



"Its in our hands"

Santa Cruz County: Local Agenda 21

*A Sustainable Community Action Plan
Our Agenda for the 21st Century*

FINAL DRAFT for consideration
by Santa Cruz County Municipalities and the board of Supervisors

Dedication

*This Local Agenda 21 document is dedicated to the memory of
Stephen B. Ross, educator, artist, peace builder, and founder of
the Santa Cruz Chapter of the United Nations Association...
for his unwavering support and dedication to preparing a map
for a sustainable future.*

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Coordinated and Edited by
Jeanne Nordland

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SAM FARR
11TH DISTRICT, CALIFORNIA

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SUBCOMMITTEES
LIVESTOCK, DAIRY AND POULTRY
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FORESTRY

COMMITTEE ON RESOURCES
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Jeanne Nordland, Director
ACTION-Santa Cruz County
325 Crows Nest Drive
Boulder Creek, CA 95006

Dear Ms. Nordland:

I am writing to congratulate you, the Advisory Board and the *ACTION Santa Cruz County* coalition for completing the "Local Agenda 21" Action Plan. Your efforts are to be commended and will make an important contribution to the future quality of life in Santa Cruz County. I support the principle of sustainable development to balance the needs of economic growth, environmental stewardship and social equity.

The "Local Agenda 21" Action Plan not only has local significance, it also will have regional and national impacts. As you know, the President's Council on Sustainable Development is beginning Phase III of its work with an emphasis on sustainable communities. In addition, I have been spearheading a similar effort, known as *Monterey Bay 21st Century*, to develop a process for sustainable development planning for the entire Monterey Bay region (Santa Cruz, Monterey and San Benito Counties). I look forward to working with you on opportunities for collaboration among these groups.

In the Monterey Bay Region, we are blessed with a unique and beautiful place in which to live and work. We have a strong commitment to environmental protection and quality education and a strong economy based on agriculture, tourism and marine research and technology. As we move toward the 21st Century, I believe it is an appropriate time to pause and ask ourselves how we will sustain these qualities and build upon them for our descendants. I appreciate your dedication to the goals of sustainable development.

Sincerely,



SAM FARR
Member of Congress

SF:db



ACTION – Santa Cruz County

... a Model Sustainable Community Campaign

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Director of ACTION-SCC

Dear Friends,

The Santa Cruz County "Local Agenda 21" process started soon after the Earth Summit in 1992, with steering committee and coalition meetings. In October of 1993 and also 1994, on UN Day, ACTION-Santa Cruz County and the Santa Cruz Chapter of the United Nations Association collaborated on two local S.E.E.D.* Summits at Nylonnek Retreat Center in Soquel, each drawing about 125 people. Participants self-selected to twelve Special Focus Area Round Tables and began to envision a "sustainable" future. Round Table meetings followed, and our *Action Plan* began to take shape. During the entire process a consensus model was used, along with the Guiding Principles printed on the back of this letter. To date, more than 150 groups, organizations, businesses, agencies, and hundreds of individuals have collaborated on this document.

This June in New York City, Earth Summit II took place and there was a renewed interest to see this process completed. As editor, I took on the challenge of updating and verifying the report. This meant passing the chapters by the scrutiny of experts in each field and then, of course, another round of agreements from key Round Table participants ... no small feat.

What we have at last are the cumulative hopes, ideas, and expertise of the people whose names appear at the bottom of each chapter -- plus many others who contributed bits and pieces. Yet this is only a beginning! This is very much a work in progress -- an organic process that will be adjusted and refined as our understanding evolves.

Where do we go from here? That will depend on all of you who read this blueprint for a sustainable 21st century in our county. In March of 1993, the Board of Supervisors endorsed the Agenda 21 proposal and in January, 1994, officially approved the process and agreed to seriously consider the document as a policy guide. We will now submit this "Local Agenda 21" to the Santa Cruz County Board of Supervisors and to municipalities for approval to be a guide for policy recommendations. Perhaps a *Local Commission for Sustainability* will be formed to oversee and aid administration of this plan, addressing the needs common to all. The next steps are dependent on each organization, business, agency, institution, and person heeding the call to work collaboratively toward the goal of creating a "sustainable community" -- making our individual and collective voices and actions felt from one end of this county to the other and beyond. Now is the time, and we are the generation that must heed this calling. Our future really is "in our hands."

Sustainably,

Jeanne Nordland,
Coordinator & Editor

(* S.E.E.D. = Social, Environmental, & Economic Development)

* PRINCIPLES OF AGREEMENT FOR DEVELOPING A SUSTAINABLE COMMUNITY

As we go forward with our "Local Agenda 21," we will seek to:

1. Include all community groups and interests with full participation of all ethnic groups, the youth, elders, and women; fully honor both our unity & diversity; and treat all with respect.
2. Provide opportunities for the community at large to contribute without having to attend a meeting. (The viability of implementation of a local Agenda 21 depends on total inclusivity.)
3. Establish an Information Sharing Network focused on our "Sustainability."
4. Look for creative ways to collaborate, avoiding duplication of efforts.
5. Establish positive working relationships with business, the education systems, government, social institutions, organizations, media, and all segments of society.
6. Provide a values-based education, with respect for all peoples, nature and all of life. Educate the community at large about individual responsibility, encouraging a positively-focused community empowerment.
7. Maximize conservation and develop local renewable resources, so that, as much as possible, we live off the interest our environment provides without destroying its capital base.
8. Create a vital economy with a viable and sustainable economic system, creating opportunities for work that are based on "right livelihood" and service, as well as products that sustain life; and that this collective wealth must support and sustain well being for all.
9. Recognize that environmental quality, economic health, and social well-being are mutually interdependent. A healthy environment is integral to long-term economic interests and to each individual's welfare; achieving a healthy environment must ensure that inequitable burdens are not placed on any one geographic or economic sector of the population.
10. Protect, preserve, and restore the natural environment.
11. Define "development" in ways that bring about improvement in the quality of life for all.
12. Look beyond Santa Cruz for additional successful programs and strategies, and be willing to share our model with other communities around the world.

**This list represents a consolidation of principles agreed upon by all participants to date.*

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INTRODUCTION

Global and Historical Perspective

Nations of the world first began to recognize the need for global environmental planning in 1972 when 70 governments met in Stockholm, Sweden for a conference – out of which was born the United Nations Environment Programme (UNEP). Soon UNEP and the United Nations Educational, Scientific, and Cultural Organization (UNESCO) began to mount an environmental education campaign. In 1984, UNEP helped to publish the World Conservation Strategy – a forerunner of *Agenda 21*. However, the question of development was still not adequately addressed, so the United Nations appointed a World Commission on Environment and Development which produced a report called *Our Common Future*. Then for the first time, “sustainable development” was defined as “meeting the needs of the present without compromising the ability of future generations to meet their own [needs].”¹

In June, 1992, the United Nations Conference on Environment and Development (UNCED), popularly known as the “Earth Summit,” took place in Rio de Janeiro, bringing together world leaders to focus on environment and development issues. The most substantial document to come out of the Earth Summit is called *Agenda 21*, a guide and workplan, agreed upon by 179 nations of the world including our own, for what must be done to live sustainably as we move into the 21st century.

“Agenda 21 addresses the pressing problems of today and also aims at preparing the world for the challenges of the next century. It reflects a global consensus and [political commitment at the highest level] on development and environment cooperation. Its successful implementation is first and foremost the responsibility of Governments. National strategies, plans, policies and processes are crucial in achieving this. International cooperation should support and supplement such national efforts. In this context, the United Nations system has a key role to play. Other international, regional and sub-regional organizations are also called upon to contribute to this effort. **The broadest public participation and the active involvement of the non-governmental organizations and other groups should also be encouraged.**”² [Emphasis added.]

Chapter 28 of *Agenda 21* specifically calls for each community to formulate its own *Local Agenda 21*. The process suggested is that representatives from all strategic areas come together to give definition to “sustainability” on the local level and support plans and projects that will lead the community in that direction.

“Local authorities construct, operate and maintain economic, social and environmental infrastructure, oversee planning processes, establish local environmental policies and regulations, and assist in implementing national and subnational environmental policies. As the level of governance closest to the people, they play a vital role in educating, mobilizing and responding to the public to promote sustainable development.”

“Each local authority should enter into a dialogue with its citizens, local organizations and private enterprises and adopt “a local Agenda 21.” Through consultation and consensus-building, local authorities would learn from citizens and from local, civic, community, business and industrial organizations and acquire the information needed for formulating the best strategies.”³

Following the Earth Summit, the United Nations set up the U.N. Commission on Sustainable Development to monitor progress spawned by that momentous gathering. Many communities around the world have initiated local Agenda 21 plans for sustainable development. The International Council for Local Environmental Initiatives (ICLEI), based in Toronto, Canada, is tracking these initiatives and offering support. Under the Clinton administration, the United States formed a President’s Council on Sustainable Development, which developed recommendations for a national sustainable development action strategy plan. Their report, published in February, 1996, is entitled, “Sustainable America – A new Consensus for the Future.” With the support of the President’s Council and federal financial assistance, the National Association of Counties and the U.S. Council of Mayors have established a Joint Center for Sustainable Communities to facilitate collaborative planning.

¹ “Our Common Future,” World Commission on Environment & Development, Oxford University Press, 1987.

² “Agenda 21,” (Ch. 1.3), U. N. Conference on Environment & Development, June 3 - 14, 1992, United Nations, N.Y.

³ “Agenda 21,” Chapter 28, sections 1 and 3.

What has been the global response to the concept of “Sustainability”?

The global movement for “sustainability” is strong. Some 150 countries have established National Councils on sustainable development or similar bodies. More than 1,800 communities have created local Agenda 21 plans, though mostly in just 11 countries and principally in Europe. In the United States we are one of just 19 communities that have created a sustainability campaign, however many other communities are involved with sustainable development projects and activities.

What is “Sustainability”? What constitutes a “Sustainable Community”?

The terms “sustainability” and “sustainable development” are increasingly being used by the United Nations and on the national, state, city, community, and individual level to help us think about the major challenges that confront us as we plan for our common future. The definitions used for the purposes of this “Local Agenda 21” are taken from the official UN definition, stated on page i, paragraph 1. From that definition we deduce that:

A “**sustainable community**” is one in which the inhabitants practice a lifestyle that will meet the needs of the present life in that community without compromising the ability of future generations to meet their own needs. A “sustainable society” is one that can persist over generations, one that is far-seeing enough, flexible enough, and wise enough not to undermine either its physical or its social systems of support.

“**Sustainability**” literally means – the ability to maintain oneself over time. It simply has to do with continuing life on the planet . . . and hopefully, not merely surviving, but actually thriving into the 21st century! Sustainability, most everyone would agree, is the only viable legacy, but how do we achieve it?

To achieve a sustainable future, we must balance concerns for ecological health, economic vitality, and social equity. “Sustainable development” rests squarely on these three pillars. Each will be addressed in detail within the 12 Special Focus Areas of this “Local Agenda 21” Action Plan, as they pertain to Santa Cruz County. It is the consensus of this Coalition to note the interrelationship between these three pillars (environmental, economic, and social) and the synergism that ensues from the collaboration between all strategic areas within this document.

Does “sustainable development” mean growth? The dictionary defines *growth* as an increase in physical size, while *development* means “to realize the potentialities of, to bring to a fuller, greater or better state.” Simply put, *growth* means to get “bigger,” while *development* means to get “better.” According to Donella Meadows, co-author of *The Limits to Growth* and *Beyond the Limits*, “The planet Earth develops, diversifies, and evolves. It does not grow. The same must ultimately be true of human economy, if it is to be sustained on and by this planet. Sustainable *growth* is neither desirable nor possible. But sustainable *development*, providing more services to human beings while putting less load on the environment, is entirely possible, if we develop the words to talk about it, understand it, act on it, and bring it into being.”⁴

A sustainable society must maintain “informational, social, and institutional mechanisms to keep in check the positive feedback loops that cause exponential population and [physical] capital growth.... In order to be socially sustainable the combination of population, capital, and technology in the society would have to be configured so that the material living standard is adequate and secure for everyone. In order to be physically sustainable the society’s material and **energy** throughputs would have to meet economist Herman Daly’s three conditions:

- Its rates of use of renewable resources do not exceed their rates of regeneration.
- Its rates of use of nonrenewable resources do not exceed the rate at which sustainable renewable substitutes are developed.
- Its rate of pollution emission does not exceed the assimilative capacity of the environment.”⁵

⁴ Donella H. Meadows, syndicated columnist and founder of the Global Citizen, Box 58, Plainfield, NH, 03781.

⁵ *Beyond the Limits*, Donella Meadows, et al, pgs. 209-210

Goals of our “Local Agenda 21”:

- To articulate a comprehensive vision and realistic framework for establishing “sustainability” in Santa Cruz County and beyond.
- To identify the challenges in meeting these goals and the possible actions, plans, programs, or restructuring needed to overcome the barriers.
- To serve as a official policy guide, expanding upon the goals of City and County General Plans and Referendums. Further appropriate legislative proposals will be put forth to aid in the implementation process.
- To build a network and cooperative base in which to incubate new productive partnerships.
- To highlight the many wonderful existing projects, programs, and initiatives happening in our county.
- To serve as a model for other communities as they strive to implement the global Agenda 21.

Purpose and Focus of our “Local Agenda 21”:

It is our underlying purpose to make long-term sustainability the driving criterion in every area of human activity and simultaneously alter these human activities for the better. This will require shifting our consciousness away from seeking only short-term solutions and toward consideration of long-term consequences. It will require programs and projects designed to cultivate conditions and activities that are caring, just, and rich in opportunities available to all people (i.e. humane); and living practices – individual and shared – that can be fruitfully utilized for generations without diminishing our environment, society, or the web of life they support (i.e. sustainable).

Our central focus is not merely on what is wrong today, but rather what practical steps and useful insights can lead us into a better tomorrow. “Sustainable” development must bring about the improvement in the quality of life for all (including the entire web of life).

“Our Common Future reminds us that, whatever may be our individual aspirations, whatever may be our national or cultural identities, that we are first and foremost earthlings, that our future is absolutely and inextricably bound together. We cannot pursue our futures solely as isolated individuals or as isolated sovereign nations today. We have to work together, our future is truly a common future on this planet, and it depends on the way in which we work together and cooperate together in ensuring that our planet – Earth – will remain a congenial and a viable and hospitable home for the entire human species and indeed for the other forms of life that inhabit our planet.”

Maurice Strong,

General Secretary of the United Nations Conference on Environment and Development, 1992

NOTE:

This document reflects a collaboration of suggestions and documentation from a diverse group of individuals and groups and does not necessarily represent the views of any particular individual or group. Decisions and wording reached at the two local S.E.E.D. Summits, Round Table meetings, and subsequent dialogues were reached through consensus of those participating and were approved by experts in each field.

AGRICULTURE



I. Current State

Santa Cruz County (SCC) has a diverse agriculture that constitutes a major part of the region's economy. The county produces a wide variety of high value crops in intensive farming systems, and has substantial timber and range land acreage. Major crops include strawberries, lettuce, roses, apples, mushrooms, brussels sprouts and artichokes. SCC is a pioneer in sustainable agriculture, which include long-term soil management practices based on understanding of soil biology, crop rotation, cover crops, and the use of compost. Other cultural practices include alternative crop protection techniques such as Integrated Pest Management (IPM), biological pest control and beneficial insect habitat management; organic farming, ecological landscaping, and holistic resource management. We have a mild coastal climate, rich soils, well-developed agricultural infrastructure, and access to capital. This combination of resources allows for great diversity of crops and makes the county one of the most valuable agricultural regions in the world.

II. Desired State

We want to maintain a viable agriculture in Santa Cruz County as a major economic sector that follows sound ecological, social and humane practices. We endorse sustainable agricultural practices that foster biologically active and living soils, protect air and water quality, and maintain our farmland base. We support educational centers and programs for increasing public understanding, appreciation, and participation in agriculture.

III. Goals for Year 2000

Santa Cruz County has many opportunities to sustain its agricultural production and marketing into the 21st century. Goals include:

- A. Protect county farmland from urban development.
- B. Maintain sufficient water quality and quantity.
- C. Develop alternative crop protection methods to reduce pesticide use.
- D. Prepare the agricultural community for the probable phase-out of the fumigant, methyl bromide.
- E. Secure land tenure to provide incentives for farmers to conserve natural resources.
- F. Development of local and direct markets.
- G. Facilitate knowledge of organic farming principles and techniques to those farmers who wish to make the transition.
- H. Improve use of organic matter by the diversion of green material for the production of quality finished compost.
- I. Integrate native species in production agriculture, landscaping and range land management.

IV. What Has Been Done

- A. In addition to its abundant natural resources and highly developed agricultural production systems, Santa Cruz County has a large number of individuals and groups working in the field of sustainable agriculture. Some of these groups, which are listed below in Section VI, perform the following activities:
 1. Train individuals in ecological farming, landscaping and gardening.
 2. Disseminate information to family farmers, farmworkers and consumers.
 3. Work for the protection of farmland.
 4. Sponsor meetings and conferences.
 5. Provide opportunities for youth, the disadvantaged and the homeless to learn agricultural skills.
 6. Promote sustainable agriculture and organic farming.
- B. Two recent significant projects that operated simultaneously from 1993-'96 were: *(info. available through CASFS)*
 1. California Alliance for Sustainable Agriculture (CASA) was an Integrated Farming Systems Project created through assistance from the W.K. Kellogg Foundation and was a collaboration of six non-profit organizations and three University of California programs.
 2. The Agriculture & Community Project (Ag Comm), as part of the Agroecology Program at UCSC, was an applied research project that examined the status of agriculture in Santa Cruz County in the face of increasing market, development and population pressures and hosted a number of agricultural conferences & forums.

V. Suggested Actions for Further Progress

- A. Maintain Santa Cruz County farmers' stewardship of land and water resources.
- B. Encourage direct community investments into conserving agricultural resources.
- C. Continue to develop practices that ensure sustainable food and fiber production into the future.
- D. Strengthen programs that encourage biological farming practices and lead to a reduction in the use of toxic chemicals.
- E. Support a permanent agricultural economy in Santa Cruz County.
- F. Educate the public about sustainable agriculture.
- G. Strengthen local and direct marketing.
- H. Diversify agricultural activities through the cultivation of alternative crops and building and maintaining related enterprises such as processing and agricultural tourism.
- I. Provide ecological resources to landscapers, and promote edible landscaping and garden sanctuaries. Outreach to landscape architects, designers, and contractors including specialists in maintenance, installation, masonry, fence construction, irrigation, hydroseeding and arborists.
- J. Increase efforts to develop and publicize water conservation methods for farmers.
- K. Find a viable solution to nitrate contamination of ground water and salt water intrusion.
- L. Restructure economic incentives for sustainable farming. For example:
 1. Research a crop insurance program to insure risks of converting to sustainable agriculture.
 2. Look into special provisions in federal marketing orders for products produced using Integrated Pest Management (IPM) or organic methods.
 3. Consider agriculture conservation easements applied to both urban edge and urban pocket agriculture.
- M. Stop development of prime farmland by doing the following:
 1. Public education and community / citizen involvement in specific proposed projects.
 2. Look into working with land trusts.
 3. Explore incentives for owners/estates to keep land in agriculture.
- N. Promote an environmentally sensitive and sustainable green industry, including in part: Composting, Recycling, Labor Relations, Integrated Pest Management (IPM), Natural Pest Control, Natural Fertilization, Xeriscaping, Rain and Grey-water Reclamation, Erosion Control, Topsoil Production Centers, Habitat Restoration and Green Space Preservation.

VI. Useful Resources & References

- **American Farmland Trust** - a state and national organization fighting to preserve farmland from development. Western Office: 1949 Fifth St., Ste. 101, Davis, CA 95616; (916)753-1073.
- **Bio-Integral Resource Center** - offers technical advice, assistance and published information on all aspects of environmentally sound pest management; Publications & Services Catalog available: BIRC, P.O. Box 7414, Berkeley, CA 94707; (510)524-2567.
- **California Adolescent Nutrition and Fitness Program** - aimed at California's low-income, African-American, Native American, Latino and Asian youth. CANFit, 2140 Shattuck Ave., Ste. 610, Berkeley, CA 94704; Tel: (510)644-1533.
- **California Certified Organic Farmers (CCOF)** is a nonprofit organization formed 20 years ago to define uniform standards and establish a certification system for organic produce; it also serves through a variety of promotional, educational, and research activities. CCOF is now the largest statewide organization of organic producers in the nation, comprised of over 630 California organic farmers and organic food handlers with 14 local chapters in California and a central office in Santa Cruz. There are 102 organic farmers registered in Santa Cruz County as of 1996, according to the Agricultural Commissioner.
Diane Bowen, Exec. Director, 1115 Mission St., Santa Cruz, CA 95060; Tel: (408)423-2263, Fax: 423-4528.
[Thomas Wittman, pres., CCOF Cent. Coast Chptr., P.O. Box 2372, Santa Cruz, CA 96063; (408)336-2527].
- **California Institute For Rural Studies** - conducts research and promotes leadership development, community outreach and public education; Resources Catalog and "Rural California Report" available: CIRS, P.O. Box 2143, Davis, CA 95617; Tel: (916)756-6555, Fax: 756-7429.

Agriculture

- **California Landscape Contractors Association (CLCA)** - has published information on resource management; (916) 448-2522; Web: <http://www.clca.org>
- **California Latino Ag Association** - works to assist Latino farmers; Lourdes Gonzales, Dir., 318 Main St., Ste 208, Watsonville, CA 95076 ; Tel: (408)761-7070, Fax: 761-7071.
- **California Strawberry Commission** - Dave Riggs, Pres., P.O. Box 269, Watsonville, CA 95077; Tel: (408)724-1301, Fax: 724-5973.
- **California Sustainable Agriculture Working Group (CaSAWG)** is a network of farmers, farm workers, environmentalists, consumers, and others dedicated to promoting a sustainable and socially just food system. CaSAWG provides a forum for information exchange, collaborative action, and shaping public policy. Specific activities include:
 - Leads California's participation in the National Campaign for Sustainable Agriculture.
 - Helps members access funding and technical support for community-based and agriculture projects (in collaboration with the Community Food Security Coalition).
 - Presents research and education recommendations from farm and non-profit organizations to the Western Sustainable Agriculture Research and Education (SARE) Program.
 - Coordinates an emerging coalition of farm, environmental, and labor groups that is working for state policy changes to encourage sustainable, pesticide use reduction, and farmworker health and safety.CaSAWG, P. O. Box 1599, Santa Cruz, CA 95061; Kai Siedenbueg, Director, Tel: (408)457-2815, Fax 457-1003, Email: casawg@igc.apc.org. National Office: 32 N. Church St., Goshen, NY 10924; (914)294-0633.
- **Campaign to Save Pajaro Valley Farmlands & Wetlands** - has formed a coalition to fight urban sprawl and work for permanent preservation of local farmland and wetlands. Member groups include: CAFF, Comité de Derechos Humanos (Committee For Human Rights), Environmental Council, Sierra Club, Watsonville Wetlands Watch, and Women's International League for Peace and Freedom (WILPF). Contact: Sam Earnshaw, P.O. Box 1413, Freedom CA 95019; Tel: (408)471-9915. Fax: 471-9916.
- **Center for Agroecology and Sustainable Food Systems (CASFS)**, Margaret FitzSimmons, Dir., 1156 High St., Univ. of Calif., Santa Cruz, CA 95064; Tel: (408)459-4140, Fax: 459-2799. **The UCSC Agroecology Program** is a research and educational group working toward the development of sustainable agricultural systems. Program researchers are currently investigating the ecological basis for sustainable agriculture, with the long-term goal of designing farming systems that conserve energy and water, recycle nutrients, and manage weeds and pests with minimal environmental and economic costs. Research by program faculty, staff, and students also includes the cultural, political, and economic aspects of developing sustainable agricultural systems. The program gives high priority to forging links with farmers, gardeners, researchers and faculty at other UC campuses, UC Cooperative Extension farm advisors, and representatives of other agricultural organizations. Program staff coordinate major agricultural conferences, teach short courses, make presentations at agricultural and ecological events, and publish a newsletter twice yearly. The Agroecology Program manages a 4 acre organic Garden on an upper campus slope and a 25-acre organic Farm on a lower campus meadow. UCSC's six-month organic farming program provides apprentices with 120 hours in class, and 1,200 hours in the fields learning sustainable agricultural techniques for achieving maximum production from poor soil with minimal mechanization. Apprentices who are attracted worldwide receive training by working on the CSA program.
- **Committee for Sustainable Agriculture** - a statewide organization founded in 1981; sponsors annual Ecological Farming Conferences, provides outreach to farmers, university researchers, environmentalists, home gardeners, farm workers and food industry representatives locally and from around the world; newsletter - "Organic Farm Matters." Lynn Young, Dir., 406 Main St., Ste. 313, Watsonville, CA 95076; (408)763-2111; Fax: 763-2112.
- **Community Alliance with Family Farmers (CAFF)** is a 20 year old community-based statewide membership organization focused on strengthening consumer/farmer links and direct marketing, ecological farming methods, farmland and water protection, and public policy for sustainable agriculture. Local Contact: Reggie Knox, (408)457-1007; 735 Chestnut, Ste C, Santa Cruz, CA 95060 or P.O. Box 363, Davis, CA 95617; Tel: (916)756-8518, Fax: (916)756-7857; Email: caff@caff.org, www.caff.org. CAFF programs include:
 - **CSA West** - serves as a clearinghouse for community supported agriculture in the western United States. Consumer members pay a portion of a farmer's production expenses, and in return receive weekly shares in the harvest. CSA West produced a California Regional CSA Directory and co-developed a 60 member CSA with the staff of the Apprenticeship in Ecological Horticulture on UCSC's 25 acre organic farm. (Contact Weyland Southon)

- **Biologically Integrated Orchard Systems (BIOS)** - a voluntary, incentives-based program for farmers who want to learn how to manage their orchards using cover crops, beneficial insects, and other biological practices. BIOS provides direct, crop-specific technical support to farmers.
- **Lighthouse Farm Network** - an informal state outreach campaign bringing the latest information on alternative methods and pesticide reduction to farmers at breakfast meetings, locally in Santa Cruz, Hollister, and Watsonville.
- **Rural Water Impact Network (RWIN)** is a voice for rural communities impacted by water issues in Calif. CAFF's outreach includes regional organizing and alerts, conferences, and publications:
 - * "Agrarian Advocate" - a bi-monthly newsletter.
 - * "Farmer to Farmer" - a bi-monthly magazine showcasing successful California farming operations which have made significant reductions in their chemical use.
- **Cooperative Extension Division of Agriculture & Natural Resources, UCSC** - hosting ongoing forums - Sonya Hammond, County Director, 1432 Freedom Blvd., Watsonville, CA 95076-2796; Tel: (408)763-8040 or 454-2460; Fax: (408)763-8006.
- **County Agricultural Commissioner** - enforces state and federal agricultural laws in Santa Cruz County - Dave Moeller, 175 Westridge Dr., Watsonville, CA 95076; (408)763-8080.
- **County of Santa Cruz, Dept. of Public Works, Solid Waste Division** - Patrick Matthews, 701 Ocean St., Rm. 410, Santa Cruz, CA 95060; Tel: (408)454-2160.
- **Ecological Landscaping Assoc.** - an organization of green industry professionals promoting sustainable, low-impact landscapes; P. O. Box 1561, Greenfield, MA 01302-1561; Tel: (617)436-5838.
- **Ecology Action of Santa Cruz (EA)** - a non-profit organization working jointly with the private and public sectors to reduce waste and conserve energy and material resources. EA maintains a "RotLine" Composting Hotline: (408)423-HEAP(4327). Virginia Johnson, Exec. Dir., P.O. Box 1188, Santa Cruz, CA 95061-1188; Tel: (408)426-5925; Email: ecoact@cruzio.com; Web: <http://www.cruzio.com/~ecoact>
- **Farm Without Harm** - a community action group educating our community and schools about the dangers of pesticides. Contact: Karen Light, P.O. Box 1487, Castroville, CA 95012; (408)633-8749.
- **The Homeless Garden Project** is a positive example of urban agriculture & CSA employing homeless people in meaningful labor in an organic, bio-intensive garden that provides healthy food for residents of SCC. Lynne (Basehore) Cooper or Dairrie Ganzhorn, P.O. Box 617, Santa Cruz 95061-0617; Tel: (408)426-3609
- **Land Trust of Santa Cruz County** - dedicated to preserving large tracts of land. Laura Perry, Dir., 734 Chestnut, Santa Cruz, CA 95060; Tel: (408)429-6116.
- **Life Labs Science Program** - a elementary school program to learn science using the garden as an outdoor classroom. Contact: Roberta Jaffe, Curriculum Dir., 1156 High St., Santa Cruz, CA 95064; (408)459-2001.
- **Livingstone's Living Earth Topsoil Production Centers** - demonstrating a system of vermicomposting (the conversion of waste to topsoil by earthworms), approved by the National Science Foundation and the EPA. This system, suggested in the global Agenda 21 document, works without mechanical shredders, aerators, or turners and is capable of producing 1-100 tons per day per site. D. Livingston, P.O. Box 2910, Santa Cruz, CA 95063-2910; Fax: (408)421-9223; Email: land@cruzio.com
- **Local Agency Formation Commission (LAFCO)** - a neutral county boundary commission to preserve agricultural and open space land and to discourage urban sprawl. Pat McCormick, Exec. Officer, 701 Ocean St., Santa Cruz, CA 95060; Tel: (408)454-2055.
- **Lodi-Woodbridge Winegrape Commission** - acts as a clearinghouse and keeps growers up-to-date on new techniques, research results and data that allow quality improvement. LWWC, 1420 S. Mill St., Ste. K, Lodi, CA 95242; (209)367-4727.
- **Master Gardener Program** - 1432 Freedom Blvd., Watsonville, CA 95076-2796; Tel: (408) 763-8040 or 454-2460; Fax: (408)763-8006.
- **Mighty Mulch** - Santa Cruz's first privately owned yard waste recycling center for professional gardeners or home gardeners - composting, processing, & recycling green waste materials. Robin Davison, 852 Airport Blvd., Watsonville, CA 96076; Tel: (408)763-2887.
- **Organic Farming Research Foundation (OFRF)** - a non-profit that funds research into organic farming methods, dissemination of research results to organic farmers and to growers making the transition to organic production systems, and education of the general public about organic farming issues. Bob Scowcroft or Mark Lipson, OFRF, P.O. Box 940, Santa Cruz, CA 95061; Tel: (408)426-6606; Fax: 426-6670.

Agriculture

- **Regional Alliance For Progressive Policy (RAPP)** - a multi-issue alliance promoting cooperation among diverse sectors of the community in Monterey, San Benito, and Santa Cruz counties through the exchange of information, education, & action-oriented campaigns for progressive change, social justice, & a safe & healthful environment. Terry Olesen, chair, P. O. Box 3814, Santa Cruz, CA 95063; (408)442-1649,
- **Rural Development Center** - an agricultural bilingual training and resource center which offers a practical education in farming to low-income people in the Salinas Valley. Jose Montenegro, Dir., P.O. Box 5415, Salinas, CA 93915; Tel: (408)758-1469.
- **Santa Cruz County Farm Bureau** - legislative advocacy info., community programs, & insurance. Jess Brown, Exec. Dir. 141 Monte Vista, Watsonville, CA 95076; Tel: (408)688-0748.
- **Save Our Agricultural Lands (SOAL)** - preventing the industrialization of agricultural lands. Jodi Frediani, 1015 Smith Grade Rd., Santa Cruz, CA 95060; Tel: (408)426-1697.
- **Terra Nova Ecological Landscaping** - offering bicycle-powered, eco-friendly landscape services. Ken Foster, 137 Palmetta St., Santa Cruz, CA 95060; tel: (408)425-3514.
- **U.C. Sustainable Agriculture Research & Education Program (SAREP)** - gathers & distributes information about issues and practices pertaining to sustainable agriculture, offers workshops, and disseminates a free quarterly newsletter - "Sustainable Agriculture". SAREP, UC-Davis, Davis, CA 95616; (916)752-7541.

