



NORTHERN WATERFRONT ECONOMIC DEVELOPMENT INITIATIVE

APPROVAL OF STRATEGIC ACTION PLAN

ACCEPTANCE OF CONCEPTUAL
FRAMEWORK FOR HUMAN CAPITAL

NEXT STEPS

BOARD OF SUPERVISORS JAN. 22, 2019

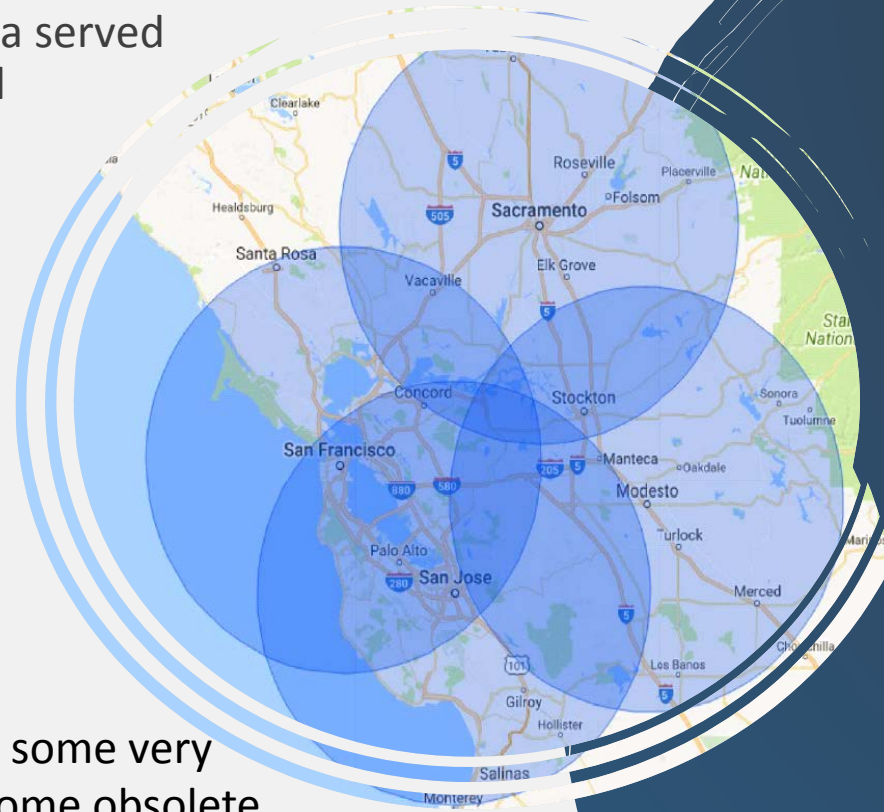


Before the Board today:

- Refresher on the Initiative;
- Receive presentations from consultants on two recent work products, the Strategic Action Plan and the Conceptual Framework for Human Capital;
- Review next steps for implementation proposed by staff.



At one time, this region was the industrial heart of the entire Bay Area – the Bay/Delta served as raw material, disposal system, and transportation corridor



Many economic cycles later, we have some very strong legacy industrial businesses, some obsolete buildings or vacant sites, and a growing need to give our residents workplaces closer to home.

Strategic advantage: location!

Capital of the Northern California Mega-Region™

What is the Northern Waterfront?

An economic development partnership and jobs strategy along the northern edge of Contra Costa County, from Hercules to Brentwood.

Work Program Since 2013

Guided by the County Board of Supervisors NW Ad Hoc Committee, Supervisors Glover and Burgis (previously Piepho)



200+

Public & Stakeholder Meetings

Action Team, working groups, and more: Staff and consultants received input and feedback about direction and research, exchanged information, shared ideas.

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Research Reports and Technical Memos

Completed by consultants Craft Consulting, Emerald HPC, and County staff, all on our website (start at CoCoBiz.us).

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Strategic Action Plan

Weaves together everything as a menu of options for cities to implement singly or in groups.

Contra Costa Board of Supervisors Meeting
Tuesday, January 22, 2019

Northern Waterfront Economic Development Initiative (NWEDI)

Conceptual Framework

Building High Performing Waterfront Communities:
An Effective Model for Community and Human Capital Development
in the Contra Costa Northern Waterfront Region

Presented by:
Keith and Iris Archuleta
Emerald HPC International, LLC



Northern Waterfront Human Capital and Community Development Strategy



Human Capital and Community Development Strategy

EAST CONTRA COSTA PILOT: (BAY POINT, PITTSBURG, ANTIOCH, BRENTWOOD, OAKLEY)

The human capital/community development strategy emphasizes expansion of existing businesses and opportunities for local entrepreneurs to hire more employees, create supply chain companies, and/or become subcontractors.



