

DRAFT

Building San Leandro's Tech & Innovation Ecosystem

Deborah Acosta
Chief Innovation Officer
City of San Leandro
March 17, 2014





Why Technology & Innovation?

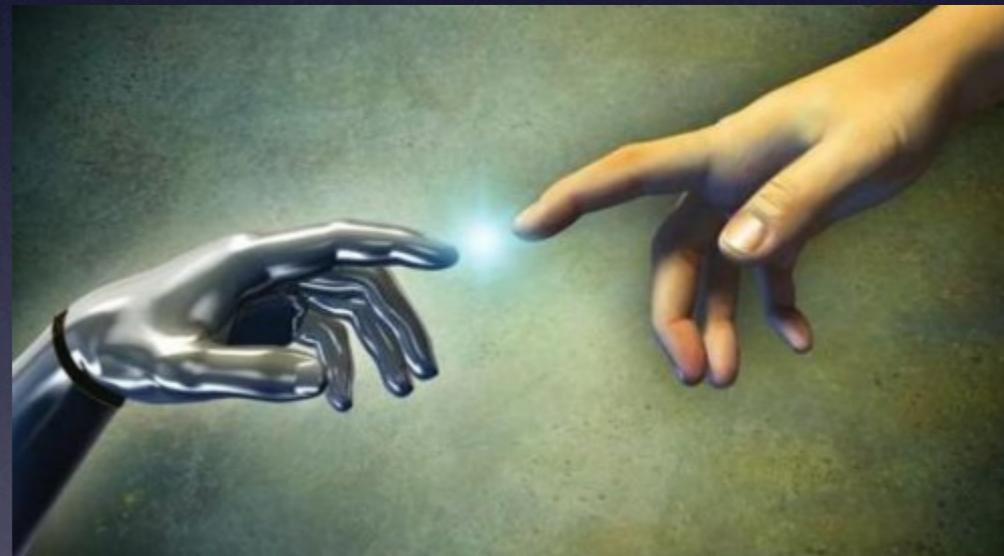
City Council Goals:

- Place the City on a firm foundation for **long-term fiscal sustainability**
- Undertake programs and advance projects promoting sustainable economic development, including **transforming San Leandro into a center for innovation.**

Fiber Optic Networks

The 21st Century Superhighway

- High-speed fiber is a game changer – and what we do with it defines the game
- It's about sociology, not technology



- It's about becoming a connected, smart, innovative Community

Innovation San Leandro Style – Public Private Partnership with Dr. Patrick Kennedy to create *Lit San Leandro*

Lit San Leandro is a unique public/private partnership that has resulted in:

- A game-changing 10 gigabits per second fiber optic network – 2,000 times faster than the average internet user experience
- Creation of a Chief Innovation Officer for the City.
- Ability to create a San Leandro tech and innovation ecosystem

