

Los Medanos College



International Commerce

UPDATE

Issue One: Identifying the East Contra Costa County International Commerce Sector

IDRC Project: Promoting International Commerce in East Contra Costa County

For the past three years, the Los Medanos College course on international relations has dedicated a unit of study to investigating the possibility of increasing international trade. Guest lectures by Brad Nail, City of Pittsburg Economic Development Director, contributed important perspective and information to the studies of this class. Utilizing these data, the Los Medanos College Social Science Department is currently studying and analyzing **the potential for international commerce in East Contra Costa County.** Project objectives involve **identifying the real and potential participants and infrastructure of an international commerce sector in this region, assessing its capabilities and capacities, and submitting recommendations** on future development. Ultimately, this project will promote a better understanding of the potential for international commerce in this region. The Project will publish the highlights of its most recent research findings in three installments of this “*Update*” report. The project will culminate in a final report and symposium on international commerce. The Project Coordinator is available to share project research and analysis; he will be available to discuss international commerce and address questions regarding this subject with local businesses and organizations. This project is already indebted to various government agencies, businesses and other organizations that have contributed research and insight to our enterprise (see “Thanks and Acknowledgments” on page 2).

The *Update*, Your Organization And You

You or your organization has been selected to receive this issue of *Update*, one of three installments that will keep East Contra Costa County businesses, government and non-profit organizations informed of the findings of this study. We encourage your input. Please feel free to copy this issue and circulate it as widely as possible. Unfortunately, due to the funding limitations of this project, you will receive subsequent issues only if you respond to the information provided in this issue or request to remain on our mailing list (see page 12). Ideally, the *Update* will facilitate two-way communication, providing information and encouraging the public and private sectors of East Contra Costa County to respond to the project’s findings.

In This Issue:

This *Update* will identify the components of an international commerce sector in East Contra Costa County. Does East County have the environment and people to conduct international trade? What businesses and organizations have either engaged in international commerce or have the potential for this type of business? What are their demographic characteristics, skills and professions? This issue of *Update* will address these questions by considering a wide range of research material, often comparing this region to cities with well established international trade links. Perhaps you will find in these pages your organization’s connection to the East Contra Costa County International Commerce Sector and, through that sector, to the rest of the world.

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Models of International Commerce

This study will identify and assess the potential of East County's international commerce sector by comparing the region with international commerce sectors of Oakland, Sacramento, Stockton and Redwood City. These cities will serve as blueprints or models for our potential economic development. (Comparisons with Oakland will be employed sparingly due to that city's atypical size and historic development.)

Promoting International Commerce in East Contra Costa County is a Project of the Los Medanos College Social Sciences Department

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East County Cities: A few words on research focus

East Contra Costa County is an extensive and diverse region that encompasses unincorporated as well as incorporated communities. Including all the cities of this region is, however, beyond the scope of this project. Obtaining information and data on unincorporated areas is especially difficult, due to the absence of economic development and planning institutions. Consequently, this report will focus on the major incorporated cities of Antioch, Brentwood, Oakley and Pittsburg. We would welcome any supplementary information that our readers might supply.

Thanks and Acknowledgments

The LMC Social Sciences Department would like to take this opportunity to thank the Economic and Workforce Development Program of the California Community College's Chancellor Office for its support of this study. We owe a special debt of gratitude to Brad Nail, Director of the City of Pittsburg Economic Development Department, who has truly been an indispensable resource person. He has given us invaluable assistance in understanding international commerce and its foundations in East County. An many thanks to Barbara Restani of the LMC Business Department for her assistance in the lay-out of this issue. Over the last few months the following individuals have been instrumental in providing information and guidance: Sherry Hoyt, City of Pittsburg Economic Development Office; Scott Adams, Industrial Association of Contra Costa County; Linda J. Pappas Diaz, Antioch Assistant City Manager; Frank Albro, Jr., Antioch Planning and Community Department; Bob Caseman, Contra Costa County Assessor's Office; Noel Ibalio, City of Pittsburg Planning Department; John Kopchek, Contra Costa County Health Department Van DePiero, City of Pittsburg Marina Harbormaster; and so many others that we could fill the remainder of this report listing their names.

