

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 WATSONVILLE

J Shall the Watsonville Municipal Code be amended to add a procedure that requires public places (as defined) be named only after being nominated by a member of the City Council and voted upon by voters in the City of Watsonville at a General or Special Municipal Election?

FULL TEXT OF BALLOT INITIATIVE MEASURE J

ORDINANCE NO. _____ (CM)

FORM OF ORDINANCE BY THE VOTERS OF THE CITY OF WATSONVILLE AMENDING TITLE 1 (GENERAL PROVISIONS) OF THE WATSONVILLE MUNICIPAL CODE BY ADDING CHAPTER 7 (NAMING OF PUBLIC PLACES) REQUIRING THE NAMING OF PUBLIC PLACES TO BE DONE SOLELY WITH VOTER APPROVAL ELECTION ON JUNE 3, 2014

EFFECTIVE DATE:

THE PEOPLE OF THE CITY OF WATSONVILLE, CALIFORNIA, DO HEREBY ORDAIN AS FOLLOWS:

SECTION 1. ENACTMENT.

Title 1 (General Provisions) of the Watsonville Municipal Code is hereby amended by adding a new Chapter 7 (Naming of Public Places).

CHAPTER 7 NAMING OF PUBLIC PLACES

Sec. 1-7.01 Naming of Public Places.

The naming of all public places within the City of Watsonville or owned by the City outside of the City limits shall be approved by the voters of the City of Watsonville, voting at either a General Municipal Election or Special Municipal Election. It is the intent of the voters that this initiative shall be retroactive to the date of the submission of the Notice of Intent to the City Clerk.

Sec. 1-7.02 Definitions.

The definition of public places, as used in this measure shall mean Parks, Buildings, Bridges, Plazas, Courtyards, or Airports.

Sec. 1-7.03 Procedures for Naming Public Places.

If the City seeks to name a public place as defined in this measure, each of the seven (7) City Council Members will have the right to nominate a proposed name for the respective public place to be named and each nominated name will be placed on the ballot for the voters of the City to vote on. Any City Council Member will have the right to nominate the exact same name as selected by any other Council Member, but any name nominated by more than one Council Member will appear only once on a ballot for the voters to select from.

(a) At no time shall there be more than seven (7) different names on a ballot for the voters to select from for the naming of an individual public place.

(b) The name receiving the highest number of votes at the city-wide election will be used as the official name of the public place that is sought to be named by the City.

PART 2: General Provisions.

In order to ensure the effectiveness of the proposed changes to the Municipal Code, the voters intend to make this initiative retroactive and apply to any proposed names considered for naming by the City Council on or after the date of submission of the Notice of Intent to the City Clerk.

SECTION 2. SEVERABILITY.

If any provision of these Sections or the application thereof to any person or circumstances is held invalid, such invalidity shall not affect other provision or applications of the Article which can be given effect without the invalid provision or application, and to this end the provision of these Sections are severable.

SECTION 3. EFFECTIVE DATE.

This Ordinance shall be in force and take effect ten (10) days after the City Council declares the vote of the June 3, 2014, California Primary Election pursuant to California Election Code Section 9217.

IMPARTIAL ANALYSIS BY CITY ATTORNEY MEASURE J

Citizen Initiative - Ordinance

Signatures were gathered to place Measure J on the June 4, 2014, ballot to ask Watsonville voters to approve an ordinance to change how public places are named in the City of Watsonville. This measure would amend the Watsonville Municipal Code by adding a new Chapter 7 to Title 1 entitled "Naming of Public Places."

Presently, before the Council names a public place, the City's Parks and Recreation Commission conducts a public hearing to consider the proposed name. Any name recommended is forwarded to the City Council for a second public hearing. If a majority of the Council agrees with the recommendation of the Parks and Recreation Commission, the name is formally adopted by majority resolution. That name remains until the name is changed or abandoned by the Council under the same process. One example of a place named this way is the Gene Hoularis and Waldo Rodriguez Youth Center which the Council named about 1992.

