



Uniquely
Oakland

Opportunities shine in California's most inclusive and innovative city





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- ✓ 75,000 sq.ft. of quality retail
- ✓ Over 400 parking stalls

A Regional Community...Connected

We're on the Edge - and taking transit oriented living to the next level.

◀ A LETTER FROM THE MAYOR OF OAKLAND ▶

Uniquely Oakland

Everyone belongs in the world's best city
for smart businesses, large or small

Welcome to Oakland, Calif., the best place on the planet to pursue prosperity. If that seems like exaggeration, consider this: Oakland is ideally located at the center of California's \$3 trillion state economy (an economy larger than that of the United Kingdom, France or India). Oakland is also the geographic heart of the San Francisco Bay Area — the region recognized as the global capital of tech innovation, home to the nation's highest GDP per capita, a magnet for the world's smartest talent and a coveted place to live with unbeatable scenery, weather and cultural diversity.

Also consider what you'll read in this special report. Venture capital investment in Oakland increased 49 percent from 2017 to 2018. More than \$40 billion moves through the Port of Oakland each year, and 13.6 million people fly in and out of the Oakland International Airport. Oakland's comparatively affordable commercial real estate is attracting new tech companies like Marqeta, Roofstock and Uptown Station's incoming tenant, Square. And the city is a leading employment center for the health-care industry, with Blue Shield's new headquarters moving here and longtime Oakland-based giant, Kaiser Permanente, set to build a new \$900 million Thrive Center.

Oakland also celebrates our status as the most ethnically diverse large city in California. Our commitment to inclusive and equitable values is Oakland's special sauce — like the secret recipes of our many famous chefs. You can sample Oakland's distinct flavors not only in our restaurants but also in our outdoor spaces, festivals, murals and music. You hear it in voices on the stage and in the streets and in the words of our writers and poets. These creative expressions ensure that we live, work and play in a city where we all feel a sense of belonging — a sense of Oakland.

That spirit means we welcome and encourage entrepreneurship and innovation at every level of the economy. The city is committed to ease, efficiency, prosperity and resiliency while driving equality of opportunity and inclusive growth. This work includes celebrating our existing communities and businesses. Oakland's many successful companies, from industry giants and world-leading nonprofits to retail pop-ups and fabulous food trucks, share a commitment to these values and prosperity for all.

Because of these factors and more, Oakland is experiencing an unprecedented boom. Unemployment has plummeted, commercial districts are thriving, business and tourism are flourishing. Develop-



“Our
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many famous
chefs.”

Oakland Mayor Libby Schaaf

ment dollars are pouring in, driving construction on 240,000 square feet of new retail space and 945,000 square feet of new office space with openings slated for 2019, 2020 and 2021.

Growth has been spurred, in part, by the city's forward-thinking work on specific areas of Oakland that are ripe for revitalization. City plans and environmental reports drawn up over the past decade are helping to ensure predictability and efficiency for development in these zones because the plans have already been publicly vetted and adopted by the City Council. The city also works hard to expand prosperity beyond the downtown core, to grow opportunities for all neighborhoods from East to West.

To tackle the challenge of rising rents and the state's affordable housing crisis, Oakland's planning provides a turbo-boost to housing at all income levels while also including careful guardrails to prevent displacement and disruption to neighborhoods. This includes impact fees to support affordable housing, transportation and capital projects, as well as rules to prevent conversions of single-room occupancy housing.

Fortunately, multiple developments are well underway to increase the supply and variety of housing. More than 9,300 units have recently been completed or are currently under construction, including transit-oriented developments at Fruitvale, MacArthur and Coliseum BART stations. Multiple residential projects are rising in the city's center. Oakland's tallest housing development ever, a soaring 40-floor tower at 1314 Franklin Street, is going up on the site of a former parking garage.

Two large developments are also creating entirely new residential neighborhoods. SunCal's Oak Knoll community will feature 918 townhomes and single-family homes, 80,000 square feet of retail and

about 84 acres of green space. An adjoining 5.4-acre parcel retained by the city is slated for development of affordable housing.

Nestled on the Oakland Estuary, Brooklyn Basin is a new, mixed-use neighborhood on the historic waterfront. The 64-acre, former industrial site is completely transforming with 241 units now leasing in the Orion building. Ultimately, 3,100 market-rate and affordable units are slated for the area.

Oakland's bright future also includes a signature opportunity with our hometown sports heroes. The Oakland A's baseball team — famous for grit and ingenuity — has proposed a new waterfront ballpark at Howard Terminal adjacent to Jack London Square. The Bay Area Council Economic Institute predicts the ballpark and surrounding development will generate \$7.3 billion in economic benefits over 10 years for Oakland and Alameda County and create more than 6,100 permanent jobs.

Oakland is a creative, resourceful community. Our character comes from our history, spunk and imagination. You already belong here. I hope you'll become part of our story.

👉 49%

Increase in venture capital investment
in Oakland from 2017 to 2018.



Prospering Together

Opportunities shine in California's most inclusive and innovative city

Every day a new accolade shines a light on what makes Oakland uniquely qualified for prosperity. For two years running, Oakland has nabbed WalletHub's "best large California city for starting a business," and the city regularly ranks high atop other lists — best travel destination, best for bicycling, best for foodies, best for walking, best for baseball fans, and best for finding your dream job.

Oakland is one of three major urban job centers in the San Francisco Bay Area. The city has capitalized on its historic strength as the region's major health, transportation and logistics hub while gaining increasing attention for attracting new types of jobs with financial technology companies, solar and green energy providers, innovative food producers, as well as manufacturers, industrial fabricators and artisans. Construction cranes soar above commercial and residential sites from the Coliseum BART station to North Oakland, with the largest projects totaling a \$2.3 billion investment.

 **260**

Oakland's average number of sunny days per year

The project represents a consolidation of Kaiser's existing Oakland office buildings, which will free up space for new commercial tenants. The newly available space should feed the already robust trend of companies fleeing crowded, astronomically priced San Francisco for Oakland's more affordable commercial real estate and more desirable work-play environment.

Oakland's superb location covers 56 square miles in Alameda County, with 19 miles of coastline, backed by magnificent hills, where much of the land is open space and parks. Situated at crossroads of major freeways and transit systems, Oakland is the Bay Area's most convenient commuting destination, and the city benefits from immediate

access to rail, air and sea services. That figure does not include Kaiser Permanente's recent announcement of plans to build a massive new \$900 million headquarters between Telegraph Avenue and Broadway.



GETTY IMAGES

access to rail, air and sea services.

With more than \$40 billion worth of international trade moving through the Port of Oakland each year, it's one of the few U.S. seaports whose exports exceed imports. Nearly 55 percent of Oakland's total cargo tonnage is exports; 20 ocean carriers serve the Port, which has four marine terminals in operation.

Oakland International Airport (OAK) is the region's most convenient and centrally located airport for travelers and cargo customers. It's the largest airport for air cargo operations in the Bay Area and is served by 12 passenger airlines. The best way to and from the San Francisco Bay Area, OAK offers scheduled service to over 60 nonstop destinations, including 13 international cities.

With Oakland's location comes its famously enjoyable Mediterranean climate known for warm summers, mild winters and an average of 260 sunny days per year. Oakland is both warmer than foggy San Francisco and cooler than steamy San Jose. Beautiful oak, pine, fir and redwood

Top: Oakland with Lake Merritt in the foreground.

Above: Operations at the Port of Oakland.

Facing page left: The gardens at Lake Merritt.

Facing page right: Oakland's Free Broadway Shuttle.



SFBT / TODD JOHNSON



CITY OF OAKLAND / GREG LINHARES

trees flourish in the Oakland hills, home to panoramic Bay views, beautiful homes, wildlife and trails.

Lake Merritt, ringed by 3.4 miles of paths for walking and jogging, serves as the city’s preeminent public space. The water is flanked by the growing Downtown and Uptown skylines as well as a mix of historic and modern homes, condos and apartments in lively and walkable mixed-use neighborhoods with fine dining, outdoor cafes and distinctive shops.

Families flock to the lake’s nature center, playground and Children’s Fairyland — a beloved fairy tale-themed amusement park. The lake is also a great place to rent a sailboat, canoe, or rowboat and appreciate stunning views from the lake’s center. Locals know a spin around the lake is the perfect way to mingle with fellow Oaklanders and appreciate the city’s sparkle and diversity.

“I love living in Oakland. It’s a city burst-

ing with creativity and tangible pride,” says Cava Menzies, an artist and faculty member at Oakland School for the Arts. “I think of it as a living, breathing thing that has a perfect balance of untamed grit, sweeping beauty and dazzling color.”

Modern Oakland’s population has deep roots that extend back to when Lake Merritt was a convergence of creeks surrounded by wetlands — a gathering place for Native Americans. The Spanish arrived in the 1700s, ushering in waves of change, including the near decimation of the Native population. Later, the territory shifted from Mexican to U.S. control.

Many Chinese found Oakland through the pull of the Gold Rush and railroad construction. Others came after the San Francisco 1906 earthquake and fire. African Americans arrived as many found jobs on the Central

Continued on next page

Many options for transportation

A wide range of convenient transportation options make the East Bay particularly accessible to other parts of the Golden State.

Oakland is the hub for Bay Area Rapid Transit (BART), the high-speed, regional rail system with 121 miles of track, including the 3.6-mile Transbay tube. With eight stations in Oakland, it is easy to jump on a train. A BART trip from downtown San Francisco to downtown Oakland takes 11 minutes.



Several U.S. interstates (80, 580, 880 and 980) come together here, along with state highways. Oakland’s waterfront offers ferry service to San Francisco with stops at the Ferry Building, PIER 39 and Oracle Park.

Other transportation services include AC Transit buses and Amtrak. Trains make multiple departures daily on routes to the Pacific Northwest, Southern California and the Central Valley. Amtrak’s Capitol Corridor line to Sacramento is the third-most popular line in its national rail network.

The free 511 Regional Rideshare Program introduces commuters to people who live and work nearby so they can carpool, vanpool or even bike to work together. Ride-sharing benefits include access to the Bay Area’s growing network of carpool lanes, free park-and-ride lots and a host of commute incentives. Car-sharing, bike-sharing and scooter-sharing services complement excellent transit, and many Oakland residents choose not to own a car.

CITY OF OAKLAND / GREG LINHARES



PAOLO VESCIA

“Oakland is officially the coolest city in California.”

Rachael Ray Every Day

Continued from previous page

Pacific Railroad and in Oakland’s factories and shipyards during the Great Migration, the movement of 6 million African Americans out of the U.S. South between 1916 and 1970. Oakland’s Native American population — now over 10,000 — includes both Ohlone descendants and peoples from other tribes who moved here under the Urban Relocation Act, resulting in the largest concentration of urban Natives in the nation.

Today Oakland’s global character includes countless immigrant groups —Vietnamese, East Africans, Filipinos, Central Americans, Koreans, Tongans and so many more. Oakland has 425,000 residents — and 112,000 are foreign born. Thirty-six percent of Oaklanders speak a language other than English, more than

of the company. The diversity supports the collaborative, empathic, caring and humble culture, which is perfect for innovation and creativity.”

In fact, residents say diversity is their favorite part of living in Oakland — beating out the weather and food in a recent survey. Diversity is followed closely by arts and culture, which blossom in the city’s many innovative and untraditional arts organizations and celebrations.

Oakland has not only a symphony and ballet but also organizations such as The Crucible, a industrial arts school famous for fire performances; Destiny Arts, a martial arts and dance program for youth; Project Bandaloop, an aerial dance troupe that combines choreography with climbing; and Oakland Interfaith Gospel Choir, known for collaborating with high-profile artists across genres.

Appreciation of the arts is not surprising given Oakland education levels. The city’s labor pool ranks eighth in the United States in overall educational achievement. More than 40 percent of Oakland residents have a college degree — twice the national average. The East Bay surroundings are a fertile intellectual environment with approximately 100,000 students attending UC Berkeley, Cal State–East Bay and other local universities and colleges. Academic centers and labs make the area an important center for innovation, attracting talented people in every field — from engineering and investment banking to medicine and fine arts.

