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# WHY OAKLAND

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JOBS AND HOUSING COALITION



OAKLAND

# MARKET OVERVIEW



## Oakland, CA

Oakland sits in the heart of the San Francisco Bay Area. The city is home to 421,302 people and is the third largest city in the region (the eighth largest in California). Oakland lies sandwiched between the San Francisco Bay and Oakland Hills and encompasses 55.8 square miles.

An integral component of the symbolic Golden Gate, Oakland was built upon the need for a hard-working population in America's Western gateway to the rest of the world. A focus for industries of infrastructure and interdependence,

Oakland is often a proving ground for new economic paradigms.

The city is also home to a very diverse population that has given birth to a thriving cultural and arts scene that has witnessed the rise of musical groups Green Day, MC Hammer, and Tower of Power.

*The city is increasingly becoming a destination for transportation, high tech industries, sustainable energy, and tourism.*



OAKLAND  
**OVER THE YEARS**



## History

The area of Oakland has been inhabited for thousands of years starting with Ohlone tribe settlements. The area was claimed by the Spanish in 1772 then incorporated in 1852, two years after California gained statehood. The city blossomed and benefitted as a major transportation and manufacturing hub and was even the West Coast terminus for the Transcontinental Railroad.

## Growth

The first half of the twentieth century saw Oakland boom into a manufacturing powerhouse. The

city was home to numerous industries including metals, canneries, bakeries, engines, cars, and ships. The city's manufacturing industry was also integral to the war effort during World War II as the ships built in the Oakland shipyards helped American forces.

The second half of the twentieth century saw the decline of the shipbuilding and manufacturing industries in Oakland and much social change. However the past two decades have seen the rise of the tech economy and a rebirth of manufacturing with an emphasis on skilled manufacturing. The city stands poised to benefit from the region's economic boom and vibrancy.

# OAKLAND DEMOGRAPHICS

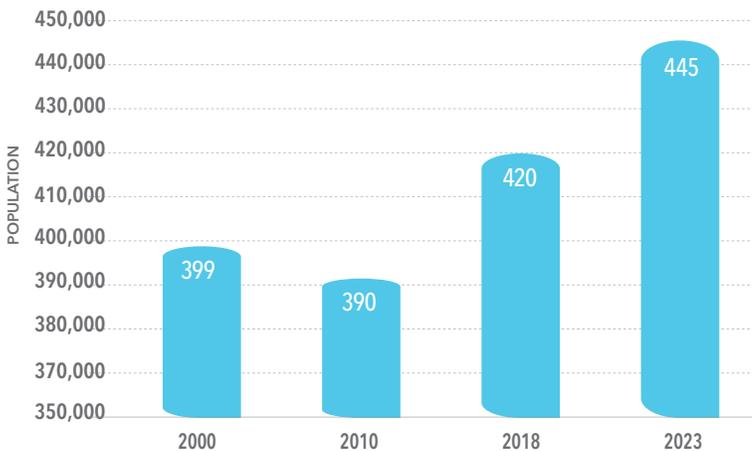


## Population

The city is home to a diverse and growing population and is the third largest city in the San Francisco Bay Area.

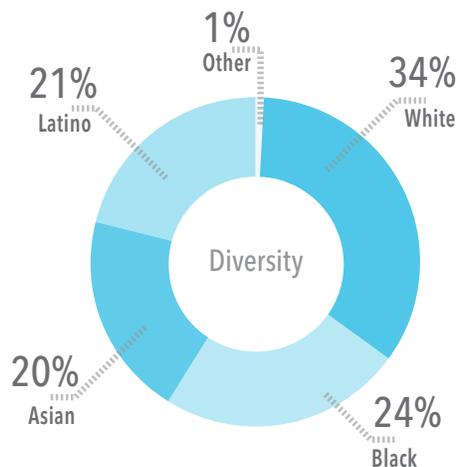
### Population Growth

The city has grown by 7.8% in the past six years



### Diversity

The city is one of the most racially diverse major cities in America.



