

Questionnaire for Candidates for Berkeley City Council

BASIC CANDIDATE INFORMATION

1. Name as it will appear on the ballot: **George Beier**
2. Office sought (include office, jurisdiction, position/district number) **Berkeley City Council District 7**
3. What is your current occupation or elected office? **Community Volunteer / Entrepreneur**
4. Are you the incumbent? Yes **X** No
5. How long have you resided in this district and city? **28 Years**

CAMPAIGN CONTACTS

Campaign Name:	Beier for City Council District 7, 2010
Address:	2599 Telegraph Ave
City, State, Zip:	Berkeley, CA 94704
Name of staff contact:	Kristin Hunziker, Campaign Manager 530-209-5220
Campaign Phone:	510-665-4870
Campaign Fax:	N/A
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FPPC#	982415

OUR ISSUES (18-35 year olds)

Please answer the first four questions in 250 words or less

1. Public transit is very important to students and our members. Recently, the City of Berkeley has faced numerous debates over expanding BRT. Did you support Measure KK in 2008, and did you support AC Transit's efforts to expand BRT to Berkeley? If you support BRT, what would you do to ensure BRT moves forward in Berkeley in the future? If you don't support BRT, please explain why not.

I did not support Measure KK (an initiative requiring voter approval of HOV/Bus-Only Lanes). These kinds of decisions are complex and best left to the City Council and Mayor, whose job it is to develop the required expertise. I do not support the BRT as currently envisioned by AC Transit. As president of my local Neighborhood Association, I know that many businesses on Telegraph are struggling – the BRT would be devastating to them (and they are uniformly against it). Also, the Draft EIR showed no environmental benefit from the BRT. Instead of the BRT (and the \$400 million price tag), I would support the bulk purchase of AC Transit passes by the City to encourage public transportation.

2. What is your position on the downtown plan (Measure R) on the November ballot?

I support the downtown plan. It brings much-needed and sustainable housing to our city and helps us achieve the 2020 sustainability goals outlined in Measure G, passed by 80% of Berkeley's voters. The plan will also bring businesses, like the new Trader Joe's that just opened, to student-friendly locations in downtown Berkeley.

3. What are your positions on the cannabis tax (Measure S) and cannabis collectives (Measure T) on the November ballot?

I support Measure S and Measure T.

4. What are your top three priorities if you are elected to the City Council?

- a. **Reducing crime in Southside. UC Berkeley now has the 4th highest property crime rate of any college campus in the nation. District 7 consistently ranks the highest in crime. It's time to turn this around.**
- b. **Reviving Telegraph Avenue. Many of us remember Cody's Books, Gorman's Furniture, Willard Pool, etc. Telegraph needs to be safe and thriving again. Reinventing Telegraph also includes transforming People's Park into a safe, accessible, and welcoming space.**
- c. **Improving the relationship with UC Berkeley. As our largest employer and dominant institution, we need a healthy, respectful relationship between the university and the City. Many of the greatest minds in the world are between Bancroft and Hearst Avenues – we need to put that intellectual muscle to work here in our city!**

5. Young adults and students are facing a terrible job market. What would you do as a city councilmember to fight for sustainable and well-paying jobs for all of Berkeley's residents, but especially young people?

- a. **Support sustainable, green development in West Berkeley. Why should Silicon Valley be associated with Stanford (hiss) and Palo Alto? We have experienced a "brain drain" as students leave Berkeley for better job prospects elsewhere.**

As a Berkeley grad (and MBA), I know that our students are even smarter and more capable. Let's put them to work in the new industries (biotech, software, sustainability) right here in Berkeley.

- b. Improve relations between UC Berkeley's career placement services and the City's employers. I was a software business owner in Berkeley for 15 years—we recruited employees by putting signs on telephone poles! The City and UC should be cooperating in placing Cal grads in jobs right here in the city.**
 - c. Start an entrepreneurship incentive program for new businesses. We should use the tax system to encourage startups in Berkeley – let's help young businesses get off the ground by foregoing the business license and sales taxes for their first few years.**
- 6. Have you collaborated with young adults in your community work in the past (list specific examples)? How are young adults involved in your campaign? How will you continue to involve young activists in your work after you are elected? Please be specific.**
- a. Recent Cal graduates and Cal students comprise every position on my campaign staff. They are not on the sidelines – they are making daily decisions on all campaign activity and strategy.**
 - b. Worked with students on the Student/Neighbor task force to implement the “move-in, move-out” program, including making dumpsters and recycling available around student housing on move in/out days.**
 - c. Worked with students on the Student/Neighbor task force to create guidelines for the new Southside Safety Patrol, a joint effort between UC and Berkeley Police.**
 - d. Sponsored Berkeley Project volunteers in our neighborhood.**
 - e. Recruited Cal students for Rebuilding Together Oakland.**
 - f. Sponsored “welcome back” yard sales and barbecues for returning students as President of the Willard Neighborhood Association.**
 - g. Involved our local co-op, the Hillegass-Parker house, in all Willard meetings and neighborhood activities.**

ACCOMPLISHMENTS FOR YOUNG ADULTS

Please describe in detail at least three of your accomplishments that have improved the lives of young adults. These examples should illustrate skills and capabilities that apply to the office you are seeking. These accomplishments may have occurred at any time in your personal, professional, or public life.

