

Appendix D: Interview List and Interview Protocol

Local Sustainable Economic Development Interviewees

<i>Categories</i>	<i>Interviewee</i>	<i>Organization</i>
Workforce Development	Jennifer Lin, Research Director	East Bay Alliance for a Sustainable Economy (EBASE)
Small and Medium Enterprise Development	Jose Corona, Executive Director	Inner City Advisors (ICA)
Commercial Corridor Revitalization	Wendy Simon, Project Manager, West Oakland Redevelopment Area	Oakland Community Economic Development Agency
Niche Retail Development	Julia Allenby, Market Manager	Jack London Market (JLM)
Grocery Store Development	Brahm Amhadi, Executive Director	People's Grocery
Retail Development	Keira Williams, Retail Specialist and Ben Weber, Project Manager	Oakland Community Economic Development Agency
Locally-Owned Small Business Development	Erin Kilmer Neel	One California Foundation and Oakland Merchants Leadership Forum
Oakland Terminal Market	Don Jones, Owner	Jones Development Companies

Local Sustainable Economic Development Meta Analysis Protocol

Interviewee:

Organization:

Date Interviewed:

<Interviewer: Explain purpose of project, explain concept of “food systems”>

BAE, Public Health Law & Policy, and Food First are working with the HOPE Collaborative, a Kellogg Foundation-funded initiative to create environmental and systems change to promote healthy, sustainable food systems and safe, livable neighborhoods. This project involves reviewing strategies related to food systems, local economic development, and the built environment.

We are conducting a “meta analysis” of various types of economic development studies and that focus on Oakland. The goal of this research is to understand how these studies have been conducted, what issues they have addressed, and what recommendations and outcomes they have generated. We will use this information to identify information gaps and opportunities for improving local food systems.

The overarching goals is to identify opportunities that create or support production, manufacturing, distribution, retail and recycling of foods through direct investment in local enterprises and

neighborhood-based business. And that specifically support enterprises that have a triple bottom line goal.

1. In what way does your work relate to local economic development in Oakland?
2. In what ways does your work relate to the food sector?
 - a. Production, distribution, manufacturing, retail, wholesale
3. Do you see opportunities to leverage the food sector for local economic development in Oakland?
4. Does your work intentionally or unintentionally produce any of the following outcomes?
 - a. Local replacement: Do your strategies produce something locally that was previously made somewhere else?
 - b. Local ownership: How do the strategies you have prioritized create, support, and enhance local ownership of productive capacity?
 - c. Environmental sustainability
 - d. Capitalization support
 - e. Social networks
 - f. Business-to-Business partnerships
 - g. Business-to-Community partnerships
 - h. Public-Private partnerships
 - i. Job creation: How do your strategies enhance the ability of locally owned businesses to grow and hire more people?
 - j. Livable wage
 - k. Skills development
 - l. Commercial revitalization
 - m. Housing
 - n. Policy development
 - o. Organizational capacity building
 - p. Community capacity building
 - q. Political support
 - r. Others....
5. Have any of the outcomes of your work been measured?

6. Do any of these goals simultaneously support local economic development and food security?
How?
7. What are/were constraints in making your work successful as it relates to your goals but also to broader local economic development?
8. Any recommendations on assessments or studies that you think are relevant to our meta analysis?