Issue One: Identifying the East Contra Costa County International Commerce Sector

1. The Major Features of the East Contra Costa County International Commerce Sector

This section of the *Update* will identify and describe the major institutions of the East Contra Costa County International Commerce Sector. This sector is only one of many in the East County economy and region: Others include, for example, the recreational, residential and retail trade sectors. What community institutions bring together those groups and facilities that support and engage in international trading?

Land-Use Policy / Zoning Guidelines

Ideally, international commerce is based on the availability of land and infrastructure to support the manufacture and export of finished products, which requires flexible land use policies. Industrially zoned land, supporting such uses as factories and warehouses, can provide that flexibility.

The general plans of the cities of Pittsburg, Antioch and Brentwood designate various types of industrially zoned land. The City of Oakley general plan provides for light-industrial uses, (e.g., warehouses), but does not allow industrial use within the city limits. Our three comparable cities all make considerable industrial land available:

Sacramento: Total developed area: 63,157 acres, Industrial land area: 5,878 acres (9.3%).

Stockton: Total developed area: 31,973 acres, Industrial land area: 2,997 acres (9.4%).

Redwood City: Total developed areas of land: 5,422 acres, Industrial land use: 295 acres (5.4%).

According to the current General Plan (2000-2020) for the **City of Pittsburg**, 940 acres are designated for industrial land use with the expectation that industrial use could grow to 1,409 acres by 2020. Of the fourteen planning subareas in the City of Pittsburg, six will continue to be zoned for

industrial use, although industrial use in two of these areas in the southern hill region will be limited in size.

Of the ten "Focus Areas" identified in the **City of Antioch** General Plan, only two are currently designated for industrial land use, which accounts for 831 acres of developed portions of the City. Slightly more than half of the industrially designated land in Antioch is located in the unincorporated North Eastern section of the City.

Industrial policies regarding land use elements in the **City of Oakley** do not support or accommodate general Heavy Industrial uses. The City does allow and encourage light Industrial and Utility Energy uses in appropriate locations. According to the City's plan, General Land Use policies should promote commercial and residential development that supports the small-town character of Oakley. The Oakley General Plan does include agricultural and light agricultural designations. The agricultural designation allows for parcel sizes ranging between 2.5 and 20 acres.

The General Plan for the City of **Brentwood** provides for a total of "2,471 acres of employment-generating uses split between business park, commercial and industrial." The General Plan identifies 361 acres of land for industrial uses and encourages the concentration of industrial land use in the northeastern area of the City south of Delta Road and west of Sellers Road (bordering the water treatment plant). The Land Use Calculations listed in the General Plan for the City of Brentwood reserve 21,830 acres for Agricultural Use: E.g., breakfast inns, u-pick stands, farm equipment repair and services, and parks.

We need your input. Won't you consider completing the clip-out section on page 9?

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Environmental Regulation

The relationship between East Contra Costa County's natural environment and the international commerce sector are largely determined by a diverse assortment of governmental regulations and agencies. Governmental agencies with a particular responsibility for the East Contra Costa County region and the San Joaquin Delta include:

1. Bay Area Air Quality Management District
2. Regional Water Quality Control Board
3. California State Lands Commission (authority over coastal areas)
4. California and U.S. Departments of Fish and Game
5. U.S. Army Corps of Engineers
6. Governor's Office of Planning and Research

Key Environmental Issues

As one of the largest freshwater estuaries in California, the **San Joaquin Delta** has been the focus of water restoration projects and efforts to maintain water quality standards.

Due to past problems with industrial pollution, the monitoring of **air quality** has generated much more attention than other environmental supervision from public and private organizations in the region.

The California Environmental Quality Act requires most "building or restoration projects" to include an Environmental Impact Report (**EIR**), which establishes whether the project poses any environmental risks or problems to the region or a particular community. The EIR usually deals with eleven areas of environmental concern, from water to traffic conditions.

Various forms of **wildlife** in the region are protected by government regulations and agencies. These agencies and regulations have been especially concerned with wildlife species considered "endangered," which include the Kit Fox, Red-Legged Frog and Delta Smelt.

The potential for **flooding** has always been a concern of various governmental agencies because large portions of the region are below sea level. These agencies are engaged in on-going projects to secure the region against floods.