A sign that a city is a great place to live and do business often comes when it’s named a great place to visit. *National Geographic Traveler* named Oakland one of its 28 Best Places to Visit in 2019. Last fall, *Rachael Ray Every Day* proclaimed,

Continued on page 8

 **36%**
of Oaklanders speak
a language other than English

14 points above the national average. A harder concept to quantify is how cultures weave together, creating far more diverse individuality than census categories can portray.

Elaine Zhou, chief technology officer for Vidado, an artificial intelligence start-up based in Jack London Square, is representative of Oakland employers who value diverse talent. “Employment diversity is at the core of Vidado’s DNA, and it is part of the company’s founding principles,” she says. “From unconscious bias training to standardized recruiting practices, we’ve worked hard to attract and retain people with different backgrounds, gender, age and more. We have a high percentage of women at every level



CITY OF OAKLAND / GREG LINHARES



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Top: An appeal to the sartorially minded at the Laurel StreetFair World Music Festival.
Center: Enjoying a day of sunshine and music at the Art + Soul Festival.
Bottom: Oakland’s streets come alive with cultural events and street fairs.

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office tower,
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ELLIS PARTNERS



PROSPERING TOGETHER

Continued from page 6

“Oakland is officially the coolest city in California right now,” recommending the First Friday street-art crawl where you can “eat, drink, and walk your way through blocks of street performances, food trucks, and people-watching opportunities.”

The latest figures say tourism brings 3.8 million annual visitors to Oakland, who spend \$668 million. In total, Oakland tourism generates \$882 million in business sales while supporting 7,310 jobs. Those numbers should only grow as new hotel projects are sprouting, including a 140-room SpringHill Suites by Marriott near Oakland’s airport and a 122-room Hampton Inn downtown. Williams Sonoma’s first West Elm hotel is slated to open in 2021 with 168 rooms and 72 residential units at 2401 Broadway. A 286-room hotel will be split between two Marriott brands, Residence Inn and AC Hotel, on Jefferson Street near City Hall. And yet another project will bring a 173-room Marriott International Moxy Hotel to Uptown.

Hospitality is just one of many segments aided by Oakland’s forward-thinking approach to city planning. In recent years, the city has created carefully designed “Specific Area Plans” that aid development with streamlined approvals. On top of that work, Oakland and the East Bay region have a rich network of organizations — from a start-up assistance center to regional workforce training programs. Together, these resources help companies of all sizes prosper.

Another spark comes in the form of Opportunity Zones, set up by the Federal Tax Cuts and Jobs Act of 2017. The zones allow investors to defer and reduce capital gains taxes on investments located within approved areas. Oakland has 30 approved Opportunity Zone census tracts, more than San Francisco and San Jose.

But in some ways, Oakland’s hot economy is already steps ahead of the Opportunity Zone designations. Investment is flowing into dynamic districts, and local entrepreneurs are also on a streak, capturing 10 out of 100 spots on an annual nationwide roster of the fastest growing inner-city businesses. The list includes Firebrand Artisan Breads, OCHO Candy, Enlisted Design, Lowney Architecture, FATHOM, Terraphase Engineering, Blaisdell’s Business Products, Oak-

landish, ProActive Business Solutions and Revolution Foods.

Some on the list benefit from Oakland’s growing industry clusters — groups of companies aligned around specific segments of the economy. Such firms typically find advantages in sharing a common geography, whether they’re competing, collaborating or both.

Oakland’s best-known industry cluster is health care, led by

Kaiser Permanente, the city’s largest employer. Blue Shield also joins the community this year, moving its headquarters — and 1,200 employees — from San Francisco to Oakland’s City Center. UCSF Benioff Children’s Hospital Oakland, Alameda Health Systems and Sutter Health are other top Oakland health-care employers.

Fintech is perhaps Oakland’s fastest-growing industry cluster. Square, the innovative payments company, is set to occupy 356,000 square feet of office space in the iconic Uptown Station by year’s end. Other players include payment card start-up Marqeta; Credit Karma, a multinational personal finance company; and Lendup, an innovative loan and credit card company that has designed gamification for responsible lending behavior.

Manufacturers, food producers and green technology are three overlapping clusters that represent an exciting local growth engine. More than 450 manufacturers and makers in Oakland support over 7,000 jobs and make up 10 percent of the city’s gross regional product.

One company that operates at this intersection is Impossible Foods, maker of the incredibly popular Impossible Burger. The plant-based burger offers the taste and nutritional benefits of meat without the negative health and environmental impacts associated with livestock.

While headquartered in Redwood City, Impossible Foods has a 68,000-square-foot facility in East Oakland with 200 employees. CEO Pat Brown says the plant produced “an all-time record volume of product in May, then another record amount of product in June.” Customer demand, he says, is “scorching.”

The runaway success of the Impossible Burger makes sense. The product is innovative, environmental and delicious — the perfect fit to be made in Oakland.

OAKLAND FACTS AND FIGURES

56

Square miles total area

19

Miles of coastline

\$40B

Value of annual international trade through Port of Oakland

\$2.3B

Current investment in major construction projects

3.8M

Visitors to Oakland annually



Oakland nurtures culinary talent – and it’s being noticed

It’s not surprising that Oakland’s diverse population, living at regional and international crossroads, fuels a food scene that some have called the best in the world. Writer Jane Sigal recently listed her reasons to love Oakland’s food scene in a column for *Food & Wine*, raving about “fried chicken palaces, tiki joints, coffee roasters, Michelin-starred-chef ventures, bottle shops, taco trucks and female-run restaurants that started as farmers market stands. . . .”

One standout is Nyum Bai, a Cambodian street food restaurant in the Fruitvale neighborhood that illustrates how Oakland nurtures culinary talent. Chef-owner Nite Yun, a Cambodian refugee who came to California with her parents at age 2, grew her business from catering gigs to pop-ups to a food counter before

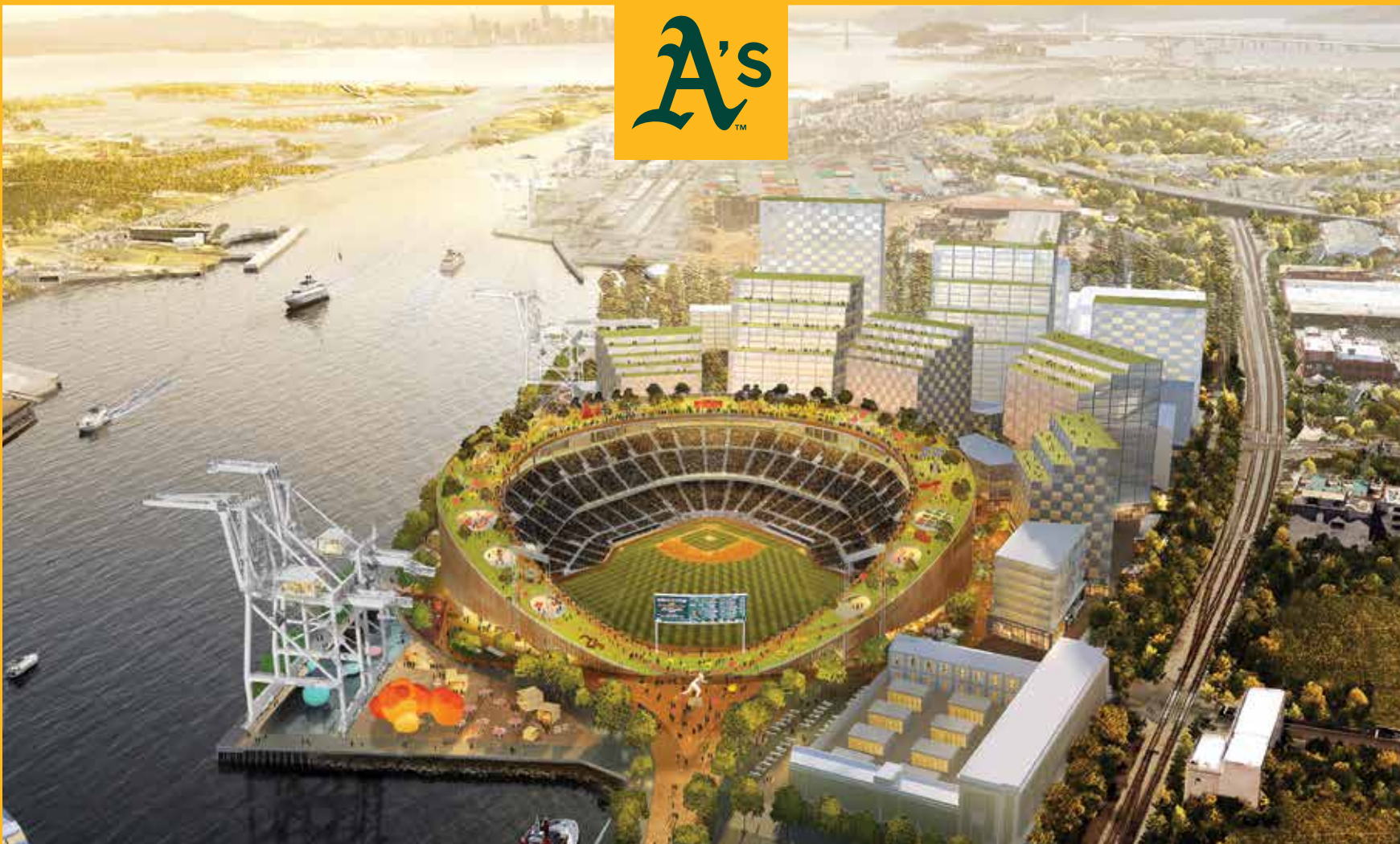
opening her current full-fledged brick-and-mortar establishment. Last year Nyum Bai was named one of the nation’s top 10 new restaurants by *Bon Appetit*. This year the restaurant was nominated for a James Beard Award.

“I think it’s pretty clear that in recent years, the axis of creative expression has been shifting from San Francisco to Oakland,” says writer Josh Sens, who has spent more than a decade covering the Bay Area food scene for *San Francisco* magazine and other publications. “This is where young and talented chefs and restaurateurs are coming to carry out their visions. When you throw in other vital factors, such as a diversity of cultures, influences and backgrounds, and ready access to great ingredients, it’s no surprise the dining scene here has grown so varied and vibrant.”

“This is where young and talented chefs and restaurateurs are coming to carry out their visions.”

Josh Sens, Bay Area food writer

Photo: Kuy Teav Cha served at James Beard Award-winning Cambodian restaurant Nyum Bai.



