

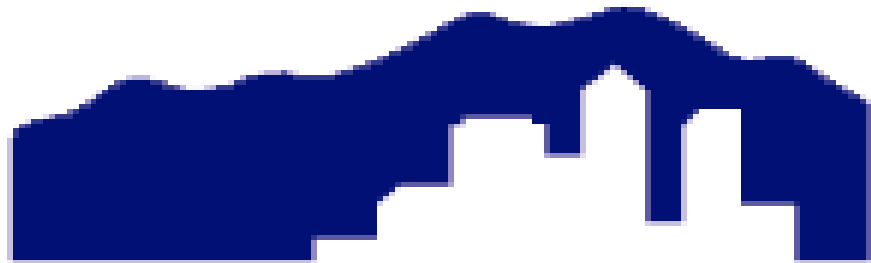


E D A B
STRATEGIC
ACTION
PLAN

FY2000-2001

ECONOMIC DEVELOPMENT
ALLIANCE FOR BUSINESS

Building Resources, Businesses & Quality Jobs



The East Bay - The Bright Side of the San Francisco Bay



ECONOMIC DEVELOPMENT ALLIANCE FOR BUSINESS (EDAB)

STRATEGIC ACTION PLAN

FISCAL YEAR 2000-2001

VISION

To be the regional convenor and forum for public, private and community interests to develop the economy and improve the quality of life in the East Bay.

MISSION

EDAB strives to be a public/private partnership facilitating market-driven, collaborative solutions that retain existing businesses, promote regional growth, address infrastructure challenges, and support economic prosperity and social equity.

OPERATIONAL INITIATIVES

- ❖ Encourage, empower and lead regional involvement, collaboration, planning and consensus building among business, government, labor, community and environmental leaders to address economic development and inter-related growth issues.
- ❖ Increase public awareness and understanding of complex regional growth issues and facilitate communication of information.
- ❖ Help develop or support regional initiatives with sufficient "scale" to ensure project feasibility, increase collaborative involvement and maximize efficient use of resources.
- ❖ Develop business-to-business and business-to-government forums to increase operating efficiencies and maximize resources.
- ❖ Improve coordination and communication among cities, regulatory agencies and other service providers.
- ❖ Provide economic and demographic data and analysis on the region to assist the public and private sectors in evaluating, planning and implementing strategies.
- ❖ Provide regional business retention, expansion and marketing services that individual communities have difficulty implementing, capitalizing on the diverse economy, population and life styles of the region.

VALUES STATEMENT

EDAB achieves its Vision and Mission through a collaborative process that is based upon the discipline and integrity of its leadership, membership and staff.

ACTION PLAN SUMMARY

I. RESEARCH AND ECONOMIC DEVELOPMENT DATA

EDAB will serve as the most comprehensive source of information on the East Bay region and disseminate that information through a variety of media.

Goal:

Collect, analyze and publish virtually all of the economic and demographic data available for the East Bay (Alameda and Contra Costa Counties), in information packets, through specific reports and studies, the news media, trade publications and on the internet.

Action:

Coordinate the development and publication of annual reports, including the East Bay Economic Indicators, Selected Industry and Industry Cluster Analyses, East Bay Profile, and East Bay Business Resources. Present data and analysis at economic summits, through various economic panels and to the news media. Provide members, business prospects and other organizations with data to assist in business retention, growth and location decisions. Maintain the most comprehensive website possible on the East Bay at www.edab.org.

II. PROBLEM-SOLVING STRATEGIES

EDAB will provide a forum for businesses, local government and authorities, special districts, educational institutions and regional agencies to improve selected services to the community.

A. Regional Information and Resources

Goal:

Support and collaborate with cities, chambers of commerce, business service and regulatory organizations to coordinate activities, develop a knowledge base and maximize resources.

Action:

Facilitate monthly Economic Development Directors Council meetings to share information and resources, discuss critical issues, and develop and implement regional strategies. Facilitate quarterly Regulatory Council meetings with Bay Area regulators to exchange pertinent regulatory information and processes.

B. Transportation and Housing

Goal:

Work with regional transportation agencies, local, state, and federal governments to provide a business perspective for policy and program development and to advocate for transportation and housing projects that achieve the greatest benefit.

Action:

Encourage cities and financial institutions to support diverse housing types and mixed-use investments at transit-supportive densities within urban areas. Support state legislative reforms that provide incentives and financial support to increase the supply of housing in the region.

