



E

OFFICIAL BALLOT
CONSOLIDATED
GENERAL ELECTION

SANTA CRUZ COUNTY

NOVEMBER 8, 1988

This ballot stub shall be torn off by precinct board member and handed to the voter.

MEASURES SUBMITTED TO VOTE OF VOTERS

COUNTY

ORDINANCE ESTABLISHING COUNTY POLICY CONCERNING UNIVERSITY GROWTH AND ITS IMPACT ON THE COUNTY OF SANTA CRUZ

E Shall an ordinance be adopted requiring the Board of Supervisors of the County of Santa Cruz to make every effort:

- (1) To curtail the rapid and large scale growth of the University of California at Santa Cruz in order to preserve the unique and special character of Santa Cruz County; and
- (2) To ensure that the University pays for any services necessitated by its growth?

YES	+
NO	+

COUNTY INITIATIVE PROHIBITING RENT CONTROL AND PROHIBITING PRICE LIMITATIONS ON THE SALE OR RENTAL OF REAL PROPERTY

F Shall the County initiative measure seeking to repeal the County Mobile Home Rent Adjustment Ordinance and the County Affordable Housing Ordinance, and to prohibit the County from enacting any laws in the future restricting sale or rental prices of real property be adopted?

YES	+
NO	+

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Sample Ballot
Sample Ballot

Sample Ballot

**ORDINANCE ESTABLISHING COUNTY POLICY CONCERNING
UNIVERSITY GROWTH AND ITS IMPACT ON THE
COUNTY OF SANTA CRUZ MEASURE E
(Full Text of Ordinance)**

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

SECTION 1. TITLE. The title of this ordinance shall be "Ordinance Establishing County Policy Concerning University Growth And Its Impact On The County Of Santa Cruz."

SECTION 2. PURPOSES. One of the purposes of the ordinance is to express the concerns of the citizens of the County of Santa Cruz about the large-scale and rapid growth proposed by the University of California at Santa Cruz (UCSC). It is a further purpose of this ordinance to direct County officials to take whatever actions they can to avoid the detrimental effects of this proposed growth, including, specifically, adverse impacts on the housing market, on traffic congestion, and on the County's public services.

SECTION 3. FINDINGS.

It is hereby found and determined as follows:

1. **Importance of UCSC.** UCSC is a vital part of the Santa Cruz County community, and provides substantial economic, social, cultural, and intellectual benefits to the community at large.

2. **Unique Physical and Academic Character of UCSC.** The UCSC campus is perhaps the most beautiful university campus in the United States. Its college-based academic system offers a unique public educational experience. Rapid and large-scale growth by the University will undermine these qualities of the University, and will erode the quality of the educational life of the campus.

3. **Unique and Special Environment of the Greater Santa Cruz Community.**

The County of Santa Cruz is a community blessed with beauty, and with a citizenry dedicated to the protection and preservation of the natural environment, and the quality of life in local neighborhoods. To maintain its historic commitments to both people and the environment, the Santa Cruz County community must not be overwhelmed by rapid and large-scale growth.

4. **Diversity of UCSC.** The policies and practices of the University, since its inception, have not been successful in assuring adequate cultural and racial diversity on campus. Such racial and cultural diversity would be welcomed by the community at large, and would benefit both community and the educational mission of the campus. Rapid and large-scale growth is not a way to enhance the diversity of the campus community, but is a way to ensure exactly the opposite. Rising housing costs, a decreasing availability of financial aid, and a loss in personal and individual support for students can all be expected to accompany accelerated and large-scale growth at UCSC. All of these factors will work against increasing the racial and cultural diversity that is so much needed on the campus.

5. **Need for Cooperation.** Cooperation between UCSC and the County of Santa Cruz is crucial for the future well-being of both the University and the community, and requires mutual respect and consideration from each.

6. **Violation of Existing Long Range Development Plan.** In 1978, UCSC approved a Long Range Development Plan which provided for 6,760 students with a maximum possible enrollment of 7,500 students. The University has violated this Plan, which is still in effect, and has permitted enrollments at UCSC to exceed 9,150 students during the 1987/88 academic year.

7. **Intensification of Housing Crisis.** The price of housing in the Santa Cruz community has increased much faster than inflation, making it more difficult and more expensive for people with low and moderate incomes to live in the County of Santa Cruz. UCSC students, faculty, and staff have both contributed to and suffered from the high cost of housing, on campus and in the community. Rapid and large-scale growth by the University will significantly worsen this housing crisis. This growth is destroying the integrity of many of the County's neighborhoods, particularly in areas zoned for single families.