Documentation

Santa Cruz County 1994 Crop Report - Santa Cruz County Commissioner

Contributors: Chairperson Brian Baker, Sam Earnshaw, Jared Lawson, Dave Skinner, Ken Foster, Dave Hope, Damian Parr, Eleanor Wasson, Michael Smith, Allan Wilks, Terence Welch, Carrie Holmlund, Reggie Knox, Brenda Smith, Karen Grobe, Kirsten Ohlander, Brian Macelroy, Lynne (Basehore) Cooper, Tom McDonald, Joanne Baumgartner, & Diane Livingston. (Resources compiled by Jeanne Nordland).



"As you sow, so shall you reap."

The Bible

BIODIVERSITY & ECOSYSTEM MANAGEMENT

I. Current State

Biological diversity of species, both flora and fauna, is an essential property of a healthy ecosystem. Globally we are losing species at an alarming rate. "Species are now vanishing 100 - 1,000 times faster than natural extinction rates as a result of human actions."¹ It has taken the Earth 4.5 billion years to produce today's intricate web of life with its millions of species – a *magnificent* heritage. Yet unless we change direction, current estimates are that human activities will be responsible for the extinction of 10% of all species by 2000 and 25% by 2020. What took million and billions of years to produce will be wiped out by our carelessness in only a few decades.² Though a majority of the citizenry favors strong enforcement of the Endangered Species Act, delays in listing of threatened species and further delays in protective regulation have contributed to the problem. In addition, there is now an increased effort to weaken the Endangered Species, Clean Air, and Clean Water Acts (especially Section 404, the wetlands protection provision).

"California is one of the most biologically diverse areas in the world. The state's rich natural heritage – vegetation cover and distribution, wildlife and fish habitat, recreation and aesthetic values, water and air quality – provides the basis for California's economic strength and quality of life. Sustaining the diversity and condition of these natural ecosystems is a prerequisite for maintaining the state's prosperity."³ According to a recent study by Princeton University and the Environmental Defense Fund, large numbers of America's endangered species are clustered in relatively few "hot spots," and Santa Cruz County (SCC) is among the most sensitive of these areas. Though various local studies have been initiated [see Section IV], we still have insufficiently compiled/ documented information overall. Without a clear baseline, measurements are less meaningful.

In a healthy ecosystem, it is the below ground fauna and flora (so often taken for granted) such as earthworms, beetles, micro-organisms, that are the essential life supports for the above ground abundance - plant, animal and human. This biologically diverse web of life is built by the daily feeding of fallen leaves, grasses and flowers to billions of soil animals per cubic foot, resulting in fertile humus - Nature's building block. It increases the micro to macro nutrient storage and water holding capacity of the ecosystem, increasing healthy plant, animal and human habitats.

In any given bioregion, when you exceed the carrying capacity of the land -- that is the ecosystem's ability to sustain continuously healthy plant and animal populations -- you endanger the well being of the interdependent web of life, including humans. The arrival of dense human population beginning in this area about 200 years ago has altered natural systems more rapidly and completely than ever before. The results of human activity have favored a few species over the prior balance. Many, if not most, indigenous plant and animal populations have declined, some to the point of extinction. The primary human activities in this region have been development (e.g. urbanization & agriculture), the introduction of invasive species of animals and plants, and resource extraction such as mining and logging (90% of the natural forests were clear cut ~90 years ago). All of these factors have resulted in irreversible ecological changes.

- 1) Medium-density, single-family housing continues to sprawl and consume much of what remains of the few, relatively undisturbed areas. Coho salmon and steelhead trout continue to exist at perilously low levels (we have lost 98% of the trout) as "a result of habitat degradation due to sedimentation and insufficient stream flows, caused possibly by development and the growth of human population."⁴
- 2) County residents have introduced new species from other parts of the world. Some of these are "invasive" and have displaced many indigenous species and severely modified habitat. One-third or more of the species among the Santa Cruz Mountains flora are exotics.⁵ Feral animals as well as invasive plant species have had an adverse affect on the overall health and diversity of SCC.
- 3) The volume of timber cut has tripled in Santa Cruz County in the last ten years,⁶ however the county is growing about 80 million board feet and harvesting ~15 million board feet every year. The increase in standing volume is due mostly to the increase in the number of young tree regrowth, while the old trees continue to be cut.
- 4) Endangered ecosystems of prairie, maritime chaparral, wetlands, and riparian areas continue to be lost &/or threatened by development.

The combination of the spread of invasive plant species, fire suppression activities, and the dense regrowth in response to the clear-cut logging of the early part of this century has created a critical danger of a fire storm of unprecedented destructive capacity. Poor logging practices result in removal of the biggest, oldest trees, which are the most fire resistant, leaving the more fire-prone, smaller trees. In addition, slash piles of debris, improperly lopped and scattered, contribute to the fire hazard. Fire, once a natural way to maintain a forest, is now a major threat to forest

ecosystems because of the high fuel density. Road building, disturbances during logging, along with the lost canopy have invited exotic species into the forests and meadow lands. The combination of succession allowed by the lack of fire and the spread of invasive species is eliminating many historic meadowlands and shrublands. With the loss of these very threatened habitats, we are also losing fire breaks for our precious remaining forests. The damage of a large uncontrolled fire today may well be permanent ecologically. This damage will also negatively affect the economic activity in our area.

The historic conversion of 96% of our ancient redwood/douglas-fir forests into second growth forests has modified the composition, structure, and function of our forest ecosystems to the long-term detriment of forest health. This ancient forest loss has reduced biodiversity in the region and placed old-growth dependent species like the Marbled Murrelet, Pileated Woodpecker, and Vaux's Swift in jeopardy. To restore biodiversity in our second growth forests as well as to assure the sustainability of timber production from them, we need to retain any residual old-growth trees or snags and restore such important ecological components as, large living trees, large snags, large down logs, and a multi-layer canopy. Some reduction in short-term yield will be necessary to make these forests sustainable in both economic and ecological terms.

The historic loss of 99% of our native prairies has led to the decline and local extinction of many prairie-dependent species. San Francisco popcorn flower, artist's popcorn flower, Santa Cruz tar plant, Santa Cruz clover, Hickman's smartweed, Scotts Valley spine flower, Gairdner's yampah are species of concern that have been reduced to a few isolated islands of native prairie in SCC and elsewhere. To restore biodiversity to what is left of our prairie ecosystem as well as to assure the long term sustainability of local grazing animal operations, we need to preserve all remaining areas of historic prairie habitat, regardless of its present apparent species content and restore historic, ecocentrically-managed disturbance regimes of grazing and fire.

With our wasteful consumer culture still fundamentally a mechanism for clearing the natural world away, our struggle to save wild places becomes even more critical. Yet, we continue to lose open land/habitats to development every year. Nature is the unacknowledged foundation that supports our community, economically and culturally. Protecting our environmental heritage could be looked at as an act of cultural and economic self-preservation. We rely on the ocean for abundant food, recreation, & beauty, the forests for innumerable purposes, the insects to pollinate our crops, birds & frogs to keep pests in check, rivers to supply clean water, and so forth.

The Monterey Bay water quality is known to be very good. The periodic upwelling and extensive year round mixing with the open ocean result in well buffered, highly productive and well oxygenated off shore waters. The hot spots are at river mouths and storm drain outflow pipes. Polluted storm water runoff from cities and rural areas is now considered by the U.S.EPA to be the biggest overall threat to our nation's water quality. Cities under 100,000 are currently exempt from stipulations of the Clean Water Act regarding storm water runoff. [See Toxic Technology/Waste Management chapter] Priority problems for the Monterey Bay Sanctuary include: wetlands alteration, habitat degradation, sedimentation, adverse levels of toxic pollutants, reproductive impairment, fish population decline, and watershed disturbance.⁷ Shoreline and near shore recreation occurs throughout the Bay area, including boating, fishing, surfing, diving, and wildlife viewing. The beauty of our "Sanctuary" designation means that preservation of these recreational and biological elements for future generations is a public policy priority.



Photo: Mike Demmitt. From "RESOURCES"

II. Desired State

A healthy ecosystem is the foundation for a sustainable community. Therefore, our vision for the bioregion in and around Santa Cruz County begins with stabilization of present ecosystem conditions followed by on-going efforts toward restoring habitats to optimal health and balance. For the future, we envision all indigenous species of flora and fauna thriving and, wherever beneficial, lost species being reintroduced. Our forests are helped to return to the natural old growth state in key watersheds and other forests are managed to include key habitat elements necessary for old growth-associated species. Ecologically sustainable logging practices preserve heterogeneous tree size & age, protect waterways, and avoid harvesting from steep slopes, etc. Ground water is drinkable (free of contaminants) and air quality is excellent throughout the county. Furthermore, there is a coordinated community effort to maintain and enhance the quality of life for all plants & wildlife particularly native species.

We envision a society, educated and informed sufficiently to support proven science. Further, we see an electorate which will demand thorough research and communication of the facts. These facts will contribute to constructive education and debate with a tolerance for well considered, though divergent, points of view and the desire to synthesize those views into an integrated plan for long-term harmony among humans with their surrounding environment.

We envision the implementation of a self sustaining system that engenders a natural harmony among humans and the ecosystems upon which they depend. The few and relatively inviolate remaining ancient landscapes must be preserved for the sustenance and identification of what remains of indigenous systems. They must be retained for future generations and not be sacrificed for entertainment, profit, political expediency, or any reason.

III. Goals for Year 2000

- A. Complete the effort to structure and install a data base to contain all the applicable information useful in habitat restoration and maintenance. It will be structured to be publicly available on-line to anyone on a site specific basis. The data will be collected from professionals, long term property owners, scientists, and committed volunteers - subject to peer review. This authoritative information source should provide sufficient information to vastly reduce the need for the costly and protracted process for professional reports on smaller projects.
- B. Identify long-term dynamic principles (100 + years) with which to assist land management. Coordinate experimental and observational work to confirm these principles. Accompanying this will be a plan to properly manage periodic events such as fire, landslides, etc.
- C. Identify and publicize a list (i.e. picture & description) of existing invasive exotic plants and animal pests, including the most effective control methods. Prevent the introduction of new invasive exotics into Santa Cruz County.
- D. Initiate reforestation and restoration efforts, including topsoil production from discarded organic matter, so that the rate of decline of habitat stabilizes.
- E. Initiate a low cost county grassland management program (as mandated by the County General Plan), including the widespread use of grazing animals to control weeds and create ecologically necessary soil disturbance, avoiding riparian areas.
- F. Develop a Watsonville slough master plan to guide land use planning, habitat restoration, education, and management practices.
- G. Change California Forest Practices Act to emphasize long term habitat preservation, to include preservation for old growth stands & protection of riparian areas with better enforcement. Support economic incentives encouraging landowners to retain and promote old growth trees and stands.
- H. Greatly increase the area of pristine ecological preserves for species preservation. "The only fundamental way to preserve life's biological diversity is to make sure all species have appropriate habitat. For many species that means true wilderness."⁸

IV. What Has Been Done

A. County Regulations:

1. In 1990 voters passed Santa Cruz County Measure C (The Decade of the Environment Referendum) specifying actions on: offshore oil drilling, global warming & renewable energy sources, protection of the ozone layer, protection & restoration of our forests, greenbelt protection & preservation, recycling, toxic and radioactive materials, endangered species and biological diversity, development of a sustainable local economy, and managed growth & development. There is an annual review process with the Board of Supervisors, which provides the public an opportunity to give input.
2. 1994 modifications to the Santa Cruz County General Plan to promote the restoration of the county's natural resources and deteriorating landscapes, included:
 - Sec. 5.1 Biological Diversity: Program h - to encourage the attraction of private capital for purposes of restoration and stewardship of natural resources including vegetation, wildlife, water and soil resources.
 - Sec. 5.11 Open Space Preservation: Program c - use of development agreements in connection with the establishment of an integrated program to achieve open space protection objectives.
 - Sec. 5.1.5 Land Division & Density Requirements in Sensitive Habitats - the elimination of disincentives for healthy management of grasslands and special forests.

B. Research & Assessment:

1. Soquel Demonstration State Forest (SDSF), dedicated in 1990, is 1 of 5 demonstration sites in Calif., actively managed by the Dept. of Forestry & Fire Protection. SDSF has been defined by legislation to demonstrate model forestry practices, watershed protection, public education, & preservation of old growth trees. There has been one timber harvest followed by intensive watershed monitoring & wildlife/fisheries assessment. Limited timber harvesting is allowed in order to pay for the operating expenses of the forest.
2. Santa Cruz Mountains Biodiversity Task Force (now known as Santa Cruz Mountains Bioregional Council) convened in 1992 and began bioregional biodiversity assessment and conservation study. In 1994 they began compiling information on species whose continued existence is or may be threatened, dividing the bioregion into 21 ecoregions, though hampered by lack of funding, two of the 21 ecoregional studies are nearly completed. The report, called "Ecological Assessment of Biodiversity in the Santa Cruz Mountains," needs further funding.
3. California Native Plant Society (CNPS) - has cataloged species of plants within Santa Cruz County and has released preservation policy statements for California. CNPS-SCC chapter maintains a list of species of concern within the county. One-tenth of the plant species at risk of extinction in SCC have been listed with the state or federal government and receive some level of protection.
4. Valley Women's Club, Environmental Committee mapped the San Lorenzo Valley watershed with respect to timber harvests in order to show cumulative past & current impact; it is now public information.
5. The "Community Forest Restoration" proposals were put forth in 1994 -95 by a diverse group of people working to alter legislation to improve logging practices. They need further work; call Earth First for details.

C. Mediation, Education, & Facilitation Efforts:

1. The "Blue Circle" is a Coordinated Resource Management & Planning (CRMP) Advisory Team organized by the Santa Cruz County Resource Conservation District (SCCRCD). It advises the following 5 CRMPs in the county: Arana Gulch Watershed Alliance, Corralitos Valley Watershed Committee, San Lorenzo Watershed Caretakers, Soquel Watershed Group, & Pajaro River Watershed Council. CRMPs bring multi-stakeholder together to solve complex natural resource issues and have taken a proactive approach to things like:
 - organizing a community cooperative effort to eradicate French Broom, an extremely invasive & flammable weed that is choking out native vegetation.
 - watershed monitoring
 - sponsoring workshops on erosion, private road maintenance, fire hazard reduction, drainage near homes, etc.
2. AMBAG developed a program to help bridge language and cultural goals in relationship to watershed management to overcome language and cultural barriers.

D. Preserving Bay & Waterways:

1. In 1992 the Monterey Bay National Marine Sanctuary received "sanctuary" status & became the largest of 11 (now 12) in the U.S. - managed by the National Oceanic & Atmospheric Administration (NOAA).
2. UCSC's California Public Interest Research Group (CALPIRG) launched a Water Watch campaign in 1995. Volunteers work to clean up and revitalize waterways through its 3 step program of monitoring pollution, cleaning up debris, and educating the community - including 1,800 school children in '96 alone.
3. Proposition 204 was passed in Nov., 1996, providing funding for environmental improvements and ecosystem restoration to help increase California's supply of safe, clean water.
4. Ongoing enhancement &/or restoration projects, for example:
 - California Coastal Commission sponsors annual Coastal Clean up Days - volunteers are organized locally by Ecology Action @ (408) 426-5925, ext. 18.
 - Wetlands/River restoration/clean ups - e.g.: a partial list includes: Coastal Watershed Council projects, Wetland restoration activities by Watershed Institute, SCC Land Trust, Watsonville Wetlands Watch quarterly slough cleanups, Monterey Salmon & Trout Project, Friends of the River, County Planning Restoration Projects, K-12 School River Restoration Projects, the San Lorenzo River volunteer clean up, and Carbonera Creek improvement of rearing habitat for steelhead trout & coho salmon - managed by The Natural Resources & Employment Program.
 - The Wildlands Restoration Team is continuously removing French Broom & other invasive exotics from the mountain state parks without the use of chemical herbicides, using volunteers.
 - An affiliate of CSU Monterey Bay, UCSC restoration: grazing management to restore native grasslands.
 - Friends of Arara Gulch restoration efforts have included soil-scraping to expose native seed stocks.
 - On the Watsonville Wildlife area owned by the Department of Fish & Game, the Watsonville Wetlands Watch has created brush piles for small mammals and quail habitat since '92, and removed exotic species since '96.
5. There is a joint effort to coordinate ongoing programs and to research a coastal stream habitat that would protect all salmonids. The Dept. of Fish & Game has actively pursued preservation and restoration of key habitats.
6. To minimize water pollution from urban runoff, in 1996 the cities of Santa Cruz & Monterey, the State Regional Water Quality Control Board, NOAA, AMBAG, & California Coastal Commission initiated a "Model Urban Runoff Program" to develop water pollution control guidelines for smaller to medium-sized cities around the Bay and throughout the state. The program simultaneously works in 3 areas: 1) technical, 2) legal authority, & 3) public education. Municipal planning tools and procedures include California Environmental Quality Act, ordinances, and General Plan language.
7. Save Our Shores runs a program called the Sanctuary Steward Certification Program where they train 25 community members and visitors per year in all aspects of sanctuary policies and management. These volunteers educate over 20,000 community members a year on how to get involved in protecting the Sanctuary.
8. The Monterey Bay National Marine Sanctuary Citizen's Stewardship Guide - published in '96 by the Center for Marine Conservation & the Monterey Bay National Marine Sanctuary - to link interested and concerned citizens with practical, hands-on volunteer opportunities.
9. A permanent Wildlife Rescue Center was set up at Long Marine Lab, funded by Calif. taxes on oil as part of the '90 Oil Spill Prevention & Response Act.

E. Open Space Protection:

1. Efforts to retain and protect open space areas within the City of Santa Cruz have been successful, starting with the campaign by the Save Lighthouse Point Association in the early 1970's to prevent a massive development project on Lighthouse Field. Further protection of lands on the city's borders (the "Santa Cruz Greenbelt") ensued with the passage of the Greenbelt initiative in 1979, which eventually led to the public acquisition of the Pogonip in 1989, Arana Gulch in 1994, and a 25-acre addition to the Pogonip in 1996. Protection of remaining Greenbelt areas on the western border of the city (Moore Creek uplands) has yet to be accomplished.

2. The City of Santa Cruz has developed and is proceeding to implement a Greenbelt Master Plan Feasibility Study.
3. Plans to construct a nuclear power plant just north of Davenport and plans to develop a new community of 35,000 between Santa Cruz & Davenport were stopped by the efforts of community organizations such as Save the Coast, Operation Wilder, & Sierra Club, and helped to motivate the passage in 1972 of Proposition 20, the California Coastal Initiative. This law, which was revised and extended by the State Legislature in 1976, has helped in the protection of open space along the county's coastline and in the maintenance of public access to our beaches.
4. Of critical importance in the retention of open space in SCC was the passage of our county's growth control ordinance (Measure "J") in 1978, which, by establishing "urban service lines," has discouraged urban sprawl.
5. After years of work by Save the Gray Whale Parklands, in 1996 the 2,319 acre Gray Whale Ranch was purchased by Save the Redwoods League to be donated as a state park.
6. The Open Space Alliance of Santa Cruz County was organized under the Environmental Council in 1995. It was established to permanently protect open space lands with significant natural and scenic qualities and is supported by 14 member organizations from throughout the county. The Alliance works to:
 - a) expand open-space preservation efforts, b) assist local public & private entities to make open-space and resource management planning a high priority, c) provide information regarding the fundamental ecological, cultural and intrinsic value of open space lands, & d) organize the purchase of special lands. A Habitat Evaluation Matrix has been created. Alliance members identified ten special habitat lands in the county that should be preserved.

V. Suggestion Actions For Further Progress

A. Complete Research/Assessments. Compile Documentation, & Coordinate Dissemination /Implementation:

1. An Environmental Survey to establish current ecosystem conditions is necessary to set a base-line against which progress and loss can be measured. Diverse pieces of such a survey are being compiled by various agencies, task forces and individuals, including the Soquel Demonstration State Forest (SDSF), the Santa Cruz Mountains Bioregional Council, the University's Environmental Studies Department, and Coastal Advocate's Geographic Information System (GIS) program.
2. Further assessment and follow through is needed to: a) identify what is being done or has been done, b) compile listings of reports, contact individuals, and the scope/limits of their work, c) network information so that duplication of effort is avoided and cooperation is enhanced, d) identify areas of omission, e) find ways to fill the gaps, and f) see that a comprehensive documentation of existing conditions in Santa Cruz County is compiled, acknowledged as an educational and legally authoritative report.
3. Stimulate productive community involvement by educating the local public about the process outlined above through the dissemination of information via local media, open meetings, and possibly public on-site visits or field trips. Once substantial progress towards fulfilling these goals has been made, bioregional coordination with adjacent counties would be encouraged. After documentation of conditions has been completed and public education fostered, activate the community in overseeing and convening local CRMPs, mediation services, or utilize civil procedures to resolve disputes.
4. Set up an Environmental Clearinghouse for Santa Cruz County residents including a broad range of information regarding land management/enhancement and referrals for related services. (e.g. at UCSC and on the Internet)
5. Convene an Advisory Board that includes diverse expertise, including biological knowledge, engineering, finance, legal, and a creative moderator (not legal) for the purposes of conducting peer review, advising policy decision makers, and accurately informing media.

B. Preserve the Health of our Shrublands & Grassland Habitat:

1. Inventory and map remaining dune coastal bluff, coastal scrub, prairie, & chaparral areas.
2. Design habitat reserves for the above listed area types; habitat reserve design should contain corridors and buffers and be large enough for the long term sustainability of all indigenous species.
3. Purchase core habitat reserve areas and corridors for the above listed area types.
4. Negotiate conservation easements and create zoning laws for above listed area type reserve buffers.
5. Change agricultural zoning of historic prairie areas to permit only grazing for the health of the indigenous vegetation.
6. If necessary, create a local nonprofit group to establish and maintain, humanely treated, organic wool and/or dairy-producing, grazing herd for ecosystem management.
7. Encourage the use of controlled & carefully monitored grazing to maintain or enhance native plant biodiversity on grasslands, avoiding riparian areas.
8. Create a science-based, peer-reviewed, countywide, chaparral prescribed fire management plan to be implemented by local fire departments.
9. Hire a professional resource ecologist for county planning staff to review ecosystem impacts, including but not limited to prescribed fire, grazing, ecological restoration, environmental impact mitigation measures, local park's ecological management, & weed invasion status.
10. Direct housing development into forested areas of low biological diversity, rather than the areas listed above.
11. Use restoration techniques in the areas listed above, that focus on weed and erosion control, allowing natural succession and soil seed bank recruitment, rather than just replanting.
12. Encourage and aid in the funding of biological control of the worst exotic pest plants through regional quarantine facilities (at this time operated by the USDA in Albany, CA).

C. Preserve the Health of our Forests:

1. Investigate returning local control of Timber Harvest Permits (THPs) from the state to the counties by giving the county jurisdiction to hear appeals instead of the Board of Forestry. THPs issued by California Dept. of Forestry could be handled like any other land issue in this county with the same review, public opinion and appeal opportunities.
2. Look into substantially expanding the area for public notification of THP's to include everyone directly affected by it, instead of just 300 feet from the boundary & 1,000 feet downstream.
3. Establish & enforce no-cut, no-entry zones around streams, building on guidelines already established for national forests. The most commonly accepted, peer-reviewed study is FEMAT (Federal Ecological Management Assessment Team), which came up with this concept for key watersheds in 1992.
4. Work to change state legislation so that the county can implement Decade of the Environment Referendum Santa Cruz County Measure C, Section 16.90.030, #4, and change the wording as follows: "... to ensure that timber harvesting proceeds only on the basis of sustained harvesting techniques that will allow the harvesting of timber only at that rate at which *new timber is regenerated and restored (substitute, 'forest ecosystems can support')*, and that will permanently protect (*add: 'and restore'*) old growth redwood stands in the State of California..."
5. Implement 1994 County General Plan, Sec. 5.1 Biological Diversity Program h & others. (See Section IV)
6. Look into changing the economic structure for forestry to provide incentives for more environmentally sound logging practices.
7. The California Forest Practices Act needs to be revised to: 1) offer incentives to preserve old growth trees, 2) increase protection of stream site areas, 3) offer incentives to provide protection & restoration of wildlife habitats, & 4) consider other ways of appointing the Board of Forestry similar to the way the Coastal Commission is appointed, and investigate other ways of working with the Board of Forestry.
8. Encourage further discussions and consensus between those who feel the forest is a major natural value and those who see it as a capital resource, in an attempt to join with those who share both points of view.

9. Certification of sustainability for products derived and manufactured from rain forest materials. e.g. International forest and wood product certification programs endorsed by the Forestry Stewardship Council are one way to encourage local timber producers to manage their land in an ecologically sustainable fashion.
10. Create and enforce a fire management plan that includes planned controlled burns in accordance with the Clean Air Act.
11. Lobby for an end to government subsidies for the construction of logging roads into national forests and amend the way logging is done on federal lands to concentrate on "thinning" the young saplings that crowd many forests and carry fire into the crowns of mature trees instead of cutting the tallest, most valuable trees for lumber.⁹
12. Push for federal legislation to have the "Salvage Rider" sales re-evaluated and purchased back from the buyers.

D. Protect Open Space

1. Maximize the use of available public & private capital for the purchase and maintenance of pristine areas. Continue to build and support local coalitions, such as the Campaign to Save Pajaro Valley Farmlands & Wetlands, Open Space Alliance, Friends of the North Coast, & Scotts Valley Citizens for Responsible Growth, as well as solicit support from other interested parties.
2. Continue to pioneer environmental protection and restoration programs aimed at preserving whole biosystems in order to best protect endangered species and sensitive habitats, rather than just individual species; ecosystem management is the best way to protect species.¹⁰
3. Work toward preserving and expanding the local and state park system and funding for adequate management.
4. Investigate all possible, appropriate incentives, including land swaps, as a means of permanently preserving open space.

E. Improve Ecosystem Management & Restoration

1. Devise common-sense management plans based on consensus science that protect resources & thereby the economies that depend on them (e.g. in the fishing industry). Calculate less than "maximum sustainable yield" to allow for less than ideal ecological conditions.
2. Conduct rigorous study and a careful management plan to compensate for the disappearance of large, high-level predators in certain locations.
3. Research and develop effective sheet, rill, & gully erosion-control techniques. Investigate topsoil production as a means of improving soil quality and thereby enhancing vegetation for the prevention of soil erosion.
4. Encourage the use of controlled and carefully monitored grazing to maintain or enhance native plant biodiversity on grasslands, avoiding riparian areas.
5. Develop a basic set of guidelines for management of wild lands (i.e. non-urban, non-agric.). The concepts of "restoration" and "enhancement" need to be reevaluated and carefully defined with emphasis away from planting and toward encouraging natural vegetation.
6. Support watershed oriented native plant nurseries and seed banks to provide landscape plants and preserve rare and endangered species.
7. Wherever possible, developers should leave existing trees, and otherwise consider an appropriate replacement/maintenance plan for trees lost to development.
8. Explore the use of restored (or constructed) wetlands, together with buffer strips of trees on ag lands, to reduce runoff of major pollutants such as sediments, phosphorus, & nitrogen by 80-100%.¹¹
9. Install & maintain sediment catch basins and check dams to prevent excess sedimentation on wetland soils.
10. Improve both quality and extent of upland habitats that are adjacent to wetlands, which are necessary for many wetland wildlife to complete their life cycles.
11. Develop a comprehensive action plan for managing coastal resources as soon as possible; address critical needs related to non-point source pollution, coastal access, water quality, and habitat restoration;

F. Educate the Public & Decision Makers

1. Educate the decision makers and the public about the "True Value of Nature's Ecosystem Services" including: providing habitat, purifying & regulating water, absorbing & decomposing wastes, pollution control, cycling nutrients, creating & maintaining soils, providing pollination & pest control, regulating local/global atmosphere & climates, producing raw materials (food, fisheries, timber & building materials, non-timber forest products, fodder, genetic resources, medicines, dyes, etc.), as well as recreational, cultural, and educational/scientific benefits.¹²
2. Expand public awareness & involvement in Santa Cruz County Measure C (The Decade of the Environment Referendum) to make sure that people are fully aware & involved in its implementation.
3. Support the educational programs already existing and further efforts to enhance education for all ages regarding this issue. [See Education chapter.]

G. Encourage Citizen Involvement

1. Because human effort and participation is required to maintain healthy ecosystems where humans reside, a political effort must be made to incite "beneficial human activity." While major distinctions exist among different locations regarding what type of activity constitutes "beneficial" effort, a means to cost effectively deliver the best available local expertise toward a plan for any project must be found.
2. Calif Native Plant Society recommends that landowners adopt invasive plant management policies, implement exotic plant control measures, and encourage citizen volunteer control efforts.
3. Research setting up a program similar to San Jose's "Our City Forest" to encourage citizens to take an active role in protecting & maintaining trees on their own property and to organize to jointly help maintain public areas in cooperation with the existing authorities. [Info: (408)277-3969]
4. Promote National Wildlife Federation's "Backyard Wildlife Habitat Program" to encourage everyone to plan their landscaping with the needs of wildlife in mind. [See Section VI]
5. Support economic incentives encouraging land owners to control invasive plants.
6. Utilize all media and the PSA process for notice of public hearings.
7. Support existing programs, such as SOS's Sanctuary Steward Certification Program. [See Sect. IV above]
8. Continue to support the intent of the Endangered Species, Clean Air, & Clean Water Acts and their improvement toward their goals of maintaining healthy ecosystems.

H. Promote Ecotourism

1. Arrange periodic "inspiration tours" of well-managed wildlands for interested individuals.
2. Support linkage between Pajaro Valley ecotourism and agro-tourism.
3. Support the SCC Conf. & Visitors Council's promotion of our region as the "Gateway to the Monterey Bay Marine Sanctuary."
4. Support the SC Harbor's stated intention to identify the boat access as the "Gateway to the Monterey Bay Marine Sanctuary."

"We need to rediscover consciously what we knew instinctively in our Neolithic villages and hunter-gatherer societies: how to live in harmony with the biosphere -- the co-evolving web of life, in which each species depends upon and supports the qualitative growth of all the others who share this four-billion-year-old miracle of life."

