

OFFICIAL BALLOT

CONSOLIDATED GENERAL ELECTION

COUNTY OF SANTA CRUZ, TUESDAY, NOVEMBER 7, 2006



INSTRUCTIONS TO VOTERS: To VOTE, CONNECT THE ARROW pointing to your choice, like this:

To vote for a qualified write-in candidate, write the person's name on the blank line provided and CONNECT THE ARROW:

IMPORTANT: Use only a blue or black ink pen.

If you make a mistake marking your ballot, return it to the Election Official and a replacement ballot will be issued.

STATE		STATE		JUDICIAL	
Governor	Vote for One	Attorney General	Vote for One	FOR ASSOCIATE JUSTICE OF THE SUPREME COURT	Vote Yes or No for Each Office
PETER MIGUEL CAMEJO Financial Advisor	Green	JERRY BROWN Oakland Mayor/Attorney	Democratic	Shall Associate Justice JOYCE L. KENNARD be elected to the office for the term provided by law?	YES NO
EDWARD C. NOONAN Computer Shop Owner	American Independent	KENNETH A. WEISSMAN Attorney At Law	Libertarian	FOR ASSOCIATE JUSTICE OF THE SUPREME COURT	
PHIL ANGELIDES Treasurer of the State of California	Democratic	MICHAEL S. WYMAN Attorney-At-Law	Green	Shall Associate Justice CAROL A. CORRIGAN be elected to the office for the term provided by law?	YES NO
ARNOLD SCHWARZENEGGER Governor	Republican	CHUCK POOCHIGIAN California Senator/Attorney	Republican	FOR PRESIDING JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT	
ART OLIVIER Engineer	Libertarian	JACK HARRISON Attorney/Rent Commissioner	Peace and Freedom	Shall Presiding Justice CONRAD L. RUSHING be elected to the office for the term provided by law?	YES NO
JANICE JORDAN Counselor	Peace and Freedom	Insurance Commissioner	Vote for One	FOR ASSOCIATE JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT	
		CRUZ M. BUSTAMANTE California Lt. Governor	Democratic	Shall Associate Justice NATHAN D. MIHARA be elected to the office for the term provided by law?	YES NO
Lieutenant Governor	Vote for One	TOM CONDIT Writer	Peace and Freedom	FOR ASSOCIATE JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT	
DONNA J. WARREN Financial Manager/Author	Green	LARRY CAFIERO Newspaper Editor	Green	Shall Associate Justice RICHARD J. MCADAMS be elected to the office for the term provided by law?	YES NO
STEWART A. ALEXANDER Automobile Sales Consultant	Peace and Freedom	STEVE POIZNER Businessman/Entrepreneur	Republican	FOR ASSOCIATE JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT	
LYNNETTE SHAW Caregiver/Musician	Libertarian	DALE F. OGDEN Actuary/Insurance Consultant	Libertarian	FOR ASSOCIATE JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT	
JIM KING Real Estate Broker	American Independent	JAY EARL BURDEN Student	American Independent	FOR ASSOCIATE JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT	
JOHN GARAMENDI California State Insurance Commissioner	Democratic			FOR ASSOCIATE JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT	
TOM MCCLINTOCK California State Senator	Republican			FOR ASSOCIATE JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT	
				FOR ASSOCIATE JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT	



Ballot

FOR ASSOCIATE JUSTICE, COURT OF APPEAL 6TH APPELLATE DISTRICT		YES		NO	
Shall Associate Justice WENDY CLARK DUFFY be elected to the office for the term provided by law?					
SCHOOL					
County Superintendent of Schools		Vote for One			
ROWLAND BAKER Assistant County Superintendent					
MICHAEL WATKINS Educator/School Administrator					
SANTA CRUZ CITY SCHOOL DISTRICT					
Governing Board Member Trustee Area 1 (Inside City)		Vote for no more than Two			
JIM LOGSDON Retired School Superintendent					
RACHEL DEWEY THORSETT Incumbent					
WENDY STRIMLING Attorney					
Governing Board Member Trustee Area 2 (Outside City)		Vote for One			
DON MAXWELL Retired Teacher					
MICHAEL ROUTH Incumbent					
G. RICHARD ARNOLD Businessman					
Governing Board Member Trustee Area 3 (At Large)		Vote for One			
CYNTHIA HAWTHORNE Psychotherapist/Mediator					
BRUCE NEUSTADTER Appointed Incumbent					
JOHN WASSERBURGER Retired Teacher/Businessman					

Member, State Board of Equalization 1st District	Vote for One
KENNITA WATSON Retired Quality Engineer	Libertarian
BETTY T. YEE Acting Equalization Boardmember	Democratic
DAVID CAMPBELL Office Worker	Peace and Freedom
DAVID J. NEIGHBORS Certified Public Accountant	Republican
UNITED STATES SENATOR	
	Vote for One
MICHAEL S. METTI Parent/Educator/Businessman	Libertarian
TODD CHRETIEN Writer	Green
MARSHA FEINLAND Retired Teacher	Peace and Freedom
DIANNE FEINSTEIN United States Senator	Democratic
DON J. GRUNDMANN Doctor of Chiropractic	American Independent
RICHARD "DICK" MOUNTJOY Immigration Control Consultant	Republican
UNITED STATES REPRESENTATIVE	
17th District	Vote for One
ANTHONY R. DE MAIO Finance Entrepreneur	Republican
SAM FARR United States Representative	Democratic
MEMBER OF THE STATE ASSEMBLY	
27th District	Vote for One
MICHAEL MORRISON Councilmember/Business Manager	Republican
JOHN LAIRD State Assemblymember	Democratic

Secretary of State	Vote for One
GLENN MC MILLON, JR. Small Business Owner	American Independent
BRUCE MCPHERSON Appointed Secretary of State	Republican
GAIL K. LIGHTFOOT Retired Nurse	Libertarian
MARGIE AKIN Archaeologist/Medical Anthropologist	Peace and Freedom
FORREST HILL Financial Advisor	Green
DEBRA BOWEN State Senator	Democratic
Controller	Vote for One
WARREN MARK CAMPBELL Minister	American Independent
LAURA WELLS Financial Systems Consultant	Green
DONNA TELLO Tax Accountant	Libertarian
TONY STRICKLAND Taxpayer Organization President	Republican
ELIZABETH CERVANTES BARRON Retired Teacher	Peace and Freedom
JOHN CHIANG Member, State Board of Equalization	Democratic
Treasurer	Vote for One
CLAUDE PARRISH Member, State Board of Equalization	Republican
MEHUL M. THAKKER Investment Advisor	Green
MARIAN SMITHSON City Treasurer/CPA	Libertarian
GERALD SANDERS	Peace and Freedom
E. JUSTIN NOONAN Computer Technician	American Independent
BILL LOCKYER California Attorney General	Democratic

VOTE BOTH SIDES

CA44-1-3166-0080



Sample

MEASURES SUBMITTED TO THE VOTERS		MEASURES SUBMITTED TO THE VOTERS		MEASURES SUBMITTED TO THE VOTERS		MEASURES SUBMITTED TO THE VOTERS		MEASURES SUBMITTED TO THE VOTERS					
CITY		STATE		STATE		CITY		CITY OF SANTA CRUZ					
CITY OF SANTA CRUZ		1E DISASTER PREPAREDNESS AND FLOOD PREVENTION BOND ACT OF 2006. This act rebuilds and repairs California's most vulnerable flood control structures to protect homes and prevent loss of life from flood-related disasters, including levee failures, flash floods, and mudslides; it protects California's drinking water supply system by rebuilding delta levees that are vulnerable to earthquakes and storms; by authorizing a \$4.09 billion dollar bond act. Fiscal Impact: State costs of approximately \$8 billion over 30 years to repay bonds. Reduction in local property tax revenues of potentially up to several million dollars annually. Additional unknown state and local operations and maintenance costs.		YES	NO	89 POLITICAL CAMPAIGNS, PUBLIC FINANCING, CORPORATE TAX INCREASE, CAMPAIGN CONTRIBUTION AND EXPENDITURE LIMITS. INITIATIVE STATUTE. Provides that eligible candidates for state elective office may receive public campaign funding. Increases tax on corporations and financial institutions by 0.2 percent to fund program. Imposes new campaign contribution/expenditure limits. Fiscal Impact: Increased revenues (primarily from increased taxes on corporations and financial institutions) totaling more than \$200 million annually to pay for the public financing of political campaigns.		YES	NO	90 GOVERNMENT ACQUISITION, REGULATION OF PRIVATE PROPERTY. INITIATIVE CONSTITUTIONAL AMENDMENT. Bars state/local governments from condemning or damaging private property to promote other private projects, uses. Limits government's authority to adopt certain land use, housing, consumer, environmental, workplace laws/regulations. Fiscal Impact: Increased annual government costs to pay property owners for losses to their property associated with new laws and rules, and for property acquisitions. These costs are unknown, but potentially significant on a statewide basis.		YES	NO
MEASURES SUBMITTED TO THE VOTERS		83 SEX OFFENDERS, SEXUALLY VIOLENT PREDATORS, PUNISHMENT, RESIDENCE RESTRICTIONS AND MONITORING. INITIATIVE STATUTE. Increases penalties for violent and habitual sex offenders and child molesters. Prohibits residence near schools and parks. Requires Global Positioning System monitoring of registered sex offenders. Fiscal Impact: Net state operating costs within ten years of up to a couple hundred million dollars annually; potential one-time state construction costs up to several hundred million dollars; unknown net fiscal impact on local governments.		YES	NO	84 WATER QUALITY, SAFETY AND SUPPLY, FLOOD CONTROL, NATURAL RESOURCE PROTECTION, PARK IMPROVEMENTS, BONDS, INITIATIVE STATUTE. Funds water, flood control, natural resources, park and conservation projects by authorizing \$5,388,000,000 in general obligation bonds. Emergency drinking water safety provisions. Fiscal Impact: State cost of \$10.5 billion over 30 years to repay bonds. Reduced local property tax revenues of several million dollars annually. Unknown state and local operations and maintenance costs, potentially tens of millions of dollars annually.		YES	NO	85 WAITING PERIOD AND PARENTAL NOTIFICATION BEFORE TERMINATION OF MINORS' PREGNANCY. INITIATIVE CONSTITUTIONAL AMENDMENT. Amends California Constitution prohibiting abortion for unemancipated minor until 48		YES	NO
1A TRANSPORTATION FUNDING PROTECTION. LEGISLATIVE CONSTITUTIONAL AMENDMENT. Protects transportation funding for traffic congestion relief projects, safety improvements, and local streets and roads. Prohibits the state sales tax on motor vehicle fuels from being used for any purpose other than transportation improvements. Authorizes loans of these funds only in the case of severe state fiscal hardship. Requires loans of revenues from states sales tax on motor vehicle fuels to be fully repaid within the three years. Restricts loans to no more than twice in any 10-year period. Fiscal Impact: No revenue effect or cost effects. Increases stability of funding to transportation in 2007 and thereafter.		YES	NO	1B HIGHWAY SAFETY, TRAFFIC REDUCTION, AIR QUALITY, AND PORT SECURITY BOND ACT OF 2006. This act makes safety improvements and repairs to state highways, upgrades freeways to reduce congestion, repairs local streets and roads, upgrades		YES	NO						
MEASURES SUBMITTED TO THE VOTERS		1B HIGHWAY SAFETY, TRAFFIC REDUCTION, AIR QUALITY, AND PORT SECURITY BOND ACT OF 2006. This act makes safety improvements and repairs to state highways, upgrades freeways to reduce congestion, repairs local streets and roads, upgrades		YES	NO	1B HIGHWAY SAFETY, TRAFFIC REDUCTION, AIR QUALITY, AND PORT SECURITY BOND ACT OF 2006. This act makes safety improvements and repairs to state highways, upgrades freeways to reduce congestion, repairs local streets and roads, upgrades		YES	NO				
STATE		STATE		STATE		STATE		STATE					



Ballot

highways along major transportation corridors," improves seismic safety of local bridges, expands public transit, helps complete the state's network of car pool lanes, reduces air pollution, and improves anti-terrorism security at shipping ports by providing for a bond issue not to exceed nineteen billion nine hundred twenty-five million dollars (\$19,925,000,000). Fiscal Impact: State costs of approximately \$38.9 billion over 30 years to repay bonds. Additional unknown state and local operations and maintenance costs. 1C HOUSING AND EMERGENCY SHELTER TRUST FUND ACT OF 2006. For the purpose of providing shelters for battered women and their children, clean and safe housing for low-income senior citizens; homeownership assistance for the disabled, military veterans, and working families; and repairs and accessibility improvements to apartment for families and disabled citizens, the state shall issue bonds totaling two billion eight hundred fifty million dollars (\$2,850,000,000) paid from existing state funds at an average annual cost of two hundred and four million dollars (\$204,000,000) per year over the 30 year life of the bonds. Requires reporting and publication of annual independent audited reports showing use of funds, and limits administration and overhead costs. 1D KINDERGARTEN-UNIVERSITY PUBLIC EDUCATION FACILITIES BOND ACT OF 2006. This ten billion four hundred sixteen million dollar (\$10,416,000,000) bond issue will provide needed funding to relieve public school overcrowding and to repair older schools. It will improve earthquake safety and fund vocational educational facilities in public schools. Bond funds must be spent according to strict accountability measures. Funds will also be used to repair and upgrade existing public college and university buildings and to build new classrooms to accommodate the growing student enrollment in the California Community Colleges, the University of California, and the California State University. Fiscal Impact: State costs of about \$20.3 billion to pay off both the principal (\$10.4 billion) and interest (\$9.9 billion) on the bonds. Payments of about \$680 million per year. YES NO	hours after physician notifies minor's parent/guardian, except in medical emergency or with parental waiver. Mandates reporting requirements. Authorizes monetary damages against physicians for violation. Fiscal Impact: Potential unknown net state costs of several million dollars annually for health and social services programs, court administration, and state health agency administration combined. 86 TAX ON CIGARETTES. INITIATIVE AND CONSTITUTIONAL AMENDMENT AND STATUTE. Imposes additional \$2.60 per pack excise tax on cigarettes and indirectly increases taxes on other tobacco products. Provides funding for various health programs, children's health coverage, and tobacco-related programs. Fiscal Impact: Increase in excise tax revenues of about \$2.1 billion annually in 2007-08 spent for the specified purposes outlined above. Other potentially significant costs and savings for state and local governments due to program changes. YES NO	Shall the Santa Cruz Municipal Code be amended to add an ordinance that promotes sustainable growth in the City by opposing the negative impacts of proposed University of California at Santa Cruz ("UCSC") growth and by prohibiting the City from providing services to the University necessary for University expansion until the University has fully implemented mitigation measures intended to offset the negative environmental impacts that will otherwise result from that expansion? YES NO	In order to preserve the City's limited remaining water capacity that is available to current utility users and to conserve capacity in the City's wastewater treatment plant, shall the City of Santa Cruz Charter be amended to require a vote of the people before the City Council will be allowed to initiate an annexation to the City's water service area or sewer service area? YES NO	Shall the Santa Cruz Municipal Code be amended by adding an ordinance that requires Santa Cruz police officers and other law enforcement officers in the City of Santa Cruz to make enforcement of state and federal laws pertaining to the distribution, sale, cultivation or use of marijuana by adults their lowest law enforcement priority? YES NO
87 ALTERNATIVE ENERGY, RESEARCH, PRODUCTION, INCENTIVES. TAX ON CALIFORNIA OIL PRODUCERS. INITIATIVE AND CONSTITUTIONAL AMENDMENT AND STATUTE. Establishes \$4 billion program to reduce petroleum consumption through incentives for alternative energy, education and training. Funded by tax on California oil producers. Fiscal Impact: State oil tax revenues of \$225 million to \$485 million annually for alternative energy programs totaling \$4 billion. State and local revenue reductions up to low tens of millions of dollars annually. YES NO	88 EDUCATION FUNDING. REAL PROPERTY PARCEL TAX. INITIATIVE AND CONSTITUTIONAL AMENDMENT AND STATUTE. Imposes \$50 tax on each real property parcel to provide additional public school funding for kindergarten through grade 12. Exempts certain elderly, disabled homeowners from tax. Use of funds restricted to specific educational purposes. Fiscal Impact: State parcel tax revenue of roughly \$450 million annually, allocated to school districts for specified education programs. YES NO			

CA44-2-AF1

VOTE BOTH SIDES



VOTER'S PAMPHLET

STATE LEGISLATIVE CANDIDATES' STATEMENTS OF QUALIFICATIONS

The following pages may not contain a complete list of candidates. A complete list of candidates appears on the Sample Ballot.
Pursuant to Government Code Section 85601(c), only a candidate who accepts voluntary expenditure limits may purchase space for a statement.

