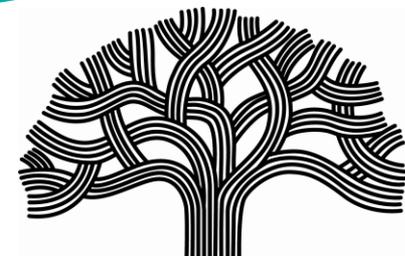




City of Oakland

Economic Recovery Advisory Council

May 18, 2020



CITY OF OAKLAND

Kick-off Meeting Agenda

1

Introductions

Mayor & Vice Mayor Reid

10 MINUTES

2

Framing & Intention Setting

Jose Corona

10 MINUTES

3

Keynote Address

Michael Bush

10 MINUTES

4

Data Landscape

Darcelle Lahr & Jeff Bellisario

10 MINUTES

5

Council Structure & Working Group Overview

Micah Weinberg & Marisa Raya

Group Discussion

25 MINUTES

6

Call to Action & Next Steps

Michael McAfee

5 MINUTES

Advisory Council Structure

CONVENING TEAM

CO-CHAIRS	
Libby Schaaf	Larry Reid
<i>Mayor</i>	<i>Vice-mayor</i>

FACILITATORS	
James Head	Micah Weinberg
<i>East Bay Community Foundation</i>	<i>CA Forward</i>

IN PARTNERSHIP WITH		
Michael McAfee	Jose Corona	Barb Leslie
<i>Policylink</i>	<i>Eat. Learn. Play</i>	<i>Metropolitan Chamber Of Commerce</i>

RESEARCH SUPPORT FROM	
Prof. Darcelle Lahr	Jeff Bellisario
<i>Mills College, Center For Transformative Action</i>	<i>Bay Area Council Economic Institute</i>

Advisory Council Structure

CITY STAFF

City Administrator's Office		
Betsy Lake	Greg Minor	Alex McBride
<i>City Administrator</i>	<i>Asst. to the City Administrator</i>	<i>Chief Resilience Officer</i>

Mayor's Office
Kelley Kahn
<i>EWD, Mayoral Liaison</i>

Race & Equity
Darlene Flynn
<i>Director, Race & Equity</i>

Economic & Workforce Development	
Alexa Jeffress	Micah Hinkle
<i>Director, EWDD</i>	<i>Dep. Director, EWDD</i>
Lazandra Dial	Marisa Raya
<i>Interim Exec. Director, Workforce Development Board</i>	<i>EWDD Project Lead</i>
Brandon Wolinsky	
<i>EWDD Project Support</i>	

Planning & Building
Bill Gilchrist
<i>Director, Planning & Building</i>

Transportation
Ryan Russo
<i>Director, DOT</i>

Advisory Council Structure

AFFILIATES

ADVISORS

Susan Muranishi	Julina Bonilla	Egon Terplan	Savlan Hauser	Liz Ortega	David Jackson	Chris Iglesias
<i>Alameda County</i>	<i>Port of Oakland</i>	<i>CA Governor's Office</i>	<i>Oakland BID Alliance</i>	<i>Alameda County Labor Council</i>	<i>Evolve (formerly Oakland Impact Hub)</i>	<i>Unity Council</i>
Carolyn (CJ) Johnson	Derreck Johnson	Yvette Radford	Jay Banfield	Shonda Scott	Dr. Jennifer Tran	Jessica Chen
<i>Black Cultural Zone</i>	<i>Home of Chicken & Waffles</i>	<i>Kaiser</i>	<i>All Home</i>	<i>African American Chamber of Commerce</i>	<i>Vietnamese Chamber of Commerce</i>	<i>Chinatown Chamber of Commerce</i>
Joe Partida	Ari Takata-Vasquez	Mark Everton	Andreas Cluver	John Brauer	Saru Jayaraman	Debra Gore-Mann
<i>Latino Chamber</i>	<i>Oakland Indie Alliance</i>	<i>Visit Oakland</i>	<i>Alameda County Building Trades</i>	<i>California Labor Federation</i>	<i>One Fair Wage</i>	<i>Greenlining</i>
Prof. Kellie McElhaney	Kate O'Hara	Josh Simon	Natalie Aguilera	Claudia Arroyo	Kat Taylor	Robert Ogilvie
<i>UC Berkeley, Center for Equity, Gender, and Leadership</i>	<i>Ebase</i>	<i>EBALDC</i>	<i>Native American Health Center/ Indigenous Red Market</i>	<i>Prospera</i>	<i>Beneficial Bank</i>	<i>SPUR</i>