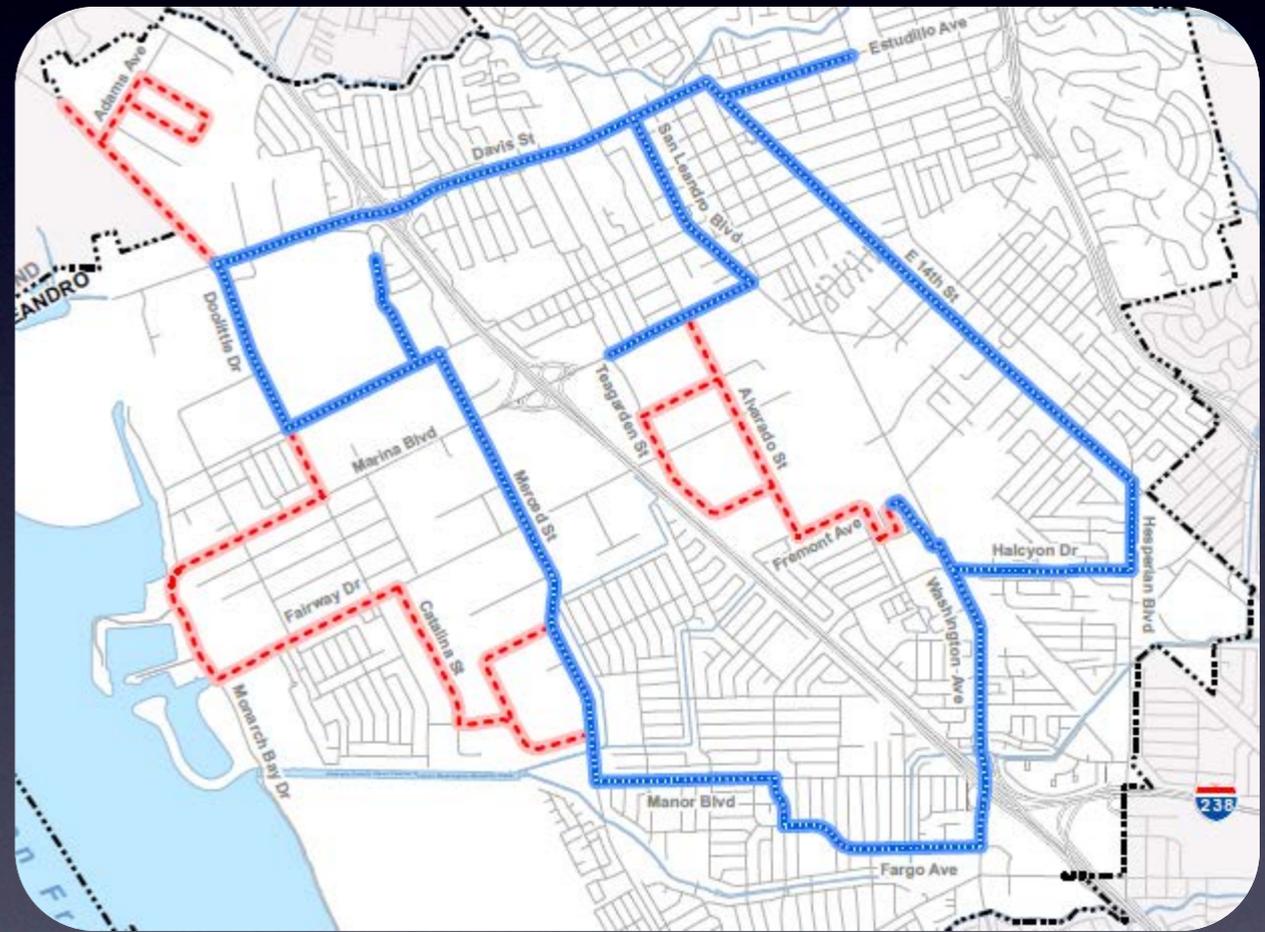


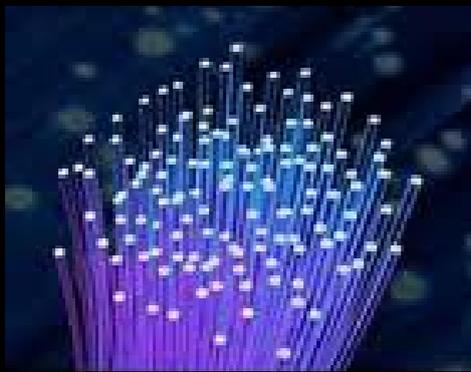


LitSanLeandro

Phase 1 – 10.5 Miles completed in 3rd qtr. 2012

- Over 90 businesses connected to the network
- Businesses connected range from service businesses to cloud software companies and non-profits
- City provided "\$X" in forgivable loan funds to "X" LSL clients, leveraging total conduit construction cost of "\$XX" to these customers (need this update)