Statement of **JOHN LAIRD**, Candidate for
State Assembly
27th District

Occupation: State Assemblymember

Age: 56

I have been honored to represent Santa Cruz County in the State Assembly the past four years. I have moved into the Assembly leadership as Chair of the Budget Committee and as a lead member of the conference committees on the budget and the infrastructure bond package.

As a leader in the Assembly, I have fought to extend health insurance to all California children, roll back community college fees, restore education funding, ensure that California's environmental protection is strong, and give working people a fair shake from state government.

My bills to help first-time homebuyers in Santa Cruz County, extend state civil rights protections, protect agricultural land from urban development, give public transit workers a role in managing their pension funds, expand the number of children in school nutrition programs, and restore community college health services have all been signed into law.

I am particularly proud of the successful bipartisan effort to pass the Laird-Leslie Act, which established the Sierra Nevada Conservancy.

We still must extend health care to all Californians, ensure access to higher education and work together to attack the problem of global warming.

I bring to my job thirty years experience as a mayor, councilmember, community college trustee, congressional assistant, budget analyst, non-profit executive director and community activist.

It is an honor to serve you in the state legislature. I ask for your support - in both the election and with the continuing challenges facing California and the Monterey Bay Area.

www.johnlaird.org

1270-001

Declaración de **JOHN LAIRD**, Candidato para la
Asamblea Estatal
Distrito 27

Ocupación: Asambleísta estatal

Edad: 56

Durante los últimos cuatro años, he tenido el honor de representar al Condado de Santa Cruz ante la Asamblea Estatal. He ingresado en la dirección de la Asamblea como presidente del Comité del Presupuesto y como miembro dirigente de los comités de conferencia sobre el presupuesto y sobre el paquete de bonos para la infraestructura.

Como líder de la Asamblea, he luchado para extender el seguro médico para todos los niños de California, para reducir las colegiaturas de los colegios comunitarios, para restablecer el financiamiento de la educación, para garantizar que la protección ambiental de California sea fuerte y para darles a las personas que trabajan un trato justo con el gobierno estatal.

Mis proyectos de ley para ayudar a las personas que compren su primera residencia en el Condado de Santa Cruz, para extender las protecciones de los derechos civiles en este Estado, para proteger las tierras agrícolas contra la expansión urbana, para concederles a los trabajadores del transporte público influencia en la administración de sus fondos de pensiones, para ampliar el número de programas de nutrición para los niños escolares, y para restaurar los servicios médicos de los colegios universitarios, y todos fueron refrendados y convertidos en ley.

Estoy particularmente orgulloso de la exitosa iniciativa bipartidista para aprobar la Ley Laird-Leslie, la cual estableció la Junta de Protección Ambiental de la Sierra Nevada.

Todavía tenemos que extender el cuidado de la salud a todos los residentes de California, garantizar el acceso a la educación superior y trabajar juntos para acometer el problema del calentamiento del planeta.

Llevo a mi trabajo treinta años de experiencia como alcalde, concejal, miembro del consejo de administración de colegio comunitario, ayudante legislativo, analista de presupuestos, director ejecutivo de una empresa sin fines de lucro y activista en la comunidad.

Es un honor servirle a usted en la legislatura estatal. Le pido su apoyo – tanto en las elecciones como en los constantes asuntos desafiantes que California y el Área de la Bahía tienen que enfrentar. www.johnlaird.org

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

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Statement of **ROWLAND BAKER**, Candidate for
Superintendent of Schools
Santa Cruz County

Occupation: Santa Cruz County Assistant Superintendent of Schools **Age:** 55

For 33 years I've worked to make Santa Cruz County's schools better. During my 15 years as a classroom teacher, 5 years as a principal, and 13 years at the County Office of Education, I've lead with vision and innovation to address the needs of our students and schools. My years working with the Department of Education in Sacramento have given me the expertise needed to help secure millions of dollars in grants and special funding for local schools. Many key educators and other community leaders support my candidacy. The current County Superintendent of Schools endorses me.

My goals:

- Develop curriculum and programs to ensure the success of all students.
- Recruit, support and retain excellent teachers and staff.
- Maximize state and federal funding while ensuring school district fiscal accountability.
- Streamline and consolidate county services in a way that supports individual school districts.

If elected, I will provide the leadership necessary to represent our county in Sacramento. I will develop programs that improve our schools and address their unique and rapidly changing needs. As a native of our county, a parent and lifelong educator, I'm committed to creating the best possible education for all of our students.

<http://www.bakerforsuperintendent.com>

3005-002

Declaración de **ROWLAND BAKER**, Candidato para
Superintendente de Escuelas
Condado de Santa Cruz

Ocupación: Asistente al Superintendente de Escuelas del Condado de Santa Cruz **Edad:** 55

Por 33 años, he trabajado para mejorar las escuelas del Condado de Santa Cruz. Durante 15 años como maestro en las aulas, 5 años como director escolar, y 13 años en las Oficinas de Educación del Condado, he liderado con visión y con innovación para hacer frente a las necesidades de nuestros alumnos y de nuestras escuelas. Mis años de trabajo con el Departamento de Educación en Sacramento me han dotado de la pericia necesaria para ayudar a obtener millones de dólares en donaciones y en fondos especiales para las escuelas locales. Mi candidatura cuenta con el respaldo de muchos educadores importantes y de otros dirigentes de la comunidad. El actual Superintendente de Escuelas del Condado me ha dado su aprobación, también.

Éstas son mis metas:

- Establecer planes académicos y programas para garantizar el éxito de todos los alumnos.
- Reclutar, apoyar y retener a excelentes maestros y empleados.
- Aumentar al máximo el financiamiento federal y estatal en tanto que se garantiza la responsabilidad fiscal del distrito escolar.
- Agilizar y consolidar los servicios del condado de una manera que apoye los distritos escolares individuales.

Si soy elegido, ofreceré la dirección necesaria para representar a nuestro condado en Sacramento. Desarrollaré programas que mejoren nuestras escuelas y que enfrenten sus necesidades únicas que cambian tan rápido. Como natural de nuestro condado, como padre y como educador por toda mi vida, estoy comprometido a establecer la mejor educación posible para todos nuestros alumnos.

<http://www.bakerforsuperintendent.com>

3005-002

Statement of **MICHAEL WATKINS**, Candidate for
Superintendent of Schools
County of Santa Cruz

Occupation: Educator and School Administrator **Age:** 56

I am running for Superintendent because I refuse to accept the declining state of our public schools. New leadership is the answer.

As your Superintendent, I will:

- Put students first
- Empower teachers and include parents in decision making
- Fight to get Santa Cruz County schools every dollar due from state and federal government, make wise use of tax payer dollars, and direct funds to the classroom
- Work with business leaders to prepare students for the demands of the 21st Century workforce
- Promote tolerance and embrace diversity

I have been endorsed by:

- Sandra Nichols and Lupe Rivas (former candidates)
- Teachers (California Teacher's Association)
- Democrats (Democratic Women's Club)
- Classified school employees (Classified School Employees Association 484)
- Working families (AFSCME 3299)
- GLBT Alliance
- Democracy for America

I have 35 years of experience working in every aspect of education including: classroom teaching, school administration and balancing multi-million dollar budgets. I have been honored for, "Visionary Leadership" by the Board of Supervisors and "Positive Change for Youth" by the Watsonville City Council.

The status quo is no longer acceptable. I will welcome the community's input and build new partnerships. I respectfully request your vote. Together, we can make public education the gateway to a better future.

3005-001

Declaración de **MICHAEL WATKINS**, Candidato para
Superintendente de Escuelas
Condado de Santa Cruz

Ocupación: Educador y administrador escolar **Edad:** 56

Me postulo para el puesto de Superintendente porque me niego a aceptar el empeoramiento de nuestras escuelas públicas. La respuesta reside en obtener nueva dirección.

Como su Superintendente, Yo

- Daré prioridad a los alumnos; Concederé poderes a los maestros e incluiré a los padres en la toma de decisiones; Lucharé para que las escuelas del Condado de Santa Cruz puedan obtener todo el dinero que merecen del gobierno estatal y federal, utilizaré prudentemente los fondos del contribuyente y dirigiré los fondos hacia los salones de clases; Trabajaré con los líderes del sector comercial para preparar a los alumnos para las exigencias del mundo laboral del Siglo XXI; Fomentaré la tolerancia y daré la bienvenida a la diversidad

Cuento con el respaldo de:

- Sandra Nichols y Lupe Rivas (ex candidatas); Los maestros (la Asociación de Maestros de California); Los demócratas (el Club de Mujeres Demócratas); Los empleados escolares especializados (la Asociación de Empleados Escolares Especializados 484); Las familias que trabajan (AFSCME – la Federación Americana de Empleados Municipales, Estatales y Federales 3299); La Alianza GLBT (alianza entres gays y lesbianas); Democracia para Estados Unidos

Tengo 35 años de experiencia de trabajar en todos los aspectos de la educación incluyendo: como maestro en las aulas, como administrador escolar y en la reconciliación de presupuestos multimillonarios. Recibí el galardón por "Dirección Visionaria" otorgado por el consejo de supervisores y el galardón por "Cambios Positivos para la Juventud" otorgado por el concejo de la ciudad de Watsonville.

Ya no se puede aceptar el sistema establecido. Invitaré las ideas de la comunidad y formaré nuevas alianzas. Solicito respetuosamente su voto. Juntos podemos hacer de la educación pública el umbral para llegar a un futuro mejor.

3005-001

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

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Statement of **JIM LOGSDON**, Candidate for
Governing Board Member, Trustee Area 1 (Inside City)
Santa Cruz City School District

Occupation: Retired School Superintendent

I am an independent candidate for the Area1 trustee position with the Santa Cruz City Schools. I am not beholden to any candidate slate, parent group or union. I have exceptional qualifications for the position including:

- M.A. and Ph.D. degrees in school administration
- Attendance and participation in almost all SCCS board meetings over the past 10 years
- Thirty years of direct, hands on teaching and administrative experience in California schools
- Contributing member of many SCCS committees; Charter member of the Bond Oversight Committee
- Contributor and volunteer for all school bond and parcel tax measures over the past 10 years
- Unfailing proponent of equity and diversity issues in our schools
- Frequent contributing writer on educational matters in our community newspapers

I am committed to openness and transparency in all school matters. I am convinced that the City Schools can achieve academic excellence for all students. I am keenly aware of and most appreciative of the unparalleled support this community has fostered on our children. I hope to partially repay that generosity and trust by serving as a board member.

3081-003

Statement of **RACHEL DEWEY THORSETT**, Candidate for
Governing Board Member, Trustee Area 1 (Inside City)
Santa Cruz City School District

Occupation: Associate Adjunct Professor (Astronomy/Astrophysics), UCSC

Education: Public primary/secondary schools; B.A., Physics, Harvard University; Ph.D., Physics, Princeton University

Public schools today face many challenges, but their central mission – providing strong academic programs that enable students to become informed and engaged members of a diverse society– has never been more important. To do this Santa Cruz schools need creative, knowledgeable and realistic leaders who recognize that the community's support for education is a crucial resource.

In my two years on the board, I have worked to focus district decision-making and budgeting squarely on support for students and classrooms, so that all students have access to high quality programs. We have learned to do more with less, but we can do better. Santa Cruz City Schools needs budget reform and true fiscal accountability to ensure that limited tax dollars are used as effectively as possible to increase student achievement.

As a parent, teacher, PTA member, and scientist, I bring to the Board the perspective of an educator with K-12 and college-level experience, the activism of a community volunteer, and the skills needed to understand school finance. I ask for your support and pledge my full commitment to our public schools.

www.RachelDeweyThorsett.org

3081-002

Declaración de **RACHEL DEWEY THORSETT**, Candidata para
Miembro del Consejo de Gobierno, Área de Síndico núm. 1 (Zona a dentro)
Distrito Escolar de la Ciudad de Santa Cruz

Ocupación: Profesora adjunta asociada (Astronomía/Astrofísica), UCSC (Universidad de California de Santa Cruz)

Preparación académica: Escuelas públicas a nivel primario y secundario; licenciatura en Física de la Universidad de Harvard; Doctorado en Física de la Universidad de Princeton

Las escuelas públicas hoy en día se enfrentan con muchos asuntos desafiantes, pero su misión central – ofrecer programas académicos sólidos que permitan que los alumnos lleguen a ser integrantes informados y comprometidos de una sociedad diversa – nunca ha sido más importante. Para lograr esto, las escuelas de Santa Cruz necesitan líderes creativos, informados y realistas que reconozcan que el apoyo comunitario a la educación es un recurso esencial.

En mis dos años en el consejo, he trabajado diligentemente para que las decisiones tomadas por el distrito y la preparación de presupuestos estén enfocadas en el apoyo a los estudiantes y a sus aulas de clases con el objetivo de que todos los alumnos tengan acceso a programas de primera calidad. Hemos aprendido a hacer más con menos esfuerzo, pero podemos mejorar. Las escuelas de la ciudad de Santa Cruz necesitan una reforma presupuestaria y una verdadera responsabilidad fiscal para garantizar que los fondos limitados provenientes de los impuestos se utilicen de la manera más eficaz posible para aumentar los logros académicos de los alumnos.

Como madre, maestra, miembro de la Asociación de Padres y Maestros y científica, llevo al consejo la perspectiva de una educadora con experiencia en los primeros doce años escolares y a nivel universitario, el activismo de una voluntaria comunitaria, y las habilidades necesarias para comprender las finanzas escolares. Le pido su apoyo y prometo comprometerme en cuerpo y alma a nuestras escuelas públicas.

www.RachelDeweyThorsett.org

3081-002

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

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Statement of **WENDY STRIMLING**, Candidate for
Governing Board Member, Trustee Area 1 (Inside City)
Santa Cruz City School District

Occupation: Attorney

Education: B.A., Politics, UCSC; M.S., Sociology, University of Wisconsin - Madison; J.D., Boalt Hall

We need to build confidence and pride in Santa Cruz City Schools. After years of hard budget choices, we now have an opportunity to reverse the slide in parents' faith in our schools. If elected, I will work to strengthen and restore respect for our public schools.

We need to examine budget priorities, make wise financial choices, and make decisions openly. Our goals must include reducing class sizes at all schools, expanding learning opportunities for students of all abilities, valuing our teachers, and embracing creative solutions.

We need an open and transparent decision-making process, where all voices in our community are welcome and decisions are made after careful and open deliberation.

I am a practicing attorney with over ten years of experience advising governmental agencies. I will use my legal skills and knowledge to help the school board function openly and effectively. As a parent with children in the district for the past eleven years-including elementary, middle and high schools-I am deeply committed to improving our schools. I ask for your vote for school board.

www.WendyStrimling.org

3081-001

Declaración de **WENDY STRIMLING**, Candidata para
Miembro del Consejo de Gobierno, Área de Síndico núm. 1 (Zona a dentro)
Distrito Escolar de la Ciudad de Santa Cruz

Ocupación: Abogada

Preparación académica: Licenciatura en Ciencias Políticas, Universidad de California de Santa Cruz; maestría en Sociología, Universidad de Wisconsin – Madison; doctorado en Leyes de Boalt Hall

Necesitamos forjar confianza y orgullo en las escuelas de la ciudad de Santa Cruz. Después de años de difíciles decisiones presupuestarias, ahora tenemos la oportunidad para poner fin al derrumbe en la fe que tienen los padres en nuestras escuelas. Si soy elegida, trabajaré para fortalecer y restablecer el respeto por nuestras escuelas públicas.

Tenemos que examinar las prioridades presupuestarias, elegir prudentemente en los asuntos fiscales, y tomar decisiones abiertamente. Nuestras metas tienen que incluir una reducción en el número de alumnos por salón en todas las escuelas, la ampliación de las oportunidades de aprendizaje para todos los alumnos con distintas habilidades, alta estima para nuestros maestros, y una acogida a las soluciones creativas.

Necesitamos un proceso abierto y transparente para la toma de decisiones, uno que invite la opinión de toda nuestra comunidad y en que todas las decisiones se tomen después de deliberaciones estudiadas y abiertas.

