

Name	Mark Coplan	Al Murray	Deborah Matthews	Ben Bartlett
Age	60	67	62	(none listed)
Job	BUSD public information officer, retired	Retired from US Environmental Protection Agency, Region 9	Educator, real estate broker	Environmental attorney
What is the main reason you are running?	I'm running for Berkeley City Council District 3, because I want to serve South Berkeley the way I've served 9,000 students and their families in Berkeley schools for the past 20 years. I was born at Alta Bates Hospital and raised my family here. I am deeply committed to my community and I want to bring the same level of passion into service for my neighbors in our diverse community that I have given to our schools. I want to make Berkeley a great place to live, work and visit.	There are three theme in which I am running for office: 1. Resiliency to implement low to Moderate Housing Strategy for the City of Berkeley. Change the General Plan making housing an Emergency for the City with implementation of all Councilmembers and Developers. 2. Stability of policies and actions for safe neighborhoods and parks, Establish the Climate Action Plan and Fair and Impartial Policing. 3. Ability to do the job and recruit and hire effective City Personnel that are responsive to the needs of their District and the City of Berkeley.	I am a mother, educator & realtor who has lived and worked in South and West Berkeley for over 30 years. As a proud, long-time resident, I have seen first-hand the immense transformation Berkeley has undergone over the past several decades. I am acutely aware of the issues our community faces, the dire need for low & middle income housing, workforce and inclusionary housing city wide-without displacement, ending gun violence, creating jobs and ending human trafficking. That's what motivates me to wade into the sometimes contentious work of city government. The change we need. The leadership we deserve.	Berkeley has blessed me and I intend to pay that back and also forward for the next generation. Berkeley is in my DNA. My family has been active here for generations. I am committed to advancing the twin goals of innovation and inclusion. I am an advocate who will make sure that South Berkeley gets its fair share of resources; the Adeline Corridor plan includes the community perspective; and Alta Bates is saved.
Why are you qualified for the position?	I have spent my adult life in public service and will continue to do so in this role. I've spent the past 14 years as the Public Information Officer (PIO) for the Berkeley Unified School District and have worked closely with the Board and administration developing policies and administrative regulations. As the PIO I have shepherded the process for community notification and participation for this and for the extensive school construction we have accomplished, as well as for community forums and town halls addressing issues and concerns in the community. I have been instrumental in the communications and relationship between BUSD and the City of Berkeley, working with elected officials and staff. I've done the same with our elected representatives at the county and state level. I have attended more school board meetings over the past 20 years than anyone, and have audited countless city council meetings. The fact that I have never had a political agenda, my relationships at all levels have been strong, open and honest, and I intend to continue that quality of communications once elected because I have no political aspirations past this office.	I am chair of the Berkeley Personnel Board appointed by Mayor Bates; vice-chair (7/1/2016) commissioner, Fair Campaign Practice Commission and Open Government; commissioner and former chair, Energy Commission (2014-15); commissioner, Commission on Disability — all four by Councilmember Max Anderson. I am chair and represent the city of Berkeley on the Alameda County Measure A Oversight Committee, which deals with health care, appointed by Mayor Bates. I served and represented the city of Berkeley for two years on the Alameda County Citizen Advisory Committee (2012-14) which deals with transportation, appointed by Councilmember Laurie Capitelli.	For more than 24 years, I have overseen many of Berkeley's housing and commercial projects focused in south and west Berkeley and am currently the Vice Chair of the Planning Commission. I have served as the Chair of the Zoning Adjustment Board, Chair of the Housing Commission and on the Board of Directors of the Downtown Berkeley YMCA and U.C. Berkeley Wesley House Board of Directors. As a commissioner I championed the Ed Roberts Campus, Tarea Hall Pittman South Berkeley Library, Bio Fuel Oasis, rid drugs and loitering in front of liquor store locations along South Shattuck Ave and Sacramento Street...are important successful improvements for our community and for our safety. I also hold a Board of Directors' seat on Oakland and The World Enterprises a non profit organization located in West Oakland, where my team is currently serving as the Project Development Lead for approximately 55 units of 100% low income housing for the formerly incarcerated and the working poor. We have also created a flourishing organic garden that sells produce to area businesses called ""West Oakland Farms"" which employs those most in need of income, work and acknowledgement for their positive effort to become responsible community members.	I have deep experience in policy, advocacy and coalition building. I have served on numerous commissions- Planning, Transportation, Vice Chair of the Zero Waste Commission, the Police Review Commission, and the Loan Administration board. My style of leadership in commissions is creative and consensus based, and will mirror my work on City Council. I have close relationships with the entire city council and senior city staff. This is why our candidacy is endorsed by a majority of the City Council, members of the School Board, the Democratic Party, Berkeley Fire Fighters, the Sierra Club and the Friends of Adeline. I have a track record of successfully mobilizing neighbors in defense of the community. For example, I organized hundreds of young people to demand the re-construction of the South Berkeley (Pittman) Branch library. I also joined my neighbors in successfully reversing inequitable budget cuts to South Berkeley non-profits.

