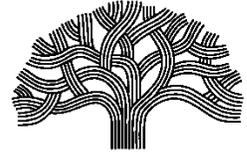


CITY OF OAKLAND



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Office of the Mayor
Libby Schaaf
Mayor

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April 16, 2020

Dear Esteemed Oakland City Councilmembers,

I urge you to approve the attached appointment of Ed Reiskin as City Administrator for the period beginning April 22, 2020 and ending January 30, 2023.

Following a robust national recruitment process, I am excited to submit Ed Reiskin for confirmation by the City Council. Mr. Reiskin began his city government career twenty years ago as Assistant to the City Manager here at the City of Oakland. Over the course of his impressive career, he has developed a wealth of knowledge and expertise in critical areas of local government including: public safety, transportation and infrastructure, customer service, and financial management. He is an effective leader who has led an organization with more than 6,000 employees, a \$1.2 billion annual operating budget, and a \$3 billion capital budget.

After leaving Oakland, Mr. Reiskin served as Deputy Mayor and then Interim City Administrator for the Government of the District of Columbia. As Deputy Mayor, he held management and policy responsibility for public safety and homeland security in the District of Columbia government.

Mr. Reiskin honed his leadership skills while holding several executive leadership positions for the City and County of San Francisco, over the course of 12 years. Mr. Reiskin served as the Director of Transportation, leading the San Francisco Municipal Transportation Agency (SFMTA) from 2011 to 2019, where he oversaw the municipal railway (Muni), parking, traffic engineering, bicycle and pedestrian safety, accessibility, key initiatives, and taxi regulation. Prior to that, he served as Director of the Department of Public Works. He led Public Works' three divisions with more than 1,100 employees, whose responsibilities ranged from engineering, construction management, and project delivery to graffiti removal, street cleaning, and public engagement programs. Mr. Reiskin also served as the first Director of the City and County's 311 Customer Service Center.

As you know, most recently Mr. Reiskin served as Assistant City Administrator in our city, overseeing some of the City's infrastructure and front-line service delivery operations, including Public Works; Transportation; Information Technology; Contracts & Compliance; Parks, Recreation & Youth Development; City Clerk; 311; and planning for the new Department of Workplace & Employment Standards.

Mr. Reiskin holds a Master of Public Administration degree from Harvard University's Kennedy School of Government, a Master of Business Administration degree from New York University's

Stern School of Business, and a Bachelor of Science degree from the Massachusetts Institute of Technology.

Mr. Reiskin brings depths of experience, sharp insights, and a steady leadership style to the job in these unprecedented times. His passion for public service and the residents of Oakland will serve our community well, and help Oakland thrive into the future. I am confident that Mr. Reiskin will carry out the functions and duties of the position of City Administrator with the highest ethical standards and in a manner consistent with the charter and municipal code of the City of Oakland.

Sincerely,

A handwritten signature in black ink, appearing to read "Libby Schaaf". The signature is fluid and cursive, with a large, stylized initial "L".

Oakland Mayor Libby Schaaf