Ejerzo como abogada y tengo más de diez años de experiencia en el asesoramiento de las agencias gubernamentales. Usaré mis habilidades y conocimientos legales para ayudar al consejo escolar a funcionar abierta y eficazmente. Como madre de niños que estudian en el distrito, desde hace 11 años, incluyendo la escuela primaria, intermedia y superior, estoy profundamente comprometida a mejorar nuestras escuelas. Le pido su voto para el consejo escolar.

www.WendyStrimling.org

3081-001

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

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Statement of **DON MAXWELL**, Candidate for
Governing Board Member, Trustee Area 2 (Outside City)
Santa Cruz City School District

Occupation: Retired Teacher

Education: B.A., Art, Fresno State University; M.A., Art Education, Ohio State University

Our students deserve leaders who put students first, plan for the future and provide leadership in uncertain times. As a former teacher with 35 years in our local schools and as past president of the local teachers union, I bring essential experience to the task of preparing our students and schools for tomorrow.

If elected, I will focus on:

- Increasing funding
- Improving achievement
- Reducing class sizes
- Increasing college-prep Advanced Placement courses
- Developing high quality technical and vocational programs
- Increasing arts programs in all our schools
- Providing support for Library and Counseling programs
- Improving teacher and support staff salaries
- Collaborating with neighboring school districts

I have been a tireless advocate for arts education in all our schools. I have the balanced background and demonstrated skill necessary to serve you as a Santa Cruz City Schools Trustee.

Public education is the cornerstone of our free, democratic society. I am committed to public education and with your support I believe we can work together to revitalize and strengthen our public schools.

www.DonMaxwell.net

3083-001

Declaración de **DON MAXWELL**, Candidato para
Miembro del Consejo de Gobierno, Área de Síndico núm. 2 (Zona afuera)
Distrito Escolar de la Ciudad de Santa Cruz

Ocupación: Maestro retirado

Preparación académica: Licenciatura, Arte, Universidad Estatal de Fresno; maestría, Educación de Arte, Universidad Estatal de Ohio

Nuestros alumnos merecen líderes que den prioridad a los alumnos, que hagan planes para el futuro y que ofrezcan liderazgo en los momentos de incertidumbre. Como ex maestro con 35 años de experiencia en nuestras escuelas locales y como ex presidente del sindicato local de los maestros, llevaré experiencia esencial para la labor de preparar a nuestros alumnos y escuelas para el futuro.

Si soy elegido, me concentraré en:

- Aumentar el financiamiento
- Mejorar el desempeño
- Reducir el número de alumnos por salón
- Aumentar el número de cursos preparatorios con créditos universitarios
- Desarrollar programas técnicos y vocacionales de alta calidad
- Aumentar el número de programas de arte en todas nuestras escuelas
- Facilitar apoyo a los programas de bibliotecas y de consultoría
- Mejorar los sueldos de los maestros y de los empleados auxiliares
- Colaborar con los distritos escolares vecinos

He sido un defensor incansable de la educación de las artes en todas nuestras escuelas. Tengo la formación balanceada y la habilidad probada que se necesitan para servirle como síndico de las escuelas de la ciudad de Santa Cruz

La educación pública es la piedra angular de nuestra sociedad libre y democrática. Estoy comprometido a la educación pública y con su apoyo creo que podemos trabajar juntos para revitalizar y fortalecer nuestras escuelas públicas.

www.DonMaxwell.net

3083-001

Statement of **MICHAEL ROUTH**, Candidate for
Governing Board Member, Trustee Area 2 (Outside City)
Santa Cruz City School District

Occupation: Incumbent/Retired Educator

Age: 62

If you support an independent voice, decisions reflecting what's best for kids, sustainable class size reductions and academic growth, balanced decisions that preserve the District's financial stability, support for educational programs that serve our Hispanic community, respect for the Trustee's role as policy maker - not day to day manager - and common sense decisions resulting in the best education program the District can afford, then vote for incumbent Michael Routh.

No candidate brings the variety of educational experience I do to the Board of Trustees - 19 years as a classroom teacher grades 4 - 9, 4 years Harbor High Asst. Principal, 5 years SLVJH Principal, 8 years university instructor supervising new teachers, 8 years SCCS District Trustee, 24 years Capitola City Council member.

3083-002

Statement of **G. RICHARD ARNOLD**, Candidate for
Governing Board Member, Trustee Area 2 (Outside City)
Santa Cruz City School District

Occupation: Businessman

Hidden from the public are outside "directives" that are forced on local school districts.

Unelected multi-nationals have turned our schools into experimental laboratories designed to create malleable, groveling "global citizens" unaware of the unique country in which they grew up. Individualism is replaced with "group think" so students can be "managed" for a lifetime.

The Feds and UNESCO are promoting "Global Classrooms" brainwashing kids into accepting Agenda 21 (sustainable development) a system of total control. This new feudalism is being sold as "regional governance" "smart growth" "compatible communities" and is designed to replace the Constitution with its checks and balances. <http://www.freedom21santacruz.net/site/>

Government-Private Partnerships (fascism) is funded by the same foundations protecting the millions of dollars of the Rockefeller, Panettas, Soros, Gorbachevs, Ford, Packards and Maurice Strongs.

Kids need a good grasp of history, the Constitution, math, business, an appreciation of the arts, ability to compose a correct paragraph. The goal is thinking individuals who will control *their own lives* and not robots programmed to work cheap for the globalist's government-private partnerships.

If you want your kid to be groomed as an individual and not merely a human commodity ... vote for G. Richard Arnold

3083-003

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

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Statement of **CYNTHIA HAWTHORNE**, Candidate for
Governing Board Member, Trustee Area 3 (At Large)
Santa Cruz City School District

Occupation: Psychotherapist/Mediator

Education: B.S., Psychology, University of Oregon; M.S., Community Psychology, San Jose State University

As president of the Santa Cruz Education Foundation, I led successful efforts to:

- Reduce class sizes for 9th grade English classes at Harbor, Santa Cruz and Soquel High Schools
- Develop a mentoring program for at-risk middle school students
- Strengthen K-5 science education
- Make equitable and accessible pre-Kindergarten programs a priority
- Heal wounds from years of budget cuts
- Build new partnerships with the business community

With strong vision and leadership, we can strengthen our schools through:

- Full commitment to small class sizes K-12
- Return of previously cut science and arts programs
- Stronger bilingual and cross-cultural programming
- Nutritionally and fiscally sound nutrition programs
- An inventive and student-involved district environmental policy

From the classroom to the ballot box, our community has sent Santa Cruz City Schools a clear message: we are committed to a brighter future for our public schools.

As a parent, therapist and mediator, I will build on nearly twenty years in our local schools as a relentless activist focused on vision and tangible results. Please vote for me and support greater opportunity for all of our students.

www.CynthiaHawthorne.org

3084-001

Declaración de **CYNTHIA HAWTHORNE**, Candidata para
Miembro del Consejo de Gobierno, Área de Síndico núm. 3 (Representación global)
Distrito Escolar de la Ciudad de Santa Cruz

Ocupación: Psicoterapeuta/mediadora

Preparación académica: Licenciatura de la Universidad de Oregón; maestría, Psicología Comunitaria, Universidad Estatal de San José

Como presidenta de la Fundación de Educación de Santa Cruz, dirigí campañas exitosas para:

- Reducir el número de alumnos por salón en las clases del Idioma Inglés del noveno grado en las escuelas superiores de Harbor, de Santa Cruz y de Soquel; Desarrollar un programa de mentores para los alumnos en riesgo de las escuelas intermedias; Fortalecer la instrucción de ciencias en el jardín de infancia hasta quinto grado; Fijar como prioridad programas equitativos y accesibles precursores al jardín de infancia; Restañar las heridas causadas por años de recortes presupuestarios; Formar nuevas alianzas con el sector comercial

Con una visión y dirección fuertes, podemos fortalecer nuestras escuelas mediante:

- Un compromiso total por tener pocos alumnos por salón en el jardín de infancia hasta el doceavo grado; Restablecer los programas de ciencias y de artes que fueron eliminados anteriormente; Programas bilingües e interculturales más vigorosos; Programas de nutrición fiscalmente sólidos y nutritivos; Una política ambiental para el distrito inventiva que incluya la participación de los alumnos

Desde las aulas hasta las urnas, nuestra comunidad ha enviado un mensaje claro a las escuelas de la ciudad de Santa Cruz: estamos comprometidos a un futuro más brillante para nuestras escuelas públicas.

Como madre, terapeuta y mediadora, haré uso de mis casi veinte años en nuestras escuelas locales trabajando como activista incansable enfocada en visión y en resultados concretos. Por favor, vote por mí para apoyar más oportunidades para todos nuestros alumnos.

www.CynthiaHawthorne.org

3084-001

Statement of **BRUCE NEUSTADTER**, Candidate for
Governing Board Member, Trustee Area 3 (At Large)
Santa Cruz City School District

Occupation: Marriage and Family Therapist

Age: 53

I am a Santa Cruz City School Board Member, parent of two children who attended K-12 in Santa Cruz City Schools, counselor, and have been a resident of Santa Cruz for more than 30 years. While on the Santa Cruz City School Board I have actively supported academic excellence, educational equity, class size reduction plans, a pre K program, and a fiscally sound budget. As a board member I will continue to support these priorities. To move the district forward I will continue to stress collaboration between parents, teachers, staff, administrators, and students. I am passionate about public education and have spent the past 20 years working with Santa Cruz City Schools. Thank you for your consideration.

3084-003

Declaración de **BRUCE NEUSTADTER**, Candidato para
Miembro del Consejo de Gobierno, Área de Síndico núm. 3 (Representación global)
Distrito Escolar de la Ciudad de Santa Cruz

Ocupación: Terapeuta familiar y matrimonial

Edad: 53

Soy miembro del consejo escolar de la ciudad de Santa Cruz, padre de dos hijos que estudiaron sus primeros doce años en las escuelas de la ciudad de Santa Cruz, consejero, y residente de Santa Cruz por más de 30 años. Durante mi desempeño en el consejo escolar de la ciudad de Santa Cruz, he apoyado activamente la excelencia académica, la equidad educativa, los planes para reducir el número de alumnos por salón, un programa precursor al jardín de infancia, y un presupuesto fiscalmente sólido. Como miembro del consejo, continuaré respaldando estas prioridades. Para mover el distrito hacia delante, continuaré insistiendo en una colaboración entre los padres, los maestros, los empleados, los administradores y los alumnos. Estoy apasionado por la educación pública, y he pasado los últimos 20 años trabajando en las escuelas de la ciudad de Santa Cruz. Agradezco su consideración.

3084-002

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

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Statement of **JOHN WASSERBURGER**, Candidate for
Governing Board Member, Trustee Area 3 (At Large)
Santa Cruz City School District

Occupation: Retired Teacher/Businessman

Age: 72

Concerened Competent Committed

Our students deserve the finances and success in the classroom that can only come from good management.

I am a retired teacher with more than 25 years experience in the classroom in our area. I have personal experience with the operations in the Santa Cruz City School District. As a retired teacher, I have an overview of the needs, goals and challenges our schools face today.

I listen, learn, and act. I will pursue new programs such as the California Partnership Academies so our students can thrive and achieve.

My successful business ventures have provided me expertise analyzing budgets and allocating financial resources. As the former president of the teacher's organization, I understand the needs of all district employees and support their efforts to be paid a competitive salary.

I support the senior citizen's exemption for all present and future parcel taxes. I pledge all construction bond monies will be spent for classrooms, not administrative offices.

Quality public education is vital to the future of our children and community.

Educación pública de calidad es vital para el futuro de nuestros hijos y nuestra comunidad.

I will operate with honest, forthright communication. I look forward to your input.

e-mail: JW4TRUSTEE@aol.com

Telephone: 831-427-3418

3084-002

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

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Statement of **CYNTHIA MATHEWS**, Candidate for
Member of City Council
City of Santa Cruz

Occupation: Santa Cruz Mayor and Councilmember;
retired non-profit manager

Age: 63

For over thirty years I have lived in Santa Cruz, raised my family here, and been an active community member. My experience includes three terms on the City Council, a long career with Planned Parenthood, and community leadership involving youth, schools, environment, neighborhoods, historic preservation, local economy, arts, and human services.

Santa Cruz faces significant challenges ahead:

- Fostering a strong local economy in a changing world.
- Sustaining essential City services.
- Dealing with plans for University growth.
- Protecting our parks, greenbelt and marine sanctuary.
- Repairing our roads, maintaining infrastructure, and ensuring adequate water supplies.
- Cultivating community institutions that enrich our quality of life, including schools, health and human service agencies, and cultural organizations.
- Developing a new General Plan for the future that reflects community needs and values.
- Ensuring public safety so all people feel safe in their homes and neighborhoods.

With my long record of community service, Council experience, pragmatic approach and progressive values, I can make an important contribution. I also believe there are great strengths within our community in all sectors, and I want to ensure they are included as we move forward.

Thank you for your vote. For additional information: www.cynthiamathews.com.

5012-004

Declaración de **CYNTHIA MATHEWS**, Candidata para
Miembro del Concejo de la Ciudad
Ciudad de Santa Cruz

Ocupación: Alcaldesa y concejala de Santa Cruz;
gerente retirada de una empresa sin fines de lucro

Edad: 63

Por más de treinta años, he vivido en Santa Cruz, he criado a mi familia aquí, y he estado activa en la comunidad. Mi experiencia incluye tres términos de cargo en el concejo de la ciudad, y una carrera prolongada con la Planificación Familiar, y dirección comunitaria relacionada con los jóvenes, las escuelas, el medio ambiente, los vecindarios, la preservación histórica, la economía local, las artes y los servicios humanos.

Santa Cruz se enfrenta con asuntos desafiantes para el futuro:

- Fomentar una fuerte economía local en un mundo cambiante.
- Sostener los servicios esenciales de la ciudad.
- Manejar los planes para el crecimiento universitario.
- Proteger nuestros parques, las zonas verdes y el santuario marino.
- Reparar nuestras carreteras, mantener la infraestructura y garantizar un abastecimiento adecuado de agua.
- Cultivar las instituciones comunitarias que enriquecen nuestra calidad de vida, incluyendo las escuelas, las agencias de salud y de servicios humanos, y las organizaciones culturales.
- Instrumentar un nuevo Plan General para el futuro que refleje las necesidades y valores de la comunidad.
- Garantizar la seguridad pública para que todo el mundo se sienta seguro en su propia casa y vecindario.

Con mi largo historial de servicio comunitario, experiencia en el concejo, enfoque pragmático y valores progresistas, puedo hacer una aportación importante. También creo que todos los sectores de nuestra comunidad poseen grandes fortalezas, y que quiero asegurarme de que sean incluidos mientras avanzamos.

Agradeceré su voto. Para más información: www.cynthiamathews.com

5012-004

Statement of **CHRIS COBB**, Candidate for
Member of City Council
City of Santa Cruz

Occupation: Business Development Professional

Age: 36

My name is Chris Cobb and I am a Husband, Father and Friend that thoroughly enjoys living in Santa Cruz. I have been nominated to bring a strong, experienced business sense to the council.

My platform for candidacy is based mainly on a vision to bring small and medium-sized companies from strong growth industries into Santa Cruz. The goal is to have long-term, good-paying, local jobs at all skill levels. My energies will be focused on putting plans into action to attract these businesses and jobs.

In matters at hand I will take steady action in an open-minded, compassionate, balanced, and fair manner. I consider myself pro-environment, a big fan of the natural beauty of Santa Cruz and the surrounding area, and a strong believer in personal freedoms. I will strive to do no harm, and do the greatest good for all involved.

I respectfully put myself up for consideration for the office of Councilmember, and will serve with integrity if selected. Thank you for your support.

5012-006

VOTER'S PAMPHLET

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Statement of **LYNN ROBINSON**, Candidate for
City Councilmember
City of Santa Cruz

Occupation: Garden Designer/ Businesswoman

Age: 51

It's time we work together to refocus our City Council on the needs of our neighborhoods, public safety and creating a healthy, sustainable local economy.

Our City Council needs a new voice - an effective Councilmember who listens to neighborhood and community needs first – who puts people before politics.

Four years ago I co-founded Santa Cruz Neighbors, a growing city-wide coalition of concerned citizens. Our town hall meetings on vital issues such as UCSC growth, neighborhood crime, emergency planning, traffic, and development are making a real difference.

I will work tirelessly to sustain our community values, protect our environment and ensure neighborhood safety. I am known for my ability to carefully listen and for my hard work for the diverse needs of all our residents.