Advisory Council Structure

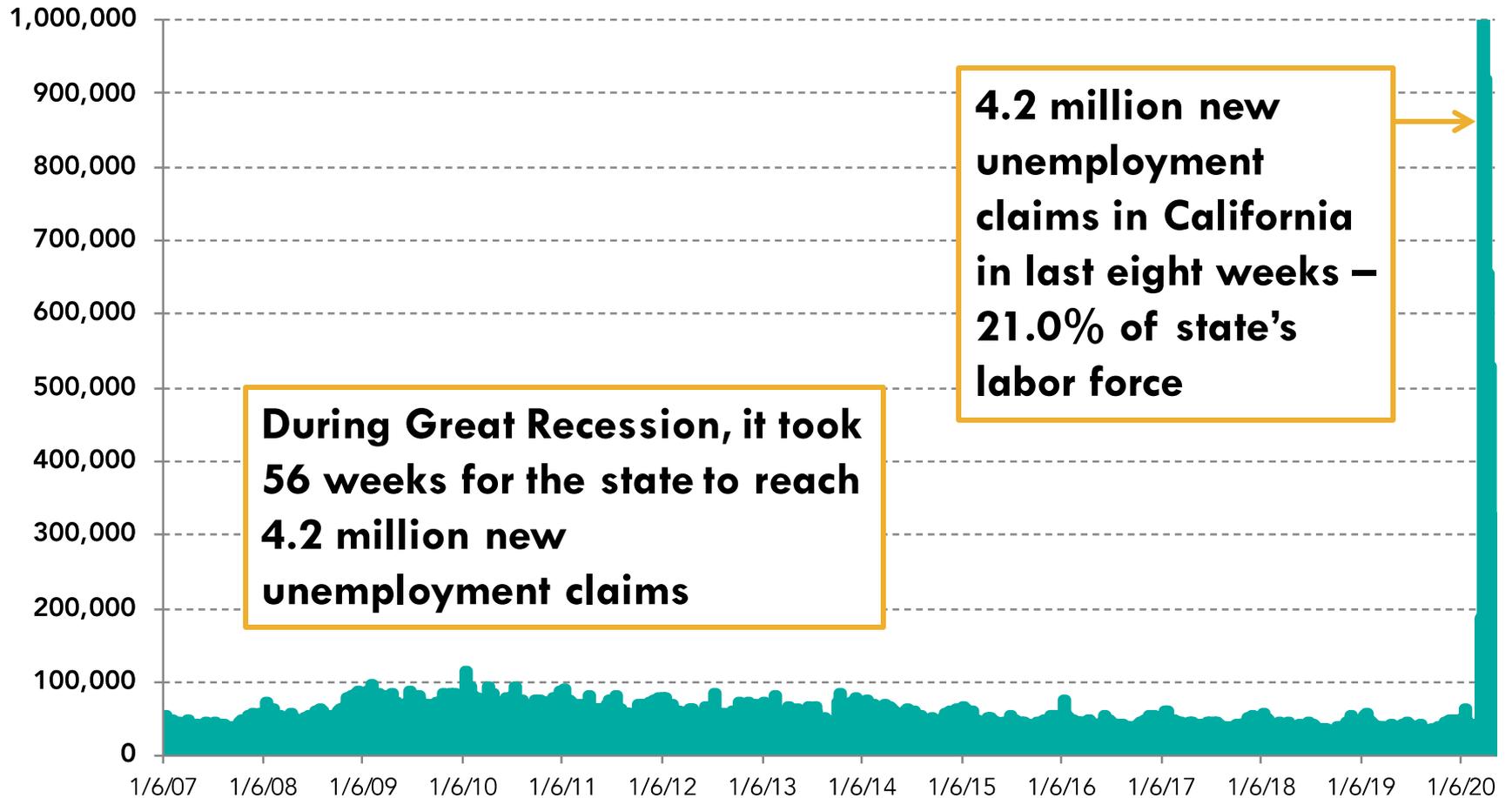
AFFILIATES

OAKLAND BUSINESS REPRESENTATIVES

Regina Davis REAL ESTATE DEVELOPMENT	Ke Norman NAIL SALON/BEAUTY	Lynn Vera MANUFACTURING	Atticus Wolf MAKERS	Trevor Parham CO-WORKING/ WORKSPACE	Patrick Hayes LARGE EMPLOYER
<i>SUDA</i>	<i>Nailphoria Day Spa</i>	<i>Rainin</i>	<i>Moxy</i>	<i>Oakstop</i>	<i>Clorox</i>
Linda Grant SMALL BUSINESS	Jason Dreisbach TRANSPORTATION & LOGISTICS	Jean Marie Durant VISUAL ARTS	Lydia Tan SPORTS	Ahmed Ali Bob TECH/FINTECH	Stephen Baiter REGIONAL ECONOMY
<i>Restaurant Pop-up and Cannabis Entrepreneur</i>	<i>Dreisbach Enterprises</i>	<i>Oakland Art Murmur</i>	<i>Oakland A's</i>	<i>Square</i>	<i>East Bay Economic Development Alliance</i>
Jim Macksood HEALTHCARE	Kim Delevett HOSPITALITY/ TOURISM	Maria Alderete BAR/ RESTAURANTS	Ali Obad LOCAL GROCERIES	Dr. Mieko Hatano CULTURAL ARTS	
<i>Sutter Health</i>	<i>Southwest Airlines</i>	<i>Luka's Tap Room</i>	<i>ShopRite</i>	<i>Oakland Symphony</i>	