We are now working with over 150 stakeholders, residents and families, thought partners, and service organizations that are helping to inform implementation of this strategy through interconnected partnerships that can address the needs and leverage the opportunities that exist in this region.

Regional Collaborative Network:
Referrals, Outreach, Resources, and Barrier Removal Services

INTERCONNECTED PROJECTS AND PARTNERS

- Contra Costa Community College District
- LMC Entrepreneurial & Career Tech
- Opportunity Junction
- Future Build
- Adult Ed
- High School Pathway Programs
- Building Industry Technology Academy (BITA)
- East County Business-Education Alliance

Renaissance Entrepreneurship Center
IT Biz: Cisco Systems Training & Job Placement
Hope Closet

Contractors Resource Center

Family Harvest Farm – John Muir Land Trust



- Wells Fargo Bank
- Piedmont Partners Group/MET



- Reentry Network System of Services
- Meals on Wheels Diablo Region
- La Clinica/VFW Veterans Health Initiative
- Food Bank/LMC Food Closet
- Community Clinic Consortium
- Youth Intervention Network • ODAT
- Community Connect
- County Services for Homeless and Foster Youth • CHD
- Rubicon Programs
- Spark Point
- Faith Community
- STS Academy
- Bay Point All N One
- Rua'h Community Outreach
- First 5
- CC Child Care Council
- Bay Area Legal Aid

- SBDC
- Workforce Development Board
- Employer Advisory Committee
- Labor/Trades
- Chambers of Commerce
- Downtown Associations
- East Bay Leadership Council
- Contra Costa Economic Partnership
- The Four Cities
- Contra Costa County

Collaborative
Energized
Encouraged
Equity
Engaged
Potential
Hopeful
Innovative
Enthusiastic
Inspired
Knowledge
Optimistic
Inclusion
Connections
Aggressive-Urgency
New-Possibilities
Interested
Excited
Future
Informative
Assessment
Inquisitive
Insider
Empowered
Strategic
Woo-Hoo
Assets
Patience
More-collaboration
Curious
Super-Here
Engagement
Resourceful
Opportunity
Enlightened
Empowerment
Integration
Inclusive
Assembled
Really-Excited
Community
Committed
Motivated
Informed

Northern Waterfront Strategic Action Plan



Presentation to the Contra Costa County Board of Supervisors
By Gary Craft, Craft Consulting, January 2019

“What We’ve Heard”

(Frequently Mentioned Issues)



- Concerns for employment, environmental, health, and social issues
- Desire for clean and green 21st century jobs
- Need for jobs paying livable wages
- Need to train people for these jobs
- Need to respect the environment and Quality of Life

Vision and Mission



Vision: To build an environmentally sustainable regional economy and communities with equitable access to quality job opportunities and economic participation for all residents.

Mission Statement: The NWEDI endeavors through collective action to improve the economic prosperity and quality of life for local residents by building and maintaining an environmentally sustainable regional economy that enhances the health and prosperity of local communities, strengthens local tax bases, and supports the growth of 21st century advanced manufacturing firms.

Target Industries



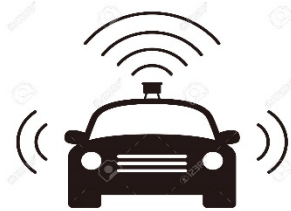
Biomedical



**Food
Processing/
Agriscience**



**ADVANCED
MANUFACTURING**




**Advanced
Transportation
Technologies**



Clean Technology

Strategic Focus and Examples of Implementation Actions



Goal 1: Develop a Sustainable Inclusive Regional Economy

- Facilitate existing and emerging industry clusters through meet-ups, specialized training, etc.
- Encourage sustainable industries

Goal 2: Build a Globally Competitive Workforce

- Provide industry-led training to help local residents acquire skills leading to middle-income careers

Strategic Focus and Examples of Implementation Actions



Goal 3: Enhance Regional Competitiveness

- Invest in regional goods movement infrastructure
- Explore establishment of an Innovation District

Goal 4: Promote Innovation & New Business Formation

- Develop regional business retention & expansion program
- Encourage the development of maker spaces
- Develop incubators/accelerators/co-working spaces

Goal 5: Attract New Business Investment via Regional Branding

- Develop a unique regional brand and market the region
- Strategically recruit businesses in target clusters



Engage partner cities in MOU discussions

Covering collaborative economic development projects as a working group



Add SAP projects to work program & budget

Priority on projects most important to the working group, those most within our span of control, and those with most replicability to overall County econ dev goals



Return to Board later this year to approve MOU

Ideally aligned with timing of a Northern Waterfront public forum, a marketing event to promote the region's economic activity

Next Steps

Moving from planning to implementation

Subject to Board approval today