In **Pittsburg**, the General Plan mandates that all project proposals in the Northeast area include an assessment of biological resources, including wetlands, which must be completed before site layout and design are approved. Pittsburg will ensure that buffers (e.g. landscaping) are used to separate potential incompatible activities.

The **Antioch** General Plan encourages cooperation between property owners and the State of California to facilitate the clean-up of existing brownfields within industrial properties. In the Eastern Waterfront employment area, the City of Antioch anticipates the environmental clean-up of brownfields resulting from years of heavy industrial use.

Commercial Maritime Facilities

Ports are our most direct connection to the world of commerce. Deep draft ports accommodate ocean-going vessels that carry more than 95 percent of U.S. overseas trade by weight and 75 percent by value. The maritime facilities located among East Contra Costa County cities are all privately owned and either serve specific industries or are not currently in use. Facilities in our comparison cities include:

Port of Sacramento (Independent Public Port Authority). Receiving approximately 4-10 vessels per month, its five berths process about 1.3 million tons of cargo/materials annually. Located 79 nautical miles northeast of San Francisco, the port provides access to two major railroad lines and Interstate 80.

Port of Stockton (Independent Public Port Authority). Receiving approximately 10-20 ships per month, it has berthing space for 17 vessels. Located 75 nautical miles due east of the Golden Gate Bridge, the port

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connects to two major railroad lines and is one mile from Interstate 5. Incoming vessel traffic has included barges from the Port of Oakland.

Port of Redwood City (Municipal Public Port). Receiving approximately 4-6 ships per month, it has five berths that handle specialized bulk, neo-bulk and liquid cargoes. The port also handles about 100 barges per year from larger vessels at anchorages in the San Francisco Bay Area. Located 18 nautical miles south of San Francisco, the port connects to U.S. Highway 101 and the Union Pacific railroad line. In 2004 the Port of Redwood City transferred over \$1 million in revenue to the Redwood City Municipal government thanks to increased port business.

East Contra Costa County Maritime Terminals and Facilities

Mirant Pittsburg Power Plant

696 West 10th Street, Pittsburg CA
Max Draft: 27 feet / Max LOA: 800 feet
Cargo: Residual fuel oil
Equipment: Two 8-inch hoses / Railroad: No

Tesoro Refining Facility

595 East Third St., Pittsburg CA
Max Draft: 35 Feet / Max LOA: 800 Feet
Cargo: Petroleum, Coke
Equipment: One fixed loading spout and conveyor / Railroad: No

Bay Bulk Terminal

707 East Third St., Pittsburg CA
Draft: 40 Feet / Max LOA: 750 Feet
Cargo: Petroleum, Coke / Railroad: No

USS-Posco Facilities

900 Loveridge Road, Pittsburg CA.
Max Draft: 32 Feet / Max LOA: 800 Feet
Cargo: Steel Coils
Equipment: Three gantry cranes / Railroad: Yes

Dow Chemical Terminal

901 Loveridge Road, Pittsburg CA.
Max Draft: 35 Feet / Max LOA: N/A
(Has handled 675-ft. vessels)
Cargo: Non-Petroleum Chemicals
Equipment: 2 shore cranes 6 inch hoses / Railroad: No

GP Gypsum Terminal

801 Minaker Drive, Antioch CA
Max Draft: 32 Feet / Max LOA: None
Cargo: Gypsum Bulk
Equipment: Hopper Conveyor / Railroad: No

Gaylord Container Dock

2301 Wilbur Ave, Antioch CA
Max Draft: 35 / Max LOA: 800 feet
Cargo: Bulk
Equipment: 36-inch bulk conveyor system / Railroad: No
(Source: San Francisco Marine Exchange)

Foreign Trade Zones

Foreign trade zones (FTZs) are sites in or near a U.S. Customs Port of Entry where foreign merchandise will not incur customs duties or excise taxes unless and until it is imported into the United States. The Ports of Stockton and Sacramento do have active FTZs and subzones at their respective airports. The Port of Redwood City does not have FTZ status, since much of its imports and exports are bulk commodities that would not benefit from this status.

Commercial Property

High real estate values or limited availability of real property ordinarily make establishing businesses other than retail sales very difficult. International commerce normally requires large complexes which could be prohibitively expensive to initiate if commercial property prices are excessively high.

