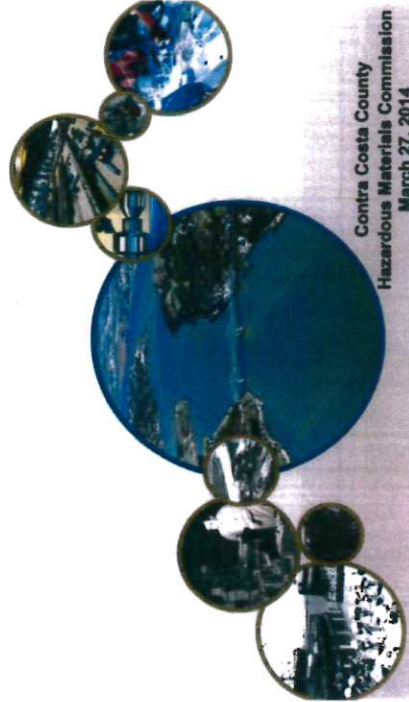


Revitalizing Contra Costa's Northern Waterfront

How to be Competitive in the 21st Century Global Economy



Northern Waterfront Initiative

Economic Development Initiative to Revitalize Historical Industrial Waterfront

Northern Waterfront Study Area



- Actions Taken to Date**
- Board of Supervisors Resolution
 - Atlas
 - Employer Survey
 - Technical Memorandums (4)
 - Reconnaissance Survey of Transportation Infrastructure
 - Final Report www.contracosta.us/northernwaterfront
 - Public Forum (January 10, 2014)
 - Northern Waterfront PPST Planning Grant Application



3

Northern Waterfront Forum

Speakers

- Supervisor Federal Glover, District V
- Supervisor Mary Piepho, District III
- Mayor Wade Harper, City of Antioch
- Assembly Member Jim Frazier
- Assembly Member Susan Bonilla
- Dr. Sean Wright, EC3
- Kish Rajan, Director, Governor's Office of Business and Economic Development
- Jim Maloney, Foreign Trade Zone #3
- Senator Mark DeSaulnier

Panel Discussions

- Goods Movement**
- John Coleman, Executive Director, Bay Planning Coalition
 - David Gavrich, President, SF Bay Rail
 - Lt. Colonel John Baker, US Army Corps of Engineers, SF District
 - Ross Chittenden, Deputy Executive Director, CCTA
- Report Findings and Recommendations**
- Stephen Baile, Exec Director, Contra Costa Workforce Development Board
 - Marc Grisham, Grisham & Assoc.
 - Tom Terrill, CEO, East Bay Leadership Council
 - Dave Collins, Asst. Genl. Mgr., EBRPD
 - Darlen Louie, Exec. Dir., East Bay EDA



4

"It's long been a vision of mine to revitalize Contra Costa County's Northern Waterfront. As a young man, working first at USS-POSCO and then at Dow Chemical, I gained a deep appreciation and understanding of how important Pittsburg's working waterfront is to the community. Likewise, I see the revitalization of the County's Northern Waterfront as vital to anyone concerned with economic development in Contra Costa County."



Supervisor Federal Glover, District V
Contra Costa County Board of Supervisors
April 2013

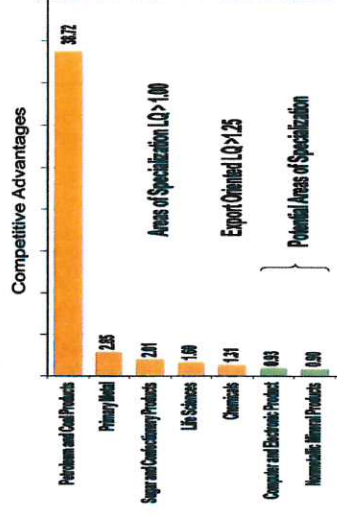


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Key Report Findings

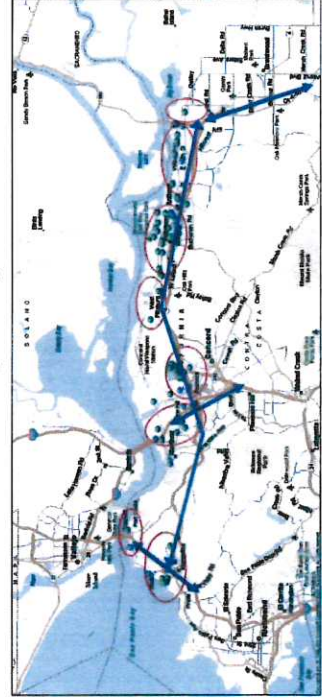
- ✓ Assets
- ✓ Strengths
- ✓ Competitive Advantages
- ✓ Emerging Opportunities

