

**EDSP Progress Report
December 5, 2019**

Strategy	On-going	Immediate < 1 year	Short Term 1 to 2 yrs	Medium 3.5+ yrs	Notes
1. Life Science					
1.1 Develop new marketing materials by 2019 to attract small- and mid-size medical device manufacturing companies (based on input from existing companies, feature availability of space, show cluster of life science companies)		To Do			The City will be initiating in Summer 2020 a branding program that will be incorporated into new marketing materials.
1.2 Reach out to employers, AUSD, College of Alameda, and other workforce development agencies to determine and implement by 2019 a plan for the City to enhance its role in supporting training, skill-building, and mentorship programs for local residents focused on life sciences			To Do		
1.3 Host one networking event annually			Completed		Initial event held at Penumbra, 6/26; Co-sponsored Chamber 10/17 event at Exelixis; next event scheduled for Feb, 2020
2. Clean, green, high tech					
2.1 Host one networking event annually		Completed			Initial event at Almanac Brewing, 8/28; next event scheduled for Jan or Feb 2020
2.2 Hold meetings twice a year with employers AUSD, College of Alameda, and other workforce development agencies to determine and implement by 2019 a plan for the City to enhance its role in supporting training, skill-building, and mentorship programs for local residents focused on these sectors by 2020			To Do		
2.3 Establish a plan to produce print and digital marketing materials to help businesses operate more sustainably & to receive Bay Area Green Business Certifications by 2021				To Do	The City will be initiating in Summer 2020 a branding program that will be incorporated into new marketing materials.
2.4 Create print and digital marketing materials by 2021 that highlight Alameda's commitment to sustainability				To Do	See above.
3. Blue Tech and Maritime					
3.1 Create and implement an action plan for growing jobs in the maritime industry with focus on blue tech sector by 2019		To Do			Held Maritime Roundtable discussion with the Chamber of Commerce, 11/12/2019
3.2 Update land use and zoning regulations for waterfront sites	In Progress				Working with Planning Department to revise General Plan's Land Use Section to include EDSP

EDSP Progress Report
December 5, 2019

Strategy	On-going	Immediate < 1 year	Short Term 1 to 2 yrs	Medium 3.5+ yrs	Notes
3.3 By 2019 identify waterfront locations and sites best positioned to serve and retain maritime businesses and review the adequacy of the existing zoning for these locations; provide recommendations on modifications to zoning to preserve these uses by 2020			In Progress		See above.
3.4 Beginning in 2019, convene meetings twice a year with workforce development agencies and local employers to identify strategies to better align their training programs with employer needs			In Progress		Working with Deborah Wright; toured College of Alameda 9/25
3.5 Identify available grants for harbor dredging, sea level rise mitigation/adaptation, and for necessary capital improvements by 2020			To Do		
4. Retail and Restaurants					
4.1 Advertise Alameda dining assets and events as part of marketing efforts; expanding the City's existing Dine Alameda and Restaurant Week campaigns by 2019		In Progress			Third Annual Restaurant Week, Jan 16 to Jan 26, 2020 with Mixology event on Jan 16
4.2 Amend AMC to facilitate inclusion of restaurants and retail stores in new projects on the waterfront	In Progress				Working with Planning Department
4.3 Encourage property owners and businesses in the Park Street area to increase Landscaping & Lighting fees		Completed			Property owners passed fee increase May 2019, Community Dev. and Public Works departments contributed \$10k each for engineering study to facilitate fee increase; DABA boundary expansion to include Park Street Landing, approved May 2019
4.4 Identify potential underserved markets in Alameda that could become opportunities for revitalizing older and underutilized shopping centers. Work with local brokers and property owners to formally identify and disseminate opportunities for attracting successful tenants to existing retail nodes in BIAs and stations by no later than 2020			To Do		South Shore Shopping Center has proposed development plans for revitalization
4.5 Beginning in 2019, send letters to property owners of underutilized retail centers and vacant retail spaces to offer the City's assistance with redevelopment planning, permitting, tenancing, and façade improvements			In Progress		Sent first round of letters in November 2019; next round scheduled for November 2020.

