b> Co-led by Economic Development staff and business associations and leaders, and in coordination with OPD, these monthly meetings are a forum to air concerns regarding public safety and crime issues in Oakland's industrial business districts, often resulting in practical problem solving. Approximately 25 companies participate on a monthly basis. Staff initiated a Smart Team for Upper Adeline to address the combined crime blight dumping &amp; graffiti issues affecting business and property owners. Staff is working with District 5 City Council office to develop the Central Estuary Commerce/Business Alert Committee in mid 2014.</li> <li>▪ <b>Bay Area Regional HUD Prosperity Grant:</b> Staff participates as Co-Chair of the Economic Prosperity Taskforce, developing a regional approach for expanding economic opportunities for low-and moderate-income workers. Staff is reviewing and providing feedback on the Economic Development Strategy produced by the consultant team, and has arranged for a regional presentation at the EB EDA April meeting.</li> <li>▪ <b>Participation in Four Specific Plans:</b> Various staff continues to serve on Technical Advisory Committees assisting the Planning &amp; Building Department with creation and implementation of Oakland's four area Specific Plans (Broadway/Valdez, West Oakland, Lake Merritt, and Coliseum City).</li> <li>▪ <b>City Eligibility for Enhanced Electricity Rate:</b> After protracted challenges and appeals, the Public Utilities Commission finally certified an Economic Development Rate (EDR) incentive which offers a 12% discount on electricity for 5 years to industrial companies threatening to locate outside of or leave California due to high electricity costs; Oakland staff successfully advocated to make cities like Oakland with higher unemployment rates eligible for an enhanced EDR of 30% , which was originally proposed to be measured only on a county basis</li> <li>▪ <b>East Oakland Truck Route</b> Economic Development staff sought to balance changes to local truck routes designed to reduce neighborhood impacts from truck traffic with the ongoing need to have fluid main truck routes to serve industrial businesses along and adjacent to San Leandro Street.</li> <li>▪ <b>Oakland Foreign Trade Zone No.56:</b> Continued coordination, to reorganize the expansion of the FTZ consistent with new Alternative Site Framework (ASF), including creation of a Request for Proposals for a consultant to assist in the outreach to jurisdictions to be identified for inclusion in the expanded Oakland License #56 ASF application.</li> <li>▪ <b>Brownfield Loans Program:</b> Since there are only two active outstanding loans, staff is considering the closure of the City's loan program, due to time and funding constraints</li> </ul>
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	<p><b>5. Enterprise Zone Program</b></p>	<p><b>Number of Companies that submitted Hiring Tax Vouchers: 379</b>  <b>Total Approved Hiring Tax Vouchers Issued: 2,137</b>  <b>Average Hourly Wage: \$14.05</b></p> <p><b>New &amp; Existing Job Information This Quarter:</b></p> <ul style="list-style-type: none"> <li>o New Positions: 864</li> <li>o Existing Positions: 1,273</li> </ul> <p><b>Key Employee Categories for Approved Vouchers:</b></p> <table border="0" style="width: 100%;"> <tr> <td>TEA Residents – 1,879</td> <td>WOTC – 36</td> </tr> <tr> <td>Economically Disadvantaged – 189</td> <td>Public Assistance – 5</td> </tr> <tr> <td>Ex-Offender – 16</td> <td>Cal Works - 3</td> </tr> </table> <p><b>Program Development:</b></p> <ul style="list-style-type: none"> <li>o Oakland co-hosted the Governor’s Office of Economic Development GO-BIZ, California Competes Tax Credit Workshop on March 20, 2014. Over 50 Oakland businesses attended the workshop to learn more about the credit.</li> <li>o <i>California Competes Tax Credit</i> Application deadline is April 14, 2014. The Program \$30 million allocation is for FY 2013-2014 tax credits. Future application deadlines will be announced starting July 1, 2014 for FY 2014-2015. Twenty five percent of the credits are reserved for small businesses. The program will be administered by the Governor’s Office of GO-Biz</li> <li>o The New Employment Credit started on January 1, 2014. This program will be administered by the State Franchise Tax Board.</li> <li>o The New Sales Tax Exemption starts on July 1, 2014 and the State Board of Equalization will administer this program</li> <li>o Staff is focused on a marketing and outreach campaign to inform and encourage Oakland businesses to apply for the current ending EZ Hiring Tax Credits; and the New Replacement Programs and the requirements to qualify. Workshops will be scheduled beginning in May 2014.</li> </ul>	TEA Residents – 1,879	WOTC – 36	Economically Disadvantaged – 189	Public Assistance – 5	Ex-Offender – 16	Cal Works - 3
