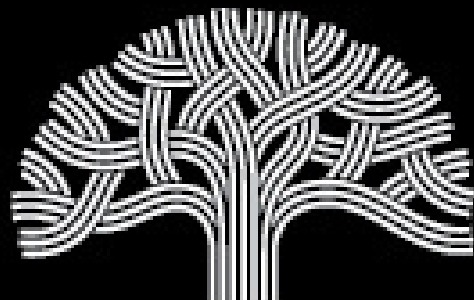


OAKLAND CITYWIDE ECONOMIC ASSESSMENT



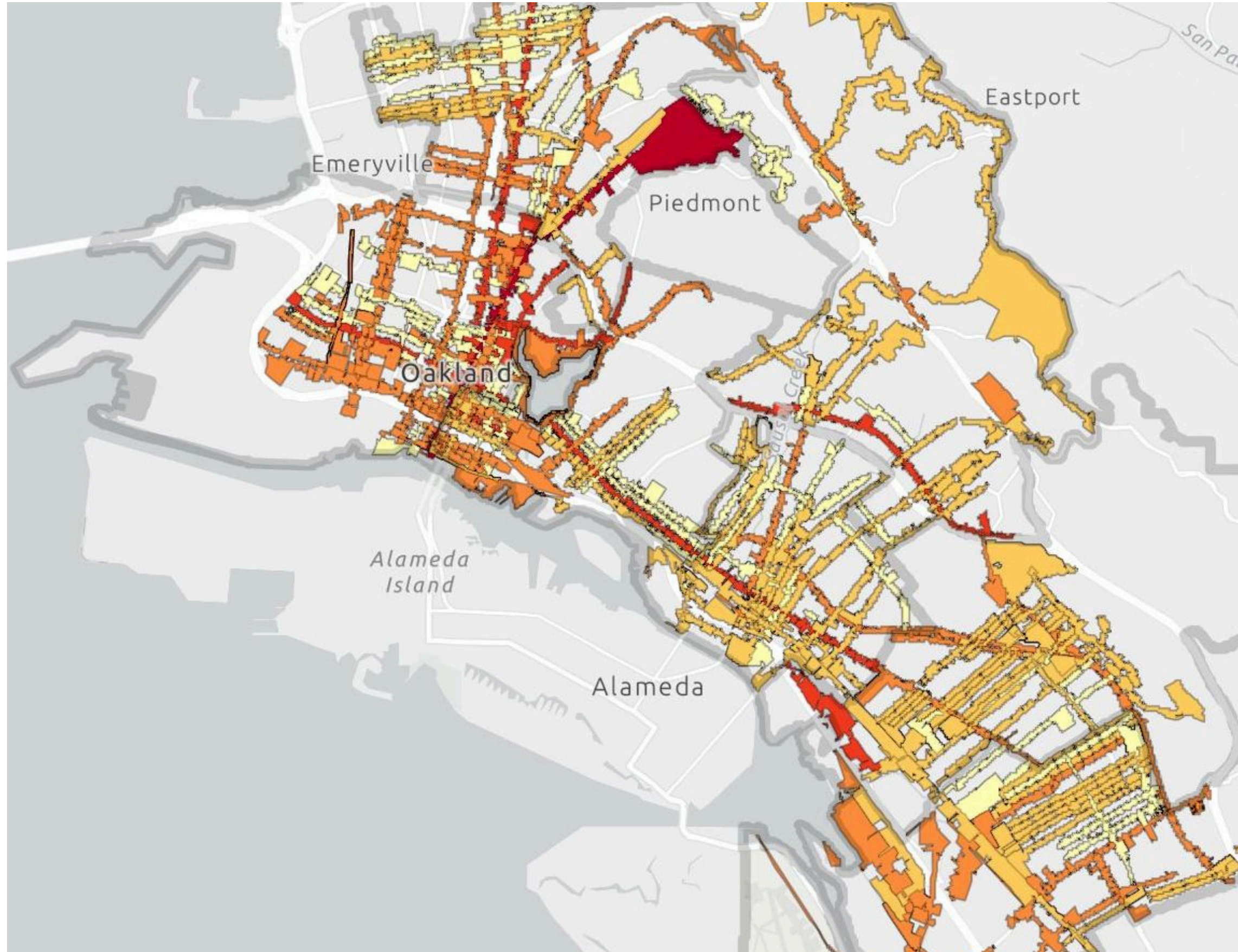
CITY OF
OAKLAND

ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT

2024 DATA INNOVATIONS

- Business License application data illustrates the locations of Oakland's economy: **where does Oakland do business, what does Oakland sell?**
- Business Owner and Census data to identify race, gender, language and ability: **who drives Oakland's economy?**
- Geographic analysis to target priority commercial corridors and opportunity sites: **who needs City support and where?**
- Alignment with City data, policy and strategy for a comprehensive economic view: **what are Oakland's economic assets and challenges?**
- City Service Performance data: **where is the City investing to keep Oakland's streets clean and safe for a vibrant economy?**

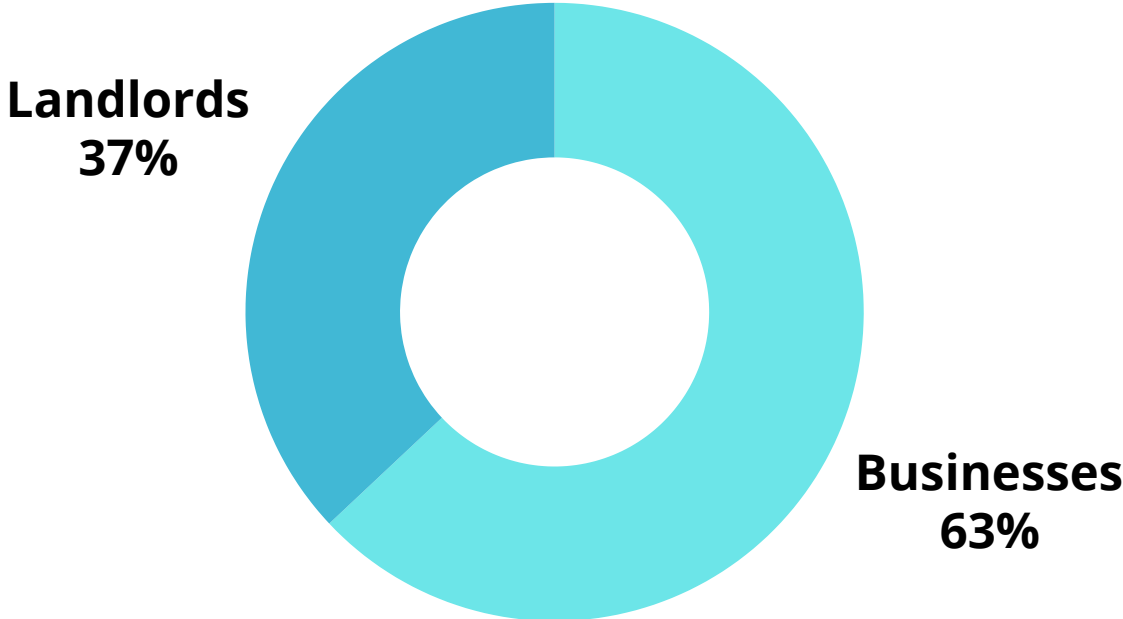
BUSINESS CORRIDORS 2023



Number	Street Name	Business Count
1	MacArthur Blvd	668
2	Franklin Street	534
3	International Blvd	495
4	9th Street	307
5	Foothill Blvd	278
6	Webster Street	246
7	Broadway	233
8	7th Street	231
9	Coliseum Way	229
10	Martin Luther King Jr. Way	225