Christopher Canfield

VI. Useful Resources & References:

- **Bali Tree Ecosystem**, P.O. Box 2910, Santa Cruz, CA 95063-2910; Fax: (408)421-9223; Email: bali@cybermax.net (tree planting & topsoil production for sustainable food & fiber production).
- **California Biodiversity Council**, c/o Resources Agency, 1416 - 9th St., #1311, Sacramento, CA 95814; Tel: (916)653-5656; Help Desk: (916)227-2677 (communication betw. local, state, & federal; recommends policy; newsletter.).
- **California Coastal Commission**: Area office: (408)427-4863; 725 Front St., Ste. 300, Santa Cruz, CA 95060. Headquarters: (415)904-5200; 45 Fremont St., Ste. 2000, San Francisco, CA 94105-2219; Tel: (800)COAST-4-U; Web: "<http://ceres.ca.gov/coastalcomm/web/index.html>" (works with public & private agencies to organize and clean up specific areas of coastline 4 times a year: "Adopt-A-Beach Program" + published 1996 Marine & Coastal Educational Resources Directory).
- **California Department of Fish & Game** - Patrol Captain, (408)649-2870.
- **California Department of Parks & Recreation**, Santa Cruz District, 600 Ocean St., Santa Cruz, CA 95060; Tel: (408)429-2850; (Fax) 429-2876 (offer interpretive programs at SCC beach & mountain state parks).
- **California Native Plant Society (CNPS)** - 1722 J Street, Ste. 17, Sacramento, CA 95814; Tel: (916)447-2677 Web: "http://www.calpoly.edu/~dchippen/cnps_main.html" Local chapter: P.O.Box 1622, Santa Cruz, CA 95061; Tel: (408)429-7487, Grey (conducts a variety of educational programs & conservation efforts focused on long-term protection and preservation of the native flora in its natural habitat; also cataloging of species within SCC).
- **California Public Interest Research Group (CALPIRG)**, UCSC, Student Center, Box 6, Santa Cruz, CA 95064; Tel: (408)459-4649 (a watchdog student run non-profit org. working on a variety of environmental issues; sponsored WaterWatch program).
- **California Regional Water Quality Control Board**, Central Coast, Exec. Officer: (805)549-3147.
- **Campaign to Save Pajaro Valley Wetlands & Farmlands**, P.O. Box 1413, Freedom, CA 95019; (408)471-9915.
- **Central Coast Wilds**, 114 Liberty St., Santa Cruz, CA 95060, Josh Fodor, Tel: (408)459-0656; Fax: 457-1606; Web: "<http://www.centralcoastwilds.com>" (California native plants & seeds, botanical consulting, and restoration planning).
- **Citizens For Responsible Forest Management**, P.O. Box 1075, Aptos, CA 95001; Betsy Herbert, (408)662-2905; (working with the County to hold CDF to the legal amount of cuts on SDSF, and has been active in the legal system to stop some of the most abusive THP's in the County).
- **City of Santa Cruz Dept. of Planning & Community Development**, Tel: (408)429-3555, Ken Thomas; 809 Center, St. Rm 206, Santa Cruz, CA 95060.
- **Coastal Watershed Council**, 204 Laguna St., Santa Cruz, CA 95060; Tel: (408)426-9012; Email: rsh@cruzio.com (a nonprofit org. committed to the preservation & protection of coastal watersheds through education and community outreach).
- **Community Action Board's Natural Resources & Employment Program**, Beth Dyer, Tel: (408)462-4439; (provides low-income people with job training and employment in environmental enhancement and restoration projects).
- **County of Santa Cruz, Senior Resource Planner & Watershed Mgr.**, Dave Hope, Tel: (408) 454-3096; 701 Ocean St., Rm. 406-B, Santa Cruz, CA 95060.
- **EcoTopia/USA**, 1315 Spring St., Santa Cruz, CA 95060; Paul Lee, Pres., Tel/Fax: (408)426-8810; Web: <http://www.ecotopia.org> (working to promote Santa Cruz as an ecotourism destination).
- **Earth First!** - Santa Cruz chapter, P.O Box 344, Santa Cruz, CA 95061-0344; Tel: (408)425-3205 (hotline/VM).
- **Elkhorn Slough National Estuarine Research Reserve**, 1700 Elkhorn Rd., Watsonville, CA 95076; Tel: (408)728-2822; Fax: 728-1056; Email: SKimple@ocean.nos.noaa.gov (one of the largest remaining coastal wetlands in Calif., managed by the Ca. Dept. of Fish & Game & NOAA. The Elkhorn Slough Foundation assists with educational programs & research.)
- **Environmental Council of Santa Cruz County**, P.O. Box 1769, Santa Cruz, CA 95061, Mary Tsalis, Exec. Dir.; Tel: (408)426-2286; Email: encouncil@cruzio.com (a non-profit organization working to protect, maintain, enhance, & restore the Santa Cruz environment; sponsor of Open Space Alliance; also sponsors periodic environmental networking evenings so that various groups can share with each other and the public).
- **Environmental & Ecological Services**, Steven W. Singer, 218 Nevada St, Santa Cruz, CA 95060; Tel/Fax: (408)427-3297; Email: SWSingerMS@aol.com (consultations on soil, erosion control, biology, & land mgmt.).
- **Friends of the North Coast**, P.O. Box 604, Santa Cruz, CA 95061 (deals with the threats to the largest parcel on our coast, the 7,300 acre Coast Dairies land).

- **Greenpeace**, 1112 Ocean St., Santa Cruz, CA 95060; Tel: (408)429-9988 (a "rainbow" coalition educating the public about environmental issues, lobbying, & stimulating non-violent actions).
- **Institute for Sustainable Forestry**, P.O.Box 1580, Redway, CA 95560; Tel: (707)923-4719.
- **Long Marine Laboratory**, UCSC, 100 Shaffer Rd., Santa Cruz, CA 95060; Tel: (408)459-4308; Fax: 459-3383; Email: sjreal@cats.ucsc.edu; Web: "http://www.ucsc.edu/mb//lml/" (provides public education programs which focus on marine research underway at the lab).
- **Monterey Bay Aquarium**, 886 Cannery Row, Monterey, CA 93940-1085; Tel: (408)648-4867; Fax: 648-7960; Web: "http://www.mbay.org" (a world renowned marine education facility that interprets the 10 major marine habitats found in the Bay with exhibits that focus on marine biodiv., ecology, and local wildlife adaptations).
- **Monterey Bay National Marine Sanctuary**, 299 Foam St., Ste. D, Monterey, CA 93940; Tel: (408)647-4201.
- **Monterey Bay Salmon & Trout Program**, 825 Big Creek Rd., Davenport, CA 95017; Tel: (408)458-3095; (a nonprofit org. working to restore and enhance native salmon & steelhead trout populations to historic levels through stream restoration projects and a hatchery program).
- **National Wildlife Federation**, 1400 Sixteenth St., NW, Washington, DC 20036-2266; Tel: (202)797-6800; Legislative Hotline: (202)797-6655; Web: www.nwf.org/prog/habitats; (educates & acknowledges efforts to "garden for wildlife").
- **Native Animal Rescue Wildlife Rehabilitation Center**, P.O. Box 1001, Santa Cruz, CA 95061-1001; Located at: 119 Getchell, S.C.; Tel: (408)462-0726.
- **National Arbor Day Foundation**, 100 Arbor Ave., Nebraska City, NE 68410 (The City USA Program).
- **Pelagic Shark Research Foundation**, 333 Lake Ave., Ste. H, Santa Cruz Yacht Harbor, Santa Cruz, CA 95062; Tel: (408)459-9346; Email: psfr@pelagic.org; Web: "http://www.pelagic.org" (research & education group).
- **Santa Cruz County Environmental Health Services**, 701 Ocean St., Rm. 312, Santa Cruz, CA 95060; Tel: (408)454-2022, Steven Schneider, Hazardous Materials Program Mgr..
- **Santa Cruz County Planning Department, Environmental Services**, 701 Ocean St, Santa Cruz, CA 95060; Tel: (408)454-3127, Ken Hart.
- **Santa Cruz County Resource Conservation District (SCCRCD)**, 3233 Valencia Ave., Ste. B-6, Aptos, CA 95003; Tel: (408)688-1562, Rich Casale or Sharon Corkrean (a public agency that helps people manage land, water & related natural resources through public workshops, publications, technical assistance, and coordinated efforts with other local agencies, units of government and organizations).
- **Santa Cruz County Sanctuary Inter-Agency Task Force**, 701 Ocean St., Ste 520, Santa Cruz, CA 95060; Tel: (408)454-3412, Susan Pearlman (formed in '94 to study the sanctuary and ways to tap into its tourism, recreation, and educational potential).
- **Santa Cruz Mountains Bioregional Council**, (408)427-3297, Steve Singer; P.O. Box 7422, Santa Cruz, CA 95061 (working on "Ecological Assessment of Biodiversity in the Santa Cruz Mountains." Operating expenses are funded in part by the Sempervirens Fund).
- **Santa Cruz Rainforest Action Network**, (408)425-4482 (direct action & ed'l outreach re. forest protection).
- **Save Our Shores & Marine Sanctuary Center (SOS)**, 2222 East Cliff Dr., #5A, Santa Cruz, CA 95062; Tel: (408)462-5660; Fax: 462-6070; Email: sos@cruzio.com; Web: "http://www.human.com/sos/" (a volunteer-based nonprofit org. formed in 1978 dedicated to preserving the Monterey Bay National Marine Sanctuary, working in the areas of education, policy research and advocacy, and citizen action. SOS maintains a hotline: 800-9-SHORES; all calls are dispatched to the appropriate agency for response and resolution).
- **Save-The-Redwoods League**, 114 Sansone St., Rm. 605, S.F., 94104; Tel: 415-362-2352.
- **Save the Gray Whale Parklands**, P.O. Box 604, Santa Cruz, CA 95061; Tel: (408)429-6166.
- **Seed Dreams**, 231 Fair Ave., Santa Cruz, CA 95060; (408)458-9252 (preserving heirloom seeds and Native American horticulture).
- **Sempervirens Fund**, Drawer BE, Los Altos, CA 94023-4054; Tel: (415)968-4509 (advocate for Big Basin and Castle Rock state parks through land purchase, restoration, and maintenance).
- **Scotts Valley Citizens for Responsible Growth**, P.O.Box 6621, Scotts Valley, CA 95067; VM: (408)457-7299, Carole Kelley, Email: SVCRG@aol.com (working to protect pristine Scotts Valley areas, including wetlands, from development).
- **Sierra Club - Santa Cruz Regional Group**, P.O. Box 604, Santa Cruz, CA 95061; Tel: (408)426-4453. (a nonprofit environmental org., dedicated to the preservation and protection of the earth's wild places).
- **Soquel Demonstration State Forest (SDSF)**, 4750 Old San Jose Rd., Soquel, CA 95073; Thom Sutfin, Forest Mgr; Tel: (408)475-8643.

- **Surfrider Foundation - Santa Cruz Chapter**, P.O. Box 3203, Santa Cruz, CA 95062; Tel: (408)476-7667; Fax: 476-1196 (all volunteer, nonprofit environmental conservation organization dedicated to the preservation and enhancement of our waves and beaches through local activism, education, and research).
- **USDA Natural Resources Conservation Service**, 3233 Valencia Ave., Ste. B-6, Aptos, CA 95003; Tel: (408)688-1562; Fax: 685-3602 (provides information and assistance in areas of soils, water conservation, natural resource & watershed management, ag. land use, stream bank protection, and erosion & sediment control).
- **Valley Women's Club**, P.O. Box 574, Ben Lomond, CA 95005; Tel: (408)338-6578, Nancy Macy, Director; (works to protect the environmental integrity of the San Lorenzo Valley in the areas of: Forestry, Community Education, Recycling, Clean-up, and is supporting a Sustainable Valley Campaign including "A Guide to Sustainable Living" and "Green Awards" for businesses). VWC Environmental Committee: (408)336-8725.
- **Ventana Wilderness Sanctuary Research & Education Center**, Coastal Route HC 67 Box 99, Monterey, CA 93940; Tel: (408)624-1202; Email: VWS@wildbigsur.com (a nonprofit organization and sanctuary focusing on bird banding and research, habitat restoration, and environmental education projects).
- **Watershed Institute**, Cal State Univ. Monterey Bay - (408)582-3688, Scott Hennessy, Director.
- **Watsonville Wetlands Watch (WWW)**, 28 Arbolado Dr., Watsonville, CA 95076; Chris Johnson-Lyons, (408)724-2198; Jim & Ellie Van Houten, 684-1861 (working to preserve & promote the wetlands in the Pajaro Valley area; serving as the watchdog for public policy & management practices that affect Pajaro wetlands, river, creeks, & lakes; sponsors restoration, education, recreation, & service projects; quarterly newsletter).
- **Wildlands Restoration Team**, 201 Valencia School Rd., Aptos, CA 95003; Tel: (408)662-8323; Fax: 662-2390; Email: km@wildwork.org; Web: "http://www.wildwork.org" (Ken Moore, Dir.) Hotline: (408)662-3039 (a nonprofit org. sponsored in part by Sempervirens Fund & Calif. Dept. of Parks & Rec., consisting of volunteers who work to restore previously damaged native habitat on permanently protected public lands; removing invasive exotic plants from state parks in the Santa Cruz Mountains since 1990).

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- ² "Agenda for the Green Decade," Global Action Plan & Earth Day organizers, 1990.
- ³ "The Agreement on Biological Diversity," MEMORANDUM OF UNDERSTANDING on California's Coordinated Regional Strategy To Conserve Biological Diversity, 1991.
- ⁴ "Measure C '95 Update of the Baseline Environmental Conditions."
- ⁵ Santa Cruz Mountains Biodiversity News, Vol. 3 No. 1, 1997.
- ⁶ State Board of Equalization records.
- ⁷ Oct., '94 NOAA Workshop.
- ⁸ "Agenda for the Green Decade," Global Action Plan & Earth Day organizers, 1990.
- ⁹ From U.S. Secretary of Interior, Bruce Babbitt.
- ¹⁰ San Jose Mercury News, 12/22/95.
- ¹¹ Taylor DeLaney, "Downstream Flood Attenuation & Water Quality as a Result of Constructed Wetlands," *Journal of Soil & Water Conservation*, Sept-Dec, '95.
- ¹² Lester Brown, Christopher Flavin, & Hilary French, *State of the World*, 1997, Worldwatch Institute.

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EDUCATION

I. Current State

In light of the current world situation affecting us all, including the obvious degradation of the global ecosystem, the population crisis, the outbreaks of violence, and a multitude of other challenges we face both globally and locally, there is an obvious need for education that puts forth a clear vision of a whole system of ecological thinking. This more comprehensive approach must also cultivate a deep respect for all natural systems and diversity at all levels.

Recognizing the importance of education in creating the changes that are necessary for a sustainable future, chapter 25 of the global *Agenda 21* document, entitled "Children and Youth," asks us to enlist and empower children and youth in reaching for "sustainability." Chapter 36, "Education and Public Awareness," addresses the importance of the role of education in reaching everyone with a curriculum incorporating environmental and developmental learning.

Though "sustainability" is basic to the survival of our species, it is rarely mentioned in the classroom. Though it is commonly accepted that we are living in a global environment, international organizations and issues are seldom mentioned in current textbooks, and according to State Scope and Sequence, only occupy one week in the 12th grade. In recent years, there has been a great deal of emphasis on environmental education and nature studies, but little has been done to date to teach about eco-efficiency, sustainable lifestyle practices, and the worldwide movement concerning sustainable development. Sustainability-related curriculum materials and programs are available to Santa Cruz County teachers and need to be more fully utilized in classroom instruction and activities.

The core curriculum areas of the school experience that most directly affect one's understanding of sustainability are: science, social studies, reading, math, and public health (including health hazards). Other subjects that are vital are: nature studies, eco-wise consuming, resource conservation, recycling, global & local issues (including population, biodiversity/ecosystem management, climate change, desertification, forestry, economics, social justice, governance and law). The overall understanding is that we must learn from nature how to create sustainable communities – observing: interdependence and organization, form and substance, the pattern of life, cooperation and partnership, and diversity. Social and communication skills also play an important role in deciding our future. Suggested skill areas include: conflict resolution, reflective and receptive listening, participatory decision making, respect for guidance/mentorship, and assertiveness training.

In an attempt to improve the status of education in California, in recent years we have been at the forefront of education reform. Evidence of some gains can be measured, but we are still have a long way to go. According to the 1992 Report Card prepared by Children Now in conjunction with a panel of distinguished California citizens, the overall grade for the California schools in '92 was a D-. That was a step down from the last three years' grade of D. The dropout rate in California was the 42nd worst out of the 50 states. The student/teacher ratio in California ranked the state 49th. Of the 27 categories that the group measured for youth trends, California was not in the top ten in 93% of them; this resulted in a D- grade.

In the past several years California schools have improved in some categories such as dropout rates and SAT achievement scores, but are still at or near the bottom of the nation in most other areas. On a 1994 federal reading exam, California 4th graders posted worst-in-the-nation results. Nationwide, 40% of 4th graders read below NAEP's "basic" level; in Calif., 56% were below basic. The high numbers of immigrant students is not the explanation, since in every racial and ethnic category, California students did worse than students elsewhere. That ranking has remained true in '95 & '96. California also had some of the lowest elementary school math scores in the nation, in addition to one of the worst child-poverty rates and student/teacher ratios.¹

Though science is very important to the understanding of sustainability issues, Americans as a whole are ill informed in this subject area. Only 25% of American adults got passing grades in the survey conducted by the National Science Foundation, and National Assessment of Educational Progress (NAEP) ranked California students 4th from the bottom of the 40 states that participated in the '96 NAEP science test. California also had the highest percentage of students with weak Eng. lang. skills taking the test.²

Santa Cruz County (SCC) is generally doing better than state averages in most categories. According to the SCC Report Card: "The State of Our Children, 1993," developed by Children's Network, co-chaired by County Superintendent, Diane Siri and Judge Thomas Black, the county ranked better than the state average in most categories of children's life that were measured by SCC Children's Network (specifically in the areas of SAT scores, dropout rate, infant mortality, health checkups, violent crimes, birth to teens, preventable teen homicide, child support, and children in poverty). Some of these areas are more relevant for other chapters of this document.

The United Way Community Assessment Project Summary of Life Indicators show that in 1995 & '96 County dropout rates continue to drop and are well below the state dropout average. SAT scores continue to increase and are above the national average and significantly above the state average. Every racial and ethnic group showed significant increases in the number of graduates that completed college prep courses. In fact, that percentage increased 61% from 1995 to '96 for SCC; still, California rates are among the 10 worst in the nation.³

California's Department of Education on November 15, 1994, established an Average Performance Value (APV) and rated California schools on 10 separate criteria resulting in a score from 1-100. Their criteria included dropout rates, students completing courses for universities, national college admission tests, results from standardized California Learning Assessment System tests in reading, writing, and math, geometry enrollment, and others. The APV for the seven SCC high schools* is 42.9 out of 100 possible. The average for the state is 42.5.

(* including Aptos, Renaissance, Watsonville, San Lorenzo Valley, Harbor, Santa Cruz, and Soquel.)

California teachers (SCC included) are coping with an enormously diverse student population. Add to that the fact that California has been burdened with the largest class size in the nation for many years. The picture is beginning to change. The 1996-'97 state budget has increased spending on schools and will bring the state's per capita spending from 42nd to 37th in the nation.⁴ Along with virtually every other school district in the state, SCC has committed to reducing class size to 20 students/teacher in 1st & 2nd grade as well as kdg. or 3rd grade. Since most research shows significant gains in student performance when classes are reduced to no more than 20 students, this is certainly a turning point for all of California. In addition, there are several Charter Schools in SCC that are pioneering a bold new approach, allowing more teacher autonomy and creativity (e.g. San Lorenzo Valley School District Charter 25, which also supports Homeschooled students under its umbrella).

There are currently plans underway for a Charter Camp Campbell Riparian Station/River School. This pilot program will involve an in-depth, cross-curricular program that includes students engaging in ongoing river monitoring, watershed restoration projects, safety and leadership training, and skills for effective communication (including cyber-communication). [See Section VI for River Restoration projects.]

The above analysis does not mean to imply that schools comprise the entire extent of education, especially pertaining to understanding sustainability. A broader perspective of the educational process must be encouraged, including proactive learning opportunities throughout the community. Educational and rewarding volunteer opportunities exist throughout SCC, and where utilized, they benefit not only the organization or agency but also the volunteer. The Monterey Bay Aquarium, Long Marine Laboratory, Elkhorn Slough, all State Parks, and others offer education on site. Parks & Rec., Boy's/Girl's Clubs, and Scouts offer children training and guidance. Parenting and adult education is also easily available in SCC. With half of the community using household computers and 54% of computer owners using on-line services, SCC is well connected for a community of its size technologically.⁵

Most Americans are ill equipped to make the lifestyle changes necessary to turn the degradation around. At every level of education and in all curriculum areas, more needs to be done to meet the challenges before us. However, our collective experience over time has shown that knowledge alone does not necessarily change behavior and incite people to action. In today's busy world of information overload, support structures and incentives are also needed.

*"Ecology should be not taught as a program or a course ...
It's a foundation of all courses, all programs, all professions,
because ecology is the cosmological issue."*

Thomas Berry

II. Desired State

Education in Santa Cruz County addresses people at all levels of awareness and action — and progresses from that point. Educational programs assist and allow learners of diverse age groups and cultures to discover their full potential while helping them to be aware of their responsibility for and impact on all life.

Educational systems encourage relevant, experiential learning and promote a sustainable, healthy life for all beings. Students embrace, at their appropriate level of understanding, global interdependence and the need to adopt fully sustainable practices locally and globally.

All schools model energy efficiency, resource conservation, and recycling with student participation in planning and implementation. In the school environment, focus is placed on teaching how to learn and how to enjoy learning. This involves:

- 1) Cooperative learning in groups which is learner-directed, empowering and participatory.
- 2) Development of an integrated core curriculum at all levels which emphasizes the theme of unity and interdependence of humanity, all species, and the Earth.
- 3) Student participation in developing their own curriculum.
- 4) Mixed age groups in the learning process.
- 5) Learning activities through the arts and recreational opportunities focused on personal and social growth.
- 6) Learning that occurs through the experience of participating in the actual activity itself.

III. Goals for Year 2000

- A. All Teachers will have the opportunity to learn ways of integrating sustainability and global issues into their curriculum and at least 50% will be utilizing them ongoing.
- B. A planning process is established to bring all stakeholders (including teachers, students, administrators, parents, and interested community members) into the designing an educational system that is satisfactory to all participants and leads us to the Desired State, Section II. It is then implemented in a specific school or school district with the possibility of using inter-district transfers.
- C. All of the schools in Santa Cruz County have developed or in the process of developing programs for: energy efficiency, resource conservation, and recycling with student participation in planning and implementation.
- D. In addition to a basic core curriculum, students more fully participate in creating their own educational experience.
- E. An increasing percentage of students will find their education meaningful, relevant, and personally satisfying. (One way of measuring this would be a continued decrease in the high school drop out rate county wide.)
- F. Students will graduate from high school ready for productive employment or prepared for college.

IV. What Has Been Done

- A. In 1993-94 a county wide revisioning process, called "The Future of Education," took place under the direction of Superintendent, Diane Siri. It resulted in multi-stakeholder support for school change and informed committee analysis producing resources and high impact suggestions in the following areas:
 1. Communications - recommended shared decision making, consensus, & trust building among all stakeholders.
 2. Learning Skills for the Future - produced a countywide matrix of exemplary school programs, curricula and activities.
 3. Legislation - recommended a clearinghouse and network for legislation affecting education and an annual summit to develop legislation to improve education.
 4. Parent Involvement - developed a Countywide School Site Council Consortium and compiled a home-school partnership bibliography and resource list.
 5. Safe Schools & Communities - established countywide priorities supporting schools in developing safe school plans; countywide student input sessions were conducted, involving law enforcement in school safety trainings.

- B. The National Forum on Partnerships Supporting Education about the Environment developed a report, "Education for Sustainability," when it met with the President's Council on Sustainable Development at the Presidio in San Francisco in the fall of 1994. This demonstration project of the President's Council is an Agenda for Action focusing on 6 themes:
 - 1. Lifelong learning
 - 2. Interdisciplinary approaches
 - 3. Systems thinking
 - 4. Partnerships
 - 5. Multicultural perspectives
 - 6. Empowerment
- C. The Household EcoTeam Program and Sustainable Lifestyle Campaign were launched in Santa Cruz County in October of 1995 by ACTION-SCC in partnership with Global Action Plan and the Public Linkage, Dialogue, & Education Task Force of the President's Council on Sustainability, after a 2 year start up phase. It helped participants implement sustainable lifestyle practices in their own households over a 4 - 6 month period as they worked together on a team with a trained coach and followed a workbook focusing in 6 action areas (reducing garbage, water efficiency, home energy efficiency, transportation, eco-wise consuming, & empowering others). This program, now being handled by Ecology Action, has transitioned to a new locally-focused workbook & process and is called the EarthTeam Program. [See Section VI]
- D. In 1993, the SCC Children's Network developed a Network Matrix of appointed boards & commissions, planning, and coordinating groups which in some way affect services to children & families in the areas of health, education, school to work, family life, & safety. It is now coordinated by Ellen Timbulabe, Welfare Reform. (Info. is available from the Human Resources Agency, Early Intervention & Prevention, 454-4056.)
- E. The Santa Cruz Board of Education has adopted a long-range educational plan for the future, "Vision 2000." Most other districts have completed the strategic planning process as well.
- F. UCSC offers an Environmental doctorate as an extension of an undergraduate environmental studies program already in place at the school; it has 3 major topics: agroecology & sustainable agriculture, conservation biology, and political economy.
- G. CA-AB 265, Improving America's Schools Act (IASA) requires school districts to develop content and performance standards and multiple measures for assessing student achievement. Santa Cruz City's response has been a committee, entitled "Performance Standards for the 21st Century," that began in 1995 and will continue through 1998. Student portfolios and senior projects are examples of better assessing performance standards. (e.g. students at a local high school met for several months to volunteer 1 day/wk at our nationally-acclaimed Homeless Garden Project. They then developed a senior thesis around the various aspects of the Project, which serves as an excellent performance standard.)
- H. SCC Educational Leadership Consortium Academy (in response to "Goals 2000") is working in partnership with Granite Rock Co. in Watsonville to support local schools in their reform efforts. School teams have come together for the past 2 yrs., using business partnerships as a model to enhance the quality of education.
- I. SCC & municipal libraries provide access to the Internet on PC's, but only on an extremely time-limited basis. The American Library Association is creating an action plan to insure access to electronic services and to government materials which are now posted electronically instead of being distributed to libraries. Teachers can access NEA Online by calling (800)827-6364, x 9527. The Learning & Reference area includes such things as lesson plans, Smithsonian Institute, & Library of Congress.
- J. Watsonville High School's new Agricultural Technology Enterprise Academy is a college prep. program for students who might not otherwise stay in school. It introduces students to career opportunities, helps them plot a practical course through higher education, & prepares them for college. The Watsonville Global Youth Academy has been successful for 8 years.
- K. ACTION Santa Cruz County held two Sustainable Community Video Film Festivals in 1995 and 1996 on Community TV of Santa Cruz, our county's Public Access TV station. Approximately 60 videos were aired over 16 weeks focusing on each of our "Local Agenda 21" focus areas. Two hour segments are available at the Community TV video library and overviews and program guides of both festivals are available from Rob Wheeler, P.O. Box 250, Davenport, CA 95017; (408)471-4081.

- L. Teacher Resource Fairs have been conducted in the past by ACTION Santa Cruz County & United Nations Association of Santa Cruz and by Earth Action Club to highlight existing exemplary materials and programs concerning the environment, resource conservation, and sustainability issues. Ongoing education of teachers is necessary.
- M. There are many exemplary ongoing programs and resources in Santa Cruz County that educate and empower students of all ages in the areas of sustainability. The most pertinent known to this round table are listed in Section VI.

V. Suggested Actions For Further Progress

- A. Support and expand access to all of the programs/projects listed above (in Sect. IV) or below (in Sect. VI).
- B. Develop an integrated curriculum (K-12) that pervades all of the areas of the school experience that most directly affect one's understanding of sustainability, especially those mentioned in Section I, paragraph 4.
- C. Continue to prepare students for rapid change by teaching: critical thinking, creative thinking, problem solving, cooperative learning, student self assessment, multi-cultural equity, and the use of interactive technologies to foster learning & collaborative problem solving.
- D. Endorse the National Research Council's national guidelines for science education, defined as an integrated whole with a core curriculum taught in every grade beginning in kindergarten and a focus on math and problem-solving skills.⁶
- E. Encourage participation in local literacy programs:
 - 1. Laubach Literacy, a program of the Volunteer Center of SCC, with more than 400 students annually countywide; contact Donna LaValley, (408)423-0554.
 - 2. Literacy Volunteers of America in Pajaro Valley with 40-50 students annually; contact Ruth Campbell, (408)728-0287.(Statistics show that literacy has a direct correlation with becoming a productive member of society. 60% of prison inmates can't read; 1/3 of mothers who received Aid to Families With Dependent Children grants cannot functionally read.)⁷
- F. Work to improve learning potential by making sure that all children have a safe school, a motivational hands-on educational environment, and proper nutrition in order to avoid "cognitive impairment."
- G. Make available to all students the technology necessary to become a contributing member of the electronic society we have created and ensure access to information regarding sustainability issues.
- H. Offer to all students training and experiences for becoming contributing members of the community and enabling them to attain satisfying vocations. Expand opportunities such as the Watsonville Video Academy and Ag. Academy.
- I. Develop a curriculum unit that focuses on county and municipal resources and sustainable practices, such as are referenced throughout this document and are found in Santa Cruz County Measure C (Decade of Environment Referendum).
- J. Highlight as model courses those which are taught at local high schools on environmental science and ocean ecology. Encourage the examples demonstrated at local schools for High & Jr. High Environmental Club activities, where environmental awareness and ongoing recycling activities take place.
- K. Give all students the opportunity to be involved in the implementation of our "Local Agenda 21" Action Plan. All High Schools &/or Jr. Highs could offer at least one course focused on this process or sustainability in general.
- L. Develop an educational program that illustrates the flow of resources through the economy from beginning to end and teaches opportunities to reduce environmental impacts.
- M. Conduct regular teacher inservices at the County Office of Education as well as courses at the community college & university - focused on resources available to teach about all aspects of sustainability.

- N. Encourage networking in the county and beyond to inspire cooperative efforts. Fully utilize the following:
- CRUZIO, GAIN, CATS, and other electronic networking services.
 - Community TV, Channel 71 & 72.
 - United Way's Resource Guide & Community Assessment Project (CAP) Quality of Life Survey indicators.
 - Community Resource Directory - 1995 directory of all non-profit human service programs + descriptions.
 - Info-Cruz - through the public library system.
 - People's Yellow Pages - a SCAN directory of community organizations.
 - The Connection Magazine's "Healthy Planet" section and Sustainable Community Calendar.
 - Peace & Social Justice Calendar in the Comic News (monthly), sponsored by Christic Action Team.
- O. Encourage & expand volunteerism programs among people of all ages, especially with the agencies and nonprofit organizations working proactively for the betterment of our community.
- P. Foster links between local human resources and schools.
1. Help coordinate local expertise as a resource for Gifted And Talented Education (GATE) programs.
 2. Utilize Santa Cruz Volunteer Center and USCS & Cabrillo resource speakers.
 3. Develop and expand cross-aged tutoring and mentoring programs in our districts that will incorporate all age levels, including the elderly, in assisting the learning of others.
- Q. Implement the recommendations of the State Task Forces (elementary, middle grades, & high school). Review documents are available.⁹
- R. Encourage the teaching of 6 core elements of character, which transcend cultural, religious, & socioeconomic differences, as identified by the Aspen Declaration, including: trustworthiness, respect, responsibility, justice and fairness, caring, and civic virtue & citizenship. [See Sect. VI, CEP]
- S. Teach an appreciation of cultural heritage, and encourage a celebration of multi-culturalism.
e.g. Native American storytelling can teach respect for the land and balance in all things.
- T. Support libraries and ensure that they are stocked with ample resources on sustainability. Provide increased access to language and culturally relevant materials that are available in the county.
- U. Encourage participation in broad-based community arts programs. [See SPECTRA & Community Youth Arts Project, Sect. VI]
- V. Expand "humane education," which teaches respect and compassion for all species.
- W. Preserve green and open spaces within and around schools to give an opportunity for nature studies and Life Lab Gardens and also to provide a buffer, especially in agricultural areas.
- X. Build partnerships with Parks & Rec., the Monterey Bay Aquarium, Long Marine Laboratory, and others to expand educational opportunities.
- Y. Develop and implement programs to improve parents' skills in nurturing learning. Increase parent participation in existing programs.
- Z. Work toward strengthening family orientation (emphasizing the importance of caring, relationship, and interdependence) as a crucial resource for making the transition to a sustainable society.⁹

***"The greatest challenge of both our time and the next century
is to save the planet from destruction.
It will require changing the very foundations of modern civilization –
the relationship of humans to nature."***

Mikhail Gorbachev

VI. Useful Resources & References

- **Children Now**, 1212 Broadway, 5th Floor, Oakland, CA 94612; Tel: (800)CHILD-44; Email: children@dnai.com; Web: <http://www.childrennow.org> - (a non-partisan, independent voice for children, offering annual report cards on the status of children).
- **Monterey Bay Educational Consortium**, Carrol Moran, Coordinator, McHenry Libr., UCSC, Santa Cruz, CA 95064; Tel: (408) 459-4798; Email: Carrol@cats.uscs.edu - (brings our institutions of higher education, community colleges, and schools together, working collaboratively to promote effectiveness, efficiency, & excellence in educ.).
- **Santa Cruz County Office of Education**, Diane Siri, Superintendent, 809-H Bay Ave., Capitola, CA 95010; Tel: (408) 476-7140 - (recommends curriculum for SCC schools & provides training for teachers; administers the credential office, payroll, & budget; oversees technical training, spec. ed. classes, regional occupation program, alternative ed. & indep. ed.; & offers ed'l support to schools).
- **Systems Thinking & Chaos Theory Network**, Barbara Vogl, 5300 Glen Haven Rd., Soquel, CA 95073; Tel: (408)476-2905; Email: bvogl@aol.com (newsletter- "Patterns," and ongoing dialogue on systems thinking in education).
- **United Way of Santa Cruz County**, 1220 41st Ave., P.O. Box 1458, Capitola, CA 95010; Tel: (408)479-5466 or 688-2619 (works to increase the organized capacity of people to care for one another & produces Community Assessment Project (CAP) annual report of Quality of Life Indicators for SCC in partnership with Applied Survey Research).

