



East Bay EDA Accomplishments

July 1, 2008 - June 30, 2009

1) Economic Data and Resources

- Released the UCLA Anderson Forecast's quarterly economic outlook for the East Bay in July and October 2008 and January 2009 to over 3,000 business, government, media, financial and trade group users.
- Sent five monthly economic update newsletters to the same recipients as the quarterly economic outlook.
- Released in two events in November 2008 the annual East Bay Indicators report examining the region's economic, health, educational and workforce performance during 2008. The report was co-authored with United Way of the Bay Area.

2) Business Development and Investment

- Provided a website that continues to be a resource for businesses, local governments and the community to locate information on the East Bay, including data and information on available resources.

Annual Website Statistics for www.eastbayeda.org

| | FY 2007-08 | FY 2008-09 |
|--|------------|------------|
| Total Sessions | 117,925 | 147,768 |
| Total Pageviews | 440,902 | 630,479 |
| Total Hits | 1,667,931 | 1,737,749 |
| Total Bytes Transferred (GB) | 50.12 | 81.01 |
| Average Sessions Per Day | 322.20 | 404.84 |
| Average Pageviews Per Day | 1,204.65 | 1,727.34 |
| Average Hits Per Day | 4,557.19 | 4,760.96 |
| Average Bytes Transferred Per Day (MB) | 140.23 | 221.94 |
| Average Pageviews Per Session | 3.74 | 4.27 |
| Average Hits Per Session | 14.14 | 11.76 |
| Average Bytes Per Session (KB) | 445.67 | 548.21 |
| Average Length of Session | 0:18:22 | 0:14:00 |

- Provided technical support to local government members and participated in their business retention outreach efforts.

- Clients served: 27 Expansion; 111 Information; 251 New Business Prospects; and 1 Retention (390 total to-date).
- Of these, 40 companies were looking for new sites, 20 were referred by the State Department of Labor (CalBIS) and 20 were assisted in investigating locations in the East Bay.
- IDBs: worked with 27 Companies; one IDB issued for \$7.775 million that retained 70 jobs and is expected to create 42 new jobs, with a total multiplier impact of 176 jobs.
- Coordinated the East Bay EDA booth at the SEMICON West tradeshow, July 15-17, 2008 in San Francisco and BIOMEDevice trade show September 10 and 11, 2008 in San Jose; Participated in the TeamCalifornia booth at the Medical Design & Manufacturing tradeshow in Anaheim, February 10-12, 2009 and at the BIO International tradeshow, May 18-21, 2009 in Atlanta, GA; and attended the Renewable Energy World Conference and Expo in Las Vegas, March 10-12, 2009.
- Completed the compilation of the 8th bi-annual East Bay 2009-2010 Business Resource Guide with 217 resources (12 “green”), with the very noteworthy participation of 27 cities and two county unincorporated areas described therein. This edition features 6 regions described with panoramic photographs, leading industry sector data, significant employers and economic, demographic and climatic comparisons for each region. A new chart of city/county incentives and resources and a section on Business and Investment Opportunities in the East Bay were also added. This is our primary marketing and resource publication and continues to be the most viewed/downloaded document/page on our website (over 8,000 annually) and information and images from it are included in the new market region sections as well as the city pages on eastbayeda.org. The number of printed copies was increased to 4,000.
- Provided principal staff support, website and fiscal management to the Bay Area East Shore program. In addition staff provided assistance for the Northern Silicon Valley Partnership as well as for Central, Eastern and Western Contra Costa County regional economic development efforts.
- Provided public support for Lawrence Livermore National Laboratory’s and Sandia National laboratories’ proposals to transform their facilities, including their proposals to take major steps to increase cooperative research and development projects with industry.

3) Workforce Development

- Supported CSU East Bay in their bid to become a STRIVE beta center (one of three in the country) to improve math and science performance in school districts in both Alameda and Contra Costa Counties.
- Developed and conducted a “Green Employer Workforce Survey” for the East Bay Green Corridor (University of California at Berkeley, Lawrence Berkeley National Laboratory and the cities of Berkeley, Emeryville, Oakland and Richmond). The results will be used to help partnering high schools, community colleges and universities design curricula to match employer needs in the solar, energy efficiency, HVAC, and green building industries.
- Working together with East Bay EDA’s corporate members and educational institutions, advocated for reforms in the P-20 system and encouraged school districts and employers to create work experience programs that reinforce academic learning.

4) Regional Initiatives

Goods Movement

- Participated in the transportation goods movement work group to develop a regional plan that will identify community investments and system improvements needed to reduce congestion and improve health and safety for corridor communities in the “Central Rail Trade Corridor” (Martinez Subdivision).

Housing and Land Use

- Convened a working group of members and housing community advocates to consider East Bay EDA’s role in supporting local government planning to meet ABAG’s housing targets while accounting for the impacts of AB 32 and SB 375.
- Participated on the Bay Area Air Quality Management District’s Cumulative Impacts Work Group to develop incentive programs and land-use guidelines/regulations that will reduce toxic air contaminants in impacted communities.
- Supported East Bay and Bay Area efforts to preserve and develop industrial properties by participating in the Bay Area Industrial Roundtable and with the creation of a website (www.industrialroundtable.org) designed to help promote public and community leadership’s awareness of the issue, consequences and opportunities as well as provide a critically needed communication tool for committee members throughout the Bay.

Water Infrastructure

- Advocated for the Delta Vision Blue Ribbon Task Force recommendations and encouraged action on interim measures recommended by the California Urban Water Agencies.
- Represented member interest in the development of the EBMUD “Water System Management Plan” projecting the water needs for the district through 2040.

5) Economic Development Delivery System

- Held two Regulatory Council meetings to promote collaboration among the regional agencies and to find better ways to include the interests of business and local government members in the process of developing regulatory policy.
- Held six Economic Development Directors’ Council meetings to promote business retention best practices among East Bay cities, and provide input into city and East Bay marketing efforts.
- Coordinated the Bay Area’s efforts to prepare an economic recovery plan to increase the competitiveness of the region and to assure a fair share of the State’s allocation of the Federal economic stimulus funding.

6) Events & Communications

- The East Bay EDA Fall Membership meeting, held October 10, 2008 at the Oakland Marriott, featured a discussion of key sustainable business practices by leaders from industry. The program, “*Growing the Green Economy: Accessing Natural Capital*”, was attended by over 180 people from businesses and community organizations. The session also recognized companies who are taking innovative steps to implement sustainable business practices through the StopWaste Partnership’s Business Efficiency Awards for 2008.
- The East Bay EDA’s Legislative Reception and Vision Awards program on January 8, 2009 was attended by over 180 members and guests. Janet Lockhart, former Mayor of Dublin and Jim Falaschi, President of Transbay Holdings, were honored as Vision Award recipients.
- Sent the bi-monthly membership newsletter, East Bay EDA News, to members keeping them informed of member news, organization activities, and upcoming events throughout the region.

- The East Bay EDA May 8, 2009 Membership Meeting and Economic Forecast was held at the San Ramon Marriott, and the Signature Corporate Sponsor was the Pacific Gas & Electric Company; the event host was the City of San Ramon; event co-hosts were the Tri-Valley Convention & Visitors Bureau and the Chambers of Commerce of Danville, Livermore, Pleasanton, San Ramon, Pleasant Hill, Walnut Creek, Concord, Martinez, Pittsburg and Antioch. Over 120 people listened as Dr. Leamer, UCLA Anderson Forecast, gave his presentation on the national, state and local economies.
- Held four Membership Committee meetings to plan strategies to expand the East Bay EDA network, including developing targeted marketing material for outreach to specific types of businesses.