



2022 Legislative Platform (Adopted February 10, 2022)

As a cross-sector, member-driven organization, the East Bay Economic Development Alliance (East Bay EDA) promotes, advocates and influences legislation and policy efforts that contribute to a strong economy that attracts business, job opportunities and investment to the East Bay region. Over the past two years, the COVID-19 pandemic and other events have put a spotlight on policies and systems that have contributed to disparate economic and social outcomes for Black, Indigenous, and people of color (BIPOC), making it essential that the organization promotes and supports efforts to ensure greater diversity, equity and inclusion so that all communities in our region thrive. These guiding principles will enable East Bay EDA to engage its members to advocate and advance policies that contribute to a more equitable, resilient, and sustainable regional economy.

The 2022 legislative platform outlines priority issues to facilitate appropriate and timely responses to relevant legislation and advocacy opportunities. East Bay EDA will consider taking positions on ballot measures, bills, and other policy issues of regional significance consistent with the principles outlined in the following domains if they will not negatively impact or potentially cause division within the organization's membership. Legislation or policies that create new regulatory barriers must have an overall beneficial effect on the goals of retaining and expanding business in the East Bay.

Business Climate & Economic Competitiveness

East Bay EDA supports efforts to attract and retain businesses of all sizes and industry sectors to ensure that the region continues to enjoy the benefits of a diverse composition of companies and industries. The pandemic's disproportionate impact on minority and women-owned small businesses and entrepreneurs point to a need for targeted support and investments, such as prioritizing outreach and technical assistance navigating available programs and resources, expanding and simplifying access to capital for business owners, assisting with new business formation and entrepreneurship, facilitating efforts to support greater equity and inclusion in contracting and procurement opportunities, increasing investment in broadband and other infrastructure, monitoring new regulations, and supporting capacity-building of small business assistance organizations.

Economic Empowerment, Equity, and Inclusion

East Bay EDA supports effective systemic investments that increase opportunities for economic empowerment, including advocating for programs, policies, and services that facilitate more equitable access to employment, education, housing stability, and provide other foundational elements that will improve the quality of life for all residents in our region. This includes efforts to shrink income and wealth gaps, invest in broadband and other infrastructure, reduce poverty and homelessness, promote positive youth development, decrease community violence, reform unfair practices within our criminal justice systems, and remove other institutional and structural barriers that contribute to inequities across our region.

Education & Workforce Development

East Bay EDA seeks to advance access to and implementation of quality early childcare, K-12, and post-secondary education that supports college and career readiness and quality career technical education (CTE) for all students. The organization also supports policies that help to create and sustain an accessible, affordable and equitable post-secondary education system for all students, particularly at the community colleges and California State University (CSU), and University of California (UC) levels. East Bay EDA must work with our regional network of partners and stakeholders to ensure that the East Bay remains a leader in providing a globally competitive and diverse workforce who can access quality jobs and careers.



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Environmental Stewardship & Community Health

East Bay EDA promotes efforts to manage, protect, and enjoy our region's natural assets and resources while also balancing the needs of business and industry with the needs and concerns of communities that may be impacted by specific environmental concerns and issues. The organization supports the development and management of systems and physical infrastructure that keeps our communities safe, promotes public health, and makes our businesses and our residents more capable of curtailing and resilient in adapting to a changing climate.

Housing Access & Development

East Bay EDA advocates for the development of more and varied housing units of all types across the region. The organization encourages strategies and policies that increase financing for and ease the construction of housing so that it can be made more accessible and affordable to people at all income levels, particularly for the most cost-burdened families and individuals in the region's housing market, including homeowners and renters. East Bay EDA also supports the development of impactful, innovative, and scalable solutions that address housing insecurity and homelessness.

International Trade

Recognizing the critical importance of the Port of Oakland to the Northern California economy and our nation's commercial sector, East Bay EDA supports opportunities to develop and expand direct foreign investment and other business opportunities among companies that seek to build or expand their import and export markets. The organization is also interested in improving the growth, resilience, and sustainability of regional supply chains to maximize the East Bay's opportunities in the global economy.

Land Use & Infrastructure

East Bay EDA supports investments in the development, maintenance, operations, and reliability of cost-effective transportation networks and other essential infrastructure systems (including the region's broadband networks, electrical grid and water systems) that expand and enhance the mobility of people and goods across the region and beyond. The organization embraces multimodal policies that encourage active transportation and mass transit options to ameliorate disparities and reduce inequities arising from increasingly challenging and complex commute sheds and to reduce greenhouse gas emissions. The organization supports policies that support mixed-use development and infill particularly near employment, commercial, and transit corridors.