Some public places in Watsonville receive names without Council action. Some parks are named for nearby geographical features, subdivisions or streets: Las Brisas Park, Seaview Ranch Park, and Hope Drive Park. Some are named after the owner of the land: Hansen Temporary Park and Romo Temporary Park. Some places are required by the donor as a condition of a gift of land to remember the person associated with that land: Muzzio Park, Martin J. Franich Park, and Emmet Courts Park are examples. Some places are named by department staff. Some examples are One Police Plaza, the Fowle Booster Pump Station, the Watsonville Slough Bridge, Fire Station 2, and "WaterLab" the new laboratory at the City's waste water treatment plant shared with UCSC.

The measure would instead require a vote at either a "General Municipal Election" held in November of even numbered years or at a "Special Municipal Election" held on an election date provided by law, before the City may "officially" name any such public place. Public places are defined as parks, buildings, bridges, plazas, courtyards or airports.

The Measure provides that before "the City" seeks to name a public place, each member of the Council is allowed to propose one name for the public place and each name is then placed on the ballot for the next election. The name receiving the most votes will then be used as the "official name" of the public place.

The measure would be permanent. It will remain in effect until or unless changed by the voters.

A "Yes" vote is a vote to approve the ordinance and adopt this new method of naming public places. A "No" vote would reject the change and maintain the present status.

This Measure would be approved if a majority (more than fifty percent) of those voting vote yes.

You can also visit the Santa Cruz County Elections Department Website: <http://www.votescount.com/jun14/lm.htm#meaj>

March 18, 2014

s/ Alan J. Smith
City Attorney

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ARGUMENT IN FAVOR OF MEASURE J

Let The People Vote – YES – on Measure J VOTE YES for JUSTICE

- Restore the People's right to **FAIR** representation.
- Retain each resident's hope for **EQUAL** opportunity.
- Rebuild trust in the **PROCESS** of naming public places.

Thousands of Watsonville signatures were collected to allow each & every city voter the right to have their voices heard!

Measure J is the direct result of that amazing grassroots effort. You now have the ability to take back your rights for fair & equal treatment for ALL the PEOPLE of Watsonville:

- Vote **YES** on Measure J — for **HONESTY**
- Vote **YES** on Measure J — for **INTEGRITY**
- Vote **YES** on Measure J — for **JUSTICE**

Justice will be served by creating a fair method for all City voters to participate in voting for the naming of public places. Plazas, parks, buildings, bridges, courtyards & airports within, or owned by, the City of Watsonville are included. This equal and inclusive voting process brings opportunity for residents to come together and express pride in their community.

Measure **J** provides for good government and empowers residents to embrace traditions, cultures and personages important to our rich history and diversity. This process energizes residents to participate proactively and keeps the final decision for the naming of public places where it belongs with...."The People."

Measure **J** is an important step in taking back our basic right to vote. Watsonville voters need to stay alert, engaged and vigilant over our local government.

PLEASE SUPPORT the "Let The People Vote" effort by
voting **YES** on **MEASURE J**

RESTORE JUSTICE. Be an integral part of changing the
City of Watsonville for the better.

Let's work together for Honesty, Integrity and Justice!
VOTE YES for MEASURE J

s/ Carlos F. Rico Sr
Former Business Owner, Former School Board Member

s/ Aurora E. Parker
Retired Teacher

s/ Gerry Martin
Retired Teacher

s/ Daniel Joe Hernandez
Retired Navy

s/ Carmen Garcia Caput
New American Citizen

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE J

City of Watsonville Naming of Public Places

Measure J was paid for by a secret, Capitola group that is currently being investigated for alleged violations of our state fair political practices laws. This was not a "grassroots" effort, but rather one based on discrimination.

Our public parks and building are some of our most cherished community treasures. But Measure J aims to make it more difficult to name them after any Latino. That is divisive and disrespectful to all of us.

Our current process to name any park or building is fair. It requires multiple public hearings and a vote by your elected representatives in an open meeting where all citizens have a right to express their valued opinion.

NO on Measure J — For Fairness & Against Discrimination

NO on Measure J — Against Secret, Outside Groups Telling Us What to Do

NO on Measure J — Respect for All Local Residents

NO on Measure J — For Saving Our Taxpayer Dollars

We have the power to take a stand against discrimination.

