TODAY’S PRESENTATION:

- Introduction to East Bay Forward
- The COVID-19 Pandemic’s Impacts on the East Bay
- Opportunities for the East Bay’s Post-Pandemic Future
- Twelve Priorities for Economic Recovery and Prosperity in the East Bay
INTRODUCTION TO EAST BAY FORWARD
PURPOSE OF EAST BAY FORWARD

Maximize the East Bay’s opportunities within the greater Bay Area economy and position each of the East Bay’s diverse sub-regions to benefit from them.

Promote COVID-19 related economic recovery efforts to reduce disparities in income and race.

Protect against future economic shocks by promoting regional emergency preparedness and safeguarding public health.

Facilitate ongoing coordination among local and regional networks and systems to shape the East Bay’s business climate, land use and infrastructure, education and workforce development, and community health and well-being efforts to ensure the region’s long-term resiliency, health, and economic well-being.
Stakeholder and Expert Input

- 28-member Strategic Advisory Committee
- 42 participants in four Focus Groups
- Interviews with local topic area experts
- East Bay EDA Executive Committee
- Additional meetings with East Bay EDA stakeholder groups

Data Analysis

- Literature review
- In-depth analyses of industry, employment, workforce, occupations, business, and venture capital investment
GUIDING PRINCIPLES FOR DEVELOPING AND IMPLEMENTING EAST BAY FORWARD

**Connected**
Our region’s challenges are linked, requiring coordinated advocacy, actions, and investments that deliver shared benefits

**Equitable**
Deliver an equity-first approach that ensures current and future generations achieve meaningful inclusion and access to opportunity

**Measurable**
Measure progress toward our goals through meaningful indicators and outcomes

**Regenerative**
Support clean, renewable investments to achieve a just transition to a circular economy, which has potential to drive economic innovation and yield multiple co-benefits

**Resilient**
Address the urgent need to prepare for complex, intersecting disasters, and future-proof assets to protect against challenges

**Transformational**
Focus investment to dismantle barriers and create opportunities for systemic solutions to the region’s challenges
THE COVID-19 PANDEMIC’S IMPACTS ON THE EAST BAY
OVERVIEW OF THE EAST BAY ECONOMY

- 1/3 of Bay Area jobs and 36% of Bay Area residents
- East Bay population growth 2014-2019 slightly outpaced that of the Bay Area
- East Bay employment growth 2014-2019 tracks more or less with the region
- The East Bay has a significant share of the region’s industrial land, reflecting importance in Goods Movement and Manufacturing sectors
- The East Bay is home to firms engaged in highly innovative activities (e.g., Advanced Manufacturing, Life Sciences R&D, Biomedical, CleanTech, AgTech)

East Bay Jobs by County, 2014 and 2019

Source: Emsi, 2021
EAST BAY WORKFORCE OVERVIEW

- Diverse workforce supports the East Bay’s unique mix of industries
- Racial and ethnic disparities among the East Bay workforce, related to educational attainment, wage levels, access to resources, length of commutes, housing insecurity
- A bachelor’s degree is increasingly a prerequisite for high-quality jobs in the East Bay
- Challenges connecting the workforce to East Bay middle-wage job opportunities

Source: U.S. Census American Community Survey, 2015-2019 Estimates
EAST BAY CONDITIONS AND TRENDS ACCELERATED BY THE PANDEMIC

**Systemic economic and health disparities**, particularly along racial, ethnic, and gender lines

**Ecommerce** trends are shifting land use demand, storefront tenanting, different outcomes for large and small businesses

**Housing affordability challenges** mostly harm lower-income residents vulnerable to income loss

**Small businesses** face challenges accessing **financing and funding resources**
- Women, BIPOC, and immigrant business owners are most severely impacted
TRANSFORMATIVE IMPACTS OF THE PANDEMIC ON THE EAST BAY

**Remote work** will transform demand for office space, services in office districts, transportation, and housing.

Widespread adoption of **distance learning, telehealth**, and **other digital strategies**

**Enhanced regulatory flexibility** within state and local government

Lasting impacts of **new funding and resources** deployed by local, state, and federal government
OPPORTUNITIES FOR THE EAST BAY’S POST-PANDEMIC FUTURE

Legacy Assets

Venture Capital Investments

Industries to Watch
• Manufacturing
• Creative Technology and Design
• Biomedical Industries
• CleanTech
• Goods Movement and Logistics
LEGACY ASSETS