Examining commercial real estate listings provided by Colliers International real estate brokers provides some indication of available commercial property. All our comparable cities had seven or more listings for commercial office property, suggesting that all have ample office space available:

Sacramento: Colliers International listed 10 properties identified as light industrial totaling 345,478 square feet, but none were listed as purely industrial.

Stockton: Colliers International listed 6 properties identified as industrial or

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manufacturing, totaling 402,860 square feet. Two light industrial properties were listed totaling 22,256 square feet.

Redwood City: Colliers International did not list any industrial or light industrial property for the Redwood City. Redwood City is located within 10 miles of the cities of Menlo Park and San Carlos; Colliers International did list five industrial properties with a total of 58,000 square feet in these two cities.

In the absence of readily available real estate information for East Contra Costa County, we searched the five largest regional commercial real estate companies to identify available commercial properties. The project will continue to compile information on this aspect of international commercial development.

Pittsburg: There were four light industrial properties listed totaling 263,335 square feet, and two industrial properties listed totaling 31,215 square feet.

Antioch: There were five light-industrial properties listed totaling 84,776 square feet, three properties designated as business park / land totaling 2,743,408 square feet, and one industrial property of 17,500 square feet.

Brentwood: There was one light-industrial property listed of 26,000 square feet.

Oakley: There were no light-industrial or industrial properties listed by the five major real estate firms searched.

Trade and Exhibition Centers

Like most large California cities, the City of Sacramento and Port of Stockton have established some type of international trade facility. These centers enable businesses, customers and support organizations to coordinate their trade activities. The Port of Redwood City has built a conference center at its port. The **City of Pittsburg** Economic Development Department has developed a plan for an international trade center and import-export incubator. This plan features an approximately 600 square-foot, two-floor

facility containing office, warehouse and showroom space, located adjacent to the USS-POSCO plant at Harbor Street in the Pittsburg waterfront area.

Regional Transportation Networks

Sacramento, Stockton and Redwood City all have access to seaports, rail systems, major highways and air cargo facilities. Although Redwood City does not boast an airport within its city limits, the city is less than 30 miles south of the San Francisco airport.

San Joaquin Delta Waterway

The San Joaquin Delta Waterway comprises 350 miles, including the Sacramento and San Joaquin rivers, the San Pablo and Suisun bays, and Carquinez strait. The channel running through the Delta has been deepened to 45 feet to accommodate the larger-cargo carriers. A unique and valuable water resource, the San Joaquin Delta receives runoff from over 40 percent of the State's land area, including water from the Sacramento, Mokelumne, Cosumnes and Calaveras rivers.

Intermodal Rail Facilities and Yards

Two rail lines serve the East County, the Burlington Northern Santa Fe and the Union Pacific. The BNSF runs from Richmond to both Oakland and Stockton, where multiple lines connect to the remainder of the state and nation. The Union Pacific line runs through Pittsburg to Lathrop, CA. where it connects with multiple lines eastbound. Intermodal systems permit the transfer of freight among different modes of transportation, including truck, rail and vessel. The two intermodal facilities closest to East Contra Cost County are located in Oakland and Stockton. Transloading facilities are primarily used to transfer freight from railcars to trucks and tend to handle more diverse types of cargo, although they usually do not accommodate vessel freight. In East Contra Costa County there are currently one transloading facility at the USS POSCO plant and two in Antioch, at

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608 West 2nd Street and 2180 Wilbur Lane.
(For further information, consult: <http://www.bnsf.com>.)

Local Roads and Interstate Freeways

State Highway 4 is the only highway connecting the major interstate and other state highways to East Contra Costa County. Highway 4 runs west along the Delta, connects with Highway 680 and turns east into Highway 160. Measure J (allocating sales tax funds, passed by voters in 2004) includes provisions for the continued widening of Highway 4, which will help to decrease traffic on this state highway. Measure J funds will also be used to expand and improve Highways 80 and 680. There are currently plans to widen Highway 4 to eight lanes from Railroad Avenue to Loveridge Road, and to six lanes from Loveridge to Hillcrest.