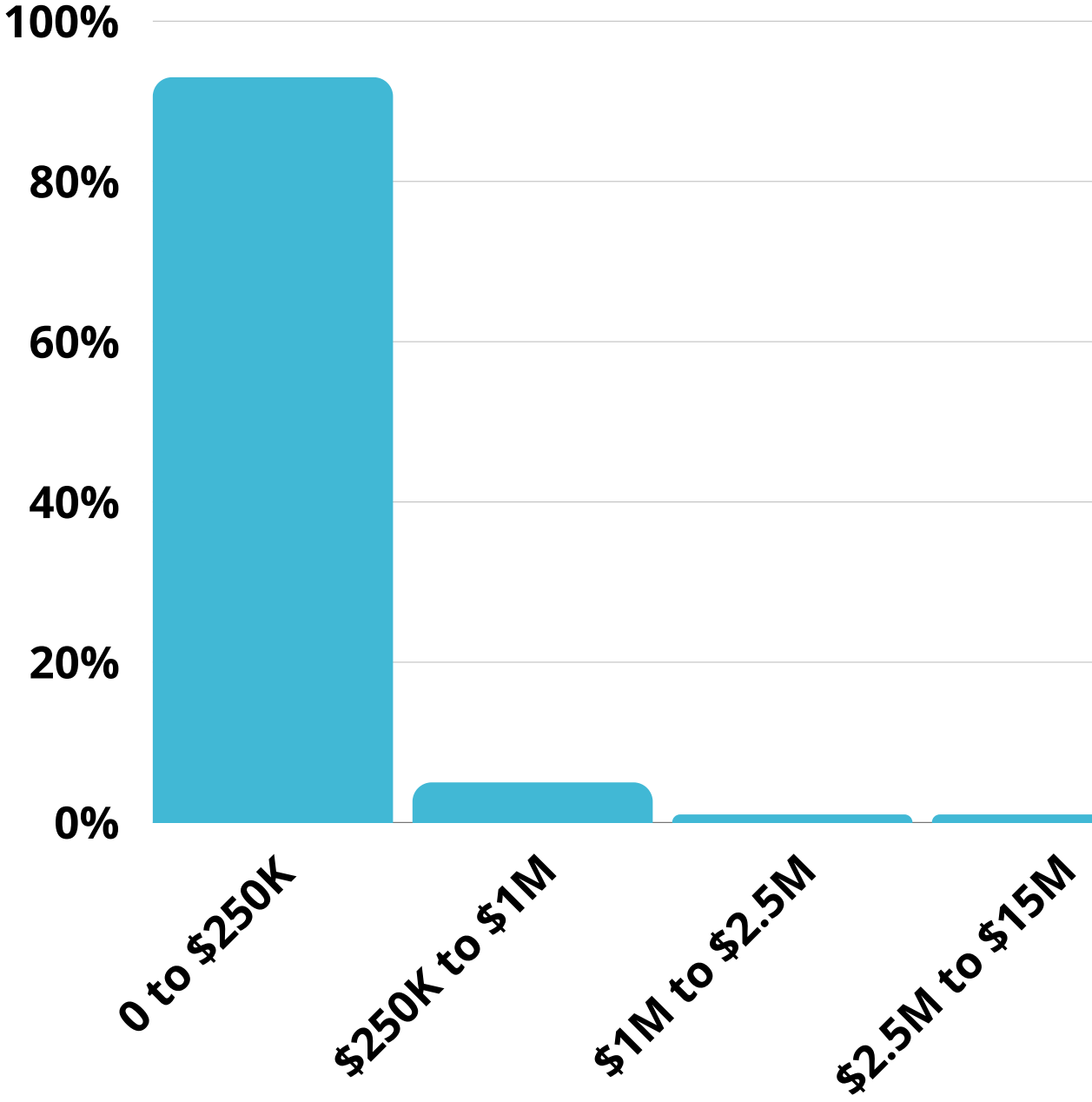
OAKLAND BUSINESS SIZE 2023

Business Licenses

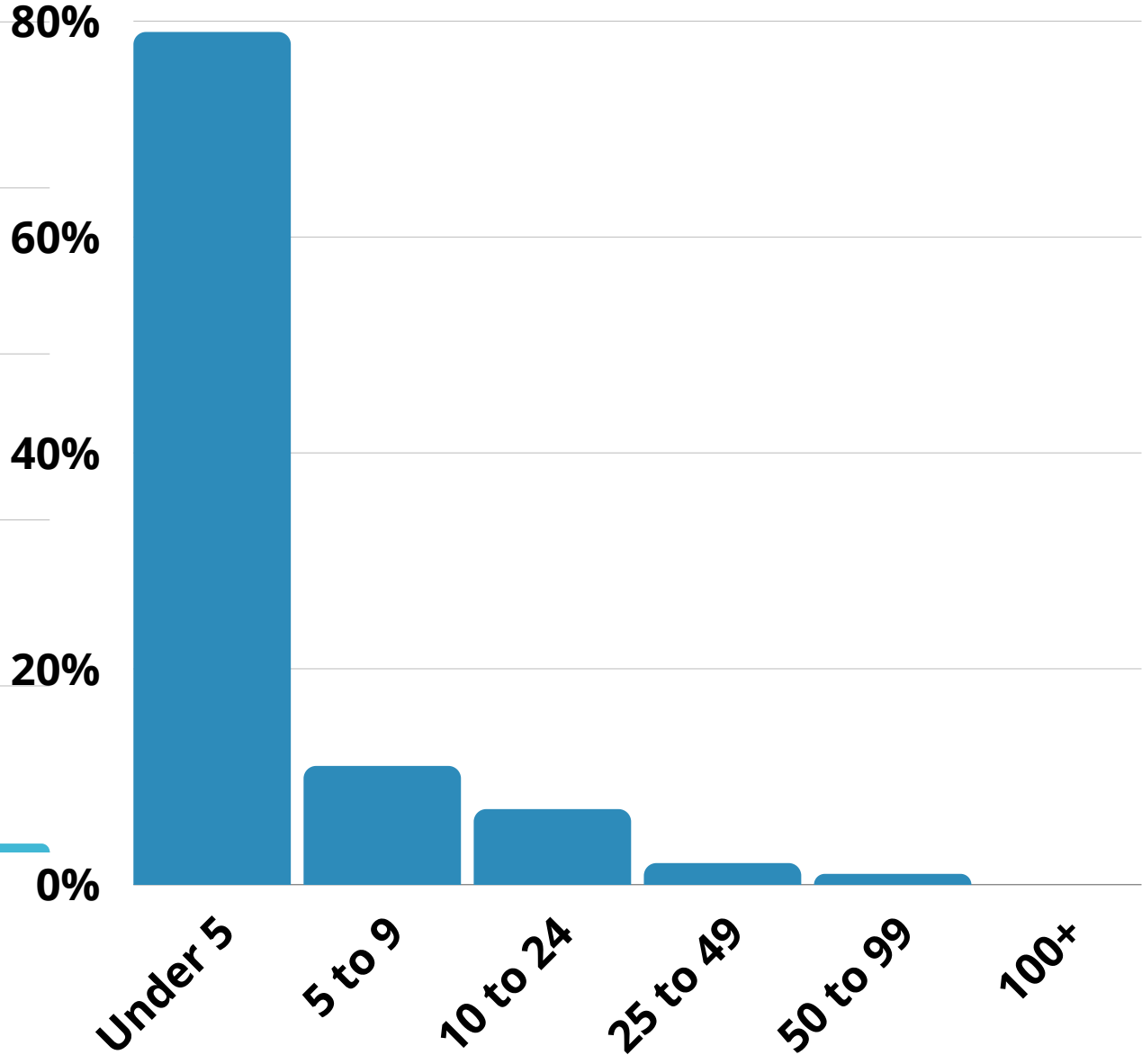


54,000 Businesses

Business Revenue

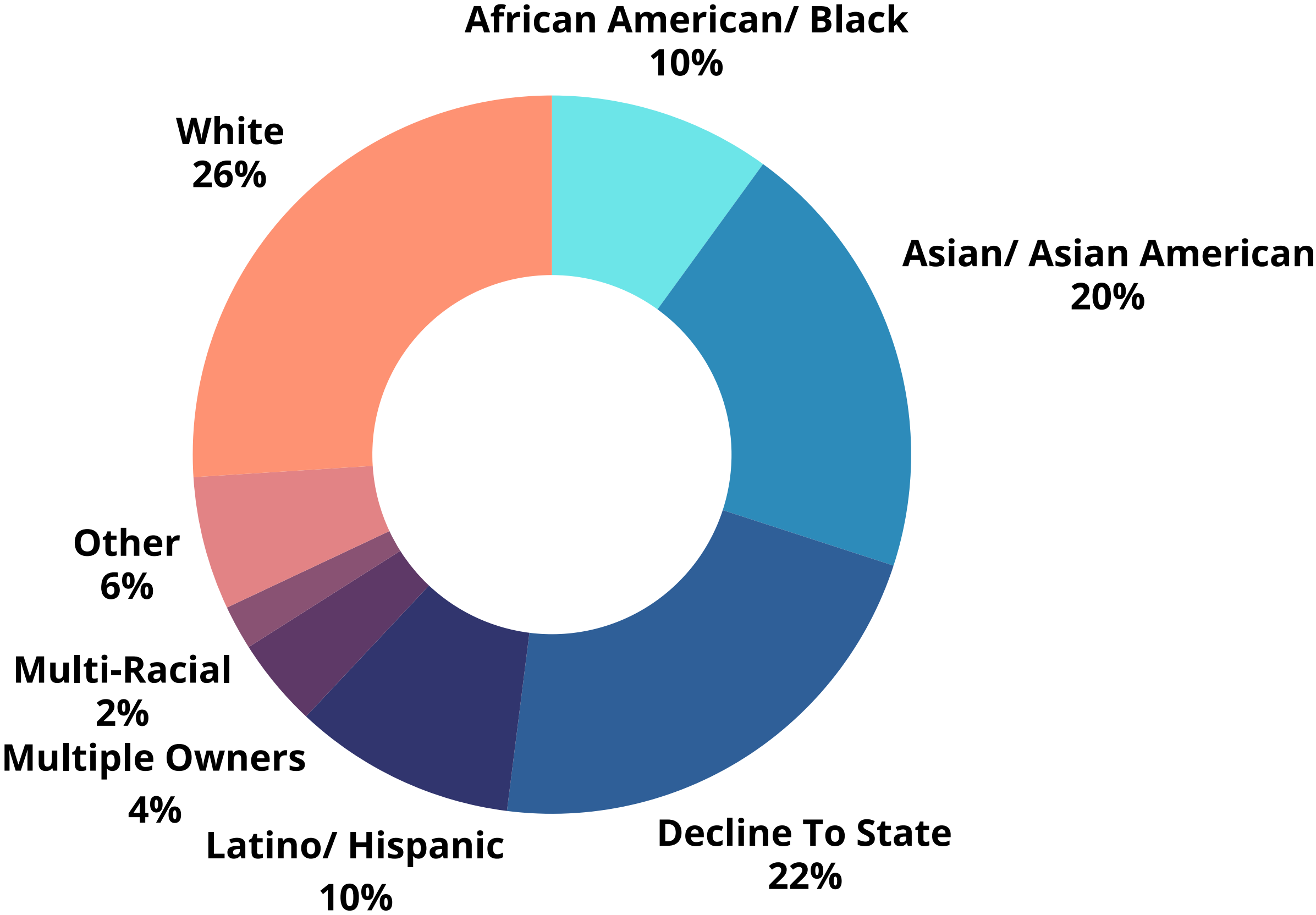