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What sets you apart from other candidates?	<p>City Council is a big job, and I'm the only viable candidate who can commit to doing it full time because I retired from the Berkeley schools in June, and I'll work tirelessly to serve the needs of my neighbors. When someone calls, they won't get a voicemail downtown, they'll reach my cell phone. Six thousand BUSD families have had access to this number for the past 14 years, and it hasn't been a problem. I will be accessible and responsive. I'll be the one who knocks on their door, not some city agency I send in my place.</p> <p>While constituent service will be a major focus in my administration, this will not take away from my responsibility to participate in the big picture. I have the experience and the wisdom to work on city-wide issues collaboratively with the rest of Council, while passionately representing the needs of my constituents. I was the first to call for civil discourse at council meetings, something currently lacking, and I am pleased to see that all of the candidates for District 3 have agreed to make that a priority.</p>	<p>I have spent my life as a public servant and understand how all governmental agencies operate and achieve its objectives. In 2001, I was Chief of Staff to a Oakland City Council member representing District 6. I have been an Poll Inspector for Alameda County for 18 years in Oakland and Berkeley. I have worked in various Departments with the State of California for 25 years and retired in 1999. In 1975-76, I was a Special Assistant of Governor Jerry Brown in Community Relations. In 1975, I was a Assistant Professor in the School of Environmental Studies and Planning at CSU, Sonoma. I worked from 2004 to 2014 with the Federal Government in the US Environmental Protection Agency and retired in 2014.</p>	<p>My commission accomplishments show that I am not here to make empty promises but that I have a proven track record of success and the tools necessary to achieve the goals I have set out. I will work hard to create more affordable housing, to keep and retain long-term residents of our community, to get more police on the beat in South Berkeley. I will fight to end violence against women and provide greater focus on protection! We must address our homeless community with compassion. I have prepared meals to feed 30 -50 homeless people from my own kitchen for 30 years, I believe in providing housing first, no one can heal on the street. Instead of making the housing dependent on work training or getting into a treatment program let's offer shelter. Too often, homeless people have to "earn" their way into housing, when it's so hard to make progress on mental health or addiction or employment issues without stable housing. I have reached out to Lava Mae, a San Francisco-based nonprofit that re-purposes buses into showers and toilets for the homeless. It doesn't address the need for housing, but it gives dignity as well as hygiene.</p>	<p>I'm the only attorney in the race. Right now there are no attorneys on the City Council. This is problematic since the job of the Council is to write laws and avoid civic liability. When it comes to housing policy, and preventing displacement, I actually have skin in the game. Close family members of mine have been victims of aggression and displacement. I bring an environmental perspective that will help us meet our climate goals, and my professional background will help to bring high level innovations and economic development to South Berkeley.</p>
How did you end up in Berkeley?	<p>I was born at Alta Bates Hospital. My mother walked there from our house across the street, where the parking garage is today. My mother raised six children, and even then couldn't afford to continue the cost of renting in Berkeley, so I was raised throughout the East Bay, attending public schools. After spending three years producing 32 documentaries in Nicaragua, Berkeley seemed the only likely place for me to return in 1990 to raise my family, and I have been here ever since. I intend to spend the rest of my life in the community I love.</p>	<p>I lived in Oakland and came to Berkeley in 2004 to be 1 of 3 Care Provider for my Father who had numerous health issues and needed 24 hour care. He had been a resident for 50 years. He died in April 2016. Before he died, he encouraged me to run for City Council in an Open Seat because of my various experiences and work on City Commission(s) and Board. The run for public office is my commitment to my father before he passed.</p>	<p>At the age of 25 I made the decision I wanted to leave the severe climate of frigid winters often experienced in my midwest home. It was with mixed feelings that I left my entire family of loving relatives who had embraced and provided me with guiding light since birth, as I headed west to explore sunny warm California. However one day in the San Francisco Bay Area was enough to win my heart, the amazing ocean coastline of natural beauty, diversity of people, creativity and artistic expression interwoven with academic brilliance and "How Berkeley Can You Be."</p>	<p>In the 1880s my family fled the tyranny of the American South. We settled in Berkeley. Where we found opportunity and inclusion. I was born on Parker street. Now decades later, I still believe that Berkeley is a place of opportunity and inclusion.</p>

