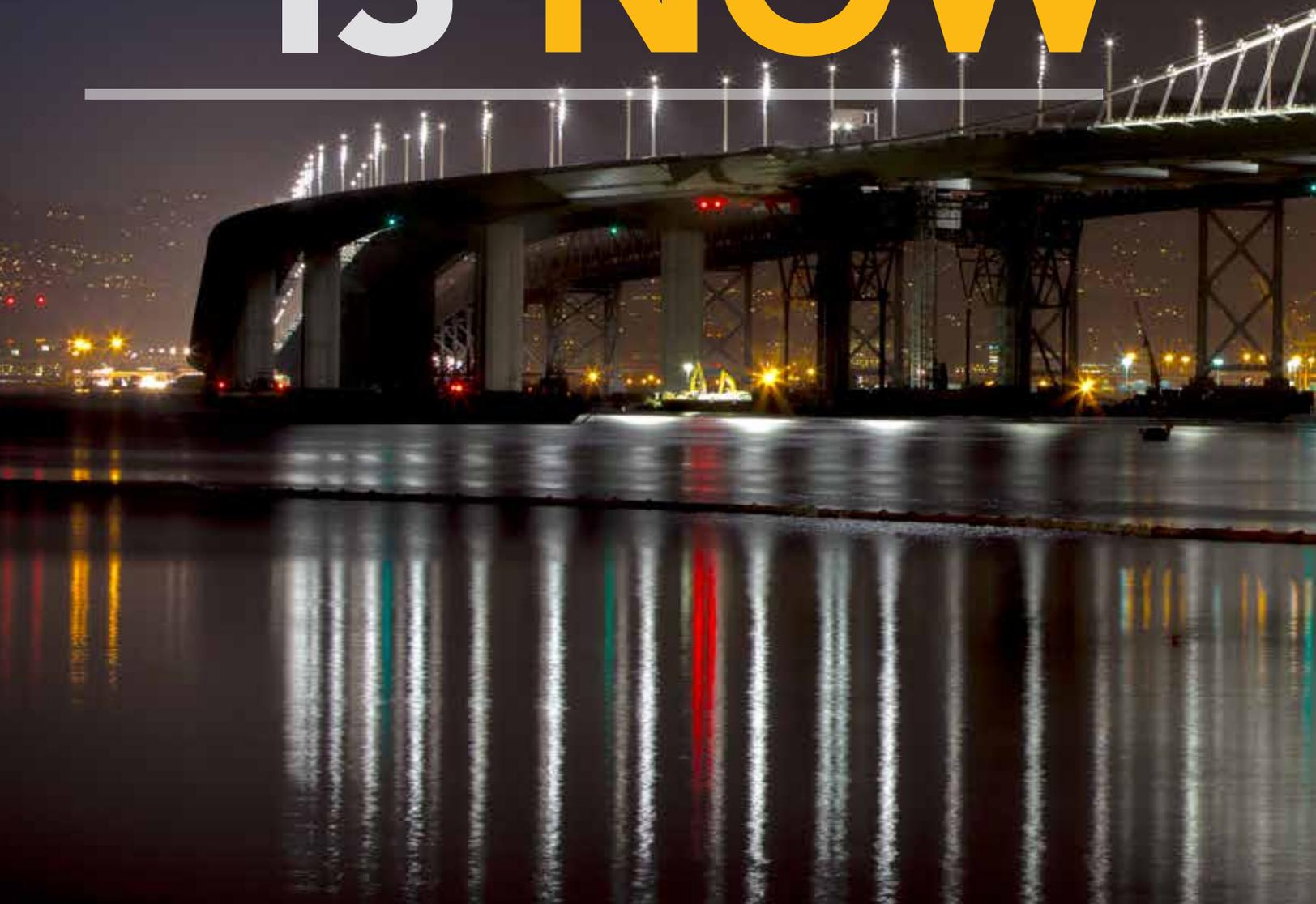

OAKLAND
TECH
IS NOW







KAPOR CENTER

The Kapor Center for Social Impact relentlessly pursues creative strategies that will leverage information technology for positive social change and diversification.

