



San Leandro Economic Development Strategy

Presentation to the City of San Leandro Finance Committee
May 22nd, 2024



Presentation Agenda

- Purpose of the Economic Development (ED) Strategy
- Strategy Process and Findings
 - Key Findings
 - Feedback Received
- Draft Strategy
 - Draft Vision
 - Emerging Themes and Actions
- Next Steps & Timeline
- Council Feedback – Anything Missing?



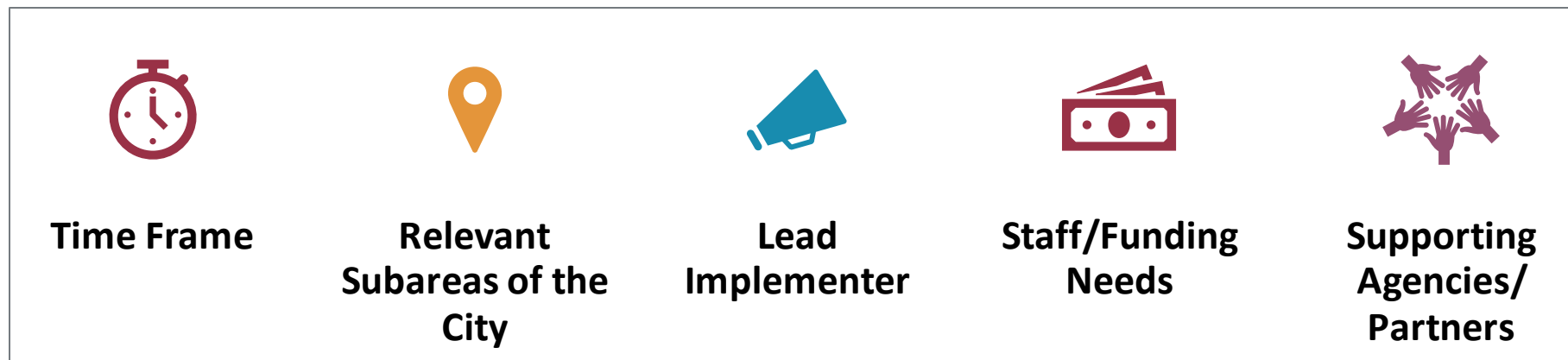
Why Create an ED Strategy?

- Prioritizes and focuses City's limited resources
 - Action-oriented plan for the City
- Identifies opportunities and challenges
- Highlights community's unique economic role, opportunities, and vision
- Strengthens jobs, amenities, businesses, and revenue for public services



How is an ED Strategy Structured and Used?

- Policy document to guide ED activities over next 5 to 10 years
 - ✓ SMART Strategies – Specific, Measurable, Actionable, Relevant, and Time-Bound
 - ✓ Performance Measures – gauge success
 - ✓ Implementation Plan – prioritizes resources and programs



Economic Development Strategy Process and Findings

Economic Development Strategy Process



Input and Analysis Conclusions

Topics Analyzed



Input and Analysis Conclusions (cont.)

Analysis Highlights

- Key innovative business opportunities – clean tech, bio tech, food tech
- Need for modern industrial flex buildings and upgraded infrastructure
- Development challenges - construction costs, permitting, financing
- Desire for retailers and shopping centers to be upgraded
- Career pathways in locally strong industries = opportunities for residents
- Small business and creative industry assistance supports families and quality of life

Input and Analysis Conclusions (cont.)

Feedback from Workshops

Workshop #1 - Priorities

- Highest priorities - safety, public spaces, small businesses

Workshop #2 – Top Strategies

- Expanding workforce partnerships & job access
- Cultivating mixed-use, transit-oriented development
- City process improvements & facilitating new development



Input and Analysis Conclusions (cont.)

Finance Committee

Feedback Received

- Be specific about goals and objectives for strategy
- Focus on big opportunities for transformative development, attracting innovative industries
- Create opportunities for lower-income residents
- Attract / retain high skill workers, and high-quality retail

How We're Addressing

- Creating SMART strategies and actions
- Focusing on key development opportunities
- Prioritizing growing, innovative industry opportunities
- Partnerships for workforce development & small businesses
- Targeted branding and marketing strategies

Draft Vision and Goals

Vision for San Leandro

Innovation

East Bay's premier location for innovation-based industry

Quality

High-quality retail, transformative development

Community

Diverse and welcoming, charming neighborhoods, vibrant dining & cultural scene

Equity

Workforce opportunities & small business support

Character

Strong public image, known for creativity, innovation & production

Draft Economic Development Strategy

Key Goals



Accelerate **innovation** and attract and retain target industries that are positioned for growth



Create vibrant and exciting community gathering places with **quality businesses** in retail, dining, hospitality, and entertainment



Ensure all residents can access high-quality **job opportunities** in large and growing industries through workforce development and education opportunities



Preserve **industrial districts** and support **small businesses** and entrepreneurship

Attract & Retain Target Industries



1. Accelerate Innovation

- Attract innovation-based industries (clean tech, food tech, biomedical)
- Explore opportunities for building the Creative Economy
- Branding & Marketing Strategy - improve visibility, image & identity

Infrastructure / Industrial Districts



2. Preserve Industrial Districts & Address Infrastructure Needs

- District-based planning to modernize industrial infrastructure
- Partnerships to advocate for power upgrades

Land Use & Development



1. Evaluate Zoning & Support Development Opportunities

- Evaluate & Update Zoning and Review Processes to support strategy goals
- Facilitate Transformative Development Projects – Bay Fair, Downtown, Shoreline, Kaiser North

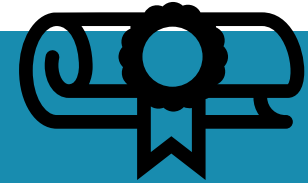
Retail & Restaurants



2. Attract High-Quality Retail & Support Shopping Districts

- Develop Retail Action Strategy for specialty, experiential and family-oriented retail
- Assist shopping centers to make aesthetic, tenant and safety upgrades
- Support placemaking in downtown & along E 14th St.
- Analyze Hotel market and promote key sites

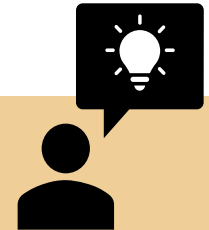
Workforce & Education



1. Facilitate Workforce Development & Education Opportunities

- Ensure programs are responsive to resident & business needs
- Explore higher-education partnerships
- Support childcare services to reduce barriers to employment

Small Business & Entrepreneurship



2. Support Small Businesses & Entrepreneurs

- Expand and formalize technical assistance programs to ensure ongoing support
- Reduce barriers to entry, providing guides for diverse businesses

Next Steps and Discussion



Next Steps

- June - Public Admin. Draft
- July - City Council Work Session
- September - Council Adoption

Discussion

- Council feedback on strategies
- Anything missing?