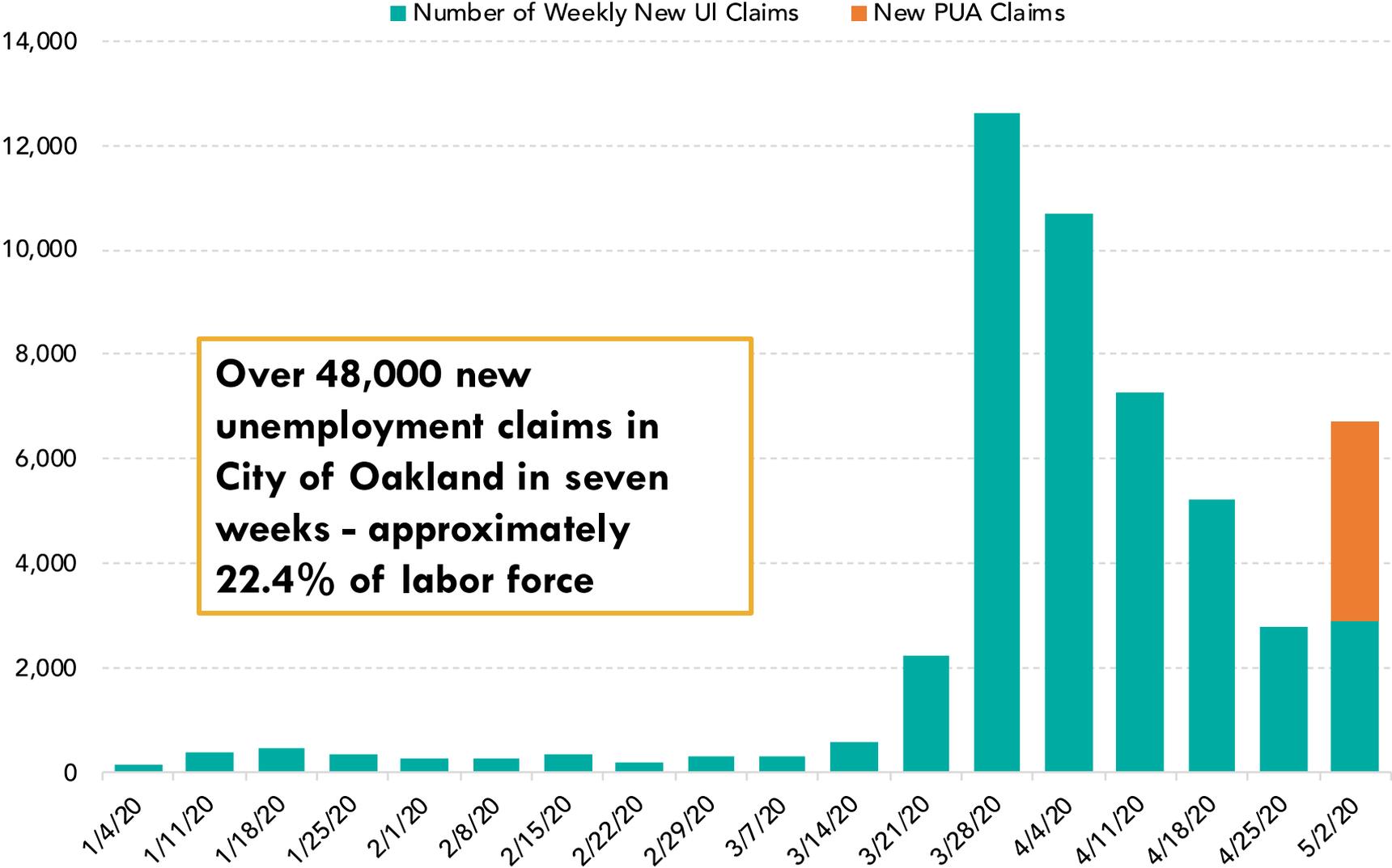
Unprecedented pace of job loss in California since mid-March

New Weekly Unemployment Insurance Claims in California



Data Source: United States Department of Labor
Analysis: Bay Area Council Economic Institute

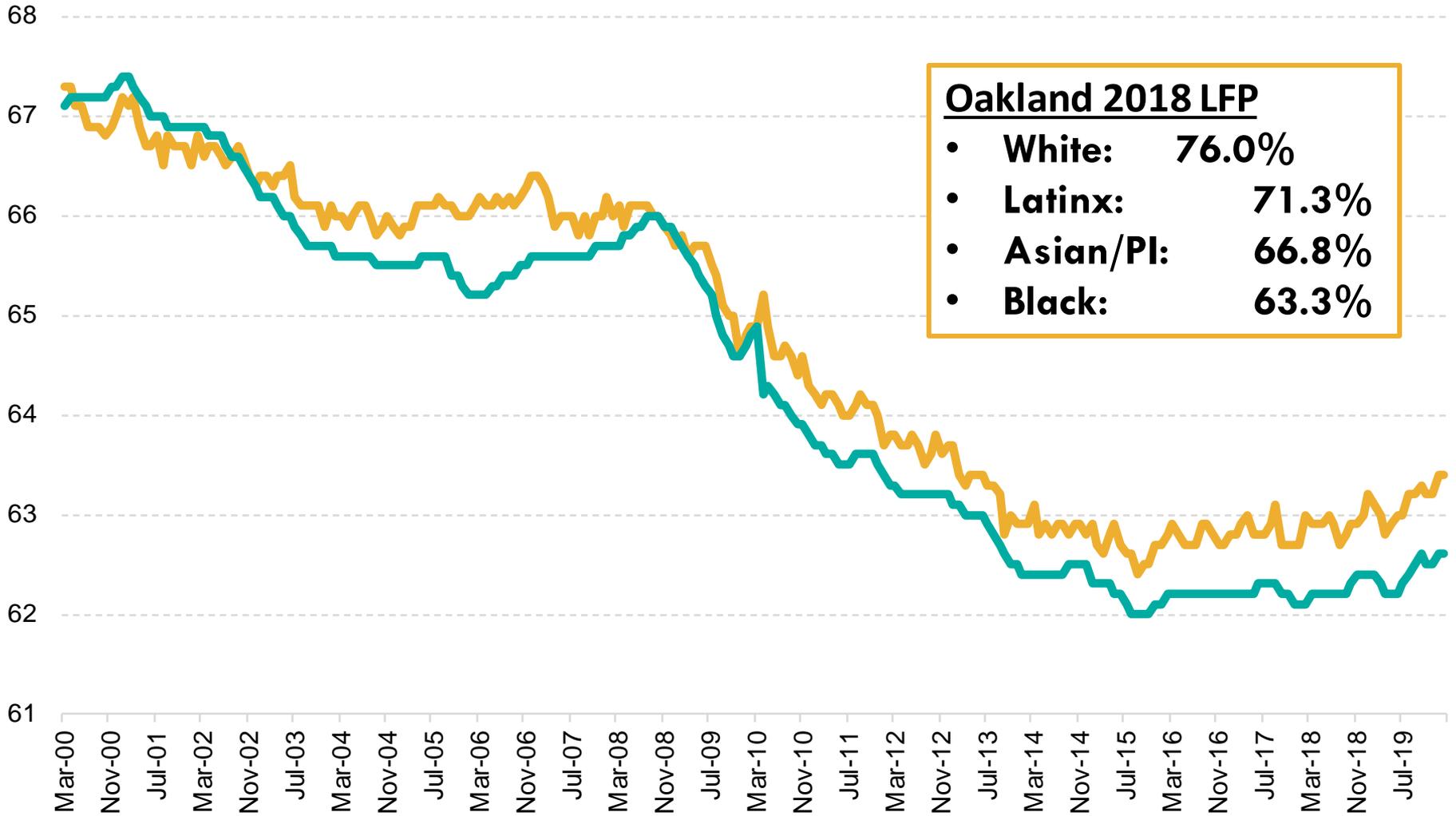
City of Oakland Residents - New Unemployment Insurance Claims by Week



