



City of
OAKLAND
California

Media Contact:

Erica Terry Derryck
(510) 238-7072

ederryck@oaklandnet.com

Karen Boyd
(510) 449-4401

kboyd@oaklandnet.com

News from: Office of the Mayor Libby Schaaf

FOR IMMEDIATE RELEASE

August 5, 2015

Mayor Schaaf Announces Commitment to Bring Tech-quity to Oakland

City awarded \$50,000 for plan to support diverse entrepreneurs

Oakland, CA – Today, Mayor Schaaf announced that Oakland is one of 10 new TechHire Communities, identified by President Obama, committed to taking action to expand access to tech jobs and support local employer demand through an initiative known as TechHire. The announcement came during a first-ever Demo day hosted by the White House, at which it was also announced that Oakland has been awarded \$50,000 from the U.S. Small Business Administration (SBA) for winning the [National Start Up in a Day](#) competition for its plan to create online local permitting.

While the [TechHire](#) Initiative supports expanded access to training and hiring for Oakland residents, the winning proposal for Startup in a Day will support the City's diverse entrepreneurs by allowing most businesses to get their necessary local permits online in 24 hours. The city has also pledged to deliver, in one year, a multi-lingual online portal that will save business owners trips to City Hall and city resources.

Both announcements reflect Mayor Schaaf's goal of making Oakland a center for innovation and creativity in tech while also providing equitable employment and housing opportunities for Oaklanders of every skill and education level.

"I am committed to bringing tech-quity to Oakland which means providing equitable access to top-notch technology training and jobs for our residents and fostering our local technology sector's growth so it leads to shared prosperity," said **Oakland Mayor Libby Schaaf**. "The TechHire initiative will accelerate access to good-paying technology jobs, particularly for underserved communities, unlock new bastions of talent for those who do business in Oakland, and further guarantee that Oakland's growth will continue to be founded upon the relentless ingenuity and creativity of our residents. This partnership will help ensure that the rich diversity at the heart of cities like Oakland is better reflected in the halls of the technology companies that are driving our global economy."

The President's TechHire Community program is a bold multi-sector initiative and call to action to empower Americans with the skills they need, through universities and community colleges, but also nontraditional approaches like "coding boot camps," and high-quality online courses that can rapidly train workers for a well-paying job, often in just a few months. Employers across the United States are in critical need of talent with these skills. To give Americans the opportunity they deserve, and the skills they need to be competitive in a global economy.

As a TechHire Community, Oakland has committed to placing 400 individuals in paid internships or full-time jobs by the end of 2015. The city will achieve this commitment through several accelerated pathways.

“I am pleased to see Oakland become a TechHire Community. The city’s commitment to empowering people with work based on their skill set and advance tech training is remarkable and vital to the continued economic growth of our community,” said **Congresswoman Barbara Lee**. “I am proud to have been a part of this tremendous effort and I look forward to working with city officials to expand this program and others that link community members with resources, workforce training and good-paying jobs.”

Key Oakland TechHire Partners Include:

- Peralta Community College District
- Oakland Unified School District
- Oakland Workforce Investment Board
- East Bay Works
- Hack the Hood
- California Emerging Technology Fund
- Hidden Genius
- Stride Center
- #YesWeCode
- Kapor Center for Social Impact
- Urban Strategies Council

Oakland partner #YesWeCode is providing low-cost access to coding bootcamps as well as securing 300 apprenticeships and job commitments over the next five years from over 200 partners including Square, Lyft, Pinterest , and Twitter in the Silicon Valley Region. In addition, Intel has invested \$5 million into the Oakland Unified School District to support engineering and computer science programs at Oakland high schools that will reach 2,400 students. Intel has committed to continue this support for these students through college and onto placements within the company. Companies including Pixar and SAP are also investing in computer science programs in Oakland schools to expand their hiring pipelines and student access to tech jobs.

[The Small Business Administration’s Growth Accelerator Fund](#) also celebrated Oakland’s own [Impact Hub](#) for its role in helping the start-up community grow and have a real and sustained economic impact.

#