



**CITY OF MARTINEZ**

**CITY COUNCIL AGENDA  
June 6, 2012**

**TO:** Mayor and City Council  
**FROM:** Philip Vince, City Manager  
**SUBJECT:** “Open For Business” Pledge  
**DATE:** May18, 2012

**RECOMMENDATION:**

Adopt the “Open for Business” Pledge developed by the East Bay Economic Development Alliance (EDA).

**BACKGROUND:**

Cities have experienced significant negative financial impacts resulting from the economic downturn. As you are aware, this has resulted in the elimination of positions in development and business services, but has not affected our desire and commitment to serve the public. In response, a number of East Bay Cities developed an “Open for Business” Pledge.

The Pledge expresses municipal dedication to fostering and maintaining excellent customer service and is worthy of consideration and adoption by the City of Martinez. Although staff believes that Martinez is currently in line with the elements of the Pledge, we will review our services over the next several months and make any needed adjustments accordingly.

**ACTION:**

Motion to adopt a resolution committing to the “Open for Business” Pledge.

Attachments:  
Resolution  
Open for Business Pledge

**APPROVED BY:**



City Manager

RESOLUTION NO. -12

COMMITTING TO THE "OPEN FOR BUSINESS" PLEDGE DEVELOPED BY THE  
EAST BAY ECONOMIC DEVELOPMENT ALLIANCE

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

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

**WHEREAS**, the City understands that many municipalities have been hit hard by the economic recession and the elimination of redevelopment agencies; and

**WHEREAS**, the "Open for Business" Pledge is intended to reassure the development and business community that Martinez stands ready to assist in business attraction, expansion and retention efforts to create jobs; and

**WHEREAS**, the City of Martinez has demonstrated a commitment to local and regional economic development efforts, including the items detailed in the Pledge.

**NOW, THEREFORE BE IT RESOLVED** that the City Council of the City of Martinez does hereby make a commitment to the "Open for Business" Pledge, developed by the East Bay Economic Development Alliance and attached hereto as Exhibit A.

\* \* \* \* \*

**I HEREBY CERTIFY** that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez, at Regular Meeting of said Council held on the 6th day of June, 2012, by the following vote:

AYES:

NOES:       None

ABSENT:     None

RICHARD G. HERNANDEZ, CITY CLERK  
CITY OF MARTINEZ

**CITY OF MARTINEZ**  
**“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 business climate and the ability of companies in the region to create jobs, the City of Martinez 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 regulations, 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 and other localities.*
- *To recognize exemplary operations and staff, both internally and externally to the organization.*