

ECONOMIC DEVELOPMENT ALLIANCE FOR BUSINESS (EDAB)

STRATEGIC ACTION PLAN

Fiscal Year: July 1, 2002 – June 30, 2003

Accomplishments

November 5, 2004

I. RESEARCH AND ECONOMIC DEVELOPMENT DATA

Activities Indicators:

1. Economic and demographic base data: *East Bay Profile updated monthly/quarterly (Print & Web), Databases: Empl. Development Dept.(employment & wage); EDAB (membership & client); Corptech (high-tech businesses); CoStar (property listings & tenant); CoreNet (national corporate real estate executives)*
2. Industry Cluster Analyses: *2001 Industry Cluster Analyses completed for cities and region*
3. Public presentations of economic data: *25 presentations made to over 1,500 people*
4. East Bay Quarterly Forecast: *2 of 4 quarterly forecasts prepared & emailed to 2,300 individuals*
5. Monthly economic newsletters: *4 of 6 monthly update newsletters prepared & emailed to 2,300 individuals*
6. East Bay Indicators Report: *To be completed by May 1, 2004*
7. Accessibility of East Bay economic and demographic data on the Internet: *“Research” entry point added to the website, over 50 pages of data maintained*
8. Provide specialized services (technical assistance to clients): *assist cities, member organizations, and clients with identification of resources, development of strategies, and assistance with specialized research*

Client Benefits:

- Procurement of key databases and their analysis enables the development of city-level industry cluster analysis, the targeted marketing of programs and services, provides information on businesses whose leases are expiring and property information to assist in responding to site searches.
- Our accessible, reliable information on the East Bay’s economy and projected outlook improved market intelligence for planning and investment decisions by business, member cities, counties, special districts, and authorities. Domestic and overseas investor inquires have increased and bond rating agencies cite the creditability and usefulness of EDAB’s information for the analysis and monitoring of East Bay’s economic activity. The quarterly economic forecast and monthly analysis is the result of an investment made through a contract with UCLA Anderson Forecast.

These information releases are being coordinated with business media to increase market exposure.

- Access to key EDAB reports and information was improved through a redesign of the web site and a contract with an e-mail distribution firm to enable the distribution of the Quarterly Forecast and Monthly Analysis. Media exposure and inquiries have increased, making EDAB's data and reports the most frequently quoted source of reliable information for the East Bay.
- EDAB and its members use the trend analysis in Annual Indicators report to measure progress & benchmark the region with comparative regions in the US.

II. PROBLEM-SOLVING STRATEGIES

A. *Economic Development Delivery System*

Activities Indicators:

1. Support a collaborative network of East Bay and regional economic development organizations: *Held 5 of 6 EDD Council meetings to date, and 10 special meetings were held with economic development organizations in other regions to collaborate on greater Bay Area issues.*
2. Support the Regulatory Council to facilitate regulatory coordination: *Held 3 of 4 meetings to date.*
3. Co-sponsor events with chambers, business associations, and the East Bay Business Times: *12 events cosponsored; Support chambers to increase business involvement in regional development.*
4. EDAB General Membership Events: *Bay Area International Trade Forecast, 9/27/02, 150 attendees, cable broadcast; East Bay Annual Forecast, 1/24/03, over 200 attended and AT&T Cable Television rebroadcast the event 62 times within the East Bay*
5. EDAB Legislative Event: *reception for legislators and presentation of East Bay Vision award to Zach Wasserman, 1/10/03, 160 attendees; 3 legislators and 9 legislative representatives*
6. Work with affiliate organizations and colleges/universities to increase business resources: *14 organizations and 6 colleges/universities met through EDAB.*
7. Advocacy: *Champion local and statewide efforts to maintain resources for member cities and East Bay business that are threatened by State cutbacks and eroding economic conditions.*
8. Target investments: *by foundations, business, and social service agencies to support economic development programs and services.*

Client Benefits:

- Through the EDAB's Economic Development Directors Council, member cities and business organizations obtain technical assistance, professional development, and peer-to-peer and best practices collaboration efforts.
- Strengthened the working relationship with East Bay regional economic development and business organizations, increased assistance to member cities, and enhanced business development resources through the various sponsored EDAB forums, networks, and programs.

