

CONSENT CALENDAR July 16, 2013

To: Honorable Mayor and Members of the City Council

From: Councilmembers Laurie Capitelli and Linda Maio

Subject: Polling for Community Priorities and Possible Funding Sources for

November 2014 Election

RECOMMENDATION

Request that the City Manager conduct a telephone poll in the next 3 months to:

- 1) Assess community support for possible programs and projects relating to:
 - a) Access to quality childcare, healthcare and preschool for Berkeley youth under five years of age
 - b) Youth nutrition and gardening education
- 2) Assess community support for a range of possible funding mechanisms for priority projects and programs.

BACKGROUND

It has been demonstrated that youth nutrition and hands-on gardening education can positively impact children's health, provide essential life skills and support their academic learning. Additionally, inequities exist in educational and health outcomes for Berkeley's youth, identified and addressed by the 2020 Vision. Specific to Berkeley's youngest residents, the BUSD Kindergarten assessment indicates that an educational achievement gap already exists for children as they enter kindergarten and increases thereafter.

FINANCIAL IMPLICATIONS

Staff time and cost of polling. Approximately \$15,000 to \$20,000.

CONTACT

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