

**REPORT TO MAYOR AND COUNCIL**

TO THE HONORABLE MAYOR AND COUNCIL:

DATE: June 10, 2014

SUBJECT: ADOPT RESOLUTION NO. 14-36 SUPPORTING CONTINUAL REGIONAL COLLABORATION EFFORTS ON THE CONTRA COSTA NORTHERN WATERFRONT ECONOMIC DEVELOPMENT INITIATIVE (NO FISCAL IMPACT)

Report in Brief

The Contra Costa Northern Waterfront Economic Development Initiative is a Public-Private Regional Collaboration involving Contra Costa County, the Cities of Hercules, Martinez, Concord, Pittsburg, Antioch, Oakley, and private sector industry associations. The primary objective of the Contra Costa Northern Waterfront Economic Development Initiative (Waterfront Initiative) is to engage local Contra Costa stakeholders in identifying economic prospects along the Contra Costa County's northern waterfront. The City of Concord's Economic Development staff has actively participated in the Waterfront Initiative Work Group. To date, the work group has been moving the Waterfront Initiative forward by preparing a detailed report concerning the County's Northern Waterfront opportunities and constraints. Ultimately, having the County's northern waterfront more intensively developed for commerce would generate economic benefits for the County and adjacent cities. The Collaboration of Cities and the County is now seeking formal regional support from its partners to continue to collaborate on the Waterfront Initiative. Staff recommends that the City Council adopt Resolution 14-36 (Attachment 1) supporting the efforts of the Waterfront Initiative.

Background

In early 2013, the Contra Costa County Board of Supervisors launched an initiative and commissioned a study to examine the current and future economic prospects of the County's Northern Waterfront, the 55 miles of shoreline that stretches from Hercules to Oakley. The Northern Waterfront region is home to 60 percent of the industrially designated land in Contra Costa County. Approximately 26 percent of the Northern Waterfront region is designated for industrial uses and approximately 35 percent of the area is protected open space, wildlife preserves, and park land.

A group of stakeholders (Work Group) from the public and private sectors (including the City of Concord) have met regularly to provide input, exchange ideas, and discuss the emerging trends and issues affecting the Northern Waterfront. The Work Group has focused on opportunities to attract companies from emerging and growing industries. The Work Group formulated a Request for Proposal and participated in the interview process to engage a consultant to prepare a market assessment, opportunities and constraints

**APPROVE RESOLUTION NO. 14-36 SUPPORTING CONTINUAL REGIONAL
COLLABORATION EFFORTS ON THE NORTHERN WATERFRONT
ECONOMIC DEVELOPMENT INITIATIVE**

May 27, 2014

Page 2

analysis, and a goods movement overview. Craft Consulting Group was retained and produced this final report on the Waterfront Initiative (Attachment 1). The key outcomes of the report highlighted the importance of attracting new manufacturing companies and the expansion and diversification of the region's industrial base.

On January 10, 2014, the Contra Costa County Board of Supervisors and EC2, an East Contra Costa County economic development-focused collaborative that includes East Contra Costa Cities, Contra Costa County, Special Districts, Chambers of Commerce and sponsors, hosted a forum to discuss the final report and promote the economic revitalization of the Northern Waterfront. The forum was well received and attended by approximately 375 people representing residents, public agencies, and private companies, as well as staff from the City of Concord. The final report was distributed and balanced discussions were held regarding the findings.

Discussion

To continue the efforts of the Waterfront Initiative, the County and all six of the cities along the Northern Waterfront are considering resolutions to support continued collaboration. The next steps associated with the Waterfront Initiative are to develop a framework for strategic actions and an implementation plan to transform the Northern Waterfront into a 21st century economic asset.

The City of Concord's role in this work effort would be to provide information and assistance, as deemed appropriate by the City Manager, as the Waterfront Initiative progresses. There is no financial obligation or commitment with the proposed resolution. Economic Development staff intends to continue to support and track the Waterfront Initiative as it provides a regional economic development focus for Contra Costa County.

Currently, the City of Concord does not have direct access to the Northern Waterfront, limiting the full potential that work of the Waterfront Initiative could have for the City; however, the impact on a regional level can be significant. A collaborative and more focused effort between Contra Costa cities along the Northern Waterfront could potentially result in more manufacturing businesses and jobs to the region. Concord's close proximity to other cities along the Northern Waterfront can have a positive spillover effect, allowing Concord to capture some of the potential regional benefits.

Cities within Contra Costa County that have already adopted resolutions supporting the Waterfront Initiative's efforts include the Cities of Antioch, Martinez, Oakley, and Pittsburg, as well as the County of Contra Costa.

