



PORT OF OAKLAND



Powering Jobs Empowering Communities



VERLI YAUQUE,
SOUTHWEST AIRLINES
(p.4)

MARIE
GUNTER,
SUNGEVITY
SOLAR
(p.5)

▲
ABOVE: **LEN TOMBERLIN, PLUMBER.** A National Air Traffic Controllers Association (NATCA) union plumber for more than 20 years, Len is finishing construction of the new Air Traffic Control Tower project at OAK. Funded entirely by a federal grant from The American Reinvestment and Recovery Act (also known as The Stimulus Act), approximately 300 people were put to work building this environmentally friendly tower which will better serve the airport, our passengers and the community.

ON THE COVER:
CALVIN DOBBINS, ILWU LONGSHORE WORKER

TOP 10 PORT JOB TYPES*

1	Trucking	3708
2	Warehousing	3070
3	Passenger airlines	2562
4	Freight forwarders	2339
5	Government	1970
6	ILWU longshore workers	1701
7	Air cargo	1458
8	Restaurants	1274
9	Waterfront office workers	1259
10	Maritime services	559

* Tracked for direct jobs only

powering jobs, empowering communities: here's how

The Port of Oakland is a jobs-creating powerhouse. We and our business partners not only power jobs, we empower communities through tax revenue, spending in the local community, supporting local and regional businesses, cleaning up the environment, and building infrastructure. Our Strategic Plan for 2011-2015 puts it succinctly:

Economic development is at the center of the Port's work.

How does the Port power jobs? We commissioned an economic study to find out. This brochure summarizes the results of that study. It also goes one step further, introducing you to some of the people who hold Port-related jobs and help us empower their communities.

the port of oakland: who we are

The Port is a public agency, governed by the Oakland Board of Port Commissioners. We are not a typical local public agency, however, because we are stewards of state tidelands and abide by numerous state and federal laws that govern the use of the land and funds under our jurisdiction. Also, unlike most public agencies and many ports with whom we compete in other states - **The Port of Oakland receives no local tax dollars.** Instead, we generate tax revenues from three core businesses:

- ▶ **AVIATION:** We operate Oakland International Airport (OAK) - *The best way to the San Francisco Bay!* OAK is the second busiest international airport in the Bay Area, with thriving general aviation and air cargo operations as well.
- ▶ **COMMERCIAL REAL ESTATE:** We are stewards of nearly 20 miles of water-front in Oakland along the San Francisco Bay, home to iconic Jack London Square, parks and open space, up-and-coming restaurants, and innovative companies.
- ▶ **MARITIME:** We are the fifth busiest container Port in the U.S., handling 99% of all containerized goods in Northern California, and are the only California container Port that handles more exports than imports.

economic study results

Our study revealed that in 2010, the Port of Oakland, along with its partners, generated more than **73,000 jobs in our region** and was tied to nearly **827,000 jobs nationwide.** The Port and our jobs-creating businesses also helped empower communities by generating:

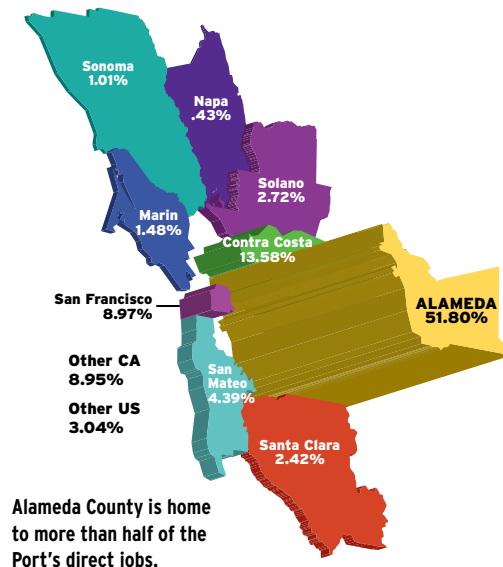
- \$1.5 billion in wages for 37,116 direct job holders alone.
- Jobs that pay 10% above the regional average.
- Over \$851 million in local business purchases.
- Over \$617 million in tax revenue.
- Over \$91 million in additional payments to local and regional government for services in the last five years alone.