Photo courtesy of Kapor Center
kaporcenter.org



Oakland Tech is Now

Oakland sits in the heart of the San Francisco Bay Area. The city is the third largest city in the region (the eighth largest in California). Oakland, which lies between the San Francisco Bay and the East Bay Metro, has 2,675,603 people and encompasses 55.8 square miles.

Oakland is at the intersection of the Bay Area's transportation network. The city has seven BART stations, 2 Amtrak Stations, and 1 Ferry Port. Five freeways run through the city. The port of Oakland is the third largest port on the West Coast. The Oakland International Airport connects 10.3M passengers to 47 cities non-stop.

134,858 Workers in the city

99,724 Working live in Oakland

15,859 Total businesses in Oakland

Tech Presence in Oakland

PANDORA

SUNGEVITY
GENERATE POSITIVE

UBER

Ask

CyArk

hase
ventures

BORREGO SOLAR

Gallsocket

Goldie Blox

breezy

< / >

turnitin

ROCKBOT

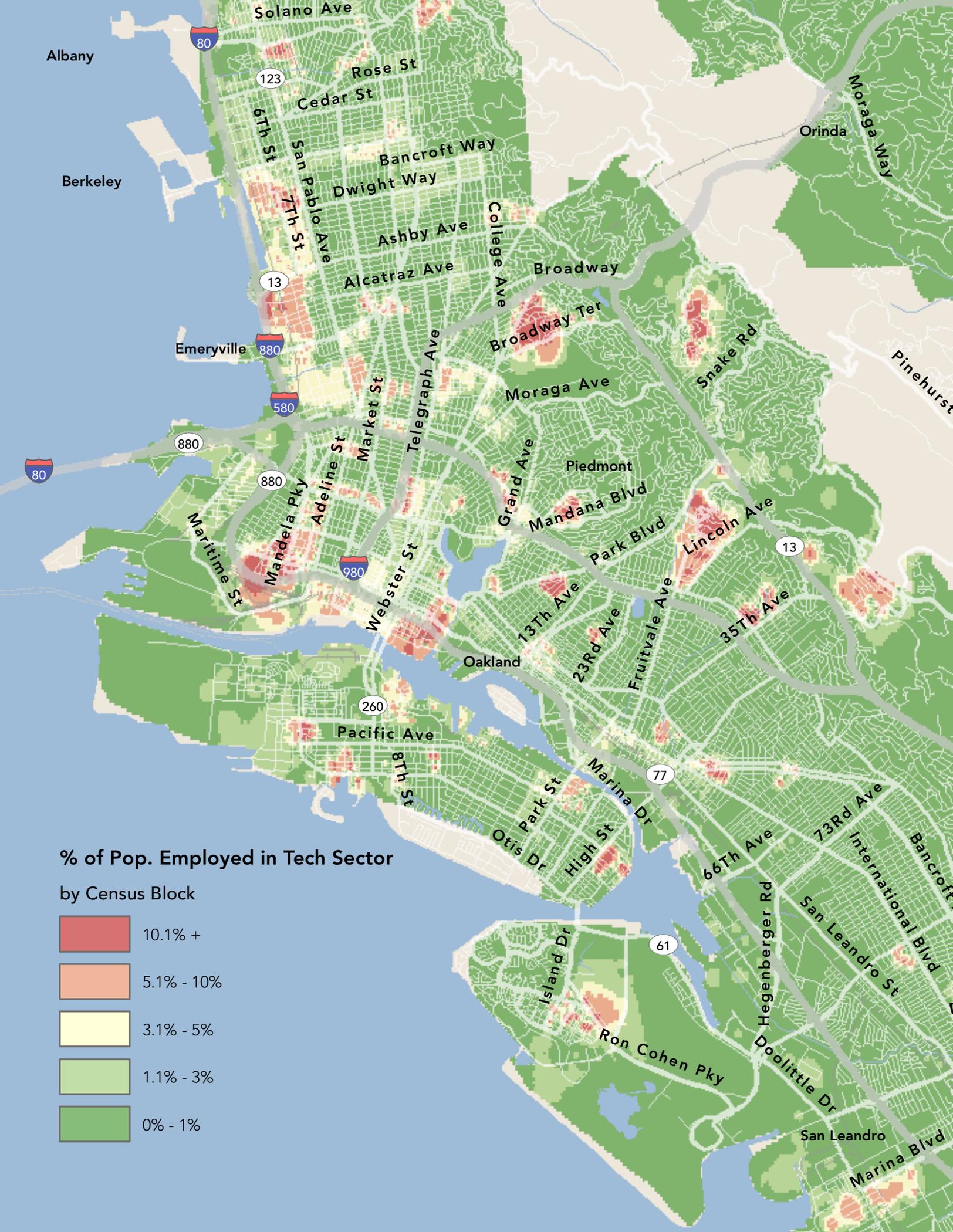
IMPACT HUB

SPARKART FUND

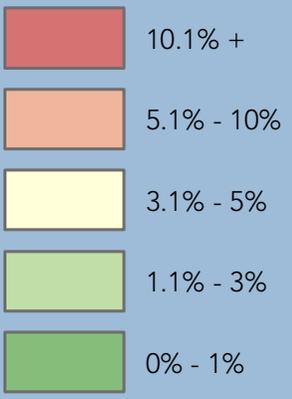
minted.

FATHOM

THE CRUCIBLE



**% of Pop. Employed in Tech Sector
by Census Block**





The Tech Population

