



# ANNUAL IMPLEMENTATION REPORT 2018

CITY OF EMERYVILLE  
ECONOMIC  
DEVELOPMENT  
STRATEGY

NOVEMBER 13, 2018



# Contents

Introduction - 01

Economic Context - 02

Infrastructure and Transportation - 03

Marketing and Promotion - 04

Community Advancement - 05

Organization and Network Building - 06



# INTRODUCTION

## 2018 ANNUAL IMPLEMENTATION REPORT

On October 17, 2017; the City Council adopted the "City of Emeryville Economic Development Strategy" (Strategy).

The Strategy was the result of over one year of gathering input from stakeholders including the small business community and the Economic Development Advisory Committee.

The Strategy provides a framework for the deployment of the city's economic development resources.

This report has been prepared to provide an update to the City Council on the Strategy's implementation progress.

1

**MAINTAIN and ENHANCE  
Emeryville's economic status**

2

**by leveraging its COMPETITIVE  
ADVANTAGE**

3

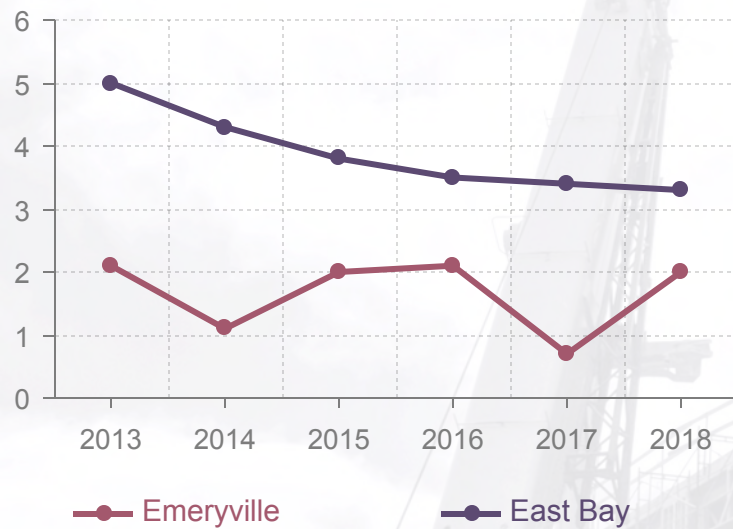
**as a CITY OF ART AND INNOVATION**

# ECONOMIC CONTEXT

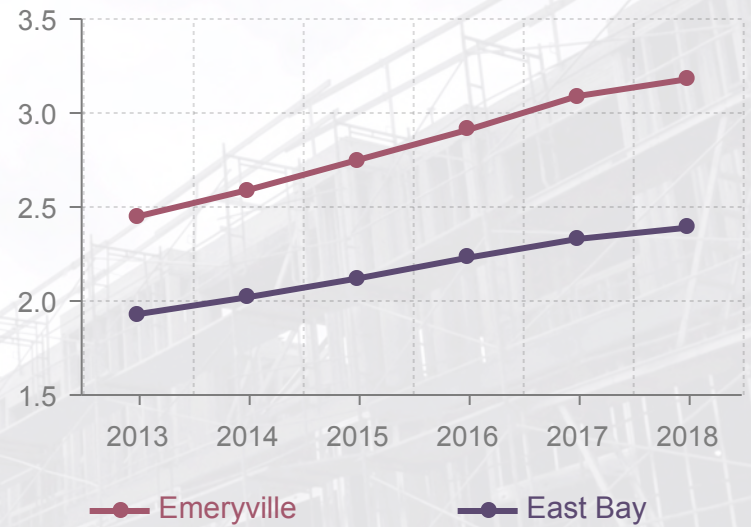
## KEY METRICS

The following graphs present a few key economic performance metrics. Retail and office vacancies are low, consequently rent rates are at five year highs. A recent uptick in retail vacancy may be due to Toys R' Us' departure, this space is scheduled to be occupied by Q2, 2019

