

**REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND**

2008 DEC 26 AM 10:13

*AGENDA REPORT*

**To:** Office of the City/Agency Administrator  
**Attn:** Deborah Edgerly  
**From:** Community and Economic Development Agency  
**Date:** January 8, 2008

**Re: A Resolution Authorizing a Professional Services Agreement for FY 2007-2008 in an Amount Not to Exceed \$300,000 with the Oakland Commerce Corporation for Ongoing Business Retention and Expansion Services to Businesses in Oakland and Operation and Management of the Business Alert Crime Prevention Program in the Coliseum Area; and Authorizing An Amount Not to Exceed \$9,000 (3%) for Contract Compliance Monitoring Costs**

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**SUMMARY**

This report recommends approval of a resolution authorizing the City/Agency Administrator to enter into a contract with the Oakland Commerce Corporation ("OCC") in an amount not to exceed \$300,000 for FY 2007-2008 for ongoing retention and expansion assistance to Oakland businesses, including continuation and expansion of the Business Alert crime prevention program in the Coliseum Area, and authorizing \$9,000 for Contract Compliance Services.

The retention and expansion of businesses based in Oakland is a core element of the City's Economic Development Strategy, implemented by CEDA Business Development Services unit. The management and coordination of OCC business support activities is supervised by the Business Development Unit and the Redevelopment Division continues to manage OCC's Business Alert activities. OCC's efforts help to keep and grow employment opportunities and to maintain and increase revenues to the City through business, sales, property and payroll taxes. Business attraction as well, is supported by the ongoing commitment to the retention and growth of the City's business base.

OCC will offer at least three distinct types of services under this contract:

- 1) Citywide business retention and expansion assistance, providing support to the Business Development Services staff, including the implementation of an annual written survey garnering results from 900 or more Oakland businesses, and direct, in-depth assistance to 100 or more local firms;
- 2) Implementation of the Business Alert program in the Coliseum Redevelopment Area, including coordination of the Business Alert Neighborhood Watch and Enhanced Oakland Police Department Patrol program, and referral assistance for the contracted Commercial Security program;

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- 3) Support and programmatic assistance to Business Development staff in the development of an infrastructure improvement program for City Council adopted Industrial Districts; and
- 4) Additional services as contained in the Scope of Services proposed for the OCC FY 2007-2008 contract (Attachment A).

**FISCAL IMPACT ANALYSIS**

This contract will not exceed \$300,000 for the 2007-08 Fiscal Year. Payments will be made monthly, based on submission of itemized statements of expenses by OCC. The allocation of \$300,000 is the same amount allocated to the OCC contract for 2006-2007 and is based on the Scope of Services (Attachment A). Sixty-five percent (65%) of the Contract will be funded by Coliseum Redevelopment funds (\$195,000) and 35% of the contract will be funded by Central District funds (\$105,000).

Contract funding of \$300,000 will be allocated as follows:

Fund	Org	Project	Amount	Use
ORA 9450	88559	Coliseum S82600	195,000	Business Retention & Business Alert
ORA 9510	88559	Central District S00800	105,000	Business Retention

The Redevelopment budget for OCC will include an additional \$9,000 for contract compliance. The fee will be funded as follows:

Fund	Org	Project	Amount
ORA 9510	88559	Central District S00800	\$ 4,500
ORA 9450	88559	Coliseum S82600	\$ 4,500

OCC’s services to the City have been ongoing in the present year, with no formal indication of non-renewal, and interim funding in the amount of \$125,000 has been provided to OCC, with the City Administrator’s authorization.

**BACKGROUND**

OCC’s business support and retention work reflects the Council and the Mayor goals of encouraging increased local employment and business retention (“10,000 new jobs”) as well as Redevelopment goals to reduce blight through the improvement of the business areas of Oakland. OCC has been working with CEDA Business Development staff to provide assistance to resolve issues for particular businesses in their day-to-day operations, including the abatement of conditions (crime and blight) in their neighborhoods which deter business growth and expansion of local employment. OCC has worked for the past 11 years in the Coliseum, Jack London and West Oakland business areas.

Prominent OCC activities in the past fiscal year include job retention interventions necessitated by the departure of Mothers Cakes and Cookies and support for Eagle Bag, impacted by ICE raid

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earlier this year. In addition, OCC works programmatically with business groups to inform and refer individual and groups of businesses to the proper city, county, state or federal agencies for assistance. OCC provides long term support by addressing issues critical to the growth and success of industrial business in Oakland, including: 1) security and safety, 2) blight 3) parking, 4) finding qualified workers through referral to relevant business service organizations; and 5) linkage to the local network of suppliers that provide synergy and reinforce the strength of the industrial community.

## **KEY ISSUES AND IMPACTS**

The Oakland Commerce Corporation's FY 2005-2007 contract with the Agency identified 17 services to be performed by OCC during the two-year contract period. These performance measures and the City's contract evaluation are attached (Attachment B). New performance measures have been added to the present Scope of Services for the FY 2007-2008 year (Attachment A) to ensure direct business assistance is rendered in the most effective way, including standards for OCC to increase the number of businesses provided with direct service and assistance, creation and support of a Green Business branding strategy, which would apply to OCC clients such as the Coliseum Construction Corridor trade association.

One of OCC's measurable goals from their FY 2005-2007 contract was to provide at least 100 businesses with direct service and assistance. OCC reported over 141 direct service business interventions that aided the businesses in their continued operation or relocation into Oakland. Those companies represent over 3,213 local Oakland jobs.

Another of OCC's measurable ongoing tasks was to survey 900 local businesses and assist them as needed. The 2005-2006 survey had a 35% return rate. OCC's Survey is used as a prototype of a business survey by the International Economic Development Council (IEDC) in its annual Business Retention Course, which is required as part of the IEDC credential program. A short survey has proven to be effective, combined with follow up interviews to facilitate the successful return rate of 35%. In the 2007-2008 Scope of Services, OCC is being asked to reach a 50% return rate through more aggressive and systematic follow-ups to business, with the additional goal of adding 50 new businesses to their survey list this contract period.