Community involvement:

- Graduate UCSC, Cabrillo College, San Francisco Art Institute
- Santa Cruz General Plan Advisory Committee
- County Transportation Funding Task Force
- Liaison for UCSC Chancellor's Good Neighbor Student Internship
- Organizer 2005 Santa Cruz High Basketball Championship Parade
- Locally Owned Business Alliance
- Scope Park Art Selection Committee

My husband and I, married 22 years, have raised our children in the town we love. I will be honored to be your voice for Santa Cruz.

www.electlynnrobinson.com electlynnrobinson@hotmail.com

5012-003

Declaración de **LYNN ROBINSON**, Candidata para
Miembro del Concejo de la Ciudad
Ciudad de Santa Cruz

Ocupación: Diseñadora de jardines/mujer de negocios

Edad: 51

Ha llegado el momento para que trabajemos juntos a fin de volver a enfocar nuestro concejo de la ciudad en las necesidades de nuestros vecindarios, en la seguridad pública y en la creación de una economía local sana y sostenible.

Nuestro concejo de la ciudad necesita una voz nueva – un miembro eficaz del concejo de la ciudad que escuche primero cuáles son las necesidades de los vecindarios y de la comunidad – que dé prioridad a la gente sobre la política.

Hace cuatro años, fui cofundadora de los Vecinos de Santa Cruz, una creciente coalición, en toda la ciudad, de ciudadanos preocupados. Nuestras reuniones públicas del pueblo sobre los asuntos esenciales como por ejemplo el crecimiento de la Universidad de California de Santa Cruz, la delincuencia en los vecindarios, el tráfico, la planificación para emergencias, y la urbanización marcan una gran diferencia.

Trabajaré incansablemente para sostener los valores de nuestra comunidad, proteger nuestro medio ambiente y garantizar la seguridad de los vecindarios. Tengo una reputación de poder escuchar atentamente y de trabajar con empeño para atender las necesidades diversas de todos nuestros residentes.

Participación comunitaria:

- Graduada de la Universidad de California de Santa Cruz, Instituto de Artes de San Francisco; Comité Consultivo del Plan General de Santa Cruz; Fuerza Especial para el Financiamiento del Transporte del Condado; Oficial de enlace para el Internado para Alumnos del Buen Vecino del Rector de la Universidad de California de Santa Cruz; Organizadora del Desfile de 2005 para los Campeones de Básquetbol de la Escuela Superior de Santa Cruz; Alianza de Empresarios Locales; Comité de Selección de Arte del Parque Scope

Mi esposo y yo tenemos 22 años de casados, criamos a nuestros hijos en el pueblo que nos encanta. Me sentiría honrada por ser su voz para Santa Cruz.

www.electlynnrobinson.com electlynnrobinson@hotmail.com

5012-003

Statement of **MIKE ROTKIN**, Candidate for
Member of City Council
City of Santa Cruz

Occupation: College Teacher, Councilmember/Former Mayor

Age: 60

Santa Cruz needs a strong City Council with experienced leadership—a Council prepared to create essential City revenues while preserving our unique local environment.

I am a strong supporter of civil liberties, affordable housing, and social services for our youth, needy families, and others, but I do not make the mistake of confusing civil rights with tolerating violent, illegal, or abusive public behavior. We have a right to demand civil behavior on our public streets, in our neighborhoods, and in our public meetings.

Resources for public safety, recreation, and social services ultimately depend upon a healthy and attractive local business climate. I have a strong public service record that demonstrates my ability to involve the community in forging new policies and programs that actually solve problems rather than just debating them.

I have been a Santa Cruz community activist on a variety of environmental, neighborhood, and social issues since 1969. I have served 22 years on the City Council and four terms as Mayor. I believe my vision, experience, and commitment will be important to the Council and the community during the next four years.

I would appreciate your vote and your civic involvement over the next four years.

5012-001

Declaración de **MIKE ROTKIN**, Candidato para
Miembro del Concejo de la Ciudad
Ciudad de Santa Cruz

Ocupación: Maestro universitario, concejal/anterior alcalde

Edad: 60

Santa Cruz necesita un concejo de la ciudad fuerte con líderes que tengan experiencia, un consejo preparado para generar fondos esenciales para la ciudad en tanto que se preserva nuestro ambiente local único.

Apoyo fuertemente los derechos civiles, la vivienda económica y la asistencia social para nuestros jóvenes, para las familias necesitadas, y para otros, pero no cometo el error de confundir los derechos civiles con la tolerancia de conducta pública violenta, ilegal o abusiva. Tenemos el derecho de exigir un comportamiento civilizado en nuestras calles públicas, en nuestros vecindarios y en nuestras reuniones públicas.

Los recursos para la seguridad pública, la recreación y la asistencia social dependen finalmente de un ambiente comercial local sano y atractivo. Tengo un fuerte historial de servicio público que demuestra la capacidad que tengo para incluir a la comunidad en el proceso de forjar nuevas políticas y programas que efectivamente solucionen los problemas en lugar de solamente discutirlos.

Desde 1969, he sido activista comunitario en Santa Cruz en distintos asuntos ambientales, vecinales y sociales. He trabajado en el concejo de la ciudad por 22 años, y por cuatro términos como alcalde. Creo que mi visión, experiencia, y compromiso serán importantes para el concejo y para la comunidad durante los próximos cuatro años.

Agradeceré su voto y su participación cívica durante los próximos cuatro años.

5012-001

VOTER'S PAMPHLET

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Statement of **SIMBA KENYATTA**, Candidate for
Member of City Council
City of Santa Cruz

Occupation: Community Volunteer

Age: 53

Integrity and genuine caring for people are attributes that will serve me well in decision making as your councilmember. I will add diversity of thought as well as ethnicity. In my thirty years here I have served on many city and county committees as well as community organizations. I have served in a leadership position in virtually all of them. My training and experiences uniquely qualify me for the city council. I will always put our youth first. Without them being highly functional emotionally, intellectually and/or spiritually none of us will have a future worth living.

Some past and present positions and accomplishments:

- Parent
- Santa Cruz youth outreach Coordinator
- Prejudice reduction trainer
- Gang intervention and drug prevention work with teenagers
- School lecturer on African American history and race relations
- S.C. African American Council steering committee member
- National Coalition Building Institute steering committee member S.C. chapter
- Chair: American Civil Liberty Union (2yrs.)
- Member of the Greater Santa Cruz County Community Foundations' Future Search committee
- Participant in the Community Partnerships program on youth drug and alcohol abuse
- Member California Central Coast Indigenous Council
- NAACP Cross culture awareness Coordinator
- Chair: Loudon Nelson Advisory Committee
- Chair: Welfare and Low Income Support Network

5012-002

Statement of **BRUCE VAN ALLEN**, Candidate for
Member of City Council
City of Santa Cruz

Occupation: Software Developer

Age: 56

I'm running for City Council because I care deeply about the people and environment of Santa Cruz.

In a lifetime of local community service, I've worked to:

- establish the greenbelt;
- build permanently affordable housing;
- restore San Lorenzo River fish habitat while increasing flood protection and creating a river parkway;
- increase community participation by people previously excluded or ignored;
- make arts, recreation, and culture accessible for all.

Check <http://vanallenforcitycouncil.org> for more information.

I've seen that the big things our city has accomplished — the greenbelt, affordable housing, compassionate social services, downtown earthquake recovery — happened when we worked together.

To protect the environment and expand social justice, I want:

- housing affordable by local families;
- jobs that pay enough to live here;
- clear community goals before major development proposals are submitted;
- community-based policing to stop crime, prevent violence against women and minorities, and protect civil rights;
- no more freeway expansion;
- serious steps to address global warming in local transportation, architecture, and promotion of "green" industry;
- UCSC plans that solve the effects of its past growth — traffic congestion, water shortage, high rents — rather than adding further unsustainable burdens on our community.

Most importantly, I want You to be heard in city decisions.

5012-005

Declaración de **BRUCE VAN ALLEN**, Candidato para
Miembro del Concejo de la Ciudad
Ciudad de Santa Cruz

Ocupación: Elaborador de programas de computadora

Edad: 56

Me postulo para el concejo de la ciudad porque estoy profundamente preocupado por el pueblo y por el medio ambiente de Santa Cruz.

Durante una vida de servicios en la comunidad local, he trabajado para:

- Establecer la zona verde; Construir vivienda económica permanente; Restablecer el hábitat de los peces en el Río San Lorenzo en tanto que se incrementó la protección contra las inundaciones y se crearon jardines al borde del río; Aumentar la participación de personas en la comunidad que fueron excluidas u olvidadas anteriormente; Hacer que las artes, la recreación y la cultura sean accesibles a todo el mundo.

Consulte <http://vanallenforcitycouncil.org> para más información.

He visto que las cosas grandes que nuestra ciudad ha logrado — la zona verde, la vivienda económica, la generosa asistencia pública, la restauración del centro después del temblor — sucedieron cuando trabajamos juntos.

Para proteger el medio ambiente y ampliar la justicia social, quiero:

- Vivienda económica para las familias locales; Empleos con un salario adecuado para poder vivir aquí; Metas comunitarias claras antes de que se sometan propuestas grandes de urbanización; Patrullas de la policía en la comunidad para frenar la delincuencia, prevenir la violencia contra mujeres y minorías, y proteger los derechos civiles; Poner fin a la expansión de la autopista; Gestiones firmes para hacer frente al calentamiento del planeta en lo que respecta al transporte local, la arquitectura y la promoción de la industria "verde"; Planes para la Universidad de California de Santa Cruz que solucionen los efectos de su crecimiento en el pasado — el congestionamiento del tráfico, la escasez del agua, alquileres más altos — en lugar de agregar más cargas insostenibles que recaigan sobre nuestra comunidad.

Más importante, quiero que usted sea escuchado en la toma de las decisiones de la ciudad.

5012-005

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

CITY OF SANTA CRUZ

G

Shall the City adopt an ordinance requiring employers in the City of Santa Cruz to pay a minimum wage of \$9.25 per hour rather than the \$6.75 per hour minimum wage required by State law?

FULL TEXT OF BALLOT MEASURE G CITY OF SANTA CRUZ

AN ORDINANCE OF THE CITY OF SANTA CRUZ ADDING
CHAPTER 5.02 TO THE SANTA CRUZ MUNICIPAL CODE
TO PROVIDE FOR A MINIMUM WAGE FOR ALL EMPLOYEES
WORKING IN THE CITY OF SANTA CRUZ

FINDINGS

In order to safeguard the public welfare, health, safety and prosperity of the City of Santa Cruz (the "City"), it is essential that all persons working in our community earn wages that ensure a decent and healthy life for them and their families. An estimated 22,000 working people in Santa Cruz County earn little more than California's current state minimum wage of \$6.75 per hour – not nearly enough for them to meet their families' basic needs, particularly given the costs of living and housing in Santa Cruz County, which rank among the highest in California and the United States. As a consequence, they must work long hours and multiple jobs, causing hardship for their families, preventing them from pursuing further education, and limiting their participation in the civic and cultural life of our community.

Since its adoption in 2000, the Santa Cruz City Living Wage Ordinance has helped ensure decent pay for hundreds of workers at businesses that receive service contracts from the City. We now build on that success by adopting a broader Minimum Wage Ordinance that will ensure that all businesses in the City pay a decent minimum wage of at least \$9.25 per hour. By enabling more workers to support and care for their families, through their own efforts and with less need for financial assistance from the government, the City can safeguard the general welfare, health, safety and prosperity of all Santa Cruzans.

When businesses do not pay a livable wage, the surrounding community and the taxpayers bear many of the associated costs in the form of increased demand for taxpayer-funded services including homeless shelters and healthcare for the uninsured. Jobs paying a decent wage will ensure a more stable workforce for our City, increase consumer income, decrease poverty and invigorate neighborhood business. It is therefore in the interest of all Santa Cruzans to ensure that employers benefiting from the opportunity to do business in our City pay their employees a more adequate minimum wage. Consequently, public and private efforts to implement this policy accordingly serve the public interest and constitute a significant public benefit.

NOW THEREFORE, the People of the City of Santa Cruz do Ordain as Follows:

Section 1. Chapter 5.02 is hereby added to the Santa Cruz Municipal Code to read as follows:

Santa Cruz Municipal Code
Chapter 5.02
MINIMUM WAGE

Sections:

5.02.010 Title
5.02.020 Authority
5.02.030 Definitions
5.02.040 Minimum Wage
5.02.050 Notice, Posting and Payroll Records
5.02.060 Retaliation Prohibited
5.02.070 Implementation and Enforcement
5.02.080 Relationship to Other Requirements
5.02.090 Effective Date
5.02.100 Severability
5.02.110 Amendment by the City Council

5.02.010 – TITLE.

This Chapter shall be known as the "Minimum Wage Ordinance."

5.02.020 – AUTHORITY.

This Chapter is adopted pursuant to the powers vested in the City of Santa Cruz (the "City") under the laws and Constitution of the State of California and the City Charter including, but not limited to the police powers vested in the City pursuant to Article XI, Section 7 of the California Constitution and Section 1205(b) of the California Labor Law.

5.02.030 – DEFINITIONS.

"Department" shall mean the Living Wage/Minimum Wage compliance function of the Finance Department or such other City department or agency as the City shall by resolution designate.

"City" shall mean the City of Santa Cruz.

"Employee" shall mean any person who: (a) In a particular week performs at least two (2) hours of work for an Employer within the geographic boundaries of the City; and (b) Qualifies as an employee entitled to payment of a minimum wage from any employer under the California minimum wage law, as provided under Section 1197 of the California Labor Code and wage orders published by the California Industrial Welfare Commission.

"Employer" shall mean any person, as defined in Section 18 of the California Labor Code, including corporate officers or executives, who directly or indirectly or through an agent or any other person, including through the services of a temporary services or staffing agency or similar entity, employs or exercises control over the wages, hours or working conditions of any Employee.

"Minimum Wage" shall have the meaning set forth in Section 5.02.040 of this Chapter.

"Small Business" shall mean an Employer for which fewer than ten (10) persons perform work for compensation during a given week. In determining the number of persons performing work for an Employer during a given week, all persons performing work for compensation on a full-time, part-time, or temporary basis shall be counted, including persons made available to work as an independent contractor, security guard services contractor, janitorial/cleaning services contractor, or through the services of a temporary services or staffing agency or similar entity.

"Nonprofit Corporation" shall mean a nonprofit corporation, duly organized, validly existing and in good standing under the laws of the jurisdiction of its incorporation and (if a foreign corporation) in good standing under the laws of the State of California, which corporation has established and maintains valid nonprofit status under Section 501(c)(3) of the United States Internal Revenue Service Code of 1986, as amended, and all such rules and regulations promulgated under such Section.

5.02.040 – MINIMUM WAGE.

(a) Employers shall pay Employees no less than the Minimum Wage for each hour worked within the geographic boundaries of the City.

(b) Beginning on the effective date of this Chapter, the Minimum Wage shall be an hourly rate of \$9.25. To prevent inflation from eroding its value, beginning on January 1, 2008, and each year thereafter, the Minimum Wage shall increase by an amount corresponding to the prior year's increase, if any, in the Consumer Price Index for Urban Wage Earners and Clerical Workers for the San Francisco-Oakland-San Jose, CA metropolitan statistical area. The Minimum Wage shall be adjusted based upon the increase, if any, from August of the preceding year to August of the year in which the calculation is made.

(c) The Minimum Wage for Employers that are Small Businesses or Nonprofit Corporations shall phase in, in order to afford such Employers time to adjust. For such Employers, the Minimum Wage of \$8.00 per hour must be paid January 1, 2007. Beginning on January 1, 2008, the Minimum Wage for Employees of such Employers shall be the regular Minimum Wage established pursuant to Section 5.02.040 of this Chapter, and shall be adjusted consistent with Section (b), above.

5.02.050 – NOTICE, POSTING AND PAYROLL RECORDS.

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

(a) By December 1 of each year, the Department shall publish and make available to Employers a bulletin announcing the adjusted Minimum Wage rate for the upcoming year, which shall take effect on January 1. In conjunction with this bulletin, the Agency shall by December 1 of each year publish and make available to Employers, in Spanish and English, and any other language spoken by at least 5% of the workforce, informing Employees of the current Minimum Wage rate and of their rights under this Chapter.

(b) Every Employer shall post in a conspicuous place at any workplace or job site where any Employee works the notice published each year by the Department informing Employees of the current Minimum Wage rate and of their rights under this Chapter. Every Employer shall post such notices in Spanish and English and any other language spoken by at least 5% of the workforce. Every Employer shall also provide each Employee at the time of hire the Employer's name, address and telephone number in writing.