- The development of a common agenda/voice on key regional economic and business priorities has assisted East Bay State and Federal representatives, and advocacy efforts have maintained the East Bay's critical economic development infrastructure and adjustments have been made to minimize budgetary impact on the community.

B. Transportation Infrastructure

Activities Indicators:

1. Participation in MTC and ACTA planning activities: *15 of 18 meetings attended*
2. Goods movement Task Force and study: *Phase I to be completed by 7/03 and Phase II by 9/03*
3. Contra Costa County transportation tax reauthorization: *participate on advisory committee*
4. Participate in the Bay Area Regional Transportation Initiative: *3 of 3 meetings attended*

Client Benefits:

- The Greater Bay Area and Central Valley business and community leaders were able to participate in an organized opportunity to participate and focus on solutions to the a growing problems associated with goods movement.
- Through sponsorship and regional initiatives, EDAB's engaging business to reach a consensus on long-term transportation improvements and how to finance their development.

C. Regional Development – Jobs/Housing Balance

Activities Indicators:

1. Participate in the sustainable Development Benchmarking City Project: *Participated in efforts to set up the city program*
2. Jobs/Housing Balance Resources/Incentives Study: *Report completed 2/03*
3. Housing focus group meetings: *Four housing focus group meetings held*
4. Support State Housing Bond (Prop. 46): *Met with Editorial Boards to promote establishment*
5. Support Economic Development/IRP Zones' Work Group: *assisted & financially supported 5 East Bay IRP zones to get selected and are working to secure incentives*
6. Participate in Bay Area Alliance for Sustainable Development, Regional Compact and Livability Footprint projects: *6 meetings and community forums attended*

Client Benefits:

- The assistance provided in the establishment of five East Bay Inter-Regional Partnership Opportunity Zones and coordination of regional efforts to secure state incentives is an important step in obtaining a jobs/housing balance in the East Bay.
- The EDAB organized opportunity for regional collaboration of for-profit and non-profit developers, housing advocates, cities, and environmental groups to focus on solutions, and the

passage of Proposition 46 (which provided \$2.1 billion of bonds for financing affordable housing), will increase the construction of affordable housing in the East Bay.

III. WORKFORCE DEVELOPMENT

A. Employer Involvement in Education

Activities Indicators:

1. Engaged EDAB's business leadership: *members participated in the Bay Area Education and Workforce Preparation Council, (a joint initiative of business, community and education leaders), to focus on teacher quality, student connections to the workplace, and school leadership.*

Client Benefits:

- Common initiatives and effective practices where employers can add value to schools and make a significant impact on educational performance were identified.

B. Raise Educational and Training Institutions' Awareness of Labor Market Needs and Labor Shortages

Activities Indicators:

1. Work with Workforce Investment Boards and the State Employment Service on studies and organize focus groups: *provide quarterly projections and monthly updates on the East Bay economy.*
2. Assist the Workforce Investment Boards to develop policies and programs: *advised in workforce studies and assisted in program development that prepares workers in the telecommunications and life science sectors*
3. Established web-based resource bank to catalogue labor market and occupational information: *supporting Ohlone College, the Richmond WIB, and the three-County BayBioEAST collaboration to strengthen business and education working relationships in the industry sectors of biotechnology*

Client Benefits:

- East Bay training resources are responsive to industry and job seekers needs.

C. Target Job Development Opportunities for CalWORKs Job Seekers

Activities Indicators:

1. Reactivate and update www.calworksforyou.org website: *website up and operational as of 8/1/02; has had 2,130 users (23,100 hits to date)*
2. Develop and promote model "job links initiatives" that improves access by current and former CalWORKs families to sustainable employment and career opportunities that pay a livable

wage. Developing training/placement plan for 3 IDB users; 4 of 10 eligible Hub Zone businesses received federal contacts; attended 15 bidders conferences and introduced 75 businesses to County workforce system and CalWORKs

3. Collaborate with foundations and social services agencies to develop pilot initiatives that provide low-wage sector employees access to health benefits and asset development. 3 programs established
4. Coordinate CalWORKs regional marketing and employer services program. 6 presentations made; sponsored event to honor 54 employers who participated in the CalWORKs program

Client Benefits:

- Increase CalWORKs job seekers access to employment opportunities, business knowledge, and use of available resources to improve employee retention, reduce turnover, and increase employee job satisfaction.

