

# Northern Waterfront Economic Development Initiative

*Promoting Regional Economic Prosperity and Income Mobility*



## What Is the Northern Waterfront Initiative?

*The Northern Waterfront Initiative is a cluster-based regional collaboration that provides a framework for approaching emerging 21<sup>st</sup> century economic opportunities responsibly, with a focus on job creation.*



## Desired Outcomes

### Northern Waterfront Initiative Supports and Implements Regional Prosperity and Income Mobility

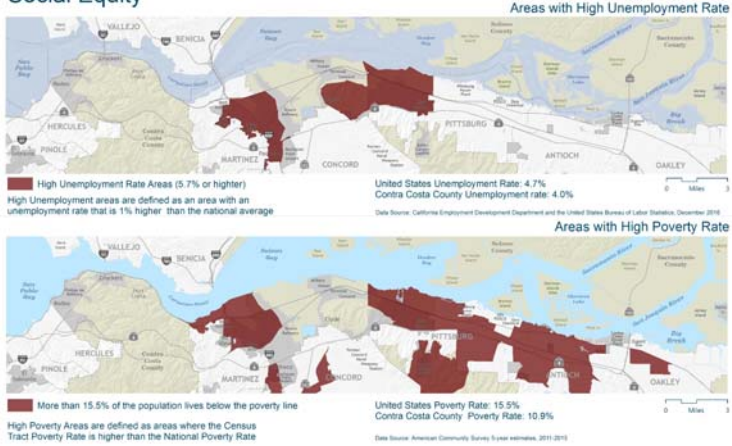
Beneficial Outcomes	Northern Waterfront
Provides economic opportunities for low- and moderate-income workers & unemployed	✓
Provides jobs near worker housing & priority development areas	✓
Reduces greenhouse gas emissions as commutes decline	✓
Promotes clean and green manufacturing	✓
Generates 18,000 additional jobs	✓

## Why the Northern Waterfront Economic Development Initiative is Needed

- High levels of unemployment
- 43% of the county workforce commutes to jobs outside the county
- 56% of the manufacturing workforce commutes to jobs outside the county
- Proximity of manufacturing activity zones to worker housing & PDA's
- Jobs/Housing imbalance
- Leveraging existing assets

# Social Equity Issues

## Social Equity

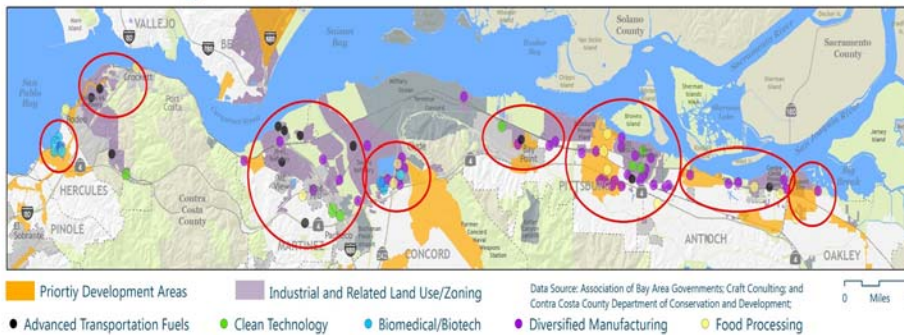


“Being a resident in a poor neighborhood can make it more difficult to improve one’s circumstances because of the mismatch between where people live and where jobs are available.”

- National Housing Institute  
 The Truth About Concentrated Poverty

# Improving Jobs/Housing Proximity

## Manufacturing Activity Zones



# Goods Movement Infrastructure

## Goods Movement Infrastructure

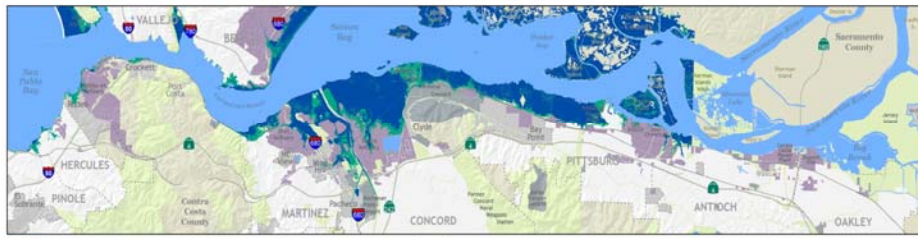


# Regional Quality of Life Assets

## Parks and Recreation



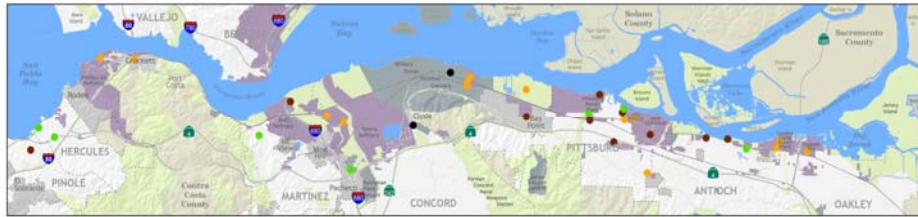
## Sea Level Rise



■ Inundation Area with a 55 inch Sea Level Rise\*  
■ Inundation Area for a 100 year Floor with a 55 inch Sea Level Rise\*  
■ Industrial and Related Land Use/Zoning

