



ECONOMIC DEVELOPMENT IN CONTRA COSTA COUNTY

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Today's Topics



ECONOMIC
DEVELOPMENT OVERVIEW



STATE AND LOCAL TOOLS



FOCUS ON NORTHERN
WATERFRONT INITIATIVE

Why do economic development?

Local jurisdictions commonly use economic development programs to:

- Retain or attract industries that contribute to employment opportunities good fit for local demographics
- Foster community quality of life (restaurants, retail, “Main Street” ambiance)
- Facilitate more jobs at or above living wage to help meet policy goal of reversing jobs-housing imbalance
- Support other public services through increased tax-generating activity

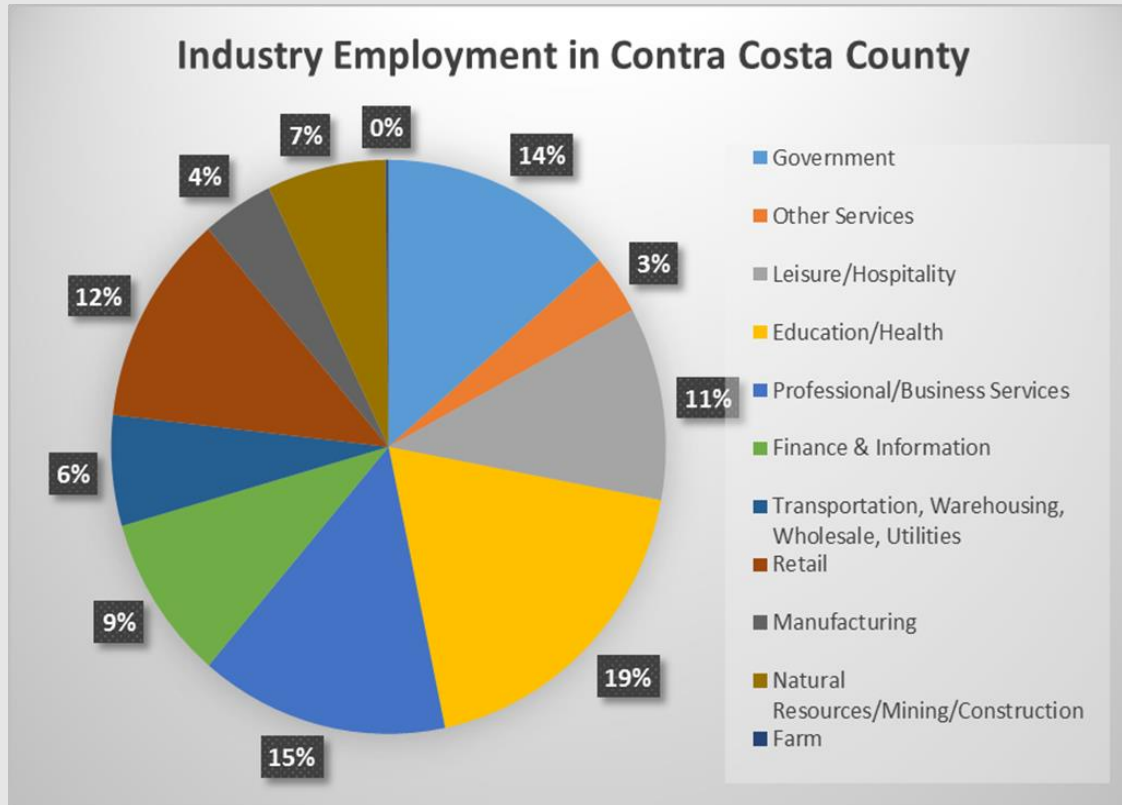
Why Communities Invest in Economic Development



Graphic courtesy
of the California
Association for
Local Economic
Development
(CALED)

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

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 51% of Contra Costa jobs are held by residents; this share is dropping over time as more residents commute out
- About 57% of employed residents work in the county
- More than half of employed residents commute more than a half-hour to work

