

COUNCIL TRACKING REPORT – MAY 2010

Oakland Retail Enhancement Strategy

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OFFICE OF THE CITY CLERK
OAKLAND

2010 JUN -3 PM 7:42 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 December 16, 2008 Community and Economic Development Committee directed staff to take action and bring back a status report on the following:</p> <p>1) A large format store program (page 6, task 3); 2) A key vacancy program (page 8, task 2); 3) A consumer-oriented marketing campaign (page 11, task 2) 4) A retail working group (page 12, task 1) 5) A retail cabinet (page 13, task 2) 6) An annual retail report to Council (page 14, task 4, action 1) and 7) Analysis of site locations for auto dealerships</p>	CEDA	Keira Williams/Aliza Gallo

Due Date	Action Steps	Progress Report
Summer-Fall 2011 for Specific Plan/EIR	<p>Develop large format store program – Broadway/Valdez District (BVD)</p> <p>--Specific Plan/EIR creation includes identifying locations for large format retail and what it will take to get</p>	<p>May 2010 - The elimination of the Project Manager position has created a delay in the Broadway Valdez Specific Plan work. Deputy Director of Planning is underway with interviews to hire an interim Project Manager. Consultant Team work is on hold. CEDA staff continues to respond to inquiries from public, property owners, current tenants and interested developers.</p> <p>April 2010 -- ED staff briefed Retail Advisory Task Force on this project, who provided feedback that it is a feasible development with City's financial participation; parking and retail anchor siting is crucial. Contract project manager is not yet on board.</p> <p>March 2010 -- CEDA team coordinated with historic preservation planner to address historic</p>

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	<p>them there --Discussions with property owners, developers, brokers, et al – on-going</p>	<p>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 continues to meet with property owners to discuss development.</p> <p>Feb 2010 – 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 owners), and interested developers.</p> <p>Jan 2010 – 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 & 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. http://www.business2oakland.com/brcp/</p>
To be determined	<p>Develop large format store program -- 880 Loop Ground work:</p> <p>--development site assessment</p> <p>--collateral, outreach</p>	<p>May 2010 – Retailers and developers continue to inquire about the former Home Base site on Hegenberger, owned by ORA. This major site is currently on hold for potential use as part of a larger Agency redevelopment project. Staff will present this opportunity area at the June Retail Advisory Task Force meeting for industry input. Coliseum Redevelopment Division is taking lead on this overall strategy, and more activity is expected upon the completion of studies funded by the Coliseum JPA. The Redevelopment Agency will present real estate actions to the City Council in Closed Session on June 12th and to the July 13th CED Committee regarding the Notice of Development Opportunities sites.</p> <p>April 2010 – Reviewed aerial photo posters of area created by Redev staff. Econ Dev and Redev staff consensus is that former Home Base site is best retail site in the area and highly sought by retailers; unlikely that retailers will commit to other sites until there are solid plans on this site.</p>

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		<p>Mar 2010 – March meeting cancelled due to scheduling conflicts; will meet in April.</p> <p>Feb 2010 – Meeting with ED & 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>Nov/Dec 2009 – Inventory and aerial compilation complete.</p>
Summer 2010 launch	<p>Implement key neighborhood vacancy program</p> <p>--Develop Retail Recruitment Training Workshop Series</p> <p>--Provide monthly report of successful Economic Development and Business Assistance Center retail opportunities</p>	<p>May 2010 – Given the uncertainty of funding and staffing resources, staff is exploring low cost or no costs ways to assist key commercial corridors identified in the Retail Strategy to have the tools and information to develop their Retail Recruitment Program. The 9 CBD/BID Districts will have a discussion on strategies in June and staff is working with OMLF to use their last OMLF Forum for a training session focused on merchant associations. Recent efforts to supplement the ORA Tenant Improvement and Façade Improvement Programs through targeted initiatives in the Central City East Redevelopment Area - Storefront Enhancement Pilot Program, Infill Incentives Program, Tough on Blight Program and the Sustainability Incentives Program– will need to be re-evaluated due to funding impacts to the Redevelopment Agency. Close to 12 commercial corridor streetscape projects in Central City East and Coliseum Redevelopment Areas are underway and will be completed.</p> <p>April 2010 – ED staff continue to plan for May or June training; also considering a longer term ongoing training. City funding of OMLF ending June 30.</p> <p>Mar 2010 – 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>

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Ongoing	<p>Develop and expand consumer retail marketing</p> <p>--Eat, Shop, Explore Oakland campaign</p> <p>--Publicity</p>	<p>May 2010 -- Continued regular updates to www.OaklandGrown.org 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); growing food at home, etc., Progress is being made – with these new items being added weekly.</p> <p>Staff is confirming the number of new businesses that have joined the Oakland Grown network in the past month. Now close to 75 businesses have recently joined and over 2,100 people have taken the Oakland Grown pledge and there are currently approaching 1,500 Facebook fans and over 500 Twitter followers.</p> <p>Positive regional and national media coverage on Oakland retail continues. Highlights include: Diablo Magazine Editor Talks Up Dining Scene – and City of Oakland - on View from the Bay! <i>View from the Bay</i>, ABC 7, May 20, 2010 http://abclocal.go.com/kgostory?section=view_from_the_bay/outings_travel&id=7453142</p> <p>Oakland Arts Scene Featured in New York Times <i>New York Times</i>, May 2, 2010 http://www.nytimes.com/2010/05/02/arts/02sfculture.html?scp=2&sq=oakland&st=cse</p> <p>Oakland Brooklyn Foodie Connection Explored in California Tourism Magazine <i>Visit California</i>, February 2010 http://www.visitcalifornia.com/pages/details/?eid=26508</p> <p>April 2010 -- Continued regular updates to www.OaklandGrown.org 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 has developed a plan to reorganize the website content to make it even more relevant and fresh – and to add topics</p>