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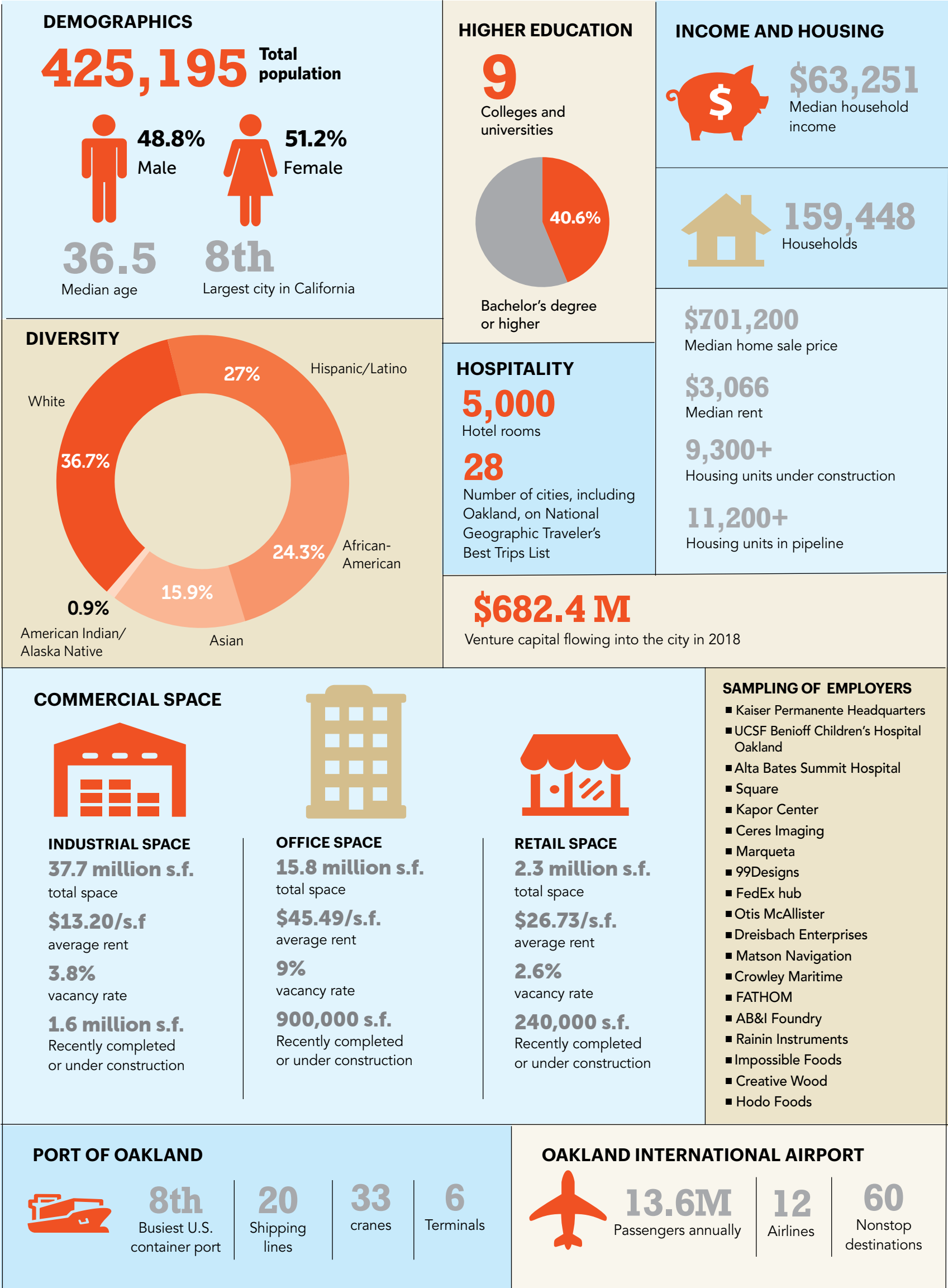
Blue Shield of California is moving to Oakland for our new corporate headquarters. Although we'll be bringing our hearts across the Bay – along with our computers, mobile phones, pens, desks and much, much more – we won't forget our roots.

Even before we open our doors this month at 601 12th Street in Oakland, we've held numerous events to celebrate our history and our future. Our #80ForOakland campaign shows our passion for helping neighbors in our new home. We maintain our heritage in San Francisco through our office on Montgomery Street and our continued Yerba Buena Center for the Arts Sponsorship.

Eighty years ago, our company was founded as the first "Blue" plan in the nation. Our Oakland move and our continued presence across the Bay Area show how we're as committed as ever to serving the health needs of all Californians.

[#WeNeverStop](#) [#80ForOakland](#)

Oakland by the Numbers



Innovative Urbanism

Oakland leads the back-to-the-city movement with transit-centered housing, green space and forward-thinking public-private collaboration

Are you unhappy, somewhat happy, or very happy? Increasingly, people who say they’re “very happy” are living in cities. According to research from Rutgers University, the trend is especially true for the Millennial generation. Today’s 23- to 38-year-olds are considered the leaders of the back-to-the-city movement.

It helps when smart cities invest in the factors that drive urban happiness — transit-centered housing, inviting parks and public spaces, walkable dining and retail districts, and a vibrant arts, entertainment and culture scene. Oakland, with a diverse array of lively urban neighborhoods, is at the forefront of this trend — a big plus for employers who care about quality of life for their teams. The city is also leading important work to approach housing and economic development through a lens of equity. By fostering prosperity for all, the city



PAOLO VESCIA

aims to preserve Oakland’s distinctive culture and character. “You could take anyone to almost any major city in the U.S., blindfold them, spin them around, then take the blindfold off and ask them where they are — and they’d have no idea,” says Robert Ogilvie, Oakland director for SPUR, the San Francisco Bay Area Planning and Urban Research Association. “There are very few places that have a defined essence and sense of place, but Oakland is one of them.”



Explore Oakland’s New Waterfront Neighborhood

Discover Brooklyn Basin This Fall

Signature Development Group is proud to announce that Brooklyn Basin is now beginning to welcome residents and visitors to its shores. Orion, a sleek collection of 241 premium for-lease residences, is leasing now. Other stunning community features such as a grand waterfront park and the fully restored 9th Avenue Terminal building will be opening this fall—with much more to come. The 65 acres of Brooklyn Basin will soon be home to 200,000 square feet of retail and office space, 3,100 new residences, and over 30 acres of scenic parks, trails and bike paths.



signaturedevelopment.com

◀

INNOVATIVE URBANISM

▶

Anchored on Transit

Urbanism — the study of how people interact with city environments — has been a long and deep pursuit in Oakland. For decades, architects, planners, economists, geographers, civil engineers and many other specialists, as well as informed and active residents, have joined in conversations and public-private collaborations shaping the city’s present and future.

“Coliseum Connections represents a bold new model that addresses Oakland’s pressing need for affordable housing.”

Libby Schaaf,
Oakland mayor

One recent gathering, an event organized by SPUR called “Thinking Big in Downtown Oakland,” brought together a panel to discuss a flurry of audacious regional projects. Kaiser Permanente’s massive new Thrive Center headquarters was discussed, along with renovations at a historic convention center and ambitious plans for a second BART tunnel under the San Francisco Bay.

The projects all had one common thread: accessible transit. Oakland’s central location and existing public transportation are among its greatest assets, and those assets are growing even stronger as the city carves innovative partnerships to build mixed-use transit-oriented developments.

In April, the \$57 million, 110-unit Coliseum Connections residential project was completed, using modular technology to speed construction and reduce costs. Adjacent to the Coliseum BART station, the project includes 55 units designated as affordable for those mak-



DOIENGINEERS

ing 50 to 60 percent of average median income. The joint venture of UrbanCore Development and the Oakland Economic Development Corporation in partnership with Pacific Housing, Inc. sits on a 1.3-acre site secured through a long-term ground lease with BART.

Oakland Mayor Libby Schaaf praised the public-private effort, saying, “Coliseum Connections represents a bold new model that addresses Oakland’s pressing need for affordable housing. By creatively leveraging public funds from the state, county and city to attract private investment, the developers created desperately needed housing

The 110-unit Coliseum Connections residential project was built using modular technology to speed construction and reduce costs. The project includes 55 affordable housing units.

Continued on next page



2201 Broadway
200,000 square feet



1330 Broadway
320,000 square feet



1221 Broadway
535,000 square feet



2201 Valley
860,000 square feet

TMG Partners believes in Oakland

From Uptown to Downtown, TMG’s acquisition and development of 1.8 million square feet of office space reinforces Oakland’s position as a critical regional center of jobs, dynamism, and diversity. There is no other development firm as committed to the surging Broadway/BART corridor.

For more than 35 years, TMG’s focus on Bay Area urban infill gives us deep connections to Bay Area communities, businesses, and market trends that guide our commitment to Oakland’s evolution.



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INNOVATIVE URBANISM



PAOLO VESCIA

Above:
Acts Cyrene
Apartments.
Right:
Seminary
Point.



CITY OF OAKLAND

Continued from previous page

in a new mixed-income community that also directly connects to public transportation.”

Residents at Coliseum Connections have exceptional access to BART’s rail system, numerous AC Transit bus routes, Amtrak’s Capitol Corridor line and the Oakland Airport Connector, all complemented by recent streetscape improvements.

Public-private partnerships go beyond the traditional real estate developers; faith-based organizations have become important development partners in previously under-invested areas of Oakland. The Acts Cyrene apartments with 59 affordable units was spearheaded by the persistent efforts of Bishop Bob Jackson, founder and pastor of Acts Full Gospel Church of God in Christ on 66th Avenue in Oakland. Yet another collaboration gave life to Seminary Point, a 27,000-square-foot retail and commercial project at the corner of Foothill Boulevard and Seminary Avenue. Anchored by a freestanding 14,250-square-foot Walgreens store with a wellness center and a drive-through pharmacy, the center helps provide for the daily needs of nearby residents.

Seminary Point represented years of work to acquire and assemble 11 separate parcels and consult with the local community to identify the site’s best use. The city spent nearly \$5 million on land assembly, demolition, hazardous materials removal and soil remediation. The city also provided a \$2 million loan and a \$1.5 million line of credit with former redevelopment agency bond funds.



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INNOVATIVE URBANISM



Lake Merritt



Snow Park

PHOTOS: CITY OF OAKLAND / GREG LINHARES

Paving and Parks

One seemingly mundane — but critical — aspect of city life illustrates how Oakland is striving to deliver attention to every corner of the city: filling potholes and paving streets. A three-year plan funded by voter-approved Measure KK is tripling the pace of road repaving by investing \$100 million. Of that funding, \$75 million will go to local streets in need of repair, including many in East Oakland and West Oakland.

Other noteworthy public investments have come from Measure DD, a \$198.25 million bond measure passed in 2002. Over 17 years, the funding has led to significant improvements at Lake Merritt and the Oakland Estuary, as well as critical investments in youth recreation facilities. Together, the work on parks, trails, bridges, recreation, arts, land acquisition and creek restoration has created a world-class outdoor environment.

Lake Merritt has been a worthy focus given its longtime prominence as the United States’ first official wildlife refuge, designated in 1870.

Today, Oaklanders of all ages flock to the lake for picnicking, strolling, running and inline skating. Kids can learn to sail at summer camp programs. Families join holiday sing-alongs in December on evening boat rides while city lights twinkle. And toddlers take train rides, watch puppet shows and meet farm animals at Children’s Fairyland, a fairy tale-themed amusement park.

The most recent work is the Lakeside Green Streets project and Snow Park reconstruction, a 14-acre project, bordered by Harrison Street and Lakeside Drive. The effort has increased parklands, improved water quality, calmed traffic and improved safety for pedestrians and bicycles. Work like this helped Oakland earn Gold-level recognition from Washington, D.C.’s

League of American Bicyclists. The project also brought to life a new public artwork. *Makkeweeks*, a 16-foot-long sculpture by Scott Constable, depicts a fantastical sea monster inspired by an Ohlone folktale. The sculpture is surrounded by photo-etched granite by artist Ene Osteraas-Constable, who collaborated with photographer Damon Tighe to capture images of microscopic lake creatures. Art is an important part of Oakland’s urban ecosystem, and more than 1,000 murals decorate city spaces. In Chinatown, a group of artists called Dragon School 99 works with local students and community members to paint murals with Asian themes. Graffiti Camp for Girls helps young artists with the skills and tools they need to create public art, and the Oakland Mural Superhero Project creates jobs for artists while enhancing neighborhoods.

New developments come with a 1 percent requirement to contribute to public art. For example, a 225-unit residential building by the Hanover Co. now sits beside metalwork sculptures called *In Their Roots All Trees Keep the Light* and *The Earth Laughs in Flowers*.

 \$198.25M

Measure DD – bond issue passed in 2002 has funded Lake Merritt improvements and many other public recreation projects

Intelligent Infill

Another important city focus is on urban infill developments that make the best and most appropriate use of existing parcels. Dozens of such projects are rising in Oakland’s downtown core, including a new 18-story office tower integrated with the historic Key System building. The 1911 property at Broadway and 12th Street had been shuttered since the Loma Prieta earthquake in 1989. Now it is being reborn through a joint venture of Ellis Partners and Intercontinental Real Estate and construction by general contractor Hathaway Dinwiddie. The University of California Office of the President has leased 164,000 square feet in the 344,000-square-foot new office tower and Credit Karma snapped up the remaining space.

