

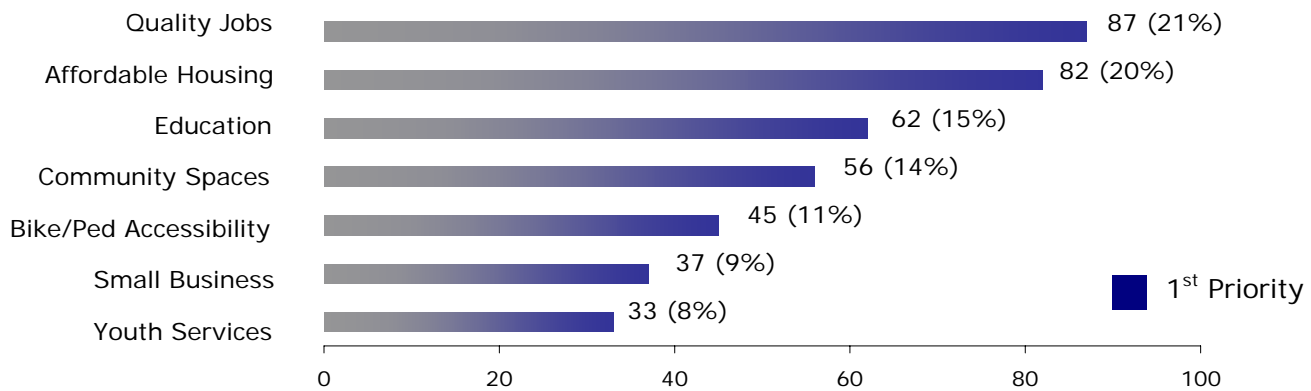
RESIDENTS CALL FOR NEW VISION IN EMERYVILLE

The results of a new survey of 409 people shows that Emeryville residents are calling for a new way of development, one which includes community benefits that improve the quality of life in Emeryville and creates a win-win situation for the community, the city, and the developer. **A majority of residents (82%) are not supportive of the current Bay Street Site B proposal and, to improve it,** are calling on the city and the developer to include more affordable housing, good-paying jobs for residents and investment in education.

New development projects – condos, hotels, malls, or stadiums – can have a significant effect on how a community works, lives and moves around. Emeryville is considering a major development project, Bay Street Site B, which would impact the entire city’s quality of life. In February 2009, the East Bay Alliance for a Sustainable Economy (EBASE) teamed up with Residents United for a Livable Emeryville (RULE) and UNITE HERE Local 2850 workers to survey residents. The results are clear.

QUALITY JOBS, AFFORDABLE HOUSING HIGH PRIORITIES FOR RESIDENTS

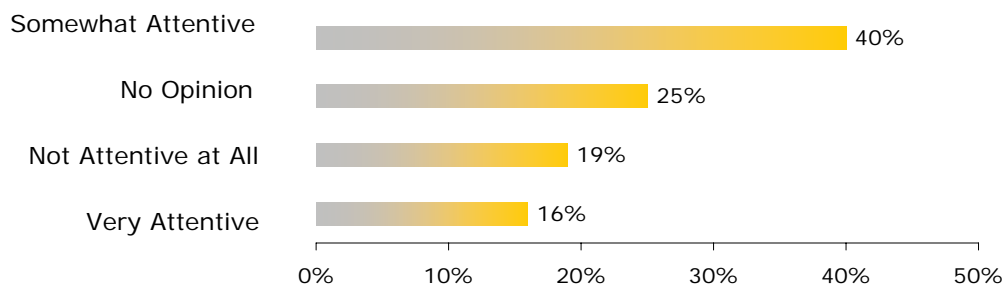
In what ways would you like new development in Emeryville to improve our quality of life? (Rank top 3)



Quality jobs topped the priorities: 21% chose jobs as their 1st priority and over half chose it in their top 3. Following closely, 20% picked affordable housing and 15% picked education as a 1st priority for improving quality of life.

CITY FAILS TO ADDRESS COMMUNITY NEEDS

How attentive do you think Emeryville is to community needs when it comes to approaching development?



Nearly 60% of residents felt the city is only somewhat or not at all attentive to community needs in development. The city should more meaningfully engage residents and workers through upcoming developments.

