

**Open for Business Working Group  
Recommended Strategies**

	<b>Issue/Challenge</b>	<b>Recommendation</b>	<b>Next Steps - Implementation</b>	<b>Responsible Dept./Agency</b>	<b>Notes</b>
<b>1</b>	Need overall improvements to customer services:  Make it easier to understand process(es) for opening or expanding a business or commercial space	<ul style="list-style-type: none"> <li>✓ Develop a process map – for specific businesses, restaurants, etc.</li> <li>✓ Pre-application meeting with all relevant depts.</li> <li>✓ Set up ombudsman function</li> <li>✓ Develop fast-track permit tied to incentives (e.g. restaurants)</li> </ul>	<p>Develop a draft review</p> <p>Develop concept with Depts. and launch</p> <p>Development</p> <p>ECD will work with Depts. to develop concept</p>	<p>Planning, Building, Env. Health, Fire, PW/Eng., ECD, CV San, Oro Loma, EBMUD, PG&amp;E and ECD</p> <p>ECD</p> <p>ECD &amp; Development Review Team</p> <p>ECD</p> <p>ECD, Planning, Env. Health, Building &amp; Fire</p>	<p>On-line &amp; Handouts</p> <p>Evaluate Staff/budget impact</p>
	Website upgrades – add zoning info, process maps and links to GIS layers	Use website to clarify process, provide useful data/info and standardized answers	Add new info or clarify existing info and link to GIS layers	Planning, Building, Env. Health, Fire, PW/Eng., ECD, ITD	
	Need consistent info at Permit Center and counters	Give clear, consistent info so applicants know what to expect and understand the process	Staff will work on better coordination and cross-training between depts.	Planning, Building, Env. Health, Fire, PW/Eng. and ECD	
	Need one departmental point of contact throughout the process ( <i>one per Dept.</i> )	<p>Set up a “technical” single point of contact</p> <p>Assign Planner earlier in the process</p> <p>Survey customers on regular basis</p> <p>Evaluate need for more staffing</p>	<p>Depts. name technical single point of contact for applicants</p> <p>Staff evaluate and recommend</p>	<p>Planning, Building, Env. Health, Fire, PW/Eng.</p> <p>Planning, Fire, Building, etc.</p>	Provide list of agencies

**Open for Business Working Group  
Recommended Strategies**

	<b>Issue/Challenge</b>	<b>Recommendation</b>	<b>Next Steps - Implementation</b>	<b>Responsible Dept./Agency</b>	<b>Notes</b>
<b>2</b>	Need to show economic impact/benefit for dev. projects. Include impact/benefit discussion in all staff reports (revenue, jobs)	Refer dev. projects to ECD for evaluation	ECD develops template and evaluates impacts on project-by-project basis	Relevant depts. refer projects to ECD for commentary	
<b>3</b>	Site Dev. Review process takes too long – can take up to 6 to 9 mos.	Look at streamlining options/ approaches	Staff review/evaluation & recommendation	Planning Dept. in conjunction w/ relevant Co. depts.	
<b>4</b>	Can we expedite process and/or offer incentives to “preferred” businesses? Staff to develop criteria	Look at criteria for “preferred” and examples of effective programs & initiatives (e.g., other cities)	ECD evaluates & makes a recommendation	ECD takes lead and confers with all permitting depts. & agencies	\$\$\$ incentives require budget
<b>5</b>	PG&E and EBMUD service connections take too long and delay businesses/development projects	PG&E and EBMUD need to expedite services related to development	Let PG&E and EBMUD know @ issue and ask for resolution	ECD to notify PG&E and EBMUD @ Issue & track resolution (e.g., PG&E’s 1-step approval process)	Solution not under County jurisdiction
<b>6</b>	Business Licenses are issued without Planning sign-off on zoning or referral to Env. Health	Add Planning & Env. Health approval/referral box to Business License application	Work with Business License staff to add box	Business License Dept. with assistance from Planning, Env. Health & ECD	May need software upgrade
<b>7</b>	CV San’s sewer hook-up fees are too expensive, making it hard to attract restaurants, etc.  (CV San charges by no. of fixtures resulting in expensive fees . Oro Loma uses sq. footage as basis – resulting in lower fees).	Ask CV San to review fee structure so that fees are less cumbersome for new & expanding businesses	Request CV San to look at modifying fee structure	CV Sanitary District staff & Board	Solution not under County jurisdiction – under control of CV San Board