GENERATING OVER 73,000 JOBS ACROSS THE REGION

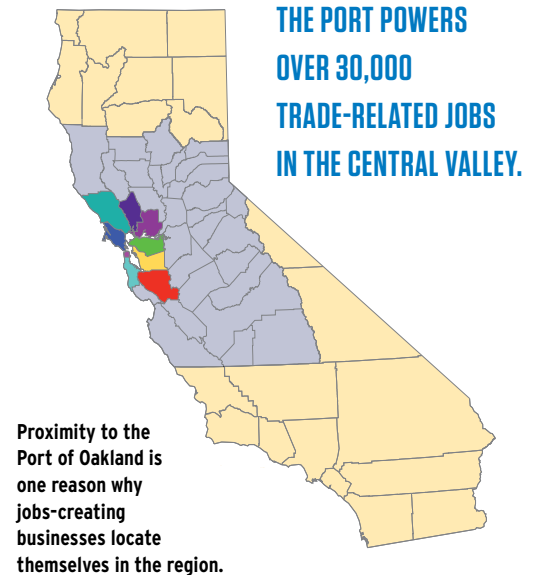
The Port powers jobs here at home, throughout the region, and across the nation. The majority of the direct jobs created in the region are concentrated in our Local Business Area (Alameda & Contra Costa counties). **Nearly one in five direct jobs created by the Port is held by an Oakland resident.**

73,565 jobs: Enough to fill the coliseum for an Oakland A's game - TWICE!

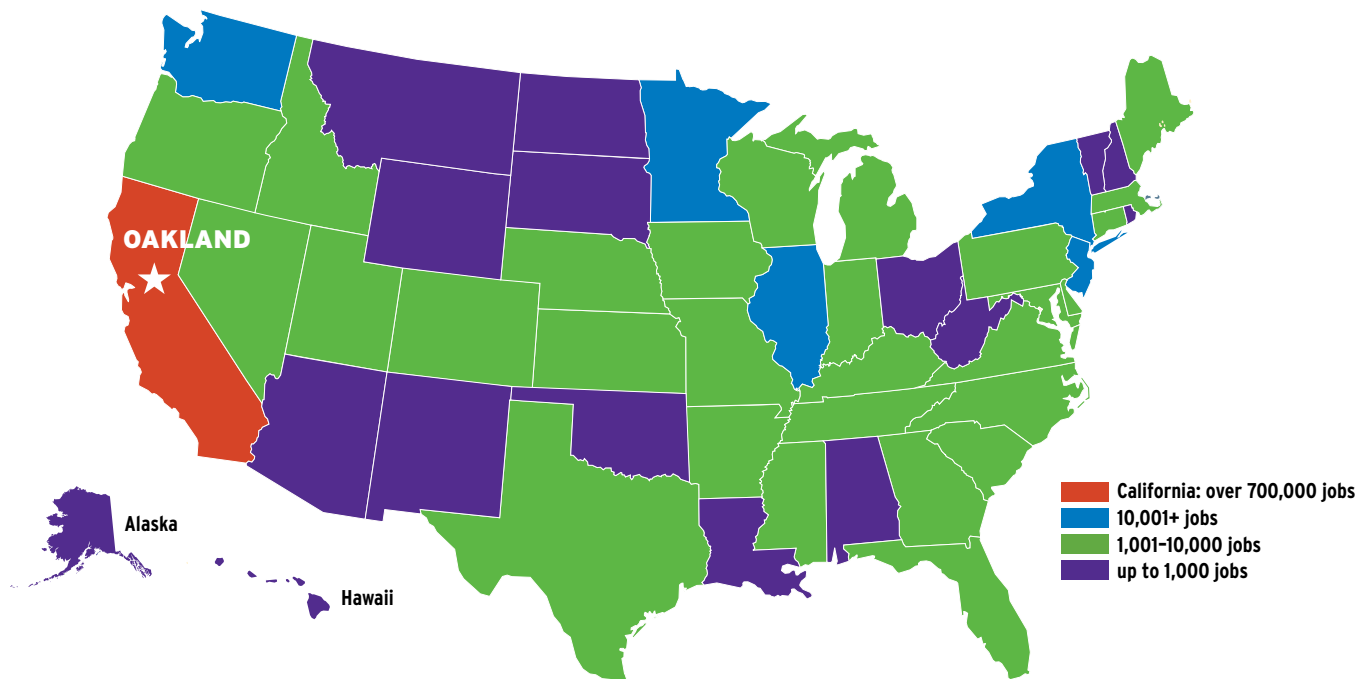
PORT JOBS CREATION IN THE NINE-COUNTY BAY AREA