Not far away at 1314 Franklin Street, the city’s tallest housing development ever, a soaring 40-floor tower by developer Carmel Partners, is rising on the site of a former parking garage. Set diagonally across from the historic Tribune Tower, the building will have 633 residential units.

Smaller infill projects include a six-story, 204-unit apartment at 5110 Telegraph Avenue by Nautilus Group. The project adds density to a



1314 Franklin Street.

prominent corner and will include a greenbelt between the Temescal shopping district and popular Frog Park. At Broadway and Pleasant Valley Road, The Ridge shopping development sits at the confluence of three of Oakland’s most walkable and bikeable districts — Temescal, Rockridge and Piedmont Avenue. Near Oakland Technical High School and adjacent to several senior housing complexes, The Ridge has a supermarket, restaurants and other businesses. Residents moving into new nearby apartments have their choice of two walkable BART stations, as well as a wealth of restaurants, shops, an art center, parks and lots of coffee spots. In fact, Oakland ranks as the nation’s third most popular city for coffee fanatics, boasting more than 17 roasters and 2,300 coffee shops. Remember the Rutgers University research that says Millennials are happier in cities? While previous generations set their sights on a home in the suburbs, today’s cities are safer and offer more economic opportunities compared to earlier eras. Oakland is home to the new American Dream: living close to parks, enjoying food and art, walking or biking to coffee and transit.

Tech Equity Champions

Oakland-based organizations and companies are building a richer, more equitable digital economy

The case for change is clear. Study after study links diverse workplaces with strong financial performance and increased innovation. Meanwhile, a lack of diversity can produce real harm — not only legal and PR nightmares but also biased systems in everything from mortgages to hiring.

The tech industry is at particular risk given its scale and influence. As a whole, tech companies have enormous work left to do in expanding their leadership and talent pipeline. A 2017 study by software-maker Atlassian found that men hold 76 percent of U.S. tech jobs, and 95 percent of the tech workforce is white.

Within this landscape, Oakland is emerging at the forefront of the tech diversity movement. Local organizations — from early educators to nationally recognized foundations — are spearheading important conversations and investments. In addition, locally based companies across such fields as fintech and artificial intelligence are actively building a richer, more equitable digital economy for today.

“Too many organizations think tech equity and diversity means gender parity and token representation. That’s just scratching the surface,” says Lili Gangas, chief tech community officer for the Kapor Center, an organization devoted to tech inclusion and diversity. “Tech companies that truly value diversity, inclusion and equity should come to Oakland. The talent is ripe for opportunity if the tech company is truly bullish on this diverse talent.”

Oakland’s tech ecosystem has long fostered homegrown firms, invested in developing skills among Oaklanders to match current and future talent needs and tackled important issues, such as gender and race equity. The city’s Economic Development Strategy encourages

tech growth to provide opportunity for Oakland residents, increase economic security and reduce income disparities.


An annual Tech Trends report from the Oakland Metropolitan Chamber of Commerce reported 6,600 people employed in tech. The average wage of a tech worker was \$128,300, a figure that had grown 1.5

percent from the previous report. “This wage growth implies that local firms are growing and competing with other tech centers across the region and the nation,” the report stated.

Oakland tech companies employ a larger share of African Americans than Silicon Valley companies. Blacks make up 6.8 percent of Oakland tech workers, versus 3 percent in San Jose. Oakland also had a higher share of Hispanic workers in tech: 10.2 percent versus 8.3 percent in San Jose.

Hot Oakland companies capitalizing on the East Bay include Roofstock, an online platform that connects buyers and sellers of single-family home units; VSCO, a photo app and creative channel; and Vidado, which uses artificial intelligence for data digitization.

Marqeta, which helps third parties like DoorDash and Instacart build and offer card services, is part of an influx of fintech companies. Marqeta also partners with Square, the San Francisco-based payments company that is opening an Oakland office later in 2019. Other Oakland

 **400%**
Increase in
computer science
class enrollment in
Oakland public schools



Above: Lili Gangas, chief tech community officer for the Kapor Center, speaks at the LTX Summit, an event exploring opportunities for Latinx tech talent.
Below: Scientific Adventures for Girls provides after-school STEM programs with a special focus on girls and underserved youth.



SCIENTIFIC ADVENTURES FOR GIRLS



ASHLEIGH REDDY / STARREDDY PHOTOGRAPHY

“Oakland’s history, culture and communities inspire us to envision a more equitable, inclusive tech-driven economy.”

Catherine Bracy

Executive director and co-founder of
TechEquity Collaborative



the Kapor Center’s website.

In July, the center’s inaugural \$1 million Tech Done Right Challenge grant competition gave \$100,000 each to 10 organizations. Backed by the Bill & Melinda Gates Foundation, the challenge asked organizations to answer: “What is your innovative solution to build a diverse and thriving inclusive tech ecosystem in your community?”

The 10 winners came from a range of locations across the Midwest, the South and both coasts. Among the winners was Oakland Codes, a coalition of nonprofits that “unleashes the untapped potential of the region’s youth, empowering our students and uplifting our communities.”

The coalition includes the David E. Glover Education and Technology Center, offering free classes and other services in East Oakland; Hack the Hood, which employs underserved youth of color to build websites for small businesses; Youth Impact Hub, a place for social entrepreneurs, change agents and innovators to connect and collaborate; and The Hidden Genius Project, focused on black male youth.

Another local organization, Scientific Adventures for Girls, took home the top prize for Education in the seventh annual East Bay Innovation Awards, sponsored by the East Bay Economic Development Alliance. Courtney Carr Heurr cofounded Scientific Adventures for Girls five years ago to provide after-school STEM programs, with a special focus on girls and underserved youth.

“What I love about Oakland is that it’s a nice urban city, but small enough to network and build great partnerships with other organizations,” Carr Heurr says. “Oakland is a community where it’s easy to build relationships.”

Oakland also has an active presence for Black Girls Code, devoted to tech education for African American girls. And another finalist in the Innovation Awards Education category was the Kapor Center’s Tech Hire Oakland, a community of training partners, mentors and employers that helps East Bay residents of color find high-paying, durable careers. The Kapor Center also powers a group for early-stage entrepreneurs called the Oakland Startup Network. And the organization is making plans to support future ventures at the pre-accelerator level.

Another interesting organization, BridgeGood, is an award-winning design studio that builds digital literacy and works to expand career options and job opportunities in UX, UI, graphic and web design. Since 2009, BridgeGood, previously known as Oakland Digital, has impacted the lives of 5,200 East Bay students and entrepreneurs and boosted the local economy by \$4.8 million.

And yet another is TechEquity Collaborative, a member organization for individuals and companies that advocates for a tech-driven Bay Area economy that works for everyone. The group recently partnered with Square for a community listening tour as Square prepares to move into its new Oakland neighborhood.

“There is no better place to be working at the intersection of the tech industry and social advocacy than Oakland,” says Catherine Bracy, executive director and cofounder of TechEquity Collaborative. “Oakland’s history, culture and communities inspire us to envision a more equitable, inclusive tech-driven economy in the Bay Area and beyond.”

fintech companies include subprime lender LendUp, payday-lending alternative Even, short-term investment alternative CNote, PACE financing provider Renew Financial and solar-energy lender Mosaic.

While trends look bright for Oakland-based tech companies, the future looks even brighter thanks to organizations investing in tomorrow’s tech talent. In 2018, movie director and Oakland native Ryan Coogler helmed the Disney blockbuster “Black Panther.” Set partly in Oakland, the superhero story celebrates the power of technologies developed in the fictional African country of Wakanda. In keeping with the film’s theme, the Walt Disney Company donated \$1 million of the box office proceeds to STEM (science, technology, engineering and math) innovation at the Boys and Girls Clubs in Oakland and other cities.

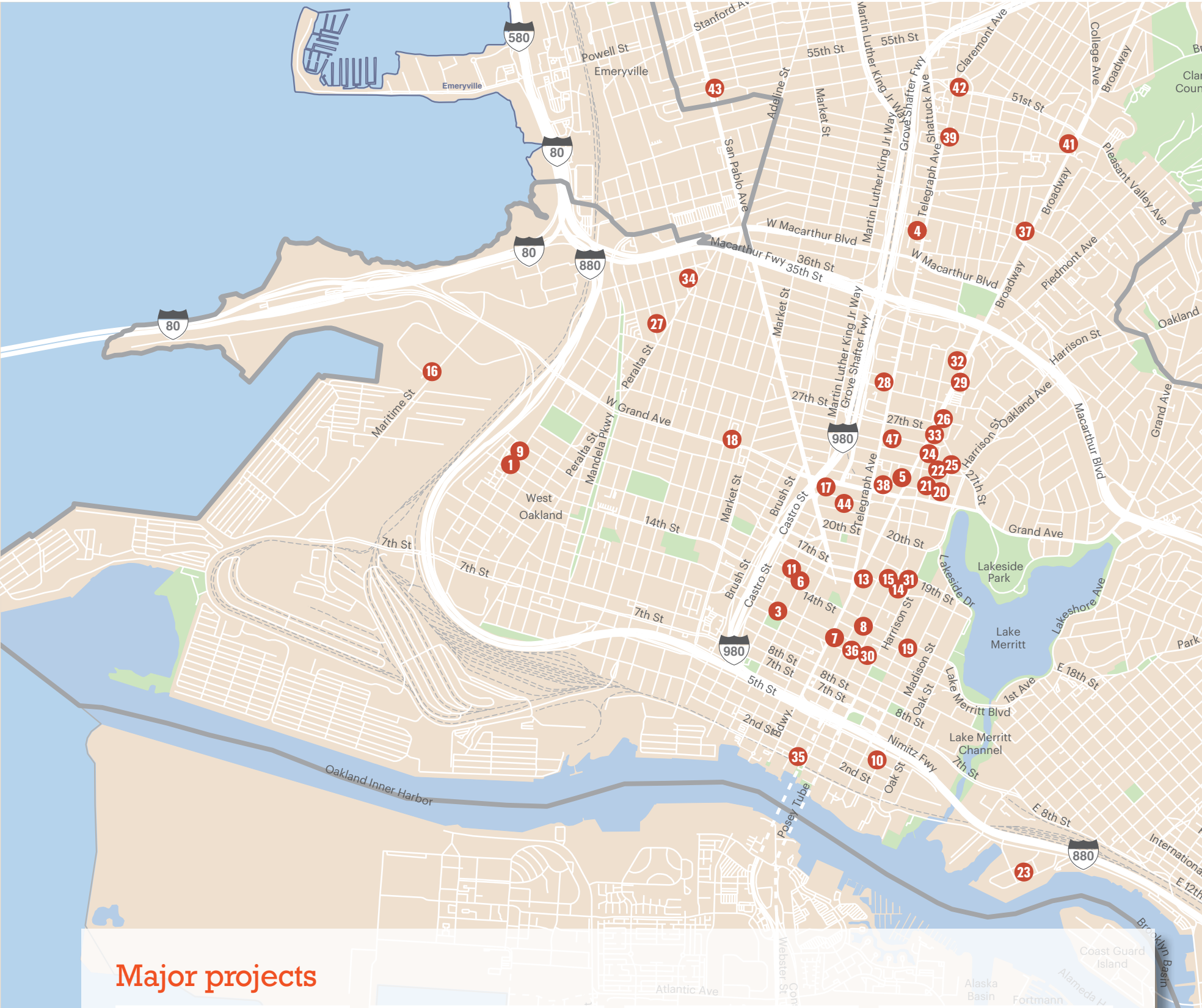
That funding follows over \$10 million that has been invested in Oakland schools and programs, including Google’s Code Next, which works with high schoolers to cultivate the next generation of black and Latinx tech leaders. Salesforce.org, the philanthropic arm of Salesforce, is another important donor, directing funding to teacher development, math coaches, tutoring and more. Meanwhile, student enrollment in computer science courses at Oakland public schools has increased 400 percent to one of the highest rates in the country.

Increasingly, Oakland’s best-known tech diversity champion is the Kapor Center, founded in 2000. While located on Broadway in the heart of Oakland, the center’s efforts impact not only the local community but also a global audience. Socially driven entrepreneurs Mitch and Freada Kapor started the center, along with its venture capital arm, Kapor Capital, with a view toward changing tech so that tech can power more change in the world.