Oakland is home to a growing and diverse population that is helping to fuel the growth of the area's tech economy. The city's workforce is well educated; more than 36% of all adults have a bachelor's degree or greater. The city's median age is 37.4. The city is also the second most racially diverse major city in the United States. The increased migration from San Francisco has increased the number of highly skilled and tech savvy people which has made the employee pool for employers in Oakland more competitive than ever.

White Collar Workforce

57,777

*Workers who performs professional, managerial, or administrative work

Blue Collar Workforce

19,134

*Workers employed in industries that require labor and/or skilled or unskilled manufacturing



Green Collar Workforce

10%

*Tech Workers employed in the environmental sector and with a focus on conservation and sustainable technology

Oakland has 101,825 millennials (ages 20-34). The national average for an area this size is 84,925.

IMPACT HUB AT THE HIVE

Deep innovation is the language of Impact HUB Oakland. Part co-working space, part art gallery and event space, HUB supports a community of entrepreneurs, B-Corps and conscious businesses working at the intersection of art, technology and enterprise.

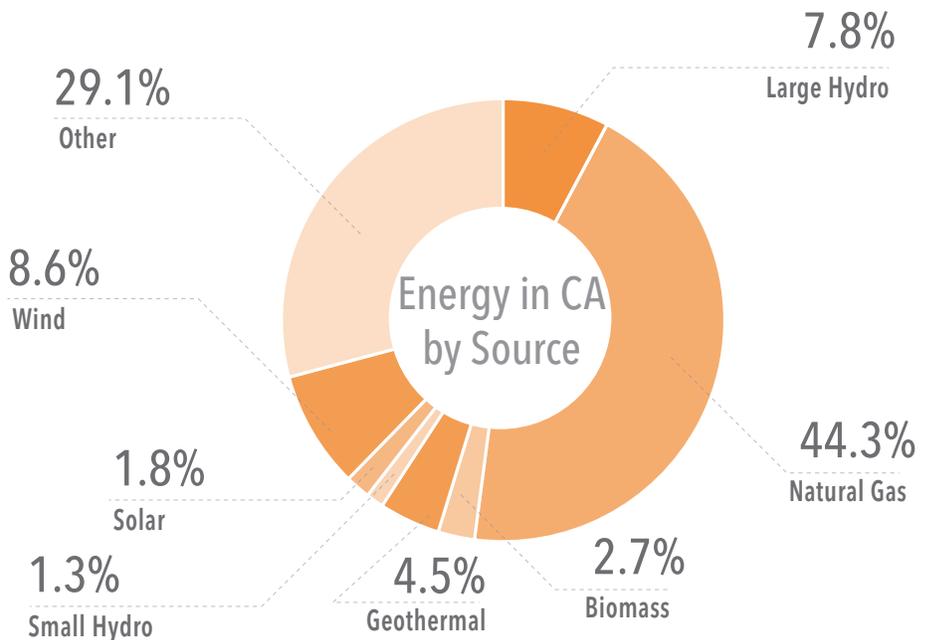
Photo courtesy of Impact Hub
oakland.impacthub.net