(c) Employers shall retain payroll records for a period of four years, and allow the Department access to such records, with appropriate notice and at a mutually agreeable time, to monitor compliance with the requirements of this Chapter. Where an Employer does not maintain or retain adequate records documenting wages paid or does not allow the Department reasonable access to such records, it shall be presumed that the Employer paid no more than the applicable federal or state minimum wage, absent clear and convincing evidence otherwise.

(d) Employers shall allow any Employee or his or her designated representative to inspect and copy the Employer's payroll records pertaining to the Employee at no expense to the Employee.

5.02.060 – RETALIATION PROHIBITED.

It shall be unlawful for an Employer or any other party to discriminate in any manner or take adverse action against any person in retaliation for exercising rights protected under this Chapter. Rights protected under this Chapter include, but are not limited to: the right to file a complaint or inform any person about any party's alleged noncompliance with this Chapter; and the right to inform any person of his or her potential rights under this Chapter and to assist him or her in asserting such rights. Protections of this Chapter shall apply to any person who mistakenly, but in good faith, alleges noncompliance with this Chapter. Taking adverse action against a person within ninety (90) days of the person's exercise of rights protected under this Chapter shall raise a rebuttable presumption of having done so in retaliation for the exercise of such rights. For purposes of enforcing this Section, a person's immigration status is irrelevant and in any proceedings undertaken to enforce it, no inquiry shall be permitted into a person's immigration status.

5.02.070 – IMPLEMENTATION AND ENFORCEMENT.

(a) Implementation: The Department shall be authorized to coordinate implementation and enforcement of this Chapter and may promulgate appropriate guidelines or rules for such purposes. Any guidelines or rules promulgated by the Department shall have the force and effect of law and may be relied on by Employers, Employees and other parties to determine their rights and responsibilities under this Chapter. Any guidelines or rules may establish procedures for ensuring fair, efficient and cost-effective implementation of this Chapter, including supplementary procedures for helping to inform Employees of their rights under this Chapter, for monitoring Employer compliance with this Chapter, and for providing administrative hearings to determine whether an Employer or other person has violated the requirements of this Chapter.

(b) Administrative Enforcement: The Department is authorized to take appropriate steps to enforce this Chapter. The Department may investigate any possible violations of this Chapter by an Employer or other person. Where the Department has reason to believe that a violation has occurred, it may order any appropriate temporary or interim relief to mitigate the violation or maintain the status quo pending completion of a full investigation or hearing. Where the Department, after a hearing that affords a suspected violator due process, determines that a violation has occurred, it may order any appropriate relief including, but not limited to, reinstatement, the payment of any back wages unlawfully withheld, and the payment of an additional sum as an administrative penalty in the amount of \$50 to each Employee or person whose rights under this Chapter were violated for each day or portion

thereof that the violation occurred or continued. Where prompt compliance is not forthcoming, the Department may take any appropriate enforcement action to secure compliance, including initiating a civil action pursuant to Section 5.02.070 of this Chapter and/or, except where prohibited by state or federal law, requesting that City agencies or departments revoke or suspend any registration certificates, permits or licenses held or requested by the Employer or person until such time as the violation is remedied. In order to compensate the City for the costs of investigating and remedying the violation, the Department may also order the violating Employer or person to pay to the City a sum of not more than \$50 for each day or portion thereof and for each Employee or person as to whom the violation occurred or continued. Such funds shall be allocated to the Department and shall be used to offset the costs of implementing and enforcing this Chapter. The amounts of all sums and payments authorized or required under this Chapter shall be updated annually for inflation, beginning January 1, 2008, using the inflation rate and procedures set forth in Section 5.02.040 of this Chapter. An Employee or other person may report to the Agency in writing any suspected violation of this Chapter. The Department shall encourage reporting pursuant to this subsection by keeping confidential, to the maximum extent permitted by applicable laws, the name and other identifying information of the Employee or person reporting the violation. Provided, however, that with the authorization of such person, the Department may disclose his or her name and identifying information as necessary to enforce this Chapter or for other appropriate purposes.

(c) Civil Enforcement: The Department, the City Attorney, any person aggrieved by a violation of this Chapter, any entity a member of which is aggrieved by a violation of this Chapter, or any other person or entity acting on behalf of the public as provided for under applicable state law, may bring a civil action in a court of competent jurisdiction against the Employer or other person violating this Chapter and, upon prevailing, shall be entitled to such legal or equitable relief as may be appropriate to remedy the violation including, without limitation, the payment of any back wages unlawfully withheld, the payment of an additional sum as liquidated damages in the amount of \$50 to each Employee or person whose rights under this Chapter were violated for each day or portion thereof that the violation occurred or continued, reinstatement in employment and/or injunctive relief, and shall be awarded reasonable attorneys' fees and costs. Provided, however, that any person or entity enforcing this Chapter on behalf of the public as provided for under applicable state law shall, upon prevailing, be entitled only to equitable, injunctive or restitutionary relief, and reasonable attorneys' fees and costs.

5.02.080 – RELATIONSHIP TO OTHER REQUIREMENTS.

This Chapter provides for payment of a minimum wage and shall not be construed to preempt or otherwise limit or affect the applicability of any other law, regulation, requirement, policy or standard that provides for payment of higher or supplemental wages or benefits, or that extends other protections, including, but not limited to the Santa Cruz Living Wage Ordinance.

5.02.090 – EFFECTIVE DATE.

This Chapter shall become effective January 1, 2007. This Chapter is intended to have prospective effect only.

5.02.100 – SEVERABILITY.

If any part or provision of this Chapter, or the application of this Chapter to any person or circumstance, is held invalid, the remainder of this Chapter, including the application of such part or provisions to other persons or circumstances, shall not be affected by such a holding and shall continue in full force and effect. To this end, the provisions of this Chapter are severable.

5.02.110 – AMENDMENT BY THE CITY COUNCIL.

This Chapter may be amended by the City Council as to facilitate or strengthen only the section pertaining to implementation and enforcement.

VOTER'S PAMPHLET
MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

IMPARTIAL ANALYSIS BY CITY ATTORNEY
MEASURE G

MINIMUM WAGE INITIATIVE

This initiative, if adopted by the voters, would serve to add a chapter to the Santa Cruz Municipal Code requiring the payment of a minimum wage to persons employed in the City of Santa Cruz. The current minimum wage required by California state law is \$6.75 per hour. This ordinance would set the minimum wage paid to employees in the City of Santa Cruz at \$9.25 per hour and provide for indexed annual minimum wage increases determined by reference to the Bay Area Urban Wage Earners and Clerical Workers Consumer Price Index. Small businesses which employ ten or fewer employees and non-profit corporations would initially be required to pay a minimum wage of \$8.00 per hour; however, beginning on January 1, 2008 small businesses and non-profit corporations would be required to pay the same minimum wage paid by other employers subject to the ordinance. Employees entitled to the minimum wage called for by the ordinance would include all persons who, for an employer, perform at least two hours of work a week in the City of Santa Cruz. Employers would be required to pay the minimum wage called for by the ordinance beginning on January 1, 2007.

The proposed ordinance contains additional provisions which would require covered employers to post current and prospective minimum wage rates at the place of employment and to notify covered employees of current and prospective minimum wage rates. The ordinance would prohibit employer retaliation in response to an employee's exercise of rights conferred by the ordinance or employer discrimination against any such employee. The ordinance would also authorize the City of Santa Cruz Finance Department, or another City department or agency designated by City Council resolution, to administer and enforce the provisions of the ordinance. To this end the Finance Department, or other City department or agency, would be authorized to conduct administrative hearings relative to disputes between employers, employees and other affected persons arising out of the interpretation, application and enforcement of the ordinance. The ordinance would also authorize the City as well as any person aggrieved by a violation of the ordinance to take legal action in court to enforce the ordinance and to seek monetary damages caused by ordinance violations. Finally the ordinance would require the administering City department or agency to compute and publish by December 1 of each year the minimum wage rate for the following calendar year.

s/ John G. Barisone
City Attorney

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

ARGUMENT IN FAVOR OF MEASURE G

Poverty and growing inequality breed despair and sometimes fuel violence. They're bad for individuals, bad for families, and communities. Both, however, are alive and well in Santa Cruz. The real value of California's minimum wage (now \$6.75 an hour) has declined by a third since 1968. A full-time minimum-wage worker earns \$13,000 a year, scarcely enough to pay rent in our city.

One remedy, impossible today, is to "lower the ceiling" by taxing the rich to provide services to the poor. Another is to "raise the floor" by increasing the minimum wage. California law prohibits doing that county-wide, but allows it in a chartered city.

Measure G will increase the wages of at least four thousand local workers now earning less than \$9.00 an hour. They'll make \$9.25 an hour, or \$19,240 a year, beginning in 2007 - just under the federal poverty guideline for a family of four. The measure will also link our minimum wage to the cost of living like a Social Security check, so it can keep up with inflation. Year after year that will put more money in workers' pockets to spend in Santa Cruz, and perhaps more sales tax revenue in the city's coffers. A higher minimum wage provides a stabler, more reliable work force, and increases hope in the families of low-wage workers.

Measure G will challenge the independent businesses on which we all depend for the quality of our lives; and it may even produce small increases in prices. But it's the right thing to do, and the fair thing to do. It is our responsibility as citizens faced with growing inequality, as pacesetters in California reform politics, and as consumers with conscience. Fair trade, like charity, begins at home.

For fair wages and a strong community, Vote Yes on Measure G.

s/ Mark Lopez
UCSC Student, Union Assembly Activists

s/ Tim Fitzmaurice
Santa Cruz City Councilmember

s/ Jane Weed
Chair, Community Action Board, Inc.

s/ Sharlene Cece
Grocery Worker, UFCW Local 839

s/ Osiris Ortiz
Working Alliance for a Just Economy

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE G

PROTECT LOCAL JOBS, BENEFITS, AND FAMILY OWNED BUSINESSES

The proponents of Measure G are asking voters to trust that their proposal will have virtually no impact on the local economy and our community yet they have been unable or unwilling to provide any local data to suggest their plan is sustainable for Santa Cruz.

Prior to implementing their plan they chose not to ask locally owned family businesses or cherished non-profits like Goodwill Industries and Hope Services how Measure G will impact them.

When confronted with the fact that Measure G will force Goodwill Industries to move 76 jobs out of the City, they refer to this reality as "...not statistically significant." It is sad to think that some jobs in our community are perceived as statistically insignificant.

According to a recent study by the Locally Owned Business Alliance, some of the detrimental impacts of Measure G include:

- Forcing locally owned family businesses, especially restaurants, to eliminate jobs, decrease employee hours, and increase prices.
- Limiting the ability of locally owned family businesses to hire young people in our community.
- Providing competitive advantages to chain retailers at the expense of locally owned family businesses.
- Costing valued non-profits Goodwill Industries and Hope Services a combined \$645,000 in the first full year.

Raising the minimum wage is necessary but not in a way that unfairly punishes locally owned family businesses, non-profits in our community, and seniors living on fixed incomes.

Support local jobs, benefits, and family owned businesses.

VOTE NO ON MEASURE G

s/ Cindy Geise
Ristorante Avanti

s/ Tom Walsh
Senior Coalition Executive Director

s/ Geoffrey Dunn
Former Non-Profit Executive Director

s/ Kelly Porter Sanchez
Kelly's French Bakery

s/ Charlie Keutmann
The Garden Company

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

ARGUMENT AGAINST MEASURE G

PROTECT LOCAL JOBS, BENEFITS, AND FAMILY OWNED BUSINESSES – VOTE NO ON MEASURE G.

Measure G is best characterized as good intentions, bad idea. This proposal was initiated without a community-wide discussion of what is best for Santa Cruz. Increasing wages and creating good jobs in our community is important, but this is not the way.

A recent study by the Locally Owned Business Alliance of Santa Cruz brought to light many unintended but detrimental consequences of Measure G

FACT: Measure G will cost locally owned family businesses and non-profits at least \$12.5 million in the first year alone.

FACT: Measure G will provide a huge advantage to chain stores at the expense of locally owned businesses in Santa Cruz making it much harder for these family businesses to remain viable.

FACT: Measure G only affects the City of Santa Cruz. This puts our locally owned businesses on an uneven playing field with businesses in neighboring cities.

FACT: Measure G will cost Goodwill Industries of Santa Cruz in excess of \$420,000 in the first full year. This will force Goodwill to move its donated goods processing center out of the City, taking with it over 70 local jobs that provide essential work for City residents in need.

FACT: Measure G will force locally owned family businesses to eliminate healthcare coverage or increase employee co-pays in order to cover rising costs.

FACT: Measure G will increase costs to locally owned family businesses and non-profits each year with an automatic COLA increase therefore limiting the ability to create new jobs in Santa Cruz.

We believe that any increases in the minimum wage should be handled by the State so that all jobs and businesses will be impacted equally.

Support local jobs, benefits, and family owned businesses.

Vote NO ON MEASURE G.

s/ Casey Coonerty
Bookshop Santa Cruz

s/ Larry Pearson
Former Chair, Vision Santa Cruz

s/ Lenne Bennett
Senior Vice President, Goodwill Industries

s/ Maria Eleana Espinoza
Cafe El Palomar, La Mission Restaurant

s/ Ken Whiting
Whiting's Foods

REBUTTAL TO ARGUMENT AGAINST MEASURE G

Workers mean business too. Four thousand low-wage workers play a vital role in our local economy by contributing their labor, and by spending their paychecks.

These folks serve our community all year round. Yet it's harder each year for them to pay rent and to feed themselves and their families.

FACTS: California's \$6.75 minimum wage hasn't increased in five years. Its real value is a third less than it was in 1968. The governor's election-year proposal to raise it just a little has no annual adjustment for inflation.

FACTS: Working fulltime all year for \$9.25 yields \$19,240 before taxes. Low-wage workers today earn much less. The federal "poverty-level wage" for a family of four is \$19,360.

FACTS: Measure G's automatic annual adjustment will work the way Social Security's does. That'll go a long way towards helping low-wage workers keep up with the rising cost of living in Santa Cruz.

FACTS: Few independent local businesses provide health insurance to low-wage workers. Higher wages can provide a little more access to health care.

FACT: \$12,500,000 is less than 1% of the city's total annual sales.

If the state and national governments won't help, we must take care of our own.

Santa Cruzans buy fresh and local. We buy fair trade products from abroad. But real fair trade begins at home. A fair local economy pays a fair wage to ALL of its workers.

FOR WORKERS, FOR FAMILIES, FOR A STRONGER COMMUNITY, VOTE YES ON MEASURE G.

s/ Sarah Ringler
High School Teacher

s/ David Sweet
Retired Professor, UCSC

s/ Julian Posadas
AFSCME Local 3299

s/ Ron Pomerantz
Firefighter

s/ Gail-Jean McGuire
Grocery Worker, UFCW Local 839

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

CITY OF SANTA CRUZ

H Shall the one-quarter of one percent City of Santa Cruz General Fund sales tax that was approved in 2004 for a five-year period be replaced with a one-half of one percent General Fund sales tax for local use only, without a sunset provision, to help limit future budget cuts, repair the City's streets, support public safety, and provide additional security and maintenance for City parks?

FULL TEXT OF BALLOT MEASURE H CITY OF SANTA CRUZ

BE IT ORDAINED by the electorate of the City of Santa Cruz that Ordinance Number 2004-08 adopted by the voters of the City of Santa Cruz as Measure F at the March 2, 2004 special City of Santa Cruz election and thereafter codified at Santa Cruz Municipal Code Chapter 3.18 is hereby amended to read as follows:

"Sections:

- 3.18.010 Title
- 3.18.020 Operative Date
- 3.18.030 Purpose
- 3.18.040 Contract with State
- 3.18.050 Transactions Tax Rate
- 3.18.060 Place of Sale
- 3.18.070 Use Tax Rate
- 3.18.080 Adoption of Provisions of State Law
- 3.18.090 Limitations on Adoption of State Law and Collection of Use Taxes
- 3.18.100 Permit Not Required
- 3.18.110 Exemptions and Exclusions
- 3.18.120 Amendments
- 3.18.130 Enjoining Collection Forbidden
- 3.18.140 Severability
- 3.18.150 Effective Date
- 3.18.010 Title

The ordinance codified in this chapter shall be known as the "City of Santa Cruz Transactions and Use Tax Ordinance." The City of Santa Cruz hereinafter shall be called the "city." This ordinance shall be applicable in the incorporated territory of the city.