\*The estimated by the year 2100 according to the California Climate Action Team (CAT) and based on data by the Intergovernmental Panel on Climate Change (IPCC)

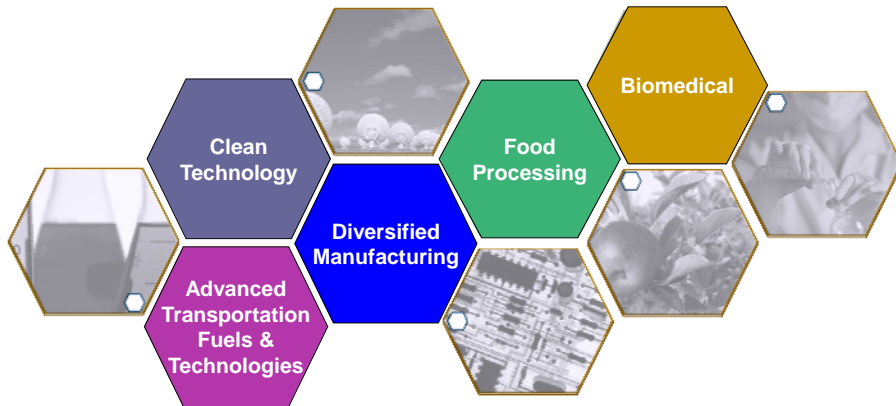
## Brownfields



■ Industrial and Related Land Use/Zoning  
● Federal Superfund - National Priority List  
● Federal Superfund - Not Priority List  
● Brownfield Site  
● Brownfield Site with Certified Cleanup and Land Use Restriction



## Proposed Industry Clusters



*“Growing the Northern Waterfront’s economy requires a strategy that focuses on target industries, which have the potential to enhance and grow the local economy. . . . Efforts should be prioritized around growing and emerging industries . . .”*



## Video

- <https://adobe.ly/2jnMvbh>

## NWEDI Update

- Published background report and atlas
- Awarded U.S. Housing and Urban Development grant
- Conducted extensive and on-going community outreach and information gathering
- CCTA Expenditure Plan Advisory Committee member advancing localized employment as addressed in Measure "X" \$100 million Community Development Transportation Program
- Recognized by SPUR, Center for Continuing Study of the California Economy, and Working Partnerships USA in their *Economic Prosperity Strategy* report as a best practice
- Recognized by the Bay Area Council Economic Institute's *Roadmap for Economic Resilience: Bay Area Regional Economic Strategy* as a best practice
- Collaborating with UC-Berkeley on an "Industrial Land and Jobs Study" resulting in MTC/ABAG considering establishing "Priority Production Areas"
- Working with MTC/ABAG on the 9 Bay Area County Comprehensive Economic Development Strategy Committee
- Working with developers, brokers, international site selectors, and Governor's Office of Business and Economic Development
- Working with San Francisco Foundation for an Equity Grant to advance racial and economic equity

## Accomplishments/Successes

- Certified as a Comprehensive Economic Development Strategy Equivalent by U.S Economic Development Administration
- Raising the awareness of the Northern Waterfront as a viable destination region (nationally, regionally, state-wide, and locally)
- Recent sale of a 114+ acre Antioch brownfield with deep water access (Commercial Development Co.)
- Imminent sale of 140 + acre Oakley brownfield site (Claremont Companies) for light industrial, manufacturing, warehousing, distribution, R&D, commercial, and support services
- Helped secure \$200,000 US EPA apprenticeship training grant for Future Build Environmental Training Program, Pittsburg