Data Source: State of California Employment Development Department; City of Oakland

Labor Force Participation Rate - U.S. vs. California

— U.S. — California



Data Source: U.S. Bureau of Labor Statistics; Federal Reserve Bank of St. Louis
Analysis: Bay Area Council Economic Institute

Jobs losses in Great Recession were spread across all sectors and business sizes – this recession appears to be different

Great Recession Employment Change in San Francisco-Oakland-Fremont MSA

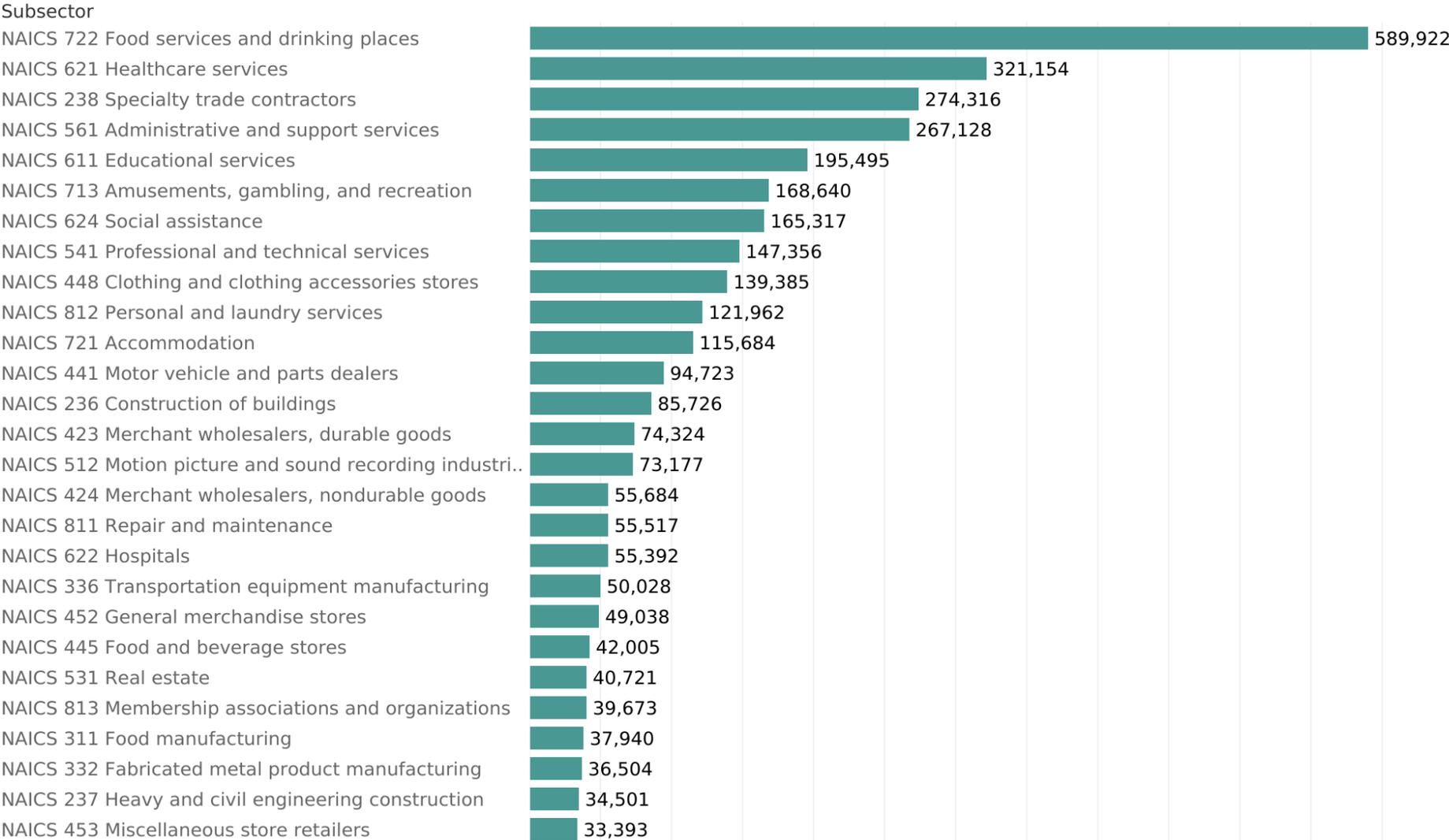
Firm Size	2007 Employment	2010 Employment	% Change
1 to 4	101,583	96,224	-5.28%
5 to 9	115,325	108,686	-5.76%
10 to 19	139,583	131,571	-5.74%
20 to 49	196,982	180,874	-8.18%
50 to 99	155,961	134,533	-13.74%
100 to 249	171,554	148,718	-13.31%
250 to 499	109,696	98,123	-10.55%
500+	950,469	884,217	-6.97%