The survey instrument is effective because businesses can provide details of their business which are kept in the confidence of staff or intermediaries whose purpose is to help them develop and grow as a business. Obtaining candid information from the business community by means of this annual OCC Business Retention Survey has yielded valuable information to CEDA since the survey was initiated in 1996. Highlights of the 2005-2006 survey is attached (Attachment C).

The key findings of the 2005-2006 OCC Survey are:

1. 81% of businesses perceive Oakland to be a positive environment in which to do business. This is an increase from prior years, though a decline from the 03-04 period;
2. 86% of industrial businesses had no plans to relocate out of Oakland;

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3. 25% of business had an increase in employees over the past 3 years; with 31% of industrial business stating that they have increased employment during this period;
4. 42% of business reported increased safety and security concerns, a 4% increase over 2004 results;
5. 50% of industrial companies reported recruitment challenges, due to their need for skilled labor and the lack of qualified applicants.

The 2006-2007 survey form was submitted to staff in September of 2007, meeting their 2005-2007 performance objective. Staff is currently amending this survey to include sustainable, green business best practice questions.

### **SUSTAINABLE OPPORTUNITIES**

#### ***Economic:***

OCC will provide assistance to local businesses, the outcome of which is often the creation of additional jobs and revenue through a company's growth and expansion. OCC's work helps to increase the local tax base through support of business expansion and additional resulting sales tax and business license revenues to the City.

#### ***Environmental:***

OCC's scope of work calls for the contractor to work with the City's "Green Business" initiatives, the Chamber of Commerce/ Mayor's Office Oakland Partnership program, Brownfields Coordinator and the coordinator of the Oakland/Berkeley Recycling Market Development Zone to "evaluate, and develop where possible, projects/programs to support their respective missions."

#### ***Social Equity:***

Many of OCC's business clients serve low income areas and provide unskilled and semi-skilled jobs to Oakland residents. OCC also works closely with the Workforce Investment Board and other employment agencies to refer employers to the appropriate agencies for job placement by eligible residents.

## DISABILITY AND SENIOR CITIZEN ACCESS

This report and resolution only recommends approval of a contract for professional services, and do not raise any issues directly impacting disability and senior citizen access. However, to the extent that OCC interacts with businesses that are seeking to comply with the Americans with Disabilities Act or other pertinent state or local regulations, there may be some relevance to OCC's performance of contracted services.

## RECOMMENDATION AND RATIONALE

Staff recommends approval of the proposed resolution authorizing the Agency Administrator to negotiate and execute a professional services agreement with the Oakland Commerce Corporation in an amount not to exceed \$300,000 for the 2007-2008 Fiscal Year for ongoing business retention and expansion services, and authorizing \$9,000 for Contract Compliance services.

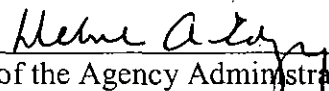
Respectfully Submitted,



Gregory Hunter, Deputy Director  
Economic Development and Redevelopment  
Community & Economic Development Agency

Prepared by:  
Margot Lederer Prado, AICP  
Business Development Services

APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE

  
Office of the Agency Administrator

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## SCHEDULE A

## Scope of Services for the Oakland Commerce Corporation

### Business Retention and BusinessAlert Programs (2007-2008)

The Oakland Commerce Corporation has been carrying out the mission of working to retain and expand businesses and jobs in Oakland under contract with the Community & Economic Development Agency. Oakland Commerce Corporation plays a crucial role in supporting the business sector through its visibility and credibility as a commerce organization, supporting and augmenting staff work to attract, retain and support Oakland-based businesses. The contract shall be approved on a two-year basis, with an annual allocation to the Oakland Commerce Corporation in an amount not to exceed \$300,000 in the 2007-2008 fiscal year, under the oversight of the Community and Economic Development Agency's (CEDA) Redevelopment Division, to perform the following services for the City:

**Program Goal:** *To contribute to the formation and support of a citywide business retention and attraction programs, and the general support of commercial businesses citywide, in cooperation with the City of Oakland and local business associations.*

**Program I.** *Continue the implementation of the business support & retention program citywide;*

**Program II.** *Continue the implementation of the BusinessAlert Program in the Coliseum Redevelopment. Continue staffing of the Coliseum Commerce Center Advisory Committee;*

**Program III.** *Support City staff in the development of infrastructure improvement program for the City Council adopted Industrial Districts;*

**Program IV.** *Participate in the implementation of Mayor/Chamber Partnership initiative, as directed by the City*

#### **PROGRAM I BUSINESS RETENTION**

- 1) Citywide Business Retention Program
  - A. Assist companies to access city and other services, and support in order to retain and grow their business in Oakland through weekly visits to 3-5 businesses, including at least three new introductory visits to businesses each month.
  - B. Respond to business retention requests for assistance from individual firms, as well as referrals from the City activities in a prompt and efficient manner. Report back to staff on such interventions.
  - C. Continue reporting on a monthly basis regular activity, major issues arising from Business Alert program as well as other association meetings, and report on changes in existing businesses operations and growth.
  - D. Conduct the annual Industrial Business Survey of at least 1,200 businesses.
  - E. Provide at least 100 businesses with service and assistance that the business considers valuable or important.