Work with transportation planning agencies and all advocacy groups to maintain and preserve existing transportation facilities and to invest in an integrated transportation system that improves access and mobility of people, goods and services.

Provide a forum for business participation in transportation planning and problem solving and increase the public understanding of the regional network. Encourage the location of jobs closer to housing.

C. Regional Development

Goal:

Support efforts to achieve a common regional vision and improve communication and cooperation among economic, environmental and social equity initiatives.

Action:

Sponsor studies to analyze regional growth initiatives and their impact on the affected communities. Participate in an Inter-Regional Partnership to improve the coordination of economic development efforts among Alameda, Contra Costa, San Joaquin, Santa Clara and Stanislaus Counties. Support the efforts of the Bay Area Alliance for Sustainable Development to promote “smart” growth for the region.

III. WORKFORCE DEVELOPMENT

Serve as the regional leader, encouraging business involvement and promoting the development and hiring of East Bay residents.

A. Employer Involvement in Education

Goal:

Promote the importance of employer engagement in the "East Bay Learns" school-to-career program.

Action:

Outreach to employers to encourage their involvement in system-wide reform and support for programs that provide teachers and students work experience, job shadowing and mentoring.

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

Goal:

Improve information available on labor market trends and work with universities, community colleges and K-12 school districts to improve the quality of curricula to address the workforce requirements of East Bay employers.

Action:

Sponsor research and studies in association with Workforce Investment Boards (WIB) and the State Employment Development Department (EDD) that analyze occupational and industrial trends in the East Bay. Organize business and education focus groups to address worker skill shortages and advocate for reform in specific industry sectors.

C. Target Job Development Opportunities for CalWORKs Job Seekers

Goal:

Increase access to employment opportunities, by working with training and job development service providers to improve their success in placing CalWORKs job seekers into meaningful jobs with livable wages and career opportunities.

Action:

Coordinate a regional marketing and employer services program, secure job commitments, and sponsor a CalWORKs employer-mentoring program.

IV. BUSINESS DEVELOPMENT AND INTERNATIONAL LINKAGES

Support member cities in achieving their economic development priorities by serving as a regional resource and marketing organization, providing convenient access for businesses seeking information and assistance, and complementing the services of chambers and business associations serving the greater East Bay region.

A. Business Investment and Attraction

Goal:

Promote the East Bay as a leading region for investment and business expansion in the San Francisco Bay Area.

Action:

Market the region and participate in promotional opportunities through trade shows and international events. Sponsor studies that compare the East Bay with similar economic growth centers and improve access by site locators to investment opportunities through EDAB's website and resource materials. Create and/or update a promotional video, the East Bay Resource Guide, and EDAB collateral marketing materials. Assist companies with site tours and searches.

B. Business Retention

Goal:

Assist local governments in creating positive relationships with their businesses before business closures or relocations are implemented, and identify industries and businesses at risk.

Action:

Advocate for the needs of East Bay businesses. Improve government systems and processes related to doing business in the East Bay. Provide technical assistance and information to cities to assist in the development and implementation of business retention programs. Facilitate visits to foreign owned business headquarters. Support efforts to increase the competitiveness of existing manufacturing businesses by helping them improve productivity, quality, and profitability and obtain workforce training through services provided by the Corporation for Manufacturing Excellence (Manex) and other resources.

C. Redevelop and Reuse

Goal:

Facilitate the use and reuse of property that has been designated for commercial, industrial and residential use, particularly in built-out urban areas and on closed military bases.

Action:

Support efforts to secure capital to assist with reuse and infrastructure requirements. Improve business productivity through promotion of conservation, recycling and waste management measures. Advocate in support of mixed-density and mixed-income residential development, particularly in areas with transit and other services. Assess the opportunities for developing housing on brownfield sites in existing urban areas to maximize land-use efficiency.

D. Innovative and Knowledge-Based Growth

Goal:

Promote regional collaboration to support State and federal regulations and policies that advance the region's knowledge-based industries and institutions.

Action:

Encourage, support and develop the local infrastructure necessary for research and technology development, including business incubators and technology development centers. Collaborate and assist in efforts to advance the regional commercialization of technology as well as to maintain the region's status as one of the nation's premier centers for "big science" projects. Promote and facilitate the growth of business networks and clusters in emerging technology fields.

E. Access to Global Markets

Goal:

Link the region to international resources, sources of foreign investment and global markets.

Action:

Sponsor trade missions, participate in national and international missions/events and co-host local events to promote the region to foreign investors. Support the World Trade Center to increase access to foreign markets for East Bay businesses.