State of Hawaii Office of Planning / TOD Council

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Transit Oriented Development and Innovation Industries
Fremont Facts

4th largest city in the Bay Area

Population – 231,000

90 square miles

Most startups per capita in the nation

Average HH income - $114,684

98 languages spoken in Fremont homes
Fremont’s Role in Silicon Valley

Part of the Technology Ecosystem

Silicon Valley’s thriving technology ecosystem is represented by major anchor companies claiming different parts of the region as home base.

In Fremont’s case, it’s Tesla Motors – an advanced manufacturing icon.

Fremont represents the “The Hardware Side of the Bay”
BART TOD as Catalyst for Innovation and Identity

Warm Springs Innovation District: an Employment Focused “TOD”
Historical Context

NUMMI Closure in 2010

Solyndra Bankruptcy in 2011

6,000 jobs lost
1. Know Environment/ Lead with Strengths
2. Embrace Innovation
3. Balance Housing and Jobs
4. Plan and Prioritize
5. Invest
6. Convene / Partner
7. Incubate and Activate
8. Build the Workforce Pipeline
9. Placemaking
10. Branding and Storytelling
The Environment for Bay Area Business Growth

Bay Area Job Creation

Establishments Moving In
Birth of New Establishments
Expansion of Existing Establishments

Source: 2010 National Employment Time Series (NETS) Database, calculations by Bay Area Council Economic Institute
Business Expansion Success

$500+ Million Private Investment
Industry Sector Focus – Tapping into our Strengths

- Advanced Manufacturing
- Biotech / Medical Device
- Clean Technology
Advanced Industry Job Creation Ratio: 2.2-1

For Every 1 ADVANCED MANUFACTURING JOB

Another 2.2 JOBS Are Created

Source: www.brookings.edu
In May 2014, the Brookings Institute* released

“The Rise of Innovation Districts: A New Geography of Innovation in America”

*Based in Washington, D.C., and considered to be one of the most influential think tanks in the world, the Brookings Institute focuses on economics, metropolitan policy, governance, foreign policy, and global economy and development.
Authors Bruce Katz & Julie Wagner define Innovation Districts as:

Geographic areas where leading-edge companies, research institutions, start-ups, and business incubators cluster and connect. Physically compact, accessible by public transit, technically wired, the areas offer mixed-use housing, office, and retail amenities.
Innovation District Models

Anchor Plus

Urbanized Science Park

Re-imagined Urban Area
Who Delivers?

- Mayors/Local Gov.
- Developers/Landlords
- Research Campuses
- Anchor Companies
- Advanced Research Institutions
- Medical Campuses
- Philanthropic Investors
- Incubators/Accelerators
Why They Matter

- Ties job growth to disruptive economic forces that leverage distinct economic positions. ("Convergence Economy")

- Empowers Entrepreneurs as key vehicle for economic growth ("Collaboration")

- Increases better and more accessible jobs ("Shared Prosperity")

- Reduces carbon emissions ("Sustainability")

- Raises revenues and repairs local balance sheets ("Economic Development 2.0")
Lessons Learned So Far...

• Labeling something “innovative” does not make it so...

• Importance of Place

• Importance of Intermediaries (accelerators & incubators)

• Importance of Inclusive Growth and Equitable Outcomes
Catalytic Opportunity in Warm Springs for Balanced TOD

- Employment-focused transit connectivity
- Jobs / Housing Balance
- Strategic Urbanism / Density
- Urban Amenities
- Market-based
BART TOD Land Use

Over-emphasized Housing over Employment

There is no BART-accessible employment district south of Downtown Oakland
Job Density Supports Transit Use

Source: Guerra and Cervero, 2011.
Planning and Prioritization

MIX A: Industrial and Research & Development

MIX B: Industrial, Research & Development, Office & Convention, Hotel and Retail & Entertainment

MIX C: Research & Development, Office & Convention, Hotel, Retail & Entertainment and Residential

MIX D: Hotel, Retail & Entertainment, Residential and School
Public Investment and Partnership

- Leveraging Land Assets
- Create Enterprise Fund
- Key infrastructure investments
- CFD’s
Developer Investment in Warm Springs TOD

- 4,000 Residential Units (524 affordable)
- 20,000 New Jobs
- 11M SF floor area; 4.6M commercial
- Development Minimums Required
  (not maximums)
Tenant investment: Tesla Master Plan

256-acre campus

4.6M SF of additional potential growth

3,000 additional local jobs

Capacity to produce 500,000 cars/year
Incubating Our Future

- Startup Support
- Shared Spaces
- Small Scale Manufacturing (a.k.a. ‘Makers’)

Recast City Analysis:
- Discover Local Gems
- Adjust Zoning Codes
- Partner w/ Owners & Brokers
Incubation and Acceleration - with a focus

- Center for Manufacturing Excellence
- Additional Higher Education
- Startup Support Infrastructure
Building the Workforce Pipeline

FUSE Fellowship - Partnership with Fremont Unified School District to develop K-12 "Maker Ed" curriculum
Downtown Fremont: If we come, they will build it!
WHO’S WEIRD?
WE’RE WEIRD.
Branding and Storytelling

We’re the City
that’s not afraid to roll up its sleeves to help companies start and grow their business.

Give us a call at (510) 284-4020 and let’s figure out how Fremont’s ecosystem can work for you.

900
COMPANIES
MAKE STUFF IN FREMONT

23%
JOBS
IN MANUFACTURING

50+
MILLION SQUARE FEET
OF OFFICE/R&D/INDUSTRIAL SPACE

9+
MILLION SQUARE FEET
OF COMMERCIAL SPACE
IN WARM SPRINGS INNOVATION DISTRICT

#1
FOR TECH STARTUPS
PER CAPITA IN THE COUNTRY
(SIZEUP.COM)

27
MILES TO THE PORT OF OAKLAND