Key Employers in Contra Costa County

Largest Employers Countywide

Bay Alarm Radio Monitoring
Bay Area Rapid Transit
Bio-Rad Laboratories
Broadspectrum Americas
Chevron
Contra Costa County (exc. CCRMC)
Contra Costa Regional Medical Center
Department of Veterans Affairs
Job Connections
John Muir Medical Center
Kaiser Permanente
Robert Half International
Santa Fe Pacific Pipe Lines
St Mary's College
Sutter Delta Medical Center
USS-POSCO Industries

No overlap

Private Companies Over 100 Employees in Unincorporated CCC

AAA of Northern California and Nevada
Allied Waste Services
Athenian School
Biocare Medical
Blackhawk Country Club
C & H Sugar Company
California Grand Casino
Del Monte Foods
Diablo Country Club
Federal Express Corporation
Henkel Corporation
High End Development
KISQ-FM Radio
Overaa & Co
Palecek Imports
Paradigm Management Services
Phillips 66 Company
R J Roberts
Renaissance ClubSport
Robert Half International
Round Hill Country Club
RPM Mortgage
Safeway
Sams Club
Shell Oil Products, U S
Tesoro Refining and Marketing

Available Tools

Statewide (post-redevelopment)

- EIFD (new financing program for locals – aka “redevelopment-lite”)
- Some housing grant programs have an ancillary economic development benefit (Infill Infrastructure Grant, etc.)
- State financing programs of general interest, varying from very competitive to hard to access (loan guarantees, CA Competes, etc.)
- State tax credits for certain types of hiring, equipment purchases
- State programs for energy efficient or greenhouse gas reducing innovations, companies, etc.
- Local taxes or fees may be imposed in accordance with state law, such as Business Improvement Districts or Tourism Business Improvement Districts, dedicated to business support

Contra Costa County’s unique assets

- County-owned land – Successor Agency, airports, other public real estate
- Occasional special opportunities such as annexation tax sharing agreements, community benefit agreements. Not retail-dependent.
- Many departments play a role in economic development goals, incl. CAO, EHSD/Workforce Development Board, Treasurer-Tax Collector, Public Works, DCD
- Strong homegrown collaborative partners, incl. but not limited to East Bay Leadership Council/Contra Costa Economic Partnership, City chambers and visitors bureaus, community college district
- Tradition of cities and counties working closely on common development goals
- Northern Waterfront Economic Development Initiative...



NORTHERN WATERFRONT ECONOMIC DEVELOPMENT INITIATIVE TM

Seven cities and the County coming together, 2013 through today

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.



What is the Northern Waterfront?

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

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 & Food

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



Transportation Technology

Drafting off
GoMentum Station;
also includes aviation
innovations and
drone industry



Clean Technology

Growth industry
nationally and
regionally; MCE &
many installers
operating in 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 Strategic Action Plan
- Long-term collaborative 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



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 non-profit job/life skills organizations seeking 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



A full house of stakeholders attended the May 2019 Northern Waterfront forum at the Antioch Community Center. Photo credit: David Fraser

Looking Ahead: Economic Development Considerations

- Pandemic short-term impact on business mix and resident employee mix in the county and the Bay Area
- 6.8% unemployment in Nov. 2020 (up from 3.1% in Feb. 2020 but down from 13% over the summer)
- Pandemic long-term impact on remote work options – potential to decentralize traditional employment centers like “Silicon Valley”
- Competing pressures to use public land for affordable housing from both regional and state levels
- Ongoing pandemic affecting business conditions locally and nationally – changes still unfolding, including evaluating temporary relief programs like Workforce’s business hotline and CDBG microenterprise assistance

Looking Ahead: Economic Development Considerations

- Even pre-COVID, retail evolution underway – more experiences, more last-mile/delivery options, more online shopping
- Major transitions at two of the largest employers in unincorporated CCC related to the petroleum industry's global transition, in addition to employment reductions at many of the largest private employers countywide in retail and hospitality
- Opportunities at County's airports to grow emerging industries
- Staffing up - Economic Development Manager position open now, tent. start date 4/1



BOARD MEMBER DISCUSSION

Thank you!