



the bright side of the san francisco bay
Economic Development Alliance for Business

the

Alameda County

east

Contra Costa County

bay

Accomplishments

Fiscal Year 2005 - 2006

ECONOMIC DEVELOPMENT ALLIANCE FOR BUSINESS

2005-2006 STRATEGIC ACTION PLAN ACCOMPLISHMENTS

(As of March 24, 2006)

I. BUSINESS DEVELOPMENT

A. Business Investment and Attraction

Client Benefits:

- Member cities and counties receive EDAB's assistance in creating marketing and business development plans as well as leveraging limited resources.
- Eligible East Bay manufacturers who create or retain jobs obtain below market rate financing through the Industrial Development Bond program.
- Members receive national and international market exposure through EDAB's website, marketing and tradeshow programs.
- On behalf of members, EDAB responds to out-of-region business requests for economic, workforce and other East Bay information.
- Through EDAB's website and direct inquiries, East Bay employers gain access to local business resources.

Activities Indicators:

- 194 businesses received assistance, including 118 new business prospects and 50 expansions that were referred to cities and counties.
- Industrial Development Bonds marketed to 600 companies; 38 consultations provided; 2 projects completed (totaling \$13 million in capital investments and projected to retain or create 700 direct and indirect jobs).
- 3 local government business development plans completed.
- 2 marketing efforts within the region supported – East Shore website assistance provided and marketing materials developed; NUMMI supplier attraction program developed.
- 2 tradeshows attended; 136 business leads generated; 580 packets sent to real estate executives; participation in Bio 2006 – Chicago scheduled for April 8-12, 2006.
- 2 of 3 print ads developed and placed – San Jose Business Journal Book of Lists; San Francisco Business Times Book of Lists; East Bay Book of Lists upcoming.
- 160,128 users of EDAB's website (www.edab.org); average visitors per day 618; total page views 479,875; total hits 2,559,183.

B. Business Retention

Client Benefits:

- City and county members receive information about companies and industries at risk through EDAB's data resources and networks, including utility companies.

- Member cities receive information and technical assistance to identify growing and declining industry sectors in their communities.
- Retention visits to headquarters of foreign companies made possible for member cities through EDAB organized trade missions.

Activities Indicators:

- Sponsored a workshop to increase city and county knowledge of utility company resources and to assist in retention and “Red Team” interventions.
- Assistance provided to cities and referrals made to local resources in 6 business retention projects.
- Conducted September 2005 trade mission to Japan and Korea, enabling local officials to establish personal contacts with corporate officials of 4 of the East Bay’s largest foreign-owned businesses.

C. Business Efficiency

Client Benefits:

- Business members receive information and recognition for becoming more efficient and cost-effective.
- Systematic changes provide improvements in the environment and quality of life for all businesses and residents of the East Bay.

Activities Indicators:

- 51 businesses were certified and 13 were re-certified as Green Businesses; in the certification process, 20 violations were detected and corrected; and 120 additional businesses were provided information about the Green Business Program.
- 70 new and continuing StopWaste clients have diverted 10,000 tons of solid waste from the landfill; and 100 additional businesses were informed about the StopWaste Program.

D. Innovative and Knowledge-Based Growth

Client Benefits:

- Active advocacy to build local, state and federal support for research and development investment and jobs in the East Bay.
- Greater regional growth of knowledge-based companies through better access to local and state programs and services.
- Technical support for member cities developing life science economic development strategies.

Activities Indicators:

- Assistance provided to a coalition of the East Bay’s three national laboratories competing to bring the Department of Energy’s \$170 million National Biological Foundry to the Bay Area.
- East Bay interests promoted through memberships in the Bay Area Science and Innovation Consortium (BASIC) and the Program Committee of BayBio, Northern California’s biosciences industry organization.

- Biotechnology industry information provided for one member city.

E. Access to Global Markets

Client Benefits:

- Promotion of East Bay businesses in global markets.
- Maintenance of linkages to foreign governments and agencies for the benefit of EDAB's public sector members and private sector businesses.
- Active support of the business services infrastructure that provides East Bay businesses with the information and resources to penetrate global markets.

Activities Indicators:

- September 2005 meetings with trade groups (JETRO, & KOTRA) and financial institutions in Japan and Korea promoted jobs and investment in the East Bay.
- East Bay representative on the Bay Area World Trade Center Board.
- 4 events co-sponsored with Asia Pacific trade associations.
- 6 meetings with visiting foreign dignitaries, inbound trade missions, and trade organizations.

II. RESEARCH AND ECONOMIC DEVELOPMENT DATA

Client Benefits:

- On behalf of city members, procurement of the data necessary to create services such as: city-level industry cluster analyses; targeted marketing of programs; identification of businesses at risk; and information requested by businesses interested in locating in the East Bay.
- Access to a common, reliable base of East Bay economic information to improve market intelligence and operational decisions of EDAB members.
- Ability to measure and compare progress with comparable regions in the United States using the trend analyses produced for the annual Indicators Report.