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		<p>such as where to buy Oakland Gear, notable Oakland chefs, best bets for brunch, etc. Progress is being made – with these new items being added weekly.</p> <p>Sixty businesses (up from 55 last month) have joined the Oakland Grown network, more than 2,000 people have taken the Oakland Grown pledge and there are currently nearly 1,100 Face book fans. The Oakland Grown "Learn" page is one of the most popular pages, encouraging viewers to make local purchases.</p> <p>Positive regional and national media coverage on Oakland retail continues. Highlights include:</p> <p>Coi Branches out with Plum in Oakland San Francisco Chronicle, April 14, 2010 http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/04/14/DDNO1CQ3HK.DTL</p> <p>Chronicle critics pick favorite dishes San Francisco Chronicle, April 14, 2010 http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/04/14/DDNO1CQ3HK.DTL</p> <p>Why Chinatown's Produce is so Cheap East Bay Express, April 14, 2010 http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/04/14/DDNO1CQ3HK.DTL</p> <p>Zachary's Pizza Praised in 2010 Michelin and Zagat guides! http://www.zacharys.com/michelinguidesanfrancisco.html http://www.zagat.com/Verticals/PropertyDetails.aspx?VID=8&R=47401</p> <p>Encuentro a favorite on Yelp! http://www.yelp.com/biz/encuentro-cafe-and-wine-bar-oakland</p>
Dept Liaisons Group – completed and	Establish a Retail Working Group (interdisciplinary City	May 2010 – April meeting cancelled. Given priority projects this activity is a lower priority and will be removed from Tracking Report and re-established when CEDA staffing and budget actions are fully completed.

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<p>ongoing</p> <p>CEDA Retail Group on-going</p>	<p>staff)</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>April 2010 – Group met. Conversation focused on possible participation at ICSC Las Vegas and status of NODO sites.</p> <p>Mar 2010 – March meeting cancelled due to scheduling conflicts; will meet in April.</p> <p>Feb 2010 – 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, and 2010 trade show strategy.</p>
<p>Oakland Retail Advisory Task Force launched in April 2010 and meets monthly</p>	<p>Establish a Retail Advisory Group (external stakeholders)</p>	<p>May 2010 – Discussion at the May meeting focused on Downtown retail and why, despite the restaurant/bar/club scene, shops continue to lag. Four Task Force members, along with two staff, formed a Downtown Retail Subcommittee, which has gathered consumer data, analyzed the Downtown Broadway and Telegraph corridors, had two lengthy discussions, and will report its findings and recommendations at the June 11 Task Force meeting.</p> <p>April 2010 – First meeting went smoothly with 21 attendees, including CEDA leadership. Discussed format of group and Broadway/Valdez. ED staff briefed Retail Advisory Task Force on this project, which provided feedback that it is a feasible development with City's financial participation; parking and retail anchor siting is crucial.</p> <p>Mar 2010 – 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>Feb 2010 – 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</p>

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		consultants. Staff has presented a year's worth of meeting topics, which is slated to begin in March.
Ongoing	Provide support services with Auto Row auto dealers and business owners	<p>May 2010 – Along with Traffic Engineering, Parking Division and the City Attorney's Office, Economic Development staff explored the feasibility of establishing the Broadway Auto Dealers Reserved Parking Program. Due to the cost, the majority of the 7 Broadway Auto Row dealers were not interested in participating in the Reserved Parking Program. However, staff will work with each of the auto dealers to review their individual parking needs and the Reserved Parking Program may be brought back to City Council. Staff is also working with Honda of Oakland regarding their Caltrans lease. Staff was able to negotiate an extension of Honda's Lease until December 2010. Staff is also working with Oakland Audi Mazda on their request for a Façade & Tenant Improvement Grant.</p> <p>April 2010 – Ongoing.</p> <p>Mar 2010 – Ongoing.</p> <p>Feb 2010 – 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> <p>Aug/Sept 2010 – 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>

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

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2010 JUN -3 PM 7:42		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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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		

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		will be provided for Police, Fire, Public Works and Parks and Recreation.
April 27, 2010	Memo distributed to Internal Workgroup	Memo distributed to taskforce members requesting their participation in the OakStat process. The Budget Office within the next few weeks will be contacting the addressees of the memo to schedule a meeting to identify indicators and develop a process. OakStat meetings are to begin in August. Taskforce will be formed in July and August and a report to Council in September.
May 5, 2010	Memo distributed to Taskforce members	Memo distributed to taskforce members requesting their participation in the OakStat process. The Budget Office within the next few weeks will be contacting the addressees of the memo to identify participants and schedule the first convening which is to occur by August 20, 2010.
April 2010	Kick off meeting of Internal Advisory Group	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. Meeting to be scheduled for end of July, beginning of August.
Summer 2010	Internal Advisory Group	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 August 20th 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	In the report to the Finance & Management Committee, staff

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	who are benefiting from services provided by the city; initiate Citizen Survey process	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	Pending direction from City Council.
Summer/Fall 2011	Staff prepares report on performance measures to Council Committees	Pending Finance Committee's direction at the March 9 th and 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 th and City Council's direction at the subsequent meeting