

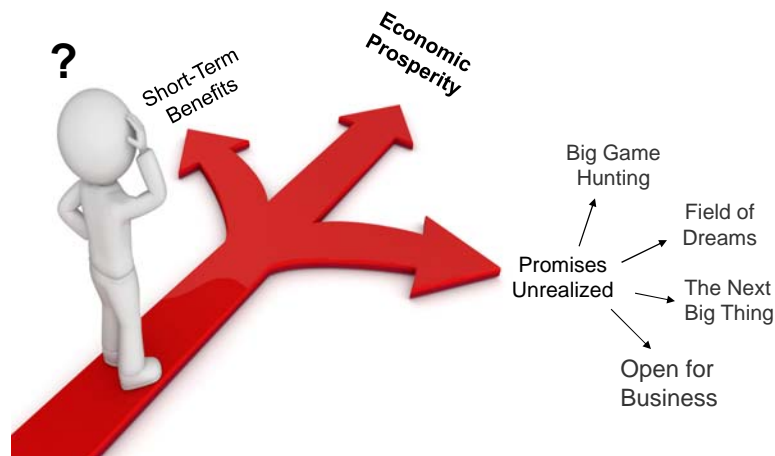
Northern Waterfront Economic Development Initiative Strategic Action Plan



Northern Waterfront Ad Hoc Committee
October 2, 2018

Economic Development Strategy

Which Road to Take?



Guiding Principles



- **Economic Opportunity**
 - Create local job opportunities for all residents with career pathways leading to jobs paying livable wages
 - Pursue clean and green 21st century jobs
 - Promote emerging industry clusters that are the engines of economic growth
- **Environmentally Sustainable**
 - Improve public access to the waterfront
 - Incorporate placemaking principles into community plans
- **Talent Driven**
 - Develop training programs to improve access to jobs
 - Develop a pipeline of skilled workers
- **Tax Base Enhancement**
 - Increase capacity of local governments to fund public services and infrastructure
- **Collaborative**
 - Work with local, regional, & community partners to advance the region's economic prosperity

Vision



Development of a vibrant regional economy that creates quality job opportunities for all residents and contributes to healthy, sustainable communities.

Target Industries



Biomedical



**Agriscience/
Food
Processing**



**Advanced Materials &
Diversified Manufacturing**



**Advanced
Transportation
Technologies**



**Clean
Technology**

Strategic Focus



Goals

1. **Develop a Strong Inclusive Regional Economy**
2. **Build a Globally Competitive Workforce**
3. **Enhance Regional Competitiveness**
4. **Promote Innovation & New Business Formation**
5. **Attract New Business Investment**

Goal 1: Develop a Strong Inclusive Regional Economy

Objectives:

1. Strengthen the Northern Waterfront as a Premier Location for the Target Industries
2. Expand Local Economic Opportunities for All Residents
3. Develop Capabilities to Avoid, Withstand, and Recover from Economic Dislocations
4. Invest in Regional Infrastructure to Support Business Growth and Expansion
5. Develop Healthy Vibrant Communities that are Safe, Sustainable and Distinctive

Goal 2: Build a Globally Competitive Workforce

Objectives:

1. Align Workforce Training with Industry Needs
2. Assist Residents with Employment Barriers Secure Jobs Leading to Sustainable Wages and Benefits
3. Attract and Train the Next Generation of Workers for the Advanced Manufacturing Sector

Goal 3: Enhance Regional Competitiveness

Objectives:

1. Support the Retention and Expansion of Existing Businesses
2. Strengthen Targeted Industry Clusters

Goal 4: Promote Innovation & New Business Formation

Objectives:

1. Cultivate an Entrepreneurial Environment that Fosters Innovation and New Business Formation
2. Support Entrepreneurship

Goal 5: Attract New Business Investment

Objectives:

1. Promote the Northern Waterfront as a Competitive Location for Target Industries
2. Utilize Targeted Development Incentives to Support Business Retention, Expansion, and Attraction

Representative Implementation Actions

Goal 1 Actions

- Maintain an adequate supply of industrial zoned land to support employment growth and business expansion
- Offer concierge services to facilitate the permitting approval process
- Form a Manufacturing Innovation District

Goal 2 Actions

- Align workforce training with industry needs
- Establish manufacturing apprenticeship training programs
- Assist Residents with Employment Barriers Secure Jobs Leading to Sustainable Wages and Benefits
- *Reduce Employment Barriers* by connecting the unemployed/underemployed with regional training providers
- Adopt a First Source Local Hire Policy

Representative Implementation Actions



Goal 3 Actions

- Invest in regional utility and goods movement infrastructure
- Expand and connect regional trail systems
- Improve broadband capacity

Goal 4 Actions

- Develop a *Regional Business Retention & Expansion Program*
- Expand the *Made in Contra Costa Initiative*
- Encourage the development of *Makerspaces*
- Facilitate development of targeted industry clusters
- Develop incubators/accelerators/co-working spaces

Representative Implementation Actions



Goal 5 Actions

- Develop a unique regional brand and market the region
- Strategically recruit businesses in target clusters
- Utilize targeted incentives to support business retention, expansion, & attraction

Strategic Partners



Cities/County



Workforce Development
Board/Community Colleges/CBOs



Cities/County, CCTA, Special
Districts, Industry Associations



SBDC, East Bay Leadership Council



Cities/County, EBEDA, GoBiz