

## Agenda Memo



CITY OF OAKLAND

City Hall 1 Frank H. Ogawa Plaza, 2<sup>nd</sup> Floor 510 238-7004

From: Interim Mayor Jenkins and Councilmember Ramachandran (District 4)

TO: Oakland City Councilmembers and Members of the Public

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**Subject: – Resolution Directing the City Administrator to Present an Informational Report with Recommendations on Short- and Medium-Term Land Use, Financial, Zoning, and Permitting Incentives to Stimulate Economic Growth and Attract and Preserve Businesses. April 3,2025**  
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### **Background:**

In response to ongoing discussions regarding the city's economic development and growth strategies, there is a need to explore and identify effective tools and policies that can foster economic prosperity.

The resolution proposes that the City Administrator conduct a comprehensive review and provide recommendations focused on short- and medium-term solutions for stimulating economic growth.

### **Action Requested:**

Adopt the resolution that directs the City Administrator to prepare and present an informational report detailing potential land use, financial, zoning, and permitting incentives that would drive economic development, attract businesses and support existing ones in preserving their operations. This will be key in positioning the city as a competitive and attractive environment for business and investment.

### **Recommendation:**

We recommend adopting this resolution to begin the process of identifying actionable strategies that can help stimulate economic growth and sustain local businesses in our community.

The outcomes of this report will help guide our future policy decisions to support a thriving local economy.

Thank you,

Respectfully submitted,

Councilmember Ramachandran  
Councilmember D4

Interim Mayor  
Kevin Jenkins