



East Bay EDA Year End Report

July 1, 2007 - June 30, 2008

1) *Economic Data and Resources*

- Released the UCLA Anderson Forecast's quarterly economic outlook for the East Bay in July and October 2007, and January and April 2008 to over 3,000 business, government, media, financial and trade group users.
- Sent 8 monthly economic update newsletters to the same recipients as the quarterly economic outlook.
- Released in October 2007 the East Bay Indicators report examining the region's economic, health, educational and workforce performance during 2007. The report was co-authored with United Way of the Bay Area.

2) *Business Development and Investment*

- Provided technical support to local government members and participated in their business retention outreach efforts.
- Clients served: 41 Expansion; 73 Information; 158 New Business Prospects; and 4 Retention (261 total).
- Of the 50 clients that were in the market for a new site location, 10 were provided site search assistance, 1 was successfully located in the East Bay (Sugar Bowl Bakery) and 6 are yet to be decided.
- Assisted 30 Companies interested in Industrial Development Bond financing (IDB); 2 IDBs issued for \$6,063,000 that retained 161 jobs and are expected to create 87 additional jobs within 2 years, with a total job impact (including secondary jobs created) of 386.
- Coordinated the East Bay EDA booth at the SEMICON tradeshow, July 2007 in San Francisco and the Biomedical Devices trade show October 2007 in San Jose.
- Participated in the TeamCalifornia booth at the February 2008 Medical Devices & Manufacturing Tradeshow in Anaheim, that generated 44 business contacts and the BIO 2008 tradeshow in June 2008 in San Diego that generated 175 business contacts in the life sciences industry sector.
- Provided technical and logistical support for the Alameda County Asia trade mission to Korea and Japan in November 2007. County officials met with Toyota, Topcon, Posco and other companies headquartered in Asia but also with major plants and investment in the East Bay.
- Provided principal staff support and website maintenance to the Bay Area East Shore program as it continues to market the Cities of Alameda, Berkeley, Emeryville, Oakland and San Leandro (www.bayareaeastshore.com).
- Co-founded the Bay Area Industrial Roundtable promoting the preservation of industrial property in the Bay Area; organized a work session for local government members to feature best practices and provided assistance in the development of a website (www.industrialroundtable.org) to facilitate communications and the group's mission.

- Created a new website (www.eastbayeda.org) that is a resource for prospective and local businesses, local governments and residents, which also serves the East Bay EDA membership and closed www.edab.org (it is now a referral site) as of 2/15/08.

Report: Summary eastbayeda.org	
Date Range: 07/01/2007 - 06/30/2008	
Total Sessions	117,925
Total Page views	440,902
Total Hits	1,667,931
Total Bytes Transferred	50.12 Giga Bytes
Average Sessions Per Day	322.20
Average Page views Per Day	1,204.65
Average Hits Per Day	4,557.19
Average Bytes Transferred Per Day	140.23 Mega Bytes
Average Page views Per Session	3.74
Average Hits Per Session	14.14
Average Bytes Per Session	445.67 Kilo Bytes
Average Length of Session	00:18:22

3) **Workforce Development**

- Organized 3 industry roundtables – manufacturing, banking and local government – to assist California State University East Bay in gathering viewpoints from influential industry leaders as part of their development of a curriculum master plan.
- Hosted a panel discussion at Youth Radio in Oakland focusing on youth workforce development strategies for preparing young people entering the East Bay’s workforce.

4) **Regional Initiatives**

• **Goods Movement**

- Worked to build a business/government consensus for investment in goods movement highway and rail improvements critical for the East Bay business and logistics industry and successfully advocated for the allocation in April 2008 of \$825 million from the California Transportation Commission for key Northern California projects and over \$25 million in May 2008 from the California Air Resources Board for community mitigation.
- Convened a working group to examine short and long term operational improvements to the “Central Rail Trade Corridor” (Martinez Subdivision) to reduce congestion and to improve safety and health for corridor communities (Albany, Berkeley, Emeryville, Oakland, Martinez and Richmond). This group is working with MTC, Capital Corridor, BAAQMD and Port of Oakland officials.

• **Housing and Land Use**

- Convened a working group to examine impacts and identify solutions to the housing construction downturn and the subprime mortgage crisis and its impact on jobs, families and local governments.
- Participated in a working group to examine the impact of SB 375 and develop a coordinated Bay Area response to work with the bill’s author to seek legislation that supports local planning while addressing the impact of land use on greenhouse gas emissions.

- Hosted a work session for the California Department of Housing and Community Development to provide community input for the allocation of the Proposition 1C “Housing Infrastructure” bonds and recommendations for an ongoing permanent source of funding to meet the housing affordability needs in the East Bay.

- ***Water Infrastructure***

- Hosted a joint policy work session, entitled “*The Delta in Crisis: What you need to know about our water delivery system*”, to inform members of issues concerning the Sacramento-San Joaquin Delta.

5) ***Economic Development Delivery System***

- Convened quarterly Regulatory Council meetings to improve the working relationship between the regional agencies, member cities and business to achieve environmental compliance.
- Convened bi-monthly Economic Development Directors’ Council meetings to strengthen East Bay EDA business development and marketing programs and provide a forum to promote best practices among our Cities, utilities and workforce development agencies.
- Co-hosted three joint policy work session with the Contra Costa County Council, Tri-Valley Business Council and the Chambers of Alameda and Contra Costa Counties featuring key issues impacting the economic vitality of the East Bay (housing foreclosures, water supply and reliability and workforce development)

6) ***Events & Communications***

- The East Bay EDA Fall Membership meeting in October 2007 featured a discussion of key sustainable business practices by leaders from industry. The program, “*Investing in Sustainability: Ensuring the Future of Business*”, was attended by over 180 members and guests. The session also recognized companies who are taking innovative steps to implement sustainable business practices through the StopWaste Partnership’s Business Efficiency Awards for 2007.
- East Bay EDA’s Legislative Reception and Vision Awards program in January 2008 was attended by over 180 members and guests. Senate President Pro Tem Don Perata and Lawrence Berkeley National Laboratory Director Steve Chu were honored as Vision Award recipients.
- The East Bay EDA Board of Directors met for their annual retreat in April 2008 to review the organizations accomplishments for the year and set the priorities for 2008/09.
- East Bay EDA’s Annual Economic Forecast meeting, held in May 2008, was attended by over 190 members and guests. The meeting featured a keynote by UCLA Anderson Forecast Director, Dr. Ed Leamer.
- Co-sponsored the East Bay Business Times in their Growth Cities events in Oakland, San Leandro, Walnut Creek, Pittsburg, San Ramon and the Tri-Cities. Events featured key city economic development initiatives and business investment in these communities.
- Co-Sponsored the Eastern Contra Costa Economic Summit in September 2007.
- Held 6 Membership Committee meetings to plan strategies to expand the East Bay EDA network, including developing targeted marketing material for outreach to specific industry sectors.
- Sent monthly electronic membership newsletters - *East Bay EDA News*, to members keeping them informed of member news and upcoming events throughout the region.