Local programs, projects, & materials

The Education Round Table of ACTION Santa Cruz County has researched educational programs already functioning in our community and beyond and suggests that the following are some of the resources that could be further incorporated into the school and homeschool curriculum as a means of cultivating a healthy sustainable community:

Rescue Mission Planet Earth - A Children's Edition of Agenda 21, (1994) Peace Child Santa Cruz, 208 Crestview Terr., Santa Cruz, CA 95060; Contact: Diane Bridgeman, (408)427-3446.

This beautiful and touching version of Agenda 21 was written by the students worldwide (~ 10,000 kids in about 100 countries contributed to the book plus 50 experts). It comes with a student activity guide that can be used in a classroom or at home. This effort was followed by a volume on the UN, "A World In Our Hands" (1995), which includes a segment on sustainability. Most recently a 1996 edition of "Rescue Mission Planet Earth: Empowering Young People to Implement Agenda 21" was published, which includes research data gathered by students from many countries using sustainability indicators.

United Nations Curriculum Project, Northern California Division United Nations Assoc., Education Committee. Contact: Pat Arnold, President of the Santa Cruz UNA chapter, (408)425-7618.

One week of curriculum available for each of three levels (K-3: "Unity of Humanity," grades 4-8: "Living Together," & grades 9-12: "UN Today and Tomorrow") compiled by Steve Ross to honor the 50th anniversary of the UN in 1995. Distribution of the units commenced in January, 1995. Components at all levels include the following: parent/student involvement, small group discussion, reading, video, history, geography, spelling, vocabulary, art and fun. Clear daily instructions are provided for teachers and high interest, high engagement format for students. This is a golden opportunity for students and parents to learn more about global peace keeping efforts, human needs and rights, as well as focus on "sustainable development."

Journey For The Planet, ACTION Santa Cruz County, 325 Crows Nest Dr., Boulder Creek, CA 95006. Contact: Jeanne Nordland, Director (408)338-6013.

This "Kid's EcoTeam" program for grades 4 - 6 inspires team spirit, introspection, and positive action in redefining certain lifestyle choices. Focus areas include: garbage, water, energy and transportation, eco-wise consuming, and empowering others. Measurable results are attained and shared with others in an inspiring way. This is a program that focuses on personal health, the health of the community and the world, but brings it home and personalizes it in a manageable and empowering way.

JFTP is a program of Global Action Plan, handled locally by ACTION-SCC. It was piloted at Gateway School with 4th graders in 1994/'95, which led to a school-wide recycling program ongoing and an integrated environmental curriculum. It has spread to the following three schools: Westlake Elementary-4th grade, Bayview Elementary-6th gr., Branciforte Elementary-6th gr.. Plans are underway to continue dissemination of this curriculum, but *further funding is needed* to aid schools in the purchase of materials.

YouthServe, The Volunteer Center, 1110 Emiline Ave., Santa Cruz, 95060; Contact: Heidi Dunbar, (408)423-0554.

This program was initiated by Steve Ross, a former Scotts Valley Middle School teacher, who had phenomenal success with it. It has grown and now includes students in Scotts Valley Middle School, Mission Hill Jr. High, & Rolling Hills Middle School. Students, who volunteer are placed in 8 different community service projects for weekly visits during the school day. Time missed from regular school studies is made up later. This program teaches compassion and the true meaning of citizenship, and it successfully empowers children to become a positive influence in our community. It should be expanded to become part of the curriculum for all middle school students; at least, teachers could be encouraged to offer it for extra credit. *Funding is needed to continue.*

Life Lab Science Program, 1156 High St., Santa Cruz, CA 95064; Roberta Jaffe, Curriculum Director (408)459-2001.

The Life Lab Science Program is a national research and development organization committed to improving science education through a hands-on and meaning-centered curriculum. The concept was developed in 1979 by teachers for teachers and grew out of a need to change science teaching from a didactic, textbook-driven program into a real-life growing experience for children. Since that time the Life Lab curriculum materials and approach to science have been adopted by teachers throughout the United States, and most of the schools in SCC (including private schools) have a Life Lab Science curriculum.

The primary focus is curriculum development, teacher education, and leadership development. Life Lab has received awards from the National Science Teachers Association, the California School Boards Association, and the National Academy of Sciences for its work assisting elementary science educators in establishing living laboratories on their school grounds for the study of science, ecology, and nutrition.

The garden-based curriculum materials provide an opportunity for the members of the Latino community to integrate their cultural and agricultural knowledge, including the sharing of recipes, traditional planting methods, plant remedies and folklore. Immigrant populations and limited English speakers in local schools are given a better chance to succeed when science is taught with a non-textbook approach, in an environment that nurtures exploration & discovery.

Wastebusters Resource Recovery, P.O. Box 2910, Santa Cruz, CA 95063-2910.

Contact: D. Livingstone, Fax: (408)421-9223; Email: land@cruzio.com

This is a program for high school and college students, who wish to learn how to create their own environmental jobs out of lost resources. Using "IDEA Analysis" (Inter-relationships, Diversity, Ecosystems, & Adaptation), students are educated in decision making and problem solving to rethink, redistribute, compost and recover these resources as planet managers.

Outdoor & Indoor Science Adventures, 150 Lions Field Drive, Santa Cruz, CA 95065.

Contact: Diane Cornell & Irvin Lindsey (408)423-5925.

An active learning program for youth 7 - 14 years, offering:

- consisting of day trips and weekend or week long camps;
- hands-on essential learning programs (HELP)
- exciting science experiments and class demonstrations
- workshops for teachers to integrate active learning into their science lessons

SCC Residential Outdoor Science School, 1605 Eureka Canyon Rd., Watsonville, CA 95065.

Contact: Pat Crocker, Director (408)722-8222 or 479-5327.

The four or five day Outdoor Science School Program is viewed as a learning opportunity where 5th & 6th grade students are provided with a safe and healthy environment to develop self-awareness and self reliance — and where all other disciplines can achieve relevancy and timeliness. Each child is helped to develop an understanding of and appreciation for the environment through interdisciplinary, experiential learning and discovery. From this he/she can acquire informed attitudes concerning the conservation of natural and human resources. Further, the program offers an opportunity for high school students who serve as volunteer cabin leaders to gain valuable leadership skills and work experience — and in some cases a new way of looking at themselves and their place in the world.

Rising Sun Energy Center, P. O. Box 2874, Santa Cruz, CA 95063.

Contact: Mike Arenson (408)423-8749. Email: sunrise@cruzio.com; Web: www.cruzio.com/~solar

This educational center focuses on promoting energy conservation and renewable energy. The following will be provided: demonstration of systems, guided tours & school presentations, library resources, workshops, curriculum, research, & special events. Every science teacher should know about this center and have access to it, in order to make this very valuable information available to students. *Further funding is needed.*

Adopt-A-Business Energy Conservation Program, Rising Sun Energy Center (see page 25).

High School students learn energy conservation basics and conduct energy audits of businesses and their school in order to save them large sums of money by saving energy. Special rebates offered by PG&E and low-cost financing programs enable retrofitting with little or no "out of pocket cost." This program helps the environment, educates and empowers High School students and saves schools and businesses a great deal of money.

River Project Resources, SCC County Office of Education, 809-H Bay Ave., Capitola, CA 95010; Tel: (408)476-7140.

A complete listing of community resources and curriculum is available at the County Office of Education.

River Restoration Project, San Lorenzo High School, 7105 Highway 9, Felton, CA 95018; (408)335-0731.

Contact: Jane Orbucks (Hm) 458-1377; Also: Carter Milhous, S. L. Jr. H.; and Carol Pecot, Redwood Elem. School.

These science teachers have received a grant and donations to create a program for their students to monitor water quality and compare their results with those compiled by professional scientists. In addition, students analyze the impact of the San Lorenzo Valley's growing population on the river and its tributaries. It is a collaborative effort between teachers, students, the community, and government to promote the efficient use of our natural resources and the protection of environmental quality. The program is based on the Salmon & Trout Education Program (STEP), which is already in every school. It is programs like this one that teach students about the real world and their effect on it, giving them an opportunity to make a real difference in the quality of life for us all.

School Classroom Demonstrations, Ecology Action of Santa Cruz, P.O. Box 1188, Santa Cruz, CA 95061-1188.

Contact: Virginia Johnson, Exec. Dir., (408)426-5925; Email: ecoact@cruzio.com

Ecology Action has offered several educational programs for children. School presentations topics include:

- Worm composting - taught to elementary schools with active Life Lab Gardens.
- Reduce, recycle, reuse - including technical assistance in setting up a recycling program, for middle schools.
- Santa Cruz Annual Coastal Cleanup for elem. & middle schools.
- Motor oil recycling taught to high school students.

The City of Watsonville's Recycling & Water Conservation School Program - works with the Pajaro Valley Unified School District and other local schools to promote the teaching of waste prevention and conservation of natural resources. In 1996/'97, 80 teachers attended curriculum workshops and 40 classes visited City facilities including the Recycling Center, City Landfill, & Wastewater Treatment Plant.

Zero Population Growth (ZPG), Santa Cruz/Monterey Chapter, PO Box 1733, Aptos, CA 95001.

Contact: Dan Miller (408)688-3792.

This educational organization serves to bring factual information on world population to the community and offers a grades 5-12 program that encourages reasoned & sensitive discussion of the effects of over population on a sustainable future. Working with other organizations in the community, the printed materials available from ZPG give teachers a wholistic view of the statement that "Life on Earth is at risk on a multitude of levels and population is implicated on most of them." (The Green Gulch Declaration, 1991, Elmwood Institute) This is a valuable resource for teachers who are concerned with providing this vital information for students in a way that does not fuel short-sighted partisan emotions. Workshops and classroom visits can be arranged.

Healthy People Healthy Planet Project, EarthSave, 706 Frederick Street, Santa Cruz, CA 95062.

Contact: Todd Winart and Susan Campbell, (408)423-4069. (Ask for Healthy School Lunch Action Guide)

Recognizing the relationship between sound nutrition, our personal health, and the environment, EarthSave has produced a comprehensive Action Guide for parents, teachers, nutritionists, and school administrators.

It contains:

- Scientific facts about how our food choices affect human and planetary health;
- The structure and politics of the USDA's school lunch program, and how it interacts with agricultural policies;
- How to approach a school district, food service personnel, teachers and parents;
- Everything you need to teach children about what is in their food, where it comes from and motivate them to make healthy food choices;
- Teaching aids, lesson plans, sample letters, food service resources, quantity low fat plant-based recipes and classroom handouts with nutritional and environmental facts. Videos are also available.
- Family size and bulk recipes for schools, fit with USDA meal pattern requirements & drawn from existing commodities programs.

Youth for Environmental Sanity (YES!), 706 Frederick Street, Santa Cruz, 95062.

Contact: Sev Williams (408)459-9344.

This dynamic troupe of youth empowers students from coast to coast to take positive action for our planet and our future. Their *Student Action Guide*:

- offers excellent classroom or club projects to support "sustainability;"
- teaches effective letter writing and gives ideas for class projects;
- contains many interesting environmental facts and figures;
- teaches youth how to organize and be effective toward their goals.

Children's Creative Response to Conflict (CCRC), PO Box 624, Santa Cruz, CA 95061.

Contact: Lois Muhly (408)426-3381.

CCRC in Santa Cruz grew out of a program established in 1972 by the New York Quaker Project on Community Conflict. Building on the years of experience in training workshops for adults, skills and methods were adapted for children and used in weekly workshops in New York City public schools. This basic curriculum, added to by the San Francisco Community Boards Program, has been used to train thousands of educators and children in Santa Cruz County.

Conflict is inevitable, and on a shrinking planet conflict is increasing in degree of violence and frequency. How people respond to conflict determines whether conflict is destructive or constructive. The CCRC develops self-esteem and respect for others, communication skills, cooperative learning activities, and problem solving in a supportive environment. Available services include: a variety of presentations, workshops and teacher in-services, training for trainers, custom-designed training, bias-awareness training, and student manager programs.

The Quality Classroom Seminars & Teacher Certification, 21st Century Parenting Seminars, and The Family & Child Development Series, Education Division of the Institute of HeartMath, P. O. Box 1463, Boulder Creek, CA 95006.

Contact: Jeff Goelitz, Director of Educational Division (408)338-8713.

New and exciting technologies offered as in-service training programs, off site retreats, books, fun cassette tapes, and educational kits for year long personalized classroom curriculum development or family activity time. Facilitates children's emotional balance & intelligence and helps adults & children deal effectively with today's challenges. Verified by scientific research and case studies, these simple tools, games and activities help children develop self-security, discipline, resiliency, safe & healthy life choices, improved academic performance, and a more complete intelligence. Offerings benefit teachers, administrators, students, parents, and families. Evening, 1/2 day, and full day seminars at a discounted price for Santa Cruz County.

Teaching Tolerance, 400 Washington Ave., P.O. Box 548, Montgomery, Alabama 36104. (no local contact)

Contact: Jim Carnes Mgr. (334)264-0286 -newsletter; Fax: (334)264-3121.

Teaching Tolerance is a free program of magazines regularly mailed to educators. The program is published by the Southern Poverty Law Center, a non-profit legal & educational foundation. The Center also offers video series which trace the course of the struggle for civil rights.

Society for the Prevention of Cruelty to Animals (SPCA), 2200 -7th Avenue, Santa Cruz, CA 95062.

Contact: Anya Stites, (408)475-6454, ext. 33.

The purpose of the Santa Cruz SPCA is to insure the best possible quality of life for animals and to promote respect and reverence for all life. More than just an organization to prevent cruelty to animals, the educational materials foster humane education in a broad sense, teaching important concepts and values and stimulating learning in many curriculum areas. In a world where violence is on the increase, this program can be particularly valuable as a way for children to talk about their feelings. Classroom presentations take 1/2 - 1 hour and are in high demand.

Community Youth Arts Project, William James Association, 303 Potrero, Ste. 12B, Santa Cruz, CA 95060.

Contact: Laurie Brooks, (408)426-2474.

This is a consortium of social service and arts organizations working together to provide quality, in-depth, arts experiences for at-risk youth, in the belief that participation in the artistic process positively affects their view of themselves and the world around them.

SPECTRA, Cultural Council of Santa Cruz County, 7960 Soquel Dr., Ste. I, Aptos, CA 95003.

Contact: Nancy White, Dir., (408)688-5399.

Cultural Council's program of artists in the schools places 120 visual, performing, and literary artists in every SCC public school district. The artists provide workshops and performances to 26,000 public school children (K-8) and the County Office of Education's sites. Service to each school varies and can provide an in-depth multi-cultural and interdisciplinary focus.

Programs for adults & families:

EarthTeams, Ecology Action, P.O. Box 1188, Santa Cruz, CA 95061-1188.

Contact: Christi Graham, Program Manager, (408)426-5925, ext. 20.

This neighborhood program uses a team approach to build environmental awareness and inspire positive action. Families participate as a unit and meet with the other households on their team to focus on 6 different areas and bring their lifestyle practices into environmental balance over a six month period. They are guided by a workbook menu of options and a volunteer guide. Measurable results are gathered and tabulated that contribute to local projections. This is a locally-focused bioregional approach to sustainable lifestyle and community building.

Vision Into Action Program, Global Action & Information Network, 740 Front St., Ste. 355, Santa Cruz, CA 95060;

Contact Bill Leland, Tel: (408)457-0130; Email: info@gain.org; Web: "<http://www.gain.org/gain/>"

This program is an interactive program to encourage individuals to act in their personal lives and communities for sustainability. The program guides people in setting goals, selecting appropriate actions, and monitoring progress toward sustainability.

Sanctuary Steward Certification Program, Save Our Shores, 2222 East Cliff Dr., #5A, Santa Cruz, CA 95062;

Contact: Lorraine Riversong, Tel: (408)462-5660; Email: sos@cruzio.com.

This program trains and certifies 20-25 individuals as marine issues educators, community organizers, and resident experts on issues affecting the Sanctuary. The 50 hours of professional-level training is offered in exchange for service each month to Sanctuary protection. Presentations are offered for K-12, plus a library of water quality info. and ideas for activities.

Volunteer Center, 1110 Emiline Ave., Santa Cruz, 95060; Contact: Maria Norena (408)423-0554.

A non-profit organization that promotes volunteerism throughout the community and maintains a wide variety of volunteer opportunities to take into account the special needs and interests of all segments of the population, thus enabling all people regardless of age, race, physical ability or other special circumstances to share their skills and time in order to extend needed services in SCC. Programs include: Literacy Program, Adopt-A-Grandparent, CitySERVE, Community Connection, Disaster Response, Friends Outside, Friendly Visiting, Graffiti Removal Project, The Human Race, The Holiday Project, The Mental Health Resource Center, Volunteer Referral, Retired Senior Volunteer Program, The Transportation Program, Junior Volunteers, Volunteer Initiative Program, & YouthSERVE.

Environmental Studies Dept., Rm. 226, College 8, UCSC, Santa Cruz, CA 95064; Contact: Ann Gibb (408)459-3718.

A degree granting program offering a B.A. and Ph.D. in Environmental Studies in 3 areas of study: 1) conservation biology, agriculture & sustainable agriculture, & 3) political economy and public policy.

UCSC Extension, 3120 Delacruz Blvd., Santa Clara, CA 95054; Contact: Shalini Saxena (408)748-7390.

Courses are available in environmental management, toxicology, as well as health & safety.

Field Studies, UCSC Extension, 740 Front St., Ste. 155, Santa Cruz, CA 95060; (408)427-6610.

Individual courses and extensive guided research are available in natural history and environmental studies.

Sierra Institute, Field Studies, 740 Front St., Ste. 155, Santa Cruz, CA 95060; (408)427-6618.

An interdisciplinary field school providing environmental studies in ecology and natural history, conservation biology and management, environmental philosophy, and related subjects; offers undergraduate credit.

Relevant resources for programs and materials outside Santa Cruz County:

The Elmwood Institute, 2522 San Pablo Ave., Berkeley, CA 94710; Contact: Zenobia Barlow, (510)845-4595.

The Elmwood Institute is an educational institution dedicated to fostering eco-literacy (ecological literacy) in

education. The Institute defines eco-literacy as: 1) systems thinking, 2) knowledge of the principles of ecology, and 3) the practice of ecological values. The Elmwood Institute is currently working with schools to help them redesign their curriculum according to the eco-literacy systems guidelines that work toward a healthy future. The audience is educators, students, and all people interested in a healthy, sustainable world.

The Character Education Partnership (CEP), 1250 North Pitt St., Alexandria, VA 22314; Tel: (703)739-9515; Fax: 549-3891.

A national nonpartisan coalition of organizations and individuals dedicated to developing moral character and civic virtue in our young people as one way of promoting a more compassionate and responsible society. CEP provides a national clearinghouse of information on educational & community programs, school support to initiate and strengthen K-12 programs, forums, national awards, and a media campaign.

Documentation Sources

- ¹ National Assessment of Educational Progress (NAEP), 1994 & '96.
- ² Article, San Jose Mercury, 5/3/97.
- ³ Community Assessment Project (CAP) survey results, 1996.
- ⁴ CA Dept. of Finance, School Services, Calif., 1996.
- ⁵ CAP survey results, 1996.
- ⁶ Article, San Jose Mercury, 12/12/95.
- ⁷ Literacy article, Parade Magazine, San Jose Mercury, 1/5/94.
- ⁸ Research, Evaluation & Administration Dept. of the Curriculum/Instruction Division, (714)387-4388).
- ⁹ James Garbarino, *Toward A Sustainable Society*, The Noble Press, '92.

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*"We can learn from nature how to
create sustainable communities ...
In over four billion years of evolution,
ecosystems have developed the most
intricate and subtle ways of
organizing themselves so as to
maximize sustainability.
This is what we can learn."*

Fritjof Capra

ENERGY

I. Current State

In 1981 local citizens, policy-makers, business people, educators and technical experts developed "Energy Future Santa Cruz," to explore alternative energy futures for Santa Cruz County. Of the sixteen "Priorities for Action" which were identified by the Advisory Board, over half have been implemented.¹

Implemented Actions:

- 1) Establish curbside recycling.
- 2) Enforce the new State Energy Conservation Codes.
- 3) Establish reasonable quotas for water use similar to the energy lifeline rates.
- 4) Explore setting up rail service both within the county and to the Santa Clara Valley via Watsonville, as well as other routes. [See Transportation chapter]
- 5) Carry out energy audits of the buildings used by commercial businesses and county government buildings.
- 6) Assess the potential for local waste products to be made into alcohol or methane fuels.
- 7) Produce locally a larger portion of the food that is consumed in the county.
- 8) Determine the feasibility of alternative sewage treatment systems that could recover energy, nutrients, and water.
- 9) Set up energy improvements in local government budgets.
- 10) Establish the concept of "resource base carrying capacity" as the basis for use planning and decision making.
- 11) Include energy improvements in local government budgets.

Actions Partially Implemented:

- 1) Set up a local energy financing authority to provide low cost financing for solar and energy conservation.
- 2) Establish ordinances requiring certain energy conservation measures to be included in homes before they can be sold.
- 3) Modify the utility energy audits to install low cost energy saving measures in the home rather than just making recommendations.
- 4) Establish an industrial energy use committee.
- 5) Improve energy efficiency in local agriculture through an agricultural energy efficiency specialist and a major study of local agricultural energy use.

In sixteen years Santa Cruz County has successfully implemented strategies to increase energy conservation and to develop alternative energy resources. "Energy Future Santa Cruz" however, symbolizes only the beginning of a long path towards greater energy self-sustainability. Santa Cruz has great potential to expand its commitment to the protection of the global environment by encouraging its citizens to actively participate in energy conservation. This chapter examines many ways in which government, businesses and the public can work together towards achieving common goals.

Solar power

Less than 10% of buildings in Santa Cruz County use solar energy panels for water heating or electric power. Over 50% of homes could have solar hot water. The main barrier to wider public use of solar energy is lack of public awareness, low energy prices, and the initial high cost for some types of solar technologies. The cost of installing a solar hot water heating system commercially can be as high as \$3,000 compared with under \$300 for installing a gas or electric water heater.² However, it is possible to install solar hot water heating systems for a few hundred dollars by doing it yourself, and there are sources for information in our county.³

Challenges and Problems to Overcome:

- 1) How to increase public knowledge and concern regarding energy waste in our everyday lives.
- 2) How to encourage people to reduce energy consumption and increase the use of renewable forms of energy, particularly in view of the restructuring of the utility industry, which promises lower prices.
- 3) How to foster a creative problem-solving approach to energy consumption that will translate to every area of living.
- 4) How to develop renewable energy resources that are economically viable.
- 5) How to monitor energy generated out of state but sold for consumption in California.
- 6) How to develop technology which will be cheaper and replace the need to install the \$80 million scrubbers at Moss Landing, which use ammonia, a toxic chemical that is difficult to dispose. [See section IV]
- 7) How to finance programs and new equipment.

II. Desired State

- A. Renewable energy providing most of the energy for Santa Cruz County.
- B. Every building renovation will exceed State Energy Efficiency Guidelines by 50%.
- C. 50% reduction in industrial, commercial and transportation energy use.
- D. All students at school, college and university learn about renewable energy.

III. Goals for the Year 2000

- A. Decrease carbon dioxide emissions by 20% through increased energy efficiency and increased use of renewable energy sources to slow global warming.
- B. Reduce home energy use by 30%, industrial and commercial energy use by 35%, & transportation energy use by 40%.⁴
- C. Increase the energy input by solar energy to 10% of total building energy consumption.

IV. What Has Been Done

- A. The establishment of the Rising Sun Energy Center (RSEC) which provides educational resources to students, teachers, building professionals and the public. RSEC operates the locally successful Adopt-A-Business Energy Conservation Program (AAB). AAB has received a Special Recognition Award from the US DOE, under the 1995 National Awards Program for Energy Efficiency and Renewable Energy.
- B. Community Action Board's Energy Services program provides no cost insulation and weatherization services to households on limited incomes and assists disabled, seniors, and other eligible households in receiving utility assistance payment through a program called HEAP (Home Energy Assistance Program).
- C. In 1990 voters passed Santa Cruz County Measure C (The Decade of the Environment Referendum) specifying actions on: global warming & renewable energy sources, protection of the ozone layer, offshore oil drilling, protection & restoration of our forests, greenbelt protection & preservation, recycling, toxic & radioactive materials, endangered species & biological diversity, development of a sustainable local economy, and managed growth & development. There is an annual review process with the Board of Supervisors, which provides the public an opportunity to give input.
- D. The County of Santa Cruz has retrofitted approximately six of its buildings, the largest of which is the County Government Center (resulting in an annual savings of 175,000 kilowatts).
- E. The Californian Public Utilities Commission has mandated that PG&E purchase power generated from their customers renewable energy systems.
- F. PG&E pays a cash rebate to builders and owner/builders who install state-of-the-art cooling equipment and materials. (PG&E Progress, August 1991).
- G. The PG&E Showcase Home in Aptos, designed by Lindal Cedar Homes, shows how to make a home 40 - 50% more energy efficient than currently required by the state's stringent Title 24 home energy standards.⁵
- H. In 1993 the Moss Landing power plant shifted over to using natural gas. In December 1996 it installed clean burners which reduced emissions of nitrogen oxide (NOx) from 15 tons to 11 tons. In the year 2000 and 2001, high-tech 'scrubbers' will be installed on smokestacks, effectively reducing emissions to 2 tons. (Clean burners were installed in the short term because they cost \$20 million compared with \$80 million for the 'scrubbers').⁶
- I. Consumers can buy an energy efficient refrigerator which uses 25% to 50% less energy than 1993 federal standards allow, without using ozone-damaging chlorofluorocarbons (CFCs).
- J. If Enron proceeds, consumers may be able to purchase electricity produced by a solar power plant in the southern Nevada desert.⁷
- K. The Household EcoTeam Program helped participants to reduce energy use as one of six action areas. The program is now handled by Ecology Action and in the process of transitioning to a locally-based program called EarthTeams.

V. Suggested Actions for Further Progress

- A. To increase the percentage of homes using solar energy, the government could provide incentives for landlords and homeowners to install solar heating &/or solar electric power. These incentives could take the form of lower property taxes, building assessment reduction, long-term loans with payments related to the amount saved by the installation, direct financial aid, assistance in installing equipment, long-term payment programs and an equipment subsidy.
- B. Seek to pass legislation that would require new buildings to install some form of solar energy.
- C. Change building code, requiring domestic & commercial buildings to use solar energy and insulation for increased efficiency.
- D. Landlords could be encouraged to install solar equipment and energy conservation approaches if they are allowed to offset installation costs by raised rents of approximately the same amount as gas &/or electric bill savings.
- E. Find ways to create capital for installation of solar energy equipment on every feasible home.
- F. Reduce the cost of installing solar energy panels for solar heating and electric power.
- G. Work with the county and appropriate economic development and finance professionals to establish a coordinated public/private financing program for conservation, retrofit and sustainability-orientated businesses.
- H. Use of the energy rating system to measure the efficiency of a home. At present this system exists but it is not being used. (e.g. the Home Energy Rating System (HERS) and the California Home Energy Efficiency System (CHEERS) developed by the State of California. This system would be valuable in evaluating the progress of energy conservation)
- I. Investigate the feasibility of adopting an Energy Tax targeted at funding alternative modes of transportation and conservation.
- J. Encourage businesses, schools and non-profit organizations to participate in the Sustainable Business Quality Awards program and the Sustainable Community Resource Directory.
- K. Encourage the county to do a cost analysis of how much money is spent on energy in Santa Cruz County and the savings that could be made through implementing various programs.
- L. Encourage businesses and schools to join with the county in developing and carrying out Energy Audits. Support the Adopt-A-Business Energy Conservation Program to encourage conservation and to educate and train youth. [See Rising Sun Energy Center (RSEC) in Section VI]
- M. Increase federal funding into research in solar, geothermal, hydropower and wind energy, energy conservation and technology to reduce emissions from power plants which use fossil fuels.
- N. Encourage sponsorship of contests to develop efficient new equipment and technology to improve energy efficiency.
- O. Establish an "Energy Supermarket" in downtown Santa Cruz that would have information about energy conservation and solar energy equipment on display. Raise capital and financial support for this demonstration store and staff, that will be economically self sustaining. This could be incorporated with the RSEC.
- P. Sponsor workshops with hands-on training in energy efficiency actions.
- Q. Increase media coverage on energy conservation, by starting a creative, problem-solving, listener-supported radio talk show and a newspaper column.
- R. Legalize and farm hemp as a national energy resource.
- S. Put continued pressure on California Public Utilities Commission to provide energy efficiency incentives for power that is generated from "green" sources.
- T. Continue to give attention to the annual review process of Santa Cruz County Measure C [See Section IV].
- U. Implement "Priorities for Action" which have not been fully implemented [See Section I].

VI. Useful Resources and References

Resources - Solar Power & Renewable Energy Sources

- **Rising Sun Energy Center (RSEC):** Michael Arenson, Dir., P.O. Box 2874, Santa Cruz, CA 95063; Tel: (408)423-8749 (offers educational services to teachers & students, building professionals, and the public, including presentations, workshops, and a lending library). *Additional funding is needed.*
- **Harris Hydroelectric:** Don Harris, 632 Swanton Road Davenport, CA 95017; Tel: (408)425-7652 (manufactures and installs small-scale hydroelectric power systems worldwide).
- **So-Luminaire Daylighting Systems:** Paul Nevins, 107 Glenview Santa Cruz, CA 95060; Tel: (408)426-5157 (designs and installs energy-efficient lighting systems, incorporating state-of-the-art technology and day lighting).
- **Eco-Goods,** 1130 Pacific Ave., Santa Cruz, CA 95060; Tel: (408)429-5758; Fax: 429-5657 (sells energy conservation and solar energy products).
- **Real Goods,** 555 Leslie St., Ukiah, CA 95482; Tel: (800)762-7325 (sells solar energy products).
- **American Solar Energy Society,** 2400 Central Ave. #G1, Boulder, CO 80301-2843; Tel: (303)443-3130 (This organization publishes Solar Today Magazine).
- **Energy Efficiency & Renewable Energy Clearinghouse (EREC),** Tel: (800)DOE-EREC (363-3732); Fax: (703)893-0400; Email: doe.erec@nciinc.com; Web for EREN (Network): <http://www.eren.doe.gov>.
- **PG&E Showcase Homes** in Aptos designed by Lindal Cedar Homes.