“We believe that when the community of tech leaders reflects the diversity of the United States, tech will play an integral role in closing gaps and disparities that exist in this country,” says



Ryan Coogler
Film director and
Oakland native



Major projects



2 Fruitvale Phase IIA – 3500 E. 12th St.



4 MacArthur Commons – 539-540 39th St.



7 The Key on 12th – 1100 Broadway



8 1314 Franklin St. / 385 14th St.



5 West Elm Hotel – 2401 Broadway



16 Prologis Oakland Global Logistics Center – 2000 Maritime Rd.



45 Coliseum Connection – 805 71st Ave.



46 Acts Cyrene Apartments – 9400 International Blvd.

25	24th & Harrison	277 27th St.
26	Broadstone on Broadway	2800, 2820, & 2855 Broadway
27	Hannah Park	2850 Hannah St.
28	Courthouse Condominiums	2935 Telegraph Ave.
29	3000 Broadway	3000 Broadway
30	W-12 Phase 1	30112th St.
31	19th & Harrison	30119th St. / 1889 Harrison St.
32	The Broadway	3073-3093 Broadway
33	Hanover Uptown	325 27th St. / 2640 Broadway
34	Hollis Oak	3250 Hollis St.
35	Modera Jack London Square	377 2nd St
36	Hampton Inn Oakland Downtown-City Center	378 11th St.
37	MAYA Apartments	4045 Broadway
38	Rasa Apartments	459 23rd St.
39	47Hundred	4700 Telegraph Ave.
40	Redwood Hill Senior Housing	4868 Calaveras Ave.
41	Baxter Apartments	4901 Broadway
42	RAD Urban	5110 Telegraph Ave.
43	The Collective@5300	5300 San Pablo Ave.
44	The Moran	585 22nd St.
45	Coliseum Connection	805 71st Ave.
46	Acts Cyrene Apartments	9400 International Blvd.
47	Telegraph Arts	471 26th St., 2538 Telegraph

INVEST IN A WAY THAT CHANGES MORE THAN JUST THE OAKLAND SKYLINE.

Ask us how.

Our region's economic growth continues to draw people and investment from all over the world. With this prosperity has also come unintended consequences. The outmigration of families, lack of affordable housing, equitable access to quality schools, and income stagnation for low wage earners, are newer forms of injustice that are affecting low income workers, people of color, women, and immigrants. At EBCF, we envision an inclusive, fair and just East Bay. To see how you can make philanthropic investments that benefit everyone, visit ebcf.org.



THE EAST BAY
COMMUNITY
FOUNDATION

Portraits of a Diverse Business Community

“We consider Oakland home and it has always felt as if we’re a part of the community. There’s a reciprocal relationship. We help take care of the community and we have many native Oaklanders who work for Kaiser Permanente. We feel a part of Oakland as opposed to being located in Oakland.”

Bernard J. Tyson,
Chairman and CEO of
Kaiser Permanente



TODD JOHNSON



Visualization of Kaiser Permanente's planned Telegraph Avenue complex.

KAISER PERMANENTE

The Leader — Kaiser Permanente

When the nation's largest integrated health-care organization, Kaiser Permanente, recently announced plans to build a 1.6 million-square-foot complex including a 29-story tower on Telegraph Avenue, Oakland's largest private employer essentially doubled down on its commitment to its hometown.

The Kaiser Permanente Thrive Center, as the offices will be known, will be one of the largest construction projects in the Bay Area when building begins next year. It will allow 7,200 employees and physicians who are currently spread among seven offices to work in one central location. The Thrive Center will also include spaces for community meetings, retail and exercise and cooking classes, as well as a weekly farmers' market.

By consolidating its offices when the Thrive Center opens in 2023, Kaiser Permanente expects to save \$60 million a year that can be reinvested in health care for its members. For the city, the project means a considerable boost in tax revenues and local construction jobs.

The new complex is the largest and most visible investment Kaiser Permanente has made in Oakland, its home of nearly 75 years. Behind the scenes, the organization has been cementing its stake in the city's long-term success in other ways, including contributing \$5 million for affordable housing in East Oakland and working to help move more than 500 residents out of homelessness.

THE INDEPENDENT

Homiey

As Ebonie Cobb and Amelia Vergel de Dios planned a new co-working space in Oakland's Fruitvale neighborhood, a sense of place and community was their guiding principle.

Homiey — their black/women/queer-owned business — opened in May, with a goal of creating a welcoming work and networking space for all, especially the neighborhood's black and brown entrepreneurs. The team launched their business from concept to grand opening in a brief four-week sprint, obtaining all of their city permits in three days.

A five-minute walk from the Fruitvale BART station, Homiey can accommodate about 45 people inside and, weather permitting, 20 people in the backyard. While some corporate-owned workspaces charge more

than \$400/month, the unlimited “Big Homiey” membership is only \$175/month. And for each annual membership purchased (\$1,375), Cobb and Vergel de Dios will donate a free membership to someone in the community who can't afford the fees.

The community connection flows in both directions. Oakland nonprofit reseller Uhuru Furniture provided tables for the space, and Factory 44 West, a picture frame shop and art installer, supplied a phone booth. The space's paintings and graffiti art are from local artists, and there are plans to hold an art show each quarter.

Homiey also provides a 1,200-square-foot event space (rentable by the hour, half- or full day) and offers nonprofits discounts and free events during certain days of the week.

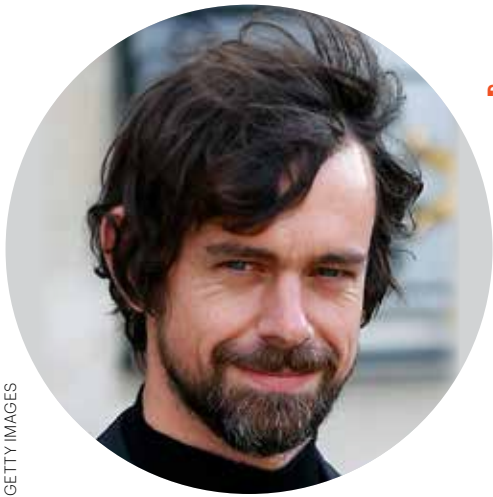


“Being among so many young professionals of color was a significant draw to living in Oakland.”

Amelia Vergel de Dios (left) and Ebonie Cobb,
Owners of Homiey

HOMIEY

PORTRAITS OF A DIVERSE BUSINESS COMMUNITY



GETTY IMAGES

“We’re excited to join the Oakland community as a partner, an advocate, a neighbor and a customer of local businesses.”

Jack Dorsey, CEO of Square

THE NEWEST NEIGHBOR

Square

When Jack Dorsey’s payment-app company, Square, signed its lease in 2018 for Oakland’s Uptown Station, it made news across the Bay Area. Not only was it one of the largest real estate deals in the city’s history but it also solidified Oakland as a tech hub. The 1920s Beaux Arts building at 1955 Broadway, originally a department store, has been transformed into unique Class A office space with ground-floor retail. When Square inked the deal for the 356,000-square-foot space, it was the biggest single-office lease in the East Bay in at least 40 years.

Once Square opens its Oakland offices in late 2019, it will accommodate as many as 2,000 employees. That will make Square the largest tech employer in Oakland, with nearly twice the workforce as second-place Pandora. Square launched its first product in 2010, a point-of-sale credit card reader that plugged into the audio jack of a mobile device. It allowed retail, artisan and service vendors to accept credit card payments outside of the brick-and-mortar environment, such as farmers’ markets, food trucks and art fairs. Today the company offers a number of products. In August, Square announced plans to sell its Caviar meal delivery service to DoorDash for \$410 million.



AB&I

“Here at AB&I, motivated and ambitious people have the ability to learn and develop strong trade skills in manufacturing right here in Oakland.”

Kurt Winter, Executive Vice President of McWane Plumbing Group, parent company of AB&I Foundry

THE MANUFACTURING LEADER

AB&I Foundry

For more than a century, AB&I Foundry has been inextricably bound to Oakland, where it was founded as a family-owned company immediately after the San Francisco earthquake in 1906. Initially, AB&I produced decorative light poles and bronze statuary for rebuilding the devastated Bay Area. After World War II, the company began manufacturing cast-iron soil pipes and fittings to feed the post-war housing boom. Today it’s the largest manufacturer of those products in the western United States. AB&I recently earned the Deep Roots

Award from the Oakland Metropolitan Chamber of Commerce. The award recognizes the company’s ongoing commitment to the community and environment, which includes employing 240 people and adding more than \$71 million to the local economy. In addition to investing in state-of-the-art environmental technologies and workplace initiatives, the AB&I team gives time and money directly back to the community. Last fall, the company spearheaded a massive cleanup drive in East Oakland, where more than 200 volunteers collected 800 bags of debris over three days. Company team members also volunteer hundreds of hours at local schools, libraries, the Alameda County Community Food Bank and other local efforts.

THE SPIRIT OF THE TOWN

Oaklandish

In 2006, Oaklandish opened a retail booth to sell its city-pride T-shirts at the Grand Lake farmers’ market near Lake Merritt. The booth’s first-day sales — \$1,000 — seemed like “a crazy amount of money” to the Oaklandish team. A decade later, *Fortune* magazine recognized the Oaklandish fashion line and its retail stores as one of the nation’s fastest-growing inner-city businesses. It praised the company’s initial pioneering business model as the first in the country to use campers for mobile retail operations. Last year the company generated \$3.7 million from online sales, creative services and sales at brick-and-mortar locations. There are now Oaklandish stores at 1444 Broadway and 3419 Fruitvale Avenue, plus BOSK clothing stores on 9th Street and at Bay Street in Emeryville, and Oakland Supply Co. showcasing local and American-made goods in Jack London Square. Oaklandish is also a certified B Corp that prides itself on hiring locally, using California-sourced products and providing pro bono designs and marketing for local nonprofits. The ethnic diversity of its employees mirrors that of Oakland, which gives the company a unique advantage in authentically channeling the vibes of The Town into T-shirt designs.

Most city residents own at least one Oaklandish T-shirt, hoodie or hat since the brand is synonymous with celebrating local character and culture. (The company logo is a modified version of the city logo, an oak tree with outspread roots.) It also helps that celebrities, from pro athletes to rappers to Broadway stars, embrace the creative Oaklandish spirit.



TODD JOHNSON

“We hope we can continue being part of the conversation about how cities can embrace inclusive growth while recognizing the people and places that were here before.”

Angela Tsay, Owner of Oaklandish

PORTRAITS OF A DIVERSE BUSINESS COMMUNITY

THE START-UP

Vidado

Vidado is an impressive start-up success story among Oakland’s burgeoning tech sector, going from a cutting-edge technology to a full-fledged enterprise business solution over the past eight years.

Vidado is an artificial intelligence that turns paper data digital. Since 2011, Vidado has been helping top insurance, pharmaceutical and financial services companies digitize millions of their documents, such as applications, claim forms and death certificates. Trained on a dataset of over 1 billion human-verified fields, Vidado is able to digitize any data on paper, even the tricky stuff like faxes, low-DPI scans and handwriting at bet-

ter-than-human accuracy levels.

The company attributes its success to a combination of a brilliant team and six years of arduous effort manually verifying over a billion data fields. That work allowed Vidado to be a first mover in terms of applying artificial intelligence and machine learning to the paper digitization problem.

Today Vidado’s clients are large, regulated enterprise companies, including eight of the top 10 life insurers worldwide, as well as financial services firms, pharmaceutical companies and governmental agencies.



Nowell Outlaw, CEO of Vidado

VIDADO

“Early on I came to really appreciate the diverse mix of people in Oakland, the unique cultures, its rich history and the sheer heart and raw talent here.”