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<p>What are the three biggest challenges Berkeley faces in the near future?</p>	<p>Our city is changing and this change can certainly be felt in South Berkeley. South Berkeley has a rich history of contributions from a diverse community that ultimately impacted civil rights issues throughout the state and nation. Our community was primarily African American and Asian (due to real estate red-lining), but now the impact of attrition across our city, and gentrification in the last decade, and the inflated cost of housing has all of us seeking ways to provide affordable low and moderate-income housing for people who are being displaced and people who work in our city but can't afford to live here. We are also concerned about a living wage for those struggling to exist in our community, eliminating homelessness and dealing with mental health issues. The homeless situation throughout the region doesn't just impact those living on our streets – it affects all of us. Increased mental health services will address some of the homelessness, and will allow Berkeley Police to focus on law enforcement. Currently 35% of police calls are for mental health crises. While these are all critical concerns, they do not take away from our immediate need to feel secure in our neighborhoods because of the current level of gun violence and to keep Alta Bates Hospital open. For the most part, city-wide issues are the same as for South Berkeley, we just feel like a poor relation when it comes to addressing them.</p>	<ol style="list-style-type: none"> 1. The crisis with housing and the inability of citizens to afford to live and work in the city. 2. Failure to implement the city's Climate Action Plan. 3. The city's failure to address unfunded liabilities, obligations and Employee Pensions. 	<p>Housing: In the past several decades, we've seen striking transformation of neighborhoods in Berkeley, but South Berkeley has not shared in that prosperity. We have an opportunity to build new housing stock and revitalize the Adeline Corridor, supporting greater economic prosperity for small businesses and creating new job opportunities for local residents; but we must do so without displacing long-term residents or threatening the diversity and cultural history of the community. I'm thrilled that, after 20 years of delays, we recently broke ground on Harper Crossing, which will provide 42 homes for low-income seniors.</p> <p>Crime: Crime continues to be a pressing concern for South Berkeley. Too many community members don't feel safe in their neighborhood. The recent shootings in South Berkeley make that clear. We must provide services to at-risk youth before they become involved with the criminal justice system. It is demonstrably more cost-effective and efficient to engage in prevention, and in intervention, than to wait until youth have begun to offend.</p> <p>Police/community relations: I want to acknowledge the progress that the Berkeley Police Department has made on diversity, and on training more officers in crisis intervention. Yet there continues to be an uneasy relationship between communities of color and the police. We can do more. The young civil rights leaders of this moment are speaking out—Black Lives Matter. We have a responsibility here in Berkeley, as the city whose hallmark is diversity, to address these issues. I support bringing back the beat cop, walking neighborhood streets. Police officers who walk a regular beat have a greater opportunity to build rapport and trust in the community.</p>	<p>Housing affordability. The closure of Alta Bates. Climate Resilience.</p>

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<p>What are your ideas to solve them?</p>	<p>We need to focus on low, moderate income and work force housing. Berkeley has no shortage of market rate housing, yet secretaries, teachers, police and firefighters cannot afford to live in our community. A studio apartment at the new Parker Place on Shattuck is \$2,900 a month; a one bedroom \$3,400, and a three bedroom, \$6,700. This is at the crisis level and should be our immediate priority. Only 17% of the workforce in Berkeley lives here and we need to address this problem now.</p> <p>I support the effort to establish a \$15 minimum wage, but more importantly, I support a living wage. I know there is a lot of work ahead of us to develop a plan that solves all of the issues around this, but Berkeley should be leading the nation in this effort. Packaging housing affordability with a minimum wage can do this without overburdening our small businesses.