The Morning Peak Hour Volumes of traffic for State Highway 50 through Sacramento and State Highway 101 through Redwood City were consistent with the Morning Peak Hour traffic volume for State Highway 4. (Source: CA. Depart. Of Transportation)

Trucking

Using yellowpages.superpages.com as the search engine, 140 trucking companies were identified in the City of Sacramento, 129 trucking companies in the City of Stockton and 10 trucking companies were identified for Redwood City. In East Contra Costa County cities, the following number of companies were found using the same search engine.

Antioch:	11
Brentwood	6
Oakley	1
Pittsburg	9

Representatives of East County trucking companies interviewed for this project have observed that more than half of all trucking services are provided by independent owner operators that sub-contract with trucking companies

Aviation

Oakland International Airport handles more than 45% of all Bay Area domestic air cargo, moving more than 600,000 metric tons of cargo every year. The airport's primary runway is 10,000 feet long; three other runways that have lengths varying from 3,366 feet to 6,212 feet. (Consult: <http://oaklandairport.com/index2.cfm>.)

Sacramento and **Stockton** Counties both operate airports that handle air cargo. The County of Sacramento actually operates three airports including Sacramento International, Mather Airport and Franklin Field. Sacramento International and Mather Airport are full-service airports handling air cargo. Mather has two parallel runways, one of which is over 11,000 feet long. It includes 40 acres of cargo ramp space, 321,000 square feet of warehouse space and 198 square feet of office space. Mather is serviced by DHL, UPS and other freight forwarding companies. The Stockton Metropolitan Airport also has a primary runway over 11,000 feet in length that can handle aircraft of any size.

The only airport facility in East Contra Costa County is the **Byron Airport**, located south of the city of Brentwood adjacent to Vasco Road. The Byron airport has a runway length of 4,500 feet, currently designed to accommodate personal aviation. Contra Costa County plans to spend up to 1.6 million dollars to expand the Byron Airport by 1,307 acres and to improve the current facilities. The new design would include aircraft storage, aircraft parking and even airfield upgrades (For information, consult <http://www.rsvpair.com/findairport/icao/KC83.html>.)

Don't forget to complete the comments section on page 9 and mail back to us to keep receiving this important report.

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2. A Demographic Profile of East Contra Costa County

The tables below compare the occupational distributions of three international commerce cities with those of East Contra Costa County. Data include the number of individuals employed and the percentage of workers in specific industries. These statistics indicate that East County workers are either developing or have developed occupational skills that could be very valuable to the development of an international commercial sector in the region.

An examination of the tables suggests that the demographics of East Contra Costa County

are comparable to those of the three cities with international commerce sectors. Although East County has a higher percentage of people working in sales and office occupations, it has more workers in construction than our three comparable cities. Redwood City was second in this category, a feature of its workforce that appears to correlate with its port's emphasis on the importation of bulk construction materials. The only two categories where East Contra Costa County has fewer workers employed in an industry than any of the comparable cities were the "Information" and "Arts Entertainment, Recreation, Accommodation and Food Service" classifications.

	Sacramento	Stockton	Redwood
OCCUPATION (employed)	TOTAL: 169,787	89,165	40,100
Management, Professional and Related Service	61,498/ 36.2% 27,432/ 16.2%	23,659/ 26.5% 14,404/ 16.2%	16,972/ 42.3% 6,022/ 15.0%
Sales and office	48,567/ 28.6%	24,691/ 27.7%	9,623/ 24.0%
Farming, fishing and forestry	634/ 0.4%	3,658/ 4.1%	113/ 0.3%
Construction, extraction and maintenance	12,980/ 7.6%	7,606/ 8.5%	3,711/ 9.3%
Production, transportation and material moving	8,676/ 11%	15,147/ 17.0%	3,659/ 9.1%
INDUSTRY			
Agriculture, forestry, fishing, hunting and mining	954/ 0.6%	3,741/ 4.2%	190/ 0.5%
Construction	9,804/ 5.8%	5,224/ 5.9%	2,880/ 7.2%
Manufacturing	11,237/ 6.6%	9,714/ 10.9%	5,071/ 12.6%
Wholesale trade	5,099/ 3.0%	4,023/ 4.5%	1,275/ 3.2%
Retail trade	17,305/ 10.2	10,458/ 11.7%	4,441/ 11.1%
Transportation, warehousing and utilities	7,951/ 4.7%	5,616/ 6.3%	1,629/ 4.1%
Information	7,119/ 4.2%	2,368/ 2.7%	1,985/ 5.0%
Finance, insurance, real estate and relate	12,345/ 7.3%	5,709/ 6.4%	2,795/ 7.0%
Professional, scientific, management, and admin. services	17,913/ 10.6%	6,261/ 7.0%	7,331/ 18.3%
Educational, health, social services	32,346/ 19.1%	19,460/ 21.8%	6,246/ 15.6%
Arts, entertain., recreation, accommodation and food service .	13,675/ 8.1%	6,726/ 7.5 %	2,670/ 6.7%
Other services (except public administration)	8,972/ 5.3%	4,349/ 4.9%	2,562/ 6.4%
Public administration	25,067/ 14.8%	5,516/ 6.2%	1,025/ 2.6%
(Source: U.S. Census)			