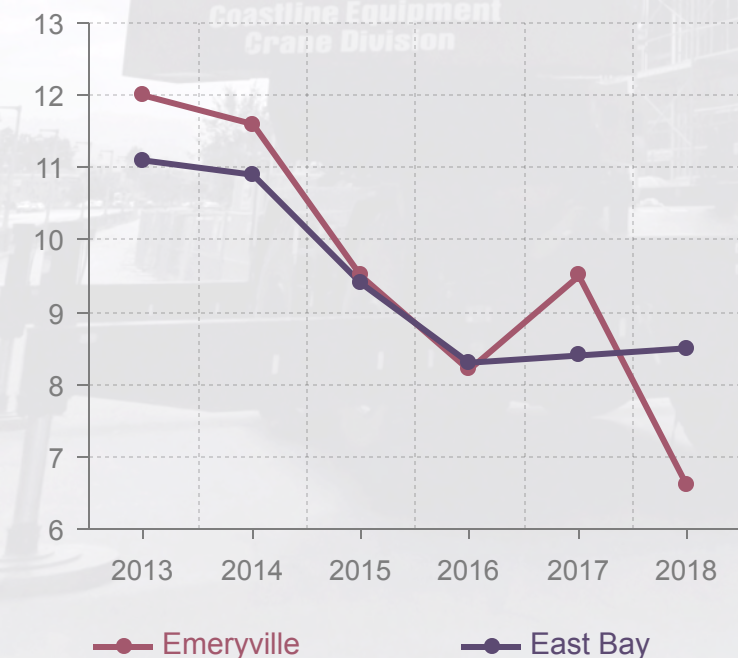
### Retail Vacancy



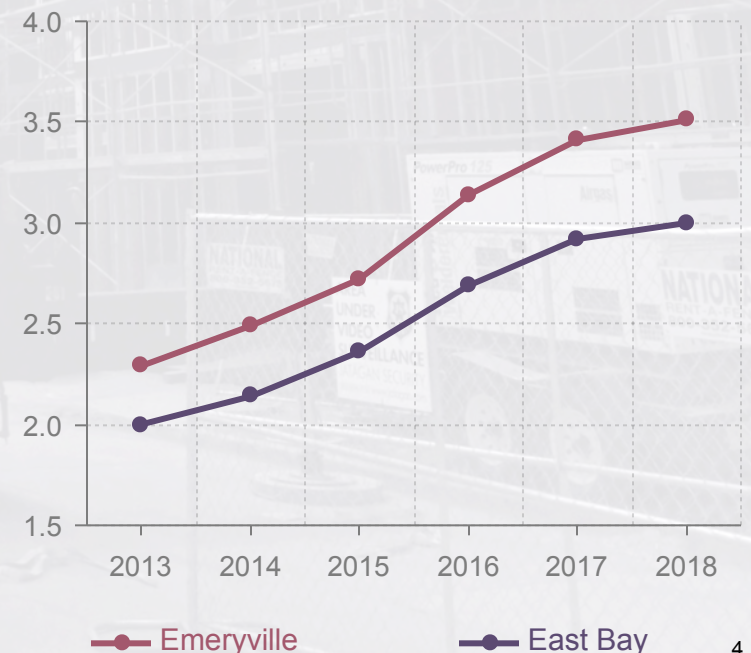
### Retail Rents



### Office Vacancy



### Office Rents



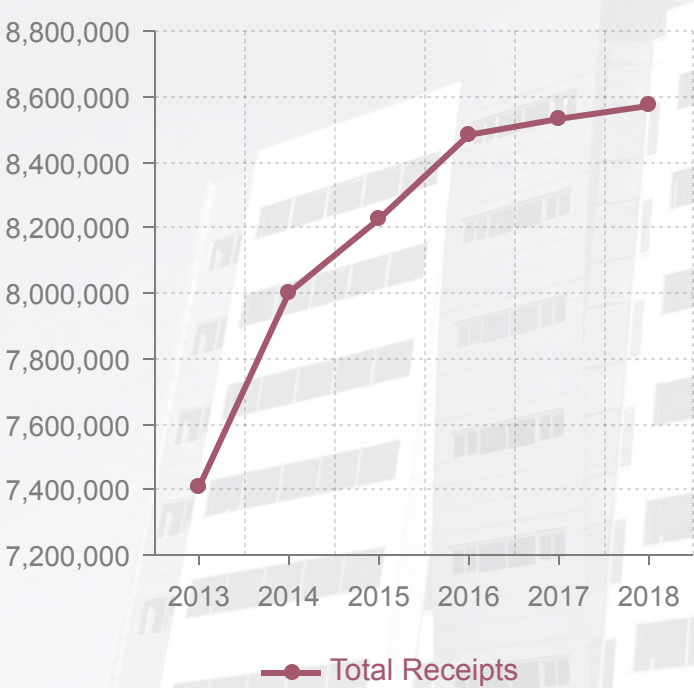


# ECONOMIC CONTEXT

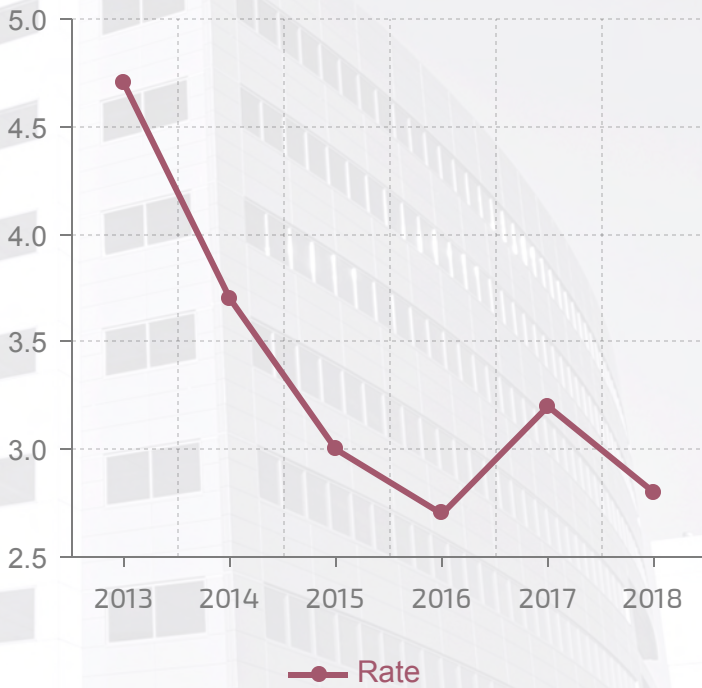
## KEY METRICS

Sales tax receipts continue to rise but at a declining rate since 2016. Unemployment has dropped markedly in the past five years. Overall, these statistics reflect a strong, growing economy, consistent with regional trends.

Sales Tax Receipts



Unemployment



3

# INFRASTRUCTURE. TRANSPORTATION.

10

Public Meetings on  
Parking Management

200

Comments received by staff on  
Parking Management



PARKING.  
PUBLIC TRANSPORTATION.  
COMMUNICATIONS.

## ACTIONS:

Develop a parking management plan.

Support initiatives to encourage bicycling  
and walking

## PROGRESS:

Developed draft, then draft final parking  
management plan. Council to review October  
2018.

Applied for and received a technical  
assistance grant from MTC for evaluating  
economics of curbside space uses.

Managed grant closeout for Safe Routes to  
School project (enhanced crosswalks)

Assisted with business coordination for  
placement of bike share racks


Monitored funding sources for ped/bike  
improvement projects



## PARKING. PUBLIC TRANSPORTATION. COMMUNICATIONS.

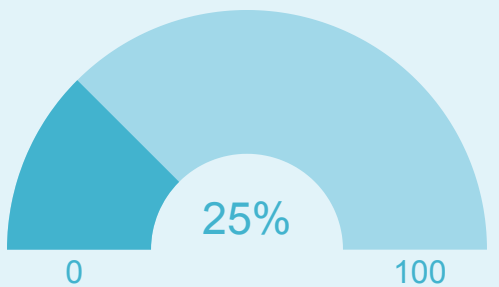
### ACTIONS:

Support and expand Emery Go-Round.