- F. Advise City staff on strategies and programs that the City could initiate to retain and grow business.
  - G. Support the activities of the Oakland Merchant Leader Forum (OMLF).
- 2) Conduct the Annual Business Survey
- A. Conduct the Annual Business Survey. The survey instrument will be presented to CEDA for comment and input no later than October 15, 2007. The survey should be updated and should include information to ascertain the current and future needs and changes in the market for production (manufacturing), food production and distribution, construction materials & services, distribution, repair-oriented and other industrial services. Contractor will be prepared to provide detailed methodology of how the business survey was developed, distributed and analyzed.
  - B. Re-implement the Retail Survey, working under the direction of the City's Retail Specialist.
  - C. The industrial and retail surveys shall contribute to a common inventory of existing businesses. The survey data will be summarized and presented to the City. The survey responses will also be made available to the City, if requested.
  - D. The Annual Business Survey shall include a minimum of 2,000 responses in total. The full list of businesses to be surveyed and the list of respondents shall be provided to the City.
  - E. Contractor will present an Action Plan to City for follow up on issues identified by survey respondents. Contractor will be responsible for ensuring that responses are provided and will keep the City informed on a regular basis. In some, cases the Oakland Commerce Corporation will coordinate follow up with designated organizations as directed by the City. It is expected that OCC will make direct site contact with every business that expresses a need for assistance, and will keep a record, available to the City staff, of those visits on a monthly basis.
- 3) Identify and help promote Green Businesses in the City.
- A. Work with staff of the Business Development program, and support staff encouragement of same through the survey, distribution of best practice material.
  - B. Participate in new and ongoing seminars and resource programs for energy efficiency and refer in depth inquires to staff as well as utility districts (PG&E EBMUD) existing programs.

## **PROGRAM II BUSINESS ALERT PROGRAM**

- 4) Staff the BusinessAlert Program in the Coliseum Redevelopment Area to enhance the safety and security of the businesses, their employees, customers and suppliers. This work will include the coordination of monthly business-focused service delivery of the Enhanced Police Patrol with the Oakland Police Department. The work will further include staffing at least 10 meetings of the Coliseum Area Crime Prevention Council (NCPC). Utilize the Contractor's safety and security expertise in providing advice to other commercial/industrial areas to monitor and analyze summary crime data from the 4L18 patrol.
- 5) Refer businesses to a commercial security professional, under their separate contract to the City of Oakland. Monitor work performed and the outcomes for the clients. Include the results and actions resulting from such referrals to the City of Oakland on a monthly basis, including name of business served, type of business, and nature of problem to be addressed,

type of intervention by the security professional and Oakland Police Department.

**All PROGRAMS**

- 6) Alert the business development staff of the City of possible business attraction opportunities, providing a personal and professional approach to initial inquiries and referrals that result from OCC's retention and expansion initiatives. Maintain contact with larger retention cases on a weekly basis through periods of significance and report weekly to BDS on such interventions.
- 7) Provide the Agency with an outreach strategy for OCC as an organization to publicize its services to the commercial/industrial business sector.
- 8) Provide the Agency with a detailed quarterly report of its retention and service work, including but not limited to:
  - A. Name and number of businesses contacted;
  - B. Type of assistance offered to each business, categorized by a rating type to be devised by OCC reflecting the intervention required to retain;
  - C. Number of jobs attracted or retained as a result of OCC assistance; and
  - D. Narrative description of the performance of each business contacted in the areas of jobs, sales, and/or the expansion of facilities.
- 9) Develop a pool of auxiliary funds through the development of strategic alliances and other sources to extend the business services it offers to the community, with a goal of up to \$10,000.
- 10) Work with the Berkeley/Oakland Recycling Zone Manager, the Brownfields Administrator to evaluate and develop where possible, projects/programs to support their respective missions.
- 11) Communicate with the business community and the community-at-large through distribution of a twice-yearly e-newsletter, a monthly Business Alert e-newsletter and updates provided on the OCC web site.

**APPROVED BY:**

The Redevelopment Agency of the  
City of Oakland  
A community redevelopment agency

Oakland Commerce Corporation  
A non profit corporation  
(Contractor)

\_\_\_\_\_  
Agency Administrator

\_\_\_\_\_  
President

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Date)



## ATTACHMENT B

**EVALUATION OF THE OAKLAND COMMERCE CORPORATION  
2005-2007 CONTRACT PERFORMANCE**

**2005-2007 OCC Program Scope:**

**Program Goal:** To contribute to the formation and support of a citywide business retention and attraction programs, including involvement in formation of an industrial retention strategy, strategy, and the general support of commercial businesses citywide, in cooperation with the City of Oakland and local business associations.

**Program I.** Continue the implementation of the business retention program citywide;

**Program II.** Continue the implementation of the Business Alert Program in the Coliseum Redevelopment Area and expand the program to Central and West Oakland;

**Program III.** Support the Creation of Industrial Districts in at least three areas of Oakland.

**PROGRAM I BUSINESS RETENTION**

- 1) Citywide Business Retention Program
  - A. Assist companies to access city and other services, and support in order to retain and grow their business in Oakland.
  - B. Respond to business retention requests for assistance from individual firms, as well as referrals from the City activities in a prompt and efficient manner.
  - C. Continue reporting on a monthly basis regular activity, major issues arising from Business Alert program as well as other association meetings, and report on changes in existing businesses operations and growth.
  - D. Create an outreach strategy for industrial business; categorize each retention client strategy by Type, in coordination with City staff.
  - E. Conduct the annual Industrial Business Survey.
  - F. Provide at least 120 businesses with service and assistance that the business considers valuable or important.

***EVALUATION RESPONSE: OCC met directly with over 90 businesses (in addition to over 1,000 businesses surveyed) in 2005-2006 and over 176 businesses in 2006-2007 (including 23 directly administered surveys). For instance, they responded promptly and efficiently to city requests for immediate intervention, including intervening at the "First Warning" of the departure of Mothers Cookies (first warning letter to union employees sent 30 days prior to termination). OCC worked with the Coliseum Area businesses (Sub-areas 2 & 3) in response to the proposal for a new A's Stadium and related redevelopment of privately-held land in their area. This action alone supported 230 businesses representing 1,000 employees in the area and coordinated ad hoc business planning group to respond to this issues. (These actions were publicized in the newspaper therefore not***

*considered confidential. They coordinated information to businesses from the City’s Police as well as Public Works Agency Blight and Dumping staff in order to address negative conditions that deter business growth and day to day operations.*