NORTHERN CALIFORNIA MEGAREGION



CONNECTED TO NEARLY 827,000 JOBS ACROSS THE COUNTRY



key drivers of port jobs  +  +  +  = job creation

The primary drivers of job creation at the Port are simple: Shipping Containers + Airline Passengers + Real Estate Tenants + Port Projects = Job Creation. That's why our Strategic Plan mission calls on us to focus aggressively on our three core businesses of aviation, commercial real estate, and maritime, in order to deliver the highest value to our customers and community. **Port business drives jobs creation.**



◀ **KENNY ROBERTS**
OPERATIONS MANAGER
FEDEX

Kenny has been working with FedEx for 18 years, 14 of those in management. At OAK, we don't just move passengers in and out of the region. In 2010, companies like FedEx shipped more than half a million tons of air cargo through OAK, translating to thousands of jobs in the region. FedEx is consistently named a leading employer in Oakland.

AVIATION  **x 1000 = 3.3 airport jobs**

QUICK FACTS: OAKLAND INTERNATIONAL AIRPORT (OAK)

- Second largest airport in the fifth busiest U.S. air service market.
- Fourth largest international visitor gateway in California.
- Handles nearly 10 million passengers a year.
- #1 air cargo airport in the Bay Area.
- Powers 53% of the 73,565 Port-generated regional jobs.

jobs *at* OAK: taking flight

A major driver of job creation and economic development is the number of passengers coming through Oakland International Airport (OAK), especially those who visit the restaurants, hotels, and attractions in Oakland and our communities in the Bay Area. The nearly 10 million passengers who use OAK every year bring us more jobs and tax revenue. Every 1,000 enplaned passengers sustains 3.3 direct jobs on-airport as well as in the local visitors industry. These are jobs for people like Verli Yaque of Southwest Airlines and Alma Peña from the Port of Oakland, who help make your airport experience smooth and enjoyable.

Another major airport jobs driver is air cargo operations with companies like UPS and FedEx. FedEx has its West Coast hub at OAK. Every million dollars in air cargo creates approximately 2.6 jobs in the region for people like Kenny Roberts from FedEx.

How you can help us power more aviation jobs: It's simple: Fly OAK! Help us grow our successful U.S. domestic flights while building our international service to Mexico and the Azores with new service to Amsterdam and – on the horizon – Asia. We'll get there together by building projects that will enhance our airport and surrounding community. **See back cover for details.**

I OAK

OAK - The best way to the San Francisco Bay!

WE SAVE YOU TIME:

Always among the top on-time airports in the U.S.



▲
VERLI YAUQUE
CUSTOMER SERVICE REPRESENTATIVE
SOUTHWEST AIRLINES

A member of the International Association of Machinists and Aerospace Workers (IAM) Local 142, Verli is one of 2,338 Southwest Airlines employees at OAK. Southwest is a leading employer in Oakland.

▲
ALMA PEÑA
AIRPORT PARKING OPERATIONS SUPERINTENDENT
PORT OF OAKLAND

A 16-year employee of the Port of Oakland, Alma is responsible for day-to-day operations at OAK's parking lot and related on-airport parking shuttle bus operations. Alma is a union member, along with approximately 90% of the 451 people employed by the Port of Oakland.





COMMERCIAL REAL ESTATE



waterfront jobs: not just **on the** docks

Most people only think of the Port of Oakland for our iconic container cranes, or perhaps they know that we operate Oakland International Airport. But they rarely know that we are also home to Jack London Square and thousands of square feet of office space, restaurants, and hotels. Our occupancy rate, and that of our partners like Jack London Square Partners, as well as the type of tenants we attract, helps generate thousands of highly visible local jobs for people like Marie Gunter of Sungevity and Niall Cantwell of Yoshi's.