Clean Energy

The Clean Energy industry has found Oakland to be a productive home. Oakland is proving to be fertile ground for both start-up and established clean tech pioneers. Plans are underway for numerous solar, wind, and other renewal power generating projects in the region. Additionally, the Bay Area and California in general have been at the vanguard of residential and commercial solar adoption. Moreover, the Bay Area is home to wind farms in the Altamont Pass and San Joaquin Delta. There are also potential plans for wave generated power outside the mouth of the Golden Gate of San Francisco's coast.



Solar Energy

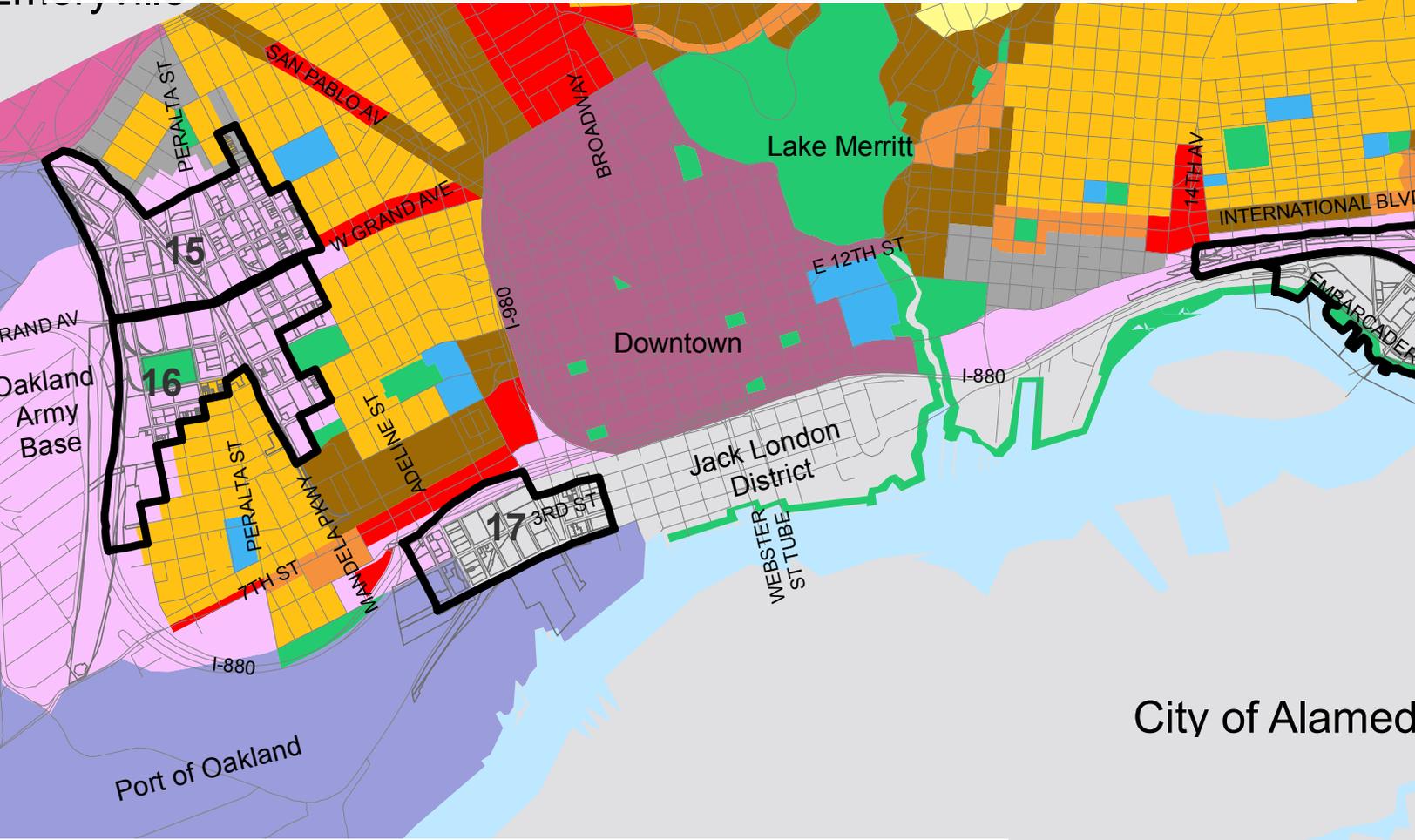
In nearby Berkeley, Lawrence Berkeley Lab christened a brand new \$59M Solar Energy Research Center. The center was named after Former Secretary of Energy Steven Chu. The facility will help to make solar power a cheaper and more efficient renewable energy source. Other projects being hosted at the center include an initiative to study artificial photosynthesis that is a joint venture between the Department of Energy and Caltech.



