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OAKLAND

# OAKLAND CITY COUNCIL

K. Jain  
City Attorney

RESOLUTION No. 84080 C.M.S.  
Introduced by Councilmember \_\_\_\_\_  
2012 SEP 27 AM 11:49

## RESOLUTION ADOPTING THE EAST BAY ECONOMIC DEVELOPMENT ALLIANCE'S "OPEN FOR BUSINESS" PLEDGE

**WHEREAS**, the City Council has placed a high priority on proactive economic development and support for the business community; and

**WHEREAS**, the City is an active participant in the East Bay Economic Development Alliance (EDA) and wishes to endorse their "Open for Business" Pledge, which is aimed at promoting the pro-business environment that exists in the East Bay; and

**WHEREAS**, the City understands that many municipalities have been hit hard by the economic recession and the elimination of redevelopment agencies. This Pledge intends to reassure the development and business community that communities in the East Bay stand ready to assist in business attraction, expansion and retention efforts to create jobs; and

**WHEREAS**, the City of Oakland has demonstrated a leadership role in local and regional economic development efforts, achieving all of the items included in the Pledge; now, therefore be it

**RESOLVED:** That the City Council of the City of Oakland does hereby adopt the East Bay Economic Development Alliance's "Open for Business" Pledge, attached hereto as *Exhibit A*.

NOV 13 2012

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF and PRESIDENT REID - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

ATTEST: LaTonda Simmons  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California

## EXHIBIT A



### CITY OF OAKLAND "OPEN FOR BUSINESS" PLEDGE

Because we recognize and understand the critical importance of providing excellent customer service to all our customers -but particularly the business community, and, because we recognize that our policies and practices have a direct impact on the East Bay's business climate and the ability of companies in the region to create jobs, the City of Oakland officially endorses East Bay EDA's Open for Business Pledge.

#### ***We Pledge:***

- To provide senior management leadership and support for permit streamlining and empower the staff to act administratively.
- To conduct periodic reviews of our practices to ensure that we are current with changes in regulation, technology, and codes- including green building codes;
- To proactively seek customer feedback regularly, positive and negative, and to respond appropriately.
- To provide transparent, easy to understand fee schedules and applications online.
- To provide staff with training in order to achieve high levels of consistency related to permitting.
- To provide clear guidance on project schedules and milestones early in the process and to strive to meet to that schedule.
- To respond to all communication, whether phone, email, written or in person, within 2 business days.
- To share best practices amongst East Bay EDA 's localities.
- To recognize exemplary operations and staff, both internally and externally to the organization.