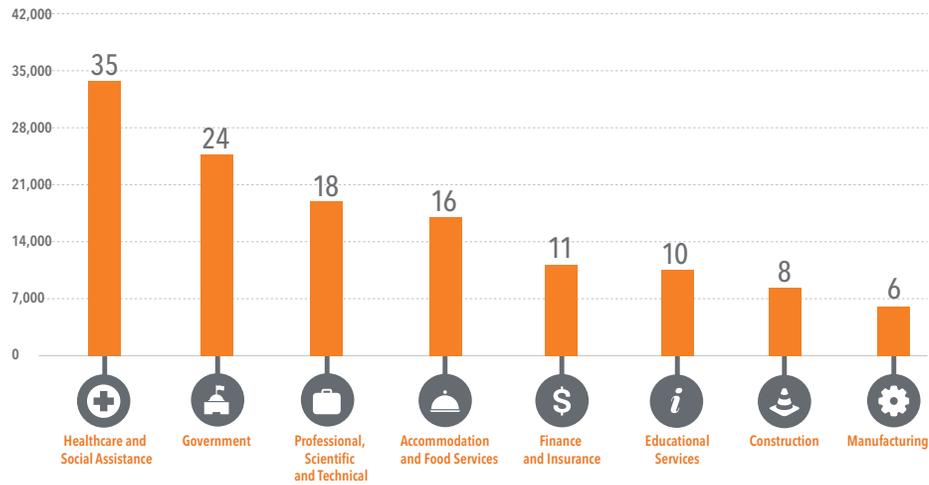


## Jobs & Employment

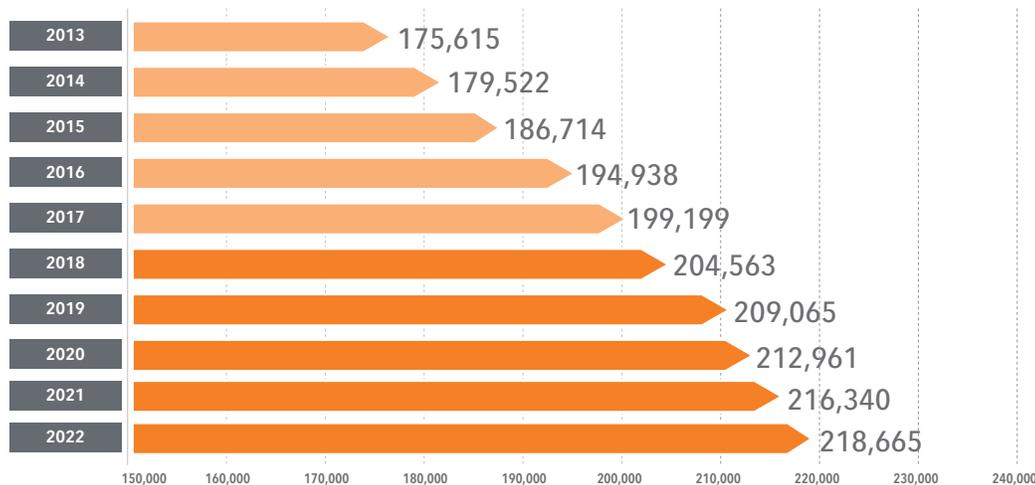
Oakland has a growing job base and a diverse employment pool. An improved economy is growing employment in Oakland substantially.

### Total of Employees

193,991 total non-farm employees



### Jobs have grown steadily and look to continue on into the '20s



OAKLAND

# ECONOMIC DRIVERS



## Economy

Oakland is home to many major national and international corporations. The city's economy is buoyed by a range of industries from high tech to intermodal shipping to ice cream.

### Company Headquarters located in Oakland



KAISER  
PERMANENTE

PANDORA

Sunset



## Average Earnings Per Industry

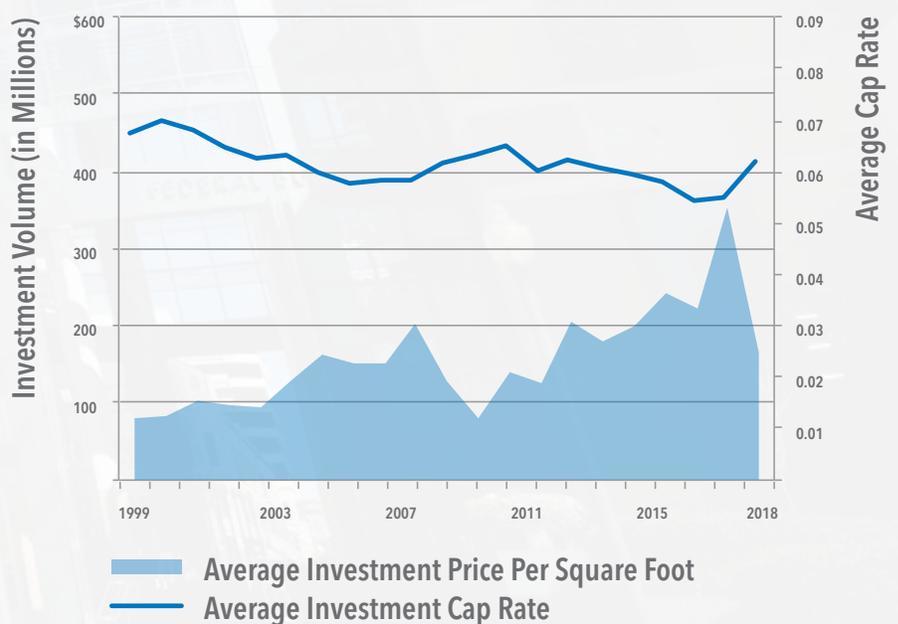
Accommodation & Food	\$29,877
Educational Services	\$45,488
Health Care & Social Assistance	\$58,180
Construction	\$85,165
Wholesale Trade	\$98,770
Manufacturing	\$103,555
Professional, Scientific, Technology	\$103,930
Government	\$117,366
Finance and Insurance	\$148,439