<i>Period</i>	<i>Number of Businesses (includes attraction)</i>	<i># Survey only interactions in Column 2</i>	<i>Trade or multi-tenant Interactions/Mtgs</i>	<i>Employees(existing jobs) Affected</i>
<i>First Quarter 05-06</i>	43		7	1607
<i>Second Quarter 05-06</i>	2*			65
<i>Third Quarter 05-06</i>	1145 (includes 1000 surveys)			139
<i>Fourth Quarter 05-06</i>	45			1008
<i>First Quarter 06-07</i>	80 (includes 23 surveys)	20	5	2558 (includes interventions at large companies)
<i>Second &amp; Third Qtr 06-07</i>	61	25		926
<i>Fourth Qtr 06-07</i>	35	0		545

*\*OCC primarily served “carry-over” continuing business interactions from prior quarter Includes CCCAC, CCC, Tidewater Business Group, AABA, WOCA, WOEDWIG, Business Alert*

2) Conduct the Annual Business Survey

Survey at least 75 Industrial Businesses by January 1, 2007 as an initial component of the Annual Business Survey, beginning in West Oakland, in order to support the creation of a Business Directory for that district. Use a survey instrument customized to the current needs and changes in the market for production (manufacturing), food production and distribution, construction materials & services, distribution. Provide long term support by addressing issues most critical to the growth and success of retailers in Oakland. Issues include: 1) security and safety, 2) parking, 3) blight and dumping 4) employer connection to agencies that refer qualified workers, 5) networking among local suppliers and 6) marketing, advertising and promotion.

A. The survey shall contribute to a common inventory of existing businesses, which will be shared between the Contractor and the City.

- B. The Annual Business Survey shall include a minimum of 2,000 mailed surveys in total. An increase of total percentage respondents to the full survey shall be no less than 50% of all surveys administered. The full list of businesses to be surveyed and the list of respondents shall be provided to the City. Contractor is prepared to provide detailed methodology of how the business survey was developed, distributed and analyzed. The Business Retail/Commercial Survey shall be conducted in January 2005, pending identification of a source to supplement this survey.

***EVALUATION RESPONSE: OCC sent approximately 3,000 surveys to businesses in the Winter-Spring of 2006 and received a 30% return rate. Results of the survey are attached. OCC lost the second full time employee in February 2006 and filled that position by April of 2006. Therefore they were not able to achieve the 50% response rate to their survey. In the fall of 2007 OCC targeted their surveys to particular geographic areas, including Tidewater area, following the meeting patterns of the Zoning Update Committee of the Planning Commission and the industrial zoning discussions. OCC did not follow through on West Oakland surveys nor Embarcadero Cove/Union Point surveys in this manner as promised. The City expects more aggressive direct follow up to the surveys in the 2007-2008 year, including personal face-to-face interviews with companies that have not returned the survey, as well as face to face follow up with all companies considered "at risk".***

- 3) Coordinate the Business Partners program including participation from a minimum of 40 volunteers from business and government with appropriate experience matched to the Business Partner.
- A. Volunteers shall visit and interview firms at risk of leaving or closing, or in need of assistance to remain and grow in Oakland.
- B. Volunteers will make a minimum of 30 visits to assigned local businesses. The results of these interviews will be tabulated and analyzed to identify significant business retention, attraction and service issues.

***EVALUATION RESPONSE: Business Partners program had been in place since the inception of the organization (1989). According to OCC, the roster of volunteers varied from year to year, however city staff have not been provided with any list of Partners. In 05-06 OCC reported verbally to the City that 35-40 Business Partner visits occurred. OCC has reported that over 25 volunteers' efforts were documented, but city staff have not been provided with that documentation. In 06-07 OCC reported that the process changed due the decline in the number of people who were available for the program. Instead, OCC utilized Business Partners on an ongoing basis throughout the year. For instance, a professional who had experience in specific areas was matched, including orientation of experienced businesses in the construction trade to mentor growth physically. OCC reports that this model is an improvement, as volunteer time is limited.***

## **PROGRAM II BUSINESS ALERT PROGRAM**

- 4) Staff the Business Alert Program in the Coliseum Redevelopment Area to enhance the safety and security of the businesses, their employees, customers and suppliers. This work will include the coordination of business-focused service delivery of the Enhanced Police Patrol

with the Oakland Police Department. The work will further include staffing at least 10 meetings of the Coliseum Area Crime Prevention Council (NCPC). Utilize the Contractor's safety and security expertise in providing advice to other commercial/industrial areas.

***EVALUATION RESPONSE: OCC has improved the Business Alert program structure, and now rotates meetings from one business location to the next, so as to engage more businesses in the activity. The change of location has disadvantages, but the notification of the Business Alert meetings has been very good (email notification) and clear. A Business Alert newsletter is printed on a periodic basis, in addition to email news that is conveyed with the agenda and meeting notices.***

- 5) Refer businesses to a commercial security professional, under their separate contract to the City of Oakland. Monitor work performed and the outcomes for the clients. Include the results and actions resulting from such referrals to the City of Oakland on a monthly basis, including name of business served, type of business, and nature of problem to be addressed, type of intervention by the security professional and Oakland Police Department.

***EVALUATION RESPONSE: OCC has participated in this program since its inception ten years ago. They have managed the agendas, meeting notification distribution, and conducted the monthly meeting throughout the term of the contract. Attendance ranges from 15 to 30 business members, including members of OPD. This program has been a model in Coliseum area and is now being considered for West Oakland through OCC's publicity of this program.***

### PROGRAM III RETAIL RETENTION AND OUTREACH

- 6) Manage and operate the Retail Retention Program. Contractor will work with the Retail Specialist in CEDA to provide assistance to resolve issues, utilizing City staff and other resources. Contractor will also insure that companies receive information on all available local, state and federal incentives to assist in the retention and expansion of these companies. The initial priority is to provide said assistance to 50 of the 100 top grossing retailers, as identified by the retail specialist. Priorities may be adjusted as City and Contractor together assess retail trends over the life of the contract.
- 7) Provide outreach to new retailers citywide, in coordination with the City's Retail Specialist, Redevelopment staff, and District Council staff. Coordinate with Neighborhood Services Coordinators (NCPC and Oakland Police Department) on issues around security, blight, and crime.

