



## April 2019 NEWSLETTER AT-A-GLANCE

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## MANUFACTURING WORKFORCE

### Silicon Valley workforce ecosystem addressed by NextFlex, Evergreen Valley College, and more

OED is pleased to be participating in an innovative workforce development initiative being coordinated by NextFlex, Evergreen Valley College, area school districts and advanced manufacturing companies. The program is described in a guest blogpost by Emily McGrath, Deputy Director, Workforce Development, Education & Training, NextFlex, and Brynt Parmeter, Director, Workforce Development, Education & Training, NextFlex.



Creating a deep talent pipeline that will fuel the technology sector's need for a creative, knowledgeable, skilled, and diverse workforce is a problem faced by many cities across America. The complexities of workforce development are amplified by the fact that this challenge can't be solved by a single institution. To achieve real and lasting success, a range of ecosystem stakeholders who tend to operate in siloed activities must come together to achieve their common goal of recruiting, training, and retaining a skilled pool of talent.

OED is hosting an introductory event at City Hall on May 17, 2-4 pm. For more information and to register for the free event, go to the [Eventbrite](#) page.

[READ THE FULL STORY](#)



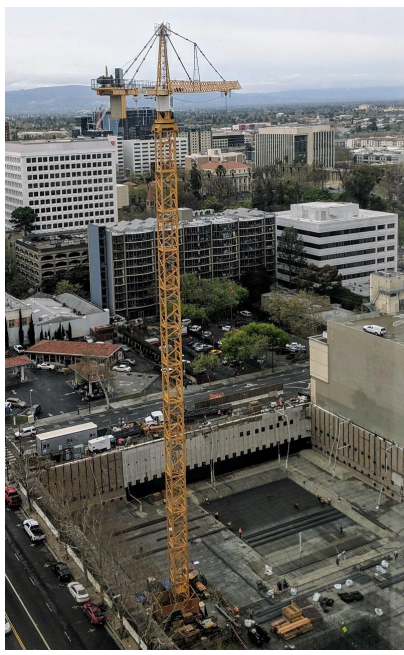
For more information, contact [Vic Farlie](#), OED.

## HOUSING UPDATE

### San Jose housing workplan update

In a February, 2019 presentation to the Community & Economic Development Committee (CEDC) of the San Jose City Council, OED outlined the City's major initiatives that address the need for housing in San Jose, including progress on existing initiatives and planned strategies to increase market-rate and affordable housing production in San Jose.

During the later stages of the recovery from the recent recession, our housing market has matured and slowed, due to increases in construction costs and flattening in the rise of rents.



Projects already in the pipeline are proceeding, but applications for new developments are less than anticipated.

The full [presentation](#) can be viewed online, and our blogpost includes additional details.

[READ THE FULL STORY](#)



For more information, contact [Nathan Donato-Weinstein](#), Business Development Officer, OED.

## DOWNTOWN

### Next steps - wayfinding in San Jose and beyond

OED has been working with other regional entities including SFO and SJC, VTA (others) on developing an integrated way-finding approach that provides block-by-block guidance to visitors to Downtown San Jose while also relating to way-finding initiatives throughout the Bay Area.

A recent presentation to the Community & Economic Development Committee of the City Council provided the background to our wayfinding initiative that includes working jointly with the members of the Metropolitan Transportation Commission on aligning Bay Area wayfinding initiatives. In the blogpost, we share how [CityID](#), one of the world's leading urban design firms, is helping make Downtown easier and more fun to navigate.



A mock-up of the information to be provided on wayfinding "totems" placed throughout Downtown San Jose, being tested outside the Convention Center in January, 2019.

[READ THE FULL STORY](#)



For more information, contact [Sal Alvarez](#), Executive Analyst, OED.

## OED UPDATE

### Development facilitation staff added to OED Business Development Team



Moving to the OED Business Development Division, Emily Lipoma is bringing her services as Development Facilitation Officer to the group, utilizing her extensive experience managing complex projects in the City of San Jose Planning Department.

Now that she is located with the Business Development team, Emily will continue as the City's liaison and guide to developers submitting major projects for planning review and permitting, and she plays a key role in effectuating a successful development review process. Within the Business Development team, she will be expanding her responsibilities to help foster relationships with developers and encourage new investment throughout the City. Emily's repositioned role as OED's Development Facilitation Officer will report to Chris Burton, Deputy Director, OED.

