

# Economic Development, Northern Waterfront Initiative, and Just Transition Planning

Presentation to  
**Measure X Community Advisory Board**  
Presentation by  
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**August 4, 2021**

# Why Communities Invest in Economic Development



*Fostering a range of business types that diversify the local tax base, keep our local economy strong, and celebrate our unique community fabric.*

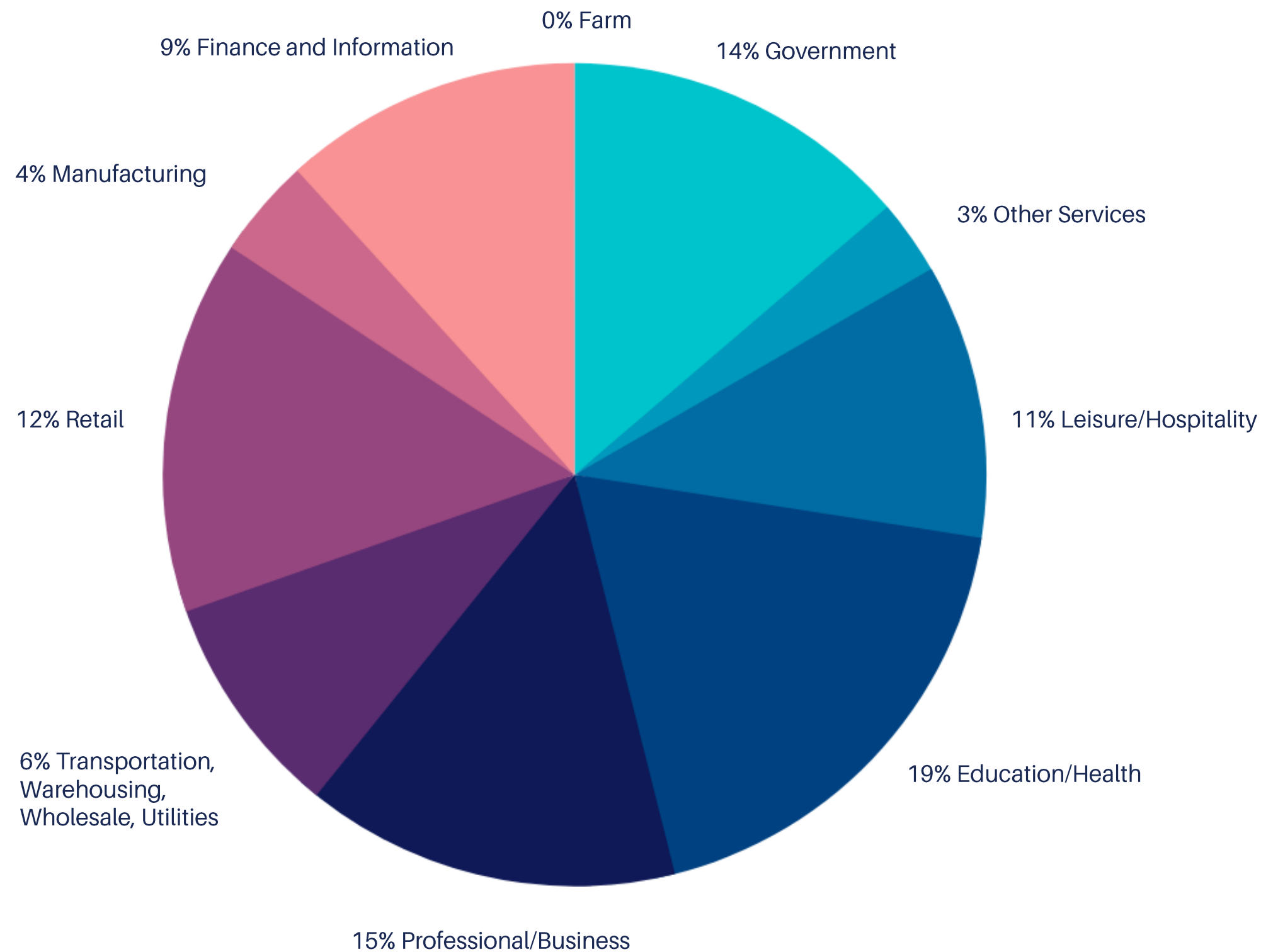
# Why do Economic Development?

Contra Costa County and its cities use economic development programs to:

- 1 Retain or attract industries that contribute to employment opportunities – a good fit for local demographics
- 2 Foster community quality of life (restaurants, retail, “Main Street” ambiance)
- 3 Facilitate more jobs at or above living wage to help meet policy goal of reversing jobs-housing imbalance and reduced - reversed commutes
- 4 Support other public services through increased tax-generating activity
- 5 Increasingly, play a big role in Just Transition sustainable revitalization strategies



# Employment is a Key Indicator in CCC



- Total of about 375,000 jobs (2019)
- Largest employment sectors: Education, health care, professional services, and government
- About 57% of employed residents work in the county
- More than half of employed residents commute more than a half hour to work
- Contra Costa has higher share of super-commuters (one-way commute longer than 1 hour) than any other Bay Area county
- Two of the five worst freeway commutes are in Contra Costa (I-80 west AM and Hwy 4 east PM)
- The five Bay Area cities with the longest commute times for residents are Antioch, Brentwood, Hercules, Oakley, and Pittsburg
- **Need more jobs for residents**

