



C O U N T Y   A D M I N I S T R A T O R

SUSAN S. MURANISHI  
COUNTY ADMINISTRATOR

DONNA LINTON  
ASSISTANT COUNTY ADMINISTRATOR

July 8, 2009

Honorable Board of Supervisors  
Administration Building  
Oakland, California 94612

Dear Board Members:

**SUBJECT: APPROVAL OF ANNUAL MEMBERSHIP IN THE  
UCLA ANDERSON FORECAST**

RECOMMENDATION:

Approve renewal of an annual membership for the East Bay Economic Development Alliance in the UCLA Anderson Forecast's consortium of users to receive economic forecasting services for the period July 1, 2009 through June 30, 2010 at a cost of \$40,000 per year.

DISCUSSION/SUMMARY:

To receive economic analyses at the most cost effective rate, the UCLA Anderson Forecast (Forecast) requires membership in a consortium of users. Over the past seven years the East Bay Economic Development Alliance (East Bay EDA) has received these reports along with the State of California, the Los Angeles Region, Orange and San Diego Counties and others similarly desiring the Forecast's analyses of the national, State and regional economies.

The Forecast's East Bay Quarterly Reports and State and regional economic briefings have been a valuable resource to the County in preparing the annual budget as well as monitoring the County's fiscal situation throughout the year. These reports have been disseminated through the East Bay EDA's email service and website as well as other media such as the *San Francisco Business Times*. For thousands of business, government, media, financial and trade association readers these reports have provided timely economic information, promoted the region and greatly increased the recognition of the East Bay as a distinct sub-region within the Bay Area economy. In order to continue this valuable service it is recommended that your Board authorize the renewal of the annual membership.

This membership has been reduced from the FY 2008-2009 cost of \$65,000 which included a \$22,500 contribution from the Contra Costa Council, one of East Bay EDA's regional partner organizations. The FY 2009-2010 membership reflects a scope of services that has been narrowed to meet the restraints of East Bay EDA's budget.

FINANCING:

The East Bay EDA cost for an annual membership in the UCLA Anderson Forecast's consortium is \$40,000. Funding for this service is included in East Bay EDA's 2009-2010 budget.

Very truly yours,



Susan S. Muranishi  
County Administrator

SSM:BK:srb

V:ED/SRB/UCLA/ 09-10 Forecast membership renewal BOS.doc

cc: Auditor-Controller  
County Counsel  
The UCLA Anderson Forecast