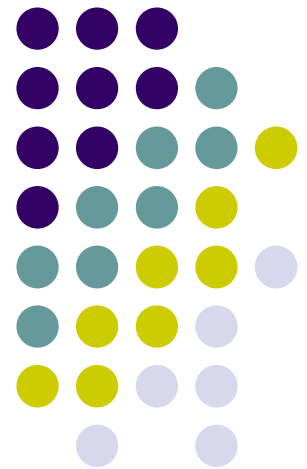


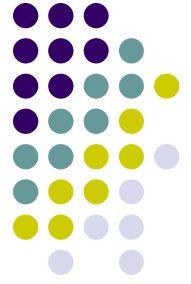
Broadway/Valdez “Good Jobs Corridor”

Alameda Labor Council

Building Trades Council of Alameda County

*Representing over 140,000 workers and their families in
Alameda County*





Historic Labor Corridor

- Upper Broadway / Valdez Triangle is an important corridor for Oakland's downtown area, and both an historic and future focus of activity for our unions.
- The Labor Council formerly had offices on Valdez Street, and we hope that an historical marker – similar to the one that adorns the Rotunda and commemorates the 1946 General Strike – can be placed as part of this project.

Maintaining employment base & good jobs



- Existing employers in the area include union automotive and grocery businesses as well as a major hospital and related services. Losing these jobs, many held by Oakland residents, will further erode the City's economy.
- On the other hand, maintaining these jobs improves access to middle class wages in Oakland, offering family-sustaining compensation and benefits, as well as a voice at work.
- There are employment opportunities at entry, mid- and higher levels in these industries, and many members are City residents and voters.



A quality job provides:

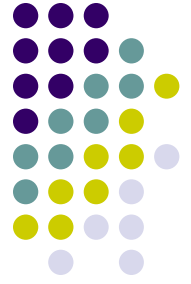
- Healthcare
- A Livable wage defined through self-sufficiency. Disallows the need for county or federal subsidy.
- Full time work at minimum livable wage standards
- A Career ladder and training

According to Poverty in America Living Wage Calculator:



- A single adult living in Oakland, CA must earn \$11.23 per hour. Rent calculation based on Single Room Occupancy (SRO)
- One adult and one child must earn \$19.58 per hour.
- Calculations based on full time employment @ 2,080 hours per year.

According to UC Berkeley Law Center Study:

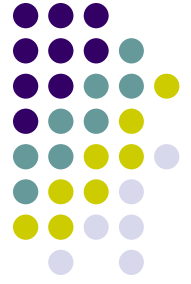


- Chain store and Big Box workers make greater use of public health and welfare programs compared to retail workers as a whole transferring costs to taxpayers.
- Workers earn an estimated 12.4 percent less than retail workers as a whole, and 14.5 percent less than workers in large retail in general.

According to Pay Scale.Com



- Target Pays it's employees 100-200% BELOW the poverty scale for a family of four and 50-100% BELOW for single adult households.



Summary

- Not all jobs are created equal and Oakland resident should have access to good quality jobs as defined in slide 4.
- The City of Oakland has an opportunity to determine what type of employers do business along the corridor and the ability to require standards that support working families and generate revenue for local government.

Affordable housing & construction employment



- Even in this economy, housing that working people can afford remains a precious commodity.
- Mixed use housing that serves all sectors and income levels is a priority to ensure that all Oaklanders can live along the corridor.
- Building housing creates jobs and stimulates the local economy and workforce

Building and Construction Trades Council of Alameda County



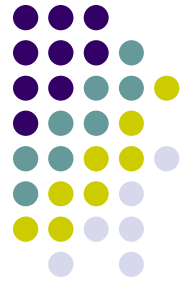
- Project Labor Agreement– Why is this a critical component for a thriving Broadway/Valdez project?
- Successful Apprenticeship Programs and the connection between training, good quality jobs, and a talented workforce.

Broadway/Valdez

“Good Jobs Corridor”



- As Oakland residents, we share the vision and excitement around new neighborhoods, good quality jobs, and mixed housing along transit corridors.
- This project is an exciting and rare opportunity to build smart, generate revenue, house Oakland residents of all incomes, and creates robust and diverse employment opportunities.
- Working together, we can make this vision a reality.



Citations

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