8. **Inadequate Housing Provided by the University.** The University has had a long-standing goal of housing 50 percent of all students on campus. Less than 45 percent of the student body now lives on campus, and the situation is worsening. Given the significant and rapid growth of UCSC in recent years, the existing high price of housing in the County of Santa Cruz, and the limited number of sites available for student housing, it is vital that UCSC achieve the goals contained in its initially proposed Long Range Development Plan, dated June, 1987, specifically, on-campus housing for 70 percent of its undergraduate students, 50 percent of its graduate students, 25 percent of its faculty, and 25 percent of the staff newly attracted to the County. These goals must be included in any Long Range Development Plan and the University must commit itself to make available the financial and other resources necessary to carry them out.

9. **Need to Mitigate Traffic and Parking Impacts.** The proposed rapid and large scale growth of UCSC will cause serious degradation of already congested traffic conditions in many areas of the County, and will cause increased parking problems which will further degrade and destroy the integrity of neighborhoods near the University.

10. **UCSC Plan for 15,000 Students.** The proposed Long Range Development Plan anticipates an enrollment level of between 12,000 and 15,000 students by 2005. The impacts of this growth on the County of Santa Cruz would be severe. An enrollment level of 15,000 students would mean twice as much new growth as an enrollment level of 12,000 students, and it is clear that a smaller, rather than a larger, amount of growth should be permitted at UCSC. All growth permitted should be fully mitigated before such growth actually occurs.

11. **Rate of Growth.** The rate of growth permitted at UCSC is just as important as the total amount of growth allowed. Rapid and large-scale growth cannot be fully mitigated, and will overwhelm both the community and the campus. Proposed new growth at UCSC may create significant adverse environmental impacts, and should be subjected to review under the policies of the California Environmental Quality Act.

SECTION 4. IMPLEMENTATION.

1. **POLICIES.** It is hereby determined that in order to minimize or eliminate the problems of UCSC growth, and to assure the public health, safety, and welfare, the following policies shall guide the County of Santa Cruz in its relationship with UCSC:

a. **2005 Growth Target.** It shall be the policy of the County of Santa Cruz, based on its limited capacity to absorb future growth, that the University of California should be required to adopt an enrollment target for the year 2005 which minimizes the impact of the University's enrollment on the community. Further, it is the policy of the County of Santa Cruz that UCSC should increase its enrollment by no more than 160 students a year, at least until 1994, as promised to the community by the Chancellor in October, 1987.

b. **Annual University Growth.** It shall be the policy of the County of Santa Cruz to insist that the University of California limit and phase its rate of growth so that all significant adverse impacts on the community, particularly in the areas of housing, traffic and water resources, are fully mitigated.

c. **Implementation of On-Campus Housing Goals.** It is the policy of the County of Santa Cruz that the University of California should be required to provide all the financial and other resources necessary to achieve the housing goals contained in the proposed Long Range Development Plan issued by the University in June, 1987.

d. **Cooperation with the University.** It shall be the policy of the County of Santa Cruz to cooperate with UCSC in planning for the future growth of the University and the County, consistent with the purposes and findings contained in this ordinance.

2. **ACTIONS BY BOARD OF SUPERVISORS.** In order to carry out the policies contained in this ordinance, the Board of Supervisors is directed to take the following actions:

a. **Cooperation with UCSC.** The Board of Supervisors shall maintain ongoing contact with the University of California, to seek mutually acceptable solutions to the problems related to proposed University growth.

b. **Participation in Growth Decisions.** The Board of Supervisors shall take whatever actions are necessary and available to assure that the UCSC growth plans, including the final EIR and Long Range Development Plan, require the full mitigation of any adverse impacts of UCSC growth on the Santa Cruz County community, particularly in the areas of housing, traffic, and the provisions of public services, such as water, sewers and schools. The Board of Supervisors shall ensure that the County of Santa Cruz fully participates in the review of the Environmental Impact Report (EIR) for the University's Long Range Development Plan.

c. **Compliance with California Environmental Quality Act.**

The Board of Supervisors 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 California Environmental Quality Act.

d. **Coordination with Other Agencies.** The Board of Supervisors shall actively participate in the Association of University Communities, and shall cooperate with the City of Santa Cruz, to carry out the policies and implementation actions of this ordinance.

e. **State Actions.** The Board of Supervisors shall urge the State legislative representatives representing Santa Cruz County to take all actions possible to:

1. Ensure that the University of California will cooperate with the City of Santa Cruz and the County of Santa Cruz in carrying out the policies of this ordinance;

(Full Text Measure E Continued)

2. Oppose additional capital facilities for the UCSC campus, except for housing, if the University has not taken actions to ensure that the adverse impacts of its growth on housing, traffic and infrastructure are adequately mitigated.

f. University Actions. The Board of Supervisors shall urge the Chancellor to propose, the President to recommend, and the Regents to adopt a system-wide enrollment Plan that allows for growth at the Santa Cruz campus consistent with the policies of this ordinance.

