

Office of Business Development Ongoing Projects and Priorities

Project	Priority	Schedule
Broadband Strategy - Assess current availability of broadband options for businesses and develop list of priority improvements and tools the City can use to facilitate implementation of those improvements.	High	Strategy to be completed in spring 2012. Subsequent implementation tasks to be identified. Targeted assistance for local businesses could continue for several years.
Chamber of Commerce Partnerships - Partner with Chamber on San Leandro by Design events, participate in committee meetings and events, support industrial programs.	High	Ongoing.
Downtown Farmers' Market - Administration of contract with PCFMA for seasonal Farmers' Market, event marketing, staffing and coordination with Downtown Association.	High	Ongoing, active March - October annually.
Downtown Parking Garage - Design and construction of a 380 space parking garage with 2,000 sq. ft. office condo and plaza improvements. Staff oversees RDA expenditures, selection of design details, parking management, and coordinates construction of the office with Chamber.	High	Construction to be completed in Spring 2012. Parking management and Chamber offices likely to require several additional months of involvement.
General Marketing & Outreach - Continual production of monthly CD Update report and emails, Downtown San Leandro Quarterly Update, dissemination of news items related to SL businesses, press releases, and web updates.	High	Ongoing.
Kaiser Retail Development - Coordination with Kaiser and retail developers to explore options for development of a regional retail center.	High	Ongoing, timing driven by market.
Lit San Leandro - Marketing of Lit San Leandro fiber optic loop, in partnership with SL Dark Fiber, to retain and attract businesses.	High	Identifying opportunity sites near the fiber loop and potential funding for extending the loop to public facilities and schools. Ongoing marketing could continue for several years.
Marina Blvd. Specific Plan - Develop land use plan and strategic vision for the corridor linking the Kaiser development to the Shoreline.	High	On hold pending Supreme Court decision on Redevelopment. Prioritization to be impacted by availability of funding.
Marketing Properties in San Leandro - Maintain data on available properties and outreach to prospective companies, retailers, and real estate brokers through direct communication, production of flyers and web marketing.	High	Ongoing.

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Shoreline Development - Moving forward with Conceptual Master Plan. Next steps are execution of an ENRA, lengthy entitlement process, environmental analysis, and negotiation of Development Agreement.	High	Entitlements and full approval could take 1-3 years. Construction would occur in phases and take several years.
Town Hall Square Development - Continuing to explore development possibilities for this up to seven parcel downtown development.	High	Discussions with two property owners should be completed in next few months. Public vetting of development, entitlements and construction would take two to three years.
Village Marketplace - Development of 1.7 acre RDA owned property downtown into quality, pedestrian friendly grocery anchored retail center.	High	Community meetings held, anchor tenants identified and conceptual designs vetted. Targeting early spring 2012 for full entitlement and transfer of property. Opening Spring 2013
1595 Washington/268 Parrott - Potential mixed use development at former EBMUD site.	Medium	Exploring development options and feasibility. Timing impacted by residential real estate market.
Branding and Marketing - New Visitor Attraction Website - Identified through the Branding and Marketing Working Group. Website to highlight shopping, dining, and	Medium	In the early stages, completion around spring 2012 assuming resources available.
Branding and Marketing - Redesign Business Development Website - Identified through the Branding and Marketing Working Group. Website to highlight economic development advantages of SL, and opportunities.	Medium	In the early stages, completion around spring 2012 assuming resources available.
Commercial Rehabilitation Program - Recruitment of participants for business grants for façade improvement projects; assistance with project design, and management of loan paperwork and oversight.	Medium	On hold pending Supreme Court decision on Redevelopment.
Downtown Parking Management - Evaluation of downtown parking lot enforcement and use of parking meters given new license plate reader technology implemented as part of new parking garage.	Medium	Two community meetings held to date. Parking lot enforcement recommendations to Council in Winter 2012. Parking meter usage to be evaluated in Spring/Summer 2012.
Downtown San Leandro Marketing - Update DowntownSanLeandro.com website, market properties, attend industry events to promote DSL, produce quarterly update, etc.	Medium	Ongoing.

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Downtown Trash Enclosures - Preparing agreements with all businesses who use one of the RDA's downtown shared trash enclosures.	Medium	Waiting on RDA lawsuit for execution and outreach. Signatures gathered by Spring 2012.
East 14th/Hesperian Triangle Street Alignment and Beautification - Project design input, administration of relocation, remediation and construction expenses, and oversight of plans for site beautification.	Medium	Some funding still needed. Site remediation, acquisition of needed right-of-ways, traffic reconfiguration and landscaping designs to be completed over the next few years.
East Bay Green Corridor - Participation in a regional organization aimed at attracting clean-tech to the East Bay. Direct staff support for marketing activities, e.g. website and newsletters.	Medium	Ongoing.
Economic and Real Estate Analysis - Ongoing collection, analysis and dissemination of data on employment by industry, sales tax revenue, lease and sale rates, vacancy, and unemployment.	Medium	Ongoing.
Eden Road Construction - Oversight of RDA expenditures, outreach to impacted business and property owners, assistance with formation of assessment district and cost allocation.	Medium	Ongoing, however construction may be delayed due in part to Supreme Court case.
Industrial Competitiveness Program - Recruitment of participants for business grants for energy efficiency projects; assistance with project design, and management of loan paperwork and oversight.	Medium	On hold pending Supreme Court decision on Redevelopment.
LINKS Shuttle - Agency staff provides staffing for the Transportation Management Organization, financial oversight, and management of grant applications and ongoing requirements.	Medium	Ongoing.
Property Business Improvement District for Downtown San Leandro - Staff to retain and work with consultant to explore creation of a PBID to fund some of the downtown marketing, maintenance and security.	Medium	In discussion with Downtown Association and some property owners. Initial outreach could be completed in 2012, formation of a BID would take about one year.
Shoreline Business Association - Agency staff provides financial oversight and manages contracts for marketing activities.	Medium	Ongoing.
Support for Downtown Business Association - Staff provides support for Association meetings and events.	Medium	Ongoing.