TEA Residents – 1,879	WOTC – 36							
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	<p><b>6. Small Business Services and Business Assistance Center</b></p>	<p><b>Number of BAC Clients: 374</b></p> <ul style="list-style-type: none"> <li>• Types of Issues: Business Tax/Zoning/Business Counseling/Contracting</li> <li>• The BAC handled over <u>441</u> Phone Inquiries related to Business Tax/License Issues</li> <li>• Provided Site location for <u>9</u> Business using CoStar</li> <li>• Demographical Statistics provided for <u>6</u> Potential business owners</li> <li>• BAC assisted businesses with zoning issues related to mixed use requirements</li> </ul> <ul style="list-style-type: none"> <li>▪ <b><u>Oakland - KIVA Zip Program</u></b> <ul style="list-style-type: none"> <li>○ Staff responsible for coordinating the partnership with the City, the Kiva Zip program, and the local small business owners to provide loans to local small businesses endorsed by the City of Oakland. Staff will work with the City Attorney's Office and City Council Member Libby Schaaf's office to explore the designation of a <i>Kiva City</i> for Oakland. A Kiva City commits to work with credit unions or other financial institutions partners to facilitate the loans, while community groups and civic leaders build awareness among small business owners and micro-enterprises.</li> <li>○ <b>3 Oakland-Kiva Zip Businesses:</b> <ul style="list-style-type: none"> <li>▪ <i>Pollinate Farm &amp; Garden</i>, 2727 Fruitvale Avenue, is an area general store that provides seed-to-table supplies for organic farming and gardening, food preservation, small scale livestock-raising and beekeeping. Pollinate is now making loan repayments.</li> <li>▪ <i>Loakal Art Gallery &amp; Boutique</i>, 560 2nd Street, features locally designed clothing and Oakland- inspired art and accessories. Loakal is also underway with loan payments.</li> <li>▪ <i>OwlNWood</i> located at 45 Grand Avenue, offers international brands, vintage products and local designed clothing and accessories. The store is underway with its fundraising effort.</li> <li>▪ Staff is currently working with Kiva Zip to identify the next group of City of Oakland endorsed micro-enterprises.</li> </ul> </li> <li>○ <b>Facilitation and coordination of Small Business workshops:</b> <ul style="list-style-type: none"> <li>▪ SBA and National Black Justice Coalition - Many Faces. One Dream Economic Empowerment Conference for LGBT small businesses of color; 2-day workshop</li> </ul> </li> </ul> </li> </ul>
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		<ul style="list-style-type: none"> <li>for new and existing businesses</li> <li>▪ SBA Regulator Fairness Forum Workshop</li> <li>▪ Bay Area Business Roundtable Seminar</li> <li>▪ District 6 Empowerment Workshops</li> <li>▪ BAC/LMBE Solutions - 2 Free Seminars</li> <li>▪ Alameda County SBDC Technical Assistance Seminars</li> <li>▪ Oakland Public Private Partnership Project Launch</li> </ul>
	<p><b>7. Community Benefit District/Business Improvement District Program (Administration &amp; Development Activities)</b></p>	<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>○ Coordination with Treasury Division in preparation for initial Jack London Improvement District disbursement</li> <li>○ Completed drafting of City Disbursement Agreement for administrations of the Jack London Improvement District</li> <li>○ Approval of levies for the Montclair and Rockridge BID FY 14/15 assessments.</li> <li>○ Completion of public hearings to approve Montclair and Rockridge BID FY 14/15 levies</li> <li>○ Review of annual reports for Lake Merritt, Downtown Oakland, Fruitvale, Lakeshore and Koreatown BID/CBDs per annual report approval process.</li> <li>○ Payment of BID assessments on City and Successor Agency owned properties</li> <li>○ Review of Temescal BID renewal documents in coordination with City Attorney's Office</li> </ul> <p><b>Program Development.</b></p> <ul style="list-style-type: none"> <li>○ Continued participation in: Downtown Oakland and Lake Merritt-Uptown Association CBD Board &amp; Committee meetings; CBD/BID Managers' Council; and OMLF meetings. Staff continued to work with all of the districts in various events, special projects and assistance with city services</li> <li>○ Coordination with Building Services regarding encroachment permit activities for Latham Square, Franklin Square, and Rockridge BID Sandwich Board Program</li> <li>○ Attended community meetings related to Temescal District renewal; early discussions with possible upper Broadway CBD and Adams Point District; providing guidance and support to the Laurel BID Board regarding Renewal consultant selection;</li> </ul>

