

**Central City East Project Area Committee
Monday December 6, 2010 PAC Meeting
Patten University, 2433 Coolidge Avenue, Student Activity Center**

(The minutes are in draft form until approved by the PAC)

Gloria Jeffery of the Project Area Committee (PAC) chaired the meeting. The meeting started at 6:37 p.m.

I. Roll Call

- a. See attached roster of attendance.

II. Open Forum

- a. Richard Cowan announced to the PAC that he would no longer be representing Council District 4's Councilmember, as Councilmember Quan has been elected as Mayor of Oakland, and he will be working on the Mayor-elect's staff.

III. Approval of the October Minutes

Motion (by Tom Thurston, seconded by Jean Blacksher): To approve the November 1, 2010 PAC Meeting minutes.

Vote: Motion approved by consensus.

IV. Administrative Items

- a. Nominations for PAC positions.
 - i. No nominations.
- b. PAC member attendance and absence status.
 - i. No updates were given at this time.
- c. Announcements from PAC community organizations
 - i. Mary Fuller informed the PAC that the Oakland WIB (Workforce Investment Board) and OPIC (Oakland Private Industry Council) and the Oakland Career Center will be holding Career Fairs throughout the City of Oakland during the month of December. The next one will be held at the English Center at 66 Franklin Street, suite 300 in Jack London Square December 8th from 4-8pm.
- d. Council Item and Staff updates:
 - i. Theresa Navarro-Lopez updated the PAC regarding the RTO (Rebuilding Together Oakland) item that will provide funding from both the CCE and

Coliseum Redevelopment to RTO's efforts. The item will be heard by City Council December 7, 2010.

- ii. Elois Thornton of CEDA Planning gave a quick update on the International Boulevard Transit Oriented Development (TOD) study. She gave a quick summary of her December 1 2010 presentation. She informed the PAC about the various community meetings that had been held, and the outcomes of those meetings. She confirmed that the project is on track to be delivered in February, and that the dates for future important meetings are: Planning Commission 1/19/2011; CED Sub-committee 2/22/2011; and City Council Meeting 3/1/2011. The immediate next steps are to talk to ABAG (Association of Bay Area Governments) and certain other groups for additional information.
 - a. Gloria Jeffery expressed her concerns that crime and blight are important issues that would impact any potential Planning effort, and wondered whether any grant funds would be used to address crime or blight. Elois responded that no funds were currently set aside to address safety issues, however if the plan is adopted then actions could be taken by other departments to address crime and safety issues around the TOD sites.

V. City of Oakland Local Employment Policy

- a. Jonathan Dumas of CEDA Contract Compliance gave a presentation regarding the City of Oakland's Local Employment Policy's programs. He explained that the responsibilities of his office are to monitor contractor compliance and facilitate the LEP programs. He identified 2 programs: 1) the 50% Local Employment program (50% of total hours and 50% of new hires must go towards/be Oakland residents) and 2) the 15% Apprenticeship program (15% participation Oakland resident apprenticeship hiring based on total hours worked and on a craft-by-craft basis). He clarified that both programs work on a "per contract" basis, and that there are many requirements regarding hiring Oakland residents
- b. Gloria Jeffery inquired as to the measures to track whether the requirements are being met. Jonathan replied that they require contractors to submit certified payroll information that aids in tracking. In addition, he can do site visits to double-check, as well as get total workers' hours broken down by craft, by apprentice and by location.
- c. Jean Blacksher asked about his office's available manpower to do the necessary tracking. Jonathan replied that he has web based software to evaluate timesheets but does not currently have as much staffing as he would like for optimum performance of his office.
- d. Laura Jerrard inquired about the minimum requirements necessary to be obligated to be entered into the LEP programs. Jonathan replied that the 50% program requires a minimum of \$50,000 for each project, and the 15% Apprenticeship program requires a minimum of \$15,000 per project.
- e. Tom Thurston asked about the success rates of Oakland residents who go through the 15% Apprenticeship program in progressing beyond their apprenticeship. Jonathan

replied that he is unable to track the success of apprentices all the way through their requirements, as all jobs are not always long term and it is therefore difficult to track individual membership and advancement through various jobs.

- f. Bari Scott asked about minority hiring requirement efforts. Jonothan replied that Proposition 209 restricts hiring based on ethnicity. However, Contract Compliance is proposing a requirement for a certain percentage of the Oakland residents in the Apprenticeship program to graduate from Oakland based apprentice training programs, which have predominantly African American participants.
- g. Eugene Smith inquired as to whether the LEP referral program can target participants by zip code, Council District, or other efforts that wouldn't necessarily trigger the discrimination restrictions. Jonothan replied that Contract Compliance is trying to address diversity in multiple ways, as well as maximize local resident employment. They may seek to use census tract numbers or zip code numbers as methods to target underrepresented groups. They may also explore the use of assigning "bonus points" to contractors if certain goals using measures such as location, census tract, etc are used.
- h. Andy Nelsen asked about the reports based upon the tracking of the numbers. Andy requested various types of reports tracking for or analyzing various factors. Jonothan replied that different types of reports can be generated per request. Kimani Rogers requested that PAC members please email him with specific information or factors of which they would like reports and he would forward those requests to Jonothan.
- i. Andy Nelsen next inquired as to whether Oakland's program was more/less/as stringent than other, comparable programs in the area. Jonothan replied that Oakland's program was more stringent than most programs, but could always be better. The program will continue to allow for the creative use of Oakland residents on City and non-City funded projects.
- j. Mary Fuller inquired as to how eligible Oakland residents are placed on the Contract Compliance's list, or are otherwise registered. Jonothan responded that interested persons should come to Contract Compliances' offices on the 3rd floor of 250 Ogawa Plaza, and speak to Jonothan or someone from his office to discuss registration.
- k. Sheryl Walton inquired as to whether Contract Compliance works with local programs such as Men of Valor. Jonothan replied that his office does work with those programs, including Men of Valor, YEP, Unity Council, Acts Full Gospel, etc. They refer contractors to those programs if the contractors are looking for potential hires.

