

CITY OF ALAMEDA
Memorandum

RECEIVED

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OFF-AGENDA

To: Honorable Mayor and
Members of the City Council

From: Debra Kurita
City Manager *PK*

Date: June 5, 2007

Re: Results from Community-wide Survey Conducted in Conjunction with
the Economic Development Strategic Plan Update

CITY OF ALAMEDA
CITY CLERK'S OFFICE

BACKGROUND

The Economic Development Commission (EDC), in conjunction with City staff, is preparing an update to the Economic Development Strategic Plan (EDSP) to reflect the City's changed economic and development trends and public policies. It has been more than five years since the City Council accepted the ten-plus year strategic plan in July 2000 and subsequently approved an implementation program in March 2001.

As part of its public participation process for the EDSP update, the City selected Strategy Research Institute (SRI) to develop and conduct a 15-minute scientific telephone survey of 400 local residents (200 residents from the community at large and 200 registered voters), and analyze the results of the survey using both descriptive and advanced statistical methods. SRI's findings are presented in the attached final report.

All of the research, stakeholder opinions, and public workshop comments gathered as part of this community outreach process, including the results of the survey, will be incorporated into the EDSP update. They will also be used as a guide for defining the EDC's and the Development Service Department's future economic development goals and priorities.

DISCUSSION

SRI reviewed the EDSP and related policy documents to create the survey instrument. SRI also worked with the City to identify research questions for the survey based on information gathered from meetings with City staff, direction from the EDC, as well as information collected from the community workshops and stakeholder interviews. The research questions focused on ascertaining local residents' specific priorities on a broad range of City economic development activities. SRI carefully developed the questionnaire, which was reviewed and endorsed by the EDC in November 2006.

The survey showed strong public support for initiatives to: relieve traffic congestion, continue progress to redevelop Alameda Point, develop and promote a Green City program, and support the Main Street shopping districts. The survey also revealed a preference for future mixed-use development along the Estuary and for Auto Row. The following provides a summary of some of the survey's findings on important issues.

Transportation. Traffic was the top un-prompted answer when residents were asked if there was a local issue that they were especially concerned about. (Traffic received 12 percent of the responses, with Alameda Point a close second with 10 percent.) Residents also ranked traffic congestion as the highest priority when they were read a list of local issues. Among a list of possible transportation-related proposals, residents gave their strongest support for a bus shuttle service to BART, followed by improved street connections to and from I-880, increased ferry service, and improved traffic signal timings.

Alameda Point. When asked specifically about Alameda Point, 82 percent agreed that redeveloping Alameda Point should be a high priority. Most residents emphasized a desire for more recreational amenities. There was little support for preserving historic buildings and pursuing the development of a resort-quality conference center at Alameda Point.

Green City. The survey revealed strong support to promote Alameda as a Green City as an economic development objective (with 87 percent approval) and to take deliberate steps to address global warming (77 percent approval).

Main Streets. There is also substantial support (81 percent approval) to continue to enhance shopping and entertainment opportunities in the Park Street and Webster Street commercial districts.

The survey also showed moderate support (items receiving less than 75 percent of both "strongly agree" and "somewhat agree" priority responses) for the following initiatives:

- Creating affordable housing (48 percent support);
- Developing a public plaza (51 percent);
- Sponsoring incubator facilities (52 percent); and
- Promoting the City's historic assets (66 percent).

Next Steps. SRI will present the survey findings at the June 21st EDC meeting. These findings are being incorporated into the EDSP update, which will be presented to the EDC, the Planning Commission, and the City Council later this year.

BUDGET CONSIDERATION/FINANCIAL IMPACT

There is no fiscal impact on the General Fund for the update to the July 2000 EDSP. Adequate resources are budgeted for a staff-supported effort to update the EDSP. The

Community Improvement Commission (CIC) approved SRI's contract for \$17,000, which was funded by Commercial Revitalization funds and will not impact the General Fund.

MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

The Community-wide Survey was conducted as part of the ongoing update of the Economic Development Strategic Plan (July 2000).

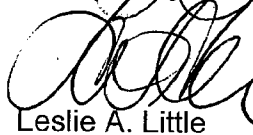
ENVIRONMENTAL REVIEW

The periodic update of the Economic Development Strategic Plan is categorically exempt under the California Environmental Quality Act (CEQA).

RECOMMENDATION

This report is for your information only.