Data Source: U.S. Census Bureau, Business Dynamics Survey

Analysis: Bay Area Council Economic Institute

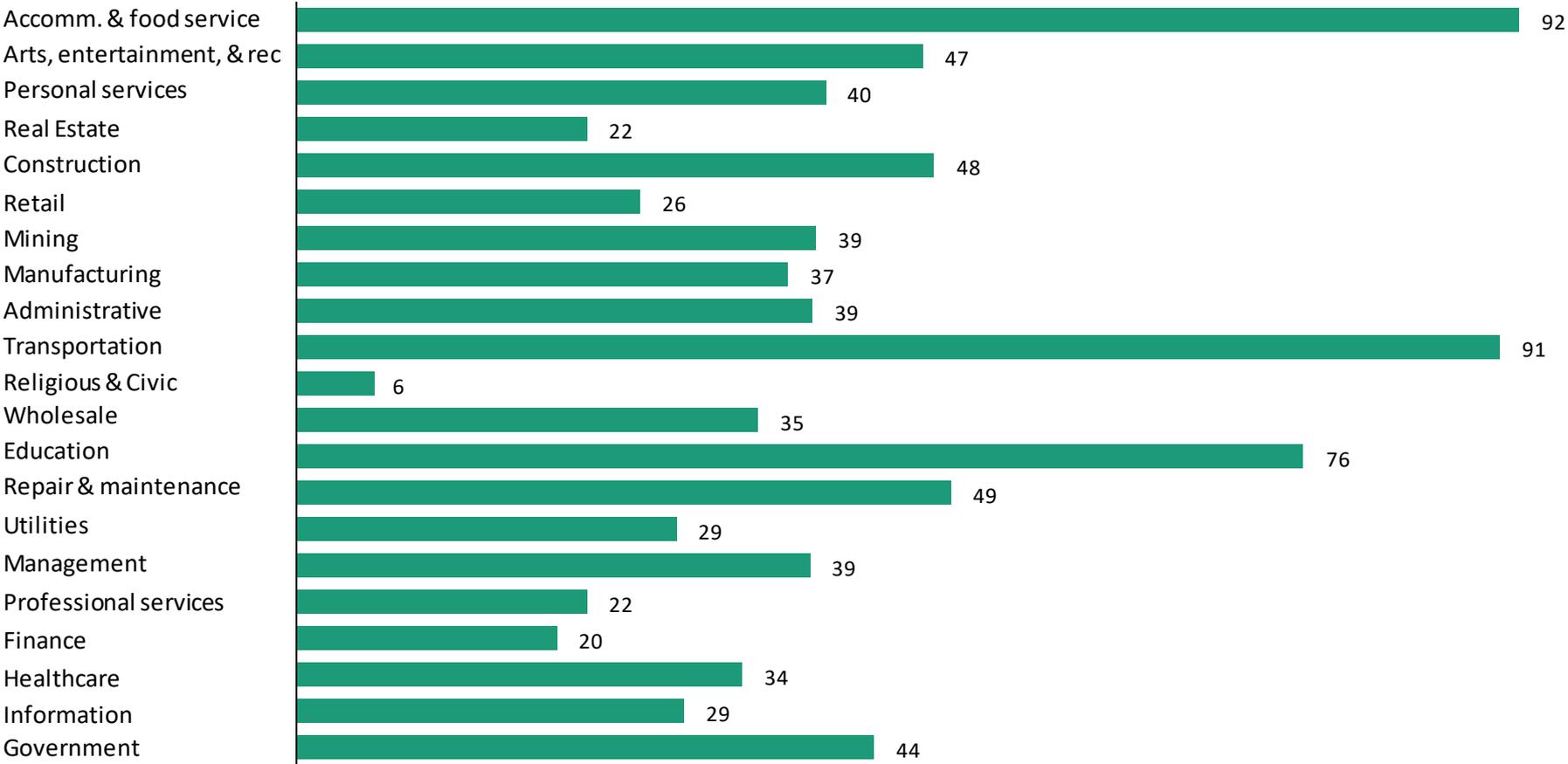
Job losses concentrated in service industry, retail, and construction

California Job Loss Estimates by Sector (March 15 - May 2)



McKinsey estimates nearly 300,000 jobs are at-risk in Alameda County – or 36% of total employment in the county