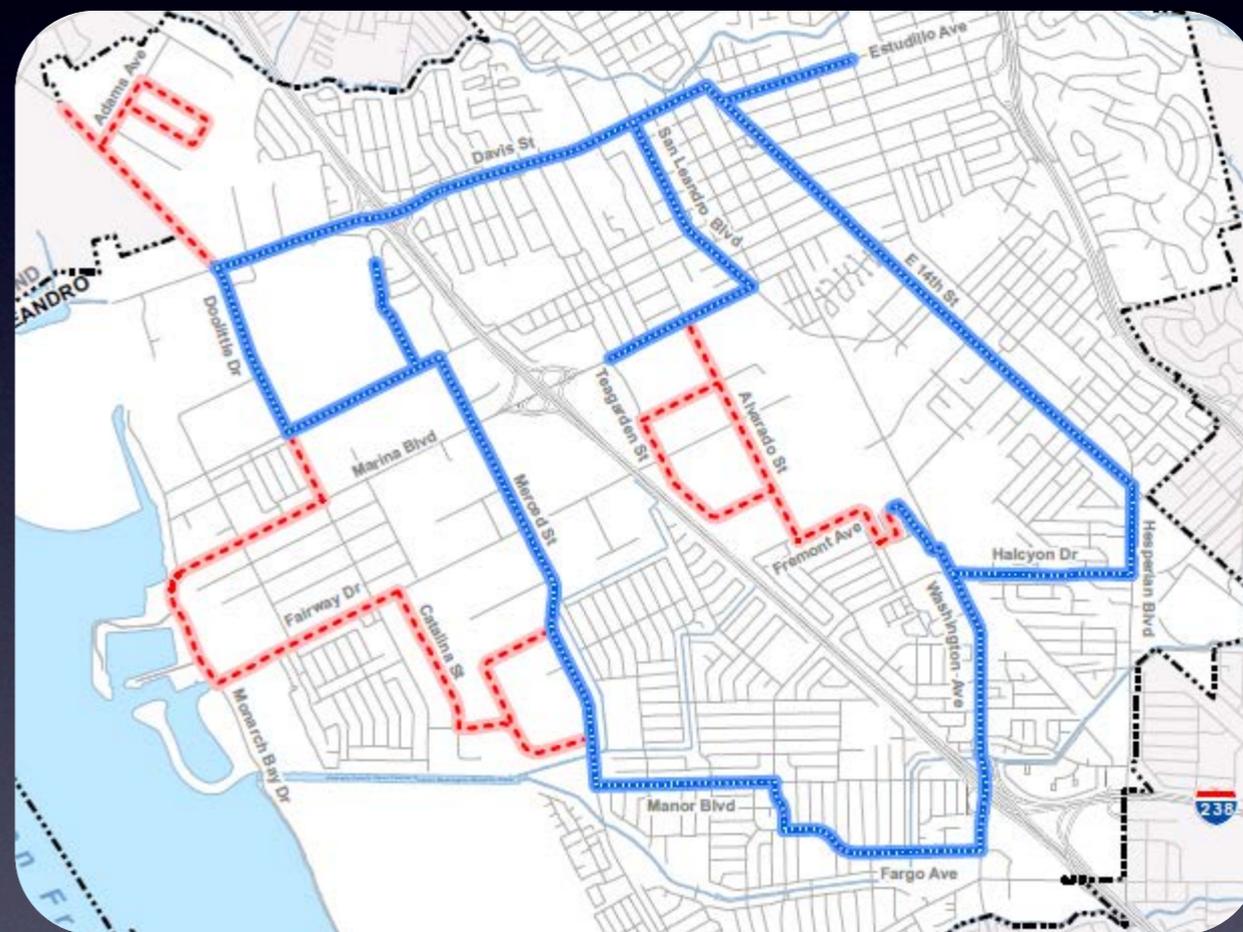


LitSanLeandro

LitSanLeandro

Phase 2 – 7.5 Miles of New Conduit to be constructed in 3rd qtr. 2014

- \$2.12 million matching EDA grant; total cost to build out \$4.3 million
- Construction bid and award to be complete July 2014
- Construction scheduled for completion Sept. 2014

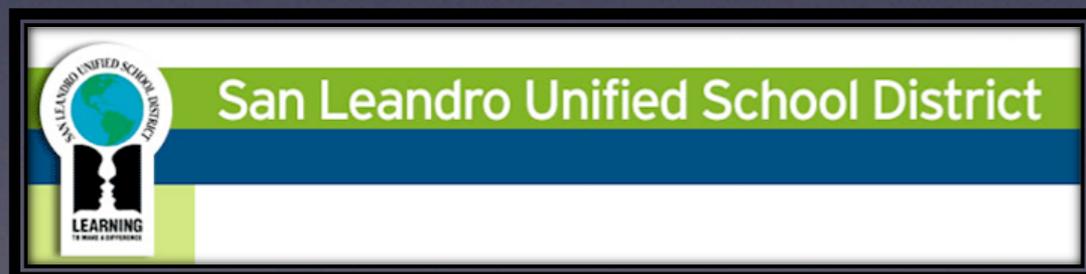




Smart City Initiative

Goal: Expand Benefits to Community through Tech and Innovation

- **Lit San Leandro:** Identify capacity of City fibers required for City use; remainder to be dedicated for community benefit
- **Education:** Engage our school children, teachers, parents and administration in helping to build the tech and innovation ecosystem; improving internet speed, providing direct pathways to internships and employment with San Leandro businesses and engaging the schools in City events and projects