Number of Employees



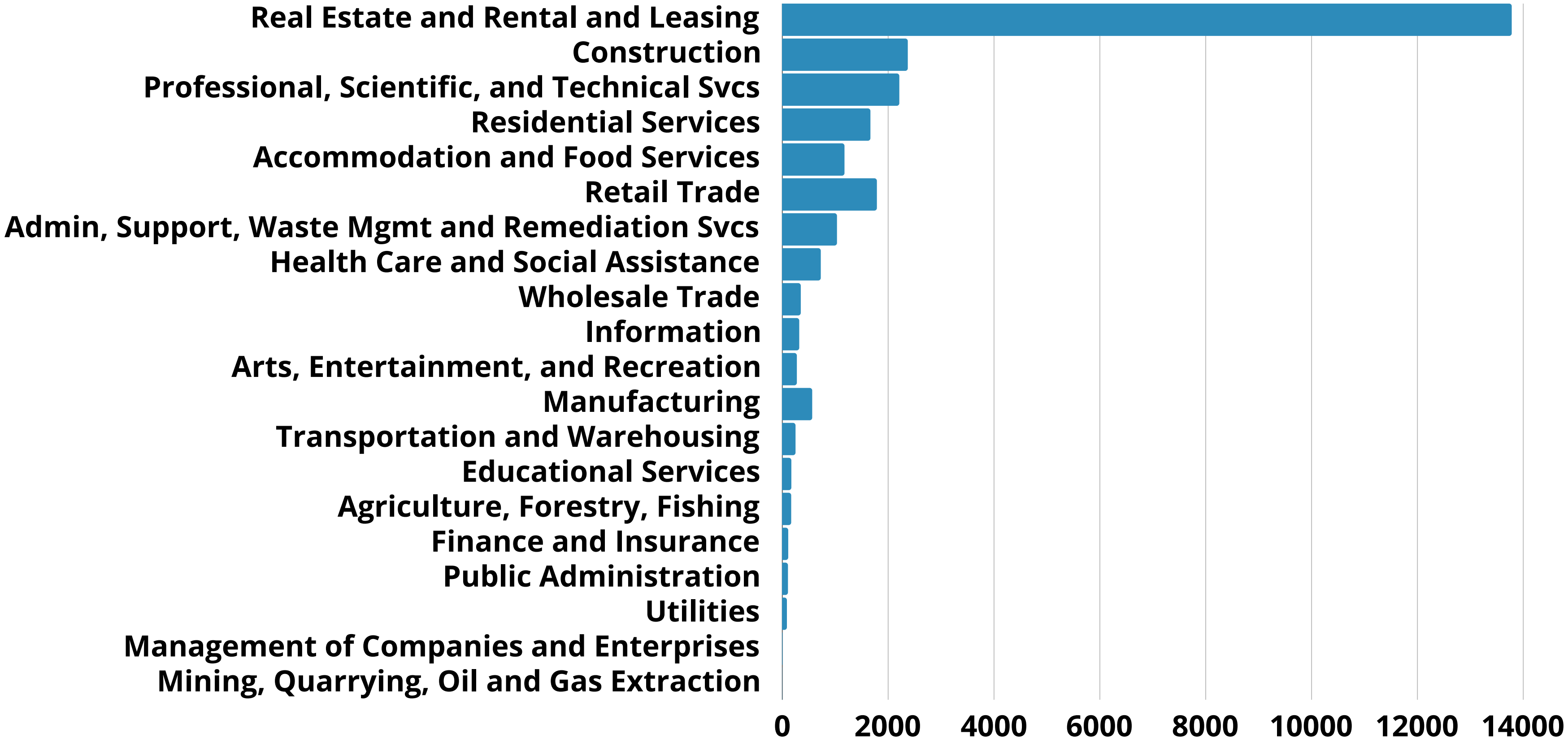
Source: City of Oakland Business License 2023

BUSINESS OWNERSHIP BY RACE 2023



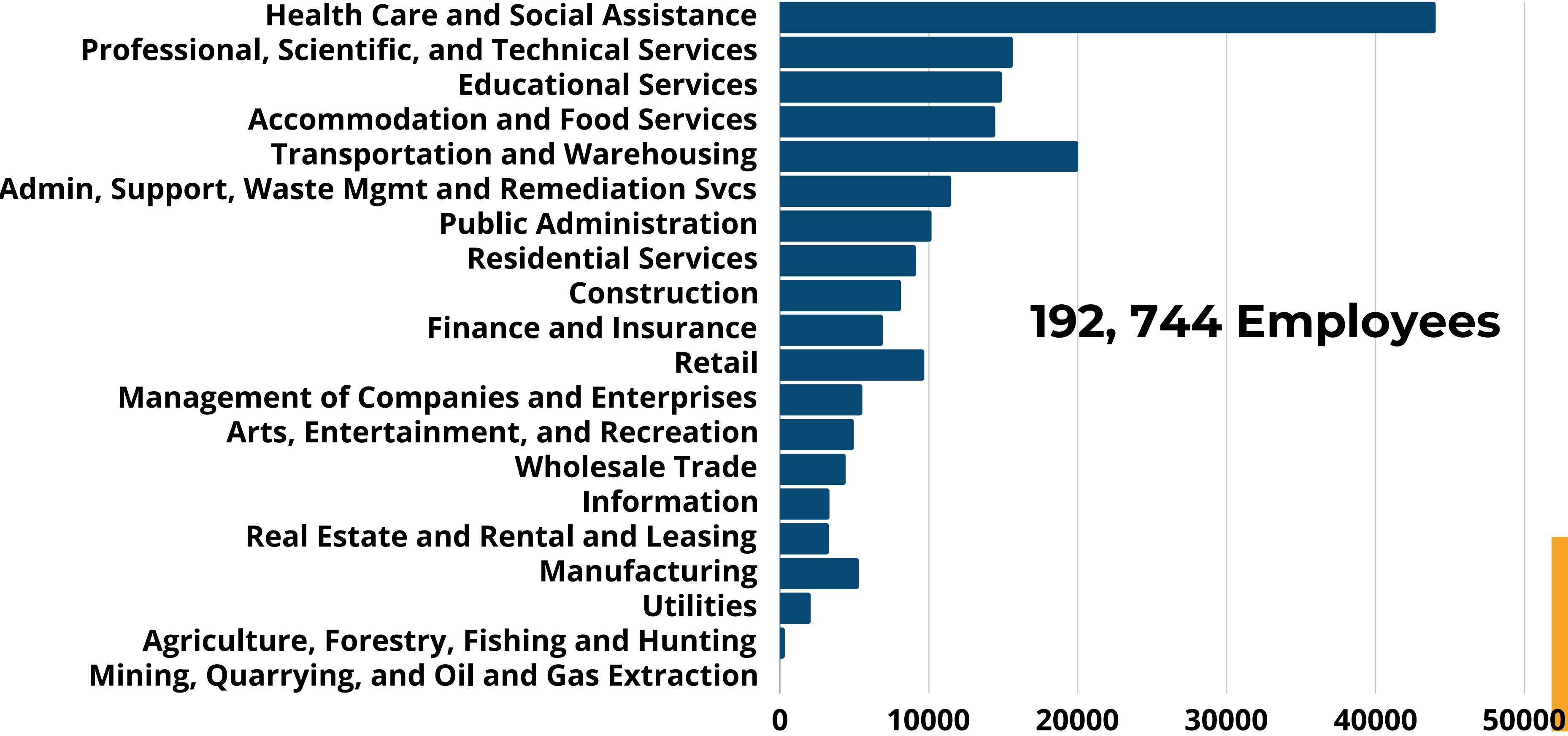
Source: City of Oakland Business License 2023