Respectfully submitted,



Leslie A. Little
Development Services Director



By: Dorene E. Soto
Manager, Business Development Division



By: Eric Fonstein
Economic Development Coordinator

DK/LAL/DES/EF:rv

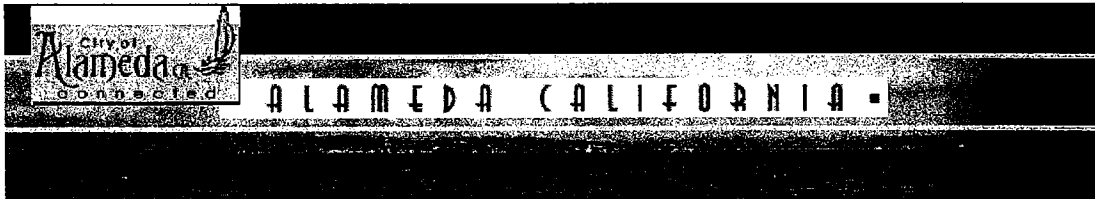
Attachment:

- 1) Developing a Strategic Plan for the Economic Development in the City of Alameda: A Scientific Survey of Local Voters and the Community At Large

cc: Assistant City Manager
Deputy City Manager
City Clerk
Public Reference Binder

Developing a Strategic Plan for...

Economic Development in the City of Alameda



A Scientific Survey of Local Voters and the Community at Large

January/February 2007

In partnership with...



Toll Free 800.224-7608

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**The Institute for
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1.0 Introduction

The City of Alameda's Economic Development Commission (EDC), in conjunction with City staff, is preparing an update to the **Economic Development Strategic Plan** (EDSP) to reflect the City's changed economic and development trends and public policies, over time. It has been more than five years since the City Council accepted the ten-plus year strategic plan in July 2000 and subsequently approved an implementation program in March 2001.

As part of its public participation process, the EDC hosted two public workshops on February 23, 2006 and March 2, 2006 to engage the community on specific ways to update the EDSP. The workshops included a status report on the City's economic development accomplishments since 2000; a presentation on the latest local economic and development trends; and a discussion about future economic development goals and priorities. Additionally, City staff met with representatives of the local business associations, Alameda Unified School District, and the College of Alameda to solicit their input regarding future economic development opportunities for the City. Lastly, City staff and the EDC proposed conducting a survey of Alameda residents to make certain that the updated EDSP addresses the economic development priorities of the community at large.

The City selected Strategy Research Institute (SRI) to develop and conduct a 22-minute, scientific survey of 400 local residents (200 residents from the community-at-large and 200 registered voters), and analyze the results of the survey using both descriptive and advanced statistical methods. The survey was administered by telephone. This report presents the findings from the telephone survey.¹

2.0 Executive Summary

The main focus of the present survey was to identify the collective wishes (public opinion) of two groups of constituents in the City of Alameda — the community-at-large and local electorate — with respect to the best way to improve the City's downtown economic base, while simultaneously addressing a variety of issues inherent to updating the City's Economic Development Strategic Plan.

¹ A comprehensive discussion of the research design and methodology employed in the present scientific survey is presented in Section 3.0, entitled: **Research Design and Methodology**, beginning on Page 6 of this document.

The findings are clear. Local residents want the City's economic development strategy to be designed to attract environmentally friendly businesses to Alameda (see graphic below and Figure 3). For example, nearly three quarters (72%) of the respondents said they would place a high priority on a "mix" of businesses including biotech, research and development, software development, health care technology, motion picture/television programming, warehousing, as well as professional and business services.

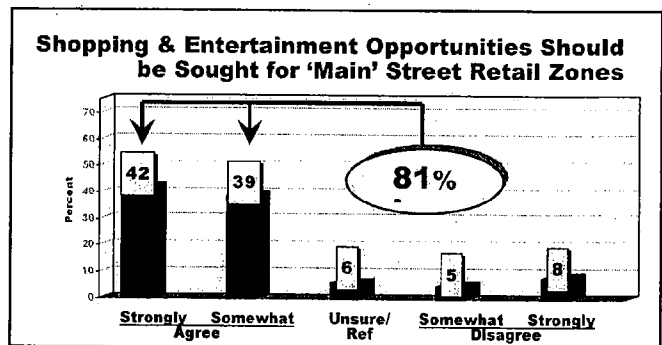
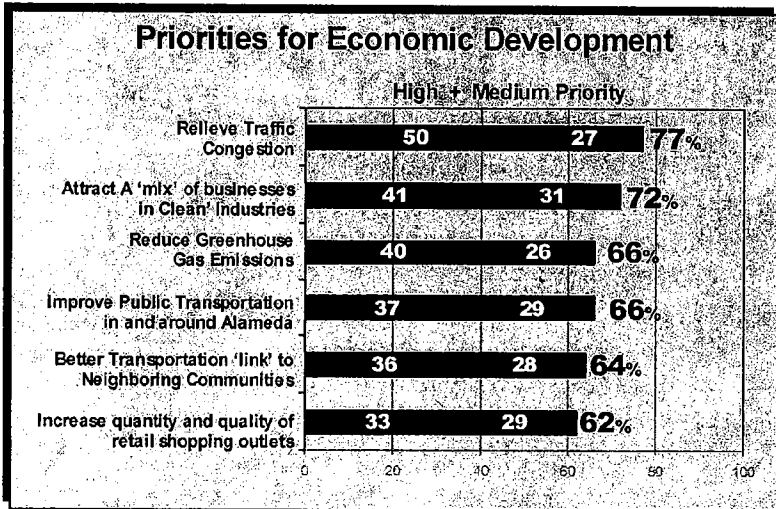
Two thirds (66%) of the respondents would encourage City officials to establish policies and programs to reduce greenhouse gas emissions in the City. In fact, a huge majority (87%) of the respondents said City officials should promote Alameda as being a "Green City" (see