</p> <p>I have been working with the homeless community to better understand what we are currently doing to address this problem, and already I see that we need to look into how we are spending our resources with minimal success.</p> <p>Alta Bates Hospital is essential, and I'm committed to working with our nurses, doctors and community members to save it. This is a regional issue, so we are already partnering with the surrounding cities and our elected officials to tackle this. With more people eligible for medical insurance through the Affordable Care Act, we need to beef up our existing medical facilities, not tear them down. As a first step, I support the proposed City Council effort to create a Community Hospital Zoning Overlay to limit the use of the land that Alta Bates sits on to existing community hospital uses.</p>	<ol style="list-style-type: none"> 1. To develop a City Action Plan which will observe open spaces and blighted home(s) with all council members and developers to progressively build and develop a economic range of homes and apartments that are affordable are reasonable to individuals, families, seniors and those with disabilities to live within the city limits. 2. The city has an Climate Action Plan developed. The city must start to implement in stages of the plan progressively and immediately. 3. Any surpluses in the General Fund budget must start immediately to place those funds towards unfunded liabilities. The continuation to pass the financial bucks and not deal will those issues will eventually lead the ruin and bankruptcy. 	<p>Housing: Berkeley is making huge strides in building new housing downtown and along transit corridors. But we still aren't keeping pace with our growth in population, or with the need for affordable housing. We're experiencing a rare moment in Berkeley politics — everyone agrees we need more affordable housing. The issue is how and where. I support the broad focus of the city's Housing Action Plan to make it less expensive to add "in-law units" and to create incentives for landlords who rent to Section-8 tenants. Current housing policy would increase the percentage of affordable units in new projects from 10 percent to 20 percent, or allow developers to pay a mitigation fee of \$34,000 into the Housing Trust Fund. I support increasing that percentage of affordable housing to 30 percent citywide over the next 10 to 15 years and requiring affordable housing in every new development. That's ambitious, but possible.</p> <p>Hand in hand with development of affordable housing is minimizing home displacement. We need to address displacement as we approach any new project. I support making inclusionary housing a requirement of every new development until significant progress is made. Another key is developing jobs and economic opportunities in Berkeley, so the people can afford to live near where they work.</p> <p>Crime and police/community relations: The Richmond Police reduced crime by 30 percent over 10 years. Some of their strategies can inform our work here in Berkeley.</p> <p>Their approach is to involve all the police officers in community policing — taking steps so officers get to know residents and participate in school and other community events. They've retrained officers in communications skills and effectively interacting with people of different cultures. The force there is now 60 percent people of color, much closer to reflecting the community they serve.</p>	<p>Housing affordability: To leverage the housing trust fund to back non-profits' acquisition of buildings where people live and remove the properties from the market. This is light years faster and a fraction of the cost of building new affordable housing.</p> <p>Alta Bates: We have a number of resources at our disposal. One good move is to permanently zone the area for hospitals. Another is to marshal the region as a whole, and our state officials to keep the hospital open.</p> <p>Climate resilience: We can change the building codes to require efficiency upgrades at the time of permit renewal. Also we can take the lead on establishing community solar in Alameda County.</p>

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What is your most inspired or unique idea for Berkeley?	I will meet with all 48 of my commissioners monthly, in small groups. I'll cook for them, and we'll discuss what everyone is working on to use our collective brainpower. They will do a better job, and they will be my Cabinet so that I can be better informed.	My ultimate goal is to win the hearts and minds of the voters in my District asking and being worthy of their vote and support to elect me to represent them on the City Council with accountability.	To address homelessness with compassion. I have reached out to Lava Mae, a San Francisco-based nonprofit that re-purposes buses into showers and toilets for the homeless. It doesn't address the need for housing, but it gives dignity as well as hygiene to people in need.	Public wifi: Public wifi is a great mechanism for job creation, health delivery and education. We are unique in that we already have the capability to develop a public broadband system.
