Revitalizing Contra Costa's Northern Waterfront
How to be Competitive in the 21st Century Global Economy

"It's long been a vision of mine to revitalize Contra Costa County's Northern Waterfront. As a young man, working first at USS-POSCO and then at Dow Chemical, I gained a deep appreciation and understanding of how important Pittsburg's working waterfront is to the community. Likewise, I see the revitalization of the County's Northern Waterfront as vital to anyone concerned with economic development in Contra Costa County."

Supervisor Federal Glover, District V
Contra Costa County Board of Supervisors
April 2013
Emerging Opportunities

- Growth of Existing Industries
- Manufacturing Resurgence & Re-shoring
- Emerging New Industries
- Supply Chain Vendors
- Advanced Manufacturing

Public Policy Recommendations

- Land-Use, Business Climate, and Regulatory Environment
- Infrastructure Investment
- Development Incentives and Financing
- Regional Branding and Marketing
- Cluster Development and Innovation
- Business Support Services
- Workforce Development
- Quality of Life

Alternative Development Scenarios

Industrial Land Use Issues

Issue #1: Protecting Industrial Lands
Issue #2: Updating Industrial Zoning and Permitting Processes
Issue #3: Ensuring an Adequate Supply of Industrial Land
Issue #4: Improving the Business Environment
Issue #5: Identifying Opportunities for Advanced Manufacturing Development
Infrastructure Investment Issues

Issue #1: Goods Movement Infrastructure Improvements
- Maintaining and increasing Carquinez-Suisun Bay Channel Depth
- Improve Access from I-580/I-205 (Tri-Link Study)
- Highway 4 Expansion
- Local Access Road Improvements
- Maritime and Rail Improvements

Issue #2: Utility Improvements
- Sewer & Water Extensions and Upgrades
- Electric Power
- Advanced Telecommunications (fiber-optic backbone)

Regional Branding & Marketing

- Develop and Implement a Regional Marketing Program
- Develop and Implement Business Attraction Program

Financing & Incentive Issues

- Explore financing alternatives for regional transportation and utility infrastructure improvements
- Develop customized business incentive programs (ETP, R&D Tax Credits, Sales and Use Tax Exclusions for Advanced Manufacturing Projects, California Competes, etc)
- Financing programs (Industrial Development Bonds, Small Business Loan Guarantees, etc)

Cluster Development

- Support and strengthen existing and emerging clusters in targeted industries
- Raise awareness of cluster existence
- Establish Buy Local Programs
- Facilitate Export/Import Opportunities
**Business Development & Support**

- Provide coordinated and targeted business support services to start-up and small manufacturing firms
- Develop advanced manufacturing incubator programs to support entrepreneurs launching new business ventures
- Capture Innovation Locally

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**Talent Development**

- Prepare skilled workforce for advanced manufacturing jobs
- Promote manufacturing as a viable career option

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**Quality of Life**

- Open space
- Recreation
- Fire protection
- Crime reduction

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**Organizational Structure**

[Diagram showing organizational structure]
Targeted Industry Clusters

Next Steps

"This effort will protect our industrial zones properties to ensure their future economic potential. It also has the added benefit of pursuing a more in-depth land use review and identify additional areas for economic development and job growth."

"This multi-stakeholder project can only be successful if all parties in the outlined areas are at the table and engaged and working together. As the saying goes, "if we build it, they will come". This initiative will serve this generation and many more to come. The potential is there, now we need to set and expend on it, together."

Supervisor Mary Njoluky Pichko
District III
Contra Costa County
Board of Supervisors
January 2014

Timeline

Q & A

Thank You

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