

COUNCIL TRACKING REPORT – OCTOBER 2009

Oakland Retail Enhancement Strategy

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OFFICE OF THE CITY CLERK
OAKLAND

REPORT TITLE	2009 Date Approved	Register 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) including "Modifying the city's web pages to be more similar to San Jose's www.sanjoseretail.com; 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, including evaluation of schools and churches in major thoroughfares</p>	CEDA	Keira Williams

Due Date	Action Steps	Progress Report
Spring 2011 for Specific Plan/EIR	<p>Develop large format store program – Broadway/Valdez District (BVD)</p> <ul style="list-style-type: none"> Specific Plan/EIR creation includes identifying locations for large format retail and what it will take to 	<p>August/Sept 2009 – Work continues on the BVD Specific Plan & EIR: staff reviewed the three alternatives and meetings with public and community stakeholders.</p> <p>October 2009 – Economic Development and Redevelopment staff continued review of the BVD Specific Plan alternatives. Redevelopment staff approached owners of two properties about buying or optioning the properties.</p>

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Spring 2011 for Specific Plan/EIR (cont.)	<ul style="list-style-type: none"> get them there <ul style="list-style-type: none"> Discussions with property owners, developers, brokers, et al – on-going 	
December 2009 for inventories	Develop large format store program -- 880 Loop Ground work: --property ownership inventory --aerial inventory --collateral, outreach	Sept 2009 – Assigned property ownership and aerial collection to Erik Johnson, ORA. Outreach to happen after that is completed. October 2009 – Inventory and aerial completion underway
October 2009 for choosing Q4 storefront December 2009 for master tenant program at CED	Implement key neighborhood vacancy program --Choose one storefront location per quarter and market it --Flesh out "master tenant leasing program" and present at CED Explore hiring broker to lease up challenging locations.	Aug/Sept 2009 – Initial research completed on master tenant program; concept roughed out for "storefront leasing help" initiative. Also: ORA staff issued Notice of Development Oppty for 10 ORA-owned sites, seeking developers to develop/buy the properties in accordance with Agency priorities; most are sites optimal for retail and/or housing or office. October 2009 – Economic Development staff amended the objective of the "storefront leasing help" initiative by changing the course of action; instead of choosing one storefront location per quarter and marketing it, staff will look to the proposed master tenant/leasing program to address this objective, either with direct leasing of key retail locations and/or facilitating the hiring of brokers to market these spaces.

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November 2009	<p>Develop and expand consumer retail marketing</p> <p>--Eat, Shop, Explore Oakland campaign</p> <p>--Publicity</p>	<p>Through Sept 2009 -- Intensive effort underway to launch Oakland Grown website and marketing campaign on November 25 with a "Home for the Holidays" theme. Project coordinated by CEDA Marketing in collaboration with OMLF (Oakland Grown is a program of OMLF). Website to provide central portal to what's hot and happening in Oakland dining, shopping and attractions (Eat, Shop, Explore Oakland Grown). Total project budget (launch through year 1): \$50K. \$25K in redevelopment funds to create the website identified by Gregory Hunter week of October 12. \$25K in CEDA Marketing funds secured to market the website and campaign. Item going to CED on November 10 as part of OMLF annual contract. CEDA Marketing to provide \$5K in seed funding to initiate the project in advance of Council action to ensure November 25 launch date.</p> <p>Publicity on Oakland's dining scene continuing to build. Oakland touted as America's next great dining town in cover story of "Taste," the new dining publication published by East Bay Express on September 30, 2009. http://www.eastbayexpress.com/restaurants/oakland_america_s_next_great_dining_town/Content?oid=1203394.</p> <p>Great mention in the 10/18/09 Chronicle: http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/10/18/MND71A64NL.DTL&tsp=1, which Samee Roberts and Keira Williams worked with the reporter on.</p> <p>OCVB issued its quarterly Destination Oakland: Food & Drink electronic newsletter in September 2009. http://archive.constantcontact.com/fs030/1101145461906/archive/1102734346052.html</p> <p>October 2009 -- On track to launch Oakland Grown website and marketing campaign on November 25, 2009 with a "Home for the Holidays" theme. Project coordinated by CEDA Marketing in collaboration with OMLF (Oakland Grown is a program of OMLF).</p> <p>Website to provide central portal to what's hot and happening in Oakland dining, shopping and attractions (Eat, Shop, Explore Oakland Grown).</p>