BUSINESSES SECTORS 2023



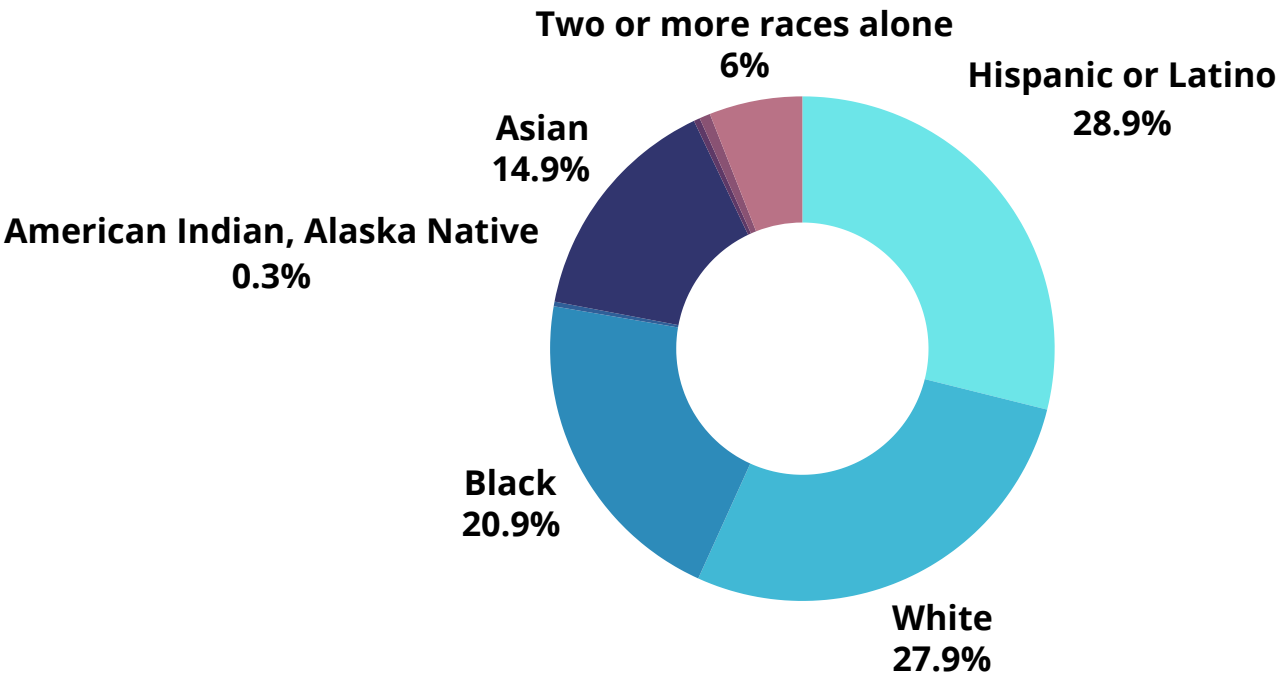
Source: Oakland Business License 2023

EMPLOYMENT SECTORS 2023

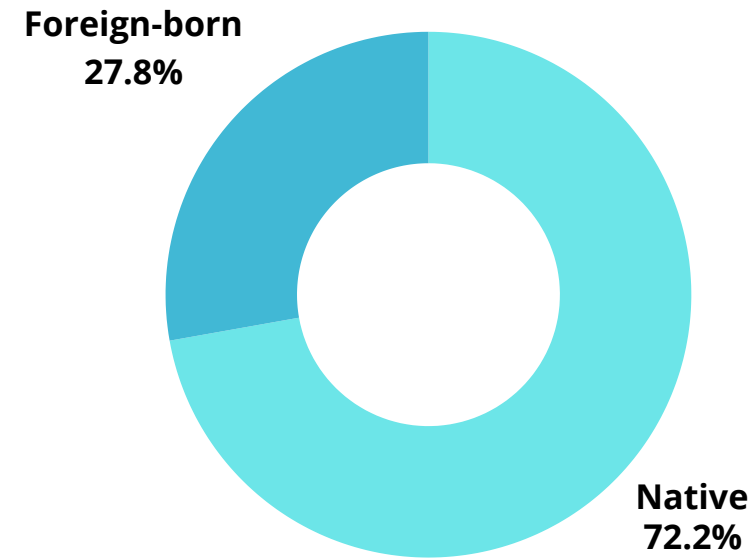


RESIDENTIAL PROFILE 2023

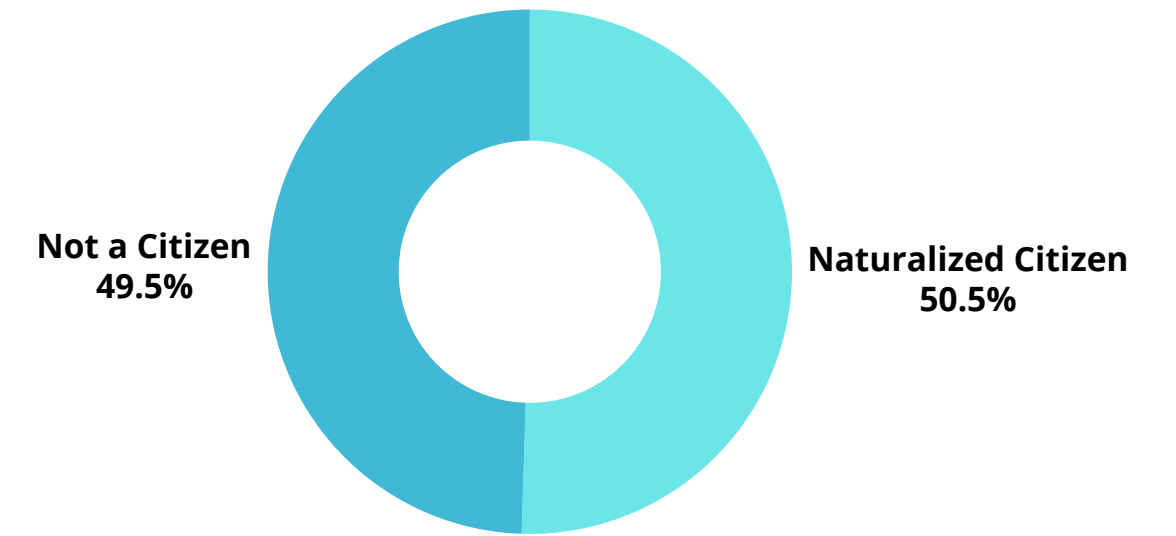