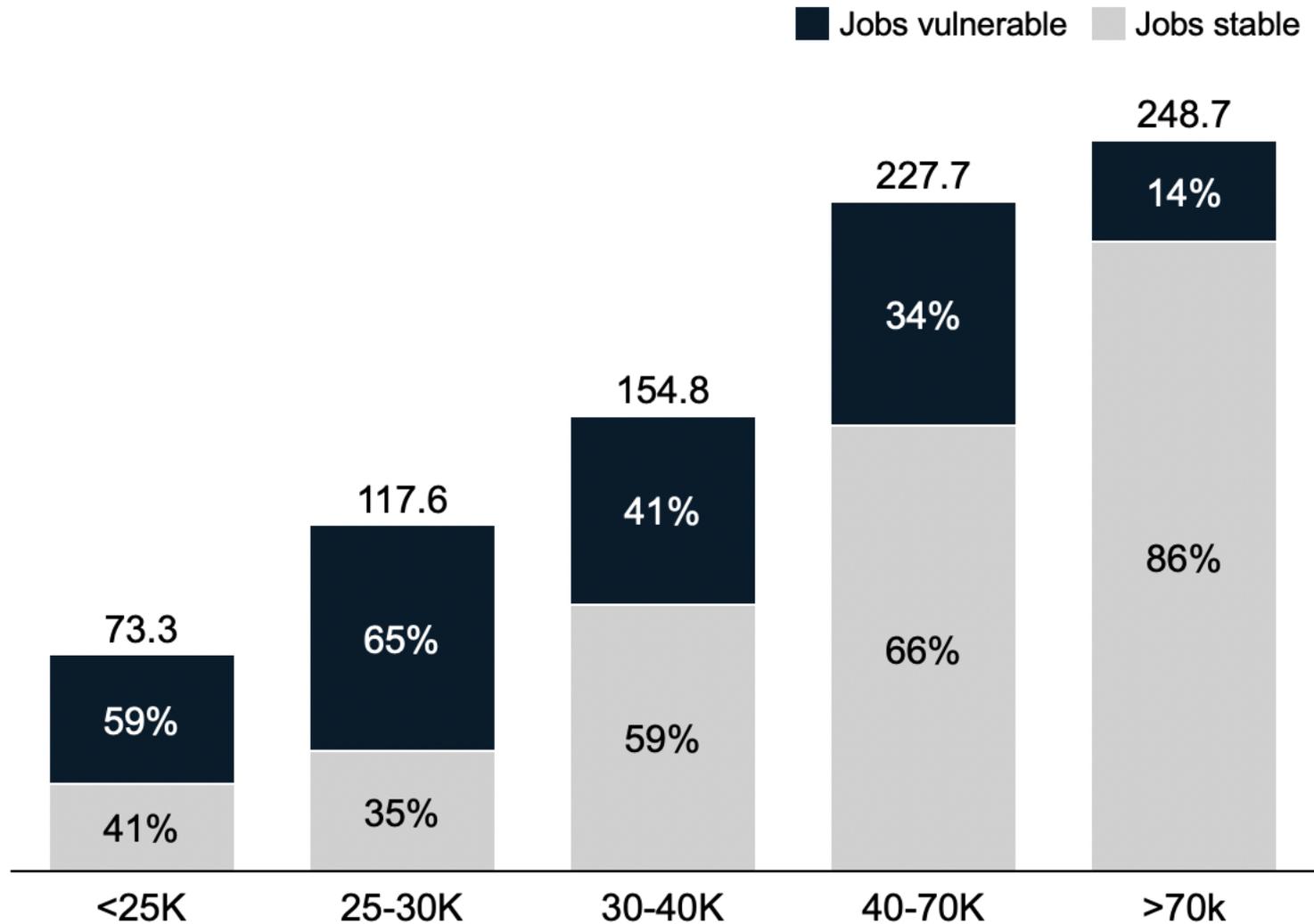
Share of sector employment at risk, % (sorted by # of jobs at risk)



Data Source: McKinsey Global Institute Analysis

63% of vulnerable jobs in Alameda County pay less than \$40K per year

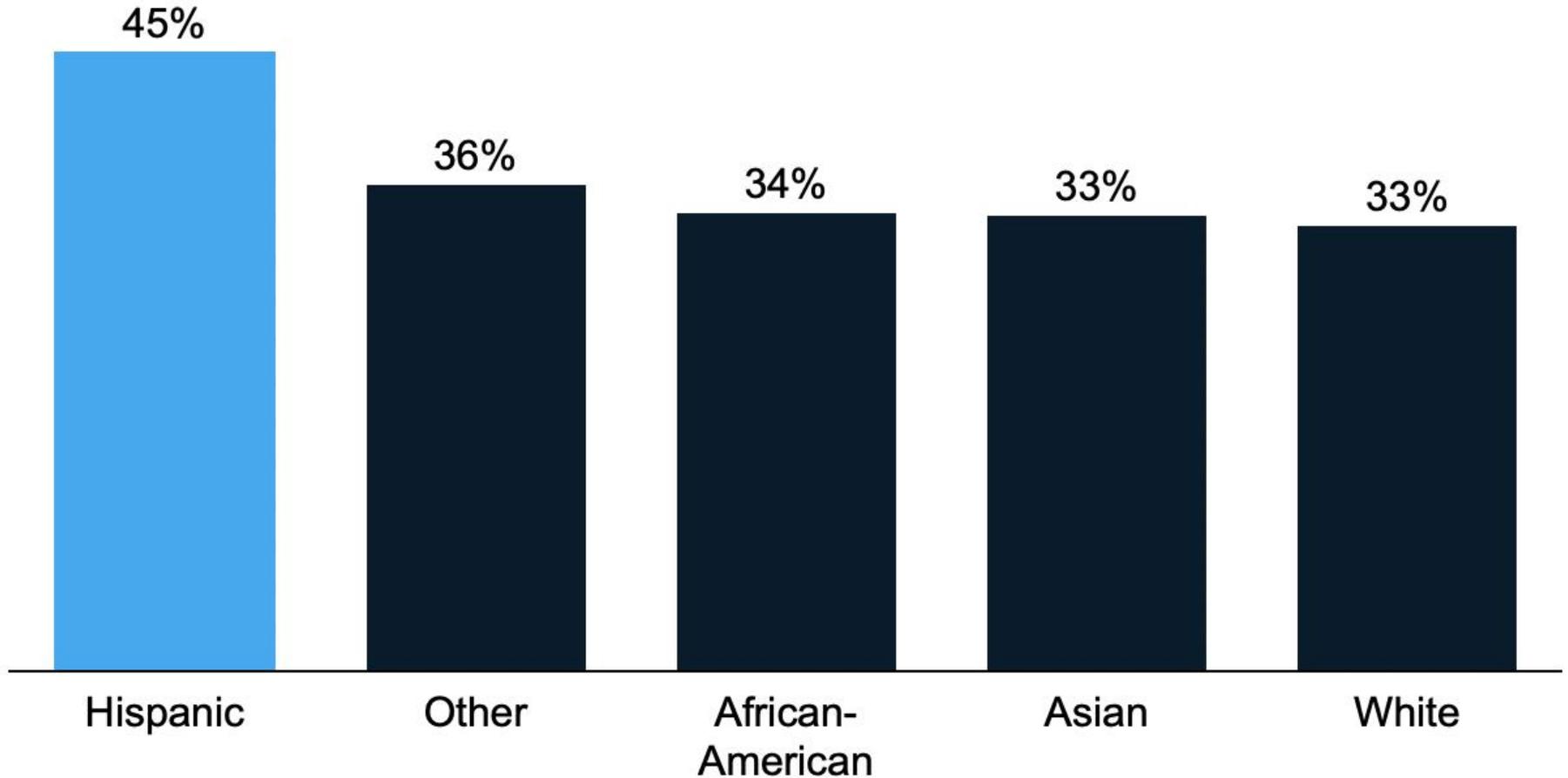
Level of job vulnerability, by income band (K)