3.18.020 Operative Date

"Operative date" means the first day of the first calendar quarter commencing more than 110 days after the adoption of this ordinance, the date of such adoption being as set forth below.*

3.18.030 Purpose

This ordinance is adopted to achieve the following, among other purposes, and directs that the provisions hereof be interpreted in order to accomplish those purposes:

(A) To impose a retail transactions and use tax in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 7285.9 of Part 1.7 of Division 2 which authorizes the city to adopt this tax ordinance which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose.

(B) To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.

(C) To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure therefor that can be administered and collected by the State Board of Equalization in a manner that adapts itself as fully as practicable to, and requires the least possible deviation from, the existing statutory and administrative

procedures followed by the State Board of Equalization in administering and collecting the California State Sales and Use Taxes.

(D) To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this ordinance.

3.18.040 Contract With State

Prior to the operative date, the city shall contract with the State Board of Equalization to perform all functions incident to the administration and operation of this transactions and use tax ordinance; provided, that if the city shall not have contracted with the State Board of Equalization prior to the operative date, it shall nevertheless so contract and in such a case the operative date shall be the first day of the first calendar quarter following the execution of such a contract.

3.18.050 Transactions Tax Rate

For the privilege of selling tangible personal property at retail, a tax is hereby imposed upon all retailers in the incorporated and unincorporated territory of the city at the rate of one half of one percent (0.50%) of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in said territory on and after the operative date of this ordinance.

3.18.060 Place of Sale

For the purposes of this ordinance, all retail sales are consummated at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or his agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the state or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the State Board of Equalization.

3.18.070 Use Tax Rate

An excise tax is hereby imposed on the storage, use or other consumption in the city of tangible personal property purchased from any retailer on and after the operative date of this ordinance for storage, use or other consumption in said territory at the rate of one half of one percent (0.50%) of the sales price of the property. The sales price shall include delivery charges when such charges are subject to state sales or use tax regardless of the place to which delivery is made.

3.18.080 Adoption of Provisions of State Law

Except as otherwise provided in this ordinance and except insofar as they are inconsistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this ordinance as though fully set forth herein.

3.18.090 Limitations on Adoption of State Law and Collection of Use Taxes

In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

(A) Wherever the State of California is named or referred to as the taxing agency, the name of this city shall be substituted therefore. However, the substitution shall not be made when:

(1) The word "State" is used as a part of the title of the State Controller, State Treasurer, State Board of Control, State Board of Equalization, State Treasury, or the Constitution of the State of California.

(2) The result of that substitution would require action to be taken by or against this city or any agency, officer, or employee thereof rather than by or against the State

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Board of Equalization, in performing the functions incident to the administration or operation of this Ordinance.

(3) In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:

(a) Provide an exemption from this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the state under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or

(b) Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not be subject to tax by the state under the said provision of that code.

(4) In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code.

(B) The word "city" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203.

3.18.100 Permit Not Required

If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this ordinance.

3.18.110 Exemptions and Exclusions

(A) There shall be excluded from the measure of the transactions tax and the use tax the amount of any sales tax or use tax imposed by the State of California or by any city, city and county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any state-administered transactions or use tax.

(B) There are exempted from the computation of the amount of transactions tax the gross receipts from:

(1) Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the county in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this state, the United States, or any foreign government.

(2) Sales of property to be used outside the city which is shipped to a point outside the city, pursuant to the contract of sale, by delivery to such point by the retailer or his agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purposes of this paragraph, delivery to a point outside the city shall be satisfied:

(a) With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Chapter 2 of Division 3.5 (commencing with Section 9840) of the Vehicle Code by registration to an out-of-city address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, his or her principal place of residence; and

(b) With respect to commercial vehicles, by registration to a place of business out-of-city and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.

(3) The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the operative date of this ordinance.

(4) A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the operative date of this ordinance.

(5) For the purposes of subsections (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

(C) There are exempted from the use tax imposed by this ordinance, the storage, use or other consumption in this city of tangible personal property:

(1) The gross receipts from the sale of which have been subject to a transactions tax under any state-administered transactions and use tax ordinance.

(2) Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this state, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.

(3) If the purchaser is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the operative date of this ordinance.

(4) If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the operative date of this ordinance.

(5) For the purposes of subsections (3) and (4) of this section, storage, use, or other consumption, or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

(6) Except as provided in subparagraph (7), a retailer engaged in business in the city shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the city or participates within the city in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the city or through any representative, agent, canvasser, solicitor, subsidiary, or person in the city under the authority of the retailer.

(7) "A retailer engaged in business in the city" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or undocumented vessels registered under Chapter 2 of Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the city.

(D) Any person subject to use tax under this ordinance may credit against that tax any transactions tax or reimbursement for transactions tax paid to a district imposing, or retailer liable for a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code with respect to the sale to the person of the property the storage, use or other consumption of which is subject to the use tax.

3.18.120 Amendments

All amendments subsequent to the effective date of this ordinance to Part 1 of Division 2 of the Revenue and Taxation Code relating to sales and use taxes and which are not inconsistent with Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, and all amendments to Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this ordinance, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this ordinance.

3.18.130 Enjoining Collection Forbidden

No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the state or the city, or against

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any officer of the state or the city, to prevent or enjoin the collection under this ordinance, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected.

3.18.140 Severability

If any provision of this ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the ordinance and the application of such provision to other persons or circumstances shall not be affected thereby.

3.18.150 Effective Date

This ordinance relates to the levying and collecting of the city transactions and use taxes and shall take effect immediately.

IMPARTIAL ANALYSIS BY CITY ATTORNEY MEASURE H

CITY OF SANTA CRUZ TRANSACTIONS AND USE TAX

In 2004 City voters approved a ballot initiative which served to enact a temporary five-year one quarter of one percent ($\frac{1}{4}\%$) increase to the sales tax rate in the City of Santa Cruz. The sales tax is also referred to as a "transactions and use tax." As a result the current sales tax rate in the City of Santa Cruz is eight and one quarter percent ($8\frac{1}{4}\%$) and that sales tax rate is presently scheduled to "sunset" in 2009 at which time the sales tax rate would revert to the former eight percent (8%) rate. First Woman Mayor of Santa Cruz

This ballot measure, if adopted by the voters, would replace the current temporary eight and one quarter of one percent ($8\frac{1}{4}\%$) sales tax rate in the City of Santa Cruz with a permanent eight and one half of one percent ($8\frac{1}{2}\%$) sales tax rate. The proposed sales tax, like the current sales tax, would be imposed upon the sale of all tangible personal property sold at retail within the jurisdictional limits of the City as well as upon the storage, use or other consumption of tangible personal property purchased from any retailer in the jurisdictional limits of the City.

All revenue generated from the proposed sales tax would be deposited into the City's General Fund and, accordingly, all monies collected pursuant to the sales tax would be available for use by the City to pay for general City operations and services. The Santa Cruz City Council, in conjunction with its placement of this initiative on the November 2006 ballot, adopted a resolution stating that it is the City Council's intent and goal that upon adoption of this sales tax ballot measure, the City will use one half of the revenue generated by that sales tax measure for the general City operations, services and programs and will devote the other half of those revenues to City programs which underwrite street maintenance and repairs, City parks maintenance and supervision, and public safety. The resolution strongly encourages all future City Councils to similarly allocate the sales tax proceeds for these same purposes.

This ballot measure proposes a "general tax," rather than a "special purpose tax," and therefore requires a simple majority for adoption.

s/ John G. Barisone
City Attorney

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ARGUMENT IN FAVOR OF MEASURE H

An extended combination of state budget cuts, declining tax base, rising costs and economic uncertainty has made it difficult for the City to sustain the safe streets, parks, open spaces and neighborhoods that we all want.

The City Council has pledged that most of the increased funding from Measure H will be used to repair local streets and roads. Without Measure H, these roads will continue to deteriorate and the ultimate repair costs will increase due to deferred maintenance.

In addition, **the City Council has voted to allocate substantial new funding from Measure H for maintenance and safety in our local parks and open spaces.** Specifically, increased police protection, more park rangers and improved environmental protection of the San Lorenzo River and greenbelt will all be possible with Measure H.

Measure H allows us to act locally to:

- Improve our streets
- Protect our parks, open spaces and waterways
- Increase public safety services
- Sustain community facilities

By extending and increasing the sales tax that Santa Cruz voters overwhelmingly approved in March, 2004, we will provide the ongoing funds needed to sustain our city. **ALL the money raised by Measure H will stay in Santa Cruz!**

Measure H has received broad community support including community organizations, neighborhoods, environmental groups and business leaders.

Over the years Santa Cruz has made major civic investments for the community's wellbeing: parks, open spaces, watersheds, neighborhood improvements, community facilities, business districts and roads. Now we need to ensure that those resources are adequately maintained and protected for all to enjoy – today and in the future.

JOIN US IN VOTING FOR THE HEALTH AND SAFETY OF OUR PARKS, WATERWAYS, STREETS, AND NEIGHBORHOODS.

VOTE YES ON MEASURE H

s/ George Ow, Jr.
Local Business Owner & Philanthropist

s/ Howard Skerry
Chief of Police

s/ Karen Darling
Bed & Breakfast Owner

s/ Lorette M. Wood
First Woman Mayor of Santa Cruz

s/ Jim Lang
Retired Director of Parks and Recreation

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE H

Vote NO on a higher, permanent, general-purpose sales tax in Santa Cruz. Our total sales tax would be 8.5%, among the highest in California.

We have a different vision for saving Santa Cruz. We envision a city where:

- Taxes are spent on priorities
- New money is raised through healthy economic activity
- Decisions are based on the needs of people rather than the wishes of politicians

Tax supporters contradict themselves by harping about *specific* ways that the money might be spent but begging you to approve a *general-purpose* tax.

The City Attorney admits, "all monies collected ... would be available ... for general City operations and services."

Supporters of the Measure F sales tax said, in the March, 2004 voter pamphlet, that the money would "help address the most critical needs ... such as ... parks and streets."

Have our streets improved?

They also said the tax would be ¼-cent for 5 years.

Now the City Council wants ½-cent, forever.

We don't oppose all taxes. It's our duty, as residents who care about Santa Cruz, to fight taxes that are misspent. Recent budgets reveal broken promises and departures from voter priorities.

You can vote NO in complete safety. City Council still has the original ¼-cent Measure F sales tax until 2009 — enough time to make good on promises.

www.savesantacruz.org

s/ Thomas J. Mullen
Dentist, ret.

s/ Sylvia S. Mullen
Community Volunteer

s/ Regis Paul Marcelin-Sampson
Computer Scientist

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ARGUMENT AGAINST MEASURE H

Measure F was passed in 2004 as a 5-year temporary tax, to give the City time to rebuild its economy. Little has been done, and available funds have not been used responsibly. Now the City Council wants to raise the rate and make the tax permanent. Our total sales tax would be 8.5% — significantly higher than in neighboring Monterey County (7.25%) and one of the highest permanent rates in California. Meanwhile, General Fund money that could be used for infrastructure has been diverted to other projects.

In the first year of the Measure F tax, the City spent \$827,000 on the "Street Maintenance and Sidewalk Repair" activity, including \$807,000 from a General Fund "Street Maintenance Impact Fee" and \$20,000 from "Charges to Other Funds", with only \$32 of "NET GENERAL FUND REQUIREMENTS." The ballot argument in 2004 said that the new tax would "help address the most critical needs, such as ... parks and streets." A general tax can be spent on anything. The City Council cannot be trusted.

The Transportation Funding Task Force, convened by Fred Keeley in 2006, is hard at work. Various citizens have suggested combining local, state, federal and private funds to fix potholes on local streets, cut congestion, restore school bus service, repair sidewalks, enhance mobility for seniors, improve transit, and promote bikes. Santa Cruz City Council should not be allowed to sabotage the Task Force process by making it harder to pass a possible county-wide, dedicated, transportation-only funding plan. Such a plan could provide much more transportation money to the City.

Please vote NO on a higher, permanent, general-purpose sales tax in the City of Santa Cruz. For more information, see www.savesantacruz.org

s/ Thomas J. Mullen
Dentist, ret.

s/ Sylvia S. Mullen
Community Volunteer

s/ Regis Paul Marcelin-Sampson
Computer Scientist

REBUTTAL TO ARGUMENT AGAINST MEASURE H

Opponents of Measure H use unsubstantiated claims and exaggeration to sway your vote.

They are playing political games with serious matters: repair of damaged streets, cleanup of our parks, river and greenbelt, and maintenance of public safety services.

Please don't be deceived by their questionable claims:

They claim funds haven't been used responsibly and that money was diverted to "other projects."

The City Council has already cut dozens of city jobs and limited employee pay. What remains of the City General Fund is spent primarily on the basics of Police, Fire, Parks, Libraries, and Public Works. The opponents seem to suggest we shouldn't fund these "other projects." This is wrong! **We need to pay for these basic services AND fix our streets, parks, and river.**

They claim the proposed tax rate is unusually high. It is the same rate as San Francisco and lower than Oakland's.

They suggest the Council wants to "sabotage" the transportation task force. This is untrue. The Council supports the task force's search for solutions — the Council has a member on the task force. But **we can't wait for years for the task force while our streets fall apart and our parklands suffer.** Santa Cruz needs enough funds NOW to fix streets, clean up the parks and river, and maintain public safety services. Measure ___ guarantees the money will be spent here locally.

Repair our streets. Protect our parklands and river. Sustain public safety services.

Keep tax dollars here in Santa Cruz. Yes on Measure H

s/ Neal Coonerty
Business Owner & Supervisor-elect

s/ Yolanda Henry
Executive Director, Familia Center

s/ Neal Aronson
Santa Cruz Firefighter

s/ Don Lane
Former Mayor & Business Owner

s/ Cynthia Mathews
Mayor, City of Santa Cruz

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CITY OF SANTA CRUZ

Shall the Santa Cruz Municipal Code be amended to add an ordinance that promotes sustainable growth in the City by opposing the negative impacts of proposed University of California at Santa Cruz ("UCSC") growth and by prohibiting the City from providing services to the University necessary for University expansion until the University has fully implemented mitigation measures intended to offset the negative environmental impacts that will otherwise result from that expansion?

FULL TEXT OF BALLOT MEASURE I CITY OF SANTA CRUZ

An Ordinance To Promote Sustainable Growth In Santa Cruz By Opposing The Negative Impacts Of Proposed University Growth

The people of the City of Santa Cruz do ordain as follows:

SECTION 1. TITLE. The title of this ordinance shall be "An Ordinance to Promote Sustainable Growth in Santa Cruz by Opposing the Negative Impacts of Proposed University Growth."

SECTION 2. PURPOSES.

Purposes of the ordinance are as follows:

1. To express the concerns of the citizens of the City of Santa Cruz about the massive and continuing growth proposed by the University of California, Santa Cruz (UCSC) and the unwillingness of the University to respond meaningfully to these concerns.
2. To direct City officials to take whatever actions are within their legal power to avoid the significant adverse effects of University growth, particularly on the housing market, traffic congestion, and water supply,
3. To refuse to provide City services to serve University growth unless the University pays the full costs of constructing and operating such services.
4. To prevent the extension of City public services outside the City limits without the approval of the Local Agency Formation Commission (LAFCO).

SECTION 3. FINDINGS.

It is hereby found and determined as follows:

1. Importance of UCSC. UCSC is a vital part of the Santa Cruz community and provides substantial economic, social, cultural, and intellectual benefits to the community at large.
2. Growth under 1988 Long Range Development Plan (LRDP) has been Excessive. The 1988 LRDP provided for an enrollment increase of 6,000 students and this increase has caused massive problems for the community, particularly in the areas of traffic congestion, housing costs, and neighborhood livability.
3. 1988 LRDP housing mitigation not carried out. The 1988 LRDP contained goals to the effect that the University would house 70% of the undergraduate student body, 50% of the graduate students, 25% of the faculty, and 25% of the staff newly attracted to Santa Cruz. However, the University in 2003-04 provided housing for less than 50% of the undergraduates, about 15% of the graduate students, and less than 6% of the faculty and staff combined.
4. Housing crisis has intensified. Housing prices in Santa Cruz are among the highest in the nation. While only one of many factors, University growth and the failure of the University to implement the housing goals in the 1988 LRDP contribute to this crisis.
5. 2005 LRDP proposes significant UCSC growth. According to the Draft Environmental Impact Report (DEIR) for the proposed LRDP, the LRDP provides for a 6,000 student increase, for a total student population of 21,000. Faculty and staff would increase by 1,520 over the number of employees in 2003-04. In total, the in-

crease by 2020 of the campus population would be 8,715 people, bringing the total campus population to 27,294, almost half of the City's current population.

