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Supplemental **AGENDA** Memo  
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**CITY HALL - ONE FRANK H. OGAWA PLAZA, 2<sup>ND</sup> FLOOR - OAKLAND - CALIFORNIA 94612**

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**SUBJECT: Amendments to Economic Development Strategy for 2018-2020 – Item #11 on 11/7/17  
Oakland City Council Agenda**

**DATE: November 2, 2017**

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**RECOMMENDATION**

Councilmember Kalb proposes that the Council adopt the following edits (additions are double underlined>) to the City of Oakland Economic Development Strategy:

(1) **Page 11** – Revise Our Goal as follows:

Our goal: to make Oakland an easy, efficient, resilient and prosperous place to do business, and to reduce racial disparities and help all Oaklanders achieve economic security so that everyone has an opportunity to thrive.

(2) **Page 12** – Add “Council’s Public Works Committee” to the list of “...stakeholder groups to participate in informal discussions on implementation of the strategy”.

[Some of the issues pertaining to economic development in this Strategy document may need to be addressed at the Public Works Committee. If, as specified, we are engaging our Public Works and Transportation Departments, the Council’s Public Works Committee also should be consulted.]

(3) **Page 12** – Add “GreenBiz” to the list (last bullet point) of “...stakeholder groups to participate in informal discussions on implementation of the strategy.”

“Stakeholders Chambers of Commerce, East Bay Economic Development Alliance, GreenBiz, and others.”

[The Oakland-based GreenBiz advances opportunities at the intersection of business, technology and sustainability. Through its websites, events, peer-to-peer network and research, GreenBiz promotes the potential to drive transformation and accelerate progress—within companies, industries and in the very nature of business.]

Item: 11  
Oakland City Council  
November 7, 2017

(4) **Page 14** – Revise as follows:

“Under this economic development strategy, the City will focus on policies and programs that create stronger business environments, encourage investment, provide clean and safe commercial corridors, modernize industrial corridors, enhance business support services, foster public-private partnerships, facilitate economic and environmental resiliency, and help train residents so they can access good-paying jobs. This strategy will help to ensure a sustainable balance between large and small businesses so they can produce more jobs, provide local services, and further contribute to the city’s vitality.”

(5) **Page 21** – Add the following language on the Shared Departmental Responsibility page: “As the City’s Energy and Climate Action Plan (ECAP) is slated to be updated during the timeframe of implementing this Strategy document, we will strive to integrate the strategies outlined in the revised ECAP with the goals set forth in the Economic Development Strategy.”


[To function as a well-coordinated city government, we should ensure that our strategic plans and goals aligned across departments.]

(6) **Page 31** – Add additional specificity to the section “Attracting businesses into key industries” as follows:

“With this as our goal, the City will develop compelling propositions to attract target businesses to Oakland’s manufacturing, green and clean technology, logistics, food and beverage production, arts, tourism, and retail clusters.

For questions regarding this memo, please contact Olga Bolotina in the Office of Councilmember Dan Kalb at 510-238-7240.

Respectfully submitted,



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Councilmember Dan Kalb

Prepared by:  
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