*Oakland's businesses were started and run by the power of diversity. The most successful local brands of the East Bay were founded on the ability to span across all cultures.*



## Office, Industrial, and Retail Real Estate

Oakland offers opportunity for price appreciation not seen in other markets. The city is increasingly viewed as a source of opportunity by major investment funds and institutional buyers.





## Exports/Trade

The Port of Oakland is the largest port in Northern California and the third largest port on the West Coast. The port is a major intermodal transportation facility and facilitates trade between the Bay Area, the rest of the nation, and the Pacific Rim. Nearly one-third of California's exports flow through the Port of Oakland. The Port supports more than 50,000 jobs across Northern California and impacts 827,000 jobs nationwide.

### Port Activity

\$54.2 Billion in exports, 32% of California's exports of \$168.1 Billion.





# Sports

The city of Oakland is home to three major sports teams and has more teams than any other city of its size in the United States. The city's teams have won 9 World Series, 3 Super Bowls, and 6 NBA Championships.

## Total Seating at Oakland Sporting Stadiums

64,200



Oakland Coliseum

56,310



Oakland Coliseum

19,596



Oracle Arena

## East Bay Sports Teams



18%

of Oakland residents  
have a Master's degree  
or greater

EAST BAY

LOCATION ATTRIBUTES



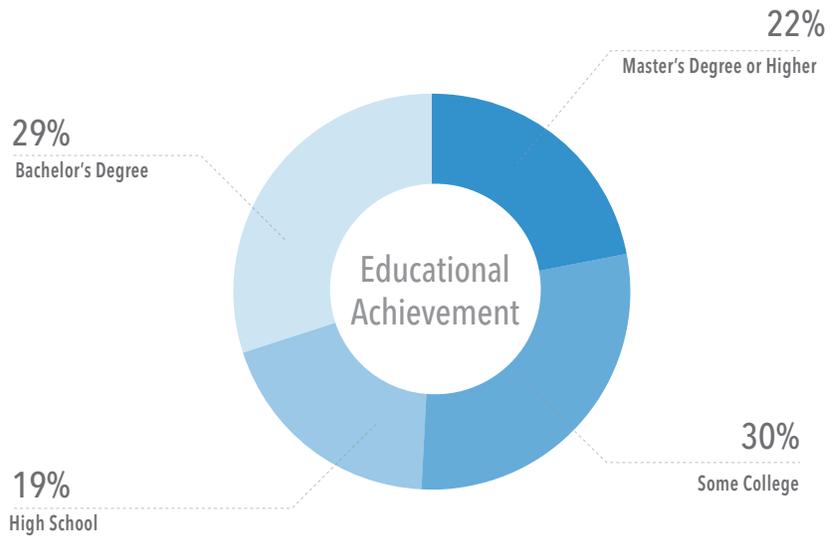


# Education

The universities located in and around Oakland are vital components to the region's economic success. They attract the most talented minds from across the world many of which choose to begin their careers in Oakland upon graduation.

## Education Graph

41% of adults in Oakland have a bachelor's degree or higher.



## Notable Companies Started by UC Berkeley Grads

UC Berkeley grads have started 2,610 companies, which account for 542,433 employees and \$317B in annual revenues.



