



# Santa Cruz VOTER

LEAGUE OF WOMEN VOTERS®  
OF SANTA CRUZ COUNTY

October 2014 *Celebrating 50 Years of Voter Education in Santa Cruz County* Volume 49, Number 3

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## Pros and Cons of November Ballot Measures

The League of Women Voters of Santa Cruz County will present the Pros and Cons of this November's statewide ballot measures on Wednesday, October 15, from 12:00 p.m. to 2:00 p.m., at the Scotts Valley Branch Library, 251 Kings Village Rd., Scotts Valley. Bring your own brown bag lunch.

## Calendar

Tuesday, October 14  
1-3 p.m.  
LWVSCC Board Meeting  
Santa Cruz County Bank  
720 Front Street, Santa Cruz 95060

Wednesday, October 15, 2014  
Noon -2 p.m.  
Pros and Cons of Ballot Measures  
Bring your lunch  
Scotts Valley Branch Library  
251 Kings Village Road  
Scotts Valley 95066

Thursday, October 16, 2014  
11 a.m.-9 p.m.  
SC Water Supply Convention: Our Water, Our Future  
SC Civic Auditorium  
307 Church St, Santa Cruz, CA 95060

Tuesday, November 11, 2014  
11 a.m.-1 p.m.  
Planning Committee meeting for May meeting  
International House of Pancakes  
1549 41st Ave, Capitola, CA 95010

Tuesday, November 11, 2014  
1 p.m.-3 p.m.  
LWVSCC Board Meeting  
International House of Pancakes  
1549 41st Ave, Capitola, CA 95010

## President's Message

Welcome to the autumn of Santa Cruz, a beautiful time of the year, warm and colorful.

Having recently returned from a long-desired trip along the Mediterranean, only to launch immediately into League work and preparations for Open Studios, means I've had a busier-than-usual September, so my letter will be shorter this month!



Sue Becker and Dottie Fry, our voter service co-chairs, have been busy workers setting up stations around the county to register new voters for the upcoming election, arranging to moderate candidates forums in San Lorenzo Valley, and planning to present the Pros and Cons to inform the community about November's ballot measures. Thank you, ladies, for jobs well done for our voters and community, and to our many volunteers who assisted in this service

Reprising a past President's Message in support of [the EPA's Clean Power Plan](#) to stop carbon emissions on new power plants, I am again reporting today that the League is asking us to write the [EPA Administrator Gina McCarthy](#) in support of the plan to limit carbon emissions on existing power plants as well. Your letter or e-mail could be very timely in carrying the momentum recently generated at September's People's Climate March in NYC.

I was pleased to hear that Governor Brown signed SB 844 (Sen. Fran Pavley), which makes it easier to determine who is spending what for California's propositions. While the bill, endorsed by LWVC, Common Cause, California Forward Action Fund, California Clean Money Campaign, and California Voter Foundation, does not deal with money in political ads, it does allow us the opportunity to check online on the money originating from groups with unnamed individuals or corporate donors.

*Continued on page 6*

# Voter Service Report

The California General Election takes place on Tuesday, November 4, 2014, with polling places open from 7 a.m. to 8 p.m. The last day to register to vote in this election is October 20. Voters can now register to vote online at [registertovote.ca.gov](http://registertovote.ca.gov). The last day to request a “vote by mail” ballot is October 28. To request a ballot by mail, you can do so at [www.votescount.com](http://www.votescount.com), call the Elections Department at 831-454-2060, or complete the application on the back cover of your sample ballot.

In both Santa Cruz and Watsonville, voting in person is from October 6 to November 4, and weekend voting is November 1 and 2, 9 a.m.–5 p.m. The Santa Cruz location at the Santa Cruz County Elections Department, 710 Ocean Street, Room 210, will be open Monday through Friday 8 a.m.–5 p.m. The Watsonville location in the City Clerk’s Office at 275 Main Street, 4th floor, is open from Monday through Thursday, 8 a.m.–5 p.m. You can pick up your ballot and vote there, or take it home to complete and drop it off or mail it later.