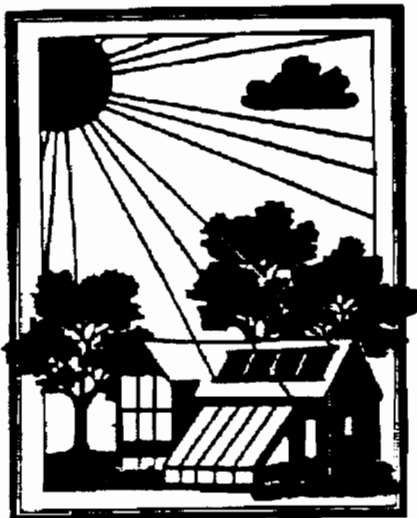
Resources - Conservation

- **Adopt-A-Business Energy Conservation Program:** Michael Arenson, Director, Rising Sun Energy Center, P.O. Box 2874, Santa Cruz, CA 95063; Tel: (408)423-8749 (helps schools and businesses reduce their energy use and expenses, and gives high school students hands-on experience with energy conservation).
- **Community Action Board/Energy Services:** Dennis Osmer, Energy Programs, 501 Soquel Ave., Santa Cruz, CA 95062; (408)457-1741; fax: 426-3345 (provides no-cost or low-cost energy services for low-income families & senior citizens).
- **County of Santa Cruz: Steve Bailey, Energy Manager; General Services Department,** Tel: (408)454-2210; 701 Ocean St., Rm. 330, Santa Cruz, CA 95063 (The County of Santa Cruz has implemented a variety of energy-efficiency programs, including lighting retrofits for county facilities and methane production at the county landfill).

Documentation Sources

- ¹ Energy Future - Santa Cruz. A Citizen's Plan For Energy Self-Reliance.
- ² "Scientists keeping energy flame alive," Santa Cruz Sentinel, 11/3/96.
- ³ Psychophysics Lab, Buryl Payne, Ph.D., (408)462-1588.
- ⁴ Agenda for the Green Decade: Global Environmental Action Goals, p.132, in agreement with Worldwatch Institute.
- ⁵ "An emphasis on efficiency," Santa Cruz Sentinel, 6/16/93.
- ⁶ "PG&E balks at clean-air plan," San Jose Mercury 5/9/95; "Moss Landing power plant begins cutting emissions," San Jose Mercury 8/17/95.
- ⁷ "Enron invests \$150 million to show solar power can compete with oil," San Jose Mercury News, 11/20/94.

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(Compiled and edited by: Jeanne Nordland)



"Live simply, so that others may simply live."

Gandhi

HOUSING

I. Current State

There is a serious lack of affordable housing in Santa Cruz County (SCC), as measured by the number of households which are either inadequately housed and/or spend a disproportionate share of income on housing payments and related housing costs. The reasons are many and complex, and defy simplistic analysis, but include disproportionately high property values in the county, an overly complicated delivery system (land use regulation, permit processes, funding mechanisms, banking rules, etc.), the perception by many investors and developers that there are more profitable types of development, and sometimes mixed community reaction to the whole issue (i.e. "Yes, we want it, but don't build it in my neighborhood"). There is a social stigma attached to affordable housing.

The existing housing stock does not reflect the demographics of the county, meaning the needs of seniors, single parent households, farm workers, the homeless, and the disabled, among others, are not being satisfactorily met by existing housing stock and current housing developments "in the works." Both private developers and public agencies experience a great deal of competition for limited funding. Financing opportunities for new and innovative housing developments such as co-housing or mixed use projects, are even more limited largely due to unfamiliarity with the opportunities they represent. Also, the University of California's current growth plans will impact the demand for affordable housing. Finally, in what is probably typical of most of California, housing is segregated from employment, shopping, and other services, which exacerbates traffic congestion, energy consumption, and pollution problems.

Local jurisdictions, including the county, are required by state law to evaluate local housing conditions and develop guidelines for future housing growth as part of their general plans, which are state mandated long range planning documents. All local jurisdictions have such guidelines in place, and update them every few years. In addition, local voter initiatives such as Measure J (passed in 1978) are demonstrations of community support for planned growth and affordable housing. There is much significant information contained in the general plans relative to the current state of housing in the county. For example, over 40% of the county's housing stock is 30 years of age or older, (most of which probably does not meet current state energy standards). Land at current allowable zoning densities could accommodate another 20-30% more housing units. Approximately 25% of Watsonville's population lives in overcrowded conditions. A significant portion of SCC's work force is employed in the San Francisco Bay Area (18% in the 1980 census, and 17.2% at the time of the 1990 census). Vacancy rates in the county are typically lower than statewide averages. Also of note is the observation that some infrastructure components are reaching their limits, or exceeding acceptable service/population ratios, which places constraints on future housing development. Examples include some street capacities approaching their limits, water availability in some areas of SCC, and in the service sector, the lack of sufficient sheriffs deputies to adequately police unincorporated areas of the county.

II. Desired State

We can envision and work for a future in which every person in Santa Cruz Country lives in decent and affordable housing, where there is a feeling of safety and security. Neighbors support and care for each other. There is a true sense of family and community, and each of us feels that we belong and have a special role to play in the community. The structures, building materials, household products and appliances are nontoxic in nature, and housing is built with materials that are recyclable and/or biodegradable. Only as much energy is consumed and natural resources used as can be sustainably replaced. Cohousing opportunities abound and permaculture is becoming ever more prevalent. The demand for new housing is tempered by increased concerns about overpopulation, resulting in smaller sized families. Housing is placed to maximize the use of more energy efficient transportation systems. We see the development of gray water systems, passive solar construction, earth friendly landscaping, and bio-safe/appropriate technologies, along with the integration of lifestyles, living, and working situations.

The development process itself addresses the environmental concerns of the community without becoming an unreasonable time and cost burden. The costs of development are equitably allocated between the public and private sectors to reflect not only the traditionally known and accounted for costs of development but also to the greatest extent possible the hidden environmental and social costs.

III. Goals for the Year 2000

- A. One of the county's most pressing needs is to provide affordable housing for all SCC residents, especially those in the low income categories. This includes housing for seniors, students, farm workers, single parent households, homeless households, those with physical and mental disabilities, and other special needs households currently residing in the county. New housing needs to be linked to existing and proposed transportation centers and corridors, and mixed use and high density developments need to be encouraged to minimize dependence on transportation systems and their associated energy and pollution problems.
- B. Funding needs to be encouraged from both public and private sources for sustainable housing development, maintenance, and rehabilitation. The funding processes need to be simplified and more sympathetic toward the long term cost benefits of sustainable housing development. All parties who are working to provide housing, including businesses, organizations, individuals, local, state and federal agencies, need to be encouraged and supported. This includes the sharing of information about available opportunities and resources. We need community education that addresses resistance to housing projects, the implications of inadequate housing, and better understanding of non-traditional households.
- C. We support economic development and programs that encourage a livable wage scale in order to increase job opportunities and provide adequate wages, allowing those who work in our community to be able to afford to live here. Finally we need to balance housing needs with preserving agricultural lands, environmental values, and infrastructure restraints.

IV. What Has Been Done

- A. Local land use regulations are beginning to incorporate sustainable design practices. Examples go back as far as County Measure J, approved by the voters in 1978, which mandates the preservation of agricultural land, preserving a distinction between "urban" and "rural" areas, encouraging development in "urban" areas while discouraging development in "rural" areas (acknowledgment of the increased infrastructure costs of developing "rural" areas), population growth limits, the provision of affordable housing, and the preservation of the county's natural resources. Voters of other local jurisdictions have expressed support for similar local measures.

More recently, general plans of local jurisdictions have incorporated guidelines and provisions for sustainable design and development in their land use and housing elements. Examples include zoning ordinance revisions designed to remove perceived constraints to mixed use development, density bonuses for developments that include a higher percentage of affordable housing, and provisions to allow second units (often called "granny units") in areas zoned single family residential.
- B. Local jurisdictions are evaluating their permit processes and looking for ways to make them more efficient and responsive to the needs of the community. The objectives are to eliminate unnecessary regulation and reduce the costs of development without sacrificing community concerns, and create better incentives for developers to produce affordable housing.
- C. Local jurisdictions have initiated "outreach" programs to educate the public to affordable housing opportunities. This includes both those in need of affordable housing and those in a position to provide affordable housing.
- D. Local architects and other design professionals are beginning to incorporate sustainable design practices into local projects. In conjunction with this effort, the American Institute of Architects began several years ago devoting a significant share of its resources to researching and publishing on a periodic basis information on construction materials and their use relative to sustainable design practices. This publication is known as the "Environmental Resource Guide" and is available to all architects. One of the more commonly known and accepted expressions of sustainable design is energy efficiency, which has a relatively long history of practice, especially in California with its Title 24 energy regulations. Not as well known are the environmental effects of many construction materials, in terms of energy required to extract the materials, process them, and incorporate them into developments (a new way of measuring energy efficiency), identifying renewable sources of materials, identifying the recycle potential of different materials, and noting how different materials affect air quality. Researching and publishing this information is an on-going process, and there is much more to be learned than is currently known. This is the purpose of the AIA's "Environmental Resource Guide".

- E. Several local jurisdictions have created redevelopment agencies, which become sources of funds for affordable housing. State law requires 20% of redevelopment agency funds be spent on affordable housing.
- F. Revisions to the county's farmworker housing ordinance were adopted in 1991, which serve to expand the opportunities for farmworker housing. A cooperative study of farm worker housing was recently prepared. The county authorized the formation of a County Farmworker Housing Advisory Committee to assist in this study, which also utilized resources from the University of California at Santa Cruz (UCSC). These efforts acknowledge several factors: the importance of agriculture to the county's economy, the relatively low income of farm workers, the lack of currently available affordable housing, and the existence of significant quantities of substandard housing within the existing housing stock.
- G. The insufficient supply of affordable housing should not obscure the completed or on-going efforts of many local developers which have successfully provided affordable housing to the county. In addition to the efforts of traditional "for-profit" developers, the county is fortunate to have many active nonprofit housing developers, including Santa Cruz Community Housing Corporation, Pajaro Valley Affordable Housing Corporation, Habitat for Humanity, and Housing for Independent People, to name a few.
- H. UCSC enacted a Long Range Development Plan which included a goal of housing 70% of all undergraduate students and 50% of all graduate students on campus by the year 2005. As of 1991, approximately 55% of all students lived off campus. Significant University growth projections highlight the need to plan for more student housing to mitigate the impact on the local community.
- I. Local public agencies and organizations have developed a large number of programs to serve the housing needs of the County. A partial listing of programs is included in Section VI of this report. The Santa Cruz County Housing Authority is very active in the management of housing programs, as well as developing new housing opportunities. The Greater Santa Cruz County Community Foundation recently completed a five year program to bring together public and private leaders in the community to identify housing problems and solutions. All local jurisdictions offer housing services & programs to help meet the needs of their communities.
- J. The Association of Monterey Bay Area Governments has developed and distributed to cities and counties "livable communities" planning guidelines.

V. Suggested Actions for Further Progress

- A. Encourage local jurisdictions to concentrate development in core urban areas and close to local transportation centers and transportation corridors. Coordinate this effort with local and regional transportation agencies. In the case of the unincorporated areas, continue to use the county's "Urban Services Line" to distinguish more desirable development areas from less desirable areas.
- B. Revise local land use regulations to promote the following:
 - 1. Mixed use developments where circumstances warrant their inclusion. Consider the integration of housing with commercial uses, as well as the incorporation of open space and agricultural uses where appropriate.
 - 2. Removal of barriers to the development of non-traditional or innovative housing types, such as cohousing, SRO units, zero-lot line developments and "second units" within single family districts.
 - 3. Model design guidelines that codify sustainable design practices.
 - 4. Incentives for developments which include a greater percentage of affordable housing, such as waiver or elimination of some permit fees, density bonuses where affordable housing is included, fast track processing, and possible reduction of parking, open space, or minimum lot size standards.
 - 5. Continued streamlining of the permit process.
- C. Encourage a greater variety of housing types, to acknowledge the diverse needs of farm workers, single parent households, homeless households, the disabled, larger families, seniors, and other special needs households. Seniors need a variety of housing opportunities, such as congregate living facilities, residential care facilities (similar to congregate living facilities but with more intense supervised care), shared housing, or "second units," in addition to the more traditional single family dwellings and rental apartments. There is an acute shortage of what is known as "transitional housing," which serves the interim needs of households leaving homelessness and entering the standard housing market.

- D. Continue to review current policies and programs in support of farm workers housing, including opportunities for increased allowable densities on non-prime farmland. Continue pursuit of funding sources.
- E. Continue to work with the UCSC to address the housing needs of students and faculty, and encourage university support of housing programs off campus that might affect students.
- F. Conserve and improve the existing housing stock where it makes economic sense to do so, recognizing that the "embodied energy" (representing the energy it originally took to extract and process building materials and incorporate them into housing) most often has value, and minimizes consumption of new materials. In addition to general housing rehabilitation, encourage energy conservation and seismic structural upgrades, recognizing that a relatively small investment can have a large payback over time, in smaller utility bills, as well as minimizing the risk of catastrophic loss in case of an earthquake. Continue to protect the existing stock of affordable housing from conversion to market rate housing. The county's existing stock of mobile homes is acknowledged to be a valuable source of affordable housing, especially for seniors, and efforts need to continue to preserve and upgrade them.
- G. Continue to educate the community to increase its acceptance of affordable housing and diversity in housing opportunities, and its understanding of the social and economic implications of inadequate housing. Educate local households as well as builders to the benefits of sustainable design practices, so that these practices will become more "mainstream" with time, and can be practiced at the simplest and most basic levels of home improvement and maintenance.
- H. Look for ways to simplify funding processes and make more funding available for affordable housing. Look for existing models of efficient funding upon which to build and improve. Tie the allocation of public funds to those projects which support sustainable design practices. Similarly, encourage bank lending practices that support sustainable design practices, such as allowing a household to borrow more money for an energy efficient home (an acknowledgment of lower utility bills). Assist in the conversion of existing unsubsidized housing to limited equity cooperatives or other non-profit ownership structures that assure permanent affordability. Insurance reform is needed, in that the insurance industry's lack of experience with non-traditional housing types often translates into higher premiums for both developers and owners.
- I. Provide relocation assistance to those displaced by health and building code enforcement resulting in the closure of substandard housing. At the same time encourage development and redevelopment of existing housing stock that remains serviceable, in order to minimize displacement.
- J. Revise current cost accounting practices relative to development practices. Development practices in the past have not always acknowledged the social and environmental costs of development, having through ignorance or neglect shifted these costs to other parties (most often the public sector). Revise local agency permit assessment policies and practices to more accurately reflect the true cost of development practices. This will also assist in efforts to evaluate equitable subsidies for affordable housing in the way of reduced permit assessments.
- K. Encourage the private sector to participate more fully in the public process. Continue to foster cooperation and communication between local jurisdictions, their respective agencies, and other public & private organizations so that housing information and programs can better serve the community and are not developed in piecemeal fashion. Maintain and update demographic and economic data to better identify the needs of the community with respect to housing.



VI. Useful Resources and References

Each local jurisdiction is required by State law to develop and periodically update a long range planning development document known as its "general plan." Local cities which have done so (in addition to the county) include the cities of Santa Cruz, Scotts Valley, Capitola, and Watsonville. Useful references for housing issues include each general plan's "Housing Element" and "Land Use Element".

Local public and private organizations working to support local housing:

- **Association of Monterey Bay Area Governments (AMBAG)**
P. O. Box 838, Marina, CA 93933; Tel: (408)883-3750; Fax: (408)883-3755
- **City of Santa Cruz Redevelopment Agency**
323 Church Street, Santa Cruz, CA 95060; Tel: (408)429-3045
- **City of Watsonville Redevelopment Agency**
P.O. Box 50,000, Watsonville, CA 95077-5000; (408)728-6014
- **County of Santa Cruz Redevelopment Agency**
701 Ocean Street Room 510, Santa Cruz, CA 95060; Tel: (408)454-228038
- **Greater Santa Cruz County Community Foundation & its Public/Private Leadership Committee on Housing Issues.**
2425 Porter Street Suite 11, Soquel, CA 95073; Tel: (408)477-0800
- **Habitat for Humanity**
P.O. Box 1538, Aptos, CA 95001; (408)685-0671
- **Legal Aid Society**
501 Soquel Avenue Suite D, Santa Cruz, CA 95062-2322; Tel: (408)458-1086
- **Santa Cruz Community Housing Corporation**
105 Locust Street Suite 202, Santa Cruz, CA 95060; Tel: (408)423-1318
- **Santa Cruz County Housing Authority**
2160 41st Avenue, Capitola, CA 95010; Tel: (408)464-0170
- **Pajaro Valley Affordable Housing Corporation**
1110 Main Street Suite 3, Watsonville, CA 95076; Tel: (408)722-9461

Some local programs and services, and who administers them:

- **Affordable Housing Outreach Program** - to educate the public on affordable housing opportunities: County and Housing Authority.
- **Community Development Block Grant Program** - serves a variety of community needs, including the provision of affordable housing: Administered by local redevelopment agencies.
- **Counseling programs** (various) - part of community outreach programs to make more people aware of affordable housing opportunities: Administered by most local jurisdictions and the Housing Authority.
- **Density bonus programs** (various) - allow greater unit density for inclusion of affordable housing: Administered by most local jurisdictions as part of their land use regulations and policies.
- **Fair housing information and tenant-landlord dispute mediation:** Legal Aid Society
- **Housing Assistance and Neighborhood Development Program (HAND)** -provides housing rehabilitation assistance: County of Santa Cruz and the Santa Cruz County Housing Authority.
- **Mobile home park preservation and affordability programs** (various) - preserve and maintain mobile home parks as a source of affordable housing: Administered by several local jurisdictions.
- **Mortgage Assistance Program:** Federal funds administered by local savings and loans.
- **Mortgage Credit Assistance Program** - assists first home buyers: Santa Cruz County Housing Authority.
- **Second unit programs** (various): Sponsored by most local jurisdictions to promote the development of second units in singly family residential districts.
- **Section 8 Rental Subsidies Program:** Federal program administered by the Housing Authority.
- **Shared Housing Program** - matches elderly households with other households in shared housing arrangements: Administered by Senior Network Services.
- **Transfer of Housing Credit Program** - allows developers who build more than the minimum required affordable housing units to acquire "credits" which can be sold to other developers to assist in affordable housing requirements for other projects: Administered by the county.

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POPULATION

PREFACE: Priority Statement on Population and the Environment

(Signed by thousands of major organizations, world leaders, and individuals worldwide)

"Among the most important issues affecting the world's future is the rapid growth of human population. Together, the increase in population and in resource consumption are basic causes of human suffering and environmental degradation and must become major priorities for action at all levels.

Because of its pervasive and detrimental impact on global ecological systems, population growth threatens to overwhelm any possible gains made in improving human conditions. Failure to curb the rate of world population growth will magnify the deterioration of the Earth's environment and natural resources, and undermine economic and social progress. A human, sustainable future depends on recognizing the common ground between population and the environment."

Current efforts to address the world's rapidly expanding population are not sufficient. A new commitment to population programs which enhance human rights and conditions is urgently needed."

I. Current State

POSITIVES: There is reasonably good access to family planning, reproductive choice and related maternal/child health services in Santa Cruz County (SCC), with many dedicated, high-quality providers. There is generally strong support for family health education in schools among school boards, parents and administrators. There are excellent teacher training programs and classroom resources available locally. There has been a good beginning on population education in schools. There is strong environmental interest and popular/political support for choice, and excellent framework for networking. Good statistics are available on local population trends, access to services, pregnancy rates, etc., through a variety of public agencies.

NEGATIVES: County population may be approaching the area's carrying capacity. There are inadequate financial resources to provide all needed services. The delivery of health care is far from optimal; systems are currently undergoing rapid change. There is a high pregnancy rate among Latino teens. Teenagers and Spanish-speaking women particularly may find conventional health providers intimidating. Radical political opposition (especially at state and national levels) threatens legal status and funding for services. The link between population and unsustainable patterns of consumption is not widely understood; there is limited awareness of population as a fundamental environmental threat. A recent survey at the UCSC campus by Tess Bridgeman showed that only half of 60 students polled believe that population is a serious problem.

Every 15 seconds another 45 people arrive on the planet, during the same 15 seconds, the planet's stock of arable land declines by one hectare.¹ According to the Census Bureau, the U.S. population increased by an estimated 2.3 million people in 1996, with immigration accounting for one-third of the jump. California population has more than doubled over the past 35 years, with SCC population almost tripling to an estimated 243,000 in 1996.

II. Desired State

We envision a future in which:

- people of all nations understand and take personal responsibility for the connection between reproductive decisions and world population pressures.
- all individuals have full access to the information and services they need to achieve reproductive choice.
- research into human reproduction and social psychology improves the effectiveness of voluntary family planning efforts.
- population stabilization and access to reproductive choice become priority issues for national and international leaders.
- improvements in the status of women create a positive climate for effective voluntary family planning.

We recognize that population issues are inseparably linked to many other factors including political environment, culture, and levels of consumption. A sustainable world population is one which does not diminish the planetary resource base and life support systems for present and future generations, nor jeopardize other species. The ideal environment conducive to population stabilization is one of equity, justice, and civil liberty. Lower levels of population growth cannot be achieved unless women have educational, economical, legal and social equality - basic human rights.

We encourage average family size that leads to population stabilization, involving full access to services and positive incentives. In order to be truly accessible, reproductive health options must be legal, free or affordable, conveniently located, and culturally sensitive; they must include a range of safe, effective and convenient methods of family planning, access to basic prenatal care, and safe, legal abortion.

There must be adequate funding and positive policies to actively promote voluntary family planning programs both domestically and internationally. Family planning must be seen as a natural element of economic development, social justice and public health programs.

III. Goals for the year 2000

- A. Adequate funding for family planning/reproductive health services.
- B. Integration of population studies, family planning, and sexuality education into appropriate school curricula.
- C. Pro-choice majority among elected officials at all levels.
- D. Integration of family planning services into mainstream health care systems.
- E. U.S. involvement in pro-active international population programs.
- F. Aggressive research on new birth control methods that are safe and effective.

IV. What Has Been Done

- A. Local schools are utilizing education programs on population & the environment; ZPG does a great deal of this.
- B. Local schools incorporate curricula on human sexuality, family planning, etc. at many grade levels, 6-12; Planned Parenthood works closely with local districts. ETR Associates is an excellent source of training and materials.
- C. There is a strong and well-connected network of local health care providers who offer affordable, accessible, culturally sensitive reproductive health services regardless of clients' age, cultural background, citizenship or economic status. (e.g. County Health Services Agency, Choice Medical Group, Planned Parenthood, Women's Health Center, Salud Para la Gente, and private providers)
- D. The Reproductive Rights Network of Santa Cruz County is a strong local coalition including all key local providers and advocates of reproductive choice, which coordinates action on priority issues. This group and its member organizations are active in advocating for public policies that will ensure the legal status of services, freedom from violence or harassment, and adequate funding levels.
- E. International Health Programs provides training for family planning professionals from developing nations worldwide, utilizing local agencies as training resources. We have an international resource in our own community.
- F. Ongoing, strong grassroots support for reproductive choice has resulted in pro-choice elected officials at all levels, from local school boards to federal elected officials. Local advocates maintain steady pressure on proposed legislation that would reduce, eliminate or promote reproductive choice.

V. Suggested Actions for Further Progress

- A. Support for reconsideration the statement submitted by Sierra Club to the Board of Supervisors in '92 for implementation under Measure C ("Decade of the Environment Measure"), which recommends that:
 - 1. the county institute an intensive and broad-based educational program directed at county residents regardless of economic or educational level (including schools) designed to increase their awareness of the direct relationship between large family size and the adverse consequences of population growth along with the advantages of small size and zero population growth.
 - 2. the county develop an adequate means of assessing and monitoring local population changes due to all major contributing factors (i.e. immigration from other counties, states, countries, and residential child-bearing) plus all environmental damage which results from any population increases - updated periodically, a basis for formulating population-related policies, and available to the public for review.
 - 3. the county develop a plan to stabilize population as soon as possible - updated periodically, a basis for formulating population-related policies, and available to the public for review.

- B. Convene a forum or town meeting on the diverse issues and impacts of population growth in our county; additional forums may be planned to gather input and resolve other related issues.
- C. Sponsor teach-ins, lectures, forums, seminars and debates on local growth, national and global population, environmental, and women's reproductive rights issues. Reach out to service clubs and organizations as well as the general public.
- D. Lobby for:
 - 1. an increase in funding for the United Nations Population Fund.
 - 2. inclusion of free contraceptives and family planning programs to countries that request them as part of U.S. foreign aid programs.
 - 3. U.S. and state funds to be made available to supply contraceptives and sterilizations to those who desire but cannot afford them.
 - 4. increased support for education for both men and women regarding family planning and the use of contraceptives.
 - 5. expansion of U.S. support for the development of safer, more effective contraceptives for both men and women.
 - 6. local schools to expand curricula on human sexuality, family planning, and the effects of population growth - to be taught in part at each grade level with an overall comprehensive design which includes teaching the benefits and practice of abstinence.

VI. Useful Resources & References

- **Advocates for Youth** - Nationally: 1025 Vermont Ave., NW, Suite 200, Washington, DC 20005; Tel: (202)347-5700.
- **Alan Guttmacher Institute** - provides national data on pregnancies and abortions.
Nationally: 120 Wall Street, New York, NY 10005; Tel: (212)248-1111.
- **Association of Monterey Bay Area Governments (AMBAG)** - prepares population & employment forecasts for Santa Cruz, Monterey, & San Benito Counties. P.O. Box 838, Marina, CA 93933; Tel: (408)883-3750; Fax: 883-3755.
- **Catholics for a Free Choice** - Nationally: 1436 U St. NW, Suite 301, Washington, DC 20009; Tel: (202)986-6093.
- **International Health Programs** - provides the training for health care professionals from developing countries to administer family planning programs.
210 High St., Santa Cruz, CA 95060; Tel: (408)427-4965; Fax: (408)458-3659
- **Planned Parenthood** - provides direct services, reference library, & advocacy.
Locally: 1119 Pacific Ave. #200, Santa Cruz, CA 95060; Tel: (408)425-1551.
State: Planned Parenthood Affiliate of California, 555 Capitol Mall, Suite 510, Sacramento, CA 95814-4502
Tel: (916)446-5247; Fax: (916)441-0632; Web: <http://www.ppacca.org>
(Provides lobbying & is a good source of California's statistics; office only, no direct service)
National offices: Planned Parenthood Federation of America, Inc.,
810 Seventh Ave., New York, NY 10018; Tel: (212)541-7800; Fax: (212)245-1845; Web: <http://ppfa.org/ppfa>
1120 Connecticut N.W., Washington, DC 20036; Tel: (202)785-3351; Fax: (202)293-4349.
- **Population Institute** - Nationally: 107 Second St., N.E., Washington, DC 20002; Tel: (202)544-3300;
Web: <http://www.populationinstitute.org>
- **Reproductive Rights Network** - provides a coalition of forty local organizations working together to protect access to reproductive choice and health care. Locally: 212 Laurel St., Santa Cruz, CA 95060; Tel: (408)425-1551.
- **Santa Cruz Health Services Agency** - provides family planning services & is a good source for county data.
1080 Emeline Ave., Santa Cruz, CA 95061; Tel: (408)454-4490; Fax: 454-4488
- **ZPG (Zero Population Growth)** - provides lobbying and fact sheets.
Locally: C/O Dan and Pat Miller, 735 Cathedral Dr., Aptos, CA 95003; Tel: (408)688-3792.
Nationally: 1400 16th St. NW, #320, Washington, DC 20036; Tel: (800)767-1956; Fax: (202)332-2302;
Web: <http://www.zpg.org/zpg>

Documentation

- ¹ Norman Myers, "The Big Squeeze", *Earthwatch*, Nov/Dec., '93.

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PUBLIC HEALTH

I. Current State

For many the correlation between the health of the planet and the health of its inhabitants is obvious. As the world's scientists sound the alarm regarding global warming, ozone depletion, pollution of all kinds, decline and extinction of species, etc., people around the world are witnessing many possible medical correlations that may be drawn to human health. Cancers of all kinds are on the rise, increases in respiratory diseases and "environmental illness," and the declining health of children nationally are of concern. It appears that our environmental degradation has precipitated a personal health crisis, and it is clear that we may not be able to wait for all the research to be done before we take action.

In the US, the tide is turning against the use of drugs, including nicotine, especially with respect to teenage usage.

- In recent years there has been an increased effort to appeal to American youth with a "Just say no" campaign.
- A federal judge has ruled that nicotine is a drug and that cigarettes can be regulated as a drug delivery device. The Food and Drug Administration has now gained the power to regulate sales and labeling of cigarettes. However, current level of student drug and alcohol abuse in Santa Cruz County (SCC) is still high.¹ Availability of alcohol in the county is 34% higher than state average.² The United Way Community Assessment Project "Focus on Health" Summary of Life Indicators show that we are still not reaching our Technical Advisory Committee's goal to at least meet national average by 2000. Drug use is believed to be tied to poverty and a feeling of hopelessness.³

Some other potential health hazards still to be reckoned with are:

- Pesticide residue on conventionally farmed fruits, vegetables, and grains. Pesticides are estrogenic and upset the body's hormonal balance.⁴
- Hormone, steroid, and antibiotic residue in meats without adequate labeling regulations.
- Questionable chemicals and preservatives in the environment and food supply.
- Lead contamination from paint and from lead-soldered cans. Though U.S. manufacturers voluntarily stopped using lead-soldered cans in 1991 because of lead contamination problems, cans still enter our country, and current regulations do not prohibit their import. Excess lead can cause widespread injury to the body, including the central nervous system, red blood cells, & kidneys.⁵

Santa Cruz County is a comparatively clean and healthy environment in which to live. The air has actually improved in recent years and now meets US EPA standards in all categories, except particulates.⁶ Ozone, the main ingredient in smog, and tiny particulates are linked to increased respiratory ailments, asthma attacks, allergies, and increased likelihood of premature death.⁷ The water is drinkable, and municipal water supplies meet all state standards, though chlorine residues result from the sterilization process. And in some areas, especially south county, nitrates and saltwater intrusion are present in water supplies. County citizens can easily find fresh, organic, locally grown fruits & vegetables. Health food stores and restaurants are bountiful.

According to the Community Assessment Project (CAP), "SCC residents by and large are pretty healthy, compared with statistics compiled for the state and nation." According to a health profile issued by the State Health Department, in cooperation with the Conference of Local Health Officers, SCC has better (i.e. lower) than state averages for rates of illness and death, and in many cases, we have already exceeded the federally established "Year 2000 Health Objectives." CAP's "Year 2" study also measured two new proactive areas of health: 1) children's nutritional status, which was about one third lower than the state average; and 2) the number of adults taking steps to reduce stress (77%) and those exercising (60%), which was favorable.⁸ County death rates are lower overall, and there are fewer premature and low birth-weight babies. However, the number of deaths due to drugs & AIDS has increased, between 1990-2 to 1992-94"⁹

According to *Children Now*, "The State of Our Children, 1996": Prenatal care continues to improve in California; however, 1/5 of the children in our state lack health insurance, and employer-based health coverage has been declining. Currently adequate health care is available largely to those who can pay for it. It is a tiered, privileged-based system, which currently determines the quality and quantity of services, data collection, research, and accessibility.¹⁰ In SCC there has been an increase in access to primary health care among all populations in the last couple of years, as measured by prenatal care and use of primary care providers.¹¹

There is a trend toward promoting wellness¹² and an increasing acceptance of alternative medicine and natural remedies. Personal diet and lifestyle choices are increasingly accepted as a causal factor in overall health; the benefits to the individual and to the planet are beginning to be recognized by the public as more and more medical authorities acknowledge the facts. Current research is being conducted to develop new functional RDAs for the future that incorporate a vision of optimal health. In addition, insurance companies are beginning to allow coverage on some alternative medicine modalities. However, "currently American's rights and health freedoms are being threatened by the Food and Drug Administration's agenda to severely limit the availability of the full spectrum of safe, low cost dietary supplements." This would include the potential loss of high potency vitamin and mineral products, amino acids (the building blocks of protein), and as many as 104 herbs.¹³

II. Desired State

We envision living in a healthy environment that supports optimal health for all ... one in which the elements of air and water are clean and rejuvenating (free from all harmful contaminants), soil is vital and rich with nutrients, and toxic substances are eliminated from public exposure. Fresh, organic, nutrient-rich foods are abundantly available, and adequate safeguards are in place to protect the public from harmful contaminants. Adequate health care is seen as a right for all people, not just those who can afford it. There is a new standard of care and a new standard of equal access and public accountability for the expenditure of the public and private health resources.