Oakland: Zoned for Tech

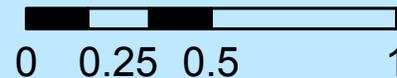
The city of Oakland is striving to become a welcoming home to tech. The city has many types of zoning that will accommodate a variety of tech, R&D, and even light manufacturing uses. R&D, 3D manufacturing, and creative offices are finding spaces to live next to each other relatively harmoniously. More and more businesses are working with the city to find solutions within allowable zoning codes and conditional uses that will allow their business to locate and thrive.

City of
Emeryville



City of Alameda

- | | |
|---|---|
|  Industrial Sub-Areas 1-17 |  Housing and Business Mix |
|  Water |  Central Business District |
| General Plan Land Use Designation |  Regional Commercial |
|  Hillside Residential |  Business Mix |
|  Detached Unit Residential |  Gen Industrial/Transportation |
|  Mixed Housing Type Residential |  Institutional |
|  Urban Residential |  Resource Conservation Area |
|  Neighborhood Center Mixed Use |  Urban Open Space |
|  Community Commercial | |



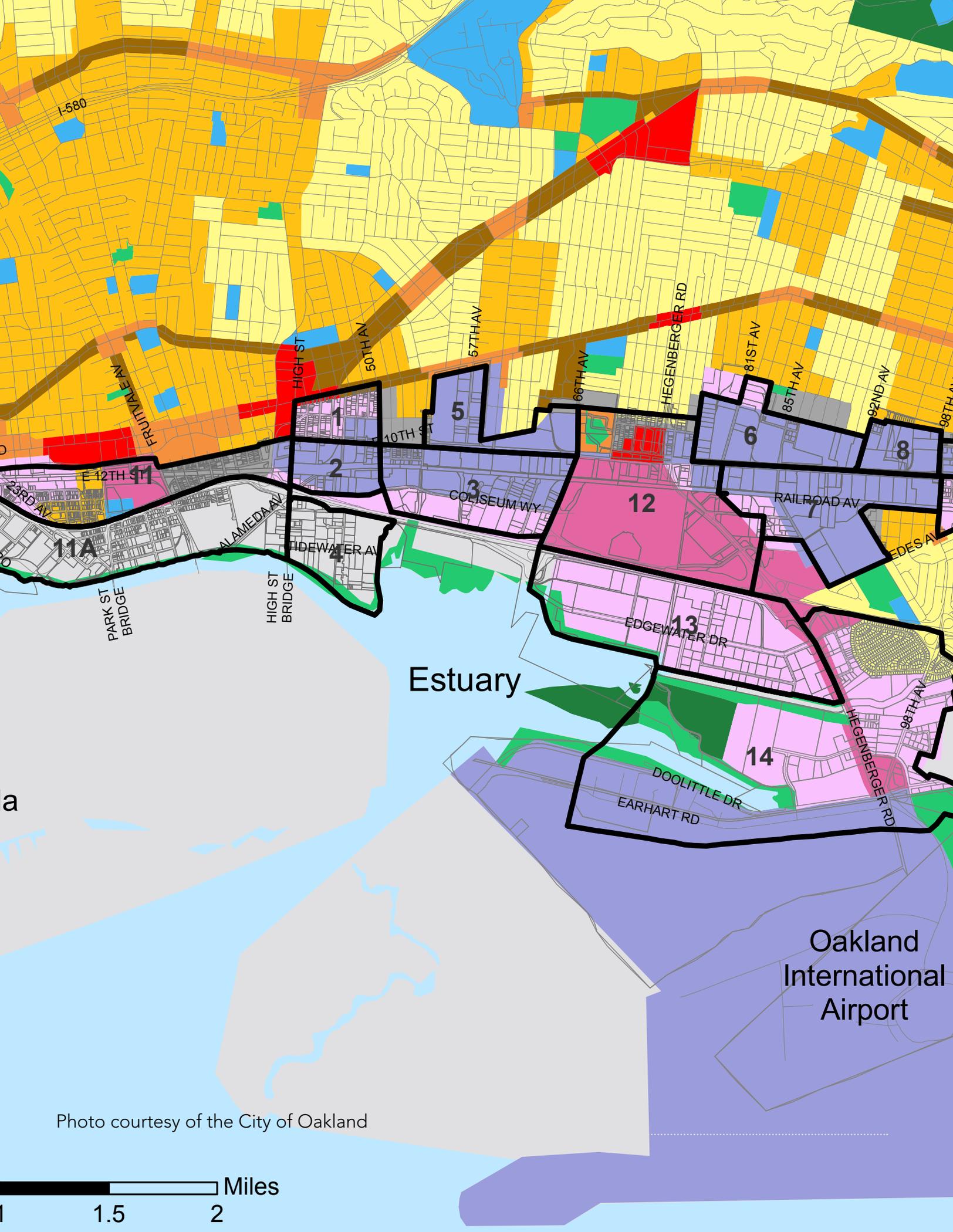
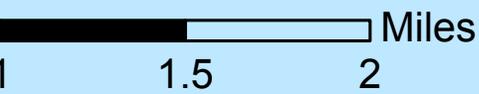


Photo courtesy of the City of Oakland



1

1.5

2

Photo courtesy of Counter Culture Labs
counterculturelabs.org

COUNTER CULTURE LABS

Counter Culture Labs is a community of scientists, tinkerers, biotech professionals, hackers, and citizen scientists who have banded together to create an open community lab – a hackerspace for DIY biology and citizen science.





Biotech

Oakland sits at the heart of a vibrant regional Biotech ecosystem. Nearby cities house a world class research university, four national laboratory campuses, and a highly educated professional workforce. Bayer has a major research and development facility in nearby Berkeley. The area is also only minutes away from the emerging biotech hub of Mission Bay in San Francisco. Oakland is also only a direct ferry ride away to biotech hub and Genentech's corporate headquarters in South San Francisco. In 2014, Oakland was an emerging biotech destination and was fifth in terms of biotech funding dollars. This is along with established markets like San Francisco, Boston, San Diego, and Washington D.C. Oakland's proximity to California's agricultural heartland in the nearby Central Valley also make Oakland a leader for food technology and sciences.