## Colleges & Universities in the Oakland Area



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**OAKLAND**  
**TECH**  
**IS NOW**

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## 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](http://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**

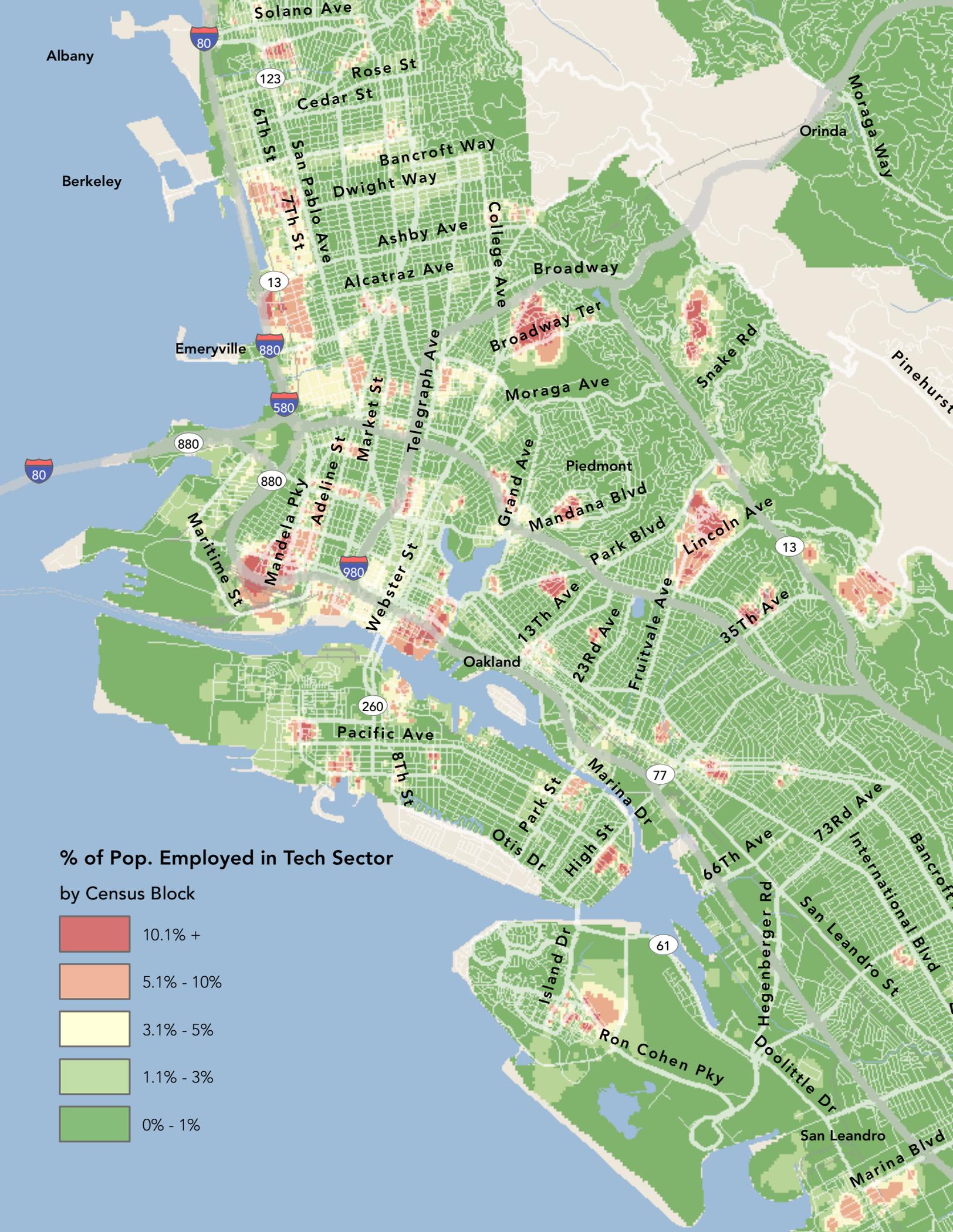
**IMPACT HUB**

**SPARKART FUND**

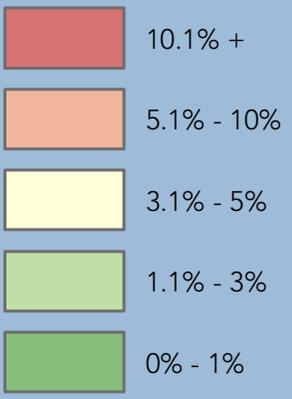
**minted.**

**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.

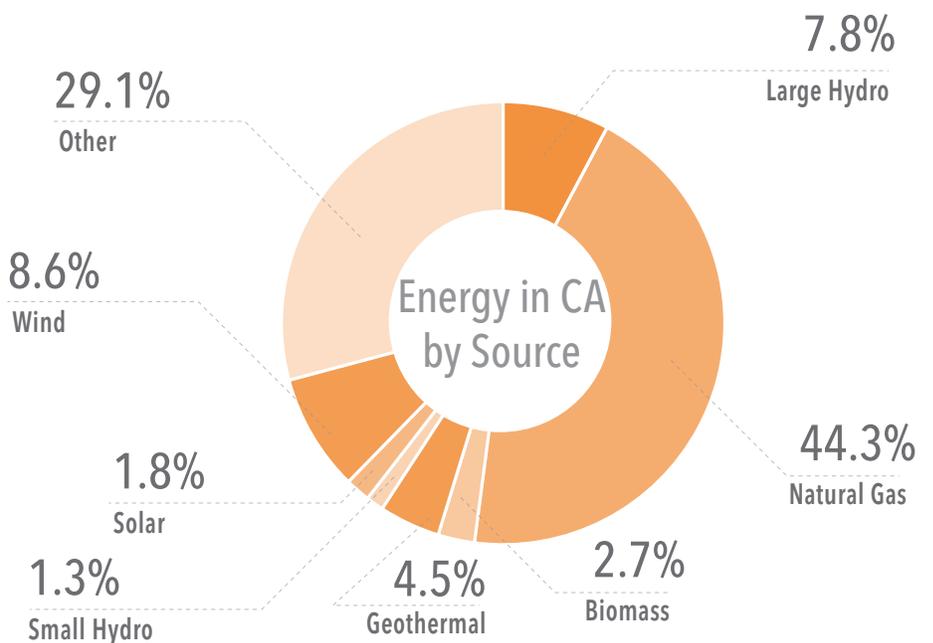
Photo courtesy of Impact Hub  
[oakland.impacthub.net](http://oakland.impacthub.net)