- 1. As a small business-owner, I hired over 100 young adults and trained them as programmers, sales people, technical writers, and managers.**
- 2. I was on the board of Options Recovery, a free drug and alcohol rehabilitation program serving local young people.**
- 3. As a teaching assistant at the Haas School of Business, I taught hundreds of Cal students micro- and macro-economics.**

- 4. I served as a Volunteer Coordinator for Rebuilding Together Oakland, which organized students to renovate the homes of local seniors.**

EXPERIENCE

Please list or describe your current and past activities in the community in which you have acquired skills that relate to the office you seek. Include your role in the activity and the year(s) in which you were involved. Involvement consists of many areas such as family, neighborhood, community, employment, or public life. Please explain how your experience would make you an effective advocate for young adults as an office holder. You may attach a resume and/or a list of endorsers here.

President, Willard Neighborhood Association (Present)

In my role as President, I've worked hard to include students in all aspects of "neighborhood" life and to erase the divide sometimes felt between students and long-term, non-student residents. Our motto in Willard is "We All Live Here" and that we each benefit from knowing the other. As a former student/renter and now business-person/homeowner, I can reach out to all sides of the community. Building bridges between communities is what I do best.

President, Loansoft, Inc. (1993-2005)

As a small business owner, I hired over 100 young adults and trained them to be software developers, sales people, and quality assurance analysts – all the things necessary to run a successful software company. I know how to mentor and train young people.

Teaching Assistant, UC Berkeley (1986-1987)

As a grad student at the Haas School of Business, I taught hundreds of students. I learned how to keep people interested in a sometimes dry subject (economics) by making it relevant to their own lives.

Member, Chancellor's Task Force on Neighbor-Student Relations (2005 - Present)

As the first neighborhood to participate in this new coalition designed to improve relations between UC Berkeley and the City, we've worked with students on various issues, including public safety, the "move-out, move-in" program, Peoples' Park, alcohol/drug education, and other issues. This work keeps my finger "on the pulse" of what's important to Cal students.

Co-President, Berkeley Democratic Club

As co-President, we hosted a fundraiser for Barack Obama that raised over \$140,000. Cal Dems students and Berkeley High students participated in the event, which was one of the largest single political fundraising events in Berkeley's history.

Other Boards and Commissions (last 20 years)

Waterfront Commissioner
Former member, Zoning Adjustments Board
Former member, Design Review Commission
Former member, Planning Commission
Former member, Telegraph Area Association
Former member, People's Park Community Advisory Board
Former Board Member, Options Recovery
Former Volunteer Coordinator, Rebuilding Together Oakland

Endorsements

Nancy Skinner, Assemblywoman District 14
Tom Bates, Mayor of Berkeley
Shirley Dean, Former Mayor of Berkeley

Gordon Wozniak, Berkeley City Councilmember
Linda Maio, Berkeley City Councilmember
Darryl Moore, Berkeley City Councilmember
Susan Wengraf, Berkeley City Councilmember
Lawrence Capitelli, Berkeley City Councilmember
Fredrick Collignon, Former City Councilmember & current UC Berkeley Professor
Betty Olds, Former City Councilmember
Carla Woodworth, Former Berkeley City Councilmember
Shirley Issel, Berkeley School Board Member
Pamela Doolan, Former School Board Member

Noah Stern, ASUC President*
Galen Hancock, President Hillegass-Parker Co-op*
Jeremiah Douglas, President UC Berkeley Interfraternity Greek Council*
Katrina Zeigenhirt, UC Berkeley Panhellenic Greek Council*
Molly Peterson, Political Director Cal Berkeley Democrats*

John Lineweaver, President, Telegraph Business Improvement District
Craig Becker, Owner of Caffe Mediterraneo
Carol Lipnick, Owner of Berkeley Hat Shop
Doris Moskowitz, Owner of Moe's Books
Michael Walensky, Blake Street Neighborhood Association President
Shireen Burns, Co-President, Berkeley Democratic Club
Vincent Casalaina, Willard Neighborhood Association Former President
Peter Shelton, Bateman Neighborhood Association President
Michael Wilson, Public Defender in Alameda County

* For identification purposes only