	<p><b>8. Broadway Shuttle/Streetcar Study</b></p>	<p><b><u>Broadway Shuttle</u></b></p> <ul style="list-style-type: none"> <li>○ Secured four grant and sponsorships totaling \$586,850 to support Broadway Shuttle operations over the next two years: <ul style="list-style-type: none"> <li>1. \$321,334 private sponsorship from Jack London Square</li> <li>2. \$219,516 grant from the Bay Area Air Quality Management-District</li> <li>3. \$36,000 private sponsorship from the Downtown and Lake Merritt/Uptown Community Benefit Districts</li> <li>4. \$10,000 marketing sponsorship from the SF Bay Ferry</li> </ul> </li> <li>○ The Broadway Shuttle served all-time high 760,632 passengers in 2013. Roughly \$8.8 million was spent by these passengers at businesses along the route during the year.</li> <li>○ Staff has begun negotiations with AC Transit to continue operating the Broadway Shuttle after the current Transit Services Agreement expires in August of this year.</li> </ul> <p><b><u>Broadway Streetcar Study</u></b></p> <p>This study is assessing the costs and benefits of upgrading the Broadway Shuttle to an electric Streetcar and extending the route through the Broadway Valdez Specific Plan area to Kaiser Hospital. This major economic development initiative would spur mixed-use TOD development and attract businesses along the Broadway corridor, as well as bring positive attention and notoriety to Oakland. The study is being funded with a \$300,000 Caltrans grant secured by Economic Development staff. Staff continues to convene Technical Advisory Committee meetings and review technical memorandums to assess viable routes, service plans and funding plans as part of the study.</p>
	<p><b>9. Outreach/Promotion Activities</b></p>	<ul style="list-style-type: none"> <li>○ Promotion of Oakland Grown and City events via Chinook Book mobile application, including presence in S.F. market</li> <li>○ Green Business Specialist assisted with Oakland Chamber of Commerce's Annual MegaRegion Event, which this year focuses on Energy and Community Resiliency issues, assisting in speaker identification and recruitment for this half day April 16 event.</li> <li>○ Green business staff also attended and actively participated in the presentation and discussion led by SfunCube CEO Emily Kirsch at the OMCC Economic Development Committee on March 12.</li> </ul>

		<ul style="list-style-type: none"> <li>○ Green business staff moderated a panel featuring recycling-based manufacturers at the 10<sup>th</sup> Recycling Expo in Stockton, also on March 12, which included Oakland-based packaging innovator Ecologic Brands CEO and founder Julie Corbett among the panelists</li> <li>○ West Oakland Business Alert Monthly meetings</li> <li>○ Oakland Retail Advisory/Land Use Committee meetings</li> <li>○ Downtown and Lake Merritt Uptown Oakland Association Board meetings</li> <li>○ CBD/BID Managers' Council meetings</li> <li>○ 2013 Northern California Idea Exchange Conference (Monterey, Fremont)</li> <li>○ San Francisco Chronicle front page article on Oakland's emerging tech start-up scene 3/30/14</li> <li>○ Oakland Local news story about inclusiveness and diversity in Oakland's emerging technology cluster 3/13/14</li> <li>○ Coordination with San Francisco Magazine about stories for its June issue, which will be dedicated to Oakland</li> <li>○ Coordination with the New York Times Style Section on feature article about Oakland's "It Moment" anticipated late April.</li> <li>○ Coordination with Kiva Zip Press Release and News Stories</li> <li>○ City Administrator's Weekly Newsletter articles</li> <li>○ OMCC newsletter articles (Kiva Zip, Enterprise Zone, Oakland Manufacturing )</li> <li>○ Staff is working with MTC to sponsor the exhibit "<i>Walking the Bay Trail</i>" in conjunction with Oakland Earth Day. Staff is also producing three lecture talks relative to the Oakland's Working Waterfront.</li> </ul>
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