## 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.



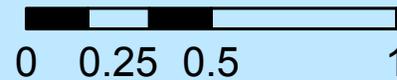
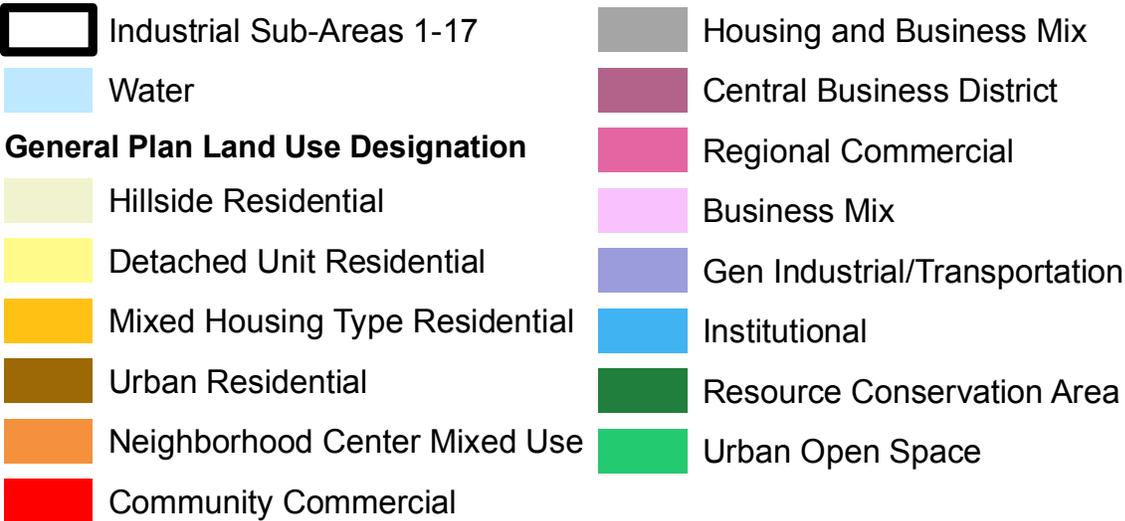
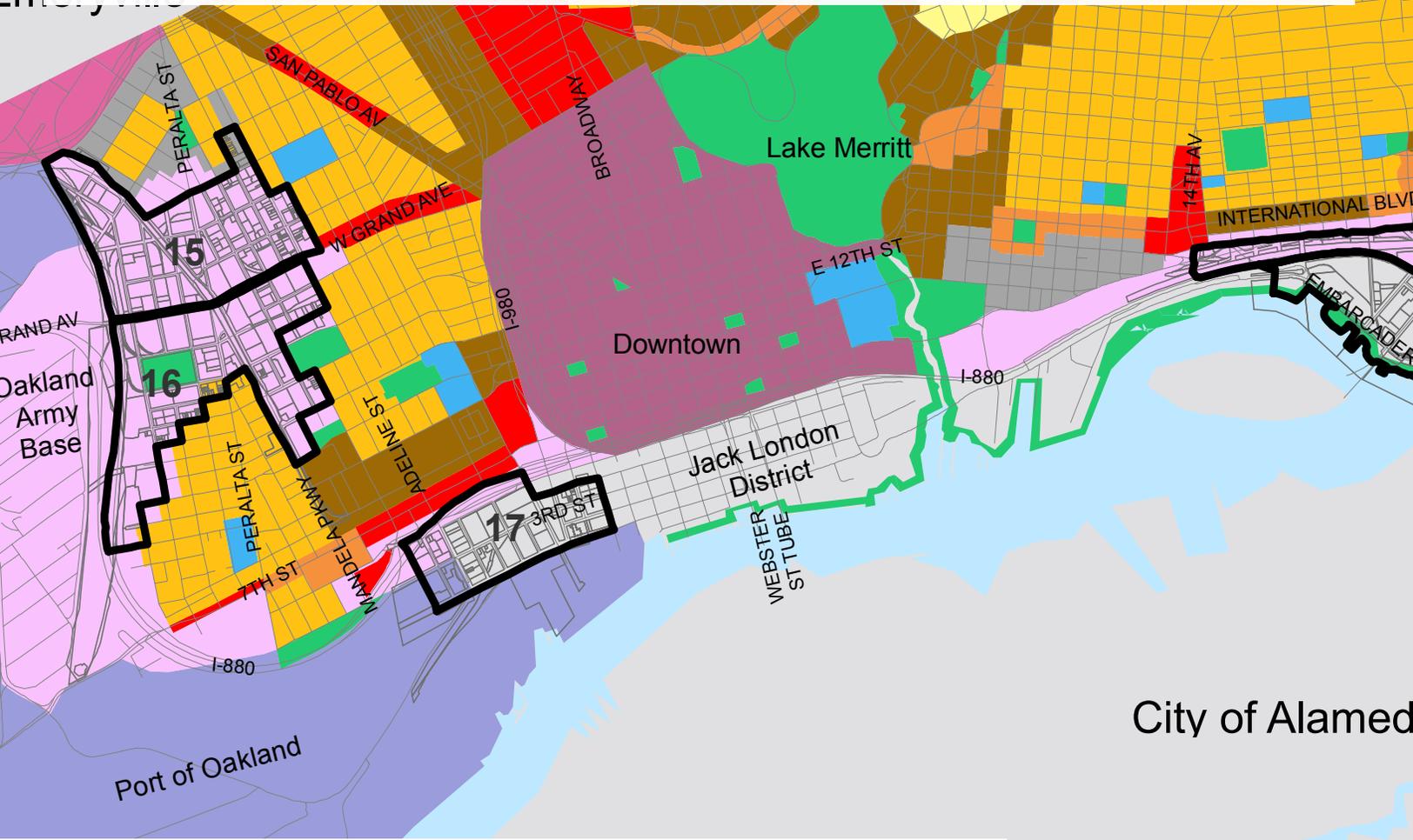
## Solar Energy

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.