EDSP Progress Report
December 5, 2019

Strategy	On-going	Immediate < 1 year	Short Term 1 to 2 yrs	Medium 3.5+ yrs	Notes
4.6 Develop and maintain list of resources for small business training, micro-credit, and loans by 2020 to distribute to small business owners and entrepreneurs			To Do		
4.7 Identify a new, consistent stream of funding for the façade improvement program				To Do	
5. Tourism/Hospitality					
5.1 Meet annually with hotel sites selection specialist, beginning in 2018, to promote available sites for development.		To Do			
5.2 Identify publications for targeting outreach regarding news articles on visitor attractions and destinations		In Progress			Chronicle & Bus. Times inserts
5.3 Continue to improve wayfinding and signage at Alameda Point			To Do		
5.4 Work with hotel properties and operators of attractions to evaluate potential to create new funding source for tourism promotion				To Do	Preparing "Visit Alameda" proposal for City Council consideration (1Q, 2020)
5.5 With new funding source, expand City's role in tourism marketing by 2023				To Do	Preparing "Visit Alameda" proposal for City Council consideration (1Q, 2020)
6. Artists & Small Manufacturers					
6.1 Create print and digital marketing materials by 2019 to enhance recruitment of small specialized manufacturers and makers to Alameda. Materials should market the City's availability of space at Harbor Bay and Alameda Point, opportunities for growth, and Alameda's existing cluster of food and beverage manufacturing companies.		To Do			The City will be initiating in Summer 2020 a branding program that will be incorporated into new marketing materials.
6.2 Enhance the City's economic development web and social media presence by 2019 to make it easier for manufacturing businesses, makers, and artists to find the property leasing / purchasing information for cityowned parcels at Alameda Point, and other locations throughout Alameda.		In progress			Working with online consultant to strengthen branding and social media presence.
6.3. Beginning upon adoption of the EDSP, convene exploratory meetings with local artists, makers, non-profit organizations, business districts, shopping centers, and galleries to discuss opportunities to jointly host regular citywide artist and maker events that showcase their work.		In Progress			The City will be organizing the next Mini Maker Fair meet-up for January 2020; On-going Art in City Hall program provides gallery space for local artists at City Hall.

EDSP Progress Report
December 5, 2019

Strategy	On-going	Immediate < 1 year	Short Term 1 to 2 yrs	Medium 3.5+ yrs	Notes
6.4 Beginning upon adoption of the EDSP, convene exploratory meetings with local artists, makers, non-profit organizations, business districts, shopping centers, and galleries to discuss opportunities to attract more special events to market Alameda		To Do			
6.5 Continue working with developers to encourage the reuse of buildings to accommodate artists and “makers” at Alameda Point and other locations in Alameda, with a goal of increasing the total number of artists and makers in the City by 2023.	In Progress				The City has been working with the developers of General Storehouse (Building 8), a mixed-use project at Alameda Point.
6.6 Continue to publicize available funding for artists through the Alameda Public Art Fund			In Progress		Since 2019, the City has awarded eleven grants from the Public Art Fund. In 2020, the Public Arts Small Grants Pilot Program will launch.
6.7. Partner with artists and interested property owners to evaluate locations for an arts and entertainment district by 2021				To Do	
6.8 Introduce and deepen connections between the College of Alameda's Fab Lab, private companies, labor, workforce dev. organizations, etc. to create new opportunities for artists, small manufacturers, students, etc.				In Progress	
7. Transportation					
7.1 Pursue funding to implement the 39 transportation projects and programs in the Transportation Choices Plan	In Progress				
7.2 Work with property owners, employers, and developers to encourage them to provide pedestrian and bicycle infrastructure when planning for major expansions, renovation, or redevelopment projects.	In Progress				
8. Housing					
8.1 The City should immediately commence annual collection of information on average rental rates, length of tenancy, and other relevant indicators	In Progress				Rent Registry will launch in 1Q 2020
8.3 As part of annual housing report, continue to evaluate publically owned sites with potential to deliver affordable housing for lower income and special needs households, as well as homeless shelters	In Progress				Economic Development & Community Services exploring various opportunities.
9. Workforce Development					

EDSP Progress Report
December 5, 2019

Strategy	On-going	Immediate < 1 year	Short Term 1 to 2 yrs	Medium 3.5+ yrs	Notes
9.1 Expand promotion of the One Stop Career Center in all workforce development relate undertakings of the City	In Progress				Coordinated with the One Stop for the Fall Job Fair at South Shore Shopping Center (9/26/2019); will promote at Annual Youth Career Fair on 3/19/2020
9.2 Enhance collaboration with workforce partners & labor organizations to identify industries with greatest potential to provide number of quality jobs with career pathways for advancement; develop protocols by 2021				To Do	
9.3 Work with partners to expand workforce training and job placement in areas that have high percentage of unemployment and underemployment				To Do	
9.4 Prepare minimum wage ordinance for City Council consideration				Completed	
10. City Services and Policy Documents					
10.1 Improve known areas of concern with the permitting process to reduce permitting costs and provide more certainty for businesses	In Progress				See below.
10.1a Continue to improve and promote web-based interfaces	In progress				Launched new website in 2019, including updated "How to Start a Business in Alameda" section.
10.1b Regularly revise and create handouts to guide applicants through the permitting and entitlement processes	To Do				Revising the Special Event permit (see 10.2) is the first step in reviewing the permitting and entitlement process.
10.1c Continue surveying businesses after they complete interactions to monitor customer satisfaction and to identify specific areas for improvement	In Progress				
10.2 Study potential areas of improvement for special events permit by 2020			In Progress		See above.
10.3 Begin to amend General Plan land use element			In Progress		See above.
10.4 Consider revising AMC to include strategies 3.2, 3.3 and 4.2			In Progress		See above.