Data Source: McKinsey Global Institute Analysis, LaborCUBE

Vulnerable jobs are not equally distributed across the population

Share of vulnerability, within race/ethnicity (% , K)

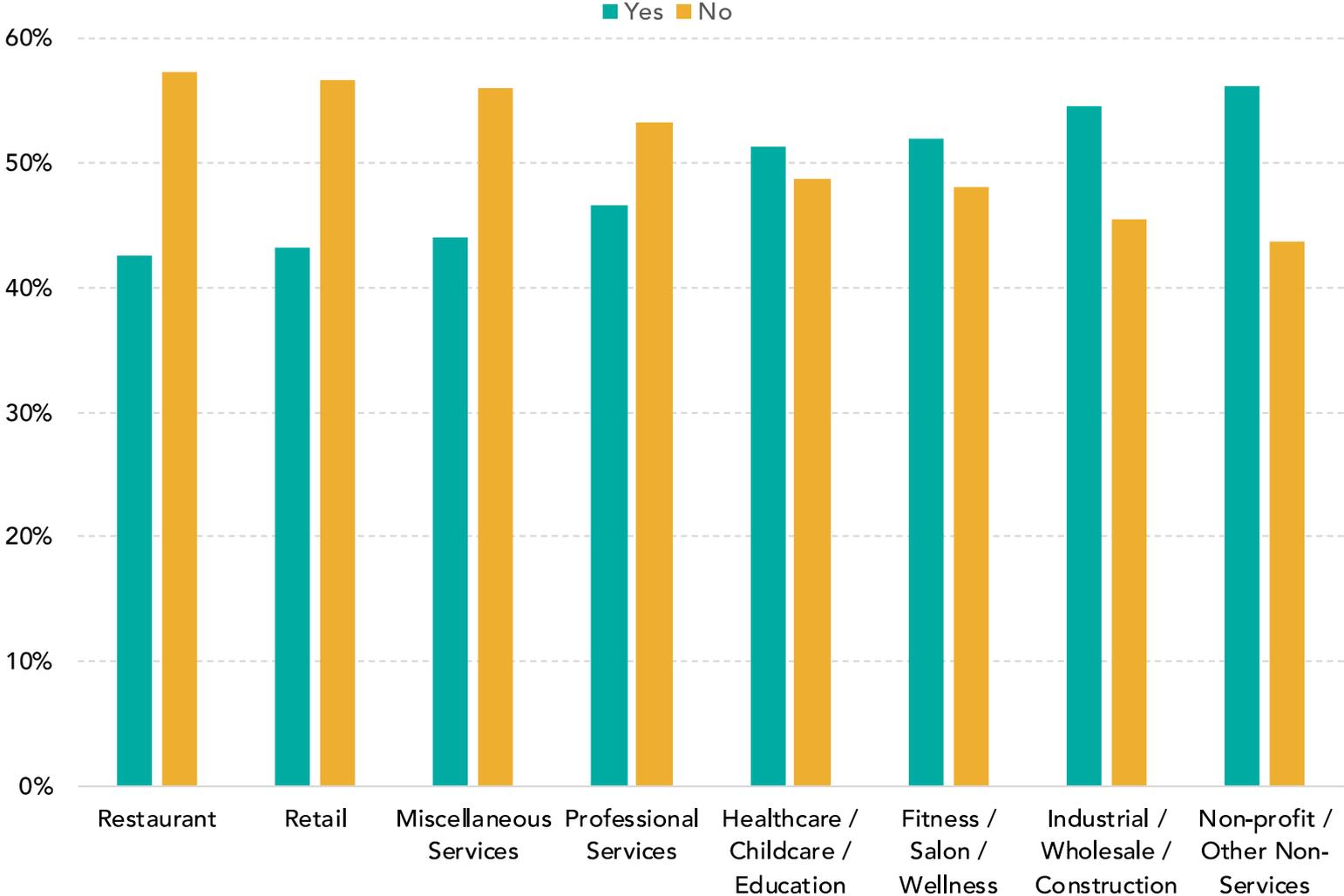


Data Source: McKinsey Global Institute Analysis, LaborCUBE

70% of vulnerable jobs held by workers without Bachelor's Degrees

Oakland small businesses were already pressured before the crisis

Were Gross Receipts Increasing before COVID-19? (February)



Data Source: City of Oakland Small Business Survey, 3/13/2020 – 5/4/2020

Disproportionate Economic Impacts In Communities of Color



- WEALTH GAP

- Health
- Education
- Housing
- Nutrition

Disproportionate Economic Impacts In Communities of Color

Business Ownership


~~WEALTH GAP~~
~~Lack of Access~~

Capital

• ~~Health~~
Education

• ~~Education~~
Market

• Housing

• Nutrition

Disproportionate Economic Impacts In Communities of Color

Business Ownership



Ex. 50,000 employees

Disproportionate Economic Impacts In Communities of Color Business Ownership

Apathy

Resistance

Internal Misalignment

Dollinger, M. J., Enz, C. A., & Daily, C. M. (1991). Purchasing from minority small businesses. *International Journal of Purchasing and Materials Management*, 27(2), 9-14.

Portnoy, R., & D'Costa, S. (2019). *Business Market Access Report: A study of diverse businesses in the Bay Area*.
Mills College Lorry I. Lokey School of Business and Public Policy.