SECTION 5. 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 6. EFFECTIVE DATE. This ordinance shall take effect as provided by law.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this 2nd day of August, 1988, by the following vote:

AYES:	SUPERVISORS	Forbus, Levy, Patton, Mehl, Cucchiara
NOES:	SUPERVISORS	None
ABSENT:	SUPERVISORS	None
ABSTAIN:	SUPERVISORS	None

s/ Joe Cucchiara
Chairperson of the
Board of Supervisors

ATTEST:
s/ Susan M. Rozario
Clerk of the Board

APPROVED AS TO FORM:
s/ Dwight L. Herr
County Counsel

IMPARTIAL ANALYSIS BY COUNTY COUNSEL
MEASURE E

This referendum ordinance is being submitted to a county-wide vote by the Board of Supervisors for the voters to decide whether there should be a County policy concerning the growth of the University of California at Santa Cruz and its impact on the County.

If passed, Measure E would constitute a statement by the voters that they are concerned about the large-scale and rapid growth proposed by the University of California at Santa Cruz (UCSC). The referendum ordinance would further be a directive to the Board of Supervisors and other County officials to take whatever actions they can to avoid any detrimental effects of the proposed growth including, specifically, adverse impacts on housing, traffic congestion and the County's public services.

This referendum ordinance would establish policies to guide the County of Santa Cruz in its relationship with UCSC that the University of California should be required to: (a) Adopt an enrollment target for the year 2005 which minimizes the impact of the University's enrollment on the community; (b) Increase its enrollment by no more than 160 students per year at least until 1994; (c) Phase its rate of growth so that all significant adverse impacts on the community, particularly in the areas of housing, traffic and water resources, are fully mitigated; and, (d) Be required to provide all financial and other resources necessary to achieve the housing goals contained in a long-range development plan issued by the University in June 1977.

Measure E would direct the Board of Supervisors to implement the policies contained in the ordinance by the following actions: Cooperating with UCSC to seek mutually acceptable solutions to the problems related to proposed University growth; taking whatever actions are necessary and available to assure that the UCSC growth plans require the full mitigation of any adverse impacts on the Santa Cruz County community, particularly in the areas of housing, traffic, and the provision of public services such as water, sewers and schools; ensuring that all growth-related decisions of the University are carried out in full compliance with the provisions of the California Environmental Quality Act; coordinating and cooperating with the Association of Universities and the City of Santa Cruz; and, urging State legislative representatives representing Santa Cruz County to take all actions possible to ensure that the University of California cooperates with the City of Santa Cruz and the County in carrying out the policies of the referendum ordinance and to oppose additional capital facilities for the UCSC campus, except for housing, if the University is not taking actions to ensure the adverse impacts of its growth on housing, traffic and infrastructure are adequately mitigated.

Under State law generally, the University of California is not subject to local regulations with regard to its use or management of property held by the Regents in public trust. Measure E therefore is a statement of policies and actions for the County to implement in its relationship with UCSC, but does not contain any enforcement mechanism which would enable the County to compel the University of California to act in a manner consistent with the statements and directives of the ordinance.

Dated: August 18, 1988

DWIGHT L. HERR, COUNTY COUNSEL

By/ Deborah Steen
Assistant County Counsel

ARGUMENT IN FAVOR OF MEASURE E

UCSC wants to double its presently-authorized size. That's why we urge your "YES" vote on Measure E. Measure E will send a strong message to the University and the Regents--future UCSC growth must respect our community!

Traffic congestion is on the rise. Housing prices are skyrocketing. University growth aggravates existing problems. Unlimited, poorly planned growth at UCSC will make existing problems even worse.

Measure E directs local officials and our State Legislators to vigorously urge the University to slow growth in relation to available essential services. University growth cannot be allowed to destroy the quality of life locally.

Measure E recognizes the many important contributions of UCSC. Measure E also makes it clear, however, that the University's growth policies are not always positive for our community. Unfortunately, the public service needs and concerns of our local community have been ignored in the University's quest for ever-expanding growth. Measure E seeks to prevent unlimited University growth. Our community must speak out strongly. Regrettably, UCSC must be forced to be a good neighbor.

Your "YES" vote is a vote for responsible University planning and growth management. It's a vote to protect Santa Cruz County from the impacts of poorly planned and excessive growth.

For ten years, our community has strongly supported growth management--shouldn't the University? Vote "YES" on Measure E!

s/ Dan Forbus, Supervisor	First District	s/ Robley Levy, Supervisor	Second District	s/ Gary Patton, Supervisor	Third District
s/ Sherry Mehl, Supervisor	Fourth District	s/ Joe Cucchiara, Supervisor	Fifth District		