Statewide, California voters will decide on six state propositions. Propositions 1 and 2 were placed on the ballot by the California Legislature. Propositions 45, 46, and 47 are initiatives that seek to change state law; Proposition 48 is a referendum on an existing law.

- Proposition 1, the Legislature Water Bond Act funds water quality, supply, treatment, and storage projects.
- Proposition 2, the Legislative Constitutional Amendment, changes how the state pays down debt and saves money in Budget Stabilization Account reserves.
- Proposition 45 would require the Insurance Commissioner to approve health insurance rate changes. It would apply only to individual and employer small-group plans.
- Proposition 46 would require random drug testing of doctors, would require doctors to check a statewide database before prescribing certain drugs, and would raise the cap on non-economic damages in medical negligence lawsuits.
- Proposition 47 would reduce the penalties from felonies to misdemeanors for certain offenders convicted of non-serious, nonviolent crimes.
- Proposition 48 asks voters to approve or reject the tribal gaming compacts negotiated by Governor Brown with the North Fork and Wiyot Tribes and ratified by legislative statute.

The League’s printable *Pros & Cons Guide* for November’s propositions may be found at [cavotes.org/vote/pros-cons-pdf](http://cavotes.org/vote/pros-cons-pdf)

In November, California voters will choose a candidate for the offices of U.S. Congressional Representative, State Assembly Member, State Board of Equalization, and the statewide constitutional offices of Governor, Lieutenant Governor, Secretary of State, Controller, Treasurer, Attorney General, Insurance Commissioner, and Superintendent of Public Instruction. All voters see the same list of candidates for Governor and other statewide offices.

In Santa Cruz County, voters will choose candidates for the offices of county supervisor, 4th District, and County Board of Education, Area 7. Santa Cruz City School District has two seats in Area 1 (inside city) and one seat in Area 3 (at-large). Soquel Union Elementary School District has two seats and Pacific Elementary School District has two seats. City council elections are Capitola (three seats), Santa Cruz City (three seats), Scotts Valley (two seats), and Watsonville (Districts 3, 4, 5 & 7). Directors for three water districts will be elected in Lompico (two seats), San Lorenzo (three seats), and Soquel Creek (three seats). The Santa Cruz Port District has two Port Commissioner seats up for election.

Here are the local measures that will appear on ballots, depending where you live:

- Measure K - County Cannabis Business Tax [majority vote]
- Measure L - Santa Cruz City Cannabis Business Tax [majority vote]
- Measure M - Capitola City Transient Occupancy Tax [majority vote]

Our County Elections Office will mail you a sample ballot at the beginning of October. The state is mailing the *State Voter Guide* by the end of September; however information about Proposition 1 will be mailed separately in a *Supplemental State Voter Guide*. The *State Voter Guide* contains information on the state propositions and candidate statements of qualifications for those running for statewide office.

More non-partisan information is available at these websites:

- [www.smartvoter.org](http://www.smartvoter.org) for personal ballot and polling place information
- [www.votescount.com](http://www.votescount.com) for the Santa Cruz County Elections Department
- [www.sos.ca.gov/elections](http://www.sos.ca.gov/elections) for in-depth Voter Information Guide

VOTE—like democracy depends on it!

—*Dottie Fry and Sue Becker, Voter Service Co-Chairs*

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## Membership Report

Our current voter service co-chairs, Dorothy Fry (Dottie) and Sue Becker, both longtime League members, are introduced here as part of a series profiling board members.

Originally from Pasadena, California, Dottie Fry has lived in Santa Cruz Co. since 1972. While living in Eureka, California, she first joined the League as a member of the LWV of Humboldt County in 1968. In 1970 she transferred to the Austin, Texas League where she was membership chair. After arriving in Santa Cruz County in 1972, she joined LWVSCC but was only active for a few years. Dorothy and her husband, John, raised two daughters, and then she went back to full-time teaching in the Pajaro Valley School District for 22 years. After retiring in 2007, she became active in AAUW, becoming a board member as education chair. She reactivated her LWV membership two years ago and is now voter service co-chair. She is looking forward to more traveling now that her husband has completed his Doctorate in Management. She also enjoys AAUW Book Club and spending time with her grandchildren.