Figure 4). Toward that end, there is a consensus among local residents that the City should develop policies that restrict any business and industry that is known to pollute the environment.

Almost equal to Economic Development, local residents place a high priority on **public transportation**. For example, two-thirds (66%) of the respondents said they would place high priority on improving public transportation designed to assist local residents traveling in and around Alameda, especially improvements in bicycle and pedestrian accessibility.

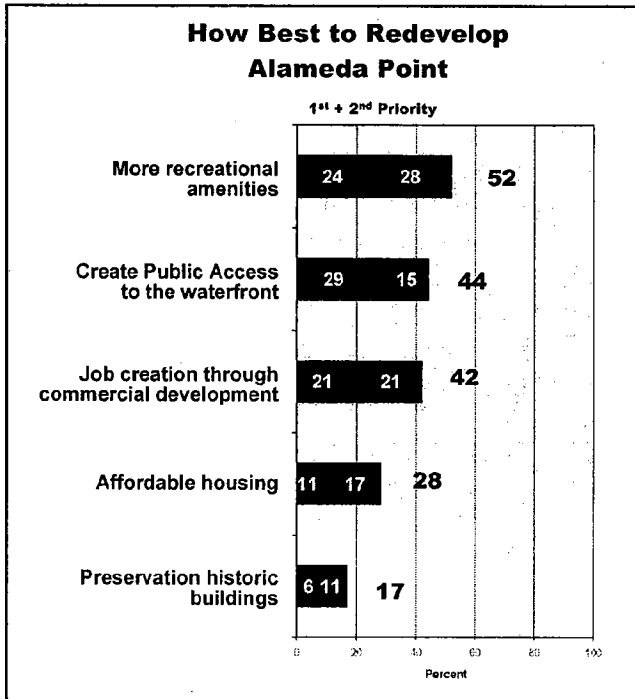
Yet another priority has to do with increasing both the quantity and quality of retail outlets in the City. As seen in the graphic below (also refer to Figure 5), over eighty percent (81%) of the respondents said City officials should make a concerted effort to enhance shopping and entertaining opportunities in the "Main Street" retail zones of Alameda, specifically, the Park Street and Webster Street commercial districts.

Yet another priority has to do with increasing both the quantity and quality of retail outlets in the City. As seen in the graphic below (also refer to Figure 5), over eighty percent (81%) of the respondents said City officials should make a concerted effort to enhance shopping and entertaining opportunities in the "Main Street" retail zones of Alameda, specifically, the Park Street and Webster Street commercial districts.



Consistent with this perspective, well over half (60%) of the respondents stated that additional parking should be constructed in the Webster Street commercial district (see Figure 6); nearly three quarters (73%) of the respondents would like the City to construct additional parking in the Park Street commercial district of Alameda (see Figure 7).

Most residents (82%) in Alameda want the City to redevelop Alameda Point (see Figure 9). When asked to rank-order five (5) alternative uses for Alameda Point, the top priority is assigned to creating more recreational amenities (see chart at left and Figure 16).



The next priority is having public access to the City’s waterfront areas. In fact, nearly three quarters (72%) of the respondents said they either strongly or somewhat agree with the notion that, “...waterfront areas throughout the City should be developed in a fashion that allows maximum public access” (see Figure 14).

With this comes a desire for such commercial enterprises as waterfront restaurants and boating (see Question 6.1 in Addendum B).

