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BERKELEY VENTURES, BERKELEY VALUES

The Berkeley Startup Cluster, led by Office of Economic Development staff, launched [Berkeley Ventures, Berkeley Values](#) (BV²) last fall. BV² has successfully provided local innovation ecosystem leaders with meaningful opportunities to contribute to equitable inclusive economic growth in Berkeley. One example is the new program, “STEM CareerX Days”, developed in partnership with the CSU-East Bay Institute for STEM Education and the Berkeley Unified School District. STEM CareerX Days give Berkeley High School students tours of local tech and biotech companies, hands-on STEM and career mapping activities, and a chance to see how STEM skills they learn in school can turn into real-world careers. More than 65 students have participated in activities at Bayer, Magoosh, SkyDeck, Cambridge Quantum Computing, and Eko Devices, and at least another six company tours are planned for the remainder of 2020. The program has shown so much value that it is now being considered for expansion into other local cities in collaboration with their Economic Development Offices.



Berkeley Ventures [Berkeley Values](#)

Leading up to the launch of BV², Berkeley Startup Cluster piloted an “Innovation Speaker Series” at Berkeley City College (BCC) to provide similar opportunities for local community college students. BV² is continuing to work with BCC to further build out this program in 2020.

Additionally, BV² has furthered local tech industry leaders’ knowledge about diversity, equity, and inclusion through educational events, ranging from Fireside Chats for Female Founders at Berkeley SkyDeck, to small group discussions with CITRIS Foundry startup founders, to community forums and networking mixers for women entrepreneurs and tech industry professionals. Also, BV² recently added Berkeley investors as an area of project focus, since investors can be an important catalyst for increasing local tech companies’ workforce diversity and inclusionary practices. Through a partnership with #MovingForward, a global movement encouraging venture capitalists to commit to anti-harassment and anti-discrimination policies, the Office of Economic Development is encouraging all Berkeley investors to commit to advancing diversity, equity, and inclusion in the workplace. On April 22, 2020, at the “#MovingForward with Berkeley Ventures” event, BV² will celebrate Berkeley investors that have joined the #MovingForward movement, as well as Berkeley entrepreneurs who have developed practices to decrease workplace discrimination and increase workforce diversity.

BEING PREPARED - CORONAVIRUS

As coronavirus cases continue to spread, basic hygiene remains our best defense. Everyone should be washing their hands often--the scrubbing motion, the soap, and the water together, when done for 20 seconds, is effective and simple.

Besides regularly washing our hands, we can each do several things to protect ourselves, and help limit the spread of flu, colds, and coronavirus, such as:

- Staying home from school or work if you are sick,
- Avoiding contact with people who are ill,
- Covering your coughs and sneezes with a tissue, upper sleeve, or elbow, and
- Avoid touching your face with unwashed hands.

And, while you may see people in the community wearing different types of face masks, the CDC does not recommend the general public use face masks to protect against coronavirus. Learn more at <https://www.cityofberkeley.info/coronavirus/>

The City's Emergency Operation Center (EOC), activated in January, has pulled together staff from all departments to work alongside Berkeley Public Health. The EOC continues to coordinate response to any potential cases, as well as testing for returning travelers and persons under investigation.

OUTREACH EXCELLENCE RECOGNITION

Berkeley's outreach efforts during the PG&E power shutoffs were recently recognized with a [Granicus Digital Government Award](#). These awards recognize the best in digital experience across all levels of government. While the work that led to this award was led by Matthai Chakko (Public Information Officer) and Echa Schneider (Digital Communications Coordinator), it involved collaboration and dedication across many departments. The City of Berkeley received the "Difference Maker" award for work during last year's second Public Safety Power Shutoff event, October 24-29. This category honors excellence in content and outreach methods for a specific, high-impact communications campaign. Out of hundreds of entries, Berkeley stood out for the targeted outreach for residents with access and functional needs and the widespread message reach achieved through the City's "omni-channel" distribution strategy.

RECREATION EVENTS

Mar 7 *Youth Sports Jamboree*, 11:00 am - 2:00 pm, San Pablo Park, 2800 Park St

Apr 10 *Teen Flashlight Egg Hunt*, 7:00 pm, Grove Park, 1730 Oregon St

Apr 11 *Game of Skate*, 12:00 pm - 6:00 pm, Skate Park, 771 Harrison St

Spring Egg Hunt, 9:30 am - 1:00 pm, Willard Park, 2730 Hillegass Ave (note: \$10/youth)