6. Numerous significant unavoidable impacts from UCSC growth. According to the 2005 LRDP DEIR, UCSC growth would result in ten significant, unavoidable environmental impacts despite the measures included to reduce these impacts, including impacts in the areas of air quality, cultural resources, hydrology and water quality, and noise.

7. Traffic impacts of proposed UCSC growth. The 2005 LRDP DEIR traffic analysis findings included the fact that "campus growth under the 2005 LRDP would cause unacceptable levels of service at 11 off-campus intersections" and these impacts were significant and unavoidable.

8. Housing impacts of proposed UCSC growth. The 2005 LRDP DEIR found that "development under the 2005 LRDP would directly induce substantial population growth in the study area by accommodating increased enrollment and additional employment" and that this impact was significant and unavoidable.

9. Public Service and Safety Limitations. The proposed University growth, by increasing demand for public services without providing compensating revenues, will severely tax the City's ability to provide adequate police and fire services as well as other necessary public services such as road maintenance, parks, and child care.

10. UCSC growth threatens community quality of life. The proposed UCSC growth, by seriously increasing traffic and parking congestion, deepening the housing crisis, placing pressure on City services, and making it increasingly difficult for families and workers to live in the City, will cause the quality of life throughout the City to significantly decline.

11. UCSC housing commitment inadequate. According to the proposed LRDP's DEIR, the University intends to provide housing for about 50% of its undergraduates, 25% of its graduate students, 25% of its faculty, and 3% of its staff. This represents a significant reduction in the student housing goals contained in the 1988 LRDP and will worsen the housing crisis in the City of Santa Cruz. Moreover, since student housing is unsubsidized and the University has added a number of administrative costs to the housing fees, the on-campus housing costs are unaffordable to many students, resulting in greater student demand for housing in the community, thereby causing an inflationary effect on community rent levels.

12. Limited water supply. In normal rain years, the City has a limited supply of water available to serve future growth. The 2005 LRDP DEIR found that, as a result of the proposed enrollment growth, the City's remaining supply would be inadequate and it would need to expand its water supply capacity even during normal rain years. In drought years the current water supply serving the City is totally inadequate to meet existing demand.

13. Emergency access. The streets leading to the University are so congested that lack of access during emergencies constitutes a public danger. Proposed University growth will significantly worsen this danger.

14. Federal and State environmental protection laws. Past University growth has resulted in potential violations of the Endangered Species Act and the Clean Water Act. Proposed growth will result in additional threats, both on and off campus, to habitats of rare and endangered species and Clean Water Act discharge requirements.

SECTION 4. IMPLEMENTATION.

1. POLICIES. It is hereby determined that in order to minimize the problems caused by previous UCSC growth, to seek to prevent additional growth, and to assure the public health, safety, and welfare, the following policies shall guide the City of Santa Cruz in its relationship with UCSC:

a. Growth Limit. It shall be the policy of the City of Santa Cruz, based on the impacts of previous and proposed UCSC growth on the City's streets, public services, and housing prices, to oppose the 6,000 student enrollment increase contained in the 2005 Long Range Development Plan (LRDP) or any other enrollment increase that might be proposed in connection with the final approval of the LRDP unless all significant impacts are fully mitigated.

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b. Extension of City Services. It shall be the policy of the City not to extend City water and sewer services to the University beyond the existing City limits without the prior approval of the Local Agency Formation Commission (LAFCO), which is required by State law for all amendments and extensions of service outside a jurisdiction's boundaries.

c. Costs of University Growth. It shall be the policy of the City of Santa Cruz that the University shall pay the full costs of mitigating the impacts of past and future growth, and the City shall not provide any additional services until its anticipated costs for providing these services to the University are first fully paid to the City by the University. In particular, the University shall pay the full costs of construction and operation for any expansion of the City's water supply to serve future University growth.

2. COUNCIL ACTIONS. In order to carry out the policies contained in this ordinance, the City Council is directed to take the following actions:

a. Cooperation with UCSC. The City Council shall continue to cooperate with the University in attempting to carry out the policies of this ordinance. Should such cooperative efforts fail, the City Council shall take any and all actions available to it in order to ensure that the policies are fully implemented.

b. Participation in Growth Decisions. The City Council shall take whatever actions are necessary, available and legally feasible to require the full mitigation of all adverse impacts of UCSC growth on the Santa Cruz community, particularly in the areas of housing, traffic, and the provision of public services, like water and schools.

c. Provision of Services. The City Council shall not approve the expansion of services to the University outside of the City limits without the prior approval of LAFCO. In addition, the City shall only provide additional facilities required by University growth after the University pays its fair share of the cost of these facilities. In addition, the City Council shall not approve the provision of services to the University needed for additional growth until the mitigation measures related to those services have been fully implemented. For purposes of this requirement, a mitigation measure will be considered to have been fully implemented when the City Council, after a public hearing, finds on the basis of evidence presented to the City Council at or before the public hearing that the University has carried out all of the mitigation measures, as set forth in the approved mitigation monitoring plan for the LRDP, necessary to reduce impacts related to the provision of services to less than significant levels, or has provided adequate, enforceable assurances that said mitigation measures will be fully implemented as University growth called for by the LRDP occurs over the life of the LRDP.

d. Compliance with the California Environmental Quality Act (CEQA). The City Council shall undertake all necessary actions to ensure that all growth-related decisions of the University are carried out in full compliance with the provisions of the CEQA. This includes initiating legal action, if necessary, to challenge the Environmental Impact Report (EIR) prepared for the proposed LRDP if it determines, in public and after a public hearing, that the EIR is not adequate under the law.

SECTION 5. ENFORCEMENT. The City Council shall have sole authority to enforce this ordinance.

SECTION 6. SEVERABILITY. If any portion of this ordinance is hereafter determined to be invalid, all remaining portions of this ordinance shall remain in full force and effect, and to this extent, the provisions of this ordinance are severable.

SECTION 7. EFFECTIVE DATE. This ordinance shall take effect as provided by Section 9217 of the Elections Code of the State of California.

IMPARITAL ANALYSIS BY CITY ATTORNEY MEASURE I

AN ORDINANCE TO PROMOTE SUSTAINABLE GROWTH IN SANTA CRUZ BY OPPOSING THE NEGATIVE IMPACTS OF PROPOSED UNIVERSITY GROWTH

This ballot measure, if adopted by the voters, would require the City Council to take whatever actions are necessary, available and legally feasible to require the full mitigation of all adverse impacts to the Santa Cruz community, particularly in the areas of housing, traffic and the provision of public services, which are attributable to the future growth and expansion of the University of California at Santa Cruz ("UCSC"). The ordinance would prohibit the City Council from approving the expansion of City services to UCSC outside City limits without the prior approval of the State of California Local Agency Formation Commission ("LAFCO"). The ordinance would require the City to provide additional facilities necessitated by UCSC growth only after UCSC pays its fair share of the cost of those facilities. The ordinance would prohibit the City Council from approving the provision of services to UCSC needed for additional growth until the mitigation measures related to those services have been fully implemented. The ordinance would require the City Council to ensure that all UCSC growth-related decisions are implemented in full compliance with the provisions of the California Environmental Quality Act ("CEQA") and, if necessary, would further require the City to take legal action to challenge the Environmental Impact Report ("EIR") prepared for the University's 2005 Long-Range Development Plan ("LRDP") currently under consideration.

The proposed ordinance acknowledges that UCSC is a vital part of the Santa Cruz community and that UCSC provides substantial economic, social, cultural and intellectual benefits to the community at large but also notes that UCSC's growth and expansion has in the past adversely impacted the Santa Cruz community and will continue to do so in the future unless those adverse impacts are fully mitigated. Primary adverse impacts pertain to the supply and cost of available housing, traffic congestion, public services, public safety and general quality of life for community members.

The ordinance would promulgate City policies: to oppose the 6,000-student enrollment increase contained in UCSC's 2005 LRDP or any other enrollment increase that might be proposed in connection with the final approval of that LRDP unless all significant impacts are fully mitigated; to decline extension of City Water and Sewer Service Areas beyond the existing City limits without the prior approval of LAFCO; to require UCSC to pay the full costs of mitigating past and future growth impacts; and to decline provision of any additional municipal services to UCSC until anticipated costs for providing those services are first fully paid to the City by UCSC. The ordinance would require the City Council to cooperate with UCSC in carrying out these policies.

s/ John G. Barisone
City Attorney

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

ARGUMENT IN FAVOR OF MEASURE I

This is one of two ballot measures intended to ensure that UCSC only grows in a sustainable way. UCSC makes many positive contributions to California and our local community, but before the campus can grow again it needs to mitigate the negative impacts its growth will cause both on campus and in the community.

UCSC is currently planning to grow by almost 50% in the number of students and faculty – 6,000 additional students and 1,800 additional faculty and staff. This growth would have a number of very significant, negative impacts on our local community, particularly with respect to traffic, neighborhood overcrowding, availability and cost of housing, water supplies, and City services, including public safety, recreation, and social services.

To date, there have been many attempts to get the University Administration to mitigate the impacts of past and future campus growth. The University has been unwilling to commit to any enforceable agreements.

Critical comments about the draft Environmental Impact Report by the City and County of Santa Cruz and hundreds of local citizens and campus employees and students have been effectively ignored by UCSC's Administration.

Measure I will create a City Ordinance, which can only be changed by a vote of the people, requiring UCSC to mitigate all of the significant impacts of any future growth before being provided City services necessary to support that growth. We need to send a strong and legally enforceable message to the University Administration that this community will only support growth that is sustainable. Both the campus and the local community will benefit from requiring UCSC to only grow if they can and will mitigate all of the serious impacts of any future expansion.

Please vote YES on MEASURE I

s/ Andrew Szasz
Associate Professor, UCSC

s/ Emily Reilly
Vice-Mayor and former Mayor, City of Santa Cruz

s/ John Aird
Chairman Coalition for Limiting University Expansion (CLUE)

s/ Barbara Laurence
Sociology Department Assistant, UCSC

s/ Louis Rittenhouse
former Councilmember & Rittenhouse Building and Investment

NO ARGUMENT AGAINST MEASURE I WAS FILED.

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

CITY OF SANTA CRUZ

K Shall the Santa Cruz Municipal Code be amended by adding an ordinance that requires Santa Cruz police officers and other law enforcement officers in the City of Santa Cruz to make enforcement of state and federal laws pertaining to the distribution, sale, cultivation or use of marijuana by adults their lowest law enforcement priority?

FULL TEXT OF BALLOT MEASURE K CITY OF SANTA CRUZ

The people of the city of Santa Cruz ordain as follows:

Title 9 of the Santa Cruz Municipal Code is amended to add a new Chapter 9.84 entitled "Lowest Law Enforcement Priority Policy Ordinance" to read as follows:

"Chapter 9.84

Sections

9.84.010 Title

9.84.020 Purpose

9.84.030 Findings

9.84.040 Definitions

9.84.050 Lowest Law Enforcement Priority Policy

9.84.060 Community Oversight

9.84.070 Marijuana Policy Reform

9.84.080 Enforceability

9.84.090 Severability

9.84.010 Title

This chapter shall be known as the Lowest Law Enforcement Priority Policy Ordinance.

9.84.020 Purpose

The purpose of this chapter is:

(1) to make investigations, citations, arrests, property seizures, and prosecutions for adult marijuana offenses the lowest law enforcement priority for the city of Santa Cruz

; (2) to establish a city policy supporting changes in state and federal laws that support a system of taxation and regulation for adult use of marijuana; and

(3) to transmit notification of the enactment of this chapter to state and federal elected officials who represent the city of Santa Cruz.

9.84.030 Findings

(1) The federal government's war on drugs has failed.

(2) Santa Cruz should determine its marijuana policies locally, not hand them over to the federal Drug Enforcement Administration.

(3) Otherwise law-abiding adults are being arrested and imprisoned for nonviolent marijuana offenses, which is clogging courts and jails in California.

(4) Each year California spends over \$150 million of taxpayer money enforcing marijuana laws.

(5) Law enforcement resources would be better spent fighting serious and violent crimes.

(6) Making adult marijuana offenses Santa Cruz's lowest law enforcement priority will reduce the city's spending on law enforcement and punishment.

(7) Decades of arresting millions of marijuana users have failed to control marijuana use or reduce its availability.

(8) Recreational marijuana users can still be productive citizens that work and pay taxes.

(9) It is the hope of the citizens of Santa Cruz that the federal and California state governments will change the laws to tax and regulate marijuana, thus eliminating the problems and costs caused by marijuana prohibition and raising revenues for vital public services.

9.84.040 Definitions

For the purposes of this chapter, the following words and phrases shall have the meanings respectively ascribed to them by this section:

(1) "Adult" means an individual who is 18 years of age or older.

(2) "Santa Cruz law enforcement officer" means a member of the Santa Cruz Police Department or any other city agency or department that engages in law enforcement activity.

(3) "Lowest law enforcement priority" means a priority such that all law enforcement activities related to all offenses other than adult marijuana offenses shall be a higher priority than all law enforcement activities related to adult marijuana offenses, other than the exceptions designated in this chapter.

(4) "Marijuana" means all parts of the plant Cannabis, whether growing or not; the seeds thereof; the resin extracted from any part of the plant; and every compound, manufacture, salt, derivative, mixture, or preparation of the plant, its seeds, or its resin.

9.84.050 Lowest Law Enforcement Priority Policy

(1) Santa Cruz law enforcement officers shall make law enforcement activity relating to adult marijuana offenses their lowest law enforcement priority. Law enforcement activities relating to adult marijuana offenses include, but are not limited to, investigation, citation, arrest, seizure of property, or providing assistance to the prosecution of adult marijuana offenses.

(2) This lowest law enforcement priority policy shall not apply to the following:

(a) distribution or sale of marijuana to minors;

(b) distribution, sale, cultivation, or use of marijuana on public property; or

(c) driving under the influence.

(3) This lowest law enforcement priority policy shall apply to cooperating with state or federal agents to arrest, cite, investigate, prosecute, or seize property from adults for marijuana offenses included in the lowest law enforcement priority policy.

(4) Santa Cruz law enforcement officers and other city employees shall not accept or renew formal deputization or commissioning by a federal law enforcement agency if such deputization or commissioning will include investigating, citing, arresting, or seizing property from adults for marijuana offenses included in the lowest law enforcement priority policy.

(5) The city of Santa Cruz shall not accept any federal funding that would be used to investigate, cite, arrest, prosecute, or seize property from adults for marijuana offenses.

9.84.060 Community Oversight

(1) A Community Oversight Committee shall be appointed to oversee the implementation of this chapter and shall serve voluntarily. The committee shall be formed and begin meeting within 100 days after the enactment of this chapter, even if some of its members have not been appointed. Each Santa Cruz City Councilmember shall appoint one city resident, and the Santa Cruz Police Department and the Santa Cruz County District Attorney's office shall each send a representative as a non-voting liaison to the meetings. Each committee member shall serve at the pleasure of the council member who appointed him or her, and city council members shall appoint replacement committee members on an asneeded basis.

(2) Responsibilities of the committee shall include:

(a) ensuring timely implementation of this chapter, with the cooperation of the Santa Cruz Police Department and other law enforcement agencies in providing needed data;

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MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

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(b) receiving any grievances from individuals who believe they were subjected to law enforcement activity contrary to the lowest law enforcement priority policy;

(c) designing a supplemental report form for Santa Cruz law enforcement officers to use to report all adult marijuana arrests, citations, and property seizures, and all instances of officers assisting in state or federal arrests, citations, and property seizures for any adult marijuana offenses in the city of Santa Cruz; the report shall be designed with the goal of allowing the committee to ascertain whether the lowest law enforcement priority policy was followed;

(d) requesting additional information from any Santa Cruz law enforcement officer who engaged in law enforcement activity relating to one or more marijuana offenses under circumstances which appear to violate the lowest law enforcement priority policy. An officer's decision not to provide additional information shall not be grounds for discipline; and

(e) submitting written reports semi-annually to the Santa Cruz City Council on the implementation of this ordinance, with the first report being issued nine months after the enactment of this chapter. These reports shall include but not necessarily be limited to: the number of all arrests, citations, property seizures, and prosecutions for marijuana offenses in the city of Santa Cruz; the breakdown of all marijuana arrests and citations by race, age, specific charge, and classification as infraction, misdemeanor, or felony; the percentage of all arrests in the city of Santa Cruz that are for adult marijuana offenses; any instances of law enforcement activity that the committee believes violated the lowest law enforcement priority policy; and the estimated time and money spent by the city on law enforcement and punishment for adult marijuana offenses.