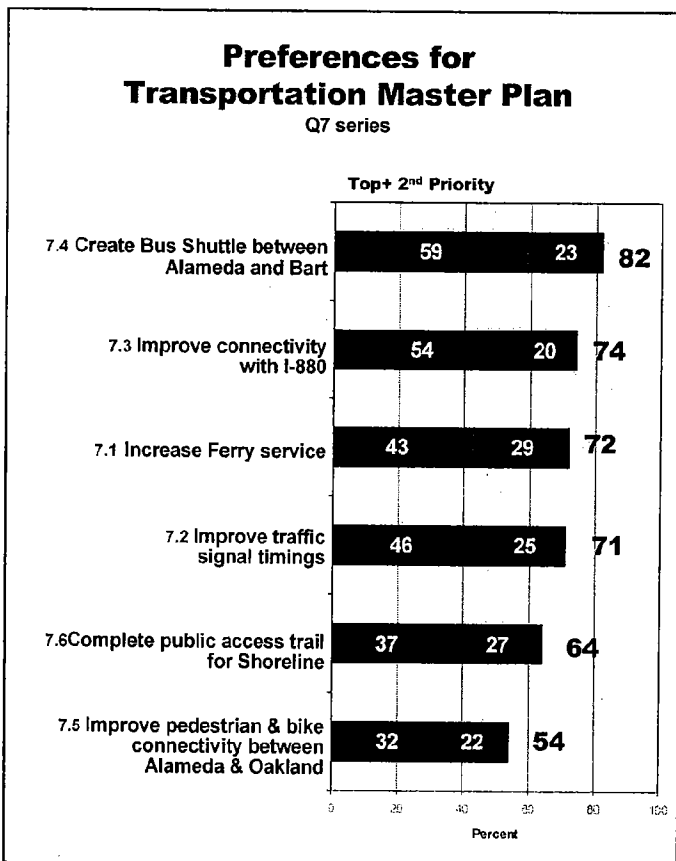
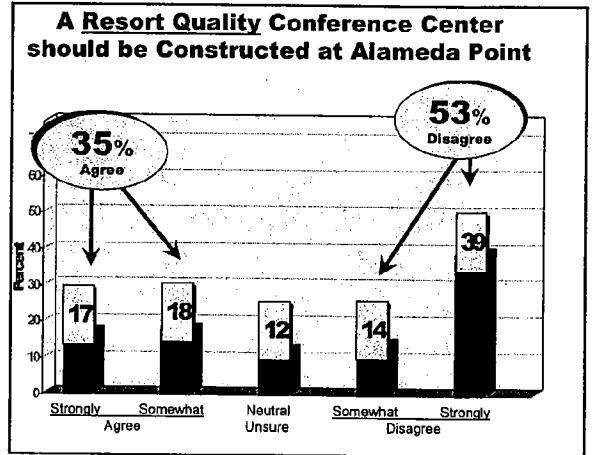
This mindset is consistent with other waterfront properties in Alameda, as well. Specifically, nearly three quarters (74%) of the respondents think the waterfront property along the Estuary and the northern edge of Alameda should be dedicated mostly to “mixed use” including offices, commercial, and residential development... along with some of the waterfront property being preserved as permanent open space (see Figure 15).

As can be seen in the chart on the next page (also refer to Figure 11), there is relatively little support for developing a resort quality conference center at Alameda Point, one that would include a championship golf course. In fact, support for a conference center virtually disappears when the matter of having the City subsidize either the

construction or operation of such a facility (see Figure 12). Over three quarters (77%) of the respondents stated that they would not support the notion of having the City subsidize a conference center.

One final topic merits attention in the Executive Summary. Respondents were asked to rank-order their preferences with respect to elements that should be incorporated into the City's Transportation Master Plan.

As can be seen in the graphic below, there is overwhelming support for creating a bus shuttle between Alameda and BART. Nearly sixty percent (59%) of the respondents see this as a top priority, while nearly one fourth (23%) rank this as a second priority.



Not far behind is the need to improve connectivity with I-880. Over half (54%) of the respondents ranked this as a top priority, while twenty percent saw this as a second priority.

Enhancing ferry service to and from Alameda was ranked as a third preference for the Transportation Master Plan. Nearly three fourths (72%) of the respondents ranked this as being a high priority item on their "wish list" involving public transportation and public transit.

Finally, the present survey was also designed to identify issues of concern to Alameda residents.

As can be seen in the graphic on the following page, the three (3) local issues of greatest concern to Alameda residents, rank-ordered, are: (i) traffic congestion, (ii) the quality of education being provided through the public school