Activities Indicators:

- Monthly updates of the East Bay Profile in print and on the Web.
- Maintenance of the Quarterly Census of Employment and Wages data received from the state and the EDAB membership and client databases.
- Purchase of the Corptech database of high-tech businesses and CoreNet listing of national corporate real estate executives.
- 10 public presentations of economic data made to over 1,500 people.
- 3 East Bay Quarterly Forecast reports emailed to 3,000 individuals and organizations, including EDAB members.
- 6 East Bay Monthly Reports prepared and emailed to 3,000 individuals and organizations, including EDAB members.
- East Bay Indicators Report scheduled for October 2006 publication.
- Complete website upgrade underway to improve access to data and uploading from databases and spreadsheets.
- Assistance provided to cities, member organizations and clients regarding identification of resources, development of strategies and specialized research.

III. WORKFORCE DEVELOPMENT

Client Benefits:

- Improved responsiveness of East Bay training resources through the development of accurate and timely local labor market information.
- Strengthened regional competitiveness resulting from enhanced worker skill sets.
- Improved profitability and global competitiveness of East Bay businesses.
- Increased employment and training opportunities for East Bay workers.

Activities Indicators:

- Sponsored economic briefings for EDAB members and the Alameda County Workforce Investment Board and assisted members in conducting similar briefings.
- Provided technical assistance on marketing materials, targeting employers and economic development professionals.
- Provided assistance to a winning Workforce Innovation in Regional Economic Development grant proposal bringing additional federal training funds.
- Managed Vendor First Source program to increase job opportunities for residents.

IV. PROBLEM-SOLVING STRATEGIES

A. Economic Development Delivery System

Client Benefits:

- Improved level of technical knowledge and issue coordination among regional economic development professionals.
- Coordination and integration of the policies among regional regulatory agencies.
- Maintenance and enhancement of a regional network of local, regional and state governments, agencies and businesses to provide integrated responses to issues of common concern.
- Advocacy to increase the tools available for local economic development.

Activities Indicators:

- 4 Economic Development Directors' Council meetings convened.
- 10 special meetings with economic development organizations in other regions to collaborate on issues affecting the greater Bay Area.
- 3 meetings of the Regulatory Council to facilitate regulatory coordination.
- 8 events co-sponsored with chambers, business associations, and the East Bay Business Times to increase business involvement in regional development.
- Sponsored successful legislation to retain cities' and counties' authority to issue Industrial Development Bonds (AB 382 Chan).

B. Transportation Infrastructure

Client Benefits:

- Promote a consensus and a common focus among local government, business and community leaders seeking solutions to the growing problems associated with goods movement and commercial freight.
- Engage business in the planning and advocacy for regional transportation improvements.
- Increased investment in transportation infrastructure and improved mobility in the East Bay.

Activities Indicators:

- Participated in Phase II of the State Goods Movement Action Plan, supporting rail and highway corridor improvement projects.
- Assisted in securing \$17 million in federal appropriations for improvements to I-580 and I-680.

C. Water Infrastructure

Client Benefits:

- Advocacy for East Bay business and community interests in water planning.

Activities Indicators:

- Approved water policy framework promoting water quality, reliability and supply.
- Participation on the East Bay Municipal Utility District's Advisory Group working on issues related to regional wet weather facilities to assure costs to businesses and residents are kept in control and the highest standards for public health and the environment.

D. Regional Development – Jobs/Housing Balance

Client Benefits:

- Advocacy for the state incentives and regulatory reforms needed to support the efforts of local governments in meeting regional housing requirements and addressing the East Bay's jobs/housing imbalance.
- Engagement of businesses in supporting housing to increase the East Bay's economic vitality and to retain and attract jobs and investment.
- Increased investment in housing.

Activities Indicators:

- Member of the East Bay Workforce Housing Coalition.
- Participation on the State's Housing Task Force, recommending reforms to the Governor and Legislature to increase housing production.

V. Membership Development

Client Benefits

- Creation of a regional voice for key economic and business priorities critical to the continued economic vitality of the East Bay.
- Increased business, government and community involvement in EDAB forums, networks, and programs to promote regional collaboration and problem solving.

Activities Indicators:

- Organizational changes proposed to EDAB's Board to strengthen member involvement and to increase private, public and non-profit member participation.
- "Getting into the Major Leagues through Sustainable Business Practices" and Annual StopWaste Partnership Awards' program held on 9/23/05; attendance of over 200; event rebroadcast 62 times within the East Bay by Comcast cable television.
- Reception for legislators and presentation of East Bay Vision Award 1/12/06; 160 attendees including 1 legislator and 8 legislative representatives.
- Member communications: email notification of members regarding economic reports and co-sponsored events; publication and dissemination of a current EDAB Membership Directory in March 2006; and retention of a marketing/communications consultant to produce an email newsletter.