VI. Oakland Ballpark Draft EIR and Predevelopment study

- a. Larry Gallegos presented to the PAC the item on the Oakland Ballpark predevelopment plans. He identified that the proposal would be for a new Major League Baseball (MLB) friendly stadium for the Oakland A's. The stadium would seat 39,000 and would be baseball only. There would be approximately 180,000 square feet of retail space and approximately 540,000 square feet of office space. The stadium would be similar to AT&T Park's site plan and would utilize views of the estuary. The current site is

designated along the Victory Court area, and will be in both the CCE and Central District Redevelopment Areas. The current plan is for funds from both CCE and Central District to be used for various predevelopment related items. The Draft EIR process is currently ongoing, and public commenting can be submitted until December 9th. Larry discussed potential one-time economic impacts of constructing the new ballpark, which could lead to 1661 construction-related jobs. He also discussed the potential economic impacts from ballpark operations, which could lead to 1047 jobs and lead to approximately \$19.8 million in annual tax revenues.

- b. Gloria Jeffery asked about the impact on CCE's tax increment. Larry responded that a split of the tax increment dollars between CCE and Central will occur early on in the process.
- c. Charles Chiles inquired about the impact and potential fallout if the A's move to San Jose. Larry replied that there were current obstacles to that happening, including the fact that the San Francisco Giants currently own the franchising rites for San Jose and may not allow the A's to move; and also the fact that the Agency in San Jose may not have the funds available to facilitate such a move. Larry did discuss the projected economic impact if the A's were to leave Oakland: a projected loss of 885 jobs and \$129.4 million in lost income.
- d. Ross Ojeda asked what the estimated increase of the tax-base would be to CCE would be, relative to the amount the area is putting into the project. Larry responded that a report projected an increase of 60% in the tax-base, from \$7 billion to \$12 billion, could come from this.
- e. Ross next inquired as to the total amount the City would contribute to the project, as well as if there are any "hard deadlines." Larry responded that the City is still calculating the total amount, and has not set a hard deadline but is looking to establish various target dates.
- f. Andy Nelsen asked if the requested \$2.5 million was previously set aside for anything in particular, as well as what the total remaining amount of Bond Funds from the 2006 Taxable Bond funds currently was. Larry responded that the \$2.5 million would come from the initial \$40 million that was set aside for site acquisition, but that the \$2.5 was not set aside for anything in particular. There is approximately \$36 million of Taxable Bond Funds remaining.
- g. Andy next inquired as to whether existing staff was capable of doing some of the predevelopment work, thus reducing the amount needed to spend on consultants. Gregory Hunter responded that existing staff is unable to do some of the predevelopment related works. A lot of the work would be infrastructure-related and would need to be accomplished by a deadline that existing staff would be unable to meet. MLB has targeted the "first pitch" to occur in April of 2015.
- h. Bari Scott inquired about relocation costs and the impact on the Oak to Ninth project. Gregory Hunter responded that relocation will be an issue and that the City is currently estimating relocation costs. Also, the Oak to Ninth project is projected to benefit greatly from the development of a Ballpark on this site, as will Jack London Square. Gregory

stated that the Oak to Ninth project will likely happen sooner with the construction of the new Baseball stadium. The \$2.5 million that is being discussed tonight will allow the City and Agency to carry out predevelopment and conduct the necessary due diligence.

Motion (by Tom Thurston, seconded by Al Parham): To accept staff's recommendation to approve the use of an amount not to exceed \$2.5 million in CCE bond funds for ballpark predevelopment.

- i. Eugene Smith expressed his concerns about conducting these efforts at this particular time due to the current fiscal crises. Andy Nelsen requested that he would like the City to generate an analysis of the job quality and amount of jobs that will be displaced due to this effort, along with the number and quality of jobs that will be brought in by this effort. Larry Gallegos responded that everyone is open to add comments to the Draft EIR process. The planner overseeing the Draft EIR is Pete Boman from CEDA Planning.

Motion (by Tom Thurston, seconded by Al Parham): To accept staff's recommendation to approve the use of an amount not to exceed \$2.5 million in CCE bond funds for ballpark predevelopment.

Vote: 15 Ayes, 1 Nay, 1 Abstention. Motion passed.

VII. Items for the Next Meeting

- a. Kimani reminded the PAC that the January meeting will occur the 2nd Monday, January 10th, 2011.

VIII. Adjournment

Motion (by Eugene Smith, seconded by Sheryl Walton): To adjourn the meeting.

Vote: Motion approved by consensus.

- a. The meeting was adjourned at 8:30 p.m.