Sue Becker grew up in Oshkosh, Wisconsin and graduated from Lawrence College in Appleton in 1951. She moved to California for post graduate work and has been here ever since. Sue has taught in elementary schools and also in Bay Area junior colleges in the business department. Her teaching was in the area of communication skills, conflict resolution, and assertiveness training. Sue has been a League member off and on since the early sixties when she joined the LWV of the Pasadena Area while living in Monrovia, California. She remembers water being a major issue back then, arousing much controversy, and the state League doing a study at the time. From 1970 to 1990, Sue practiced as a marriage, family, and child therapist in Los Gatos. She moved to Capitola in the early eighties. After retirement, she volunteered for Habitat for Humanity, serving on the board as liaison to the area churches. She also enjoys playing her ukulele, gardening, sculpting at Clay Creation, and resting.

Welcome to our new student member, Lani Almand, who received her membership as a gift from her grandmother, LWVSCC President, Peggy Marketello. Gifting student memberships is a great way to introduce students to our group, with the \$30 investment.

—*Barbara Lewis, 1st Vice President / Membership*

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## Yes on state ballot measures 2 and 47

Rainy Day Fund--State Budget Reserves--The LWVC supports Prop 2 because it takes an important step toward fiscal discipline in our state government. For more information go to [lwvc.org/ballot-recommendations](http://lwvc.org/ballot-recommendations) and click on Prop 2.

Safe Neighborhoods and Schools Act--Prop 47 will ensure that prison spending is focused on violent and serious offenses and will maximize alternatives for non-serious, nonviolent crime. For more information go to [lwvc.org/ballot-recommendations](http://lwvc.org/ballot-recommendations) and click on Prop 47.

# An Education on Substance Abuse Prevention and Treatment

At our September meeting, Bill Manov, Ph.D., director of Santa Cruz County's Drug and Alcohol Program, and Brenda Armstrong, prevention program manager, informed members about the County Health Services Agency's strategic planning efforts related to prevention, intervention, and treatment of substance abuse.

Armstrong's main purview is stopping substance abuse where it starts. The federal government's [Substance Abuse and Mental Health Services Administration](#) (SAMHSA), identifies substance abuse and addiction as the number one health problem in the nation. Ten years ago they began to identify what long-term changes in communities create an environment that discourages substance abuse.

SAMHSA's Center for Substance Abuse Prevention (CSAP) develops comprehensive systems, based on public health research, to help create healthy communities where people enjoy a quality life at work, in school, and at home, with support from communities and neighborhoods where they have connections with families and friends in a drug- and crime-free environment.



*Brenda Armstrong speaks to LWVSCC*

CSAP first defines what problems in the community need to be addressed and how to effectively implement strategies to eliminate them. By limiting access and availability of drugs and alcohol and changing social norms, we can delay the age of onset (which makes it less likely they will become addicted) and reduce negative impacts of drinking.

Santa Cruz County's top three substance abuse problems are alcohol, marijuana, and prescription drugs. Youth surveys report that in our county they have easy access to these substances, and that our culture normalizes and encourages their use. Early use affects youth at a time when their brains can be most affected, and addiction, a form of learning, creates life-long habits that can later become a major problem. Our county ranks high in the state in teen alcohol use, and youths admit that they find it easy to access alcohol.

One strategy to delay onset addresses the unsuccessful practice of five-day school suspensions where the child, often sent home to spend the time without parental supervision, has unstructured free time and becomes disconnected from school. Instead, the proposed program encourages substituting a contract to attend an eight-week class where the student learns discipline and receives academic assistance. Rather than simply isolating the student, this program seeks to engage them with positive influences, such as sports and other activities.

The [Community United to Reduce Bingeing project](#) (Project CURB) spreads awareness about the growing problem of binge drinking (defined as four or more drinks in two hours) in Santa Cruz County (SCC), which affects almost 50% of Santa Cruz teens. Project CURB aims to reduce youth access to alcohol by creating change in the community. Binge drinking increases incidences of driving under the influence, rape and unsafe, unplanned sexual activity, alcohol-related crimes, and alcohol-related injuries or poisoning.