Preventative health care becomes the primary focus for the prevention of ill health through promoting wellness. Education regarding proper exercise, stress management, and avoidance of toxic and detrimental influences is a mainstay. People are also educated about the powerful effects their food choices have on the environment, their health, and all life on earth; and they are encouraged to move toward a plant-based diet. By utilizing the twin disciplines of disease prevention and environmental awareness, people become stewards of their own well being and that of the earth.

Acknowledging that health means being in balance mentally, emotionally, spiritually, and nutritionally, we envision healthy individuals also building a foundation of self worth and a sense of purpose that contributes to the well being of all.

III. Goals for Year 2000

- A. Educate people of all ages, esp. students and teachers, about the health, environmental and economic benefits of low-fat, plant based meals.
- B. Organic, plant-based, unprocessed food choices are abundantly available and are offered as alternatives at all meals in a substantial number of county schools, government agencies, and food programs (e.g. welfare).
- C. County & municipal water supplies are free of human-induced sediments & chemicals.
- D. The air in all areas of Santa Cruz County exceeds US EPA standards in all areas.
- E. Use safe, natural solvents and cleaning materials, and pest eradication by natural means in all public places.
- F. Health of children as measured by nutritional status will increase significantly. [See CAP, Sect. VI]
- G. Decrease rate of drug and alcohol use among juveniles 50%.
- H. Significant progress toward making adequate health care (including holistic alternatives) available to all.
- I. Alternative health care practices are legitimized, funded, and covered by insurance companies with respect to diverse cultural frameworks.

IV. What Has Been Done

- A. In 1992, Congress established the Office of Alternative Medicine (OAM) at the National Institutes of Health, in response to the alternative medicine trend. Its purpose is to facilitate the evaluation of alternative modalities, investigate treatments, support research training, and establish an information clearinghouse for the public. In reality, little positive effect has been felt to date.
- B. The Right To Know Act was passed regarding use of industrial pollutants, and Proposition 65 requires manufacturers to disclose on labels substances in their products that may harm consumers. Both need increased enforcement.
- C. The Smoking Pollution Control Ordinance (#4322) was passed in SCC in 1994 to protect the public health, safety, & welfare by prohibiting smoking in public places and places of employment, including all enclosed facilities owned, operated or leased by the County of SC (i.e. most non-residential buildings in the unincorporated portions of SCC).
- D. A No-Smoking Ordinance was passed in Santa Cruz City in 1994, banning smoking in restaurants, elevators, taxicabs, bus stops, restrooms, retail stores, banks, laundromats, museums, movie theaters, public meeting rooms, lobbies, hallways, polling places, video arcades, bowling alleys, and 75% of rooms in hotels.¹⁴
- E. Local School Districts as well as agencies and organizations offer a continuum of services aimed at elimination of alcohol, tobacco, and other drug use.
- F. In 1996 State Prop. 215 was passed, approving the medical use of marijuana; the Calif. Medical Assoc. is now pushing for further research on its therapeutic uses.¹⁵
- G. EarthSave International began in 1989 and has grown into a successful international non-profit organization working to educate local residents about the health benefits of a plant-based diet and the dietary link to environmental degradation. Continuous outreach includes annual events, videos, literature, workshops, youth summer camps, and work in the schools on a healthy lunch program.
- H. The Healing Connection meets weekly to explore alternative and leading edge health care modalities; it serves as an educational and networking resource for SCC.
- I. In SCC there is a constant supply of workshops, lectures, & special events that foster education and cooperation for the improvement health.
- J. The Connection Magazine (a free monthly magazine focusing on health, fitness, fun, art, adventure and awareness) provides ongoing coverage of health issues as well as alternative treatments and natural remedies.
- K. Human Care Alliance - a well connected network of 60 health & social service organizations that meets monthly to provide professional training, technical assistance, and advocacy on behalf of their members and service consumers.
- L. Santa Cruz County Health Options (SCCHO), a health maintenance organization (HMO) for low-income county residents who are MediCal recipients, has greatly improved their access to primary care physicians.
- M. The Community Assessment Project (CAP) is a 10 year measurement of the quality of life in SCC, sponsored by United Way, together with many community organizations (the City & County of Santa Cruz, Dominican Hospital, Watsonville Community Hospital, the County Office of Education, & the S.H. Comwell Foundation). The baseline report, "Focus on Health," was published in 1995, and a comprehensive report in 1996; all, including annual updates, are produced by Applied Survey Research for the United Way of SCC.

"8 out of 10 leading causes of death in the U.S. are diet related."

Surgeon General's Report on Nutrition and Health

V. Suggested Actions For Further Progress

A. Promoting Wellness (for the individual & our planet)

1. Utilize media, workshops, literature campaigns, and individual case management to educate the public regarding health maintenance and protection:
 - a) Go into schools to educate students and teachers about the health, environmental and economic benefits of a plant-based diet and why they should buy and eat healthy, low-fat, plant-based meals (organic when possible).
 - Provide students and teachers with low-fat, plant-based alternatives.
 - Work directly with food service directors helping them to navigate the labyrinth of obstructive policies so they can offer these healthy alternatives in the schools.
 - Work with the PTA to coordinate activities in the schools.
 - b) Educate the local adult population about the benefits of low-fat, plant-based nutrition, and whole food organic sources.
 - c) Educate the general public and parents on how to steer themselves and their children toward balanced, healthy lifestyle habits.
 - d) Educate the public on how to strengthen the body's immune system naturally and economically through improved diet, herbs, vitamins, minerals, etc.
 - e) Educate the public regarding protection from communicable diseases.
 - f) Educate the parents about the benefits of natural childbirth and natural child rearing methods, including spending substantial quality time with their children during their formative years.
 - g) Provide parenting classes for all high school students with special classes for pregnant mothers, including the fathers.
2. Continue to redefine "Medicine," moving toward:
 - a) "Integrative Medicine" - combining conventional allopathic & alternative medicine.
 - b) "Lifestyle Medicine" - taking into consideration all the choices a person can make affecting health.¹⁶
3. Create a comfort zone with physicians about the safety and efficacy of herbal and other alternative medicine by:
 - emphasizing the biochemical individuality of each person, and
 - nutritionalists and researchers working to find a healthy balance.
4. Proactively support and advocate for policy that is health producing through proper education and public empowerment. Support legislation that guarantees citizens' rights to freely choose health supplements, therapies and health care options, and the right to access credible information.
5. Lobby to protect the right of health practitioners, who are having success with their treatment modalities, to be able to work directly with their patients without political/social harassment or intervention.
6. Connect with organizations that work on the grassroots level with issues of national & international importance. (e.g. Citizens For Health, People for Pure Foods, & EarthSave, Int'l.)
7. Support further research for the medical use of marijuana and support its industrial use.
8. Acknowledge research that shows the effects of stress on the biological system, and explore new modalities in assessment and intervention. (e.g. Institute of HeartMath, Boulder Creek - See Section VI)
9. Promote the concept of body/mind connection. Encourage the exploration of psychoneuro-immunoendocrinology," which is the unity of mental, neurological, hormonal, and immune functions with its many potential applications.
10. Support a Health System which will provide equal access to health care for all.
11. Support the "Healthy People 2000" Federal initiative put forth by the US Dept. of Health & Human Services in 1990, identifying 198 health goals that fall into 22 priority areas.
12. Develop a resource center for public health to house information, documents, books, directories that include alternative practitioners and treatments, and a means of networking with medical facilities, organizations, agencies, and other health care providers in SCC and beyond.

B. Dealing with Suspected Health Hazards

1. Support the EPA proposal to strengthen the Clean Air Act standards to a level sufficient to protect those suffering from asthma and other respiratory diseases, esp. in ref. to populated areas. [See also Energy, Transp., & Biod./Eco.M.]
2. Lobby for safe, non-polluting public transportation and county vehicles (including school buses).
3. Encourage further testing of MTBE (a fuel saving gas additive used in Calif.) that precipitates the release of chemicals suspected to cause an increase in asthma.
4. Lobby to increase health standards and strengthen the regulations (e.g. lowering the levels of potentially carcinogenic chemicals allowed in public water systems).
5. Seek out safer alternatives to chlorine in spas, swimming pools, sterilization of water supplies (e.g. ozone).
6. Look into the research on the hazards of fluoridation of water systems and consider safe alternatives.
7. Continue to work toward eliminating the use of drug, alcohol, and tobacco through primary prevention, early intervention, and treatment & recovery.
8. Lobby for a protective agency, free from the influence of business, that is capable of careful testing and monitoring the enforcement of regulations (such as an autonomous Office of Alternative Medicine).
9. Lobby for stricter meat labeling laws accompanied by consistent inspection and enforcement by USDA.
10. Lobby for careful testing and regulation of genetically engineered foods (i.e. Biotech), especially those which may cause allergic responses. (Currently the EPA, FDA, and USDA all regulate different aspects of genetically engineered foods.) In addition, insist that all Biotech is clearly marked so that consumers may avoid it if desired.
11. Support continued research on the effects of electromagnetic fields (EMFs) on the biological system.
12. Educate the public about all known and suspected health hazards and how to avoid contact with them.
13. Conduct adequate research into the various forms of indoor pollution and provide safe alternatives (e.g. air quality in portable classrooms).
14. Look into working with the California Healthy Cities program (a consortium that works to improve the health of a community with custom-tailored programs).

VI. Useful Resources & References

- **Citizens For Health**, (800)357-2211 (a national, non-profit consumer health advocacy membership organization fighting to protect our rights to utilize effective health care services).
- **Community Assessment Project (CAP)**, (408)479-5466 (annual report of quality of life indicators for SCC) c/o United Way of SCC, 1220 41st Ave., P.O. Box 1458, Capitola, CA 95010.
- **Connection Magazine**, Pattie Mills & Thom Coby, 317A Center St., Santa Cruz, CA 95060; (408)459-0522.
- **County of Santa Cruz Health Services Agency**, P.O. Box 962, Santa Cruz, CA 95061; (408)454-4000.
- **EarthSave, Int'l.**, 706 Frederick St., Santa Cruz, CA 95062-2205; (408)423-4069.
- **Healing Connection**, Ed Demeré, 4485 Fairway Dr., Soquel, CA 95073; (408)479-9262.
- **Human Care Alliance**, contact Carol Frankl, (408)426-7322.
- **International Health Programs**, Western Consortium for Public Health, 210 High St., Santa Cruz, CA 95060-4965; Tel: (408)427-4965; Internet: "ihp@cats.uscs.edu" (an independent non-profit organization that supports the research, training and community service activities of the Schools of Public Health & University Extensions at the UC Berkeley & Los Angeles).
- **Monterey Bay Unified Air Pollution Control District**, 24580 Silver Cloud Ct., Monterey, CA 93940; (408)647-9411 (responsible for regulating air pollutants to meet state and federal air quality standards in Santa Cruz, Monterey, & San Benito counties).
- **Santa Cruz County Environmental Health Services**, 701 Ocean St., Rm. 312, Santa Cruz, CA 95060; (408)454-2022; Steven Schneider, Hazardous Materials Program Mgr.

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- ⁵ "... Lead can health probe," San Jose Mercury, 3/18/97 & NEA Today, p. 13, 11/93.
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- ⁷ Harvard Medical School study cited in San Jose Mercury, 11/28/96; also articles 2/6/97 & 4/18/97.
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- ¹⁰ Health Task Force: CA vision, 1996.
- ¹¹ "Focus on Health," p. 8-9, Community Assessment Project, United Way of SCC (see Section VI).
- ¹² Children Now, "State of Our Children, 1996," Sacramento, CA. (State Benchmarks Chart)
- ¹³ People for Pure Foods, P.O. Box 3182, Half Moon Bay, CA 94019-3182; Jeffrey H. Reinhardt, M.Sc.
- ¹⁴ San Jose Mercury article, 6/30/94 & City Clerk.
- ¹⁵ San Jose Mercury, 5/21/97.
- ¹⁶ Andrew Weil, M.D., Center for Integrative Medicine.
- ¹⁷ Robert A. Anderson, M.D., Edmonds WA, Townsend Letters.

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*"A man is ethical only when life, as such, is sacred to him,
that of plants and animals as well as that of his fellow man,
and when he devotes himself helpfully to all life
that is in need of help."*

Albert Schweitzer

RESOURCES & RECYCLING

I. Current State

At the 1992 United Nations sponsored Earth Summit in Brazil, United States citizens were told by the world's scientists and political leadership that as 5% of the planet's population, we are consuming about one-third of the Earth's natural resources, and wasting up to 75% through inefficiency & lack of awareness. The planet cannot sustain this demand for resources; it is causing our fragile ecosystems to unravel at an accelerating rate! We presently live in a throw-away society, where 80% of the products purchased are used only once and discarded, where most consumers pay more for packaging food than farmers receive for producing it. Unless U.S. citizens - the single largest user of the planet's resources - begin to live more environmentally sustainable lifestyles within this decade, future generations will suffer a seriously diminished quality of life.

Like any place at the present time, and for the right price of course, Santa Cruz County (SCC) has access to virtually any and all material resources. Somewhat particular to this area, though, is geographical isolation which in some ways argues for localization of the flow of resources. For instance, agricultural resources (land, water, and infrastructure) are abundant, and could be managed sustainably to provide for most of the community's agricultural needs. An increasing amount of organic waste is processed within the county, making the flow of such materials at least a partially closed loop. This, of course, is to the extent that the supply is from local sources, and the disposal is directed to composting or mulching in the county, rather than export or landfilling.

Certain industrial resources come from local sources as well. Most of this is virgin material from mining or logging. Some products are manufactured in this county from recycled materials, including plastics, glass items, art pieces, construction materials, and base rock.

In a broad analysis, the population of the county currently diverts nearly 30% of the solid waste it generates.¹ This diversion occurs through recycling and reuse. Diversion opportunities are lacking for things such as food waste, construction debris, most plastics, certain papers, & many types of packaging. County residents participate in these diversion programs at a relatively high rate and also pursue source reduction (e.g., buying in bulk, using reusable containers and tableware) more than average communities. There is, however, still room for improvement in these areas among residents.

Commercial and industrial entities have a great deal more room for improvement. Business and industry generate more than 50% of the waste landfilled in California. Ecology Action's business waste reduction assistance program, working with 40 county businesses, has made recommendations that would reduce waste volume by some 38%. Important to note is that the remaining 62% could be much further reduced with new waste reduction opportunities and practices, and also that these businesses were self-selected, most already having well-developed waste reduction programs in place. A more representative sample would likely have a higher potential for waste reduction than the businesses served in Ecology Action's program.

Water resources in SCC are highly dependent on annual rainfall. City of Santa Cruz residents are served by surface water sources (streams, rivers and Loch Lomond Reservoir), while ground water sources (wells) are the primary water source for all other areas in the county, including San Lorenzo Valley, Scotts Valley, Capitola, Soquel, and Watsonville. Drought is felt immediately by the surface water sources — within a two year period, whereas it takes a more extended drought to begin to see the effects on the ground water sources. There is no imported water from other parts of the state at this time, however, Pajaro Valley Water Management Agency has just requested a hookup to the state water delivery system.

Both the Santa Cruz and the Watsonville Water Departments have had water conservation programs in place for several years, and both have ultra low-flush rebate programs. Smaller water agencies have participated in public information programs encouraging wise water use, but have no in-place conservation staff. During the last two periods of drought (1977-78 and 1987-92) water restrictions were in place in the cities of Santa Cruz, Watsonville, and the San Lorenzo Valley Water District area during some of that period. Water rationing only took place in the City of Santa Cruz in 1990.

Water for agriculture is not presently sustainable anywhere in the county. North coast irrigators are looking for sources other than reliance on Santa Cruz City water, and south county is way overdrafted, making it necessary for irrigators to buy water. Water overdraft and saltwater intrusion in south county was documented for the first time in the early 1950's, and it has been confirmed over the years by different agencies. In 1993 the Pajaro Valley Water Management Agency determined a sustainable level of long term perennial usage to be 50,000 acre feet/year on average from the ground water basin. Currently we are using approximately 68,000 acre ft/yr.; future demand overdraft is expected to increase an additional 10,000 acre ft/yr. by the year 2040.³

II. Desired State

Santa Cruz County will be an evolving model community for true sustainable management of human and natural resources. By "sustainable" we mean future generations are equal to or better off than we are presently in terms of resource stock and quality of life. Water quality and quantity will be stable and meet acceptable standards and levels of demand. A priority in water resource management is to provide water conservation programs to reduce the need for additional water resource development. The standing volume of trees in our forests will continue to increase and stabilize at optimal levels. [See Biodiversity/ Ecosy. Mgmt.] Because of increased public awareness and conservation efforts, fossil fuel use will be almost eliminated. Ultimately, we envision no garbage being put into landfills — a Zero Waste Vision.

The flow of materials will be localized, while still linked to the larger material economy by "import and export." Organic, compostable materials will be processed nearly entirely within five miles of where it is generated. Packaging volume will be precipitously reduced by bulk distribution of goods. What packaging is left will be mostly reusable, as in the case of milk and juice bottles. What is left from that will be either conveniently recyclable in a closed-loop local or regional system, or compostable in the local system.

The first priority in the manufacture of goods will be directing the goods' components to a useful purpose, avoiding disposal by landfilling or incineration completely. Consumers will have easy access to "reclamation stations" for goods that are no longer serviceable.

Production of hazardous materials will be essentially non-existent. What little is used will be treated by what-ever means necessary to break these materials down into useful substances. Their handling and storage will be scrupulously maintained. [See Toxic Tech./ Waste Management chptr.]

III. Goals For Year 2000

- A. Reduce solid waste to the landfills by 50% through source reduction, reuse, recycling, and composting.
- B. Comprehensive educational plan for all of SCC. Develop and distribute curriculum on sustainable living practices, (especially recycling and waste reduction), to all county schools.
- C. Focus on major contributors of waste stream, such as paper and compostable materials; implement a system which allows all individuals, businesses, and schools to recycle paper and compost. Composting and paper recycling will be available at each school, 80% of businesses, and 95% of residences.
- D. Have 10 local manufacturers who use locally collected recycled materials as feedstock.
- E. Curbside recycling for most recyclable materials for all county residents and businesses.
- F. Firm up planning for long term water resource demands. Include 15% conservation as a target for urban demand reduction.

"The frog does not drink up the pond in which he lives."

Native American Proverb

IV. What Has Been Done

- A. **Source Reduction and Recycling Element.** These exist for all California jurisdictions by directive of AB939. Santa Cruz County's SRRE was completed in 1991. A significant piece of this project is the Waste Generation Study for the county, which provides estimated breakdown of the waste stream into categorized percentages and quantities.
- B. **The Central Coast Recycling Market Development Zone,** run by the California Integrated Waste Management Board, is now working to generate interest in new assistance programs for businesses wishing to employ recycled materials in manufacturing processes.
- C. **The County of Santa Cruz Public Works has begun a grant program** in 1996 to encourage recycling activities in the local business community. Grants are based on diversion effectiveness, innovative recycling approaches dealing with currently non-recycled waste streams, source reduction activities, and start up businesses focusing on utilization of recycled materials.
- D. **County facilities deskside recycling,** started in 1995/96, resulted in annual refuse disposal savings of \$10,000 and an annual reduction in waste volume of 1,040 cubic yards. This model serves as an inspiration to the community.
- E. **County parks recycling program** includes 28 recycling clusters located at 17 different park sites.
- F. **Buy Recycled Guide.** Ecology Action, under contract with the County of Santa Cruz, regularly updates the Buy Recycled Guide For Santa Cruz County. The guide lists products made from recycled materials and their suppliers in Santa Cruz County.
- G. **Residential curbside recycling** in all cities & urban areas of Santa Cruz County serves over 20,000 households with 80% participation. The new County recycling and waste hauling contract with Waste Management of Santa Cruz becomes effective November 1, 1997. At that time the range of curbside recycling and recyclable materials in the county will increase significantly to include almost all rural & mountain areas.
- H. **Outdoor and worm composting classes & low cost bin distribution** ongoing free for the public offered by Ecology Action. Truckload distributions of composting bins take place several times a year in the county, plus Master Composter training for all ages. EA maintains a Hotline: (408) 423-HEAP.
- I. **ProMAX materials exchange.** Ecology Action maintains the ProMAX materials exchange system, which is a free matchmaking service between businesses for the trading, donating, buying, and selling of materials destined for landfills. Ecology Action keeps listings, locates matches, and publishes listings on the World Wide Web at <http://www.cruzio.com/~ecoact/ProMAX.html>. The CALMAX Business Reuse and Recycling Catalog is the waste-not want ads for California Business, Industry, and Institutions, published by the Calif. Integrated Waste Management Board.
- J. **Business Waste Reduction Program.** Ecology Action contracted with the CA Integrated Waste Mgmt. Board and other agencies in 1995-96 to implement a business waste assistance program. That program continues today with support from the County of Santa Cruz, the City of Santa Cruz, and the community at large. Staff and volunteers evaluate business waste streams and make recommendations to reduce waste. Minimal assistance is provided in implementing the recommendations. This service, since it usually saves money for a business, will be offered with a fee-for-service arrangement and a savings-based payment schedule.
- K. **The "polystyrene ordinance,"** calling for voluntary ban on polystyrene, seems to be working. Baseline usage in 1990 was 47% compliance; it has steadily improved to ~2/3 compliance on the part of businesses in SCC by 1995.³
- L. **The Household EcoTeam Program and Sustainable Lifestyle Campaign** was launched in Santa Cruz County in October of 1995 by ACTION-SCC together with Global Action Plan (GAP), after a 2 year start up phase. The EcoTeam program has helped people implement sustainable lifestyle practices in their own households over a 4 - 6 month period as they work together on a team with a trained coach and follow a workbook focusing in 6 action areas (reducing garbage, water efficiency, home energy efficiency, transportation, eco-wise consuming, and empowering others). This program, now being handled by Ecology Action, is transitioning to a new program ("EarthTeams") with a locally-based workbook.

- M. **Educational school programs** on a variety of related subjects are ongoing throughout Santa Cruz County. Two that are particularly relevant to this chapter are: 1) The Watsonville Recycling & Water Conservation School Program, and 2) SCC Public Works and the County Office of Education are collaborating on an effort to initiate recycling and composting into the schools. There are many more. [See Educational Programs chapter]
- N. **Educational commercials on television** (KCBA-ch 35 & KSMS-ch 67) informing public (in Eng. & Spanish) on how to dispose of their used motor oil - funded by a grant by the CA Integrated Waste Management Board to Regional Analysis & Planning Services, Inc. (RAPS), the non-profit arm of AMBAG.
- O. **Water Conservation Programs:**
 - 1. Santa Cruz City's rebate program to encourage purchase of low flow toilets is an ongoing annual program to replace 1,000-2,000 toilets per year.
 - 2. Watsonville also has a toilet rebate program (500/year since '92) and is working with the Pajaro Valley school district to retrofit plumbing fixtures in 5 schools.
 - 3. Scotts Valley Water District is building a "water recycling" facility to supply low cost water for outdoor use by June, 1998.
 - 4. The Pajaro Valley Water Management Agency is working to solve salt water intrusion problems in south county.
 - 5. The Farm Bureau is working to develop active conservation recommendations for ag water users, utilizing economic incentives.

V. Suggested Actions For Further Progress

- A. Continue to increase recycling opportunities; inform the public of changes in Spanish and English.
- B. Continue/expand efforts to provide comprehensive education to the public about currently available recycling opportunities.
- C. Educate the public about source reduction:
 - 1. Use specific examples to show people how they can save money as they save resources & landfills. (hypothetical e.g. "You can save as much as 80% in cost & produce up to 87% less waste by choosing a particular brand and packaging.")
 - 2. Show how recycling and waste reduction affects our overall quality of life. (e.g. "Reuse and recycling not only save landfill space, but also reduce the disruption of natural habitats and pollution caused by mining, logging, and primary manufacturing, plus they save energy and thus reduce air pollution.")
 - 3. Find ways to reduce the stream of junk mail. (e.g. Write to: Direct Marketing Association, Mail Preference Service, P.O. Box 9008, Farmingdale, NY 11735-9008 - send your address + give all spelling variations of your name). For more info., contact Ecology Action.
 - 4. Encourage all water departments to educate their districts through newsletters, including tips for home assessment and conservation in English & Spanish. Some good examples are: Soquel Creek, San Lorenzo Valley, and the SCMU Review in Santa Cruz City.
- D. Educate consumers to make informed decisions about purchasing from companies using sustainable practices.
- E. Flood the media about A - D above!
- F. Encourage corporate responsibility. Disseminate information and criteria for the SQA Awards program.
- G. Provide economic incentives. (e.g. elimination/reduction of taxes on recycled products; business tax deductions for recycled paper and other resources, as done in Watsonville, which is leading the way in the four-county Central Coast Recycling Market Development Zone.)

- F. Encourage local government purchasing plans and possible mandates.
- I. Interface with the schools, research what is now being taught, & build awareness regarding the importance of students receiving a comprehensive education in sustainable living practices.
- J. Push policy to establish curbside collection of all green waste (yard, wood, & food waste) for composting or mulching.
- K. Expand programs to gather and process "green waste" to make high-quality compost from the county's green material.
- L. Encourage farmers to use compost & mulch. [See Agric. chapter.]
- M. If the local landfills do not have a compost facility by the year 2,000, the local chapter of the professional trade organization (CLCA) could develop compost sites for its members. Green waste can be reduced at the point of origin by encouraging on-site composting. The landscape industry can help by educating customers about this need. [See Agric. chptr. for CLCA ref. or Ken Foster]
- N. Encourage recycling Christmas trees and turning them into mulch, compost, or bio-fuel.
- O. Encourage green industries, such as non-smoking hemp for commercial uses. (10,000 acres of cultivated hemp provide enough paper, building materials and pulp to save 41,000 acres of forest.)*
- P. Encourage REUSE with city-wide yard sales, promotion paid for by the City, such as was done in Cupertino.
- Q. Support the current proposal to the City of Santa Cruz for diversion of useful goods from landfill disposal and development of a warehouse to distribute those goods.
- R. Develop a long-range plan to protect and enhance the supply of water for Santa Cruz County, including:
 - 1. Conservation efforts/demand management.
 - 2. Reclaim & recycle wastewater (grey water) for agricultural and landscape irrigation.
 - 3. Water banking of surplus water from wet years for use in dry years.
 - 4. Solve salt water intrusion problem.
 - 5. Conjunctive use of water between agencies.
 - 6. Research viability of desalinating brackish ground water.
 - 7. Development of local surface supplies for direct use of agriculture or ground water recharge.
 - 8. Research other appropriate capital projects to provide hydrologic balance to overdrafted ground water basins and protect against seawater intrusion.



*"There really is no such thing
as "Garbage"...
if we practice the 3 R's:
Reduce, Reuse, & Recycle!
Ecology Action of Santa Cruz*

VI. Useful Resources & References

- **CA Integrated Waste Management Board:** (916) 255-2200.
 - **Waste Prevention Info. Exchange:** Kathy Frevert (916)255-INFO.
 - **CALMAX (California Materials Exchange):** (916)255-2369; CALMAX Business Reuse & Recycling Catalog, the waste-not want ads for California Business, Industry, & Institutions - published by Calif. Integrated Waste Management Board, under contract with The Local Government Commission.
 - **Recycling Hotline:** (800)553-2962;
 - **City of Capitola, City Hall (incl. Public Works):** (408)475-7300.
 - **City of Scotts Valley, Public Works Dept:** (408)438-5854; **Recycling Information Line:** (408)438-0910.
 - **City of Scotts Valley Water District:** (408)438-2363.
 - **City of Santa Cruz, Public Works Dept:** 809 Center St., Rm. 201, Santa Cruz, CA 95060-3864; (408)429-3633.
 - **City of Santa Cruz, Water Department:** 809 Center St., Rm. 102, SC, CA 95060; (408)429-3670.
 - **City of Watsonville Recycling Program:** Nancy Gray (408)728-6153 (curbside & commercial recycling, yard waste drop off, backyard composting programs, & field trips & education assistance to students & teachers in Watsonville).
 - **City of Watsonville Utilities Customer Service (water, sewer, recycling, & garbage):** (408)728-6133.
 - **County of Santa Cruz, Hydrologist:** Bruce Laclergue, 454-3112.
 - **Dept of Conservation:** (916)323-3743.
 - **Ecology Action, P.O. Box 1188, Santa Cruz, CA 95061-1188;** (408)426-5925; Email: ecoact@cruzio.com; Web: "<http://www.cruzio.com/~ecoact>" (provides "Where to Recycle" guide & general recycling info., and free business waste audit).
 - **Composting Hotline:** (408)423-HEAP
 - **ProMAX materials exchange:** 426-5925, ext.12
 - **Pajaro Valley Water Management Agency:** Charles McNiesh (408)722-9292, 145 Westridge Dr., Watsonville, CA 95076.
 - **Santa Cruz County Public Works Dept:** Dan de Grassi (408)454-3102; Jeffrey Smedberg 454-2373 (business & residential recycling programs).
 - **Recycling Information Line:** (408)454-2333 (bilingual).
 - **Household Hazardous Waste Drop Off Appointments & Information:** (408)454-2606 or 763-8018 (bilingual).
 - **Sustainable Catering:** ACTION Santa Cruz County, Jeanne Nordland, (408)338-6013 (provides low cost rental & saniwashing of dishes, glasses & silverware for events to save landfill space & trees).
 - **Waste Management of Santa Cruz:** (800)665-2209 or (408)768-9501, P.O. Box, 2347, Watsonville 95077 (manages the expanding county curbside recycling program).
- * For recycling centers and recycling opportunities in SCC, call the Recycling Info Line at 454-2333 for recorded information or to request a printed copy of the "Where to Recycle Guide" or call Ecology Action.

Documentation Sources

- ¹ Santa Cruz County Public Works Dept, Jeffrey Smedberg.
- ² Santa Cruz County Hydrologist, Bruce Laclergue.
- ³ "Measure C - 1995 Update of the Baseline Environmental Conditions."
- ⁴ USDA Bulletin 404.

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SOCIAL JUSTICE

PREFACE

Social Justice, including environmental justice, are necessary components of any plan for a healthy, sustainable future. Historically, low-income communities and communities of color suffer disproportionately. Recent coalition building strategies and campaigns are beginning to make a dent in this problem.

The content of this chapter is based upon the specific areas that have impacted social justice in Santa Cruz County (SCC) from 1993 to the present. Topics range from poverty and women's issues, to homelessness, to discrimination and ethnic diversity, to violence and teenage gangs.

The ACTION-SCC Committee for Social Justice has been very active since 1993, working together with different groups and activists on a variety of social justice issues, sometimes documenting situations with video. The coalition has conducted forums, well-organized events and rallies including community leaders, and is continuing to educate the public about the programs and projects available in SCC, including the development of a Social Justice Resource Handbook and Library.

Santa Cruz County has more programs concerned with Social Justice than many other areas in the U.S. This is often reflected in the voting patterns. For instance, in the November 1996 elections, this progressive community defeated Proposition 209, the Civil Rights Initiative Amendment opposing affirmative action in the public sector, but statewide, the proposition was approved. Santa Cruz voters defeated Proposition 187, anti-immigration legislation, likewise approved by a majority of California voters.