EMERY GO-ROUND  
2017 RIDERSHIP  
1,377,884

Support and expand public transportation  
(ferry, bus, train).



Percentage of Emeryville  
resident workers who take  
public transportation to work

### PROGRESS:

Applied for and received a \$238,819 grant to support operation of the Watergate Express route.

Held periodic meetings and provided support for relocation of bus yard facilities.

Began discussions on producing business-supportive "route cards" for placement in buses and Emery Go-Round advertising posters for businesses along routes.

Incorporated Emery Go-Round services in content for San Francisco Business Times insert.

Continued monitoring potential funding sources for increased service and/or enhanced bus technology.

Draft Final Parking Management Plan includes bus-only peak hour lanes on Hollis Street.

Provided support to 40th and San Pablo Avenue transit-oriented improvement projects design and outreach processes.

Included AC Transit staff as presenters at Summer BizNexus networking meeting.

Worked with potential private ferry service operators to establish operations at Emeryville Marina



## PARKING. PUBLIC TRANSPORTATION. COMMUNICATIONS.

### ACTIONS:

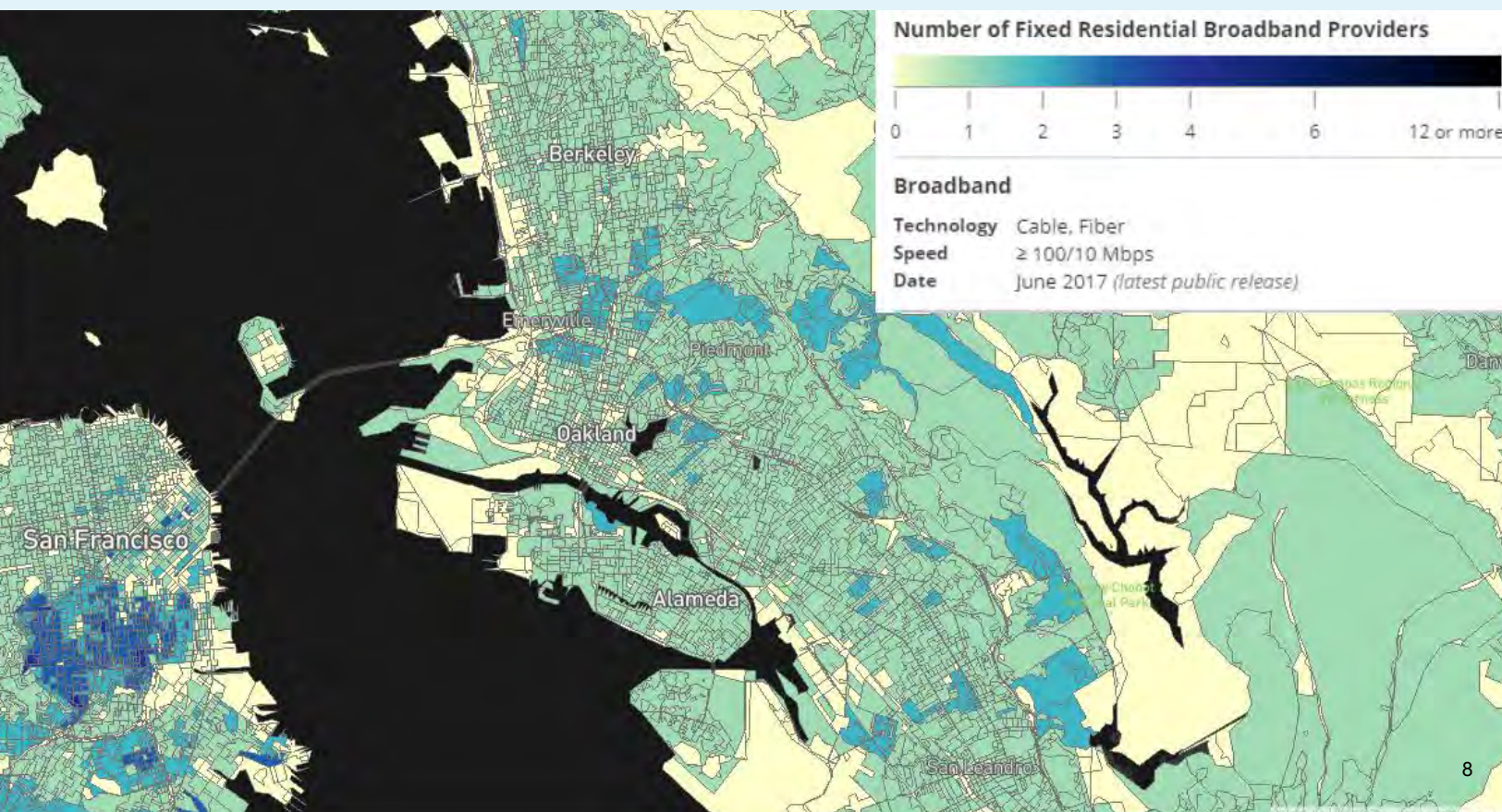
Market the availability of fiber optic connections.

