



Oakland's Role in the East Bay Green Corridor Partnership

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What Oakland Brings to the East Bay Green Corridor

- Oakland is the “Capital of the East Bay”
- Consistently ranked in the Top 10 among large U.S. cities for sustainability
- Over 400,000 people speaking over 50 languages
- Over 15,000 businesses



What Oakland Brings to the East Bay Green Corridor

- 200+ green/sustainable businesses across many different sectors
- Direct access to county, state, and federal government agencies
- Transportation hub for the region, including the seaport for Northern Calif. and Oakland International Airport



What Oakland Brings to the East Bay Green Corridor

- **An underutilized, growing “smart growth” oriented downtown, including:**
 - Three downtown BART stations
 - Ample, diversified housing stock
 - Expanding Class “A” office space, including the East Bay’s largest green office building, ready to support 1000 new jobs by Fall, 2010



What Oakland Brings to the East Bay Green Corridor

- Centrally located industrial property and facilities, including over 100 acres at the old Oakland Army Base alone
- Sites formerly entangled in housing speculation now available as industrial opportunity sites
- Most of the non-residential areas of the city lie in redevelopment areas, offering some creative financing options



What Oakland Brings to the East Bay Green Corridor

- Industrial vacancy remains low, but many buildings are older and need investment
- Virtually no lab space or “campus” type developments currently built
- Major budget challenge limits the availability of incentives to attract prime green tech firms
- Oversimplified image as high crime city is a real obstacle to business attraction



What Oakland Brings to the East Bay Green Corridor

- California Enterprise Zone and Recycling Market Development Zone status
- A large, highly educated workforce
- ~10% unemployment rate, with a large population of individuals needing job training and entry level employment



What Oakland Brings to the East Bay Green Corridor

- Home to many creative environmental non-profit organizations, including:
 - Ella Baker Center and Green for All
 - Apollo Alliance, Oakland Chapter
 - International Cities for Local Environmental Initiatives (ICLEI)
 - Redefining Progress

And many more...



What Oakland Brings to the East Bay Green Corridor

- The highest installed solar electric capacity (>5 MW) in Northern California
- Innovative energy firms include BrightSource Energy (thermal solar) and Blue Sky Biofuels (biodiesel mfg.)
- Successful, ongoing partnership with Berkeley and other Green Corridor cities on E. Bay Energy Watch



Regional Green Energy Opportunities for Oakland

- Institutionalize regional solar demand, expanding economic development and employment opportunities in the region
- Continue work with MMA Renewable Ventures to identify opportunities for “no first cost” commercial solar installations
- Evaluate potential to expand Berkeley FIRST solar property tax financing in Oakland



Green Building Policies Create a Regional Multiplier Effect

- Oakland is the only major U.S. city with two LEED Platinum buildings
- Currently vetting a mandatory private sector green building policy, with implementation in mid-2009
- Regional Green Building policies support local contractors and entry level jobs, as well as key suppliers like EarthSource Forest Products and others



Some Thoughts About Existing and Evolving Partnerships

- Berkeley and Emeryville represent a strong green/clean tech research and development axis in the EBGCP
- Oakland and Richmond have land and incentives, but also more challenges
- Berkeley and Oakland have long history of collaboration on environmental programs (energy efficiency, RMDZ, etc)
- San Pablo Avenue as the symbol of a real Green Corridor?



Keys to Success of the Partnership Going Forward

- Tune in clearly to the needs of startups emerging from research at UCB and LBL
- Know and promote Oakland sites and services needed by such firms
- Acknowledge and close gaps in facilities and services offered, whenever possible
- Be glad that we have launched EBGCP, since regionalism should be a strength in the murky economic times ahead



Thanks for your
attention...

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