“Fixed-in-place” assets that contribute to the East Bay’s competitive advantages

- Colleges and universities
- Three national labs
- BART and Capitol Corridor
- Port of Oakland and Port of Richmond
- Access to important highway routes
- Large supply of industrial land
- Open space assets and parks
- Diverse arts and culture representation
VENTURE CAPITAL INVESTMENTS

- East Bay firms were awarded over $5 billion in venture capital funding in 2020.
- Five-fold increase in East Bay annual venture capital funding since 2016.
- East Bay venture capital investments are more diverse than in SF and Santa Clara counties.
- Biomedical, CleanTech, and Food Innovation investments stand out compared to the Bay Area.

Source: Pitchbook, 2021
VENTURE CAPITAL INVESTMENT BY SUBAREA, 2020
($500k+ Investments)

Source: Pitchbook, 2021; Strategic Economics, 2021
MANUFACTURING

INDUSTRIES TO WATCH

• Rapid East Bay growth compared to the Bay Area
• Diverse set of activities
• High percentage of middle-wage entry-level jobs
• Integrated with the Bay Area’s innovation economy
• Supported by the East Bay’s existing assets
• Possible new opportunities from “re-shoring”
• Small- and mid-sized manufacturers may need support for reinvestments and efficiency improvements

TOP 10 MANUFACTURING SUBSECTORS IN THE EAST BAY

<table>
<thead>
<tr>
<th>Industry Subsector</th>
<th>2019 Jobs</th>
<th>Jobs Concentrated in the East Bay vs. Bay Area?</th>
<th>Faster Job Growth than East Bay Overall?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation Equipment Manufacturing</td>
<td>15,458</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Food Manufacturing</td>
<td>11,846</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Machinery Manufacturing</td>
<td>8,354</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Fabricated Metal Product Manufacturing</td>
<td>7,457</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Navigational, Measuring, Electromedical, and Control Instruments Manufacturing</td>
<td>7,259</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Medical Equipment and Supplies Manufacturing</td>
<td>6,671</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Semiconductor and Other Electronic Component Manufacturing</td>
<td>6,483</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petroleum and Coal Products Manufacturing</td>
<td>4,725</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Computer and Peripheral Equipment Manufacturing</td>
<td>4,228</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Pharmaceutical and Medicine Manufacturing</td>
<td>3,739</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Source: Emsi, 2021
CREATIVE TECHNOLOGY AND DESIGN

INDUSTRIES TO WATCH

- Includes computer tech, R&D, architecture, engineering, media, technical consulting
- Rooted in core Bay Area innovation industry specializations and growth industries
- Rapid East Bay growth and concentrations in specific subsectors
- Supported by UC Berkeley, national labs, talent pool, diverse land uses

<table>
<thead>
<tr>
<th>Industry Subsector</th>
<th>2019 Jobs</th>
<th>Jobs Concentrated in the East Bay vs. Bay Area?</th>
<th>Faster Job Growth than East Bay Overall?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Systems Design</td>
<td>26,083</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scientific Research and Development</td>
<td>22,302</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Architecture, Engineering</td>
<td>19,748</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Management, Scientific, and Technical Consulting</td>
<td>19,525</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legal Services</td>
<td>10,507</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Professional, Scientific, and Technical Services</td>
<td>7,588</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Specialized Design Services</td>
<td>3,829</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data Processing, Hosting, and Related Services</td>
<td>6,878</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Software Publishers</td>
<td>6,708</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Wired and Wireless Telecommunications Carriers</td>
<td>4,958</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Motion Picture and Video Industries</td>
<td>4,536</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Source: Emsi, 2021
BIOMEDICAL INDUSTRIES

INDUSTRIES TO WATCH

• Ties into the Bay Area’s role as a global hub of biomedical industries

• Poised to continue attracting substantial venture capital investment

• The East Bay’s subareas have specialized roles and form an innovation ecosystem for biomedical industries