***EVALUATION RESPONSE OCC had a dedicated Retail Specialist who left the in Feb of 2006. Her position was filled by new staff in April of 2006. The OCC Retail Specialists successes included conduct of negotiations to retain an important local neighborhood serving grocer, start up assistance for a new grocer in the Dimond District, and the organization of the Safety and Security program with all new tenants of the new Hegenberger Retail Center near the airport. The Specialist was the direct field outreach, complimenting the City's Retail Specialist's broader range of responsibilities.***

**ALL PROGRAMS**

- 8) Alert the business development staff of the City of possible business attraction opportunities, providing a personal and professional approach to initial inquiries and referrals that result from OCC's retention and expansion initiatives.

***EVALUATION RESPONSE: OCC has provided referrals to the City, often through their broker network, of businesses not currently located in Oakland, and which are seeking space in which to locate. Business Development Services staff follows up with these clients, providing them with a list of potential lease or sale listing, guidance on permitting and other matters. .OCC has continued to interface with these companies as they relocate, providing commercial security referrals, and referrals to other relevant city departments which aid in the permitting of new commercial facilities.***

- 9) Provide the Agency with an outreach strategy for OCC as an organization to market its services to the commercial/industrial business sector.

***EVALUATION RESPONSE: OCC has worked with staff on how their services are co-marketed to both existing and out of area business attraction cases, attends regional meetings to outreach to businesses and expand the city's marketing of its business development staff resources.***

- 10) Provide the Agency with a detailed quarterly report of its retention and service work, including but not limited to:
- A. Name and number of businesses contacted;
  - B. Type of assistance offered to each business, categorized by a rating type to be devised by OCC reflecting the intervention required to retain;
  - C. Number of jobs attracted or retained as a result of OCC assistance; and
  - D. Narrative description of the performance of each business contacted in the areas of jobs, sales, and/or the expansion of facilities.

***EVALUATION RESPONSE: OCC has provided quarterly reports. Some reports have had gaps in the information, which staff have had to request, particularly in the Second and Third Quarter of 05-06.***

- 11) Develop a pool of auxiliary funds through the development of strategic alliances and other sources to extend the business services it offers to the community, with a goal of up to \$10,000 to implement the Retail/Commercial Survey and Business Partners program.

***EVALUATION RESPONSE: OCC received funding in 05-06 from a financial institution to sponsor the survey, on the condition that the financing institution would include their marketing material in the survey mailing. (Business Development Services were consulted in this decision). In 2006-2007 that institution and other financial institutions shifted their efforts towards housing and chose not to continue such support.***

- 12) Provide research and analysis on industry sector retention and expansion strategies, with specific attention paid in the construction and material supply, light manufacturing, food production and distribution, and the transportation/goods movement industry sectors;
- A. Support Business Development staff's sub-area industrial research by supplying evidence of data from direct involvement with businesses;
  - B. Work with local distribution, freight and goods movement firms in regard to citywide trucking access and transportation issues;
  - C. Partner with other organizations within the city that are engaged in business retention and support activities, such as: the Coliseum Commerce Center Advisory Committee, the West Oakland Commerce Association, local chambers of commerce, the Airport Area Business Association, the Industrial and Labor Alliance of Oakland, Coliseum Construction Corridor Marketing Association, the Emergency Management Board, the Economic Development Alliance for Business, and neighborhood business associations;
  - D. Support city efforts to create a roadmap of business service providers in the City (BSO initiative).

***EVALUATION RESPONSE: OCC conducts weekly sending pertinent articles and research on other cities' practices, including most supportive of the Industrial Districts. OCC created the model of the Industrial District in partnership with Business development staff. OCC brought its experience on district planning in several ways. First its new hire in April 06 was a professional experienced in district planning from the City of Chicago, famous for the Planned Manufacturing District program. Second, the OCC Director had experience from an earlier OCC-initiated precursor of the current Industrial District program-the West Oakland Peralta Biz program model, which proposed engaged both business & residential community members in the area. The Peralta Biz District program did not progress due to lack of a source of funding (no redevelopment district at that time in West Oakland. However it continues as a partnership between the business residential council on specific project such as Raimondi Park in the industrial zone, tree planting, and streetscape planning in business districts.***

- 13) Work with the Berkeley/Oakland Recycling Zone Manager/Economic Gardening coordinator, the Brownfields Loan and Grant program manager and the Bay Area World Trade Center to evaluate, and develop where possible, projects/programs to support their respective missions.

***EVALUATION RESPONSE: OCC introduces referrals to those who can take advantage of these City programs. City staff have received no referrals for the Brownfield Loan and Grant program, nor for the RMDZ from OCC. However, OCC did actively participate in the Economic Gardening program, making referrals of business to the consultant for that program. OCC has reported that they have referred companies who do import export and other international trade to the Bay Area World Trade Center for assistance, but City staff have not received a list of such referrals so cannot verify this.***

- 14) Communicate with the business community and the community-at-large through distribution of a twice-yearly e-newsletter, a monthly Business Alert e-newsletter and updates provided on the OCC web site. Coordinate with the Business License division to provide contact with businesses on an on-going basis.

***EVALUATION RESPONSE: The Business Alert e-newsletter is distributed to 400 subscribers, but the printed version is topical and occasionally also distributed in hard copy on an occasional basis, due to lack of staff to provide this regularly. They also distribute electronically to over 400 subscribers the meeting agenda announcement for this and other programs like CCCAC. OCC's general marketing materials are not widely distributed and have not been provided in a regular manner to staff for inclusion in marketing packets. Overall, few new businesses are aware of their services, if not directly referred to OCC by Business Development Services staff.***

\*\*\*\*\*END OF EVALUATION\*\*\*\*\*



# Means Business!

"Business retention, and fostering the expansion of existing businesses, is the foundation of any sound economic development program."

- International Economic Development Council

**Our mission is to enhance the climate for business and job development in Oakland**

## Express Business Services

Helping businesses do business is our primary responsibility. Our core service is providing one-on-one assistance to companies by, for example:

- guiding businesses through governmental bureaucracy
- helping businesses through the expansion process
- creating added value through business sectors initiatives
- responding to everyday business concerns

## Annual Business Survey

To accomplish our work, OCC conducts an annual business survey of 3,000 companies doing business in Oakland. We query them on their experiences, concerns and plans about doing business in Oakland – employment to financing, security & safety, business expansion, and regulatory issues. The responses serve to guide our work.