Please vote NO on Measure J.

s/ Isaac Rodriguez
Community Volunteer

s/ Leah Sugarman
Educator/Mother

s/ Pedro Castillo
Retired University Professor

s/ Francisco Rodriguez
Educator

s/ Rev. Joseph R. Barndt
Pastor

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ARGUMENT AGAINST MEASURE J

City of Watsonville Naming of Public Places

We respectfully ask you to vote "NO" on Measure J.

Measure J results from a failed 2010 effort to name only "one" of Watsonville's 26 publically-owned parks after a Latino leader. Today, there are still no publically-owned parks in Watsonville named after a Latino leader in a city that is over 80 percent Latino. Now, Measure J would make it more difficult to name a public park or building after any Latinos. This is wrong and discriminatory.

The diversity of the people of our community is one of our city's greatest assets and we should support policies that are respectful and inclusive of all residents of our beautiful city. Measure J is not it.

Measure J also does not give the people of Watsonville the power to decide what names to choose for public parks or buildings. Rather, it would only give each councilmember the ability to put a name on a voting ballot, not the people.

City-wide elections would also cost taxpayers thousands of dollars rather than simply allowing your elected councilmembers to vote for you as they already do in other city matters.

Measure J is not a "volunteer" effort as claimed. Most signatures were collected by paid signature gatherers hired by a group based in Capitola. This secretly-funded, Capitola group is now trying to impose on Watsonville residents what it wants. The Fair Political Practices Commission is currently investigating this group regarding possible violations of campaign reporting and transparency laws.

Vote "NO" on Measure J. It will only make it more difficult to name a public park or building after a Latino, and is not respectful of all people of our community.

s/ Isaac Rodriguez
Community Volunteer

s/ Leah Sugarman
Educator/Mother

s/ Pedro Castillo
Retired University Professor

s/ Francisco Rodriguez
Educator

s/ Rev. Joseph R. Barndt
Pastor

REBUTTAL TO ARGUMENT AGAINST MEASURE J

Let The People Vote – YES – on Measure J VOTE YES for JUSTICE

- Restore the People's right to be **INCLUDED**.
- Retain the unique **DIVERSITY** of our community.
- Rebuild trust in the **PROCESS** of naming public places.

PLEASE READ THE MEASURE FOR YOURSELF

Measure J provides for good government and empowers residents to embrace traditions, cultures and personages important to our rich history and racial diversity.

This open process energizes residents to participate proactively and keeps the final decision for the naming of public places where it belongs with...."The People."

- Opponents ignore what this measure really says.
- Opponents embrace exclusion rather than inclusion.
- Opponents take your vote away & leave it to politicians.

TRUST THE VOTERS OF WATSONVILLE

Thousands of voters of all ages, ethnicities, and economic backgrounds welcomed the democratic process and signed petitions. Measure J is inclusive, efficient and fiscally responsible. Watsonville residents understand the importance of this grassroots effort. The final decision is placed firmly in the hands of the People.

OF THE PEOPLE, BY THE PEOPLE, FOR THE PEOPLE

Signatures were collected by volunteers walking door-to-door, in our neighborhoods, at our supermarkets, and in front of our places of worship. Community members signed these petitions at service clubs, sporting events, special family celebrations at our public parks & at the Watsonville Plaza.

*The People's dedication speaks for itself.
Watsonville residents clearly believe in Measure J.*

Let's work together for Honesty, Integrity and Justice!

PLEASE VOTE YES on MEASURE J

s/ Carlos F. Rica SR
Community Volunteer/53 yrs, Former Watsonville "Man of the Year"

s/ Patricia L. Solano
Founding Pres. Croatian Slavic Organization, Mother/Community volunteer 50 yrs.

s/ Marcia Hashimoto
Retired Kindergarten Teacher, Active Watsonville-Santa Cruz Japanese American Citizen's League

s/ Nancy A. Bilicich
Watsonville City Council Member

s/ Geraldine Martin
Teacher/Watsonville Native