Race Distribution



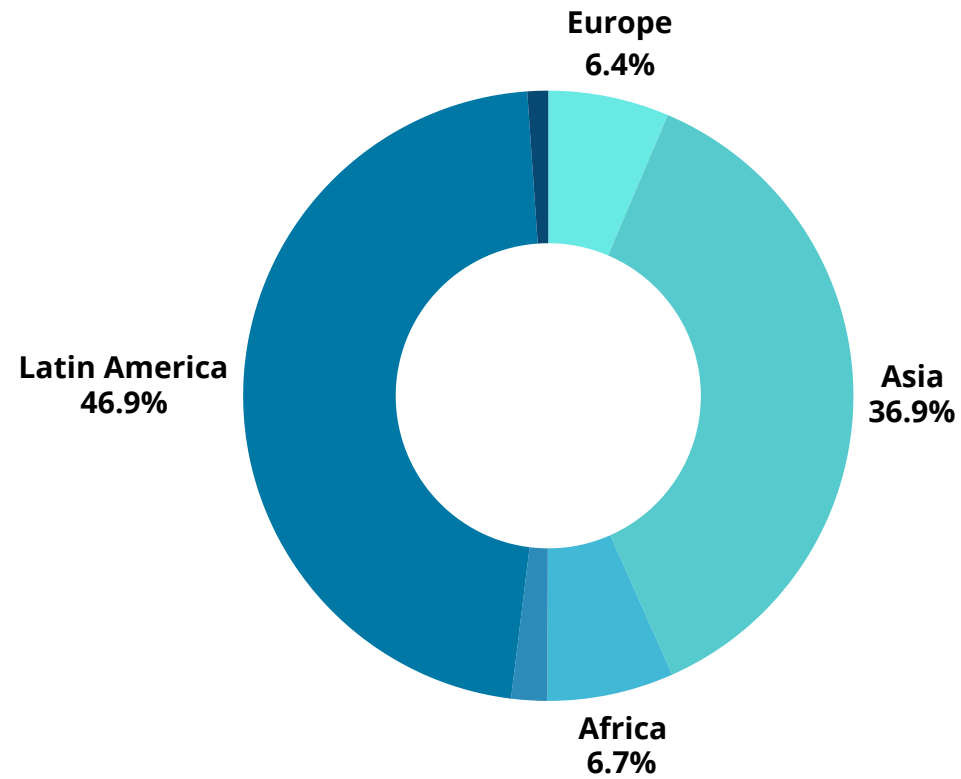
Foreign Born Residents



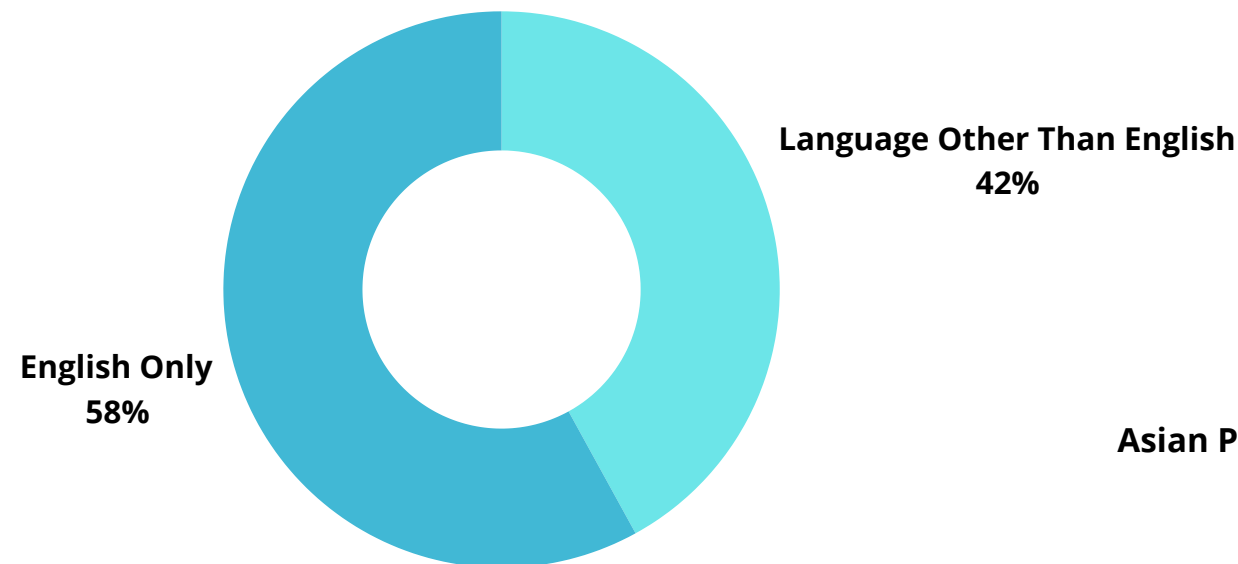
Foreign Born Citizenship



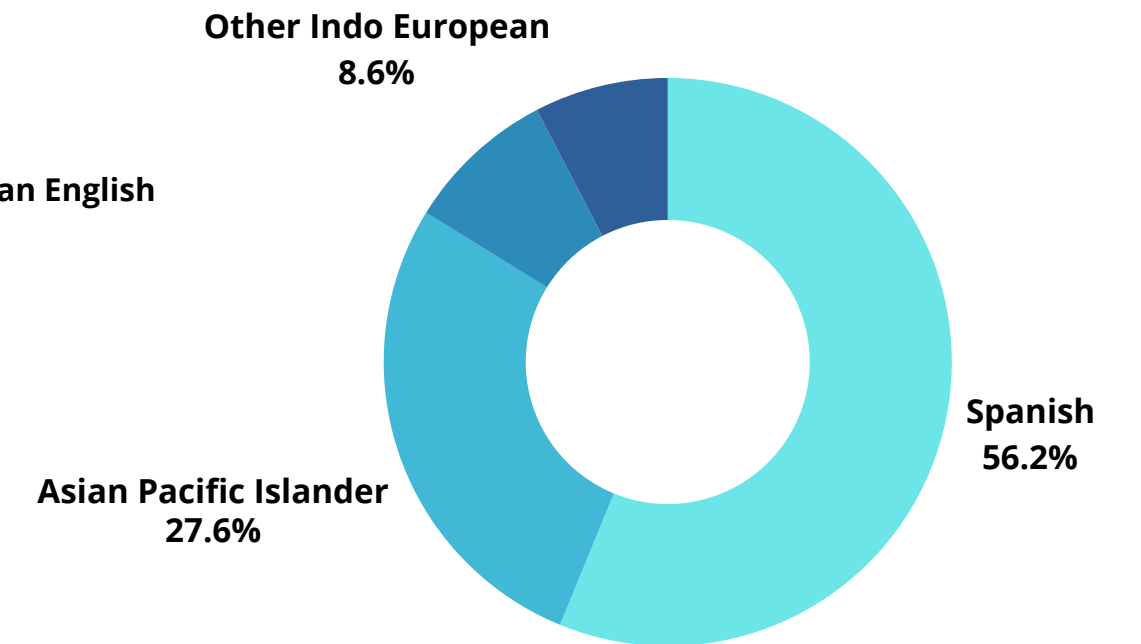
Country of Origin



Language Spoken at Home