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	Sacramento	Stockton	Redwood
CLASS OF WORKER			
Private wage and salary workers	113,234/ 66.7%	67,669/ 75.9%	32,919/ 82.1%
Government workers	45,879/ 27.0%	16,132/ 18.1%	3,440/ 8.6%
Self-employed workers(not incorporated)	10,236/ 6.0%	5,085/ 5.7%	3,616/ 9.0%
Unpaid family workers	4,38/ 0.3%	279/ 0.3%	125/ 0.3%

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(Antioch, Brentwood, Oakley, Pittsburg; Percentages may not equal 100% due to rounding)

OCCUPATION (employed)	TOTAL	87,854	100%
Management, Professional and related occupations		24,496	28
Service Occupations		14,347	16
Sales and office occupations		26,365	30
Farming, fishing and forestry occupations		263	0.3
Construction, extraction and maintenance occupations		11,978	14
Production, transportation and material moving occupations		10,405	12
INDUSTRY			
Agriculture, forestry, fishing, hunting and mining		626	0.7
Construction		9,138	10
Manufacturing		8,016	9
Wholesale trade		3,191	3.6
Retail trade		11,697	13
Transportation, warehousing and utilities		5,855	6.6
Information		3,355	4
Finance, insurance, real estate, rental and leasing		7,916	9
Professional, scientific, man., admin., and waste man.		9,666	11
Educational, health, social service		14,540	16.5
Arts, entertainment, recreation, accommodation and food service		5,393	6
Other services (except public administration)		4,582	5
Public administration		3,898	4.5
CLASS OF WORKER			
Private wage and salary workers		69,409	79
Government workers		12,937	14.7
Self-employed workers(not incorporated business)		5,356	6
Unpaid family workers		152	0.

(Source: U.S. Census Bureau)

Comments? Suggestions? Would you like to receive future issues of the *Update*?

Mail this form to: **IDRC Project/o Social Science Department, Los Medanos College, 2700 E. Leland Rd., Pittsburg, CA. 94565**

Name: _____

Address: _____

Comments: _____

3. The organizations and institutions of the East Contra Costa County international commerce sector

Shipment and Sales Data

The census data below represent manufacturers' shipments, wholesale trade sales, and retail sales figures for the three international trade cities, Antioch and Pittsburg. Please note that these categories of census data were not available for the cities of Brentwood and Oakley and only data from 1997 were available for the cities listed. Recent data suggest that none of these cities have experienced drastic change since 1997 or have altered the patterns that emerge from these data. The three very noticeable patterns are: 1) Pittsburg remains least competitive as a manufacturing center; 2) Redwood City, the smallest of all four cities, has established a relatively strong wholesale trade commercial base.

Pittsburg (1997) (\$1000)	
Manufacturers shipments	\$1,503,127
Wholesale trade sales	\$147,403
Retail sales	\$368,971
Antioch (1997) (\$1000)	
Manufacturers shipments	\$117,728
Wholesale trade sales	\$85,613
Retail sales	\$500,123
Redwood City (\$1000)	
Manufacturers shipment	\$930,137
Wholesale trade sales	\$1,099,376
Retail sale	\$1,097,195
Stockton (\$1000)	
Manufacturers shipment	\$1,809,775
Wholesale trade sales	\$2,948,994
Retail sale	\$1,771,380
Sacramento (\$1000)	
Manufacturers shipment	\$13,582,712
Wholesale trade sales	\$5,538,197
Retail sales,	\$3,039,615