Brahm Ahmadi, CEO and President of Community Foods Market



COMMUNITY FOODS MARKET

THE SOCIAL INVESTOR

Community Foods Market

For more than 40 years, three historic neighborhoods of West Oakland had been considered a food desert, with no supermarket chains or reliable sources for fresh, healthy foods nearby. But that changed in May, when Community Foods Market opened as a full-service grocery store on San Pablo Avenue, bringing affordable organic produce and other healthful options to the historically low-income neighborhood.

Community Foods is the vision of Brahm Ahmadi, who cofounded the nonprofit People’s Grocery in 2002 to fill the need for fresh produce with a truck that made stops in the neighborhood four days a week. But he knew it was a stopgap solution, so he enrolled in business school, then spent years planning the 14,000-square-foot store.

Banks wouldn’t loan him money, so he raised more than \$2 million by selling shares in the company to people in the neighborhood. He secured another \$13 million in grants and loans.

Community input was key to the project, including support for opening the Front Porch Cafe, offering sandwiches, smoothies and coffee drinks. Neighbors wanted not just a grocery store but also a gathering place. The cafe can be used for events like art shows, live music and movie screenings.

To further boost community wellness, the store is partnering with health services to host on-site blood-pressure screenings and food education classes and to provide other resources.

THE INNOVATOR

Impossible Foods

When Impossible Foods began searching for a site to produce its meatless burgers, a couple of factors were key: It had to be close to its Redwood City headquarters and have qualified talent nearby. Oakland checked all the boxes, and in September 2017 the company opened its 68,000-square-foot production facility just off 880 near the Oakland–Alameda County Coliseum.

Today the Oakland plant employs about 200 workers, and production proceeds 24 hours a day, seven days a week for its plant-based burger. The Impossible Burger made a huge splash in the food world in 2016, when celebrity chef David Chang put the Impossible Burger on the menu of his flagship New York City restaurant, Momofuku Nishi.

Now it’s on menus in about 10,000 restaurants, from award-winning fine-dining establishments to family-owned eateries across the United States and in Singapore, Hong Kong and Macau. With Impossible’s success in the market and the company’s industry-leading intellectual property portfolio, the company has attracted red-carpet investors that include Jay-Z, Serena Williams, Trevor Noah and Katy Perry — including a recent “Series E” financing round of \$300 million, for a total investment of \$750 million since 2011.

Burger King launched the “Impossible Whopper” in April, and it’s now in about 300 Burger King restaurants. The world’s second largest burger chain will roll out the Impossible Whopper to all 7,200 stores nationwide later this year. The Oakland plant is accelerating its ramp-up, increasing its workforce to fulfill the already-high demand.

“Oakland is a great place and we’re happy to be a hometown company.”

Pat Brown, CEO of Impossible Foods



CAROLYN SENG



Brooklyn Basin, a new neighborhood zoned for 3,100 waterfront homes, is rising from a former industrial area.

6 Dynamic Districts

Hot areas where smart planning is paying off as businesses and housing bloom

Every pocket of the urban ecosystem benefits when forward-thinking leaders drive plans to super-charge prosperity without disrupting community roots. That’s the vision for Oakland’s “Specific Area Plans,” fully vetted guidelines that streamline economic development in areas ripe for renaissance.

Area Plans give stakeholders lots of stake. The plans are informed by collaboration with residents, retailers, real estate pros and advocates for housing, history and smart transit. When complete, the plans give confidence to the community and developers while laying the groundwork for improved utilities, roads and parks.

Oakland’s unique character and commitment to social and racial equity means the following themes are critical to these plans: affordability, opportunity, arts, culture, preservation, public spaces, connectivity and mobility. Each neighborhood benefits from its own recipe for success. Here’s a look at a variety of ways that Oakland’s intelligent planning is driving new investment.

CITY OF OAKLAND / GREG LINHARES

Broadway Valdez

Historic Auto Row welcomes housing, retail

ITransformation is unfolding every day in the 95-acre Broadway Valdez District. The emerging hub for urban dwellers and shoppers is zoned for 3,000 homes and 360,000 square feet of destination retail.

Historically the area from Grand Avenue to I-580 was known as Auto Row. It was the place to shop for a new car. Showrooms with gorgeous Beaux Arts and Moderne architecture rose along with service garages and more decorative commercial buildings.

At its center was Broadway, Oakland’s iconic “Main Street.” Today other parts of Broadway flow past energetic districts and landmarks rich with opportunities for employment and enjoyment. But Broadway Valdez had devolved with too many vacant storefronts and half-empty park-

ing lots. The area — a vibrant main street of the past — presented an opportunity to imagine the main street of the future.

That vision is happening. The city’s Specific Area Plan for the district, established in 2014, has streamlined new developments and enabled rapid transformation in less than five years. Underutilized parking lots have been activated with housing and retail. The Broadway, a former Chevy dealership, has been reborn as a seven-story, 423-unit apartment building. The project boasts a pool, spa, gym, dog run and rooftop deck. Nearby, Holland Partner

Group is constructing an 18-story condo tower with 405 units, 60,000 square feet of retail and 440 parking spaces. Hanover Co.’s seven-story, 255-unit apartment tower at 2630 Broadway is slated for completion this year with a 33,000-square-foot, small-concept Target store on the ground floor.

The district features easy walking to many large Oakland workplaces, including Sutter and Kaiser hospitals, and three grocery stores — Sprouts, Whole Foods and Grocery Outlet. It also sits close to the MacArthur and 19th Street BART stations.

Broadway Valdez projects are able to quickly

proceed from approvals to construction thanks to the city’s elaborate advance planning for the area. Robert Ogilvie, Oakland director for SPUR, a leading Bay Area civic planning organization, applauded the process in an interview last year. “That’s what I like to see happen,” Ogilvie said. “The planning process is when you should have your fights.”



PAOLO VESCIA

The new development at Broadway Valdez includes a plaza with public art.

◀ DYNAMIC DISTRICTS ▶

Brooklyn Basin

2 For decades, a 64-acre stretch of prime Oakland real estate sat neglected as a defunct industrial zone. Today that area is Brooklyn Basin, one of the hottest city developments, with a first slate of apartments now leasing at the 241-unit Orion building.

Much more is on the way: 3,100 residential units (including 465 affordable housing units), 200,000 square feet of ground-floor commercial space, 3,950 parking spaces, 32 acres of parks and public open space and two renovated marinas. As a whole, the development represents a \$1.5 billion investment and includes cleanup of the former industrial area’s soil and water. Full build-out is expected to be complete in seven to 10 years.

Neighborhood rises from industrial waterfront

Bound by Embarcadero Road, Fallon Street, 10th Avenue and the Oakland Estuary, Brooklyn Basin is conceived as an environmentally and economically sustainable neighborhood. It is expected to create 10,000 jobs and be built to LEED standards.

Initially scoped in 2001, the project has benefited from collaboration with community partners, urban planners and government. The streets of Brooklyn Basin are configured to extend open spaces with direct pedestrian access between the city and the waterfront. The planned public parks join an existing network of trails and will eventually connect to Lake Merritt via bike, transit and pedestrian pathways.

“Brooklyn Basin is the culmination of years of planning and community input and will revitalize this part of Oakland’s historic waterfront,” says Michael Ghielmetti, president of Signature Development Group, which drove the master plan.

Fittingly, the name of the Brooklyn Basin neighborhood harkens to an earlier chapter of local history that was also ripe with potential. In 1846, before the California Gold Rush, a ship set sail from New York to San Francisco with 238 pioneers willing to endure a six-month journey of 24,000 miles to seek new beginnings. The ship’s name was The Brooklyn.



The streets of Brooklyn Basin extend open spaces to provide direct pedestrian access between the city and the waterfront.

PAOLO VESCIA

International Boulevard

3 Can a new type of bus service help drive positive community transformation? AC Transit, the East Bay transportation agency, expects its new Bus Rapid Transit (BRT) system to do just that.

Described as “light-rail without the tracks,” BRT is nearing completion of a \$213 million project on a 9.5-mile corridor along Oakland’s International Boulevard. When finished, the BRT will stretch from downtown through the Eastlake and Fruitvale neighborhoods, journey through East Oakland and end at the San Leandro BART station.

The upshot is that riders will enjoy speedier commutes thanks to dedicated bus lanes, efficient boarding platforms and smart signals that keep traffic lights green. Neighborhoods, meanwhile, will benefit from safer, more pedestrian-friendly streets. Both results should bolster International Boulevard, an important city artery lined with diverse independent businesses.

Transit upgrade set to accelerate commutes

Like most Oakland neighborhoods, the area’s history reveals astounding layers of settlement and evolution. One early pioneer, Henderson Luelling, was forced to leave Iowa because that community disapproved of his anti-slavery work on the Underground Railroad. Around 1854, he established the “Fruit Vale” orchard that inspired the district’s name.

Today Fruitvale is home to the city’s largest Hispanic population with annual Cinco de Mayo and Dia de los Muertos festivals. Northwest of Fruitvale are many businesses owned by East and Southeast Asian residents. Much of the rest of International Boulevard bisects African American communities, historically displaced from other areas of the city.



BRIDGE Housing’s redevelopment of St. Joseph’s preserves part of Oakland’s past while providing infill affordable housing.

KEITH BAKER

In the short term, BRT construction has disrupted roads and altered traffic patterns, creating challenges for local businesses. But the project creates an infrastructure foundation that will help attract additional investment to this part of town. The catalyst-level project ties in with the East Oakland Neighborhoods Initiative, a partnership between the City’s Planning Bureau and 12 community-based organizations focused on equity-based growth in deep East Oakland.

In one success story, Vicente Soto, owner of DGO Appliances, received help to buy a new building for his appliance repair business. After the short-term pain of construction, the BRT project is expected to bring long-term gain. Similar work in other U.S. cities has been celebrated for attracting new investment.

◀ DYNAMIC DISTRICTS ▶

Lake Merritt BART

4 The Lake Merritt BART station is surrounded by a treasure trove of cultural assets: Oakland Chinatown, California’s only historic urban Chinatown outside of San Francisco, sits next door, as does Laney College, the largest community college in Alameda County, with more than 14,000 students.

Within a few blocks, the main branch of the Oakland Public Library keeps company with Alameda County offices and the acclaimed Oakland Museum of California. The landmark Henry J. Kaiser Convention Center is being

rehabilitated into a home for arts and nonprofit organizations with 76,000 square feet of office space and a community benefits agreement to ensure the project is equitable, accessible and inclusive. Lake Merritt itself is an easy walk away, serving as the city’s sparkling center of community life.

Now a series of planned transformations — spearheaded by development on three blocks owned by BART — means the area’s economic promise has never been richer. BART selected Strada Investment Group and the Oakland-based East Asian Local Development Corporation to develop 1.4 acres into 519 homes and 517,000 square feet of commercial space.

Chinatown
and city
landmarks
see new
investment



CITY OF OAKLAND / GREG LINHARES

Oakland Chinatown is one of the landmark districts served by the Lake Merritt BART station.

Forty-four percent of the housing is reserved for low-income residents. Construction is slated to begin in 2021.

The development syncs with the city’s Specific Plan for the area around the BART station. Over the next 25 years, the plan looks to add 4,900 new housing units, 4,100 new jobs, 404,000 square feet of additional retail and almost 1.3 million square feet of office space.

The strategy aims to support the area as a place to live, work and play. That includes

enhancing Chinatown’s rich business environment. The district is already known for lively sidewalk shopping and landmarks such as Pacific Renaissance Plaza, home to the Oakland Asian Cultural Center, the Chinatown Chamber of Commerce and the Peony Seafood Restaurant’s delicious dim sum.

Connectivity to nearby destinations will be enhanced. Oakland’s downtown is only a mile away and Jack London Square is a half-mile away.

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◀ DYNAMIC DISTRICTS ▶

West Oakland

5 It's almost inconceivable. The Oakland district that offers the easiest, most efficient commute to downtown San Francisco (seven minutes by BART) and downtown Oakland (five minutes on BART) had fallen into a deep slump.

From the 1930s to the '60s, the area thrived as the Harlem of the West with a vibrant African American community and a jazz and blues scene. That was followed by a period of urban disruption, giving birth to the Black Panther Party.