Project CURB focuses on merchants to encourage stricter enforcement of laws against selling alcohol to minors. Out of 122 retail outlets receiving compliance checks, 24 percent sold alcohol to youth decoys. Other strategies include clearing windows of posters and other materials allows better visibility for law enforcement, designing stores to discourage loitering, and elimination of prominent displays of small-sized alcohol bottles next to candy and soda. Communities have successfully used social host ordinances that hold property owners responsible for underage drinking on their property to create safer neighborhoods.

Alcohol licensing and permits can also play a part in preventing underage access by not oversaturating the area with too many liquor licenses and putting stronger conditions on usage to limit hours of operation.

The alcoholic beverage industry spends billions of dollars on advertising and products that target youth. Alcohol ads promote drinking as fun, entertaining, and sexy. Alchopops, beverages formulated to taste and look like soda pop in order to appeal to youths, have a higher alcohol content than beer. Energy drink manufacturers now produce versions of their drinks that contain alcohol in addition to large amounts of caffeine and package them in containers indistinguishable from the non-alcohol versions popular with teens.

Project CURB also seeks to educate adults about restricting teen access to alcohol. This means never providing underage drinkers with alcohol or condoning underage drinking in your home as well as modeling drinking in moderation.

With marijuana use widely accepted in SCC and marijuana products easily available, teens may easily see smoking pot as a harmless practice. In fact, those who begin smoking marijuana in their teens can permanently lose cognitive abilities, as brain development continues into early adulthood. With some varieties of marijuana now containing higher levels of the main psychoactive ingredient (tetrahydrocannabinol), addiction to marijuana is becoming a major problem. Restricting the number of marijuana dispensaries and monitoring existing ones as well as using policies to restrict recreational marijuana use in public spaces can help control this problem.

Prescription opiate drugs, easily come by in medicine cabinets at home or in a friend's home, can be controlled by reducing over-prescriptions and by proper disposal of drugs at [free collection sites](#) throughout the county where the drugs will be incinerated. Never flush unused drugs of any kind because they will contaminate groundwater. Voluntary prescription tracking systems, effective in reducing prescription drug abuse, continue to be underutilized by physicians.



*Bill Manov, Ph.D.*

While Armstrong aims to prevent new cases of substance abuse, Manov helps those who have substance use disorders (SUD). SCC has an 8 percent incidence of SUD in the population, compared to 7.2 percent statewide, with alcohol the most frequently abused substance. Those with SUD continue to use despite personal problems and tend to develop a tolerance that leads to increased use and needing stronger substances to achieve the same effect. SUD occurs at all levels of society and often appears to be, and is accepted as, normal social behavior.

SUD costs SCC over \$206 million annually. Health care accounts for the largest share at 55 percent, or \$115 million. Criminal justice and social services come in at 23 percent (\$49 million), followed by property damage (9.2 percent, or \$19 million) and car crashes (8.7 percent, or \$18 million). Substance abuse treatment and prevention makes up the remaining 3.3 percent at only \$6.8 million.

With every dollar spent on treatment saving between four and seven dollars in health care, criminal justice, child welfare, and other public costs, treatment provides a significant return on investment. Unfortunately, at current funding levels, the county currently serves less than half the number of persons seeking treatment. While most of those dealing with SUD don't seek treatment, those that do ask for help during an acute crisis will go back to old habits if they do not receive treatment within two to three days. The current model is acute-care driven, with not enough resources to provide the help needed to maintain gains for the long term.

Treating SUD as a chronic disorder requiring ongoing recovery, maintenance, and monitoring means matching the level of care to the current level of need (by not under-treating or stopping treatment before the process is complete), as well as providing integrated treatment for co-occurring mental health disorders. In addition to providing adequate treatment, the strategic planning process begins by recommending educating the community about these needs and providing accurate information to reduce the stigma of SUD.

Accomplishing the first goal means increasing the availability of services (through new funding from the Affordable Care Act, MediCal expansion, and other means) and improving the quality of services. Once those goals are met, we will see benefits through reduced costs to individuals, families, and the community.