Smart City Initiative

Goal: Expand Benefits to Community through Tech and Innovation

- **Smart Buildings:** Energy efficiency, building management, sustainability through partnerships with OSIsoft and other organizations



- **Public Safety:** Using technology to reduce costs and increase safety for officers and the public
- **Health:** Create partnerships with corporate community partners like KP's Sidney R. Garfield Innovation Center to develop innovative ways to foster healthy environments and healthy residents

“The demise of U.S.
manufacturing dooms the country
not just intellectually, but
creatively, because innovation is
tied to the process of making
things”

Vaclav Smil: The Man Bill Gates Thinks You
Should be Reading
Wired, December 2013

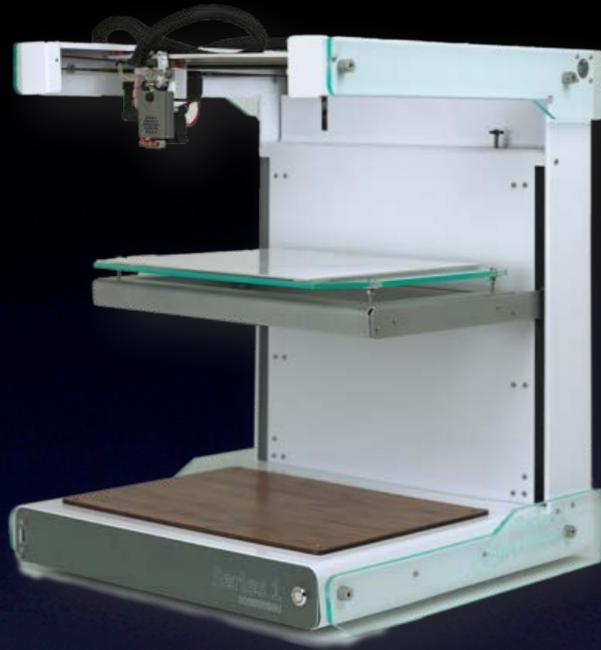
Building the San Leandro Ecosystem



Next Generation Workplace District

- *Focus on Attracting Businesses that make things or provide tools that enable making things (building the supply chain)*

Welcome **Type A Machines**



CEO Espen Sivertsen:
***“San Leandro is becoming
the U.S. Center of 3D
desktop printer
manufacturing
technologies”***



- \$2B industry, projected to grow to \$8B by 2017
- Company grew from 4 employees to 18 in 2013
- Projected to grow to 60 employees in 2014
- Will focus on recruiting from San Leandro community
- 5 new industry-related startups committed to co-locate at the Gate, more under development

Next Generation Workplace District

- *Create Branding Strategy*

San Leandro
*We Make
Things*

Next Generation Workplace District

- *Engage Existing Customers*

WELCOME
TO THE

NEW

SAN LEANDRO



The Video



Next Generation Workplace District

- *Humanize the Industrial Area – Kraft Beer and Food!*

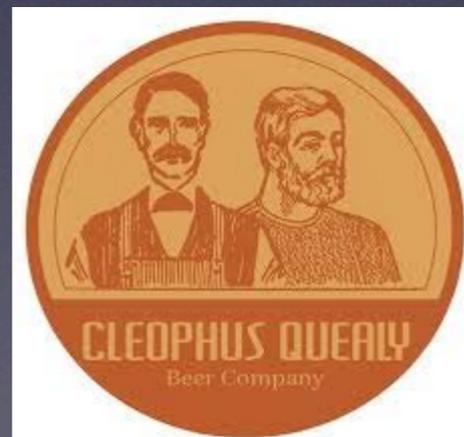


*21st Amendment
Brewing, Brew Pub,
Restaurant*



*Drake's Barrel House
The Gate*

*Cleophus
Quealy
Adam's Tract*



Building the San Leandro Ecosystem



Events: Cultivating the Innovation Community

- *Meet the CIO: 4 events April – December*
- *Building the Gigabit City Workshop: Craig Settles, author & municipal broadband expert, July. I.T. and Economic Development professionals from throughout the region participated*
- *San Leandro by Design: 3 events, New Horizons Innovation Café at The Gate and Out of the Box! at Bayfair Center*



Building the San Leandro Ecosystem



Creating Great Places for Tech Businesses

- The Gate at West Gate Center
- Bayfair Center
- Downtown Tech Campus

Creating Great Places for Tech Businesses

The Gate at West Gate Center

- Lit San Leandro – Connected in May 2013
- 350,000 sf industrial/office
- 60K new sf leased in last 6 months, ranging from Type A Machines to BeeCharge!
- SF Business Times, March 4: *“San Leandro Tech and Arts Hub Tries to Create SOMA Under One Roof”*
- 8,000 sf community space in development – The Cupola