[READ THE FULL STORY](#)



For more information, contact [Emily Lipoma](#), Development Facilitation Officer, OED.

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## FOREIGN TRADE ZONE

### Silicon Valley's Foreign Trade Zone - Forum hosted by OED

Foreign Trade Zones provide significant public benefits, including the promotion of international trade, helping US companies compete internationally, retaining onshore production and supporting US jobs. In 2017, the US exported \$87 billion worth of products through FTZs. 3,200 companies and some 450,000 employees in the US operate under FTZs. The industry sectors most likely to use FTZs are petroleum products, pharmaceuticals, automotive, chemical and electronics.

As a Foreign Trade Zone grantee, the 18th in the country, San Jose's Office of Economic Development held an event to provide Silicon Valley companies insights into the advantages of operating within an FTZ. For notes on the speakers and their insights, please visit our blogpost. The [video](#) of the event is available online.



OED International Program Manager, Joe Hedges, kicks off the FTZ Forum.

[READ THE FULL STORY](#)



For more information, contact [Joe Hedges](#), International Program Manager, OED.

## OED FIELD TRIP

### Business Development Team visits regional development projects



From left: Nathan Donato-Weinstein, Elisabeth Handler, Chris Burton, Sal Alvarez, Vic Farlie, Bill Ekern, Joe Hedges, Bige Yilmaz, Emily Lipoma, Tyler Konkal.

Led by Chris Burton, OED Deputy Director, and Blage Zelalich, OED Downtown Manager, seven members of OED's business development team toured noted development projects in San Mateo County.

The group travelled to Redwood City from Diridon Station via CalTrain, and got a veteran's-eye-view from Bill Ekern, who worked on multiple development initiatives in and around the downtown area.

The next two sites were accessible from the same train station - Hillsdale Shopping Center and Bay Meadows. The day ended with a visit to Fieldworks, a popup beer garden on Delaware Avenue, Bay Meadows' main retail district.

Our blogpost includes comments from the urbanist mavens of our team - who all agreed that this look at projects beyond San Jose's city limits was enlightening and productive.

[READ THE FULL STORY](#)



For more information, contact [Blage Zelalich](#), Downtown Manager, OED.

## VIVACALLE SJ 2019

### VivaCalleSJ will double the fun in 2019



Responding to the ever-growing crowds of walking, biking, scooting and skating participants, the open-streets event VivaCalleSJ will be held in May and September in 2019.

The May event is on Sunday May 19, and covers a route from St. James Park downtown, via Market Street to Willow Street, then eastbound on Willow/Story Road to Emma Prusch Park at King Road.

The usually busy streets will be closed to all engine-driven vehicles, to encourage walkers, scooters, strollers, bike riders, unicyclists, skaters and even horseback

riders to enjoy human-powered locomotion. About seven miles of city streets are suddenly accessible and explorable, enhanced by vendors, displays, and engaging entertainment along the way and at "hubs." There is no charge to participate, but cash is a good idea to take advantage of the food and other vendors who traditionally bring out the best San Jose has to offer. The [video](#) provides a great sense of the event.

Check out our blogpost, and visit the [VivaCalleSJ website](#).



[READ THE FULL STORY](#)

For more information, contact [Sal Alvarez](#), Executive Analyst, OED.

## EVENTS

**[Please visit March's full event calendar](#)**. Don't miss out on these featured events.

### MARTECH

McEnery Convention Center  
4.3 through 4.5.2019

**I'm Not Running - Screening**  
Hammer Theatre Center  
4.4.2019

**Facebook First Fridays**  
San Jose Museum of Art  
4.5.2019

**The Dwarves**  
The Ritz  
4.6.2019

**Ying String Quartet**  
Trianon Theatre  
4.7.2019

**Tardeada VIII - Jovenes y nuestras fiestas**  
Mexican Heritage Plaza  
4.7.2019

**Madama Butterfly**  
California Theatre  
4.13 through 4.28.2019

**Third Thursday - 10th Annual Poetry Invitational**  
San Jose Museum of Art  
4.18.2019

**The Hoppening - Easter Egg Hunt**  
Winchester Mystery House  
4.20.2019

**Madama Butterfly**  
California Theatre  
4.13 through 4.28.2019

**Lights Up - 3 Days of New Plays**  
City Lights Theater Company  
4.18 through 4.20.2019

City of San Jose, 200 East Santa Clara St., 17th Floor, San Jose, CA 95113

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