How will you be accessible to constituents?	(From question #2) I can commit myself to this job full time, and I'll work tirelessly to serve the needs of my neighbors. Other candidates have indicated that their careers will not impact their ability to serve constituents full time, but I disagree. I will be accessible and responsive. I have a three-point plan for working with District 3 businesses which includes meeting with them monthly and walking through their stores and offices regularly. I'll do the same with neighborhood associations, and I'll hold frequent town hall meetings in the community so I can hear directly from constituents.	I am committed to work full time for the citizens of District 3 and the City of Berkeley. My life is a reflection of a Public Servant who is concern and dedication to do the best of my ability to represent and get things done. The citizens deserve results from their elected officials. The only way to prove my ability to do the job is to demonstrate by my actions not promises. I want the voters to hold me accountable not by what I say with empty promises but by what I have done with actions and results for them.	I brought to my commission and board work an ability to listen, to stay focused on solutions, and to welcome participation of people with different viewpoints. I will bring that civil, solution-focused approach to the city council. That includes always being accessible to my constituents – through neighborhood meetings, email, and social media. Communication with the residents of South Berkeley will be a two-way street. I want to hear from them, and I will keep them apprised of my activities on the council. When constituents contact me, I will be responsive to their requests, suggestions, and concerns.	My time as a advocate for our community has taught me the value of outreach and communication. None of our successes would have been possible with out the willing ears of the Council. Our campaign has a constituent bill of rights, which among them says constituents have the right to accessibility. My door will be open and I will listen and come to your aid.
How much do you expect to spend on your campaign?	I have limited my budget to \$10,000.	\$20,000	\$25,000, a grassroots campaign	\$25,000
A final thought?	I strongly endorse local Measures E-1 BSEP Schools Parcel Tax; W-1 Citizens' Redistricting Commission; T-1 Infrastructure and Facilities Bond; Y-1 Youth Voting for School Board at 16; U-1 Rental Unit Business Tax; V-1 Gann Appropriation Limit; X-1 Public Campaign Financing; Z-1 Low Income Housing Authorization. No on BB and CC, competing minimum wage measures that would knock out a new compromise minimum wage approved by the City Council, and DD, a Rental Unit Business Tax designed to mislead voters about U-1 (look at the funding). Mine is the only zero waste campaign in Berkeley. Go to www.markcoplan.com for information.	I never expected to run for public office. This is the first time I have decided to seek a political position. I have always been supportive of staff. But there comes a time and opportunity whereby you have objectives and goals you feel could be beneficial to the City. I know that I don't have all the answers and issues. However, I want to serve and be held accountable to the citizens who elect me to do everything that I can to solve problems and come up with solutions to make this a model city for the state and nation.	Berkeley has transformed over the last 20 years, however our South Berkeley community has not always shared in that growth. Nor have the changes always created sustainable, equitable living for all Berkeley residents.	I am honored to be considered by you. Your energies, passions and politics have shaped my life. My intention is to make you proud to call South Berkeley home.
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