Creating Great Places for Tech Businesses



***The Cupola:
Gathering Place for
The Gate
Community***



Creating Great Places for Tech Businesses

San Leandro by Design: *New Horizons Innovation Café* 2 events in 2013 **Mobile Fab Lab Launched**



Creating Great Places for Tech Businesses

Bayfair Center



*Anchoring San Leandro Innovation
to the South!*

Creating Great Places for Tech Businesses

Bayfair Center

Connected to Lit San Leandro September 2013



Out of the Box
Innovation Community Roundup
San Leandro by Design

Big Data, Speed, and the Renaissance of American Manufacturing

Featuring:
Patrick Kennedy of OSI Soft

October 23rd, 5pm - 8pm
on the rooftop terrace at Bayfair Mall



Cool Tools for Makers, December



Creating Great Places for Tech Businesses

Downtown Tech Campus



- 500,000 sf of Class A office space
- Adjacent to Downtown BART station
- Over \$1 million for art installations
- Breaks ground September 2014

Building the San Leandro Ecosystem

Learning from Others



Tour of San Leandro by Netherlands Consul General Hugo Meijenfeldt and Orange Goes Green



San Leandro: Tech & Innovation *In the News*

- Mar. 14, 2012 - *"In San Leandro, a Drive to Get Wired"*



- Nov. 23, 2012 – "San Leandro's Fiber Network Lures New Company"



- U.S. Ignite website: The San Leandro Story - <http://us-ignite.org/san-leandro-story>



- Jan. 30, 2012 -- "San Leandro Seeks Innovation with New Position"



- February 27, 2013 – "FCC Chairman Commends San Leandro for Fiber Optic Network"



- March 8, 2013 – "San Leandro's Old Chrysler Plant Revved Up For Tech"



- March 12, 2013 – "San Leandro Offering Ultra-Fast Internet"



- March 22, 2013 – Winner of 2012 Real Estate Deals of the Year Award, "Infrastructure/Public-Private Partnership: Lit San Leandro"



- April 20, 2013 – "Finding Google Fiber in Your Own Backyard"



- June 18, 2013 – "Google's not the only one with super-high-speed internet plans"



- July 31, 2013 – "San Leandro's Successful Downtown Fiber Optic Network Gaining Imitators in Oakland, Hayward"



- Sept. 30, 2013 – "Deborah Acosta, San Leandro's Dark Fiber and Innovation Maven"



- Dec. 3, 2013 – "San Leandro: Innovative Tech Tools of the Maker Movement"



- Mar. 3, 2014 – "San Leandro Tech and Arts Hub Tries to Recreate SoMa Under One Roof"





LitSanLeandro

Goals for 2014

- **Draft, negotiate and execute an Amended License Agreement** (includes Fiber Use Agreement) in collaboration with San Leandro Dark Fiber LLC, Lit San Leandro LLC and City Staff
- **Develop a Fiber Optic Community Benefit Allocation Plan** that will enable assignment of City's rights under the Amended License Agreement to 3rd parties, including our school districts
- **Develop business/marketing plan** in collaboration with LSL and service provider/s to convert existing businesses from wireless to wired (new loop) and add new customers
- **Lateral Construction costs:** Work to find funding solution
- **Fiber Optic Master Plan / Open Trench Policy:** Research best practices and collaborate with City staff to complete a Fiber Optic Master Plan. This is a necessary first step to establishing an Open Trench Policy.

Tech & Innovation Goals for 2014



Tech and Innovation Ecosystem

- **Continue Business Development Reconnaissance**, focusing on cultivating relationships, networking and following leads
- **Creating Great Places for Tech Businesses:** Continue with innovative approaches to development at Bayfair, The Gate/West Gate, Downtown / Co-Working Space, and the new Downtown Tech Campus
- **Execute Marketing Plan for Next Generation Workplace District:** San Leandro by Design and National Manufacturing Week events, and San Francisco Business Times marketing pullout.
- **Execute Marketing Plan for Next Generation Workplace District:** San Leandro by Design and National Manufacturing Week events, and San Francisco Business Times marketing pullout.
- **Develop a Business Services Network:** Focused on supporting startups



Introducing the New San Leandro Maker Event!

May 31st, Downtown



Calling for Makers & Performers!