(3) Santa Cruz law enforcement officers shall submit to the committee the supplemental report form as designed by the committee within seven calendar days after each adult marijuana arrest, citation, or property seizure, or instance of assisting in a state or federal arrest, citation, or property seizure for any adult marijuana offense in the city of Santa Cruz. Such reports shall be public records to the extent permitted by state law and made available to any citizen that requests them.

9.84.070 Marijuana Policy Reform

(1) This chapter makes it the policy of the city of Santa Cruz that the city of Santa Cruz supports policies to tax and regulate marijuana for adults.

(2) Beginning three months after the enactment of this chapter, the city clerk shall execute a mandatory and ministerial duty of sending letters on an annual basis to the city of Santa Cruz voters' U.S. representative or representatives, both of California's U.S. senators, the city of Santa Cruz voters' senators and Assembly members in the California State Legislature, the governor of California, and the president of the United States. This letter shall state, "The citizens of the city of Santa Cruz have passed an initiative to deprioritize marijuana offenses and request that the federal and California state governments take immediate steps to tax and regulate marijuana use, cultivation, and distribution and to authorize state and local communities to do the same." This duty shall be carried out until state and federal laws are changed accordingly.

9.84.080 Enforceability

All sections of this chapter are mandatory. If any provision of this chapter is not carried out properly, any person who is registered to vote in the city of Santa Cruz may seek a writ of mandate to ensure the law is fully implemented. Notwithstanding Chapter 4.04 of the Santa Cruz municipal code, a violation of this chapter is not a criminal offense; the exclusive remedy for failure to comply afforded by this chapter is writ of mandate.

9.84.090 Severability

If any provision of this chapter or the application thereof to any person or circumstance is held invalid, the remainder of the chapter and the application of such provisions to other persons or circumstances shall not be affected thereby.

IMPARTIAL ANALYSIS BY CITY ATTORNEY MEASURE K

ADULT MARIJUANA CRIMINAL OFFENSES – LOWEST LAW ENFORCEMENT PRIORITY INITIATIVE

This initiative, if adopted by City voters, would enact an ordinance that requires the Santa Cruz Police Department to make adult (age 18 or older) criminal marijuana investigations, citations, arrests, property seizures and prosecutions their lowest law enforcement priority and further stipulates that law enforcement activity related to all other criminal offenses shall receive a higher priority.

Federal law lists marijuana as a statutorily prohibited controlled substance. Under California state law, with the exception of certain activities pertaining to medicinal use, it is similarly a crime to possess, cultivate, sell, furnish or transport marijuana. The California Penal Code authorizes police officers to enforce all state and local laws. To this end Santa Cruz Police Department general orders and ethical canons require police officers to take prompt and proper police action relative to violations of all laws observed by them or coming to their attention and to uphold all laws enacted or established pursuant to legally constituted authority.

The ordinance would not apply to crimes entailing: the distribution or sale of marijuana to minors; the distribution, sale, cultivation or use of marijuana on public property; or driving under the influence of marijuana. The ordinance's lowest law enforcement priority mandate would apply to cooperating with state or federal agents engaged in the enforcement of adult criminal marijuana offenses and prohibit the City from accepting federal funding to be used for marijuana law enforcement activity.

The ordinance would require the formation of a voluntary Community Oversight Committee comprised of City residents and would require the Santa Cruz Police Department and the Santa Cruz County District Attorney to each send a non-voting liaison representative to Committee meetings. The Committee would: oversee the ordinance's implementation; receive grievances from individuals who believe they were subjected to law enforcement contrary to the ordinance's lowest law enforcement priority policy; and gather, and report on, marijuana law enforcement activity in the City. The Committee would also be authorized to request marijuana law enforcement information from individual City police officers who would be required to comply with any such request within seven calendar days.

The proposed ordinance makes it a City policy to support the taxation and regulation of marijuana and requires the City Clerk to notify all City representatives in federal and state government of this policy and that adult marijuana crimes are the City's lowest law enforcement priority.

The proposed ordinance specifies that all of its provisions are mandatory. The proposed ordinance further specifies that violation shall not constitute a criminal offense and that the exclusive means of enforcement is a civil writ of mandate court proceeding.

The City Attorney has questioned the legality of several provisions of the ordinance. Two such concerns are noted here. First, the ordinance would limit, or effectively prohibit, police officers from performing functions that state law authorizes them to perform. Second, the ordinance would subject the City and individual police officers to civil litigation for enforcing state marijuana laws in alleged violation of the ordinance.

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ARGUMENT IN FAVOR OF MEASURE K

The government's war on drugs has been costly, ineffective, and unjust. Arresting otherwise law-abiding citizens for marijuana use wastes police resources and clogs our criminal justice system.

Measure K allows our police to focus on the growing problem of serious and violent crime in Santa Cruz by making marijuana use by adults the lowest police priority. It does not apply to minors, public use, or driving under the influence.

Marijuana is illegal under state and federal law, and this initiative cannot change that. But the initiative does require the city to send a message each year to our representatives in Sacramento and Washington urging them to pass more sensible laws taxing and regulating marijuana. In the meantime Measure K will reduce local resources spent criminalizing marijuana users. It's a practical step in the right direction.

The overwhelming majority of people who use marijuana are responsible, productive citizens who work and pay taxes. Yet over 700,000 Americans are arrested each year on marijuana charges. California spends approximately \$150,000,000 each year arresting, prosecuting and imprisoning non-violent marijuana offenders. Meanwhile, our overcrowded prisons are at nearly twice capacity and taxpayers are now being asked for billions more to build new ones. It's crazy to continue to arrest nonviolent marijuana users.

Seattle passed a similar measure in 2003 and reduced marijuana arrests 75% without increasing use.

Just because the Bush administration has launched a "war" on marijuana doesn't mean we should enlist. Santa Cruz has a history of humane, progressive leadership on this issue, as the first city to allow medical use of marijuana. Measure K continues this tradition, adopting a more sensible marijuana policy and sending a message to the federal government. **Please join us in voting YES on K.**

For more information, please visit <http://www.sensiblesantacruz.org>.

s/ John Vasconcellos
California State Senator (Retired)

s/ Craig Reinerman
Professor of Sociology

s/ Celia Scott
Former Mayor, City of Santa Cruz

s/ Arnold Leff M.D.
AIDS Hospice Specialist

s/ Judy Phillips
Businessperson, Realtor

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE K

Measure K is a badly conceived ordinance, funded almost entirely by wealthy outside interests who want to use our community for their own social experiment.

Public records show that this so-called grass roots initiative was actually launched by \$32,000 of outside money, mostly from Cleveland billionaire Peter Lewis. The people who put this on the ballot will continue to live comfortably in their homes far away, while we must contend with the actual consequences here in Santa Cruz.

- **Don't give a green light** to growing or distributing unlimited amounts of marijuana on private property, when substance abuse and drug-related crimes are already a serious issue!
- **Don't place our police officers in legal jeopardy** just for doing their job!
- **Don't tie up scarce City funds** defending a poorly drafted ordinance that conflicts with state law!
- **Don't turn our backs on neighborhoods and community groups** that deal with these issues on a daily basis!

Many people agree that current drug laws need to be reformed, but **Measure K is not the answer. It only creates more problems:**

- **Restricts local law enforcement** in community policing efforts.
- **Adds costs to the City** for legal defense and staffing a mandatory advisory committee.
- **Undermines positive efforts** of schools, neighborhood groups and human service agencies.

Don't let Santa Cruz become the personal experiment of rich, out-of-town interests. Don't create new problems and unintended consequences for our community!

Join parents, teachers, law enforcement, and community groups: **VOTE NO on K.**

s/ Bob Gallagher
High School Teacher

s/ JoAnne Myall
Probation officer

s/ JD Sotelo
Member, Neighbors of Lower Ocean

s/ Steve Belcher
Retired Santa Cruz Police Chief

s/ Shebreh Kalantari
United Way of Santa Cruz County

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MEASURES, ANALYSES AND ARGUMENTS

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CITY OF SANTA CRUZ

J In order to preserve the City's limited remaining water capacity that is available to current utility users and to conserve capacity in the City's wastewater treatment plant, shall the City of Santa Cruz Charter be amended to require a vote of the people before the City Council will be allowed to initiate an annexation to the City's water service area or sewer service area?

FULL TEXT OF BALLOT MEASURE J CITY OF SANTA CRUZ

SECTION 1430 – UTILITY SERVICE AREA EXPANSION

Subject to the qualifications set forth in this Section 1430 and absent direction to do so by the State of California Local Agency Formation Commission, in order to preserve the limited remaining water capacity that is available to current utility users and in order to conserve capacity in the City's wastewater treatment plant, the Council shall not initiate an expansion of the City's water service area or sewer service area unless authorized to do so by majority vote of the qualified electors of the City of Santa Cruz.

The Council shall, by a majority vote of the full City Council, be authorized to initiate an expansion of the City's water service area only upon finding that the expansion is necessary to protect the health, safety, and welfare of the applicant seeking service; that the property which is the subject of the expansion application formerly received water service from another water source; that the water source of that former water service is no longer viable or available; and that the applicant has demonstrated there is no viable alternative other than a connection to the City water system.

The Council shall, by a majority vote of the full City Council, be authorized to initiate an expansion of the City's sewer service area only upon finding that the expansion is necessary to protect the health, safety, and welfare of the applicant seeking service; that the property which is the subject of the expansion application has previously received septic or sewer service; and that the sewer service, if any, is no longer available to serve the property which is the subject of the expansion application or is incapable of treating the sewage to the same level that sewage is treated by the City's wastewater treatment plant.

IMPARTIAL ANALYSIS BY CITY ATTORNEY MEASURE J

CHARTER AMENDMENT – CITY OF SANTA CRUZ UTILITY SERVICE AREA EXPANSIONS

This ballot measure, if adopted by the voters, would amend the City of Santa Cruz Charter to prohibit the City Council from initiating an expansion to the City's Water Service Area or Sewer Service Area unless authorized to do so by a majority vote of the qualified electors of the City of Santa Cruz or directed to do so by the State of California Local Agency Formation Commission ("LAFCO"). The City Council would, however, by a majority vote, be authorized to initiate an expansion of the City's Water Service Area upon finding that the expansion is necessary to protect the health, safety and welfare of the applicant seeking service, that the property which is the subject of the expansion application formerly received water service from another water source, that the source of that former water service is no longer viable or available, and that the applicant has demonstrated there is no viable alternative other than a connection to the City water system. With regard to sewer service the City Council would, by a majority vote, be authorized to initiate an expansion of the City's Sewer Service Area upon finding that the expansion is necessary to protect the health, safety and welfare of the applicant seeking service, and that the property's former sewer service, if any, is no longer available to serve the property which is the subject of the expansion application or is incapable of treating sewage to the same level of treatment that is provided by the City's wastewater treatment plant.

s/ John G. Barisone
City Attorney

ARGUMENT IN FAVOR OF MEASURE J

This is one of two ballot measures intended to ensure that UCSC only grows in a sustainable way. UCSC makes many positive contributions to California and our local community, but before the campus can grow again it needs to mitigate the negative impacts its growth will cause both on campus and in the community.

UCSC is currently planning to grow by almost 50% in the number of students and faculty – 6,000 additional students and 1,800 additional faculty and staff. This growth would have a number of very significant, negative impacts on our local community, particularly with respect to traffic, neighborhood overcrowding, availability and cost of housing, water supplies, and City services, including public safety, recreation, and social services.

To date, there have been many attempts to get the University Administration to mitigate the impacts of past and future campus growth. The University has been unwilling to commit to any enforceable agreements. The Draft Environmental Impact Report on the proposed Development Plan doesn't begin to even identify the negative impacts, much less discuss what will be done to address them.

Measure J would amend the City Charter to require an affirmative vote of the citizens of Santa Cruz before the City would provide water for UCSC growth outside of the City limit. Because much of the growth planned by the UC Administration is sited outside the City limit, UCSC would have to demonstrate to local citizens that they intend to mitigate their impacts before being provided with the water necessary to support that growth. This measure will force serious negotiations between the City and the UC Administration over growth plans, impacts, and mitigations, thereby forcing the University to realistically address the negative impacts on our community.

Please vote YES on MEASURE J

s/ Andrew Szasz
Associate Professor, UCSC

s/ Emily Reilly
Vice-Mayor and former Mayor, City of Santa Cruz

s/ John Aird, Member
Chairman Coalition for Limiting University Expansion (CLUE)

s/ Barbara Laurence
Sociology Assistant, UCSC

s/ Louis Rittenhouse
former Councilmember & Rittenhouse Building and Investment

NO ARGUMENT AGAINST MEASURE J WAS FILED.

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MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

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ARGUMENT AGAINST MEASURE K

Measure K spells bad news for our community, including youth, law enforcement, neighborhoods and City finances. Here's why we OPPOSE Measure K:

- **Measure K does not define the "acceptable" amount of marijuana for sale or distribution.** It does not exclude anyone (even gangs) from growing large amounts on private property, or distributing it on private property to other adults and using the proceeds for illegal activities. Even an 18 year-old student could distribute or cultivate marijuana on private property. Police would be unable to respond to enforcement requests.
- **Measure K attempts to reduce the number of police officers in Santa Cruz.** One of its stated goals is to "reduce the City's spending on law enforcement." City police already handle 70,000 calls for service annually, and gang violence is increasing. Does the community really want to reduce the number of police officers?
- **Measure K directs police officers to violate their oath, risking legal action.** Police officers swear to uphold the laws of California and the United States. In carrying out Measure K, officers could be forced to violate this sworn oath. Lawsuits could actually be brought against officers for cooperating with state or federal agencies in enforcing current laws.
- **Measure K does not specify costs to the City.** It requires a community oversight committee ... but what would be the costs to staff this committee, or defend officers or the ordinance in court? Santa Cruz can't afford open-ended or avoidable costs in these tight times.
- **Voting against this ordinance has no impact on medical marijuana.** Measure K is unrelated to issues of medical marijuana.

Drug use among local youth is already higher than state or national averages. **Even for those who favor changes in current drug laws, Measure K is the wrong solution.**

Vote NO on Measure K.

s/ Mary Lou Goeke
Director, United Way of Santa Cruz County

s/ Michael Bethke
Neighborhood Activist

Santa Cruz Police Management Association
s/ Patricia Sapone, Vice President

s/ Jan Tice
Director, Janus of Santa Cruz

s/ Ed Porter
High school teacher, City Councilmember

REBUTTAL TO ARGUMENT AGAINST MEASURE K

The argument against **Measure K** resorts to fear tactics and misrepresentation, as anyone who reads the measure can see. **Measure K will save police resources, conserve taxpayer dollars, and make Santa Cruz safer.**

FACT: Measure K simply makes private, adult marijuana offenses the lowest police priority, thus freeing up police resources to focus on the rising occurrence of serious crime in our city.

FACT: Measure K does not reduce the number of police officers, cut the police budget, or prevent police from enforcing any law when necessary to protect public safety.

FACT: Measure K will save money. Currently Santa Cruz Police make over 250 marijuana arrests a year, costing taxpayers hundreds of thousands of dollars. In contrast, implementation costs for Measure K would be minimal since the Oversight Committee is staffed by volunteers whose expenses would center on keeping records and filing reports. The city attorney's report to the city council states that "this initiative does not implicate City financial commitments".

FACT: The exclusive remedy for failure by authorities to comply with Measure K is a writ of mandate (court order), not a criminal lawsuit.

FACT: Setting priorities is legally within the voters' rights. Our police work for us – the citizens. **Measure K** makes it clear that serious crime, not marijuana, is our priority.

The federal government's war on drugs has failed. It's time for a sensible approach to marijuana. That's why doctors, educators, business people, and regular citizens agree: **Yes on Measure K.**

For more information, please visit www.sensiblesantacruz.org

Law Enforcement Against Prohibition
s/ Jack A. Cole, Executive Director

s/ Drew Maris, M.D.
Board Member, Diversity Center of Santa Cruz County

Center on Juvenile and Criminal Justice
s/ Dan Macallair, Executive Director

s/ John Sandidge
Broadcaster

Santa Cruz Citizens for Sensible Marijuana Policy
s/ Andrea Tischler, Chairperson
business owner, Compassion Flower Inn