• UC Berkeley and Lawrence Berkeley National Lab support startup activity

<table>
<thead>
<tr>
<th>Industry Category</th>
<th>2020 Jobs</th>
<th>Change, 2014-2020</th>
<th>Faster Job Growth than East Bay Overall?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Equipment</td>
<td>11,011</td>
<td>3,353</td>
<td>✓</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>6,770</td>
<td>3,082</td>
<td>✓</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>4,451</td>
<td>-957</td>
<td></td>
</tr>
<tr>
<td>Medical Devices</td>
<td>3,258</td>
<td>545</td>
<td>✓</td>
</tr>
<tr>
<td>Digital Healthcare</td>
<td>1,763</td>
<td>1,109</td>
<td>✓</td>
</tr>
<tr>
<td>Genomics</td>
<td>1,297</td>
<td>548</td>
<td>✓</td>
</tr>
<tr>
<td>Total</td>
<td>28,550</td>
<td>7,680</td>
<td>✓</td>
</tr>
</tbody>
</table>

Source: Biomedical Manufacturing Network, 2021
CLEANTECH

INDUSTRIES TO WATCH

• Wide variety of innovations, products, and activities related to waste reduction, greenhouse gas emission reduction, decarbonization

• Public regulations/investment and private interest position CleanTech for growth

• High-quality, middle-skill, middle-wage job opportunities

• Supported by numerous East Bay assets:
  • UC Berkeley, national labs
  • Industrial land supply
  • Concentrations of manufacturing, construction jobs

• Accounted for 10% of East Bay venture capital funding in 2020

Plant-based food and materials

Renewable energy and alternative fuels

Green building construction

Sustainable waste reduction

Electric vehicles and charging infrastructure

Agricultural innovations

Earth sciences
GOODS MOVEMENT AND LOGISTICS

INDUSTRIES TO WATCH

• Highly concentrated within the East Bay, growing rapidly
• Supported by numerous legacy assets
• Provides diverse job opportunities

SELECT GOODS MOVEMENT AND LOGISTICS SUBSECTORS IN THE EAST BAY

<table>
<thead>
<tr>
<th>Industry Subsector</th>
<th>2019 Jobs</th>
<th>Jobs Concentrated in the East Bay vs. Bay Area?</th>
<th>Faster Job Growth than East Bay Overall?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesale Trade</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merchant Wholesalers, Durable Goods</td>
<td>26,030</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Merchant Wholesalers, Non-durable Goods</td>
<td>17,814</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Truck Transportation</td>
<td>10,800</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Couriers and Messengers</td>
<td>10,093</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Warehousing and Storage</td>
<td>6,471</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Support Activities for Transportation</td>
<td>5,656</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Air Transportation</td>
<td>3,234</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Water Transportation</td>
<td>1,234</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rail Transportation</td>
<td>584</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Source: Emsi, 2021
TWELVE PRIORITIES FOR ECONOMIC RECOVERY AND PROSPERITY IN THE EAST BAY
INTRODUCING THE PRIORITIES

- Framework for coordinating East Bay EDA stakeholders’ efforts
- Respond to principles, major opportunities, challenges
- Implementation must combine individual and collective action across stakeholders
- East Bay EDA will pursue implementation by coordinating stakeholders across four “focus areas”

East Bay EDA’s Four Focus Areas

- Education and Workforce Development
- Land Use and Infrastructure
- Business Climate
- Community Health and Well-Being
1. Prioritize delivering resources and services for East Bay small to mid-sized businesses—especially those most severely impacted by the pandemic.

Include a focus on:

- Coordination & targeted creation of resources
- BIPOC, immigrant-owned businesses, industries that suffered greatest losses from pandemic restrictions

Potential Implementation Examples:

- Creation of local community banking resources
- Small business resources outreach, including multilingual access
- Public procurement opportunities and outreach to minority, immigrant, and woman-owned businesses
2. Promote assets and opportunities in the East Bay region to attract and retain a diverse range of businesses and quality jobs.

- East Bay EDA is uniquely positioned to spearhead these efforts

Potential Implementation Examples:
- East Bay marketing and communications campaign targeted to businesses
- Leverage events like the East Bay Innovation Awards

Source: East Bay EDA
3. Concentrate education, workforce training, and broadband infrastructure investments that expand equitable access to economic opportunity.

- Create systemic changes to avoid having workers “fall through the cracks”
- Resolving broadband needs will require addressing geographic gaps in data service, high subscription costs, and digital fluency

Potential Implementation Examples:
- Paid earn-and-learn opportunities
- Business incubator programs, especially in underserved communities
- Work with broadband providers to prioritize access to affordable high-speed internet for small businesses and residents in lower-income areas

Source: Think Silicon Valley
4. Align land use policy and infrastructure investments to ensure sufficient flexibility to respond to regional trends around remote work, Ecommerce, and related innovations.