How you can help us power more real estate jobs:

Come visit Oakland's waterfront, maybe even make it the home for your business - this is another way we can grow jobs and empower communities together. **See back cover for details.**

POWERING JOBS WITH SUNSHINE

Headquartered at Jack London Square, Sungevity is a leading provider of clean, renewable energy whose mission is to Power Lives with Sunshine. "Sungevity and the Port of Oakland both encourage a diverse workforce, while contributing to the City's revitalization efforts. The Port of Oakland recognizes the power of clean-tech, and I want to live and work in a place with a vision for a brighter future," says Marie Gunter.

▲
MARIE GUNTER
SUNGEVITY SOLAR
CONSULTANT AND
OAKLAND RESIDENT



▲
NIALL CANTWELL
YOSHI'S OAKLAND
GENERAL MANAGER

A LEGENDARY VENUE FOR WORLD-CLASS JAZZ AND JOBS

For 15 years, Yoshi's has made Jack London Square home to its legendary 17,000 square foot live jazz and Japanese cuisine venue. Originally from Ireland, Niall has made a career of restaurant management and leads a workforce of 100 people. His staff love their jobs. In an industry

noted for high turnover, the majority of the team has been with Yoshi's for many years.

In 2010, restaurant and entertainment workers at our commercial properties accounted for nearly 1,300 jobs. Now, that's music to everyone's ears!

QUICK FACTS: COMMERCIAL REAL ESTATE

- Approximately 20 miles of Oakland waterfront on the San Francisco Bay.
- Home to the famous Jack London Square.
- Powers nearly 8% of the 73,565 Port-related jobs in the region.
- Like all Port land, subject to state tidelands trust law that entails requirements for development and utilization of waterfront land.



THE PORT OF OAKLAND'S
COMMERCIAL PROPERTIES
INCLUDE:

- JACK LONDON SQUARE
- EMBARCADERO COVE
- EMBARCADERO BUSINESS PARK
- OAKLAND AIRPORT BUSINESS PARK



MARITIME



x 1000 = 8 direct jobs

QUICK FACTS: THE SEAPORT

- Fifth busiest container seaport in the U.S.
- Handled about 2.3 million Twenty-Foot Equivalent Units (TEUs - the standard shipping container metric) totaling over \$41 billion in containerized cargo in 2011.
- Only major container seaport for all of Northern California, handling 99% of the containerized goods that enter and leave the region.
- Powers nearly 40% of the 73,565 regional jobs generated by the Port.

shore power:

PLUGGING IN GREEN JOBS

One of the Port's leading environmental projects today is the installation of grid-based electric power for at-berth ships, allowing them to turn off their diesel-fueled auxiliary engines and "plug in" to the grid when they are at berth. This \$90 million investment will remove diesel emissions from the air, and ensure the Port's compliance with California leading air regulations. The Port's shore power project is rolling out now and is just one way that we are helping create jobs while being a leader in environmental sustainability.

doing the heavy lifting on jobs

The top single driver of jobs creation at the Port and throughout the region is the volume of containers (a.k.a. "boxes") moved by the Port. Our seaport currently handles about 2.3 million Twenty-Foot Equivalent Units (TEUs), the standard industry measure, making us the fifth busiest container port in the nation. Every 1,000 containers (usually two TEUs) exported or imported through our seaport sustains approximately eight jobs. These jobs are held by people like Calvin Dobbins, an ILWU longshore worker; Deo Cobb, with a minority-owned small local business, GSC Logistics; as well as Eileen Gulian, who facilitates trade through our Port.

How you can help us power more maritime jobs: Together, we are working on increasing the number of "boxes" we handle through our export program and projects like the redevelopment of the Oakland Army Base. We also need to keep the federal channels entering the Bay Area deep enough for the state-of-the-art generation of new, cleaner and safer container ships, while making leading-edge environmental enhancements to our terminals and trucking fleets that operate in the Port area. We hope you can join us in these efforts. See back cover for details.



**CALVIN DOBBINS,
INTERNATIONAL LONGSHORE
AND WAREHOUSE UNION
MEMBER (ILWU)** Calvin has been
moving cargo at the Port for more
than 12 years. In 2010, maritime
operations at the Port of Oakland
supported more than 1,700 ILWU jobs.