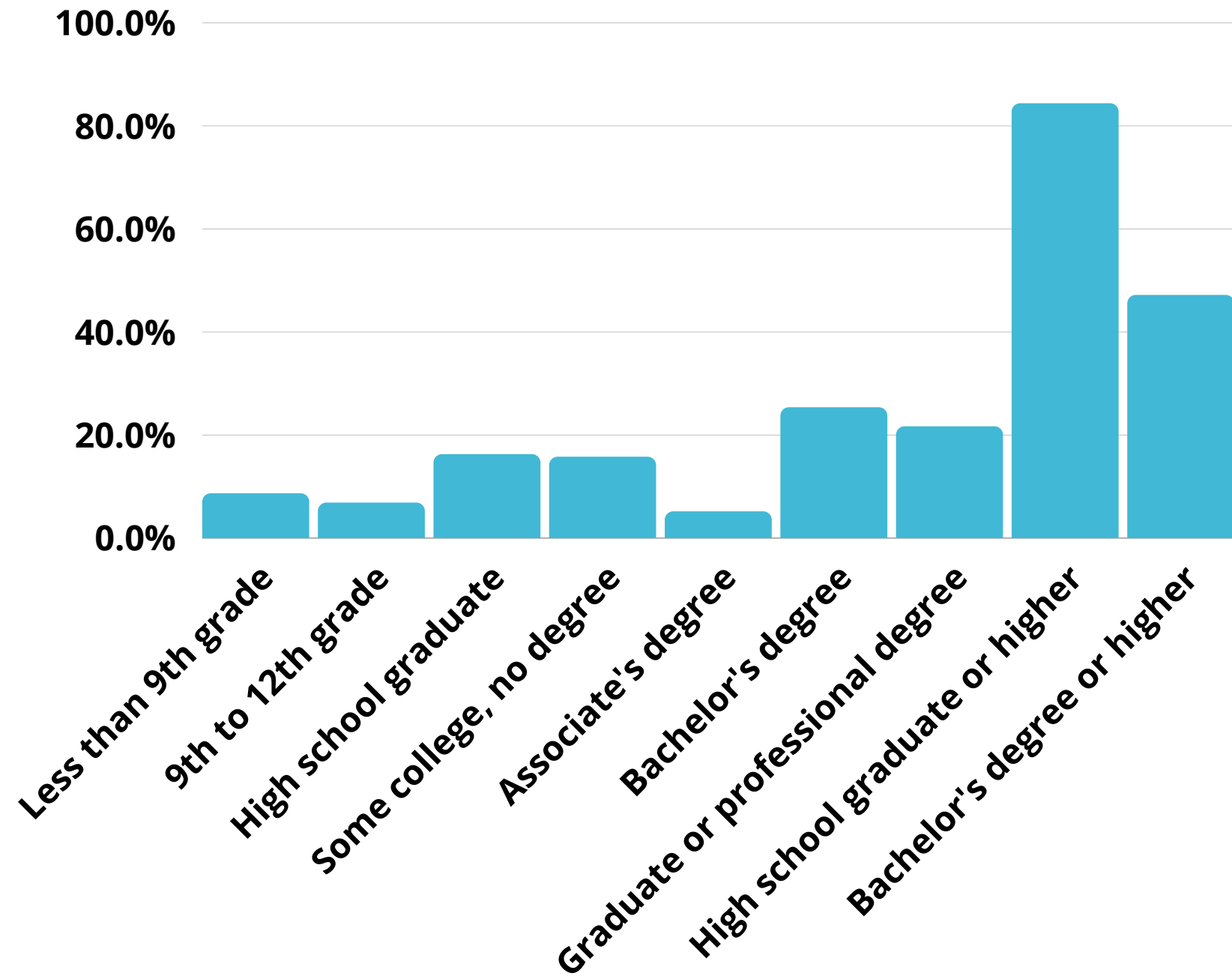


Languages Spoken at Home

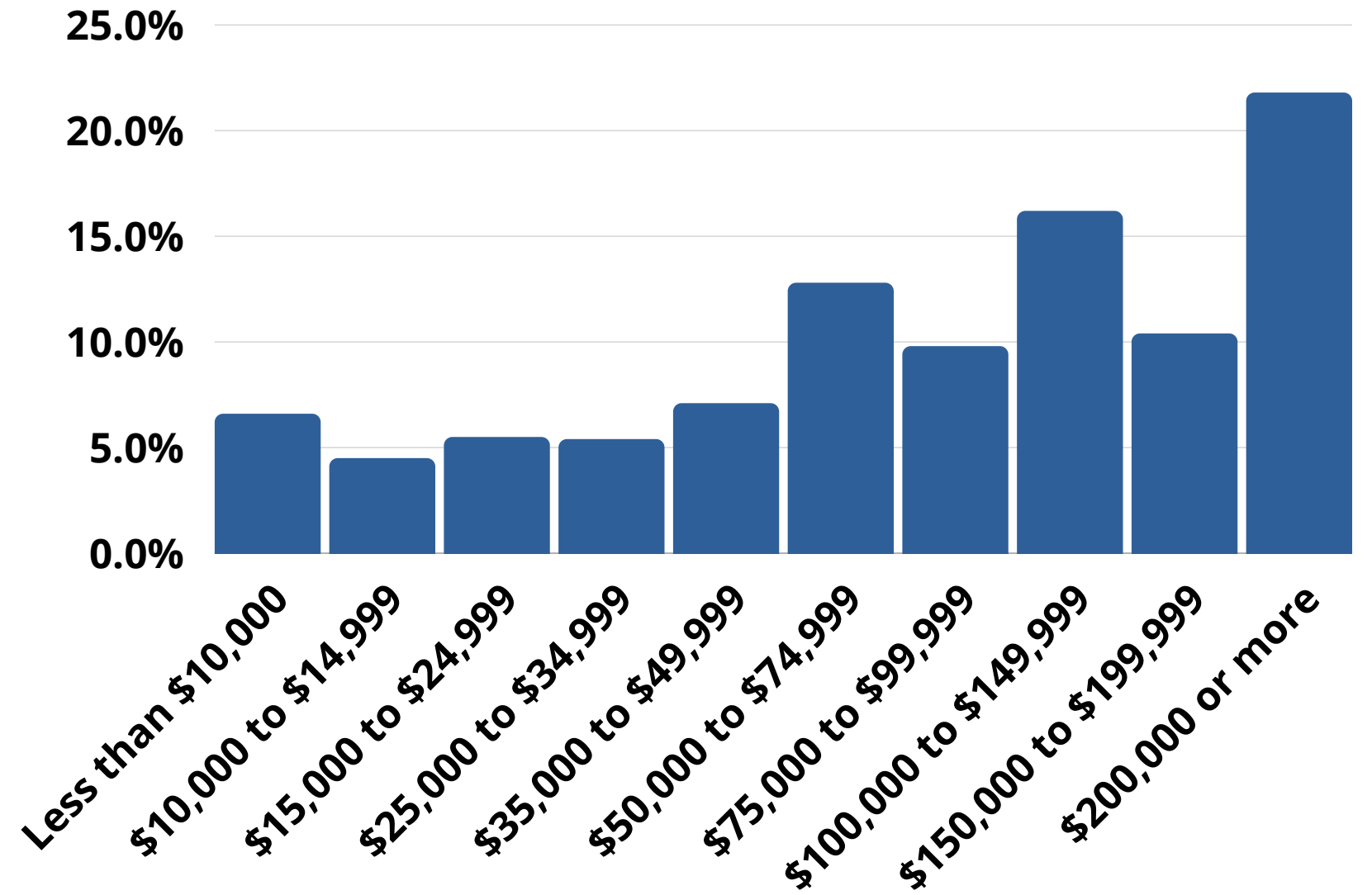


OAKLAND RESIDENTIAL PROFILE 2023

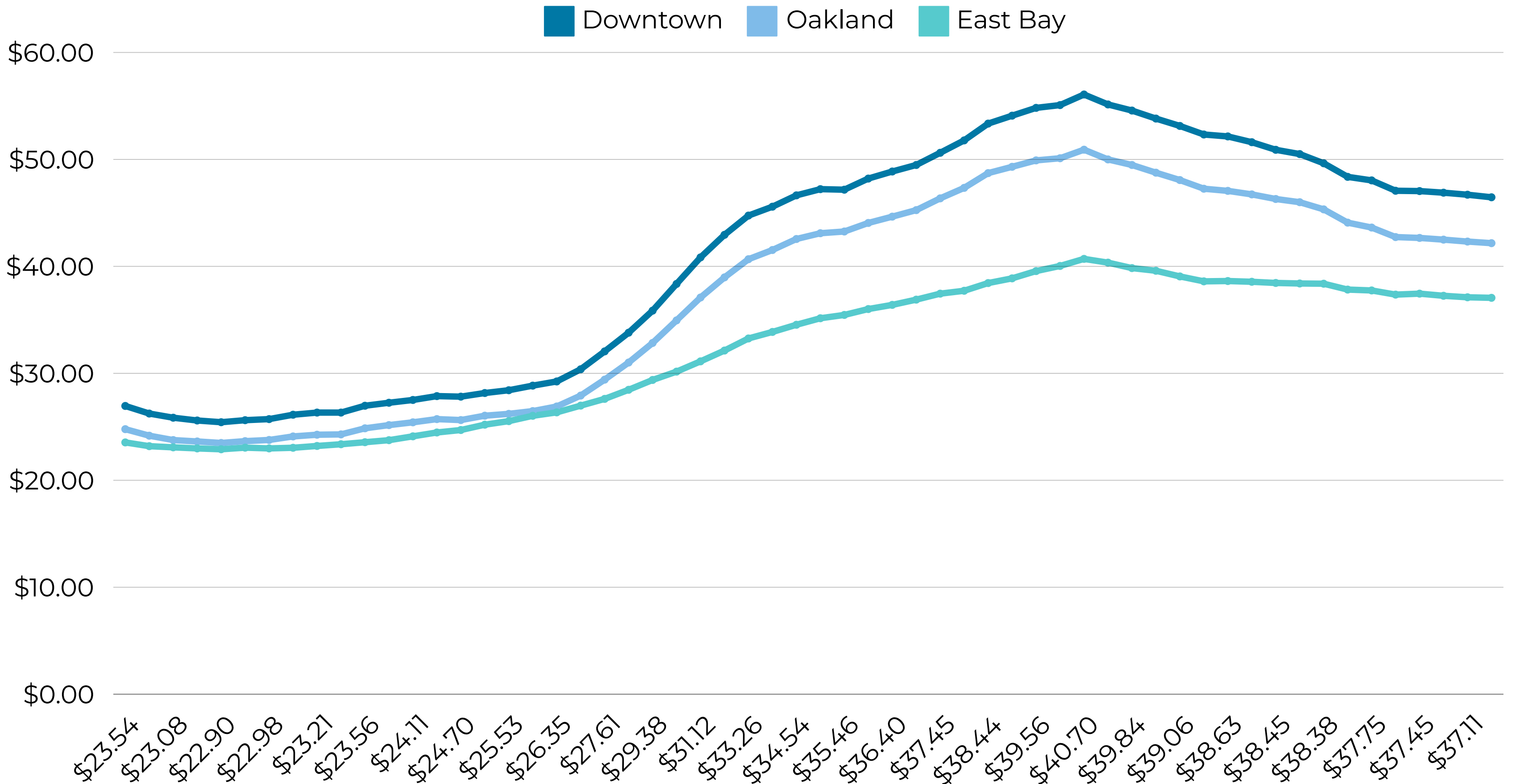
Educational Attainment



Household Income