(Source: U.S. Census Bureau)

Actual or Potential Businesses in International Commerce

Almost all of the businesses in Antioch, Brentwood, Oakley and Pittsburg were subjected to a very basic review utilizing municipal business license records and available records for members of the regional chambers of commerce. Applying the Department of Commerce (UNZ and Company) Export Readiness Assessment guidelines to these businesses, **approximately 400 of 5,000 businesses** were identified as either currently engaging in international commerce or having the potential to do so. The Department of Commerce and UNZ and Company Export Readiness Assessment guidelines:

1. The business appeared to succeed in selling one or more products in U.S. markets, or the business appeared to once do well in U.S. markets and may now be losing market share to more technically advanced products.
2. The business appeared to have at least one unique or important competitive feature.
3. The business appeared to have goals, based on what it produced, that were not inconsistent with exporting its product abroad.
4. We added one additional criterion to the Department of Commerce standards: whether the business was engaged in or had the potential to engage in wholesale trade of imported or exported products or to directly support this type of trade.

Every effort was made to include as many businesses as possible according to the above criteria. Inevitably, some businesses were either erroneously included or excluded. In the next phase of this project, every attempt will be made to verify the export potential of these firms and to add other businesses to our list.

Our review of the 400 selected businesses revealed 16 different business categories: electronics, auto sales, food manufacturing and distribution, building materials, auto dismantlers, trucking, finished wood products, chemicals, used apparel,

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mechanical instruments, importers, telecommunications, glass products, tool repair, recycling and metal manufacturing.

Actual or Potential Nonprofit Organizations Associated with the International Sector

Although non-profit organizations in Antioch, Brentwood, Oakley and Pittsburg are not necessarily directly involved in the region’s commercial activity, they are nonetheless crucially important in the development of the international sector. They can provide information and feedback about the sector as well as encouraging cultural and other forms of social contact and relationships with international institutions. The two criteria used to determine whether to include a non-profit organization in the sector were: whether the organization has a direct relationship to one of the components of the sector (e.g., environmental or maritime); and whether the organization has direct contact with an international organization or institution. Of the approximately 600 non-profit organizations reviewed in these cities, 73 met one or both criteria and were included in the list of nonprofit organizations to be contacted and reviewed. The initial classification of these organizations revealed 16 different categories: professional, business, women’s issues, Portuguese, social club, Filipino, Ugandan, art, soccer, Taoist, Latin American, service clubs, Salvadoran, multicultural, Italian, environmental and labor.

Actual or Potential Governmental Organizations Affecting the International Sector

A number of government agencies are directly or potentially involved in supporting international trade in East Contra Costa County. The following list will suggest some of those governmental organizations:

- East Contra Costa County municipal Economic Developments Departments
- East Contra Costa County municipal Sister-City Programs
- Contra Costa County Community Development Department
- Association of Bay Area Governments
- California Department of Food and Agriculture
- Centers for International Trade Development (California)
- U.S. Small Business Administration (Concord, CA)
- U.S. Department of Commerce (Oakland, CA)
- Export-Import Bank of the United States (San Francisco, CA)
- Overseas Private Investment Corporation(OPIC) (San Francisco, CA)
- U.S. Army Corps of Engineers
- Foreign Agricultural Service (U.S. Gov.)
- Regional Ports Systems (Oakland, Stockton)

In the next “Update,” the project will report on its assessment of the East County international commerce sector. What are its capabilities and capacities? Does East County really have the ability and willingness to join globalization as producers? Please remember, we want to hear from *you!* So, your comments to the *Update*..

The Report Card – East Contra Costa County’s Potential for International Commerce	
Land-Use Policy/Zoning Guidelines: Not bad, zoned for enough industrial land to start	C+
Environmental Regulation: Poor legacy and excessive residential development	C-
Commercial Maritime Facilities: They exist, but uncoordinated and private	C-
Commercial Property: More than enough to get started	B-
Regional Transportation Network: Traffic problems and uncoordinated maritime, but fixable	D
Demographics: Valuable skills are here	A
Organizations/Businesses: Domestically oriented, but high potential	C-
<i>The Final Grade: C</i>	

