

Appendix B: Indicators and Themes

	Food Manufacturing		Retail Strategy		Business Plans & Market Studies	
	Taking Stock of Oakland's Economy	Industrial Land Use Policy	Putting Oakland to Work	Food Processing Study	Oakland Army Base Gateway Study	Implementation, Retail Enhancement Strategy
Community Profile Indicators						
Income Distribution			◆			◆
Median Household Income			◆			
Cost of Living	◆					
Poverty Rate			◆			
Ethnicity						
Age						
Households with Children						
Households Size						
Housing Tenure						
Housing Needs		◆				
New Housing Units						◆
Home Sales Value						◆
Average Rent						◆
Pipeline Development						◆
Affordable Housing Units Inventory						
Public Safety/Crime		◆				◆
Credit History						◆
Informal Economy						◆
Presence of Financial Services						◆
Business Attraction Indicators						
Competitive Advantage	◆					
Spillover Effects	◆					
Regional Strengths	◆				◆	
Cultural or Value-based Strengths	◆					
Business Climate	◆					
Education System Health	◆					
Industry Specific Economic Indicators						
Sector Productivity/Efficiency	◆					
Industry Concentration	◆					◆
Employment Concentration	◆			◆		
Employment Growth		◆		◆	◆	
Fiscal Impact	◆					

	Food Manufacturing		Retail Strategy		Business Plans & Market Studies	
	Taking Stock of Oakland's Economy	Industrial Land Use Policy	Putting Oakland to Work	Food Processing Study	Oakland Army Base Gateway Study	Implementation, Retail Enhancement Strategy
Firm Size			◆			
Demand/Retail Expenditures		◆				
Industry Spending Multiplier (Economic Multiplier)		◆	◆	◆		
Consumer Spending Multiplier (Economic Multiplier)		◆				
Growth of Specialty Food Sector		◆			◆	
Demand for Land by Land Use		◆				
Cost of Land (by land use)		◆				
Business Stability						◆
Industry Growth (Revenue and Production Volume)				◆	◆	
Environmentally Sustainable Business Practices					◆	
Business Ownership			◆			
Community Benefits			◆			
Workforce and Education Indicators						
Jobs Availability/Accessibility		◆	◆			
Wages				◆		
Skill Transferability				◆		
Occupational Mobility			◆			
High/Low Barriers to Entry			◆	◆		
Job Quality			◆	◆		
Unemployment Rate			◆			◆
Rate of Working Poverty			◆			
Marginally Attached Worker Rate			◆			
Number of New Jobs			◆			
Educational Attainment			◆			◆
High School Drop Out Rate			◆			
Full versus Seasonal Employment				◆		
Turnover Rate				◆		
Retail Development Indicators						
Retail Capture/Leakage						◆
Grocery Store Sales						◆
Household Expenditure on Food						◆
Number of Grocery Stores						◆
Proposed New Grocery Stores					◆	
Market Risk/Stability						◆
Aggregate Neighborhood Income						◆
						◆
						◆

	Food Manufacturing								
	Taking Stock of Oakland's Economy								
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	Food Processing Study								
	Oakland Army Base Gateway Study								
	Retail Strategy								
	Implementation, Retail Enhancement Strategy								
	Existing Retail Sector Performance								
	Business Plans & Market Studies								
	Neighborhood Market DrillDown								
	People's Grocery Business Plan								
	Mandela MarketPlace Market Study								
	Mandela Food Coop Business Plan								
Aggregate Retail Expenditure									
Aggregate Disposable Income									
Neighborhood Population Density									
Increased Market Share									
Shopper Profiles									
Low Income Consumers' Retail Expenditure									
Available Retail Space									
Employment by Type of Occupation (blue/white collar)									
Commuters									
Per Capita Income									
Traffic Count									
Number of Take-Out Meal									
Away from Home Food Expenditures									
At-Home Food Expenditures									
Ready-to-Eat Food Expenditures									
Monthly Cost of Food at Home									
Average Spending per Type of Trip									
Amount of Shoppers Spend Shopping									
Budget requirements for implementation programs									
Food Security Indicators									
Access to Convenient, Healthy Food									
Increased Availability of Local/Regional Foods									
"Health and sustainability" consumer values									

Source: BAE, 2008.