Disproportionate Economic Impacts In Communities of Color

Business Ownership

Culturally-
Competent
Mentorship

Support for
Social Focus

Apathy

Collaboration

Resistance

Trust

Discrimination

Lack of Access

Capital

Education

Market

Lahr, D., Adams, A., Bletz, J., Brown, D., Edges, A., & Utschig, C. (2020). *Oakland Manufacturers: Impacts Assessment*. Center for Transformative Action, Lorry I. Lokey School of Business and Public Policy, Mills College.

Gorman, I. (2017). *The Tapestry of Black Business Ownership in America: Untapped Opportunities for Business Success*. Association for Enterprise Opportunity.

Issue Statement

Business Ownership

- Address disproportionate impacts of community trauma through community wealth generation
- Business ownership to spur economic vibrancy
- Traditional Supplier Diversity efforts are insufficient for long-term recovery
- Historical, institutional, and systemic biases cement barriers to growth

Exploring A New Approach

Business Ownership

- **Incremental Hiring by Black-Owned Businesses**
 - Non-Employer Firms: 1 Additional Employee
 - Employer Firms: 2 Additional Employees

• *Economic Parity*

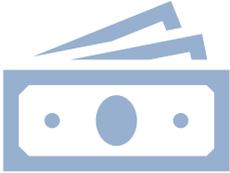
Advisory Council Structure

- After the first convening, staff will send a survey to define working group membership and identify leaders.
- Working groups should meet at least once prior to the next Advisory Council meeting in two weeks.
- Working groups will then meet independently, at a minimum of two times per month, and report back to the large group monthly.
- The Advisory Council will meet for the next six months to develop short- and long-term recommendations.

Upcoming Advisory Council Meetings

ADVISORY COUNCIL SCHEDULE		
Meeting	Date	Time
Kick-off Meeting	Monday, 5/18	3:30pm – 4:45pm
Meeting #1	Monday, 6/1	3:00pm – 4:30pm
Meeting #2	Monday, 6/15	3:00pm – 4:30pm
Meeting #3	Monday, 7/13	3:00pm – 4:30pm
Meeting #4	Monday, 8/17	3:00pm – 4:30pm
Meeting #5	Monday, 9/14	3:00pm – 4:30pm
Meeting #6	Monday, 10/19	3:00pm – 4:30pm

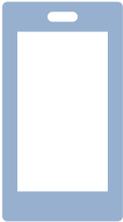
CITY ACTIONS COMPLETED



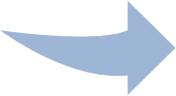
\$1 MILLION
MICROGRANT FUND
1,100 APPLICATIONS RECEIVED

\$5,000
GRANTS

180 BUSINESSES
PRIMARILY **VERY LOW**
INCOME, 80% POC



1000
CALLS TO SMALL
BUSINESSES VIA
INTAKE SURVEY



500+
OUTREACH CALLS
IN CANTONESE, SPANISH,
ENGLISH

ASSISTANCE NAVIGATING COVID-19 SMALL BUSINESS RESOURCES AND LOANS

- PAYCHECK PROTECTION PROGRAM (PPP)
- SBA ECONOMIC INJURY DISASTER LOAN (EIDL)
- PANDEMIC UNEMPLOYMENT ASSISTANCE (PUA)
- LOCAL & INDUSTRY-SPECIFIC GRANT OPPORTUNITIES
- \$500 GRANT FOR UNDOCUMENTED VENDORS

CITY ACTIONS COMPLETED



COMMERICAL & RESIDENTIAL
EVICTION MORATORIUM

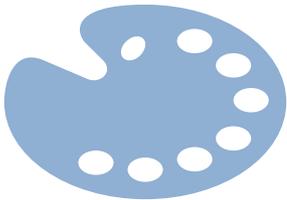
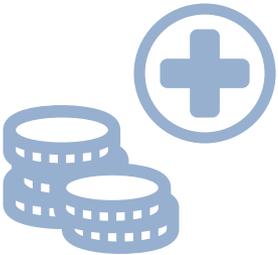
EXPIRES MAY 31ST



BUS RAPID TRANSIT (BRT)
ASSISTANCE FUND CONVERSION

OAKLAND COVID-19
RELIEF FUND

CROSS SECTOR
COLLABORATIVE EFFORT
PRIORITIZING AID TO
FRONTLINE NON-PROFITS



EAST BAY
ARTISTS FUND

ACTIONS CURRENTLY UNDER EXPLORATION



SUMMER STREETS INITIATIVE

Facilitate use of public right-of-way for outdoor seating, art exhibits, and performances



REVOLVING LOAN FUND

City-sponsored fund dedicated to connecting small businesses with zero- or low-percent interest loans.



MICROGRANT & KIVA LOAN PILOT

A second grant program using a mutuality platform to leverage community investment and lending

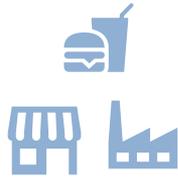
PROPOSED WORKING GROUPS

Pathway to rebuild, rents, disparities in ownership, disparities in fund access, renew and envision a more equitable economy; local purchasing, local resilience and strengthening local business networks.



PHASE I

Support for the health care industry, Groceries and Essential Businesses



PHASE II

Retail, manufacturing, offices, restaurants



PHASE III

Gyms, spas, salons, health centers



PHASE IV

Sporting events, concerts, live performances, large events, tourism



HEALTHY WORKFORCE

Worker safety, disparities, hiring and training

KEEPING A HEALTHY OAKLAND WORKFORCE

MAY
2020

- Worker health and safety
- Minimizing coronavirus exposure
- Insurance coverage
- Immediate hiring opportunities

JULY
2020

- Worker safety net
- Reduce racial and gender disparities in the workforce
- Training for future jobs

ONGOING



Wrap Up: Michael McAfee, PolicyLink

Next Steps:

- Survey to Follow
- Select Working Group
- Meet prior to next full Advisory Council, June 1, 3:30 PM
- Feedback and Questions: mraya@oaklandca.gov, 510-238-6230