• Land use policies and business regulations must support evolving needs of commercial properties
• Public investments should benefit all communities

Potential Implementation Examples:
• Share best practices for implementing land use regulation that accommodates demand and resolves land use conflicts
• Focus efforts on creating walkable, amenity-rich places that support job growth
• Plan for transforming underperforming malls

Source: SF Gate
Richmond’s Hilltop Mall
5. Mobilize the East Bay’s robust network of institutions and organizations to address regional housing affordability.

- Organize and amplify the work of existing East Bay stakeholders
- A wide range of solutions will be required to resolve inequities
- Resident job quality and income also matter

Potential Implementation Examples:
- Accelerate funding distribution to prevent evictions as moratoria expire
- Adopt shared housing policies across jurisdictions
- Develop an East Bay housing advocacy platform
6. Protect and invest in the East Bay’s industrial employment lands to support economic diversity.

- Industrial lands are a unique asset and critical to a wide range of industries
- Coordination required within subareas
- Leverage regional planning efforts around industrial lands (e.g. Priority Production Areas)

Potential Implementation Examples:
- Identify and preserve functional industrial lands, especially those identified as PPAs
- Institute integrated, comprehensive planning and future infrastructure investments for disaster resilience
- Enhance connections between East Bay manufacturers and distributors with markets
7. Secure regional and local multimodal transportation infrastructure investments to support job growth and accessibility.

- Coordinated efforts will “get out ahead” of funding opportunities
- Will ensure that new service effectively supports the needs of East Bay businesses and residents

Potential Implementation Examples:
- Develop advocacy platforms to maximize benefits from planned regional investments like Link21, Valley Link, DTX, and BART extension
- Improve jurisdictions’ abilities to compete for new funding for EV charging infrastructure, bike/ped improvements, transit, and roadway investments
8. Position the East Bay to be a leader in sustainability and climate advancements while spurring economic growth and innovation.

- Enhance existing network of businesses, technologies, resources
- Support sustainability investments
- Prioritize manufacturing & construction workforce investments

Potential Implementation Examples:
- Support businesses in incorporating “circular” solutions into their operations to reduce waste
- Invest in zero-emission technology to reduce GHG emissions
- Pursue market development efforts (e.g. StopWaste’s partnership to attract green businesses)
9. Bolster the East Bay’s diversity of arts, culture, parks, and other essential assets to ensure a vibrant and cohesive region.

- Requires coordination between organizations to advocate for shared concerns, funding needs
- Ensure equitable park access

Potential Implementation Examples:
- Develop a toolkit of policy options and funding mechanisms for cities to create below-market rate commercial spaces
- Promote organizations as part of a broader marketing strategy
- Enhance capacity building and technical assistance for arts & culture organizations

Akoma Outdoor Market schedule

Source: Black Cultural Zone
10. Expand access to health resources, human infrastructure investments, and other supports that enhance the resilience of our region’s most vulnerable residents and workers.

- Collaboration around new investments in education, workforce, childcare, and health resources
- New possibilities to adopt policies supporting livable wages and benefits that protect workers

Potential Implementation Examples:
- Assess and close gaps in health resources
- Childcare subsidies for workers
- Policy solutions to expand livable wages and other benefits
- Examine geographic, linguistic, and other obstacles in accessing services
11. Develop solutions to improve public safety outcomes while reducing systemic biases and encounters between community residents and law enforcement agencies.

- Coordination to share best practices, advocate for resources, and examine policies that could be pursued
- Human infrastructure investments set the groundwork for enhancing community safety

Potential Implementation Examples:
- Develop policies and spaces aimed at creating welcoming and safe communities for all residents
- Support non-profit partner organizations working toward public safety solutions (e.g. Center for Restorative Justice and Restorative Economics)

Source: Designing Justice + Designing Spaces
12. Champion efforts to develop integrated socioeconomic data sets and metrics to evaluate equity outcomes over time.

- Develop a shared understanding of existing data sources
- Develop new shared resources focused on equity metrics

Potential Implementation Examples:
- Collectively assess data needs and advocate for enhanced collection for equity indicators
- Work toward expanding data collection within the East Bay via new partnerships

Source: Bay Area Equity Atlas
THANK YOU!