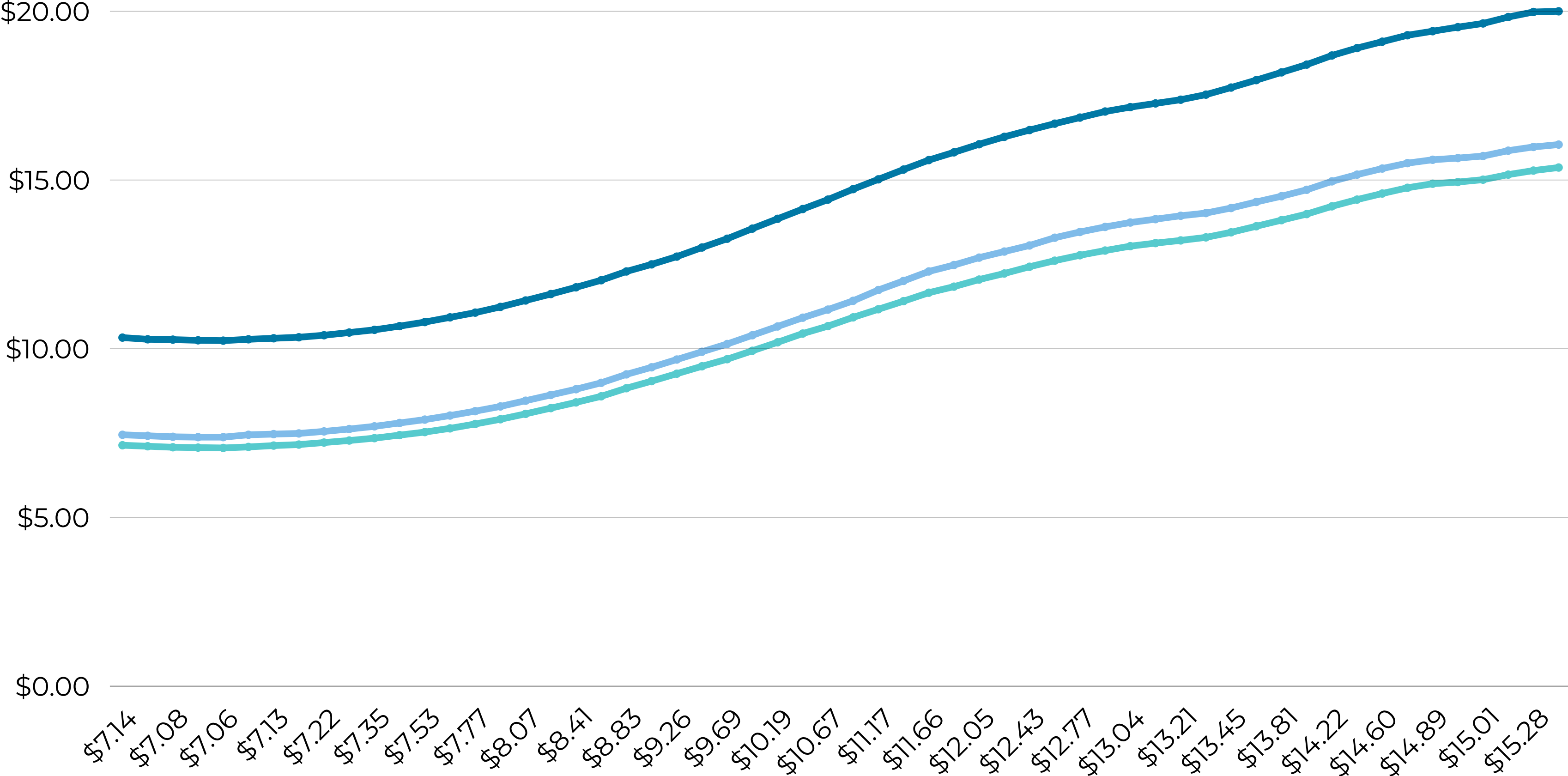


OFFICE RENT Q2 2024

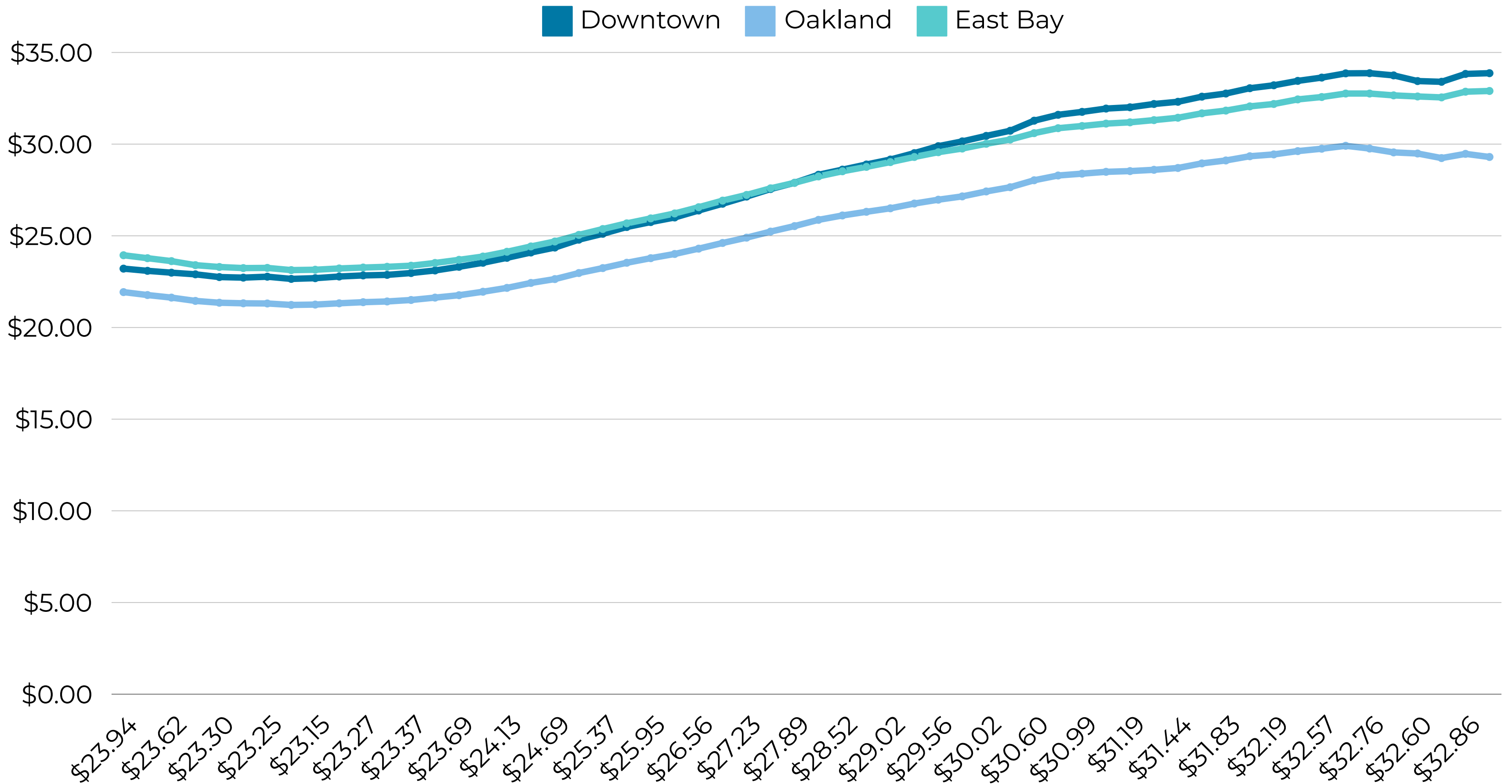


INDUSTRIAL RENT Q2 2024

■ Downtown ■ Oakland ■ East Bay

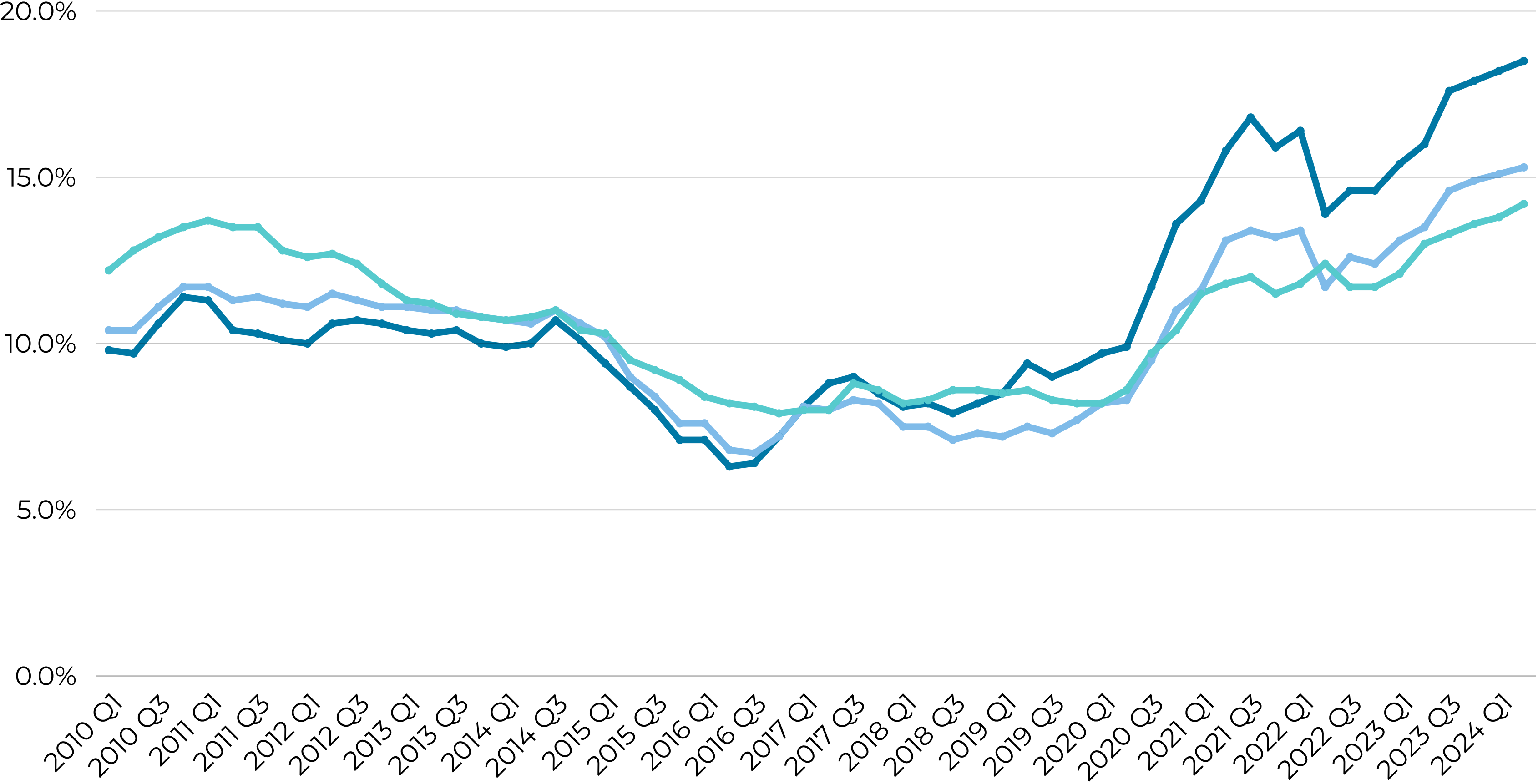


RETAIL RENT Q2 2024