Fiscal Impact

There is no direct fiscal impact associated with this action. In the future, if the Northern Waterfront is developed, the region and the City of Concord could see a positive economic benefit. Some of those benefits would be seen in an increase in the number of new jobs, sales tax, commercial leasing and other associated economic benefits.

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COLLABORATION EFFORTS ON THE NORTHERN WATERFRONT
ECONOMIC DEVELOPMENT INITIATIVE**

May 27, 2014

Page 3

Public Contact

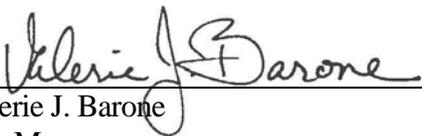
The agenda has been properly posted. Notice of resolution was sent to the Northern Waterfront Economic Development Initiative Work Group, the Concord Chamber of Commerce, and District IV Supervisor Karen Mitchoff's office.

Recommendation for Action

Staff recommends the City Council adopt Resolution No. 14-36 supporting Continual Regional Collaboration Efforts on the Northern Waterfront Economic Development Initiative.

Prepared by: Robert Ramirez
Economic Development Specialist
robert.ramirez@cityofconcord.org

Reviewed by: John Montagh
Economic Development/Housing Manger
john.montagh@cityofconcord.org



Valerie J. Barone
City Manager
valerie.barone@cityofconcord.org

Reviewed by: Victoria Walker
Director of Community and
Economic Development
victoria.walker@cityofconcord.org

Attachment 1: Resolution No. 14-36

**BEFORE THE CITY COUNCIL OF THE CITY OF CONCORD
COUNTY OF CONTRA COSTA, STATE OF CALIFORNIA**

**A Resolution Supporting Continuing Regional
Collaboration Efforts on the Northern Waterfront
Economic Development Initiative**

Resolution No. 14-36

WHEREAS, the Northern Waterfront region covers approximately 50 miles of shoreline from Hercules to Oakley; and

WHEREAS, the Northern Waterfront region is home to 60% of the industrial designated land in Contra Costa County; and

WHEREAS, approximately 26% of the Northern Waterfront region is designated for industrial uses and approximately 35% of the area is protected open space, wildlife preserves, and park land; and

WHEREAS, the Northern Waterfront enjoys several key assets, including: vacant and under-utilized designated heavy industrial parcels; rail-served by two class 1 railroads; deepwater wharfs; and water and energy sources; and

WHEREAS, a Northern Waterfront Work Group was established, comprised of appointed representatives from the County and the six (6) cities within the Northern Waterfront region to provide input and advise for the study effort; and

WHEREAS, the Northern Waterfront Work Group, in a collaborative effort, developed a survey questionnaire to gain a better understanding of industry's needs, along with current issues and emerging trends affecting industrial development in the Northern Waterfront region; formulated a Request for Proposal and participated in the interviewing process to engage a consultant to prepare a market assessment, opportunities/constraints analysis, and goods movement overview; and, reviewed Northern Waterfront Atlas materials and consulting technical memos; and

WHEREAS, the Northern Waterfront Work Group worked collaboratively to develop information shared at the January 10, 2014, Northern Waterfront Forum; and

WHEREAS, the January 10th Northern Waterfront Forum was well received and attended by approximately 375 people representing residents, public agencies, and private companies where information was distributed and balanced discussions were held.

1 **NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CONCORD DOES**
2 **RESOLVE AS FOLLOWS:**

3 **Section 1.** The City of Concord will continue to participate in a regional collaborative effort
4 with Contra Costa County, and the Cities of Hercules, Martinez, Pittsburg, Antioch and Oakley in the
5 Northern Waterfront Work Group to revitalize the Northern Waterfront region by providing
6 information and assistance, as deemed appropriate by the City Manager, to develop a framework for
7 strategic actions and implementation plan to transform the Northern Waterfront into a 21st century
8 economic asset. .

9 **Section 2.** This resolution shall become effective immediately upon its passage and adoption.

10 **PASSED AND ADOPTED** by the City Council of the City of Concord on June 10, 2014, by
11 the following vote:

12 **AYES:** Councilmembers -

13 **NOES:** Councilmembers -

14 **ABSTAIN:** Councilmembers -

15 **ABSENT:** Councilmembers -

16 **I HEREBY CERTIFY** that the foregoing Resolution No. 14-36 was duly and regularly
17 adopted at a regular meeting of the City Council of the City of Concord on June 10, 2014.

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19
20 _____
Mary Rae Lehman, CMC
City Clerk

21 **APPROVED AS TO FORM:**

22
23 _____
Mark S. Coon
City Attorney