Now the area's challenge is to ride an exciting turnaround trajectory without losing sight of its historic identity and many arts

Rapid
revitalization
aims to respect
cultural roots

spaces. Developers, aided by city planning, are investing in new housing and retail. New solar-powered Station House townhomes have been selling quickly for about half of San Francisco's median prices.

Another recently approved project, 500 Kirkham, includes 1,000 apartments (with 85 set aside as affordable), two new streets, retail, parks, offices and a job center. Nearby, at 1451 7th Street, China Harbour Engineering Co. and Strategic Urban Development Alliance plan three new buildings on BART



property. Holliday Development is building 316 residential units, coupled with office and industrial space, at 801 Pine Street.

The city's West Oakland Specific Plan calls for attracting 22,000 new living-wage jobs, reducing blight and attracting new industry. It redirects heavy industrial and intensive commercial activities closer to the Port of Oakland and away from residences.

Key partners are working in the area to focus on healthy development that respects neighborhood history and culture. East Bay Asian Local Development Corporation's (EBALDC's) San Pablo Area Revitalization Collaborative (SPARC) is dedicated to

improving the health and well-being of 8,000 residents living near and along San Pablo Avenue. A new Community Foods Market is a welcome addition offering fresh, healthy food choices.

The San Pablo corridor extends from downtown Oakland to a busy retail hub in nearby Emeryville. Anchor stores such as Target and Home Depot contribute sales tax to both Oakland and Emeryville with additional economic benefits flowing in all directions. For instance, the area's newest flagship retailer, the Decathlon sporting goods superstore, has a warehouse/distribution center in East Oakland.

OAKLAND | SAN FRANCISCO | SILICON VALLEY | LOS ANGELES | BUILDGC.COM

An aerial photograph showing a large-scale construction project in an urban setting. Several tall tower cranes are visible against a clear sky. The building under construction has a complex, multi-level structure with exposed steel and concrete. The surrounding area includes other city buildings, streets, and greenery. In the bottom right corner, there is a dark blue overlay with white text: "BOLD" in large letters, "FROM THE BEGINNING" in smaller letters, and the "BUILDGROUP" logo in a white box.

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◀ DYNAMIC DISTRICTS ▶

MacArthur Transit Village

6 MacArthur is BART's largest station and its commuters tend to move fast — hurrying to make connections on a system that provides more than 400,000 trips on an average weekday.

Until recently, the surrounding neighborhoods of Temescal, Mosswood and Longfellow were comparably relaxed. The low-rise, low-density residential tracts adjoined a dining and shopping scene in easy strolling distance along Telegraph Avenue.

Now a future of smarter, greener, higher-density, transit-oriented living is adding an extra burst of energy. The building boom came together as part of a long-term strategic plan. When complete, the MacArthur Transit Village is expected to have up to 880 new homes over 7.76 acres, of which 737 homes will be market rate and 143 units will be below market rate. In addition, 39,250 square feet of local commercial and retail space is planned.

Much of the construction is finished; the rest is rocketing skyward, including work on Skylyne, a 24-story, 402-unit high-rise with 45 units set aside for affordable housing. "In order to speed up construction and minimize our impact on the neighborhood, Build Group, Boston Properties, and SCB Architects coordinated early on to pre-fabricate the integrated glass and precast panel skin system," says Nathan Rundel, Build Group's president.

Mayor Libby Schaaf has applauded the developments, saying, "Every unit of housing that gets built, even luxury housing, helps us alleviate this housing crisis. People are moving to this city, and if we do not build new places for them to move into, they will displace some-



MacArthur Transit Village will provide 880 new homes in a higher-density transit-oriented development.

Work-live-play personality rises to new heights

one who's been living here all along."

With more people living in the area, businesses should expect even more foot traffic. They'll also see more bicycles passing by. Already, part of Telegraph Avenue, which zips from the UC Berkeley campus to downtown Oakland, benefits from the city's first parking-protected bikeway. According to the city's

2019 Bike Plan, the innovative street design has reduced collisions by 40 percent.

Biking and walking are a good idea in an area of the city that's increasingly famous for delicious dining. One favorite restaurant, Homeroom, is known for family-friendly mac and cheese dishes with extra fixings — bacon, crab, chorizo, potato chips and more. Cholita Linda serves Latin American street food, including tacos, sandwiches and yuca fries. Both restaurants have takeout in case you want to bike over to Lake Merritt for a picnic. The 17-minute ride should burn at least a couple of calories.

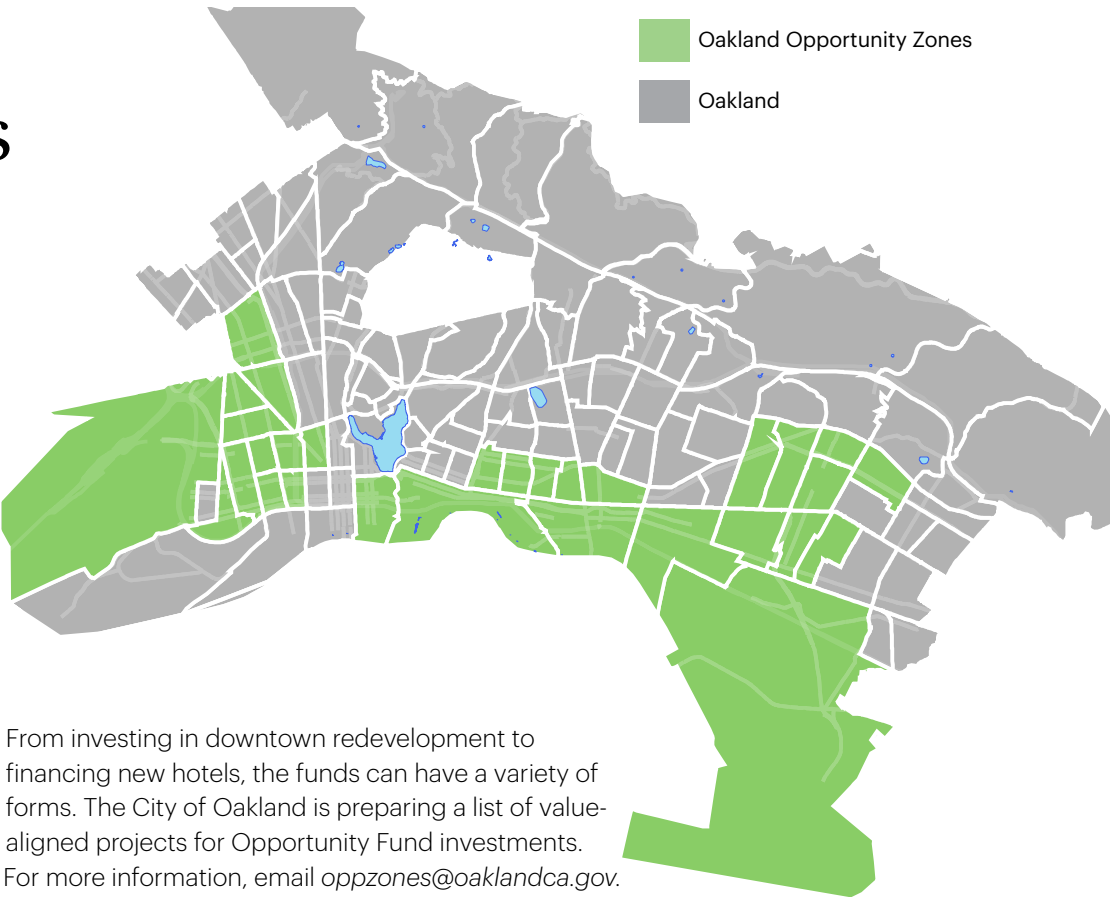
PAOLO VESCIA

The Buzz on Opportunity Zones

Investors have a new factor to consider when making deals: The Opportunity Zone program is a section of the 2017 Tax Cuts and Jobs Act. It allows investors to defer and reduce capital gains taxes with investments located in designated low-income areas.

This tax incentive seeks to revitalize communities and create jobs in areas that otherwise may not be considered. Oakland has 30 approved Opportunity Zone census tracts — more than any other Bay Area city. In addition to investment consistent with adopted specific plans, community members in Opportunity Zones have voiced their support for investment in affordable and workforce housing, rehabilitation and animation of vacant properties and shopping centers, and in locally owned and neighborhood-serving businesses. This includes support for arts and culture that define Oakland roots and values.

Opportunity Zones have also led to the creation of Opportunity Funds, where investors can join together to take advantage of the real estate tax implications.



From investing in downtown redevelopment to financing new hotels, the funds can have a variety of forms. The City of Oakland is preparing a list of value-aligned projects for Opportunity Fund investments. For more information, email oppzones@oaklandca.gov.



A Beautiful Place to Belong

Stylish and sizzling, Oakland is a cultural and creative heaven

Oakland's eclectic and electric cultures buzz around every corner. If you zigzag from an Old Oakland farmer's market to a Fruitvale taco truck, on up to dazzling views at the Oakland Zoo, or over to a Bushrod basketball court, you'll pass barbershops and bungalows, street art and art deco theaters, noodle shops and an ice-cream parlor that's famous for gigantic sundaes. Block-by-block, Oakland is the most culturally, ethnically and creatively exciting city in America. That means everyone — from families to young workers to C-suite execs — benefits from a wealth of ways to enjoy the community. Here are five fabulous reasons to love life in Oakland.

Parks and Public Spaces

A city's open spaces are key indicators of its livability — places for residents to gather and celebrate, to exercise and play or simply relax in nature. Oakland's 3,865 acres of parks provide space for community gardens, recreation centers, ball fields, jogging and cycling paths, playgrounds, dog parks and senior centers. Together with mixed-use areas like Jack London Square, these spaces play an important role in the health and well-being of Oakland's residents.

Perhaps Oakland's best-loved park is **Lakeside Park**, transformed by renovations funded by voter-approved Measure DD. It's ideal for picnicking, walking or people watching. Lake Merritt is the star attraction here, and you can rent a pedal-boat, rowboat, kayak, canoe or sailboat at the **Lake Merritt Boating Center**. The 155-acre lake is named for Dr. Samuel Merritt, a mayor of Oakland who led the first efforts to make the area a source of civic pride. It has been listed as a National Historic Landmark since 1963 and has been on the National Register of Historic Places since 1966.

You can also stroll the seven-acre

Gardens at Lake Merritt and afterward enjoy a lunch at the **Lake Chalet**. This year, the **Oakland Municipal Band** marks its 108th season of free summer Sunday afternoon concerts at the park's **Edoff Memorial Bandstand**.

Another popular escape is 425-acre **Joaquin Miller Park**, named for the poet and frontiersman who planted trees in the Oakland hills in the late 1800s. Today, the secondary growth from those trees is considered the largest urban redwood forest in the world. The park's miles of trails are a destination for Bay Area hikers, cyclists and joggers. And the adjacent 1,830-acre **Redwood Regional Park** offers 40 more miles of trails.

At **Jack London Square**, on Oakland's waterfront, anticipation is growing for a new 40,000-square-foot, two-story food hall announced in March, modeled after San Francisco's Ferry Building. While Jack London Square is already a popular destination for its restaurants, shopping and entertainment (**Yoshi's** nightclub), the new project will add an event space, food purveyors, a signature bar and terrace seating with unobstructed San Francisco Bay views.





Clockwise from top left: Lake Merritt's Lakeside Park has been transformed in the past few years with funds from Measure DD.

Fox Oakland Theater is a venue for national touring shows.

A dancer at the Indigenous Red Market.

The Oakland Museum of California (OMCA) extends gallery hours on Fridays until 10 p.m. with music, DJs and dance lessons.

A singer at the Art + Soul Festival.



PHOTOS: CITY OF OAKLAND / GREG LINHARES

Arts, Culture and Nightlife

Art is the fabric of life in Oakland, where boundaries are stretched, innovation is ongoing and creative expression is exalted. From vibrant street art, museums and art galleries (more than 50 in the city) to dance, theater, music and cultural centers, artists of all media find inspiration here. The city's own Cultural Development Plan elevates the arts as a foundation for equitable and thriving communities.