IV. BUSINESS DEVELOPMENT

A. Business Investment and Attraction

Activities Indicators:

1. Marketing and tradeshow: 5 of 6 shows attended; 200 of 250 packets distributed
2. Media advertising: 3 of 3 ads developed & placed
3. Site location responses and tours: 88 of 200 new business contacts made
4. EDAB website (www.edab.org): revised and maintained EDAB's 400-page website which had 58,970 users; 228,994 page views; 1,751,214 hits; 12.04 GB of data downloaded to date.
5. Participate in TeamCA leadership and marketing: 6 meetings led/participated in
6. IDB marketing: 1500 companies contacted, 19 consultations provided
7. Support for marketing efforts within the region: East Shore website supported and marketing materials developed and utilized

Client Benefits:

- 80 of leads generated at by EDAB's marketing efforts were provided follow-up materials and the combined marketing efforts of EDAB resulted in seven businesses receiving site location assistance.
- EDAB's data and support for the development and implementation of a strategic marketing plan for five East Shore cities included a website (www.bayareaeastshore.com) that has generated 665 visitors and 10,221 hits to date.
- EDAB's administration of the Industrial Development Bond program resulted in two projects, totaling \$8.5 million and 260 jobs.

B. Business Retention

Activities Indicators:

1. Use data resources and networks to provide targeted business retention services: *quarterly identify companies and industries at risk by city; obtain & publish best practices*
2. Enlist utilities in identifying businesses at risk: *made 2 presentations to PG&E staff to increase awareness of potential problems and provide opportunity for “Red Team” intervention*

Client Benefits:

- Provided East Bay cities with the information they need to evaluate growing and struggling industries in their communities, compiled and provided best retention practices, and identified 317 businesses in member cities whose leases are expiring in the next year to increase successful business retention activities in the East Bay.

C. Business Efficiency

Activities Indicators:

1. Business Efficiency/Conservation - inform businesses of the Green Business Program: *120 businesses contacted*
2. Business Efficiency/Conservation - inform businesses of the StopWa\$te Program: *20 businesses contacted*

Client Benefits:

- 25 businesses were certified as green businesses and in the process, an additional benefit of 15 violations are being corrected.
- 25 new/continuing StopWa\$te clients will be responsible for diverting 50 solid waste tons diverted from land fill.

D. Innovative and Knowledge-Based Growth

Activities Indicators:

1. “Big science” infrastructure: *testimony before the Assembly Subcommittee on Information Technology; invited participant in Governor’s Summit on the Life Sciences; invited participant for Berkeley Lab focus group; met with consultant preparing the report for the Governor’s Life Sciences initiative. Attended 4 Bay Area Science Infrastructure Consortium planning sessions as member of the Technology subcommittee; hosted meeting of the Bay Area Economic Forum, Contra Costa Economic Partnership, EDAB, and the Bay Area Bioscience Center regarding marketing the Bay Area’s research facilities and other resources for biotechnology.*
2. Support infrastructure: *Bay Area Biotech Resource Directory created.*

Client Benefits:

- Current year and ‘03-‘04 federal budgets are still under discussion, but the 1st UCSF Research building at Mission Bay has been completed and the California Institute for Quantitative Biomedical Research (QB3) and Center for Information Research in the Interest of Society (CITRIS) were established.

- Approximately 100 Resource Directories were distributed at Livermore Life Sciences Conference, and the information will be incorporated into BayBio's resource database.

E. Access to Global Markets

Activities Indicators:

1. Support for international trade services: *Board participation in 5 of 6 BAWTC Board of Director meetings; brokered meeting among Bay Area World Trade Center, US Department of Commerce Commercial Service, EDAB, and members of the Alameda County Board of Supervisors*
2. Build social infrastructure connecting the East Bay's ethnic communities with the broader business community to develop global institutional infrastructure: *joint project with East Bay ethnic organizations.*
3. International Linkages: *9 meetings with visiting foreign dignitaries, inbound trade missions, and trade organizations.*

Client Benefits:

- The Port of Oakland is now the West Coast's leading exporter.
- EDAB's support of the Bay Area World Trade Center, coordination with East Bay ethnic organizations, and meetings with visiting foreign dignitaries increase international trade in the East Bay.