**DEO COBB
PROJECT MANAGER
GSC LOGISTICS**

Beginning his career
at GSC more than a decade
ago as a loader, Deo now
manages all warehousing
activity for major retail trade
partners. Warehousing
activity at companies like GSC
Logistics accounts for nearly
2,000 jobs at the Port of
Oakland's marine terminals.



**EILEEN GULIAN
ACCOUNT EXECUTIVE
LAUFER GROUP
INTERNATIONAL**

Eileen, a San Francisco
resident, works as an Account
Executive for international
transportation and logistics
company Laufer Group Inter-
national. It's people like Eileen
who ensure that the products
that move through the Port of
Oakland make it to their final
destinations efficiently,
cost-effectively, and safely.



driving the economy. LITERALLY.

Every container moved at the Port begins and ends with a truck. The people who truck the goods we import and export through our gateway are a vital link between the nation's supply chain and our Port operations. Day and night, they deliver the products we rely on, as well as the American products we send overseas.

The Port of Oakland values our trucking partners. We established a Truckers' Working Group to help collaborate with the companies and truck drivers that make up the diverse trucking fleet serving the Port; we provided over \$5 million as part of a \$29 million program to fund truck upgrades; and we work to make sure they have the facilities they need to help them get their job done safely and efficiently.

MAHABIR RANDHAWA, TRANSPORTATION PROVIDER

Once the containers arrive on our docks, Mahabir drives them over land to their next destination. In 2010, there were over 3,000 truck drivers moving goods to and from the docks at the Port of Oakland, the largest single direct job impact of the Port's maritime operations.



exports **to the** world: jobs **at** home

The Port of Oakland is proud to be a leader in exporting U.S. products to the world. As the only California container port that handles more exports than imports, we are advancing the National Export Initiative to double our country's exports between 2009 and 2014, creating more jobs in the U.S. in the process.

Our biggest export category is agriculture, representing approximately 40% of the total value of exports through the Port of Oakland. Almonds and citrus fruits grown in the Central Valley as well as wine crafted in the Napa and Sonoma valleys are just a few of our major agricultural exports. In fact, the Port is the gateway for 90% of California wine exports.

How you can help us power more jobs through exports: A very small percentage of U.S. businesses export. We facilitate trade development training for businesses through our export program. Let us know of businesses that would benefit from such training, and then help us continue enhancing and ensuring that the Port is a safe, secure, and efficient gateway for international trade. **See back cover for details.**

**THE ONLY CONTAINER PORT IN
CALIFORNIA HANDLING MORE
EXPORTS THAN IMPORTS**

**55% Exports
+ 45% Imports
100% Jobs**



**GRANT PARNAGIAN
FARM MANAGER, FOWLER PACKING**

Fowler Packing was founded more than half a century ago by the Parnagian family. The Parnagians have cultivated a successful business growing thousands of acres of peaches, nectarines, plums, apricots and table grapes as well as citrus fruits like mandarins and oranges. Fowler Packing employs roughly 1,000 people at their farms across the Central Valley and most of their citrus crop is exported through the Port of Oakland.

building a better port while growing local businesses

In order for the Port of Oakland to remain competitive, we must invest in our infrastructure, leveraging grants and public-private partnership to do so. Right now, that means projects like shore power to decrease emissions from our cargo ships, the construction of a new control tower at OAK, and the development of the Oakland Airport Connector in partnership with BART. These projects create jobs for people like Len Tomberlin, a union plumber working on the OAK tower project.

We are also on the cusp of transforming the former Oakland Army Base into a world-class trade and logistics center, investing in enhanced runway safety areas at OAK, and strengthening the perimeter dike around our airport, a pipeline of nearly \$1 billion in jobs-creating investment in our region.

When the Port and its partners invest in infrastructure, we create jobs through contracts with local and regional businesses, hiring skilled labor, and procurement of everything from paper to plaster, wiring to Wi-Fi. These projects employ workers like Rebecca Anderson of Beci Electric, a local, woman-owned construction firm, and Jaemin Park, an engineer on our shore power project.

boosting the tax base

Activity at the Port helps create a better livelihood for all. We are unique in that we are a public agency, functioning as a separate, independently managed department of the City of Oakland. But unlike some other ports, we don't rely on local tax dollars to fund our operations. In fact, **Port business generates tax revenue.**

Taxes from the thousands of jobs and businesses we help sustain go to support critical infrastructure like schools, roads and public safety. In 2010, the Port and its business and labor partners together generated more than **\$617 million** in local, state, and federal tax revenues.