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		<p>Total project budget (launch through year 1): \$50K (Redevelopment + Marketing funds).</p> <p>This item will be discussed by the CED Committee on Dec 1 as part of OMLF annual contract.</p> <p>CEDA Marketing has provided \$5K in seed funding to initiate the project in advance of Council action to ensure the November 25 website launch date. Council President Brunner will host the media launch / public unveiling on Dec 2, 2009 at 11 AM. Location TBD.</p> <p>Publicity on Oakland's dining scene continues to build:</p> <p>Bocanova was reviewed by Chronicle Food writer Michael Bauer in the Sunday edition, 11/08/09. The review highlighted the fact that an easy 25 minute ferry ride connects the two "food sites" – SF and Oakland and also mentioned Jack London Square as a Bay Area destination. http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/11/08/FDB91AB6Q6.DTL</p> <p>Commis, Chef James Syhabout, and Oakland "get noticed" in this terrific article/review in the 10/30/09 edition of the New York Times. The writer underscored that rising national star Syhabout opened in Oakland for many very good reasons – most of all the access to fresh ingredients – and not because he could not afford San Francisco! http://www.nytimes.com/2009/10/30/dining/30SFdine.html?emc=eta1</p>
<p>Dept Liaisons Group – completed and on-going</p> <p>CEDA Retail Group to be</p>	<p>Establish a Retail Working Group (interdisciplinary City staff)</p> <p>--Department Liaisons Group to resolve</p>	<p>Aug/Sept 2009 – Making use of Business Assistance Center "department liaisons" group as needed to resolve retail issues.</p> <p>CEDA Retail Group to be reconvened on a monthly or 2x/monthly basis to do retail strategizing, touch base re initiatives that affect retail, discuss acquisitions, developer interest, etc. Group had been meeting weekly February-June 2009.</p>

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reconvened in November onward	individual business problem-solving --CEDA Retail Group to look at retail citywide and holistically	October 2009 – An Economic/Redevelopment retail group meeting has been scheduled for December 4.
December 2009 for first meeting	Establish a Retail Advisory Group (external stakeholders)	Aug/Sept 2009 – Have set a date of December 2 for the first meeting. Agenda and invitation are in the works. October 2009 – The meeting date had to be changed to December 9, 2009 and invitations were sent out.
Completed	Identify possible sites for auto dealers who may need to relocate from Auto Row	Aug/Sept 2009 – 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.

COUNCIL TRACKING REPORT – OCTOBER 2009

In-Car Video

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REPORT TITLE		Date 2009 NOV 19 PM 6:21 Approved	Legis 6-21
Resolution Authorizing The City Administrator To 1) Negotiate And Enter Into A Contract With Digital Safety Technology (DST), Inc. In An Amount Not-To-Exceed \$350,000 to Complete The Installation, Integration and Training of the In-Car Video Management System ("ICVMS"), 2) Purchase A Backup System to Archive the Tagged Video for Three Years As Required by the Negotiated Settlement Agreement (NSA) In An Amount Not-To-Exceed \$90,000, 3) Maintain the Video Network And Security Infrastructure To Support Secure Video Transmission And Related Support Services In An Amount Not-To-Exceed \$153,500; 4) Waive The City Of Oakland's Competitive Bid Process For The Completion of The ICVMS Contract; And 5) Enter Into Additional, Competitively Bid Maintenance Contracts With Other Vendors For Two Years of Annual Maintenance, Without Returning To Council, In An Amount Not-To-Exceed \$126,500, All in A Cumulative Amount Not-to-Exceed \$720,000 To The ICVMS Project		Council 7/21/09	09-0527
Motion		Department	Staff person(s)
<p>A motion was made by Member Quan, seconded by Member Nadel, that this matter be Approve the Recommendation of Staff, and Forward to the Concurrent Meeting of the Oakland Redevelopment Agency/ City Council, due back on July 21, 2009 as a Consent Calendar item.</p> <p>Committee directed staff to provide a Supplemental report on all options (i.e. vehicle, radio, cell phone and laptop) for GPS capabilities including cost. The Committee also directed staff to bring back a report on a semi-annual basis until the project is fully installed and implemented.</p>		OPD DIT	Ahsan Baig, Sgt. R. Brizendine
Due Date	Action Steps	Progress Report	
11/30/2009	Complete contract negotiations and finalize Statement of Work (SOW) with Digital Safety Technologies.	<p>September 2009 - Team (OCA, OPD, and DIT) working with the Digital Safety Technologies (DST), Inc. Team to finalize the Statement of Work (SOW) (develop, review, and finalize).</p> <p>October 2009 – Team (OCA, OPD, and DIT) continued working with DST and finalized the SOW.</p>	

Item: _____
Rules & Legislation Comte.
December 3, 2009

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In-Car Video

Due Date	Action Steps	Progress Report
12/15/2009	Develop and finalize the Project Management Plan (PMP)	Note: Work on the PMP will commence once the contract is signed and take approximately 2 weeks.
12/30/2009	Complete functionality assessment	Note: Assessment begins with adoption of the PMP.
2/28/2010	In Car Video (ICV) equipment installed in 101 police patrol vehicles	Scheduled to commence January 2010
3/31/2010	Installation of infrastructure (servers, data base, storage, duplication, etc.)	Scheduled to commence January 2010
5/15/2010	Filed "beta" testing and final system acceptance testing (30 days)	Scheduled to commence April 2010
June 2012	ICV system under warrantee / maintenance agreement (upon final acceptance)	Scheduled to commence mid-May 2010