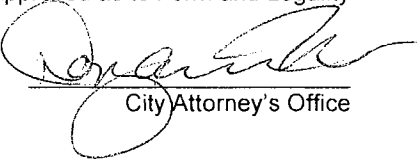


16 MAY 25 PM 4:01

Approved as to Form and Legality


City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER DAN KALB

RESOLUTION IN SUPPORT OF AB 2707 (RIDLEY-THOMAS) THAT WOULD PROHIBIT BUSINESSES FROM PROFILING OR TARGETING A PERSON THAT RESULTS IN DIFFERENTIAL TREATMENT BASED ON RACE OR ETHNICITY AND A DENIAL OR DEGRADATION OF THE PRODUCT OR SERVICE OFFERED TO CUSTOMERS

WHEREAS, Despite the enactment of the federal Civil Rights Act of 1964 legally entitling all people to equal to businesses and the right to service regardless of race or ethnicity and despite the enormous progress made since the enactment of civil rights laws, including the Unruh Civil Rights Act of 1959, marketplace discrimination remains a significant problem and has at times not been addressed by court results narrowly interpreting statutes to establish specific harms; and

WHEREAS, Across California, there have been numerous reports of consumer racial profiling, including targeting ethnic minority consumers as unworthy of service or unable to afford high-end merchandise, as well as profiling resulting in different standards being applied to minority consumers; and

WHEREAS, Assembly Bill (AB) 2707 (Ridley-Thomas) would prohibit consumer racial profiling, define consumer racial profiling as the profiling or targeting of a person that results in different treatment based on his or her race or ethnicity and that constitutes a denial or degradation in the product or service offered to consumers, and make the Department of Fair Employment and Housing responsible for enforcement; and

WHEREAS, AB 2707 is sponsored by the Lawyer's Committee for Civil Rights and endorsed by Black Women Organized for Political Action, Consumer Attorneys of California, Consumer Federation of California, CA NAACP, and others; and now, therefore, be it

RESOLVED: That the Oakland City Council hereby endorses AB 2707 and urges the California State Legislature and Governor Jerry Brown to support its enactment into law.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, REID, AND
PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council of the
City of Oakland, California