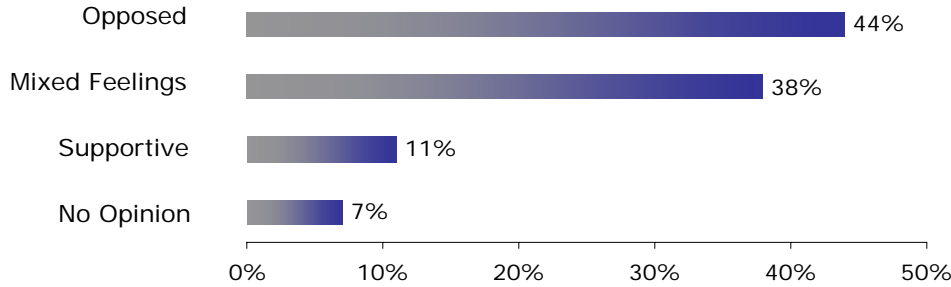


For more information, contact Reem Assil at Reem@workingeastbay.org



BAY STREET SITE B LACKS SUPPORT

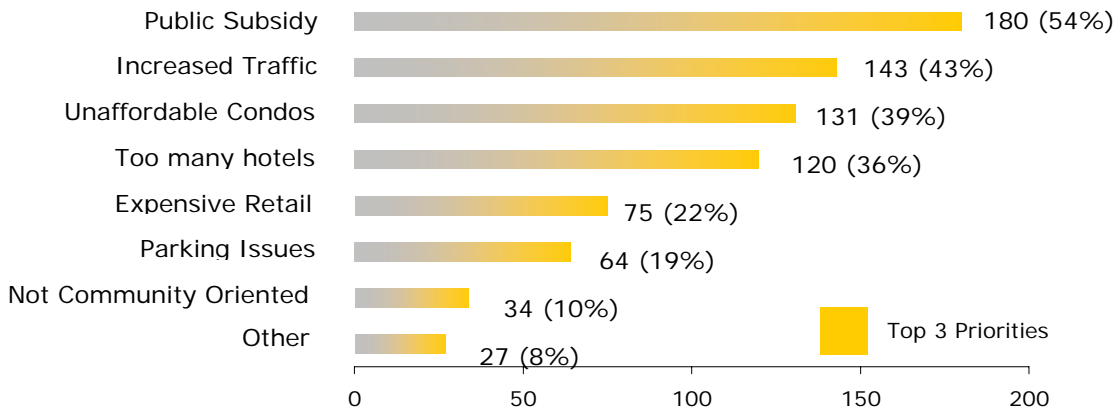
How do you feel about the current Bay Street Site B proposal?



An overwhelming majority- 82%- are not supportive of the current Bay Street Site B proposal, which includes higher-end retail, a 23-story condominium-hotel tower and a requested public subsidy.

PUBLIC SUBSIDY TOP REASON FOR OPPOSITION

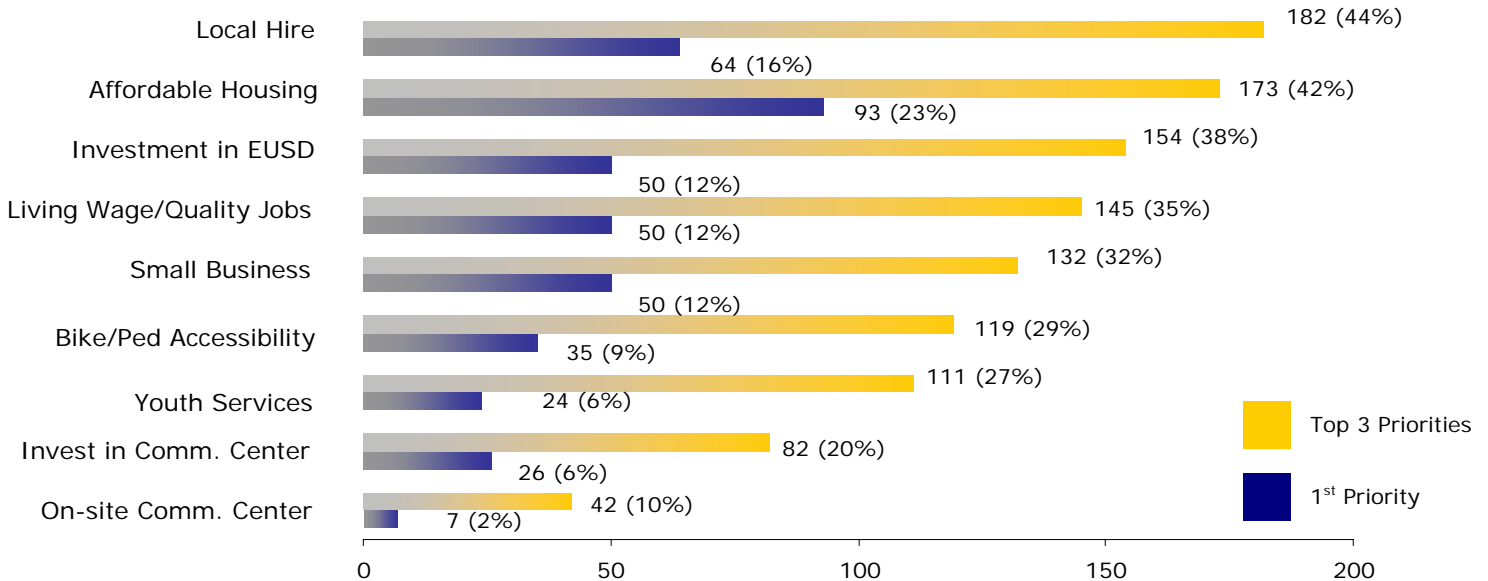
If opposed or have mixed feelings concerning the current proposal, why? (Rank top 3)



Over half of residents were concerned about public money going to this project. If the project does receive public money, then the city should ensure that the project will directly benefit residents and workers.

TOP PRIORITIES: GOOD JOBS FOR RESIDENTS, AFFORDABLE HOUSING AND EDUCATION

What would you want included in the Bay Street Site B proposal? (Rank top 3)



Overall, affordable housing and hiring local residents were the most often cited priority for community benefits the Bay Street Site B project should incorporate, followed closely by space for small and local businesses, investment in schools and provision of quality jobs.