



Kriss Worthington

Councilmember, City of Berkeley District 7

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CONSENT CALENDAR

December 5, 2006

To: Honorable Mayor and Members of the City Council

From: Councilmember Kriss Worthington
Mayor Tom Bates

Subject: Referral to the mid-year budget process for retention of funding for the Telegraph Avenue Economic Development Assistance Plan

RECOMMENDATION:

That the Berkeley City Council refer to the mid-year budget process, the retention of funding passed through the Telegraph Avenue Economic Development Assistance Plan.

BACKGROUND:

Earlier this year, the City Manager was directed to return to the Council with an economic development plan for Telegraph Avenue, which included the restoration of bicycle patrol officers, social workers, and the establishment of a number of business improvement programs for the Telegraph commercial area.

This item seeks to ensure that the funding approved during our summer budgeting process is retained during the mid-year review. While the City has received positive feedback from merchants and businesses on Telegraph for their support in restoring crucially needed programs, many of the items proposed in the Economic Development Assistance Package have not been fully established. Specifically, funding for bicycle patrol and social workers must continue uninterrupted in order to send a clear message that the City is committed to the health and safety of the Avenue.

Additionally, if the City continues to commit to its own coverage of previous levels, we can work with the University to ensure their fair share of investment to this area.

FINANCIAL IMPLICATIONS:

Estimated cost for six (6) months (Jan-Jun 2007): \$200,000 - \$250,000.

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