

Building San Leandro's Tech & Innovation Ecosystem for 21st Century Manufacturing

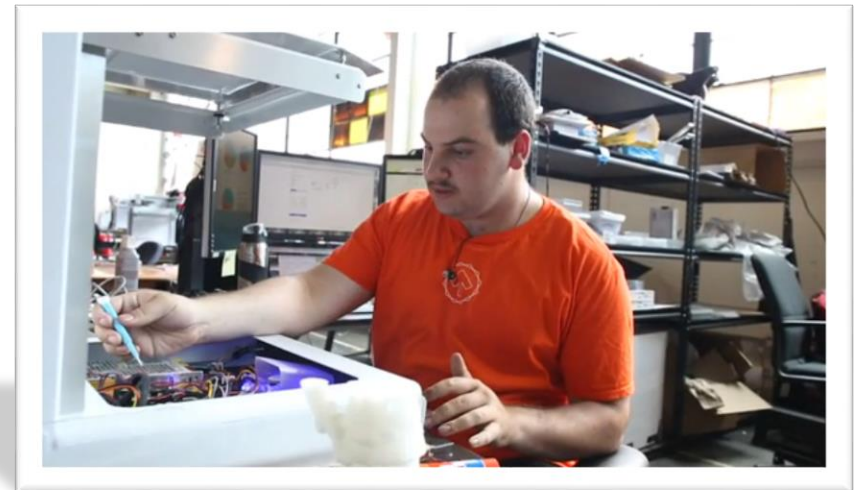
Deborah Acosta

Chief Innovation Officer

City of San Leandro

@DeborahAcosta1

dacosta@sanleandro.org



“The demise of U.S.
manufacturing dooms the
country not just intellectually, but
creatively, because innovation is
tied to the process of making
things”

**Vaclav Smil: The Man Bill Gates Thinks You
Should be Reading**
Wired, December 2013

From 20th to 21st Century Manufacturing

Then...

1. Mass production
2. Attract clusters of firms
3. Suburban commuting
4. Sheds for machines

Now...

1. Specialty production
2. Grow ecosystems
3. Live-work balance
4. Places for people

Workplaces today bring people together to collaborate and exchange ideas.

Next Generation Workplace District: Study and Recommendations*

- *Create Branding Strategy*
- *Boost Value-Added Companies*
- *Engage existing San Leandro manufacturing businesses*
- *Humanize the Place!*

Branding Strategy:

San Leandro
*We Make
Things*

*Prepared for the City of San Leandro by Gregory Tung of Freedman Tung & Sasaki Urban Design and Rod Stevens, Spinnaker Strategies, dated October 2, 2013

Next Generation Workplace District: Boost Value-Added Companies

- ***Focus on Attracting Businesses that make things or provide tools that **enable** making things***

Build Advanced Maker/Manufacturing Ecosystem

FIBER OPTICS

EDUCATED
MAKER
WORKFORCE

ENGAGE
STUDENTS,
EDUCATORS,
PARENTS



LOCAL SUPPLY
CHAIN

LIVE, WORK, PLAY
INDUSTRIAL
DISTRICTS

ACCESS TO
BUSINESS
RESOURCES



City Council Goals Drive Tech and Innovation:

- Place the City on a firm foundation for **long-term fiscal sustainability**
- Undertake programs and advance projects promoting sustainable economic development, including **transforming San Leandro into a center for innovation**
- Maintain and support a **strong positive relationship between the City and Schools**

A Public Private Partnership Is Born: *Lit San Leandro*

Lit San Leandro is the result of a unique public/private partnership creating:

- A game-changing 10 gigabits per second fiber optic network – 2,000 times faster than the average internet user experience
- Creation of a Chief Innovation Officer for the City (1st in East Bay, 3rd in U.S.)
- Infrastructure needed to launch development of a San Leandro tech and innovation ecosystem



Chris Zapata, City Manager;
Stephen Cassidy, former Mayor;
Dr. Patrick Kennedy, CEO/Founder
OSIsoft



Welcome **Type A Machines**

CEO Espen Sivertsen: “*San Leandro is becoming the U.S. Center of 3D desktop printer manufacturing technologies*”

Bay
Area
Advanced
Manufacturing



The Gate at West Gate Center

Former Dodge/Chrysler Auto Plant, Now an Art/Advanced Manufacturing Hub

- **Lit San Leandro** – Connected in May 2013
- Rental Rates up 50-75% in 16 months
- Occupancy up from 30% to 85%
- New \$20 million investment in 2014, WHI Real Estate Partners/Chicago
- Largest and fastest growing business incubator/accelerator in Bay Area
– **48 new businesses in 2014**



Next Generation Workplace District: Humanize Industrial Zone

Craft Beer Fueling Innovation & Investment



Drake's Barrel House
The Gate (25 years)





Backside of former Kellogg's Plant, 2010 Williams Street San Leandro, taken 2013



®

Next Generation Workplace District:
Humanize Industrial Zone

Opened July 2015



- Former Kellogg's plant
- Brewing, Brew Pub, Restaurant, Event Space
- 150K sf
- \$27M investment



Next Generation Workplace District: Humanize Industrial Zone

Opened in 2014