## BusinessAlert Program

The goal of our BusinessAlert program is to further support our business expansion efforts by creating and maintaining a safe business environment. Participating businesses in specific geographic areas work in partnership with OCC and the Oakland Police Department (OPD) to address issues of safety and security. The success of BusinessAlert is demonstrated by the enhanced security of an area with almost 200 businesses organizing, working together and creating partnerships with OPD and the local community. Through these partnerships, an Enhanced Patrol program was established that provides night and weekend patrol service to over 800 businesses in the Coliseum area. The program's monthly newsletter, *BusinessAlert*, provides the latest information on safety & security issues, and OCC and OPD efforts to address these issues.

## Business Partners Program

This unique and innovative aspect of our business retention program is instrumental to the success of our work. Our Business Partners, comprised of over 50 volunteers from the local business community, and city and county staff, conduct site visits to local firms and develop an ongoing relationship with companies and learn about and respond to immediate and long-term company issues.

## Establishing Connections

Informing businesses about the latest developments is important to Oakland's growth and the retention of its firms. OCC's newsletter, *Connections*, contains useful information on the latest issues affecting local business:

- new development activities
- company profiles
- redevelopment initiatives
- changes and trends in the business community
- work with other business organizations
- OCC's work and accomplishments

[www.oaklandcommercecorp.com](http://www.oaklandcommercecorp.com)

Please visit our interactive website for service, assistance, to fill out our annual business survey online and for more information on OCC's work. Your feedback is a valued part of our work!

## Staff Contact Information

David Johnson, *Executive Director*  
occoak@earthlink.com

Lowell Rice, *Economic Development Specialist*  
occlowell@earthlink.net

Debbie Hauser, *Administration*  
occdebbie@earthlink.net





# BusinessAlert

Providing Safety & Security Information Since 1990

[www.oaklandcommercecorp.com](http://www.oaklandcommercecorp.com)

Vol. V, No. 6

July 2007

## BusinessAlert Committee

James Curtis, Chair

\*\*\*

June 1st  
Coliseum  
BusinessAlert

John Lewis  
Glass  
Studio

10229 Pearmain St.

We are returning to John Lewis Glass Studio for a 2nd meeting in the Pearmain neighborhood

8:30 - 9:30 am

## Be Informed About Bumping

Criminals are using cheap and readily available "bump keys" to open deadbolt and other types of locks. Lock bumping is a lock picking technique for opening a pin tumbler lock using a specially-crafted bump key. One bump key will work for all locks of the same type. Most criminals can bump open a lock in seconds using a tapping motion on the bump key when inserted into the lock.

For more information and to see just how easy it is for criminals to gain access, visit: [http://abclocal.go.com/kgo/story?section=7on\\_your\\_side&id=4747820](http://abclocal.go.com/kgo/story?section=7on_your_side&id=4747820)

## Mayor's Summer Jobs Program: Hire an Oakland Youth

### A Prescreened Candidate Becomes a Productive Entry-Level Employee

In its 40th year, the Mayor's Summer Jobs Program (MSJP) trained over 800 Oakland youth last year and expects to train close to 1,000 young people this summer. The MSJP provides a diverse pool of high school and college students who become productive employees in your workplace.

For many young people, the MSJP is their first workplace experience, where they are exposed to the challenges, opportunities and hard work required to succeed in the business world. MSJP also provides them with valuable work and life skills that will carry over into their school performance and beyond.

Several hundred entry-level jobs are created each year by the nonprofit sector, as well as the City of Oakland, for Oakland young people between the ages of 16-21. The remaining positions are offered by private companies.

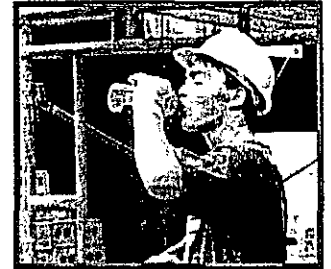
After identifying their summer hiring needs and creating a position, employers wishing to participate submit a simple job order (attached separately as a companion to this newsletter and also available at [www.oaklandpic.org](http://www.oaklandpic.org)). The MSJP takes care of recruiting, screening, skills evaluation and training (including good work habits, communication skills, and conflict resolution) to identify the top three candidates for your job opening. Well-prepared candidates, eager to work, with resume in hand, are ready to be interviewed by you. If a candidate meets with your approval, you make a hiring offer and employ the youth. The MSJP will follow up during the summer to find out how things are going.



Employers decide on the age-appropriate salaries offered to candidates. Worker's Compensation is covered by the MSJP, with no cost to employers. The average cost to employers for the entire summer is approximately \$2,500 per youth.

As a participating business, the Mayor will recognize your firm's partnership with the City of Oak-

land by providing you and your firm with a personal letter of thanks for helping Oakland become a model city, and you will be invited to a luncheon with the Mayor at which he will personally thank those businesses and individuals that have lent their support to this year's program.



For more information on the MSJP, visit [www.oaklandpic.org](http://www.oaklandpic.org) or contact Dynell Lewis at (510) 768-4405 or [msjp@oaklandpic.org](mailto:msjp@oaklandpic.org).

## Businesses on Pearmain Partnering with BusinessAlert

### Comprehensive Security Assessment of Neighborhood Being Prepared

Business owners located along Pearmain Street and 105th are working with Lozano Security Resources (LSR) and the BusinessAlert Committee to improve this business neighborhood (located between Edes and San Leandro Street).

One might not realize, driving through the area, how many thriving businesses are located within the buildings there. Many have nondescript façades, as many owners have elected not to display signage due to incidents of crime in recent years. The area has also experienced excessive dumping and auto theft. Last month's BusinessAlert meeting, held at John Lewis Glass Studio (also the location for the upcoming June 1st meeting), highlighted the need for a security assessment in an attempt to improve conditions in the area.