Instead of jailing offenders for use or possession, Manov supports diverting them from the criminal justice system into treatment. This has worked well with the Serial Inebriates Program (SIP) which offers those arrested repeatedly for public drunkenness the alternative of treatment instead of jail time. It's better and cheaper to treat than to jail.

Both Manov and Armstrong emphasized the need for support from the League and our community. On the statewide level, they recommended supporting Proposition 47 on the November ballot, which reduces nonviolent and non-serious drug crime from felony to misdemeanor. They also support Proposition 46, which would make it mandatory instead of voluntary for doctors to check a statewide database before prescribing certain drugs. On the local level, in addition to encouraging our involvement with, and support for the strategic planning process (look for more information on this in future issues of the VOTER), they ask for support for the Marijuana Ordinance that will come before the board of supervisors on December 23. More importantly, we can become educated and involved, and help spread accurate information about substance abuse prevention and treatment in our county.

—Pam Newbury, VOTER Editor

Membership in the League of Women Voters is open to men and women of voting age who are U.S. citizens. Others are welcome to join the League as associate members.

Send your check payable to League of Women Voters of Santa Cruz County or LWVSCC with this form to LWVSCC, Box 1745, Capitola, CA 95010-1745.

\_\_\_ \$65 Individual annual membership  
\_\_\_ \$100.00 Two members in a household  
\_\_\_ \$30.00 Student membership  
\_\_\_ Contribution \$ \_\_\_\_\_

Checks made out to LWVSCC are not tax deductible.

To make a tax-deductible donation, write a separate check to LWV Education Fund.

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone: \_\_\_\_\_

Email \_\_\_\_\_

## Substance Abuse Committee

Learning about programs for locally incarcerated individuals in need of treatment for substance abuse and/or mental illness is one of the program subjects for our League this year. Our kick-off meeting in September (see article this issue) highlighted the need for more treatment programs. In May, 2015, we plan to have a panel discussion on the topic of substance abuse and mental illness in our local jails. A committee will meet in November to discuss specific topics and options for panelists at that meeting. We welcome any interested members to join this committee by attending the November meeting. The meeting will be on Tuesday, November 11, 2014 from 11 a.m.–1 p.m. at the International House of Pancakes at 1549 41st Ave, Capitola, CA 95010. Attendees will order their own lunches on separate tabs.

Please RSVP: (831)426-VOTE(8683) or [league@lwvsc.org](mailto:league@lwvsc.org)

## President's Message

*continued from page 1*

I would encourage you all to read the in-depth and comprehensive report by Pam Newbury in this issue on September's meeting about substance abuse prevention and treatment. The information touches on many aspects of our proposed study on locally incarcerated individuals in need of treatment for substance abuse and/or mental illness.

I can't help reflecting that, while substance use disorders cost our county over \$200 million, only \$6.4 million is spent on prevention and treatment. Imagine if we could spend more money on prevention and treatment, how much better spent that money would be than on dealing with the consequences of substance use disorders. Instead of paying for costly remediations, we would promote more humane treatment, giving individuals another chance to improve their lives with proper care and a safe environment. This cost-effective treatment not only makes the community safer, it also offers those suffering from this disorder improved health and a chance for more positive outcomes in their lives.

I hope to see you all at our Pros and Cons meeting on October 15!

—*Peggy Walker Marketello, President LWVSCC*

## Santa Cruz Water Supply Convention: Our Water, Our Future

On Thursday, October 16, 11 a.m.–9 p.m. at the Civic Auditorium, the Santa Cruz City Water Supply Advisory Committee (WSAC) will host a day-long event to give the public an opportunity to learn about the various strategies, ideas and alternatives that WSAC will evaluate in seeking to balance future water supply and demand.

At noon and 6 p.m. at the Convention, presenters will offer one-minute explanations of their proposed ideas. These proposals were selected by WSAC as having the greatest potential for providing a safe, adequate, reliable, affordable and environmentally sustainable water supply from over 80 separate suggestions received from over 50 different participants. You can visit the information tables at the convention to learn more about the proposals. You can also view the various strategies and ideas by visiting the WSAC website at <http://www.santacruzwatersupply.com/>.

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The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.