145

Biotech / Pharmaceutical Firms in Oakland

33

Diagnostics Labs

6

Tech Incubators

	% With Bachelor's Degree or Greater
WHITE	55.64%
BLACK	13.87%
ASIAN	24.44%
LATINO	8.98%
OTHER	39.07%

Oakland is empowered by a significantly diversified workforce. The wide span of cultural and educational backgrounds is a unique breeding pool for new and radical ideas.

Oakland is the most diverse "Tech City" in the United States



Broadband

Broadband technology is essential to the economy that Oakland wants to foster. Building on the success of Lit San Leandro to the south, Oakland is working on plans to expand connectivity to nearby areas around the Oakland Airport and East Oakland. The group Light up Oakland has proposed to shoulder much of the financial responsibility. Conceptually, the project could be a catalyst to economic development and business attraction in Oakland.



Tech Moves

Oakland is the Bay Area's hub. Oakland is the freight center for FedEx and UPS and helps fuel tech economy with Just in Time Delivery. The first or last pivot point for many Bay Area tech companies, a vast, growing number of tech imports and exports make a checkpoint in the East Bay.

7 BART stations

2 Amtrak stations

1 Ferry dock to San Francisco

1 International airport

58 Cities with non-stop flights

12 International cities with nonstop flights

3rd Largest port on the West Coast



PANDORA RADIO

Since 2000 Pandora has been on a mission to play music you'll love and has also launched the Music Genome Project.