After an exhaustive assessment of existing conditions in the Pearmain area that included interviews with business owners and nearby residents, LSR will present its findings to the businesspeople attending the next BusinessAlert.

LSR's report will include suggestions for methods of surveillance, enhanced street lighting, improved fencing, weed abatement, façade improvements, vacant properties, use of private security, use of police and City services to improve the area, and most importantly, neighborhood and community involvement.

**ABANDONED AUTOS – PRIVATE PROPERTY**

City of Oakland  
238-6040

**ABANDONED AUTOS – PUBLIC STREET**

Oakland Public Works  
Jamil Blackwell, Public Works Supervisor  
[jblackwell@oaklandnet.com](mailto:jblackwell@oaklandnet.com)  
238-6030

**ALAMEDA CO. BOARD OF SUPERVISORS**

Nate Miley, District 4  
Darryl Stewart, Constituent Liaison  
[darryl.stewart@acgov.org](mailto:darryl.stewart@acgov.org)  
891-5586

**BLIGHT ON PRIVATE PROPERTY**

City of Oakland  
434-5101

**BUSINESS DEVELOPMENT / BROWNFIELDS**

City of Oakland, CEDA  
Margot Lederer-Prado, Industrial Coordinator  
[mprado@oaklandnet.com](mailto:mprado@oaklandnet.com)  
238-6766

**BUSINESS DEVELOPMENT**

City of Oakland, CEDA  
Aliza Gallo, Business Development Services Mgr.  
[agalfo@oaklandnet.com](mailto:agalfo@oaklandnet.com)  
763-4297

**CODE ENFORCEMENT**

City of Oakland, CEDA  
Complaint Hotline  
238-3443

**COLISEUM CONSTRUCTION CORRIDOR**

(Marketing Association)  
Jack Krause, VP Westside / Alta  
[jkrause@westsidebmc.com](mailto:jkrause@westsidebmc.com)  
532-2582

**COMMUNITY CLEAN-UPS**

Keep Oakland Beautiful  
City of Oakland  
434-5131

**COMMERCIAL SECURITY ASSESSMENTS**

Lozano Security Resources  
Al Lozano, Security Consultant  
[lozanoresources@aol.com](mailto:lozanoresources@aol.com)  
614-9588

**DISASTER PREPAREDNESS TRAINING**

City's Office of Emergency Services  
Coleen Bell, Emergency Planning Coordinator  
[cabell@oaklandnet.com](mailto:cabell@oaklandnet.com)  
238-7044

**EMPLOYMENT & STAFFING**

Oakland Workforce Investment Board  
Al Auletta, Manager  
[aauletta@oaklandnet.com](mailto:aauletta@oaklandnet.com)  
238-3752

**EMPLOYMENT / TRAINING &  
ENTERPRISE ZONE (EZ) BENEFITS**

City of Oakland, CEDA  
Susana Villarreal, EZ Coordinator  
[svillarreal@oaklandnet.com](mailto:svillarreal@oaklandnet.com)  
238-7794

**FAÇADE IMPROVEMENT**

City of Oakland, CEDA  
Stephanie Floyd-Johnson  
Neighborhood Commercial Revitalization  
[sdfloyd@oaklandnet.com](mailto:sdfloyd@oaklandnet.com)  
238-3699

**FINANCING – SBA LOANS**

OBDC Small Business Finance  
Jacob Singer, Executive Director  
[jacob@obdc.com](mailto:jacob@obdc.com)  
763-4297

**GRAFFITI ABATEMENT**

Oakland Public Works  
Jamil Blackwell, Public Works Supervisor  
[jblackwell@oaklandnet.com](mailto:jblackwell@oaklandnet.com)  
HOTLINE 238-4703

**ILLEGAL DUMPING CLEAN-UP**

Oakland Public Works  
Jamil Blackwell, Public Works Supervisor  
[jblackwell@oaklandnet.com](mailto:jblackwell@oaklandnet.com)  
HOTLINE 434-5101

**INDUSTRIAL DEVELOPMENT BONDS**

East Bay Economic Development Alliance  
Keith Sutton, Business Development Director  
[ksutton@edab.org](mailto:ksutton@edab.org)  
272-3885

**INTERNATIONAL TRADE**

Bay Area World Trade Center  
Jose Duenas, Executive Director  
[jduenas@bawtc.com](mailto:jduenas@bawtc.com)  
251-5900

**MAKING MANUFACTURERS  
MORE COMPETITIVE**

Manufacturing Excellence (Manex)  
May J. Almorio, Partner-Manager  
[malmorio@manexconsulting.com](mailto:malmorio@manexconsulting.com)  
404-4432

**OAKLAND CONVENTION &  
VISITORS BUREAU**

Manette Belliveau, Executive Director  
[info@oaklandcvb.com](mailto:info@oaklandcvb.com)  
839-9000

**PARKING ENFORCEMENT**

City of Oakland  
238-3099

**PLANNING / BUILDING**

City of Oakland, CEDA  
Margot Lederer-Prado, Planner  
[mprado@oaklandnet.com](mailto:mprado@oaklandnet.com)  
238-6766

**POLICE SERVICES**

Oakland Police Department  
Lt. Paul Berlin (West and North Oakland, Area 1)  
[pberlin@oaklandnet.com](mailto:pberlin@oaklandnet.com)  
238-7149  
Lt. James Weeks (Central Oakland, Area 2)  
[jmeeks@oaklandnet.com](mailto:jmeeks@oaklandnet.com)  
777-8522  
Lt. Freddie Hamilton (East Oakland, Area 6)  
[fhamilton@oaklandnet.com](mailto:fhamilton@oaklandnet.com)  
777-8524  
Neighborhood Services Coordinators  
615-5800

**PORT OF OAKLAND**

627-1100

**RECYCLING MARKET ZONE**

City of Oakland, CEDA  
Steve Lautze, Recycling Zone Manager  
[slautze@oaklandnet.com](mailto:slautze@oaklandnet.com)  
238-4973

**REGULATORY ISSUES (REGIONAL)**

East Bay Economic Development Alliance  
Mary Ortendahl, Regulatory Affairs Director  
[mortenda@edab.org](mailto:mortenda@edab.org)  
272-3889