Support the expansion of broadband networks.

### PROGRESS:

No progress this period.

No progress this period.





# 4

## MARKETING.

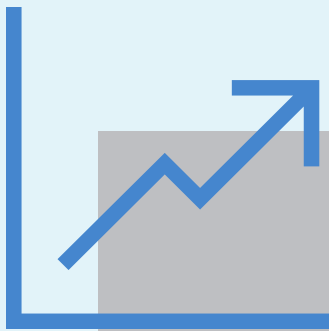
## PROMOTIONS.

# 18,000

Circulation of Emeryville  
SF Business Times Insert

# 50

Interested parties in  
attendance at Art Center  
preproposal meeting



WEB/DIGITAL.  
PRINT.  
EXPERIENTIAL.  
INCENTIVES.

### ACTIONS:

Develop a business listing website.

Publish a business newsletter.

Run a social media campaign.

Include search engine optimization.

Produce video content.

### PROGRESS:

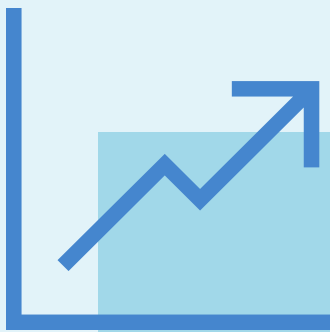
No progress this period, pending discussion of use cases and development of web-based resource guide.

No progress this period, pending identification of additional resources.

Evaluated proposals from several platforms. Used Twitter, City Newsflash, and CalArts platforms to promote Manufacturing Day and arts events

Pending development of content.

Established "Reel Emeryville" partnership with SAE Expression College film school to develop promotional videos



WEB/DIGITAL.  
PRINT.  
EXPERIENTIAL.  
INCENTIVES.

ACTIONS:

Produce targeted collateral.

Develop banners and signage.

Produce a signature annual event.

Complete the Art Center project.

PROGRESS:

Engaged San Francisco Business Times to produce an Emeryville advertorial insert in November 2018.

Produced California Cultural District "rack cards" with Emeryville-specific inserts.

Produced "San Francisco On The Bay" Trail Guide, highlighting recreational, dining, shopping and lodging facilities.

Placed advertising in "Good Money Guide" publication of funding sources and business support programs.

Produced trade show tablecloth with California Cultural District branding.