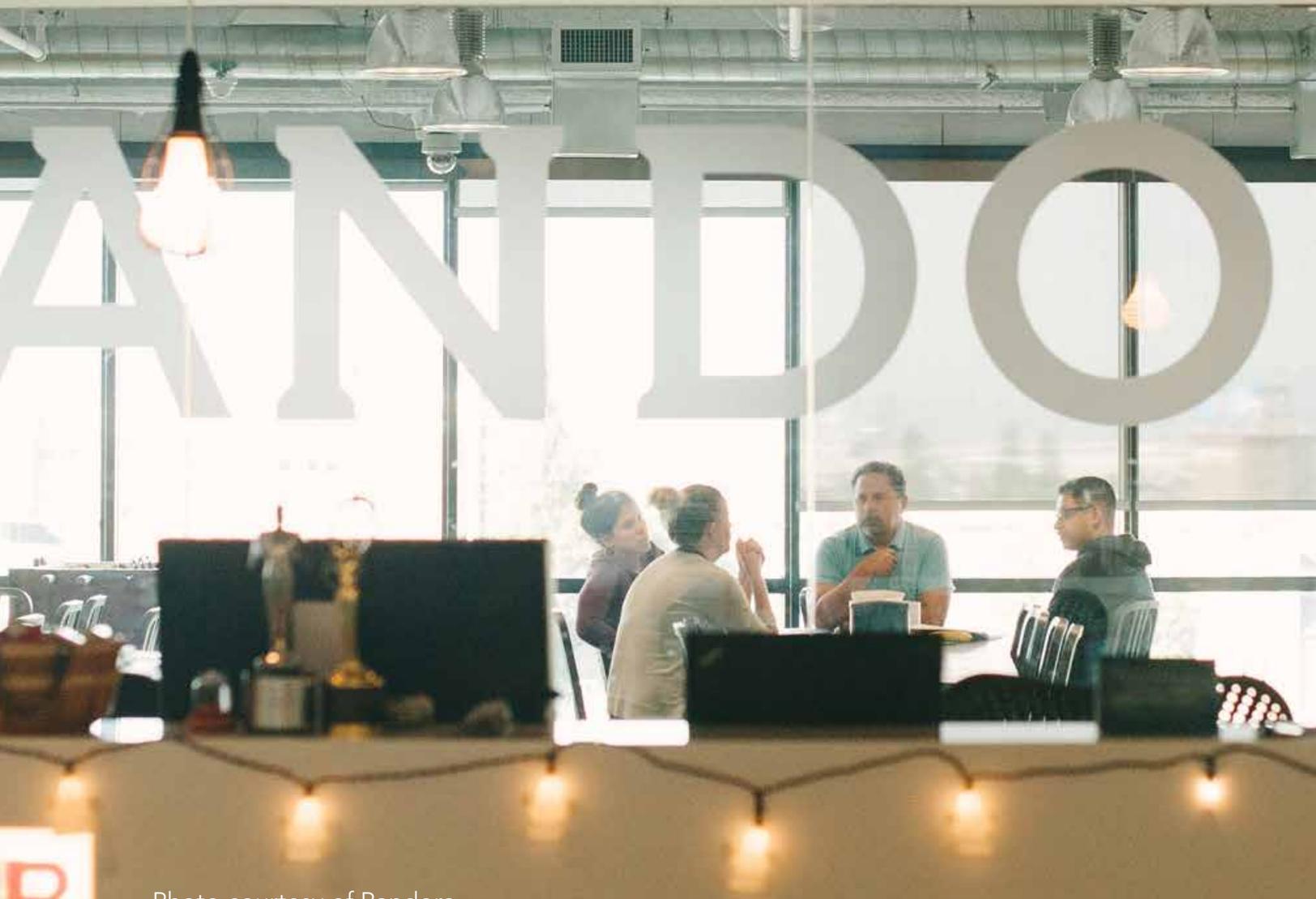


Photo courtesy of Pandora
pandora.com/about



STUDIO FATHOM

Studio Fathom is driven by advanced technologies and uses additive manufacturing and 3D printing to help customers innovate.

Photo courtesy of FATHOM
studiofathom.com



Tech-frastructure

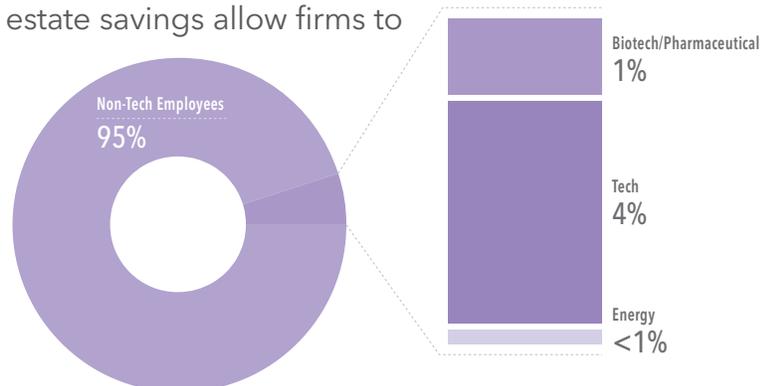
Oakland is home to robust tech startup infrastructure. The area is appealing to tech startups for a diverse set of reasons. Commercial office space is almost half the price of comparable space in San Francisco. Oakland is also a transportation hub with access to all BART lines, Amtrak Capitol Corridor, a ferry to San Francisco, and multiple highways. UC Berkeley is just up Telegraph Avenue and its graduates continue to fuel innovations that drive the region's economy. More and more tech employees and entrepreneurs are living in Oakland than ever before and increasingly choosing to build their businesses close to home.

	BUILDINGS	SF	LEASED SF (2014)
OFFICE	998	27,097,661	2,024,296
CREATIVE	7	69,712	2,700
INDUSTRIAL	1,423	34,080,517	1,887,393
FLEX	116	2,522,014	90,494
R&D	37	741,033	42,670
BIOTECH/LAB	2	133,000	4,000



The Ecosystem

Tech industries are made of many moving parts that grow together. First among them is access to talent. Much of talent that drives tech innovation in the Bay Area makes their home in Oakland and nearby cities. Many businesses are choosing to locate closer to where their employees live. Additionally, real estate prices in Oakland are 30 to 40% cheaper than other nearby markets. Real estate is the second largest expense for most firms and the savings gained by locating in Oakland can mean the difference between profit and loss. Real estate savings allow firms to spend that money to hire more people, acquire more equipment, and fuel the tech economy further.





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