**Open for Business Working Group  
Recommended Strategies**

	<b>Issue/Challenge</b>	<b>Recommendation</b>	<b>Next Steps - Implementation</b>	<b>Responsible Dept./Agency</b>	<b>Notes</b>
<b>8</b>	Zoning ordinances are outdated: Example - food trucks & liquor licenses for restaurants	Review and update relevant zoning ordinances – look at neighboring cities for examples	Staff review, evaluation & recommendation	Planning Dept., Sheriff's Office, Env. Health, ECD	Ordinance changes - MAC, BZA, PC, BOS
<b>9</b>	Complaint-driven code enforcement not meeting needs & shabby appearance of area is dampening new investment & development  CV San and Oro Loma regulate street trash  Review County's approach to code enforcement of signs – create list of signs not allowed (wavy guys, sandwich boards in street medians, for example)  Clothing donation boxes create blight and should not be allowed – CUP process for donation boxes	Evaluate alternative or additional approaches to current enforcement - such as mobile devices & apps  Review franchise agreements – 2019 for CV San/ 2022 for Oro Loma  Review current approach  Co. Counsel is reviewing current ordinance – to change or update	Look at proactive approaches  Ask CV San and Oro Loma to recommend solutions  Clarify w/ Working Group  Track ordinance change	Planning/Code Enforcement  ECD  Planning/Code Enforcement  Planning/Code Enforcement, Public Works (?)	Look at tech. solutions  Franchise Agreements  Prioritize by local community desires  CUP process for donation
<b>10</b>	Streamline the ACUP process – under current process It can be cheaper to pay fines than apply for permit	Look at streamlining options (e.g., 60 days or less) & review  Review what qualifies for ACUP	Staff review/evaluation & recommendation	Planning Dept. in conjunction w/ relevant Co. depts.	

## Open for Business Working Group Recommended Strategies

	Issue/Challenge	Recommendation	Next Steps - Implementation	Responsible Dept./Agency	Notes
<b>11</b>	Requiring Site Dev. Review for signs – several views (1)requirement is onerous (2)requirement prevents poor signage	Look at options for streamlining signs while maintaining quality of signs	Planning develops a sign program with criteria that allows staff to sign off.  Policy question – should signs continue going to MAC for review?	Planning	
<b>12</b>	Innovation and technology to improve/streamline process	Look at using automation and systems to improve process	Staff evaluation/recommendation	Interdepartmental Committee (best practices)	Budgetary impact

The Open for Business Working Group met between July 14 and October 6, 2015. The Working Group’s task was to recommend strategies to make unincorporated Alameda County more business-friendly and remove barriers to economic growth. The following stakeholder organizations and their representatives served on the Working Group:

- Staff Facilitators: Economic & Civic Development Dept. - Eileen Dalton & Susan McCue
- Supervisor Nate Miley’s Office: Matt Turner
- Supervisor Wilma Chan’s Office: Steven Jones
- Boards & Commissions: West BZA – Dawn Clark-Montenegro; Castro Valley MAC – Marc Crawford
- Non-Profit Agencies: Eden Area Chamber of Commerce – Bill Mulgrew; San Lorenzo Village Homes Assoc. – Susan Kleebauer
- Developer/Commercial Brokers/Contractors: Sherwood & Co. - Cliff Sherwood; Eden Realty - Tom Silva; Bohannon Dev. Co.- Scott Bohannon; MTZ Commercial Real Estate - Mike Tanzillo; BA Morrison - Brian Morrison
- Local Sanitary Districts: Castro Valley Sanitary District – Roland Williams, Jr.; Oro Loma Sanitary District – Jason Warner
- Alameda County Departments: Planning Dept. – Albert Lopez; Environmental Health – Ron Torres & Cynthia Bartus; Fire Dept. – Bonnie Terra; Public Works – Art Carrera & Allen Lang (Bldg.)

Next Steps: Take *Recommended Strategies* to various community and planning bodies, concluding with Board of Supervisors approval in Summer of 2017. Implementation to follow.