Regional Specialization/Sector Strengths

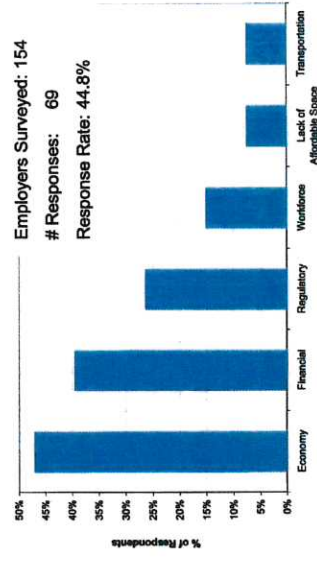


Regional Assets & Strengths

Manufacturing Activity Centers



Industry Challenges



Source: Northern Waterfront Employer Survey Q3 2013

Emerging Opportunities

- ☐ Growth of Existing Industries
- ☐ Manufacturing Resurgence & Re-shoring
- ☐ Emerging New Industries
- ☐ Supply Chain Vendors
- ☐ Advanced Manufacturing

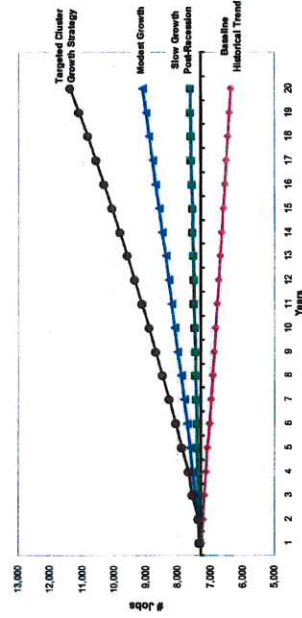
Public Policy Recommendations

- Land-Use, Business Climate, and Regulatory Environment
- Infrastructure Investment
- Development Incentives and Financing
- Regional Branding and Marketing
- Cluster Development and Innovation
- Business Support Services
- Workforce Development
- Quality of Life

"The role of policy in manufacturing is largely about enabling and creating an environment for competitive and innovative companies to flourish . . ."

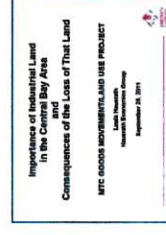
McKinsey Global Institute
Manufacturing the Future

Alternative Development Scenarios



Industrial Land Use Issues

- Issue #1:** Protecting Industrial Lands
- Issue #2:** Updating Industrial Zoning and Permitting Processes
- Issue #3:** Ensuring an Adequate Supply of Industrial Land
- Issue #4:** Improving the Business Environment
- Issue #5:** Identifying Opportunities for Advanced Manufacturing Development



Infrastructure Investment Issues

Issue #1: Goods Movement Infrastructure Improvements

- Maintaining and increasing Carquinez-Suisun Bay Channel Depth
- Improve Access from I-580/I-205 (Tri-Link Study)
- Highway 4 Expansion
- Local Access Road Improvements
- Maritime and Rail Improvements

Issue #2: Utility Improvements

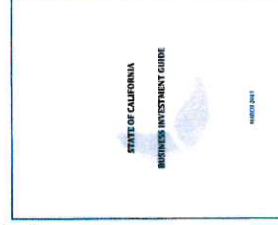
- Sewer & Water Extensions and Upgrades
- Electric Power
- Advanced Telecommunications (fiber-optic backbone)

Regional Branding & Marketing

- Develop and Implement a Regional Marketing Program
- Develop and Implement Business Attraction Program

Financing & Incentive Issues

- Explore financing alternatives for regional transportation and utility infrastructure improvements
- Develop customized business incentive programs (ETP, R&D Tax Credits, Sales and Use Tax Exclusions for Advanced Manufacturing Projects, California Compets, etc)
- Financing programs (Industrial Development Bonds, Small Business Loan Guarantees, etc)