Every Friday night is an event of its own at the **Oakland Museum of California (OMCA)**, when it extends gallery hours until 10 p.m. and hosts music, DJs, dance lessons and a revolving array of food trucks. On the first Friday of each month, **Oakland's KONO District** hosts an immersive art and community experience on Telegraph Avenue from West Grand to 27th Street with galleries, artist collectives, street artists, local culinary artisans, performers, musicians, dancers, DJs and poets. **Oakland Art Murmur** offers free walking tours of arts and mixed-use venues on the first Friday of the month from 6 to 9 p.m., as well as a weekly **Saturday Stroll** from 1 to 5 p.m. Even Oakland's airport exhibits local artists thanks to a partnership with OMCA. And with more than 1,000 outdoor murals, the streets of Oakland themselves are a museum.

Oakland is home to a number of nationally recognized companies performing dance of nearly every kind — ballet, jazz, African diaspora and modern. The **Malonga Casquelourd Center for the Arts** hosts performances and offers lessons for adults and children in hip-hop, West African dance, Cuban folkloric dance and Cuban salsa, among others. The **AXIS Dance Company** is one of the first contemporary dance companies in the world to develop choreography that integrates dancers with and without physical disabilities.

The city that claims **Tower of Power**, **The Pointer Sisters**, **MC Hammer**, **Keyshia Cole** and **Billy Joe Armstrong**, to name just a few, is steeped in music of every imaginable genre. From hometown artists to national touring acts, Oakland is awash in music nightly in clubs and theaters. There's the **Fox Oakland Theater** and **Paramount Theatre of the Arts** for national touring shows, **Yoshi's** for jazz and **Eli's Mile High Club** for rock, punk and metal — and that only scratches the surface.

Festivals and Events

Hardly a weekend goes by in Oakland without a festival of some kind, celebrating the city's diversity and creative energy. There are festivals for families, food-and-wine aficionados, music lovers — and nearly everyone else.

One of the highlights of the year is the **Art + Soul Festival**, when tens of thousands gather downtown for two days of music, dance, food and artisan booths, plus mural painting and the largest family Fun Zone of any event in the Bay Area.

A number of festivals honor immigrant communities who've settled in Oakland. The two-day **Chinatown Lunar New Year Bazaar** rings in the year with dragon and lion dancing, music, martial arts and vendors.



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IBEW Local 595 electricians and
Nor Cal NECA contractors are
Powering Alameda County into the future.

A BEAUTIFUL PLACE TO BELONG

Continued from page 31

The **Oakland Greek Festival**, **Obon Festival**, “**Oaktoberfest**” in the Dimond, **Chinatown Street Festival** and **Dia de los Muertos Festival** are among the events highlighting the city’s many heritages.

For the athletically inclined, the **Oakland Running Festival** throws a huge finish-line party for participants in the marathon, half-marathon and 5k run. And at Jack London Square, **Pedalfest** celebrates all things bicycle, with stunts, an amphibious race that pedals into the Oakland Estuary, pedal-powered rides for adults and kids, a pedal-powered music stage and a kids’ bike parade.

Music festivals include just about every genre and origin imaginable, with events like **Hiero Day**, **Oakhella**, **Burger Boogaloo** and the **KMEL Summer Jam**.

Oakland Pride Parade, **Black Cowboy Parade & Festival**, **Black Joy Parade**, the **Eat Real Festival** and **Autumn Lights Festival** are a few more of the annual events that showcase the city’s rich cultures.



The band Volcán plays at the Laurel StreetFair and World Music Festival.

PAOLO VESCIA



Oakland is home to many craft brews, including this inviting draught at Rose’s Taproom.

VISIT OAKLAND

Food and Drink

Perhaps nothing exemplifies Oakland’s embrace of diversity more than its food scene. The city’s chefs and restaurants have increasingly come into the spotlight: This year Oakland claimed six James Beard semi-finalist awards, serving everything from Arabic, Mexican and Cambodian cuisines to California-inspired French.

Yet there’s more to discover here than the award-winning newsmakers: Oakland has become a magnet for food entrepreneurs, who’ve opened bakeries, food trucks, mom-and-pop cafes, fine-dining restaurants and everything in between. In one weekend, you can eat bagels or French bistro fare for breakfast, Thai, Ethiopian or Jewish deli dishes for lunch, with Japanese, Caribbean or Spanish cuisine for dinner.

While cocktail culture is still alive and thriving in Oakland, craft brewers are also having a field day. **Oakland’s Urban Ale Trail** is a handy resource for tracking them down; its interactive map spotlights 13 breweries, as well as 17 more places to enjoy them on tap. Likewise, the walkable **Urban Wine Trail** highlights eight wineries and 14 wine bars.

Family Fun

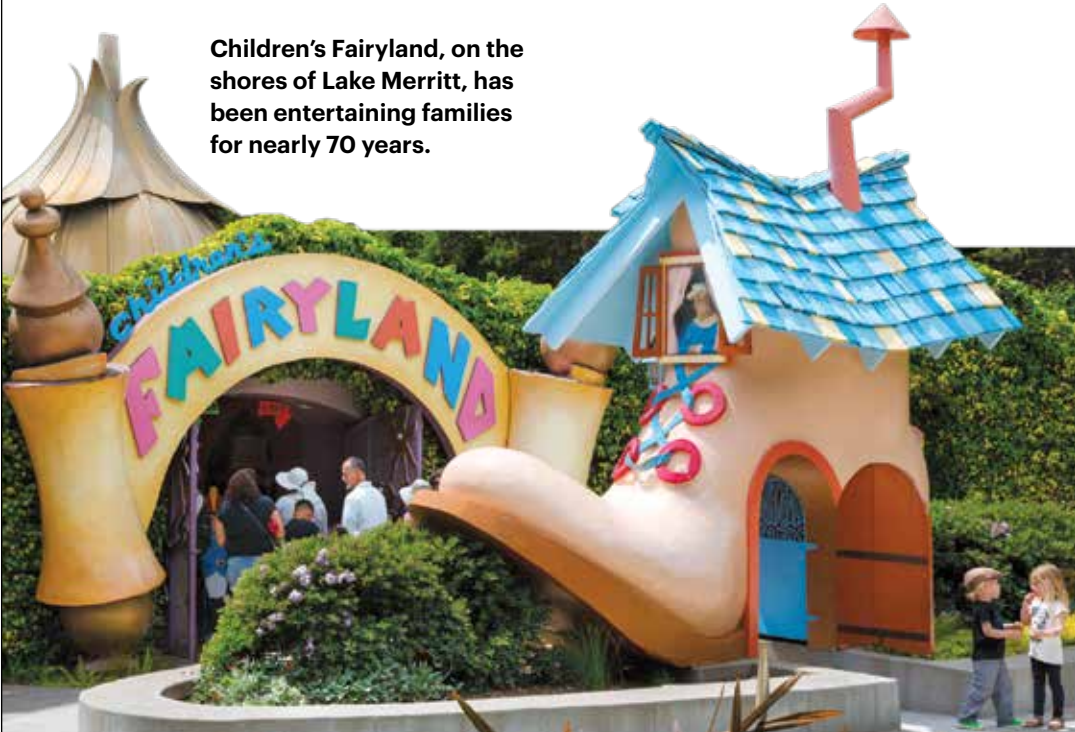
Families are never left out of the fun in Oakland, with attractions and events for kids (and their parents) of all ages.

This past year saw the much-anticipated opening of the **California Trail** at the **Oakland Zoo**, highlighting eight of California’s iconic wildlife species: grizzly and American black bears, gray wolves, American bison, mountain lions, jaguars, California condors and bald eagles. The 56-acre addition, which doubled the size of the zoo, is reached by a four-minute gondola ride that lets you out on a hilltop with stunning Bay Area views. From there, a boardwalk winds through the exhibits, ending at the **California Wilds Playground**.

At **Redwood Regional Park**, the

Chabot Space and Science Center engages kids to learn more about Earth and the universe with interactive exhibits, planetarium shows, telescope viewing and events like **Slumber with the Stars**, a camping sleepover for families.

Children’s Fairyland, on the shores of **Lake Merritt**, has been entertaining families for nearly 70 years with rides, storybook sets like **Jack & Jill Hill** and **Old West Junction**, an animal menagerie and a children’s community theater. It’s also home to the longest-running puppet theater in the country. Other family attractions include skating at **Oakland Ice Center**, cruises on the **USS Potomac** (Franklin Roosevelt’s presidential yacht) and celebrations and cultural events at **Peralta Hacienda**.



Children’s Fairyland, on the shores of Lake Merritt, has been entertaining families for nearly 70 years.

CITY OF OAKLAND / GREG LINHARES

Easy Access to Business Resources

The City of Oakland and its partners offer support services tailored to the needs of businesses

Business Concierge Program

The following services are offered for targeted industries and businesses along underdeveloped corridors:

- Site selection (customized listings of available properties, demographics and market data)
- Permitting guidance and assistance, including concept plan review
- Introductions to and meeting facilitation with key city departments
- Façade and tenant improvement grants in select areas

Concierge Program Eligibility

- Targeted Industry Clusters: Office, Retail, Advanced Manufacturing, Specialty Foods Manufacturing, Information & Tech Sectors, Biotech & Life Sciences, Clean Energy/Tech
 - Major Employment Generators: 100+ Jobs
 - Major Sales Tax Generators: \$10 million in annual sales
 - Business or Development in targeted Neighborhood/Cultural Zones
- Learn more at (510) 238-3627

“Oakland is a great place to start a business. We found everyone we spoke with to be supportive and encouraging.”

Amelia Vergel de Dios and
Ebonie Cobb, Owners of Homiey

Business Assistance Center

Free, personalized service and referrals to business service partners.

- 270 Frank H. Ogawa Plaza
(9 a.m. to 5 p.m., Monday through Friday)
- oaklandbusinesscenter.com
- (510) 238-7952

Workforce Talent Needs

An array of free and low-cost services help businesses maximize their competitiveness and improve the capacity, productivity and performance of their workforce.

Talent Acquisition Support

- Organize Job Fairs and provide other recruitment assistance
- Pre-Screen Applicants to match desired skill sets
- Post Job Openings on local, state and national websites
- Conduct Skill Assessments
- Refer Qualified Jobseekers

Training & Retaining Services

- Design Custom Training Programs
 - Reimbursement of a Percentage of New Hires' Wages during Training
 - Access to Industry-Specific, Regional Public-Private Partnerships
- To access services to attract, train and retain a qualified workforce, visit oaklandca.gov/wdb or contact Tamara Walker at (510) 238-3630 or twalker@oaklandca.gov.

For general questions, visit business2oakland.com or call (510) 238-3627.

PROSPER TOGETHER

Oakland is booming! With our central location closer to where today's workforce lives, vibrant arts scene, abundant green spaces, and hopping bars and restaurants, Oakland employers are able to recruit, attract, and retain skilled talent.

Combine these attributes with a business ecosystem that nurtures innovative entrepreneurs and fosters inclusive growth, and you can see why Oakland is a smart location for your business.

At the same time, we are striving to keep our city a special place to live, and to provide our residents and longstanding businesses with the opportunities to participate and thrive in this new growth.

Learn more about our efforts to make our city an easy, efficient, and prosperous place to do business by visiting Business2Oakland.com.



City of
Oakland



THE COMMUNITY THAT GROWS TOGETHER, THRIVES TOGETHER.

At Kaiser Permanente, we don't see health as an industry. We see it as a cause. That's why we're excited to be a part of Oakland. Our doors, hearts and minds are always open to help every last one of you thrive. **Learn more at kp.org/thrive.**



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Walkable, bikeable, BARTable location, next to West Oakland BART station



Two new parks and four blocks of ground floor businesses



4 mins. from Downtown Oakland · 7 mins. from Downtown San Francisco



Pedestrian streets for farmer's markets, pop-up vendors, musical offerings & community events



41,135 SF of storefront commercial space for 40+ local small businesses

The greatest asset that a city can have is something that's different from every other place . Jane Jacobs