

Attachment #1: Economic Development Workplan Outline, Approved by Council 9/8/2009

1. Ascertain Council Goals: Based on the discussion at the council meeting, the following approach was determined from the three options in the staff report.
Option 3: The hybrid approach attempts to accept limitations on available city funds and staff time while adding emphasis on the redevelopment area and on San Pablo Avenue. Adopt incremental activities in Option 1, but add the more aggressive strategy for the redevelopment zone, to be funded with redevelopment funds. Coordinate as much as possible with EBGC to see if we can find any leverage or assistance regionally. Add a financial impact study to the pursuit of the San Pablo Avenue development area to assist in assessment. Review Parking issues.
2. Integrated Organizational approach using existing staff and community resources: This is the approach that has been taken as follows:
 - a. Existing staff has begun to coordinate their efforts in a more integrated manner. The City's Asst City Administrator, Planning Manager, Environmental Resources Associate, and Transportation Planner have been working closely together on issues related to economic development, including grant writing. We have successfully utilized a "Cal in Government" intern for the year, who will also be working through the summer on a variety of projects. We have engaged the services of Management Partners (Daren Fields) to advise us on specific issues related to the redevelopment zone. As originally requested, there has been minimal impact on the General Fund.
 - b. A joint Chamber/SAA/Staff working group has been formed and has met on an alternating monthly basis. Three areas are in process, as follows: consumer surveys; market analysis; physical and façade improvements, and banners (with participation from the Arts Committee.) The Chamber of Commerce has submitted a request for funding for some of these projects.
3. On-going Monitoring is part of the program. Sales tax and property tax revenues are monitored by our finance director. Our intern has gathered information on vacancies on a quarterly basis and we have this information posted on our website. The next update will be in July.
4. Marketing: The development of a marketing strategy will utilize the findings and vision work completed by Fern Tiger Associates this spring. This process will begin in FY10/11.
5. Work with East Bay Green Corridor (EBGC) on regional initiatives The assistant city administrator is the Albany staff liaison to the EBGC coordinating committee, and has been participating in the Corridor.
6. Redevelopment Zone-- focus on Cleveland Avenue. City Staff is currently working with Management Partners and the City Engineer on the following: 1) an update to the Redevelopment Implementation; 2) the development of a CIP for Cleveland Avenue; 3) an updated budget to include the current State demands on our redevelopment funds; and 4) an assessment of our set-aside redevelopment housing funds.

7. Physical Improvements: Over the past year, largely through the efforts of our Cal intern and the joint Chamber/SAA/Staff working group, we have accomplished the following physical improvements:
 - a. Bay Friendly Planter boxes on Solano
 - b. Inventory and noticing to owners of newsracks, and a public hearing in May. Removal, repair and replacement of unusable or unsightly racks is underway.
 - c. Steam-cleaning of garbage cans
 - d. Holiday Lighting using LEDs
 - e. All tree wells filled, tree wells maintained
 - f. Items in process:
 - i. Banners (FY11/12)
 - ii. Façade Improvement Plan (FY11/12)
 - g. Set aside funds as possible to complete Solano Avenue drawings and look for implementation funds
 - i. City has applied for “Complete Streets” Cal Trans Grant for three streets—Solano; San Pablo and Buchanan.
 - ii. City has applied for grants for San Pablo Gateway at Codornices Creek
 - iii. Bicycle Master Plan and new Pedestrian plan, grant funded and contract signed with Fehr and Peers
 - iv. City has applied for grant to MTC for Paving for Solano

8. Recruiting of new businesses
 - a. Goals include:
 - i. Emphasizing sustainable, successful & green
 - ii. Creation of clusters of businesses
 - b. Regular contact with local realtors: This will be developed in FY2011/12
 - c. Provide point of contact to assist with locating in Albany

9. Communications

- a. Web-site: Updated and revised the Doing Business section of our website and added a “Commercial Space Available” page. Need to continue review and revise, and follow all links to check them as well.

10. Property Owner Database:

- a. Update annually, and use for property owner contacts

11. Monitor Vacancies:

- a. Continue monitoring on a quarterly basis. Vacancies are tracked by a street survey and by the EDA website. Storefront signs with phone #s are called to see if they want to be listed on our website.
- b. Be in touch with realtors about properties that may be coming up for lease, or inquiries from businesses

12. Encourage green business practices and carrying green products

- a. Survey and talk to our BMSF&HI businesses (INTERN, in progress)
- b. Green business certifications (staff, on-going)
- c. Work with Stopwaste, Smartlights, ABAG, EBGC, and other regional resources