Cluster Development

- Support and strengthen existing and emerging clusters in targeted industries
- Raise awareness of cluster existence
- Establish Buy Local Programs
- Facilitate Export/Import Opportunities

Business Development & Support

- Provide coordinated and targeted business support services to start-up and small manufacturing firms
- Develop advanced manufacturing incubator programs to support entrepreneurs launching new business ventures
- Capture Innovation Locally

Talent Development

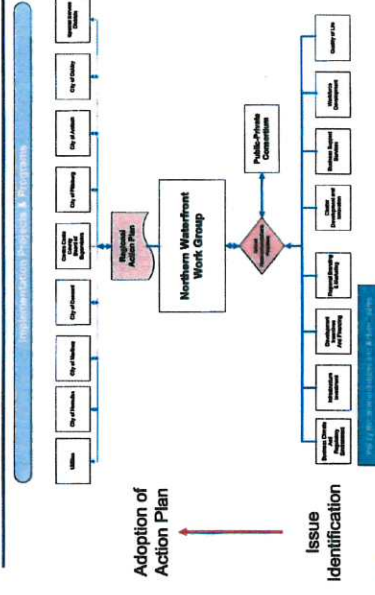


- Prepare skilled workforce for advanced manufacturing jobs
- Promote manufacturing as a viable career option

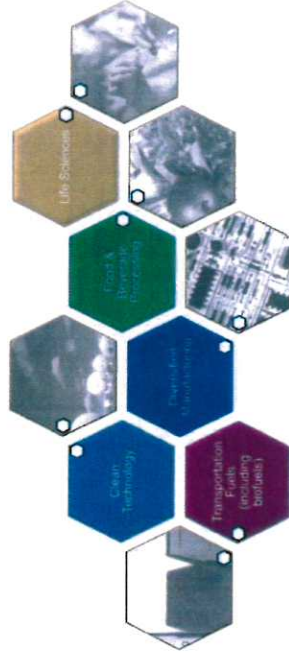
Quality of Life

- Open space
- Recreation
- Fire protection
- Crime reduction

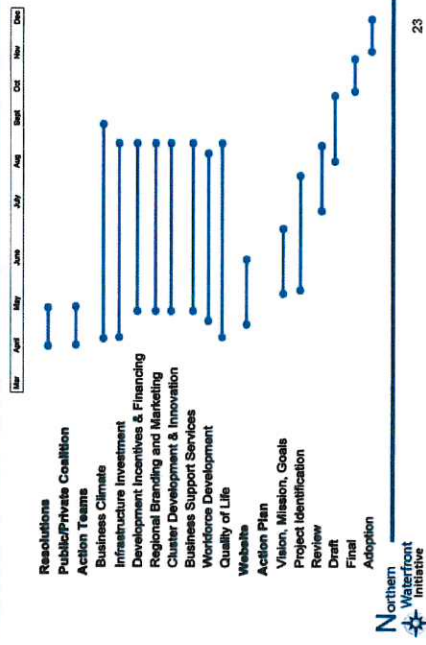
Organizational Structure



Targeted Industry Clusters



Timeline

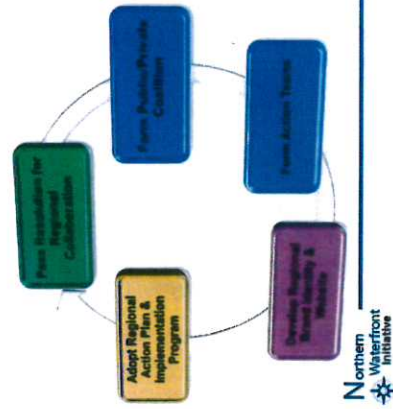


Next Steps

"This effort will protect our industrial zoned properties to ensure their future economic potential. It also has the added benefit to pursue a more in-depth land use review and identify additional areas for economic development and job growth."

"This multi-stakeholder project can only be successful if all cities in the outlined areas are at the table and engaged and working together. As the saying goes, "If we build it, they will come". This initiative will serve this generation and many more to come. The potential is there, now we need to act and expand on it, together."

Supervisor Mary Nejedly Piepho
District III
Contra Costa County
Board of Supervisors
January 2014



Q & A

Thank You

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