POVERTY & WOMEN'S ISSUES

I. Current State

In spite of the independent spirit which defines the characteristics of this community, social justice legislation promulgated both at the national and state levels impact both North and South County. For instance, the Welfare Reform Act includes drastic changes affecting the lives of single women on Aid to Financially Dependent Children (AFDC). In Santa Cruz, according to Will Lightbourne, Human Resource Agency administrator, the County "will be left holding a \$7.5 million year tab as the result of the cutbacks." Hunger, homelessness and lack of medical care will increase. The Supplemental Security Income (SSI) for elderly and legal immigrants will be threatened with loss of food stamps and benefits—factors that are the antithesis of social justice.

Sandy Brown, Coordinator for Campaign for Budget Fairness, researched the problems of poverty and its implication for social justice. The following is from her report:

"The current economic climate throughout the U.S. and the specific characteristics of local housing and labor markets affect the ability of low-income residents in Santa Cruz County (SCC) to survive. Those who receive public benefits have been hit particularly hard as state and federal government continue to erode the safety net. In California, AFDC grants have been cut each year since 1990, bringing the grant for a family of three down to \$565 per month, or close to 50% of the federal poverty guideline. As recipients of programs such as SSI, food stamps, MediCal, and AFDC begin to lose public benefits as a result of federal welfare reform, these problems will undoubtedly be exacerbated. We can expect increases in the number of homeless and hungry, with private, non-profits, and service providers unable to pick up the slack.

Governor Wilson's proposed budget for 1997, provides for even more draconian cuts and restrictions than the federal government would require. Welfare recipients are required to work and will be cut off from assistance regardless of their ability to find a job. As people begin to lose benefits, it is unclear how they will be absorbed into the labor market. In SCC the unemployment rate fluctuated between 7.4 and 12.4% during 1994-95, leaving little opportunity for public benefits recipients to find work. In addition, lack of health care, child care, job training, and living wage jobs serve as barriers to employment. In terms of housing, the current AFDC grant for a family of three is \$565 per month, compared to a Fair

Market Housing Rate of \$960 per month for a two bedroom rental unit. The Housing Authority has adjusted the federal poverty guideline for SCC to \$23,400 for a family of three. In comparison, the yearly AFDC grant for SCC totals \$6,780 and the average yearly income of a minimum wage, full time worker would be approximately \$10,260. Wilson's budget, like the greater federal welfare reform movement, is based on myths, stereotypes, and political posturing rather than on any realistic analysis of the labor market.

For women, the problems of poverty are particularly acute. In SCC one in three single female heads of household with dependent children lives below the poverty guideline. The average female head of household income is approximately half that of a single male head of household (\$21,804 vs. \$40,390). For women trying to escape abusive relationships, opportunities are slim for living wage work that would make them self sufficient. Welfare, while it may be the only option, will not bring low-income women and families out of poverty, or even allow them to find adequate housing. Where there are homeless mothers, there are homeless children. In 1995, Supervisor Mardi Wormhoudt estimated that there are close to 2,000 homeless children in SCC with the total number of homeless children increasing by 100% between 1990 and 1994."

Living conditions for migrant workers are very poor. The average farm worker household in SCC is 4.6 persons who, among them, make approximately \$14,000 a year. Sometimes more than one family is crowded into a small house with insufficient sanitation. Somewhere between 10 to 15% of farmers who employ field workers in the county provide housing assistance. Since the farm worker population surges from 5,400 during off season to 17,800 during the peak agricultural season, many field workers are forced to live in labor camps in the outlying areas. "Most of the licensed farm worker camps surveyed need to be rehabilitated, and many camps are in very poor condition."

II. Desired State: Resolve Underlying Social Issues & Become a Community Dedicated to Fairness.

In order to eradicate the problems of poverty, we address the underlying social issues that lead to and perpetuate poverty. Among our top priorities are: adequate education, affordable housing, living wage employment opportunities, child care, and health care for all. A true full employment policy and guaranteed income for those who are unable to work due to injury, raising young children, or taking care of relatives are utilized as a means to eradicating poverty. Further, women have equal opportunities and wages in the workplace. Our ultimate vision is for a healthy, non-toxic environment for all, where there is fairness in the workplace, school, and living situations — liberty and justice for all people.

III. Goals by Year 2000: End Poverty As We Know It & Significantly Improve Women's Status.

- A. Work with local labor organizations (e.g. local SEIU) and others to increase the minimum wage, provide universal health care, and to improve the status of women in the workplace.
- B. Increase funding for poverty programs by up to 50% to assist women toward self-sufficiency, including adequate job training, health care, and prenatal programs.
- C. Increase or expand existing youth centers and child care programs by at least 20%.²
- D. Expand shelter program for battered mothers and children who are in danger; add at least 1 more shelter.
- E. Insure humane and toxic-free living & working conditions for all members of the community, including minorities and low-income members.

"The problems of poverty, population growth, and environmental degradation are inextricably intertwined."

Rio Concensus, Parliamentary Earth Summit, Rio de Janeiro, June, 1992

IV. What Has Been Done: Coalition Organizers

- A. In SCC, service providers, advocates, and low-income individuals have organized to work toward some of the goals in Section III. These efforts have come in the form of rallies and protests, educational panels and forum meetings, and direct lobbying of elected officials in Sacramento and Washington through letter writing and legislative visits. Groups such as Welfare and Low-Income Support Network, Inc., Campaign for Budget Fairness, and the Human Care Alliance (organizational membership of these groups covers approximately 80 service provider and community groups) have worked together on these efforts. In addition, National Organization for Women, Health Care for All, Community Action Board, The Regional Alliance for Progressive Policy, Women's International League for Peace & Freedom, Service Employees Industrial Union, The United Farm Workers, and others are working on social justice issues.
- B. In addition, SCC activists successfully lobbied the Board of Supervisors to adopt a resolution opposing further cuts to AFDC and a set of principles for implementation of welfare reform and human service block grants (adopted 3/19/96). This position serves as a basis for SCC social service providers, advocates, and low-income individuals to send a message to elected officials in Sacramento and Washington.
- C. As a major show of support, 25,000 people gathered in a well organized rally/march in Watsonville to support the UFW and the strawberry workers.
- D. Community Action Board runs seven programs within SCC to support low-income families: Campaign for Budget Fairness, Davenport Resource Service Center, Energy Services, Familia Aztlan, Natural Resources & Employment Program, Santa Cruz County Immigration Project, & The Shelter Project.
- E. The Children's Network is an interagency planning council formed to improve the delivery of services to the children & families of SCC. There are representatives from schools, health & social service agencies, criminal justice and substance abuse prevention programs. [Also see Public Health & Educ. chapters.]
- F. Beyond Beijing, a Santa Cruz group of women who attended the conference in Beijing in 1996, has initiated a Task Force to ascertain the needs of local women, presenting forums and scheduling follow-up meetings. The focus is the exploration of viable means to alleviate the violence of poverty. Micro entrepreneurship, one route to implement economic needs, will need to work in partnership with the financial sector to provide seed money for small businesses run by women.
- G. The Women's International League for Peace and Freedom has worked closely with La Familia Center which offers poor Latinos a variety of social services.
- H. The Santa Cruz County Women's Commission has created a Countywide Joint Task Force on Sexual Harassment, Prevention and Education. Annually, they promote "Take Back the Night."
- I. Organizations working individually and in coalition to improve the status of women in the Santa Cruz Community include a variety of programs:
 1. The Crisis Center maintains a battered women's shelter which provides intervention on domestic abuse.
 2. Defensa de Mujeres also has a crisis line and offers counseling to Latino women.
 3. Brennan Street Shelter serves as a safety net for women and children providing room, board and child care until they are able to take charge of their lives.
 4. Community Action Board, an organization funded by entitlement grants, supports community programs to meet poverty needs and serves as an advocate for poor women in Sacramento.
 5. Capacitar, a unique women's group in Watsonville, has introduced massage, acupressure and Tai Chai as tools women can use with each other for decreasing stress in the agricultural migrant camps.
 6. WILPF has been working for many years on women's issues, as well as for peace and justice.
 7. Santa Cruz City's Commission for the Prevention of Violence Against Women.
- J. Seniors, both men and women on the bottom rung of poverty, receive weekly food bags from the Grey Bears which is run entirely by volunteer seniors. Elderly gleaners are invited into the fields to harvest vegetables, others bag food for the poor, some roll newspapers to be sold to florists, and a large team of workers sort the recycled papers, bottles and magazines donated by the community.

V. Suggested Actions For Further Progress

- A. Given the current political and economic climate, SCC should focus on ensuring the maintenance of a safety net in California. (The costs will be far greater in years to come if we do not take care of the most vulnerable members of society today.)
 1. Low-income people, service providers, and the general community should join with county governing bodies as a united front to lobby in Sacramento for maintaining the entitlement status of public benefits programs.
 2. Local efforts should focus on community education and outreach, grassroots organizing, and monitoring the impacts of federal welfare reform implementation.
 3. Rather than continually reacting to proposals to cut and restrict public benefits, SCC should work to put forth an alternative plan to "end poverty as we know it."
- B. Continue to work on coalition building, strengthening grassroots efforts, and lobbying Congress to support goals mentioned above.
- C. Research programs to assist women in becoming self-sufficient through forming independent small businesses.
- D. Work toward campaign finance reform to ensure proper representation and a government that is of, by, and for the people.
- E. Consider an income tax on the super wealthy (i.e. over \$200,000/yr. income) to enhance services for the low-income.
- F. Look into starting a "Day Worker Job Center," such as in San Jose (408)923-9019.

VI. Local Resources & References

- **ACTION-SCC Committee for Social Justice**, 600 Valencia Rd., Aptos, CA 95003; (408)684-2403, Susan Russell.
- **Alliance for Children**, 515 Broadway, Santa Cruz, CA 95062; (408)438-0774.
- **Beyond Beijing**, 1038 Escalona, Santa Cruz, CA 95060; (408)423-1074, Erin Ramsden.
- **Campaign for Budget Fairness**, 501 Soquel Ave., Ste. E., Santa Cruz, CA 95062; (408)457-1741, x423.
- **Capacitar**, 3015 Freedom Blvd., Watsonville, CA 95076; (408)761-5893; Email: capacitar@igc.apc.org.
- **Child Care Planning Council**, SCC County Office of Ed., 809-H Bay Ave., Capitola, CA 95010; (408)479-5220.
- **The Children's Network**, SCC County Office of Ed., 809-H Bay Ave., Capitola, CA 95010; (408)479-5220.
- **Community Action Board**, 501 Soquel Ave., Ste. E, Santa Cruz, CA 95062; (408)457-1741.
- **The Women's Crisis Support Center**, 477-4244.
- **Defensa de Mujeres**, 406 Main St., Ste. 326, Watsonville CA 95076; (408)772-4532.
- **Habitat for Humanity**, 9850 Monroe Av., Aptos CA [see Housing chapter]
- **Health Care For All**, 123 Pryce St., Santa Cruz, CA 95060; (408)426-1397, Jeanette.
- **Healthy Start, Pajaro Valley Special Services**, (408)761-6131.
- **Human Care Alliance** - a network of 60 health & social service organizations. [See listing in Public Health] Contact: Carol Frankl (408)426-7322.
- **National Organization for Women (NOW)**, P.O. Box 1119, Felton, CA 95018; (408)335-7704 or 728-3988, Julie; Email: dans@cruzio.com
- **Regional Alliance for Progressive Policy (RAPP)**, P.O. Box 536, Marina, CA 93933; Tel: (408)626-0301.
- **Salud Para La Gente**, 204 E. Beach, Watsonville, CA 95076; (408)728-8250.
- **Santa Cruz County Women's Commission**, 454-2772.
- **Service Employees Industrial Union (SEIU)**, Local 415, 517 Mission St., Santa Cruz, CA 95060; (408)459-0415.
- **United Farm Workers**, 519 Main, Watsonville, CA 95076; (408)763-4820.
- **United Way**, 1220 41st Ave., Capitola, CA 95010; (408)479-5466 (publications: a Community Resource Directory of SCC - "People's Yellow Pages," & a Community Needs Assessment).
- **Valley Churches United Missions**, 9430 Love Creek Rd (at Hwy 9), Ben Lomond; (408)336-5651 or 461-1817.
- **Valley Resource Center**, 231 Main, Ben Lomond, CA 95007; (408)336-2553
- **Women's International League for Peace and Freedom**, P.O. Box 61, Santa Cruz CA 95063; (408)476-2277 - Nadine Winslow, or 353-1065 - Joyce McLean.

Documentation Sources

- ¹ San Jose Mercury, "Farm worker Residential Needs Studied," 12/7/93.
- ² Santa Cruz County Board of Supervisors Resolution Opposing Further Cuts & Restrictions to AFDC, March 19, 1996.
- ³ "Changing Welfare" A Report by the Human Resources Agency to the Board of Supervisors, March 5, 1996.
- Schedule of Fair Market Rents, Housing Authority of Santa Cruz County, effective October 1, 1994.
- Fair Share Network, Testimony to the California Health and Welfare Agency.
- San Jose Mercury Article on Grey Bears, Capacitar, October 1993.
- Santa Cruz Sentinel, and Women's Commission brochure, October 1991.
- San Jose Mercury on Proposition, November, 1996.
- San Jose Mercury, "It's Working," September 5, 1997.

HOMELESSNESS

I. Current State

It is estimated that some 3,000 - 5,000 homeless live in the Santa Cruz County (SCC) with 1,000 teenagers for whom there is no current shelter. The homeless population is diverse, made up of unemployed who cannot afford rent, the mentally ill, substance abusers, Vietnam vets—many suffering from post-traumatic stress syndrome, and homeless by choice—the drop-outs of the 1960's.

Currently Santa Cruz City has an ordinance banning sleeping in vehicles or public places. A safe haven campground is the goal of the radical fringe of the homeless who, so far, have failed to convince the authorities. Moreover, no suitable space has been found for such a project. A group of homeless activists are working to end the camping ban through confrontational means; they have also reached out to the community for support through Community TV.

The homeless issue is far more critical in the City of Santa Cruz than Watsonville with its culture of extended families. Panhandling in the Santa Cruz downtown has resulted in the Council passing the toughest panhandling laws in California. There are many more homeless than shelters. In 1985, the emerging phenomenon of homelessness in the City of Santa Cruz prompted Paul Lee and Page Smith, Co-Directors of the Wm. James Association, to open the first public shelter, mostly for single white males, the major segment of the homeless population at the time, and for whom there were few services. Eventually, Citizens Committee for the Homeless was formed as an independent non-profit shelter and service provider.

In the last ten years, approximately a dozen agencies have developed homeless services including short-term emergency shelter, longer-term transitional housing, a day resource center in Santa Cruz, and a variety of specialized support services for homeless individuals and families (e.g. comprehensive case management, health and mental health services, drug and alcohol treatment, educational assistance for homeless children and youth, and others). Homeless service providers, together with representatives of county and city governments, meet regularly as the Continuum of Care Coordinating Group to coordinate services and develop collaborative funding applications to the U.S. Department of Housing and Urban Development.

II. Desired State: A Home for Everyone

Our ultimate vision is for an end to poverty and for everyone to have a home and a safe place to sleep. Each person is treated with compassion and respect, and assistance is offered, as well as rehabilitation when needed, to enable self-sufficiency.

III. Goals by Year 2000: Focus on Solutions

- A. Expand existing community care programs and develop new ones to reach a level of adequate coverage of need.
- B. Involve all of the high functioning homeless in our community with volunteer work (for services) or paid positions.

IV. What Has Been Done: Coordinated Community Effort & Continuum of Care

In response to the crisis of homelessness, a Continuum of Care system has been under development in SCC for nearly a decade. Since 1987, local governments, private philanthropies, non-profit organizations, businesses and individuals have undertaken several long-term collaborative efforts to evaluate needs and to create housing and services for homeless persons in the community. In 1991, the County Board of Supervisors and the four local City Councils (Santa Cruz, Watsonville, Capitola and Scotts Valley) carried out a joint effort, together with community-based agencies, to assess homelessness and homeless services, to identify gaps in the continuum of services, and to take appropriate policy actions to address these gaps. As a result, the five jurisdictions adopted a joint "Resolution Regarding a Coordinated Community Effort to Assist the Homeless: and have assisted in the creation and expansion of several homeless programs and services in the ensuing five years.

Although the local Continuum of Care system is not yet complete, SCC has made a greater commitment to addressing homelessness than most communities our size. A recent survey of public and private service providers, conducted by the City of Santa Cruz, revealed that more than \$9.8 million are spent annually on housing, direct services, food stamps, and other benefits for homeless persons in SCC, including approximately \$8.1 million in cash expenditures and \$1.7 million in donated facilities, labor, food, materials and supplies. This does not include additional millions of dollars in ancillary services and resources that are accessed by homeless persons but are not routinely tracked according to the clients' housing status. As a result of this investment, our small county has already made significant progress in the development of a high-quality comprehensive Continuum of Care system for homeless residents. Some service providers include:

- A. Above the Line reaches out to homeless teens with free temporary room and board including counseling; it is funded by private and government grants, and is scheduled to open a shelter and comprehensive center for homeless youth in 1997.
- B. Community House, a transitional resident shelter for 40 with a broad array of services, will open in 1997 in the City of Santa Cruz. It will be operated by the Citizen's Committee for the Homeless.
- C. Community Support Services, a component of the Santa Cruz Community Counseling Center, operates transitional housing and permanent housing facilities for mentally ill adults, and provides specialized services for adults with dual diagnosis (mental illness & substance abuse), in conjunction with the County Health Services Agency.
- D. Families in Transition of Santa Cruz County provides specialized services for homeless families with children in north and mid-SCC, including transitional housing, comprehensive case management, and assistance in accessing supportive services to assist families in reaching self-sufficiency.
- E. Homeless Educational Outreach Program provides specialized educational services to children and youth who are homeless or at risk of homelessness, including tutoring, counseling, school supplies, and assistance with food, clothing, and transportation. The Bridge school is a component of the Homeless Educational Outreach Program; both are funded by the County Office of Education.
- F. The Homeless Garden Project offers employment and training for 20 homeless gardeners who grow organic produce for distribution at the Farmer's Markets and to 100 shareholders in a Community Supported Agriculture Program. Shareholders receive a box of organic produce every week in season. Homeless women have a floral arrangement shop and a flower raising plot. The Project provides a therapeutic context that promotes homeless people's restoration of self-esteem and economic self-sufficiency and integration into society through meaningful labor.
- G. Homeless Persons Health Project is a program of the County Health Services Agency, which provides specialized coordination of health care services to homeless people throughout the county. Staffed by a bilingual team of public health nurses, community health workers, substance abuse outreach counselors, and a social worker.
- H. Homeless Resource Center was developed to refer homeless to the array of services provided by the City and County of Santa Cruz, which includes lockers, shower, job counseling, VoiceMail, and free hot meals daily. In '97 the Downtown Merchants Assoc. donated \$40,000 to the Center.
- I. Homeless Task Force has been established to research positive solutions in the City of Santa Cruz.

- J. The Interfaith Satellite Shelter Program provides emergency shelter during the fall and winter months at 40 churches and 2 National Guard armories throughout the county, accommodating 160 people per night; during the spring and summer months, provides a smaller, 42-bed shelter program.
- K. Loma Prieta Transitional Housing Program, operated by the Salvation Army, provides transitional housing and supportive services to homeless families with children in the City of Watsonville.
- L. Pajaro Rescue Mission operates a 40-bed shelter for adult males in Pajaro, just south of the Monterey County line. Many of the shelter's clients are from the Watsonville area.
- M. Pajaro Valley Shelter Services provides emergency shelter, transitional housing, and child care for homeless families with children in the City of Watsonville.
- N. River Street Shelter, operated by the Santa Cruz Community Counseling Center, provides 32 beds of emergency shelter for homeless adults in the City of Santa Cruz, including 19 beds reserved for persons with mental illness.

V. Suggested Actions For Further Progress

- A. Support existing programs for the homeless and expand programs that encourage self-sufficiency, including: job counseling, child care, mental health, drug & alcohol programs. Community programs could offer rewards and economic incentives for participation.
- B. Encourage businesses to sponsor day care programs, with student participation, offering mentoring and job training.
- C. Provide special support for homeless minors, including counseling about their rights and opportunities.
- D. Encourage public support of the Plant-A-Row program as a way of sharing their harvest and supporting the hungry.

VI. Useful Resources & References

- **The Bridge**, Harvey West Park, Santa Cruz - (408)457-8045.
- **Citizens Committee for the Homeless**, 131 Spring St., Santa Cruz, CA 95060; (408)469-3384; Email: drpalee@aol.com
- **Community House**, 111 Coral St., Santa Cruz, CA 95060; (408)427-9189.
- **Defensa de Mujeres**, 555 Soquel Ave., Santa Cruz, CA 95060; (408)426-7273 or 406 Main, Watsonville, CA 95076; (408)722-4532.
- **Food Not Bombs**, 509 Broadway, Santa Cruz, CA 95060; (408)425-3345.
- **Homeless Education Outreach Program** - (408)479-5276, Lucy Saarni.
- **The Homeless Garden Project**, P.O. Box 617, Santa Cruz 95061-0617; (408) 426-3609.
- **Homeless Community Resource Center**, 115 Coral St., Santa Cruz, CA 95060; (408)458-9525.
- **Homeless United for Friendship & Freedom (HUFF)**, (408)423-4833.
- **The Interfaith Satellite Shelter Program**, 111 Errett Cir, Santa Cruz; (408)423-2367.
- **The Shelter Project, Community Action Board**, 501 Soquel Ave., Ste. E, Santa Cruz, CA 95062; (408)457-1741 or 728-4634.
- **Wm. James Association**, 303 Potrero Ste. 12-B, Santa Cruz, CA 95060; (408)426-2474.

Documentation Sources

- Continuum of Care Narrative, County of Santa Cruz Application for Continuum of Care Homeless Assistance; Continuum of Care Coordinating Group, June, 1996.
- "The Quality of Mercy," by Paul Lee.
- "Growing Hope," A Homeless Garden Project video.
- San Jose Mercury, April 1994; Santa Cruz Sentinel, April, 1994.

ETHNIC DIVERSITY & DISCRIMINATION

I. Current State

Many overt and subtle forms of individual and institutionalized discrimination persist in Santa Cruz County (SCC). The groups are divided by race, age, economic class, culture, national origin, religion, gender and sexual orientation. Some pressing issues already discussed in this chapter are: 1) treatment of the homeless, 2) lack of programs available for youth, 3) lack of jobs for displaced workers in South County. Other social justice issues that are important to people of color in this community are: affordable housing, education, jobs, economic opportunity, and political empowerment.

The diversity in the population of SCC is contrasted by the Agenda 21 Social Justice Committee both within the cities of Watsonville and Santa Cruz and different patterns between the two cities. The majority, Anglos, populate the northern part of the county: in Watsonville, Latinos dominate the culture, followed by families with Slavic background, Japanese Americans and Phillipinos. Most of the African Americans, less than 2%, live in the City of Santa Cruz. There is also a visible Spanish-speaking community in the Beach Flats area and in other parts of Santa Cruz. These differences of ethnic diversity are also taken as a basis for racial discrimination, varying in degree and in potential solutions for both North and South sections of SCC. Another compelling problem is the erosion of human rights, the basis for social justice. The Department of Immigration has made forays into the neighborhoods of Latinos, intimidating and often deporting migrants unable to produce the green card.

The media has begun to highlight the issues of youth and high school enrollment problems for Latinos in SCC. In a headline on January 15, 1997, the Sentinel reported that the overall dropout rate for grades 7-12 was 3.5% in 1995-96 in Santa Cruz City schools. The 159 dropouts included 103 Anglo students, 42 Latinos, 9 African-American, 5 of other ethnicity. Percentage-wise, Latinos are 26% of the dropouts with 17% of the total student enrollment; while African-American students comprise 6% of dropouts with a 3% enrollment.¹ This was followed up by a report on the "Ethnicity gap in the classroom." In the Santa Cruz City School District, the following statistics were submitted by the Human Resource Committee. Anglo teachers are 91.6% of the faculty with 70% Anglo students; Latino teachers are 5.4% with 21.4% Latino students; Asian teachers, 1.4% with 3.6% Asian students; African American teachers, 1.1% with 3.4% African American students; others .4% and 1.6 students of diverse ethnic background.²

In the progressive environment of Santa Cruz, Lesbian, Gay, members of the Transgender and Bi-Sexual Center have created their political, cultural and social space in a number of areas. Each spring, a Gay Pride parade, followed by a gathering in a local park, is the high point of visibility in the community. This group has organized workshops for teachers and administrators to educate them on the need to create a safe space for gay and lesbian students. The Triangle Speakers Bureau requests time to create discussion in the classroom on alternate life styles; Parents and Friends of Lesbians and Gays (PFLAG) are a support group. Recently, domestic partners, in general, have gained benefits at Cabrillo and Santa Cruz City Schools.

II. Desired State: A Paradigm Shift

We envision a community that stretches itself from its historical conditioning and ethnocentric comfort zones to increased cross-cultural empathy and understanding — a community that avoids oppressive hierarchies, but instead passionately advocates for inclusion, respect and cooperation with all members — a community where each person is given a chance to live up to his/her best potential and is able to offer his/her unique gifts, and where there is equal pay for equal work. We envision a "paradigm shift" from dominating diversity to welcoming diversity—a challenge of the 21st Century."

*... "Advocating as strongly for fairness and respect for others as for ourselves,
is the purest and most powerful expression of valuing diversity.
It is something definitely worth doing well."*

Tony Hill, Organizational Development Consultant on issues of Diversity, Leadership & Change

III. Goals For Year 2000: Social Justice for All.

- A. Significantly improve equal access to higher education and the workplace for all racial, ethnic, and socioeconomic backgrounds.
- B. Develop a stronger educational curriculum concerned with people of color, honoring their diversity and increasing cross-cultural empathy and understanding. [See Educ. Chptr.]
- C. Educate the public, especially teachers and administrators on the compelling need for social justice for young lesbians and gays as they interact with their peers.
- D. Decrease reported discrimination and racism.

IV. What Has Been Done: Public Awareness Building & Rallies

- A. The Regional Alliance for Progressive Policy (RAPP) has challenged "members of the central coast community to join in the democratic achievement of social, political, economic, and cultural progress." They are working to educate and rally the public on a number of issues, such as changes that will occur with the implementation of the Welfare Reform Bill. They also work with laborers in agriculture to obtain justice in hours, wages, and health hazards.
- B. In 1996, many bold steps were taken to value the contributions of the African-American population in the City of Santa Cruz. These included a NAACP Candidate's Forum in the '96 election, a genealogy of the lives of African-Americans in SCC; the annual Martin Luther King, Jr. dinner and fall barbecue, monthly family potluck dinners celebrating the African-American Kwanza heritage and harvest; Brothers Helping Brothers, a weekly group meeting in a barber shop—elders helping youth with their problems, and programs highlighting the Black History month in Santa Cruz. In addition, the NAACP offers scholarships to aspiring students who seek higher education.
- C. Affirmative Action Network of SCC held forums and events, in addition to mailings, to make the public aware of the need for affirmative action.
- D. Healing Global Wounds holds educational forums and events & publishes a newsletter to make the public aware of the problems of Native Americans. Big Mountain Alliance also works to build awareness of tribal problems in other parts of the US.
- E. A national Youth Hotline has been set up for lesbian/gay/bisexual & cross-gender youth (800)96YOUTH.

V. Suggested Actions For Further Progress

- A. Train facilitators for the "paradigm shift" to be wholistic supporters of the value of diversity.
- B. Provide free literacy classes to immigrants.
- C. Hold forums on immigration to educate the public on the contributions of immigrants, and lobby for full employment.
- D. Develop an interagency approach to intolerance abatement
- E. Encourage people of color to become teachers through scholarships and consider offering capable teacher's aides temporary teaching certificates until they complete the requirements in order to "level the playing field."
- F. Support and implement where needed the Congressional ratification of the UN Convention to eliminate all forms of discrimination against women and support human rights.
- G. Encourage the business sector to hold managers accountable for promoting minorities and women into management.
- H. Create a design for teaching the principle of universal security.

- I. Continue with forums, meetings, events, and expand our social justice library with books, tapes, video tapes for community TV, & literature available for interested people in the community. (Info. available through the Resource Center or through the ACTION-SCC Social Justice Committee)
- J. Continue to work on outreach and education of our students at UCSC and Cabrillo College, so they will have equal rights and fair representation as well as health care.
- K. Involve college students and professors in social justice issues on campus. Bring in speakers; support individual clubs.

VI. Local Resources & References

- **Adelante**, 18 W. Lake Ave., Watsonville, CA 95076; (408)724-2997.
- **African American Council**, P.O. Box 1474, Santa Cruz, CA 95061; (408)427-4588.
- **Alliance for Improving Race Relations**, P.O. Box 332, Aptos, CA 95001; (408)454-0168 (works on collaboration and building alliances toward welcoming diversity).
- **American Civil Liberties Union (ACLU)**, P.O. 2528, Santa Cruz, CA 95063; (408)426-5433 (works to protect & extend the basic liberties of all people in this country, esp. pertaining to the Bill of Rights).
- **Big Mountain Alliance**, (408)421-9250
- **Healing Global Wounds**, Jennifer Viereck, P.O. Box 13, Boulder Creek, CA 95006; (408)338-0147.
- **NAACP**, Pat Clark, 833 Front St., # 222, Santa Cruz, CA 95060; (408)469-0913.

Documentation Sources

- ¹ 1/15/97 - Santa Cruz Sentinel, "SC school target Latino dropouts."
- ² 1/31/97 - Santa Cruz Sentinel)
- Interview with leaders & representatives of groups/projects conducted by Susan Russell.

VIOLENCE & TEEN ISSUES

I. Current State

The state's juvenile crime rate has increased 62%, which is still below the national average.¹ The overall crime rate for Santa Cruz County (SCC) decreased by 12.7% between '94 & '95; however violent crime was up by 2.4% over '94.²

A severe social problem plaguing the Watsonville community is the drive-by shootings growing out of the violence of gang wars. The City of Watsonville, with its 33,000 inhabitants, is estimated to have nine gangs totaling 500 members, which is 60% Latino; the City of Santa Cruz with 51,000 inhabitants has approximately four gangs, representing 13% Latino demographics and includes Anglo and African American members. The Brown Berets have been active in mediating gang warfare.³

It has been estimated that children spend 900 hours per year in school and 1,200 - 1,800 hours per year in front of the TV, exposed to violence and questionable programming. Considering there has been an increase in juvenile murders each year nationally,⁴ it would seem obvious that what we see repeatedly, we accept and believe, and what we accept and believe, we create.

II. Desired State: Positive Opportunities & Meaningful Activities

Santa Cruz County is a safe community where a deep appreciation of diversity has replaced racial, ethnic and territorial strife — where citizens cooperate to work toward a sustainable future together. Youth develop self-esteem from meaningful activities at home, school, and in the community. Relationships with peers are based on positive motivations and respect for diversity. Students graduating are adequately prepared to take their place in the job market.

III. Goals for Year 2000: Measurable Positive Change

- A. Reduce the crime rate by 10%.
- B. Decrease rate of violent crimes by 5% in proportion to the juvenile population.

IV. What Has Been Done: Initiatives for Peace & Programs to Reduce Violence

A. Initiatives for Peace:

- 1. During the 1980's the City of Santa Cruz declared itself a "Nuclear-Free Zone," joining nearly 200 other nuclear free jurisdictions worldwide.
- 2. In August of 1995, The Resource Center for Nonviolence organized an anti-nuclear rally commemorating the 50th anniversary of the atomic bombing of Hiroshima, the largest public event of its kind in the U.S.
- 3. The City of Santa Cruz, The Resource Center for Nonviolence, and Veterans of Foreign Wars "Bill Motto" Post 5888 dedicated "Collateral Damage: The Reality of War," sculpture in memory of the civilian casualties of war. The Resource Center organized a gun turn-in, giving flowers in exchange for guns; 100 weapons were destroyed and incorporated into the base for the sculpture located near the Santa Cruz Town Clock.
- 4. The Christic Action Team sponsors the Peace and Justice Calendar monthly in the Comic News.