# **Northern Waterfront Economic Development Initiative™**

**Seven cities and the County coming together, 2013 through today**

# What is the Northern Waterfront?

An economic development partnership and jobs strategy along the northern edge of Contra Costa County

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™



# Northern Waterfront Target Industry Clusters

From Adopted Strategic Action Plan



## ADVANCED MANUFACTURING

Henkel, Bishop  
Wisecarver, Pulse  
Systems, Telemetry  
Solutions, Pacific  
Instruments, Bazell  
Technologies



## BIOMEDICAL/ BIOTECH

BioRad, Fresenius,  
Sigray, Biocare Medical,  
BioZone, BioMicroLab



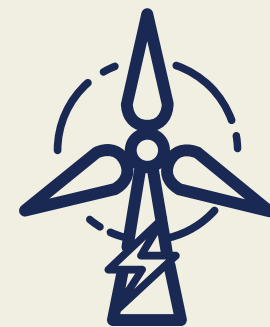
## AGRISCIENCE AND FOOD

Ramar Foods, Naia  
Gelato, Del Cielo  
Brewing, C&H,  
Dow/Corteva



## TRANSPORTATION TECHNOLOGY

Vehicle  
automation/GoMentum  
Station, Smart680,  
aviation innovations,  
unmanned aerial vehicle  
technology



## CLEAN TECHNOLOGY

Growth industry  
nationally and regionally;  
MCE and many installers  
operating in the region



# Partnership in Action

- 60-mile corridor between Highway 4 and the Delta, from Hercules to Brentwood
- All seven cities on Hwy 4 are partners via joint MOU based on goals in the Strategic Action Plan
- Long-term collaboration of partners working to retain and expand jobs in the region and address the jobs-housing imbalance – use counter-commute capacity
- County has been primary funder and staffer for Initiative, with mainly General Fund annual support
- Planning documents based on industry clusters – strategies include incubators, marketing, workforce connections and much more – partners select from “menu” to work on projects jointly
- Convene Q1-2021 with city partners to determine new priority projects given new realities
- Adjust strategies to reflect current economic opportunities – permitting guides, biz-friendly policies, etc.



**Antioch  
Brentwood  
Concord  
Hercules  
Martinez  
Oakley  
Pittsburg  
Contra Costa County**





Selected Examples of

# Wins by Northern Waterfront Initiative Partners

- Vortex Marine move to Antioch; Bombardier move to Pittsburg
- FutureBuild \$200,000 EPA training grant in Pittsburg; additional EPA cleanup grants
- Electrical vehicle readiness workforce training grant
- EDA grant for short-line rail feasibility study in Antioch-CCC-Oakley
- Northern Waterfront's Conceptual Framework report by Emerald HPC led to nonprofit job/life skills organizations seeking more space in East County to start operations
- Four areas designated as Priority Production Areas by ABAG-MTC in pilot program
- Strategic Action Plan received award from California Planning Association for economic development planning
- 2019 Forum brought together stakeholders from the entire corridor



# Looking Ahead: Economic Development Considerations

1

Pandemic short-term impact on business mix and resident employee mix in County and the Bay Area

2

6.3% unemployment (May 2021 – up from 3.1% in February 2021 but down from 13% over the summer and 6.8% in November 2020)

3

Pandemic long-term impact on remote work options – potential to decentralize traditional employment centers like “Silicon Valley”. Even pre-COVID, retail evolution underway – more experiences, more last-mile/delivery options, more online shopping

4

Ongoing pandemic affecting business conditions locally and nationally – changes still unfolding, including evaluating temporary relief programs

5

Opportunities at County’s airports to grow emerging industries

6

Pressures on General Fund (only source of funding for economic development and Northern Waterfront activities)

7

Major transitions at two of the largest employers in unincorporated Contra Costa County related to the petroleum industry’s global transition



# Just Transition Economic Implications

- 1 Responsibly implementing planning federal grant to develop appropriate framework for overall CCC Just Transition work
- 2 Need to update existing Northern Waterfront research and analysis to respond to post-pandemic economics, Just Transition needs, and **22<sup>nd</sup> century jobs**
- 3 Close coordination with sustainability goals and meeting County's Climate Action Plan targets
- 4 Better understanding of very emergent industries such as carbon-capture technology and hydrogen, and new versions of "old" products like biofuels and electric vehicles
- 5 Need for ever-increasing partnerships

**These efforts could and should include work done in the cities of Contra Costa**

**For Measure X Advisory Committee Consideration: Annual support of \$500,000 to fund continuous sustainable economic development oriented to retaining and attracting industries aligned with Just Transition goals**

Environmental studies • Innovative workforce-education partnerships • Marketing and branding to promote targeted uses • Infrastructure needs assessment





# Thank You

**Measure X Committee  
Department of Conservation & Development  
August 4, 2021**