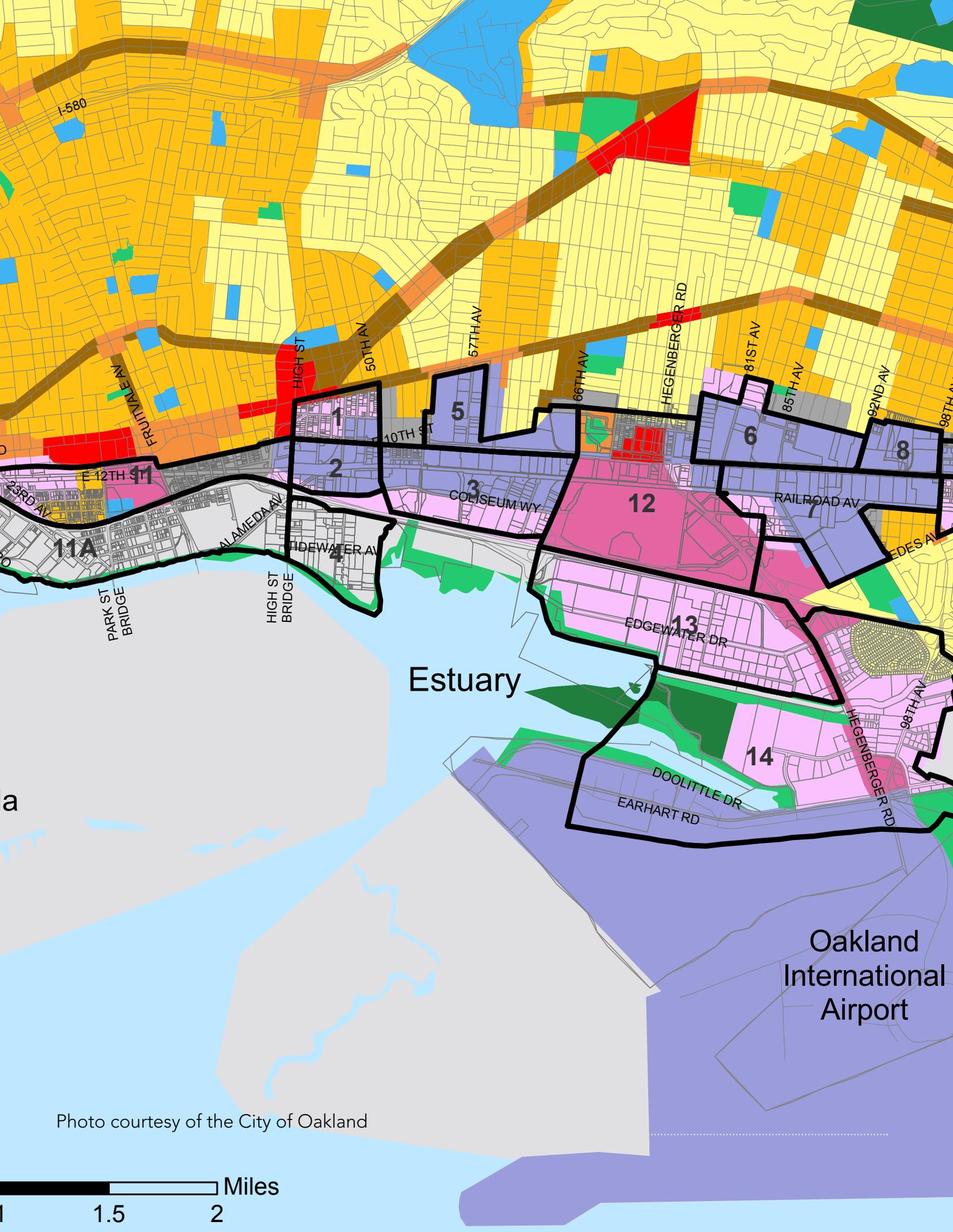


Photo courtesy of the City of Oakland

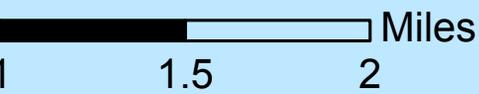


Photo courtesy of Counter Culture Labs  
counterculturelabs.org

## 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

**3<sup>rd</sup>** 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.

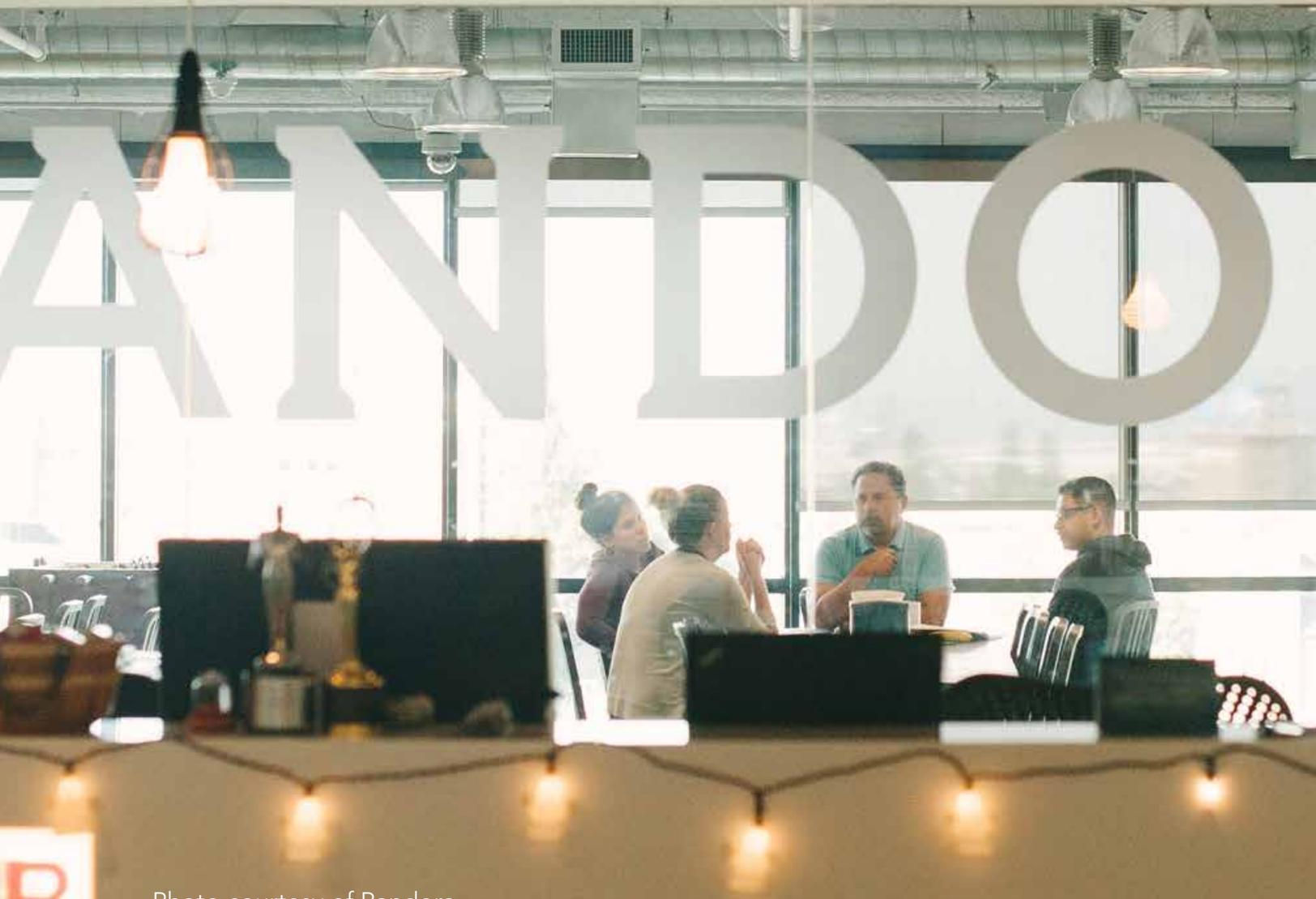


Photo courtesy of Pandora  
[pandora.com/about](http://pandora.com/about)



## 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](http://studiofathom.com)



## Tech-frastructure

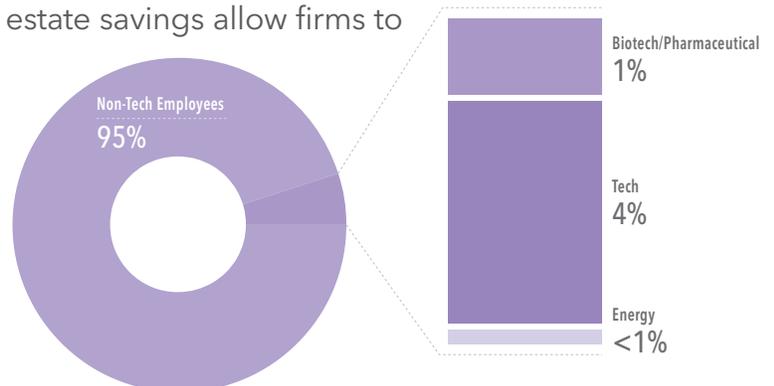
Oakland is home to robust tech startup infrastructure. The area is appealing to tech startups for a diverse set of reasons. Commercial office space is almost half the price of comparable space in San Francisco. Oakland is also a transportation hub with access to all BART lines, Amtrak Capitol Corridor, 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.





## JOBS AND HOUSING COALITION

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Sources Include:  
US Census Bureau  
BOLS 2018  
EMSI  
RCA 2018  
Priceonomics  
STI PopStats  
Port of Oakland  
Oakland International Airport  
Costar  
BART  
City of Oakland  
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