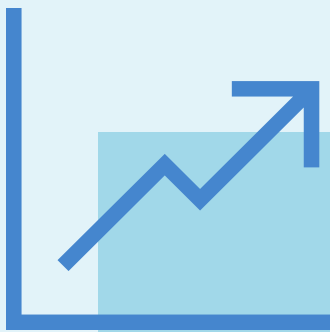
Produced reusable temporary wayfinding signage for BizNexus networking meetings.

Discussed potential signage for streetlight banners at Public Market development.

Provided support for inaugural "Block Party" and Day on the Bay/Shortest Triathlon events

Held a study session to discuss implementation pathways, solicited for developers for a public-private partnership, developer selection scheduled for Council consideration September 2018





WEB/DIGITAL.  
PRINT.  
EXPERIENTIAL.  
INCENTIVES.

#### ACTIONS:

Participate in regional/national events.

Develop an "inside-out" campaign.

Support public art.

FY 17/18 PUBLIC ART  
INVESTMENT  
\$221,475

#### PROGRESS:

Participated in National Manufacturing Day, in partnership with Bay Area Urban Manufacturing Initiative, including two business tours and one open house in coordination with National Manufacturing Day.

Held a Small Business Month celebration, in coordination with California Small Business Month, honoring five small businesses for their contributions to the Emeryville economy.

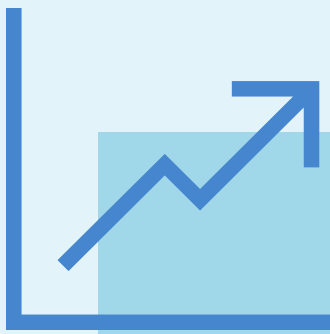
Engaged Otocast to develop a smartphone-guided walking tour of cultural district partners, contributing businesses and public art installations, highlighting creative work done behind closed doors.

Developed a pilot program for mural placement on private property and completed a large scale mural installation on the Emeryville Greenway, as envisioned by the Public Art Master Plan.

Solicited artist proposals for a public art installation at the Marina leveraging additional private funds, approved by Council in September 2018.

Continued the Bus Shelter public art program, placing printed works in Emeryville bus shelters on a rotating basis, theme expanded to "Art and Innovation".

Continued Purchase Award program, placing three Emeryville artists' work in City facilities



WEB/DIGITAL.  
PRINT.  
EXPERIENTIAL.  
INCENTIVES.

ACTIONS:

Establish Facade Improvement Program.

Provide permit assistance/ombudsman.

Improve permit processes

Provide cost relief for targeted industries/sites.

TOTAL AMOUNT OF  
FACADE GRANT  
REQUESTS

\$534,763

PROGRESS:

Awarded grants to five businesses totaling \$200,000 for the first round of grants under the expanded Facade Improvement Program.

Discussed program enhancements and modifications at September 2018 EDAC meeting.

Provided ongoing permitting assistance to several businesses, in particular cannabis businesses due to regulatory complexity and high demand.

Reviewing processes to facilitate drafting of "applicant guides" for cannabis, cabaret and massage permits.

Continued administration of business license and fire inspection fee rebate program, rebating over \$8,000 to eligible small businesses.

Began discussions to establish partnerships with Pacific Community Ventures and Kiva to enhance access to capital for small businesses.

Reviewed cost relief as a potential objective of a revised/enhanced Facade Improvement Program, Rebate Program, or as a new program

Promoted the use of Brownfield Revolving Loan Funds for the clean-up and redevelopment of contaminated properties.



# 5

## COMMUNITY.

# 7,170

Number of housing units in Emeryville

## ADVANCEMENT.

# 11.9

Percentage of housing units that are deed-restricted affordable units



YOUTH.  
RESIDENTS.  
EMPLOYERS+EMPLOYEES.

### ACTIONS:

Initiate intern/summer employment program.

Support STEAM initiatives in Emeryville schools.

### PROGRESS:

Held ongoing discussions with existing internship programs, including the Career Pathways Trust program, Cal State East Bay's STEM Institute, and PilotCity.