How you can help us power more jobs by building the Port of Oakland of the future: Let us know of businesses that could meet our procurement needs. If you work for one, contact us and we'll help you get certified to do business with the Port. See back cover for details.



LAKE MERRITT, OAKLAND'S CROWN JEWEL

State tidelands trust laws limit how Port revenue can be spent. Since Lake Merritt is part of the state tidelands, we have been able to contribute millions toward upkeep of the Lake over the last five years.

EMPOWERING LOCAL SMALL BUSINESSES



JAEMIN PARK EXECUTIVE VICE PRESIDENT GHIRARDELLI ASSOCIATES

Jaemin is a founding principal of Ghirardelli Associates, an engineering firm providing construction management and inspection services to some of the most complex infrastructure projects around the state. Most recently, Jaemin's team has worked on our shore power project, enabling us to offer cutting edge green technology to our maritime partners and lower cargo ship emissions, improving air quality for the community.



REBECCA ANDERSON AND REX WAGGENER FOUNDERS, BECI ELECTRIC

Rebecca and Rex founded Oakland-based Beci Electric with their father Robert more than a quarter century ago to bring quality electrician services to the area. This small business has earned great success, proudly putting union electricians to work on projects throughout Oakland and the Bay Area.

PORT-RELATED PROJECTS CREATING JOBS TODAY AND TOMORROW



- BART Oakland Airport Connector
- Oakland Army Base Redevelopment
- OAK Runway Safety Areas
- Air Traffic Control Tower at OAK
- Annual Federal Channel Maintenance Dredging
- OAK South Field Perimeter Dike



JOIN US.

LET'S POWER JOBS AND EMPOWER COMMUNITIES – TOGETHER

This brochure was developed to explain the positive and powerful economic development impact that the Port of Oakland, our workers, and our business partners make together.

If you are person seeking a job, a business looking for new opportunities, a community member who wants better parks and cleaner air, a government official looking to support your constituents, please join us. We can do more by working together.

Visit www.portofoakland.com/poweringjobs and let us know your interest. Your email inquiry will be directed to the right Port team member or Port partner to assist. You can sign up for various electronic newsletters from the Port. You can also reach us by calling the Port of Oakland's Powering Jobs Hotline, Monday-Friday (business hours) at 510-627-1236. If you prefer social media, you can stay connected with the Port through our Facebook page or by following us on Twitter:



Port of Oakland



@PortofOakland



ACKNOWLEDGEMENTS

This brochure communicates key findings of a 2010 Economic Impact Report of the Port of Oakland conducted by Martin Associates. The complete report can be downloaded here: www.portofoakland.com/poweringjobs

We also appreciate the participation of the following partners:

Business Partners: BECI Electric, FedEx, Fowler Packing Company, Ghirardelli Associates, GSC Logistics, Haven, J.W. McClenahan Co., Laufer Group International, Southwest Airlines, Sungevity, Yoshi's Oakland

Labor Partners: International Association of Machinists and Aerospace Workers Local 142, International Federation of Professional & Technical Engineers Local 21, International Longshore and Warehouse Union, National Air Traffic Controllers Association, Service Employees International Union Local 1021

Graphic Design: Jung Design | www.jungdesign.net

Photography: Tai Power Seeff Photography | www.taipowerseeff.com

This brochure was produced and printed in-house by union members at the Port of Oakland.
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DAMON LEWIS, RAMP AGENT ANTONIO CARRERA, RAMP SUPERVISOR SOUTHWEST AIRLINES

Damon (left) and Antonio, both longtime employees at Southwest, work together to guide planes in and out of OAK's gates safely and efficiently. With the help of Damon, Antonio and the other 2,336 Southwest employees at OAK, our airport is rated among the top on-time airports in the U.S.



PORT OF OAKLAND 530 Water Street • Oakland • CA • 94607 • T 510.627.1100 • www.portofoakland.com