**RETAIL SERVICES / ASSISTANCE**

City of Oakland, CEDA  
Keira Williams, Retail Specialist  
[kwilliams@oaklandnet.com](mailto:kwilliams@oaklandnet.com)  
238-3853

**STREET LIGHT REPAIR**

Oakland Public Works  
615-5430

**STREET MAINTENANCE DEPARTMENT**

City of Oakland  
615-5566

**TREE PROBLEMS**

City of Oakland  
615-5850

**VACANT LOT NUISANCE / BLIGHT**

City of Oakland, CEDA  
Code Enforcement  
238-3381

**YOUTH EMPLOYMENT**

Mayor's Summer Jobs Program 2007  
Dynell Lewis  
[msjp@oaklandpic.org](mailto:msjp@oaklandpic.org)  
768-4405

## Industrial Businesses Surveyed BY Oakland Commerce Corporation 2005-2006: RESULTS

### Change in Employment During Past 3 Years (Increase, No Change, or Decrease)

Sector	Increase	No Change	Decrease	Total	% Decrease	% No Change	% Increase
All	36	52	27	115	23.48	45.22	31.30
Construction							
Manufacturing							
Transportation							
Wholesale							
Retail							
F.I.R.E.							
Services							

### Is Your Company Planning to Relocate from Oakland?

Sector	Yes	No
All	16	99
Construction		
Manufacturing		
Transportation		
Wholesale		
Retail		
F.I.R.E.		
Services		

#### 2005

Yes	
No	14%
	86%

**Is Your Company Experiencing Employee Recruitment Challenges?**

Sector	Yes	No	Total	% Yes
All		62	62	124 50
Construction				
Manufacturing				
Transportation				
Wholesale				
Retail				
F.I.R.E.				
Services				

**Industrial Businesses**

**Is Your Company Experiencing Employee Recruitment Challenges?**

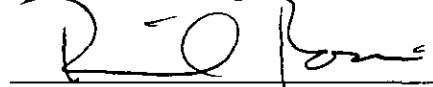
Sector	Yes	No	Total	% Yes
All		62	62	124 50
Construction				
Manufacturing				
Transportation				
Wholesale				
Retail				
F.I.R.E.				
Services				

**Do You Perceive Oakland as a Positive Location for Business?**

Sector	Yes	No
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2007 DEC 26 AM 10:23

APPROVED AS TO FORM AND LEGALITY:

  
\_\_\_\_\_  
Agency Counsel

## REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. \_\_\_\_\_ C. M. S.

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**A RESOLUTION AUTHORIZING THE AGENCY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT FOR FY 2007-2008 IN AN AMOUNT NOT TO EXCEED \$300,000 WITH THE OAKLAND COMMERCE CORPORATION FOR ONGOING BUSINESS RETENTION AND EXPANSION SERVICES TO BUSINESSES IN OAKLAND AND OPERATION AND MANAGEMENT OF THE BUSINESS ALERT CRIME PREVENTION PROGRAM IN THE COLISEUM AREA; AND AUTHORIZING AN AMOUNT NOT TO EXCEED \$9,000 (3%) FOR CONTRACT COMPLIANCE**

**WHEREAS**, the Redevelopment Agency has identified the attraction, retention, and expansion of businesses in support of the City's long range economic development plan as one of its key goals; and

**WHEREAS**, the City of Oakland's 2007-2009 budget cites the mission of the Community and Economic Development Agency's Economic Development Division as retaining, expanding, and attracting businesses; and

**WHEREAS**, the Oakland Commerce Corporation has contracted with the City of Oakland and/or the Redevelopment Agency since 1989 and possesses the experience, reputation and knowledge to provide professional retention and expansion assistance to Oakland businesses; and

**WHEREAS**, the business retention and expansion assistance provided by the Oakland Commerce Corporation, includes a targeted retail marketing and commercial security program, primarily benefiting the Central District redevelopment project area because most of the businesses served by these programs are located in or serve the Central District; and

**WHEREAS**, the Agency finds that this contract is of a professional nature, and that retaining a third party may elicit a greater response from the private sector than if such efforts were undertaken by City staff; and

**WHEREAS**, the Agency finds that this contract will not result in a loss of employment or salary by any person having a permanent status in the competitive service; now therefore be it

**RESOLVED:** That the Agency Administrator is authorized to negotiate and execute a professional services agreement with Oakland Commerce Corporation in an amount not to exceed

\$300,000, to provide ongoing business retention and expansion assistance to local businesses, and operation and management of the Business Alert Crime Prevention Program in the Coliseum redevelopment project area, and that a total of \$9,000 will be utilized for Contract Compliance services; and be it

**FURTHER RESOLVED** That all agreements executed pursuant to this Resolution shall be approved as to form and legality by Agency Counsel prior to its execution, and copies of executed agreements shall be on file with the Agency Secretary; and be it

**FURTHER RESOLVED:** That Agency funds totaling \$300,000 will be allocated for payment of the Oakland Commerce Corporation contract as follows:

\$195,000 from Coliseum Operations Fund (9450), Business Development Organization (88559), Coliseum-Staff Project (S82600)

\$105,000 from Central District: Operations Fund (9510), Business Development Organization (88559), Central District Planning Project (S00800); and be it

**FURTHER RESOLVED:** That Agency funds totaling \$9,000 will be allocated for payment of Contract Compliance as follows:

\$4,500 from Coliseum Operations Fund (9450), Business Development Organization (88559), Coliseum-Staff Project (S82600)

\$4,500 from Central District: Operations Fund (9510), Business Development Organization (88559), Central District Planning Project (S00800); and be it

**FURTHER RESOLVED:** That the Agency Administrator or his/her designee is hereby authorized to approve any subsequent amendments to, or extensions of, said agreement except those involving compensation or the allocation of additional funds provided that such amendments or extensions shall be filed with the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2008

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND  
CHAIRPERSON DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
Secretary, Redevelopment Agency  
of the City of Oakland