Participated in STEM day with Cal State East Bay and Wareham Development.

Arranged high school tours of manufacturing facilities on National Manufacturing Day, highlighting confluence of engineering, arts and technology in manufacturing.

Provided a presentation of the City's public art program to EUSD elementary school students.



## YOUTH. RESIDENTS. EMPLOYERS+EMPLOYEES.

### ACTIONS:

Support construction of affordable housing.

Attract high-quality jobs.

### PROGRESS:

Continued oversight of construction of Estrella Vista project (3706 San Pablo Avenue), which includes 87 units of affordable family housing.

Provided analysis and informational outreach for Measure C, a \$50 million affordable housing bond measure.

Continued to identify and monitor opportunity sites for future affordable housing projects.

Supported an upcoming General Plan Amendment and rezoning of 4300 San Pablo Avenue to facilitate development of senior affordable housing.

Facilitated transactions related to mixed income housing projects, including connecting potential buyers to sellers, negotiating affordability agreements, and providing transaction support for existing affordable units.

Continued business attraction, retention and expansion efforts by providing site selection assistance to over 30 businesses interested in locating in Emeryville, recruiting businesses for available properties, and continuing visitation/new business welcome program with over 40 visits completed since October 2017.





## YOUTH. RESIDENTS. EMPLOYERS+EMPLOYEES.

### ACTIONS:

Target services to low-income residents.

Monitor existing labor standard ordinances.

### PROGRESS:

Applied for and received a technical assistance grant from MTC for issues relating to displacement from affordable housing and communication with residents in these units.

Revised Homelessness Strategy to significantly increase scope of services for persons experiencing homelessness and implemented the revised strategy through agreements with Berkeley Food and Housing Project and the City of Oakland.

Provided assistance to tenants under the City's Eviction Harassment Protection Ordinance.

Commissioned an updated business conditions survey, focusing on the last minimum wage increase and the impacts of the Fair Workweek Ordinance.

Conducted four education/outreach workshops on labor standards for employers

Investigated ten complaints related to violations of the City's labor standards.

Sought coordination of labor standards through discussions with other area Cities.

Evaluated Restaurant Opportunity Center's "high road" restaurant promotion program for socially conscious customers.



## YOUTH. RESIDENTS. EMPLOYERS+EMPLOYEES.

### ACTIONS:

Support services for low-wage workers (training, referral and placement in growing industries).

### PROGRESS:

Continued coordination with existing workforce development partners, including the Alameda County Workforce Development Board, Rubicon Programs, Cal State East Bay, and Peralta Colleges

6

4

BizNexus meetings held

ORGANIZATION.

200

Total attendance at  
BizNexus meetings

NETWORK BUILDING.



EVENTS.  
PARTNERSHIPS.  
ORGANIZATION.

ACTIONS:

Organize general networking events.

Participate in other, existing networking events.

Establish partnerships with other agencies (education/nonprofits/other cities/regional entities).

PROGRESS:

Conducted three Emeryville BizNexus business networking events, attended by over 120 individuals.

Sponsored and/or included City representation at the East Bay Innovation Awards, BioCom events, PilotCity's "Flipped" conference, and East Bay EDA events.

Continued work with City of Berkeley on Berkeley-Emeryville Bio cluster events and marketing.

Continued work with regional Bay Area Manufacturing Initiative, including events, industry data collection, legislative input and sharing of best practices.





## EVENTS. PARTNERSHIPS. ORGANIZATION.

### ACTIONS:

Organize periodic meetings with real estate brokers.

Support the establishment of business organization(s) (Chamber/Business Council/Associations).

### PROGRESS:

Staff maintained contact with area commercial brokers with over 20 discussions regarding available properties, upcoming transactions and site selection assistance.

EDAC discussed in January 2018 and recommended a business association or similar body could form organically as a result of periodic business networking meetings.

Staff continued communications with other Chambers of Commerce and business associations.