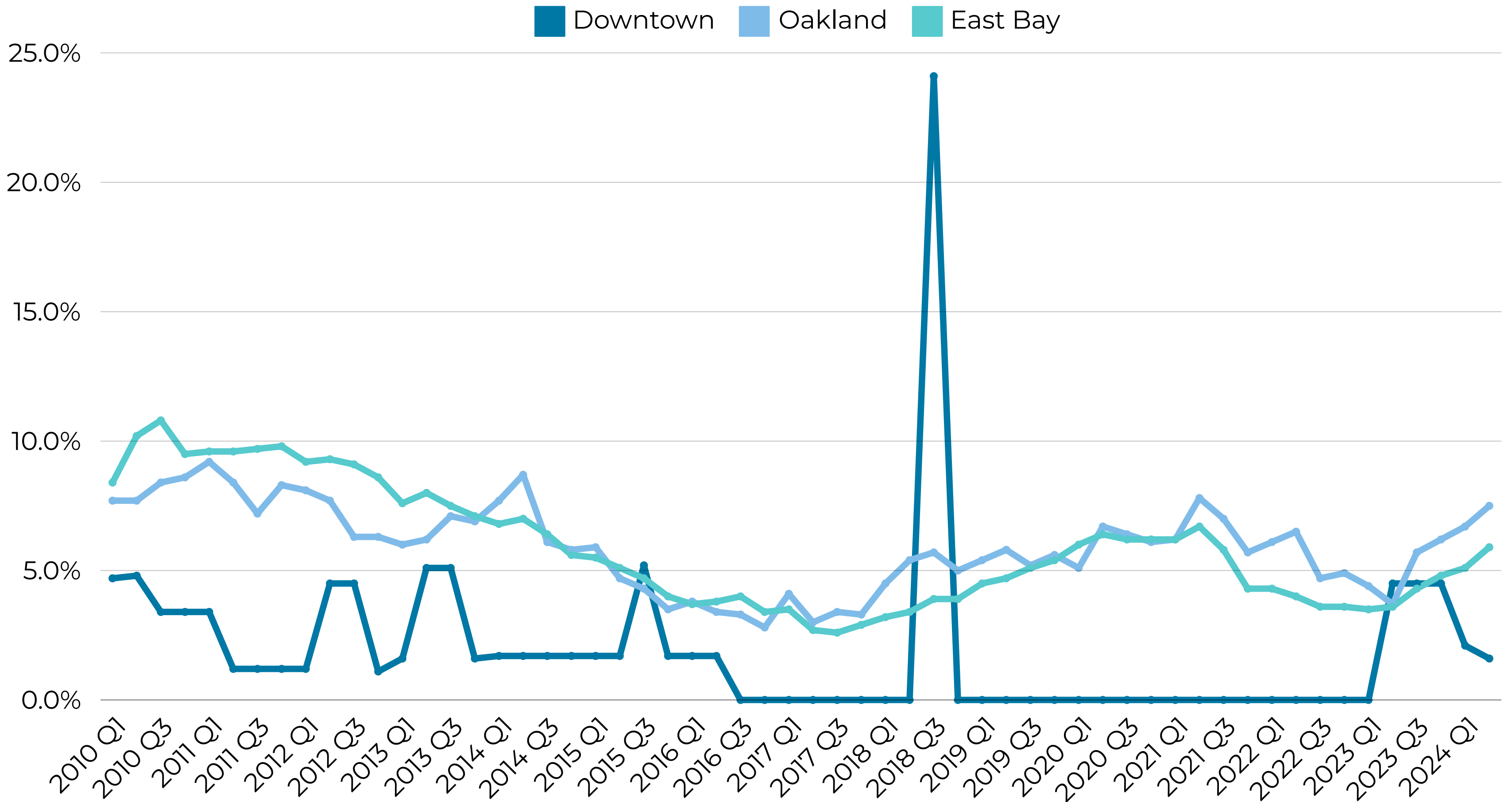


OFFICE VACANCY Q2 2024

■ Downtown ■ Oakland ■ East Bay

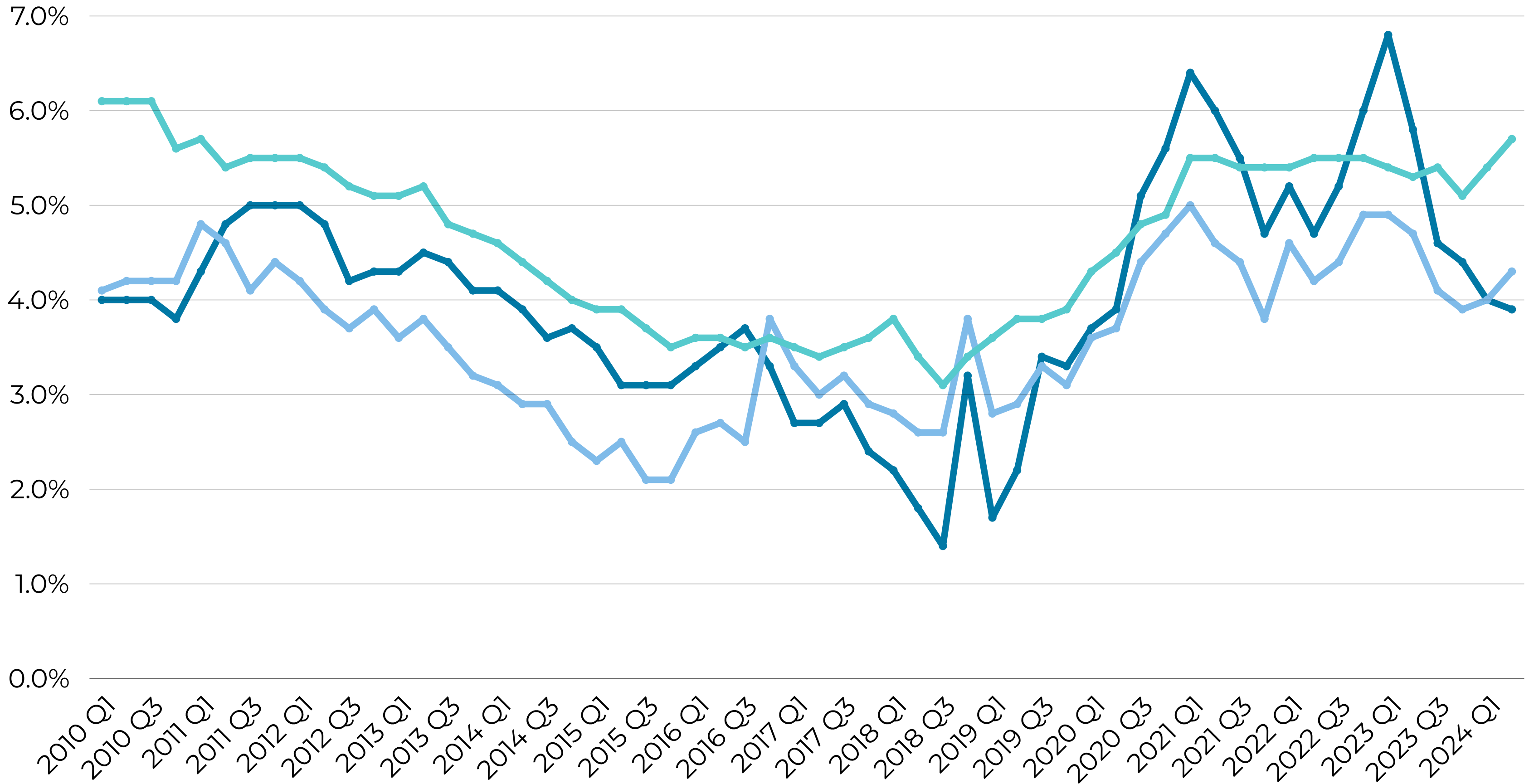


INDUSTRIAL VACANCY Q2 2024



RETAIL VACANCY Q2 2024

■ Downtown ■ Oakland ■ East Bay



PRIORITY BUSINESS CORRIDORS