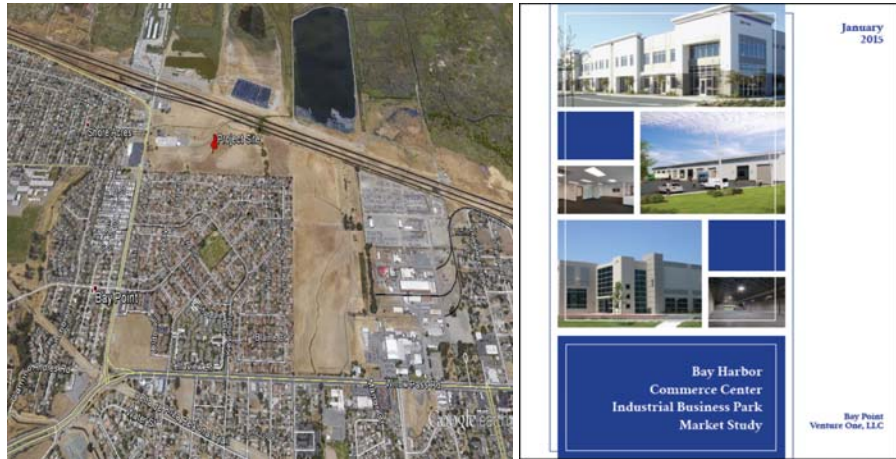
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## Martinez/Pacheco Avenue



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# Bay Point



# Vortex Marine – NE Antioch

Before

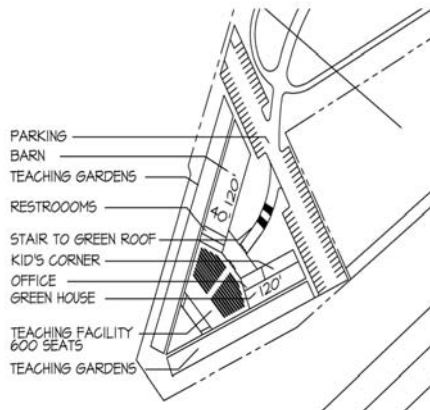


After





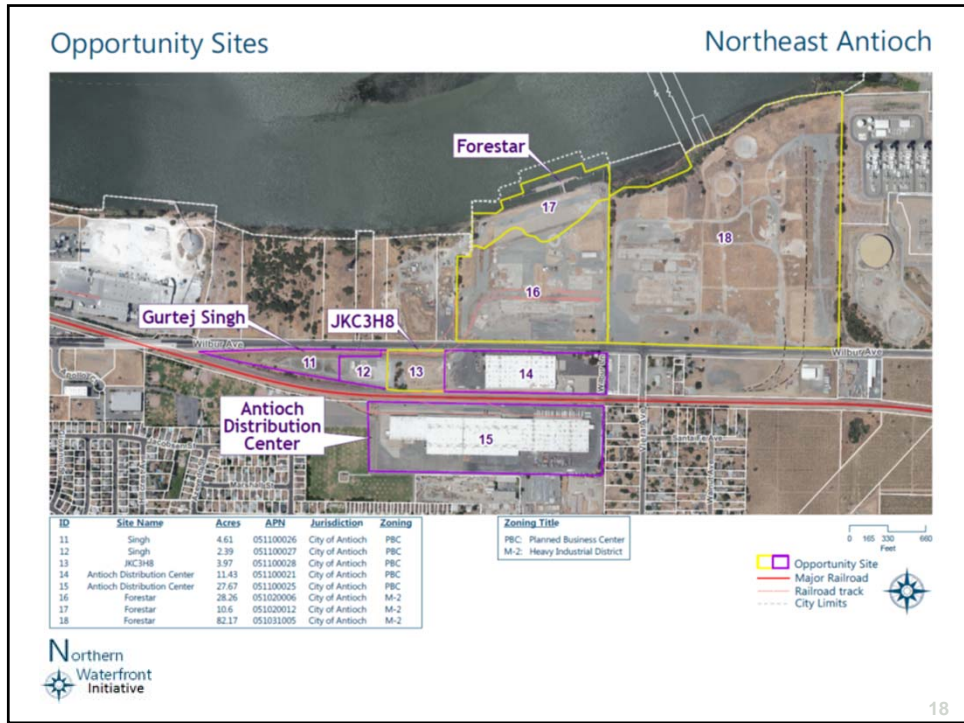
## CoCo San Sustainable Farm



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## Potential Major Employment Centers: (East to West)

1. Dupont (Oakley)
2. Forestar (Antioch)
3. Dow (Pittsburg)
4. NRG (Pittsburg)
5. Bay Point (Unincorporated)
6. Willow Pass (Unincorporated)
7. North Concord (Concord)
8. Central San (Unincorporated)
9. Pacheco Avenue (Unincorporated/Martinez)
10. North Shore Business Park (Hercules)



- ## Recommended Next Steps
- Outreach
  - Data Development and Analytics
    - Key studies
      - Fiscalization of land-use
      - Industrial parcel study
      - State Lands Commission
      - Short-line railroad
      - Assets/competitive advantages
      - Brownfield re-use
      - Broadband
  - Performance Indicators
  - Strategic Action Plan
  - Identify Funding
- Northern Waterfront Initiative
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# THANK YOU

**Contact Information:**

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