B. Programs to Reduce Violence:

- 1. In the City of Santa Cruz, Barrios Unidos has been working for 20 years to offer counseling, educational courses, and leadership training for Latino youth. In 1995 they organized a three-day National Peace Summit in the City of Santa Cruz, where they formulated a national model to restrain youth violence - the "Cesar E. Chavez Peace Plan," which works with young Latinos, providing job training in computers, video production, counseling in job searches, cultural activities, and other supportive services to diminish the influence of peer anti-social behavior. Elements of the Peace Plan are incorporated in state legislation, being carried by Assemblyman, Fred Keeley. They established the Cesar E. Chaves School for Nonviolent Social Change.
- 2. The Brown Berets - an award winning group working in Watsonville to mitigate gang warfare and educate the public, including work on the annual Peace & Unity weekends and the Peace & Dignity Rm.
- 3. Defensa de Mujeres, provides domestic violence and crisis intervention & counseling.
- 4. Familia Center is a Latino Community Center offering varied social services.
- 5. Cabrillo College is home to "Gang for Good," which ACTION SCC Agenda 21 Social Justice Committee helped to initiate along with Our House of Concern. The foundation of this project will provide new roles for students as consultants/program developers to involve youth in community service.
- 6. The County Probation Department has recently received a state grant of \$750,000 to identify high risk juveniles. This three-year program, JUNTOS, provides educational assistance, counseling, conflict resolution, and family recreation activities.
- 7. Neighborhood Watch is working toward a safer environment and has begun to see results.
- 8. PeaceBuilders has expanded in Watsonville and has already reduced violence related problems. In Salinas there has been a 50% reduction in violence in the first year. PeaceBuilders is just one of many programs by Pajaro Valley Prevention and Student Assistance, Inc., a non-profit agency to the Pajaro Valley Unified School District. Their programs fall into 6 categories: 1) School-Based Prevention, 2) Early Intervention, 3) Community-Based Prevention, 4) Gang Prevention & Intervention Services, 5) Treatment, & 6) First Offender Program.
- 9. The Resource Center for Nonviolence has been working at the local, national, and international level for more than two decades on promoting nonviolence as a force for personal transformation and social change. Activities have ranged from establishing a Civilian Police Review Board in the City of Santa

Cruz, helping to establish Witness for Peace in Nicaragua, SIPAZ international human rights and peace presence in Mexico, and Middle East Witness, a neighborhood organizing project in the Lower Ocean Street neighborhood. The Center has a bookstore, library, and sponsors educational events and nonviolence trainings.

10. The Conflict Resolution Program, Santa Cruz City Schools District, and Resource Center for Nonviolence established SPARC to teach conflict resolution skills in area schools.
11. The Youth Opportunity Program, at the Double Rainbow Cafe in downtown Santa Cruz, is a retail yogurt enterprise that hires youth and helps them to develop skills in merchandising and sales.

C. Recent Development:

The City of Santa Cruz, January 1997, authorized \$100 towards construction of a skate facility in San Lorenzo Park. Other violence prevention actions included funding a Community Action Board youth employment program, establishing a Youth Outreach coordinator staff position, and authorizing \$250,000 towards a youth center.

V. Suggested Actions For Further Progress

- A. More after-school programs and gathering places are a priority, especially for youth, teens to mid-twenties. For example:
 1. Recreation programs in the arts [See Community Youth Arts Project, Wm. James Assoc. - Educ. chptr.] and in sports.
 2. Tutorial/mentor programs staffed by capable college students, as well as adults.
- B. Increase funding for counselors in the schools to focus on the needs & problems of youth.
- C. Expand the SCC Youth Hotline, staffed by trained volunteers to help deal with a whole variety of issues ranging from family arguments to sexual abuse to weight loss, etc. Research the Santa Clara pilot program (408)279-8228.
- D. Increase training for youth in technical skills, encouraging higher education, obtaining success in community endeavors, and helping to raise self-esteem in workshops and through counseling.
- E. Encourage community support for local organizations and programs that are concerned with issues of self-esteem and nonviolence, and also with training youth for employment; advocate their need for funding at the state and local government level. [Also see Education chapter]
- F. Increase crime prevention programs.
- G. Research successful models from outside SCC, and explore implementing similar programs here. e.g. Central Park East Secondary School, The Foundry - an alternative high school in San Jose, Beat the Streets program in Cleveland, & others.
- H. Work on all fronts to remove violence from our children's lives, including entertainment and the media.
- I. Encourage interagency approach to crime and violence abatement.
- J. Expand provision for funding and enrollment in the Men's Alternatives to Violence program.

***"Man must evolve for all human conflict a method
which rejects revenge, aggression and retaliation.***

The foundation of such a method is love."

Martin Luther King, Jr.

VI. Local Resources & References

- **Barrios Unidos**, 313 Front St., Santa Cruz, CA 95060; (408)457-8208.
- **The Brown Berets** -meets every Wed. at the Phoenix Services Center, Watsonville (408) 722-4211; Contact Mary Ann, (408)724-3783 or Luis, (408)722-4902.
- **Commission for the Prevention of Violence Against Women**, (408)429-3456.
- **Defensa de Mujeres**, 406 Main St., Rm. 326, Watsonville, CA 95076; (408)722-4532 or 426-7273 (provides domestic violence and crisis intervention & counseling).
- **Familia Center**, 711 E. Cliff Dr., Santa Cruz, CA 95060; (408)423-5747.
- **Gang for Good, Our House of Concern, Inc.**, 12 Pera Dr., Watsonville, CA 95076; Contact Richard Lewis, (408) 728-2588.
- **Mothers United to Fight Gang Violence**, (408)728-9057, Maria Roman.
- **Neighborhood Watch, Community Services Division of the Watsonville Police**, (408)728-6165.
- **Pajaro Valley Prevention and Student Assistance, Inc.**, 3335 E. Lake Ave., Watsonville, CA 95076; (408)728-6445.
- **PeaceBuilders**, 7310 Mesa Dr., Aptos, CA 95003; (408)688-4963, Kathie Beach.
- **Resource Center for Nonviolence**, 515 Broadway, Santa Cruz, CA 95060; (408)423-1626; Email: rcnv@rcnv.org
- **The Women's Crisis Support Center**, (408)477-4244 or 728-2295.
- **Youth Opportunities Job Training Program**, 1123 Pacific Ave., Santa Cruz, (408)423-3231, Don Lane.

Documentation Sources

- ¹ Anne E. Casey Foundation data.
- ² Community Assessment Project, '96.
- ³ San Jose Mercury, 3/17/96 "Santa Cruz neighborhood group spreads success nationwide."
- ⁴ This World, "A Nation of Dunces," 12/12/93.
- San Jose Mercury, 12/92, 4/94, 8/95, 3/96, & 4/96.
- Cabrillo's Community College "Gang for Good" information packet.
- Interviews conducted by Susan Russell.

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(Compiled by Susan Russell, Ruth Hunter, & Jeanne Nordland).

*"Just as the false assumption that we are not connected to the earth
has lead to the ecological crisis,
the equally false assumption that we are not connected to each other
has lead to our social crisis."*

Vice President Al Gore

TOXIC TECHNOLOGY & WASTE MANAGEMENT

I. Current State

We are all currently living under conditions of danger from toxic products that are eroding our health. The industrialized world is experiencing chemical assault and injury at epidemic proportions. Petroleum hydrocarbon chemicals, which are invasive to the natural biological chemistry of the life design, are basically at cause. World production of toxic products are at an all time high of 80 billion pounds per minute. In 1991, approximately 306 million tons of hazardous waste were generated in the U.S. In addition approximately 3.2 billion pounds of toxic chemicals were released into the environment.¹ In 1995, there were 211.8 million pounds of pesticide active ingredients reported used in California - 1,756,102 pounds of that in Santa Cruz County.² Yet often less than .1% of pesticides applied to crops actually reached targeted pests. This adversely affects the fish, the birds, the animals, and human beings. California has more chemical manufacturing plants than any other state — about 1,425, representing more than 10% of the nation's total.

The Toxic Substances Control Act was passed by Congress in 1976, which gave government the job of “managing the risks” of the approximately 70,000 chemicals now in use. The National Toxicology Program (NTP) is a consortium of eight federal agencies that study *only* the cancer effects of chemicals, and manages to test only a couple dozen new chemicals each year. During a typical year, while the NTP is studying the cancer effects of one or two dozen chemicals, about 1,000 new chemicals enter commercial markets. Our federal government simply cannot keep up. Additional safeguards put in place since that time have been compromised in their effectiveness.

The average American Household generates 15 pounds of hazardous waste per year. Homeowners who toss chemicals down their septic systems create a widespread problem.³ Organic chemicals pass through the septic systems and drain fields into soils and eventually the ground water. In 1984 the EPA study found that “of all ground water pollution sources, septic-tank systems, cesspools, rank highest in total volume of waste water discharged directly into soils overlying ground water, and they are the most frequently reported sources of contamination.”⁴

Many pesticides widely used for home pest control are known or suspected to cause cancer, birth defects, reproductive, genetic, and brain damage in laboratory animals. The consumer has no way of knowing about these chronic effects, since the law does not require this information to be on the label. The EPA regulates home pesticides based only on acute poisoning. There are no regulations based on potential long-term or chronic effects.⁵

Caltrans is the largest single user of pesticides in California and sprays over 800,000 pounds and over 400,000 gallons of herbicides each year. Caltrans does not give advance notice of its spray activities, post warning signs after spraying, or act to keep people out of newly sprayed areas. In 1989-90, 36 different pesticides were used - some that break down red blood cells, cause skeletal abnormalities, interfere with testes ability, and damage the central nervous system. Six pesticides used are suspected of causing cancer, according to the EPA. Further, none of the 16 pesticide manufacturers is required to provide adequate studies of the long term health effects of their products have complied with the laws. Since approximately the same pesticides are still being used today, the public and Caltrans workers are being exposed to these pesticides without knowledge of the long-term consequences.⁶

There are approximately nine Santa Cruz area schools located in agricultural zones that are at risk, and some would say in crisis, from exposure to synthetic toxic pesticides, including methyl bromide. Students and staff are exhibiting sickness, including respiratory problems, cancer, and other health effects which are suspected to be caused by petrochemical products. Despite appeals at every level of agriculture, government, and environmental protection agencies, the problem persists.⁷

Under the federal Clean Air Act, methyl bromide (used to kill pests on about 100 crops and to kill termites in buildings) is scheduled to be banned nationwide by 2001, however for the second time in four years, it has been approved for continued use in California. Sustainable agriculture groups are researching and promoting safe alternatives.

There is a regulatory mechanism requiring any business that has "acutely hazardous materials" (i.e. substances that can cause off-site effects) to file a Risk Management Plan (RMP). Environmental Health Services sent out notices to all businesses in July of 1996 that enforcement will take place by July of 1998. Since RMP's are costly, many businesses have already sought less toxic alternatives.

At present, most Santa Cruz area citizens are being exposed to chlorinated drinking water through water treatment processes. Chlorine metabolizes to dioxin. The EPA released a new report supporting that dioxin is far more toxic than had been previously assessed, and that people are carrying dose levels in their fatty tissues beyond what is assumed to be safe. In addition, Santa Cruz Regional Waste Water Treatment Plant uses about 1,600 pounds of chlorine per day to adequately disinfect and control odor. Though most is consumed in the process, a small amount does reach the Pacific each day, exposing people and the marine environment to the burden of invasive and inimical (hostile) chemicals. During the latter part of 1997 Santa Cruz City will be changing the disinfection process for treatment of waste water from using chlorine to using ultraviolet light. The ultraviolet process is effective in this application and will also eliminate the safety risks associated with the handling and storage of chlorine.

Water quality in the Monterey Bay is generally good with very little industrial discharge. It should be noted that periodically throughout the Bay we have had unexplained marine animal deaths, including sea birds & fish, though it is difficult to determine the exact cause. In 1994 testing of shoreline water conducted on a weekly and monthly basis, in Santa Cruz County required 27 closings & advisories due to high levels of coliform (from animal & human waste), primarily attributed to urban runoff. Polluted stormwater runoff from cities and rural areas is now considered by the U.S.EPA to be the biggest overall threat to our nation's water quality. Cities under 100,000 are exempt from stipulations of the Clean Water Act.

Local non-point source pollution includes run-off from: septic systems, agricultural lands, streets and highways which carry hydrocarbons and brake lining matter, and small businesses that work outdoors. The Cities of Santa Cruz & Monterey, The Monterey Bay National Marine Sanctuary, Coastal Commission, and AMBAG have formed a partnership to develop an Urban Runoff/Storm Water Quality Model Program for small cities. Santa Cruz and Monterey will implement components of the model program to improve urban runoff water quality and provide educational opportunities, funded by a Clean Water Act grant and local sources.

According to several sources in the county, there are additional toxic hazards impacting the ocean and ground water that need to be addressed.⁴ A partial list includes:

- Santa Cruz County landfill may still be leaching a highly toxic admixture of chemical compounds into the ground water and possibly the ocean; a section of it was recently closed down and capped off.
- Ag. pollution (e.g. nitrates) in rivers and sloughs, and even traces of DDT have surfaced in some watersheds.



II. Desired State

Clearly our ultimate communal vision is to live in a bio-safe world — free of synthetic toxic products in the home, workplace, public places, or in the natural environment. In order to secure the health and well being of our community, we envision the eventual halt in production of toxic products and the end of all technologies which are inherently toxic. Education of all public officials, health professionals, industry and agricultural leaders, as well as the general public in the use of safe alternatives is required in order to create a "Toxic Free Santa Cruz."

III. Goals For Year 2000

- A. Continue to cut the production of hazardous waste by substituting less-toxic alternatives, by recycling toxic industrial chemicals, and by treating wastes before disposal to make them less toxic.
[See Section IV, Env'l. Health Services]
- B. Through education of less toxic alternatives, further reduce the consumption of hazardous materials, including pesticides. (*This is hard to measure except by what products are being sold in retail stores.*)
- C. Put in place a system of "technical transfer" regarding alternatives to toxics.
- D. Establish buffer zones to protect people from pesticide drift and phase out aerial spraying.
- E. Ban the pesticides shown to be the worst health/environmental hazards and reduce the use of others.
(i.e. Ban U.S.EPA Category I, Calif. Prop. 65, and known or suspected endocrine disrupters, neurotoxins, and carcinogens.)
- F. Eliminate all production and emissions of Chlorofluorocarbons (CFCs) and other ozone depleting chemicals.
- G. Increase participation of residents who use the Household Hazardous Waste Facility by 10%. Halt illegal discharges (e.g. antifreeze, motor oil) to storm drains.
- H. Clean up and closure of 50% of existing abandoned underground storage tanks & contamination sites.
- I. Continue to clean up all other contaminated sites to acceptable levels.
- J. Housekeeping services for Santa Cruz City, Watsonville, Scotts Valley, Capitola, and the County of Santa Cruz use non-toxic products to maintain cleanliness of government buildings and sites in their jurisdiction, as an example to the populace.
- K. Increase dissemination of existing alternatives and models [See Sections V & VI].

IV. What Has Been Done

- A. In 1984, before there was a state law, Santa Cruz County passed an ordinance (Chapter 7.100) to regulate hazardous materials for all businesses at thresholds lower than the state had established. This is enforced by Environmental Health Services (EHS) in the cities of Santa Cruz, Capitola, and the unincorporated areas of the county.
 - Annual inspections of these businesses has provided EHS personnel with the opportunity to educate the local business community regarding the ever-changing environmental regulations.
 - The willingness on the part of the vast majority of the local business community to act on the information provided and properly manage their hazardous materials and hazardous waste has significantly reduced the number of spills and reports of mishandling.
 - The data collected from businesses regarding hazardous materials usage, and verified during regular inspections, has provided a data base available to first responders for the protection of these personnel and the community.
- B. The state of California has set a deadline of December 22, 1998 for owners of underground storage tanks to meet very stringent upgrade standards. EHS has been very active at holding workshops to assist tank owners in complying with these requirements and will be the local agency responsible for ensuring that the requirements are met.

- C. California Legislature passed a law which requires all cities to divert 50% of their solid waste from landfill disposal by year 2000. This incentive also encourages proper handling of hazardous waste rather than dumping. [See Resources & Recycling chapter for more details.] All cities in Santa Cruz County have met the 25% diversion goal for 1995 and are in the process of improving recycling and developing new programs to meet the 50% diversion goal for 2000.
- D. Chlorofluorocarbon (CFC) Capture System for refrigerators is in place at all landfills.
- E. The Master Gardeners Program educates people to use less toxic gardening practices. [See Ag. chptr., Sect. VI] Santa Cruz County also has a program to promote less toxic household products.
- F. Santa Cruz City and County contract with Ecology Action to work on educating the public regarding which items can be recycled and how to dispose of certain toxic substances (e.g. motor oil, batteries, oil filters, and antifreeze) and maintains a Household Hazardous Waste Info-Line @ 454-2606 (toll free).
- G. Participation of residents utilizing the Household Hazardous Waste facility has increased to 7%. (Normal participation in such a facility is 1 - 5%)
- H. Curbside collection motor oil and oil filters along with other recyclable in collection areas. [See Resources/Recycling chapter for more detail.]
- I. Santa Cruz City contracts with McCarthy Family Farms to have about 10,000 tons per year of city waste (treated sludge) converted to "biosolids" to be used as agricultural fertilizer. The quantity will increase when secondary wastewater treatment comes on line at the end of the year.
- J. Local groups are working on education regarding water quality, which includes monitoring in some areas. (e.g. Monterey Salmon and Trout Project, Save Our Shore's Bay Watch, Friends of the River, County Planning has restoration projects, K-12 River Project, the new Urban Runoff model program, and others) [Also see Biodiversity/Ecosystem Management chapter.]
- K. Save Our Shores runs a Oil Pad Dispense & Disposal program - working with all three harbors within the Monterey Bay Sanctuary to educate boaters regarding the impacts of oil in the ocean and providing free pads to soak up the oil from their bilge water. [See Biodiversity/Ecosystem Mgmt. chapter for more SOS programs.]
- L. In 1986 Congress passed the Community Right to Know Act, which relates to industrial pollutants; more than ten years later only 600 of the 70,000 chemicals on the market are tracked by the Act. CALPIRG spearheads an ongoing campaign to expand the public's right to know about what toxics are being used in the community.
- M. The Committee For Universal Security has put forth a "Zero Tolerance Toxic Campaign" and continues to educate the public regarding hazardous synthetic toxic chemicals & their effects on people, animals & plants.
- N. Farm Without Harm & RAPP's Strawberry Taskforce canvassed door to door warning neighbors of the dangers of methyl bromide and chloropicrin, covering 5,000 homes during the months of August - November, 1996.
- O. Storm Drain Stencil Programs have occurred in all SCC cities. Santa Cruz City Public Works Department coordinated a volunteer effort by the Surfrider Foundation that stenciled all City storm drains with annual efforts to renew markings, and in '93 volunteers in Watsonville went door to door with free disposal alternatives information.

*"What has gone wrong . . . is that we have failed to see
ourselves as part of a large and indivisible whole . . .
We have failed to understand that the earth
does not belong to us, but we to the earth."*

Rolf Edberg

V. Suggested Actions for Further Progress

- A. Appeal to the county and city governments to use less toxic products internally and publicize that they are doing so. Provide and/or update a list of alternative products.
- B. Form local protective agencies and coalitions to push forward with a conscious campaign to free the county of toxic technology in public places, buildings, recreational facilities, streets, parks and schools.
- C. Lobby government officials to create bio-safe zones within and around all schools.
- D. Require owners of underground storage tanks (UST) who are not in compliance must come up to code. The county of Santa Cruz Environmental Health Services tracks and permits UST. By Dec., '98, all USTs must meet very strict standards.
- E. Map toxic hot spots. Continue to conduct extensive testing in potentially hazardous industrial areas. Check out the Web data base: "<http://www.mapcruzin.com>"
- F. Improve monitoring and control of leachate and surface runoffs from area landfills.
- G. In areas where chlorine is used, lobby for appropriate, bio-safe options for drinking water, wastewater treatment, swimming pools, cleaning chemicals in public buildings, etc. As noted in Section I, the City of Santa Cruz Regional Wastewater Treatment Plant is installing an ultraviolet disinfection system that will eliminate the need for treating the wastewater with chlorine except in emergency situations. This facility should be used as a model. We need to also keep current with developments in the treatment technology for drinking water and apply them accordingly. The American Waterworks Association (303/794-7711) serves as a clearinghouse for ongoing research and developments in water treatment technology.
- H. Urge the pulp and paper industry to use a chlorine-free process.
- I. Distribute information on non-toxic and less toxic products to environmental groups that are involved with water quality.
- J. Enhance public education efforts:
 - 1. Establish educational displays in public places with critical information regarding toxics, proper disposal, and safer alternatives.
 - 2. Expand school programs regarding hazardous waste. Environmental Health Services does make school presentations in English and Spanish.
 - 3. Through public education and workshops, encourage households, government, and business to use less toxic alternatives (non-toxic where possible) in the home, workplace, as well as public places, and encourage proper disposal of toxins by utilizing the Household Hazardous Waste Facility. (e.g. workshops for house and general cleaning)
 - 4. Support ongoing, well-publicized public forums for citizens to learn what the various environmental groups are already working on. A complete listing could also be published in a local newspaper or magazine periodically along with informative articles. Open the scope of opportunities, so people can become involved.
- K. Use Coordinated Resource Management Plans (CRMPS) to help farmers & other property owners reduce soil erosion and application of pesticides and chemical fertilizers. [Also see Biod./Ecosystem Mgm't chptr.]
- L. Encourage specialty programs that target the collection of a single item such as paint, motor oil, or batteries. These programs have proven to be very successful especially when combined with a well publicized annual collection day.
- M. Put pressure on Caltrans to use non-chemical weed control in Santa Cruz County. (e.g. Mendocino County has successfully used non-chemical weed control for over 15 years, and Caltrans has stopped spraying toxic pesticides to control roadside vegetation as of March 10, '97.)⁹
- N. Develop a Sustainable Business Program for Santa Cruz County, similar to Sonoma's Green Business Program. This is a market driven approach that signals the consumer which small business is in environmental compliance; the consumers then votes with their dollars. Work with the SCC Hazardous Materials Advisory Commission and the Environmental Health Service to develop a similar program.

- O. Research existing models and bring these ideas to the decision makers in this community:
 - 1. Arcata's natural sewage treatment plant which doubles as a salt marsh recreation site. Wetland services can be a low-cost, low-technology alternative to sewage plants.¹⁰
 - 2. Santa Monica's "Sustainable City Program" and Toxics Use Reduction (TUR) program.¹¹
 - 3. San Francisco City passed an ordinance in Oct. of '96 immediately banning all US EPA Category I pesticides, Prop. 65 pesticides, & any U.S.EPA-tested pesticides known as probable or possible carcinogen + requiring pre-notification by 4 days of any pesticide use. It requires that the City hire experts to work with departments to create integrated pest management plans. Further, all pesticide use will be banned by the year 2000 with some exemptions.
- P. Promote viable & safe alternatives to toxic pesticides. (esp. Methyl Bromide in strawberry production)
- Q. Research strategy to end aerial spraying and establish buffer zones to protect people from pesticide drift.
- R. Promote beneficial insectaries & protection of bats as a means of controlling pests.

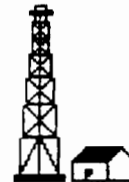
VI. Useful Resources & References

- **California Communities Against Toxics** - a coalition of community groups working on a variety of different toxics issues, especially pollution prevention & environmental justice; (805)256-0968, Jane Williams, Dir.
- **California Department of Pesticide Regulation**, 1020 N. St., Sacramento, CA 95814; Tel: (916)445-4110.
- **California EPA, Dept. of Toxic Substances Control, Region 2**, (510)540-3964 or Matt McCarron (510)540-3739; 700 Hines Ave., Bldg. F., Berkeley, CA 94710; **Toxics Hotline**: 800-69TOXIC; 800-852-7550 for spills. (Toxic release inventory is registered with the EPA.)
- **Office of Pollution Prevention and Technology Development**, Technology Clearinghouse, P.O. Box 806, Sacramento, CA 95812-0806. Tel: (916)322-3670 or 324-1826 (A publications list may be requested).
- **California Public Interest Research Group (CALPIRG)**, UCSC, Student Center, Box 6, Santa Cruz, CA 95064; Tel: (408)459-4649 (a watchdog student run non-profit org. working on a variety of environmental issues).
- **City of Santa Cruz, Public Works Dept.**, 809 Center St., Santa Cruz, CA 95060-3864; Tel: (408)429-3614, Bob Nelson, Supt. of Waste Disposal or Chris Schneider, Asnt. Dir.
- **County of Santa Cruz Health Services Agency, Environmental Health Services**, 701 Ocean St., Rm. 312, Santa Cruz, CA 95060; (408)454-2022; Steven Schneider, Hazardous Materials Program Mgr.
- **The Committee for Universal Security**, 1095-A Smith Grade Rd., Santa Cruz, CA 95060; Tel: (408)429-9623, Dr. Rev. Benét Luchion (guides a "Zero Tolerance Toxic Campaign").
- **Environmental Health Services**, 701 Ocean St., Rm. 312, Santa Cruz, CA 95060; Tel: (408)454-2022; Steven Schneider, Hazardous Materials Program Mgr..
- **Farm Without Harm** - a community action group educating our community and schools about the dangers of pesticides. Contact: Karen Light, P.O. Box 1487, Castroville, CA 95012; (408)633-8749.
- **Master Gardener Program**, 1432 Freedom Blvd., Watsonville, CA 95076-2796; Tel: (408)763-8040 or 454-2460; Fax: (408)763-8006.
- **Pesticide Watch**, 116 New Montgomery St., Ste. 530, San Francisco, CA 94105; Tel: (415)543-2627; Fax: 543-1480; Email: pestiwatch@igc.ap.org
- **Public Participation Department, Toxic Substances Control**, Marcia Murphy, (916)324-8295.
- **Regional Alliance for Progressive Policy (RAPP)**, P.O. Box 536, Marina, CA 93933; Tel: (408)626-0301.
- **Santa Cruz County Hazardous Waste Program** - serving all residents of Santa Cruz County with HHW Facilities at: Buena Vista Landfill, Watsonville or Ben Lomond Transfer Station; Tel: (408)454-2606 (toll-free) or 763-8018. (Jeanne Bordreau, Solid Waste Inspector; Brian Kennedy, Env. Programs Coordinator).
- **Santa Cruz County Public Works**, 701 Ocean St. Rm 410, Santa Cruz, CA 95060; Tel: (408)454-2160, Patrick Mathews.
(NOTE: For all other Public Works Departments, see Resources & Recycling Chapter.)

Documentation Sources

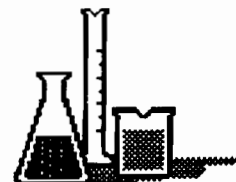
- ¹ "Strategy for Hazardous Waste Minimization and Combustion," EPA, Nov., 1994.
- ² California Department of Pesticide Regulation, Sacramento, CA (916)445-4110.
- ³ "Agenda for the Green Decade: Global Environmental Action Goals," Global Action Plan and organizers of Earth Day, April, 1990.
- ⁴ "Minimizing Household Hazardous Waste," *Garbage Magazine*, March/April, 1990.
- ⁵ "Consumer Pesticide Safety Series #1" - Pesticide Education Center, Tel: (415)391-8511; Fax: 391-9159; P.O. Box 420870, San Francisco, CA 94142-0870; Email pec@pesticides.org; <http://www.pesticides.org/pesticides>.
- ⁶ "Pesticide Watch Toxic Highways Factsheet" - Pesticide Watch, Tel: (415)543-2627; 116 New Montgomery St., Ste. 530, San Francisco, CA 94105; Also contact Greg Krouse, (707)937-1140 or Bruce Hering, (707)895-3589; and CATS Californians for Alternatives for Toxics, Pattie Clary, (707)822-8497.
- ⁷ Source: Committee for Universal Security - Zero Tolerance Toxic Campaign & Farm Without Harm (See Section VI above for contact info.).
- ⁸ Committee for Universal Security - Zero Tolerance Toxic Campaign, Watsonville Wetlands Watch, Farm Without Harm, and County Watershed Manager Dave Hope (See Section VI above for contact info.).
- ⁹ "Pesticide Watch Toxic Highways Factsheet" (see above)
- ¹⁰ Taylor DeLaney, "Downstream Flood Attenuation & Water Quality as a Result of Constructed Wetlands," *Journal of Soil & Water Conservation*, Sept-Dec, '95.
- ¹¹ "City of Santa Monica Sustainable City Program" and "Santa Monica ... Creating a Vision for a Future," Sept., 1994. Contact: Brian Johnson, (310)458-8227.
- * Consultations with various departments of local municipalities, conducted by Jeanne Bordreau, Solid Waste Inspector, County of Santa Cruz and Jeanne Nordland.

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(Compiled and edited by: Jeanne Nordland)



*"The first concern, whether of economics, or medicine,
law, religion, or politics, has to be planet Earth."*

Thomas Berry



TRANSPORTATION

I. Current State

Since the 1950's transportation planning in Santa Cruz County (SCC) and the United States as a whole has centered around the use of the personal automobile. Personal automobile use is largely subsidized by all levels of government. The federal government spends 30 billion dollars of public tax money (not including gas tax funds) on road construction alone.¹ Car parking is both subsidized and required by law at the local level. Other costs of the automobile borne by the population at large include: traffic accidents (which are the leading cause of death for people under age 35), highway police and emergency services, health problems, lost property and environmental degradation. No other mode of transportation is subsidized anywhere near this degree, even on a per person basis.

Cars are not a sustainable mode of transportation in SCC. Personal automobiles are currently a major source of air pollution in the Monterey Bay Unified Air Pollution Control District, as well as a significant source of land and water pollution. Approximately 60% of the air pollution in the Monterey Bay area is caused by autos. Cars take up more than 50% of our city space while traffic congestion, particularly during rush hour, has reached gridlock levels. Switching over to other modes of transportation has become a necessity, and local planners are searching for ways to accomplish this without upsetting a society and economy largely based on personal automobile use. The federal government allows a small percentage of funds to be used by local governments on alternative transportation. Local people are searching for transportation alternatives and many have stopped using cars for economic, health related, or ethical reasons.

A local bus system has been partially funded, but because it is not subsidized to the extent of personal car use, bus service remains comparatively inconvenient and expensive. Over the past several years federal funding for bus services has decreased. A plan for passenger rail service from Santa Cruz to Watsonville and possibly San Jose is currently being discussed by the Santa Cruz County Regional Transportation Commission. Perhaps the most encouraging increase in appropriate transportation has been in bicycle use, which has risen by several percentage points over the past 10 years to over 5% of all trips in Santa Cruz City (more than bus use or car pooling), despite a transportation infrastructure unsuited to bicycle or pedestrian use. Private citizens and businesses have formed groups such as People Power, Bike to Work, and Transportation Management Associations to advocate the use of more appropriate transportation and very small positive changes have begun to occur in local planning, particularly in the area of bicycle lanes and bike parking facilities.

II. Desired State

As a community we make the most efficient use of the existing transportation system, while at the same time encourage automobile trip reduction. Traffic congestion is noticeably reduced and air quality is improved. State emissions for vehicles are monitored and penalties severe enough to effectively deter violations are enforced. Public policy encourages pedestrian and transit-oriented development, with higher densities and mixed uses along mass transit routes (rail and bus) thereby reducing dependence on gasoline powered autos.

Public subsidies are shifted from funding highway construction, road maintenance, policing traffic, and publicly funded parking to developing and promoting transportation alternatives. In accordance with the Intermodal Surface Transportation Efficiency Act of 1991, more public transportation resources are made available to support the use of clean, alternative modes of transportation.

New development is oriented toward energy efficient public transit - conveniently designed to support pedestrians, bikes and mass transit (including ultralight rail and bike-carrying transit), rather than gasoline fueled cars. Caltrans bikeway standards are improved by greater use of contra flow bike lanes, wide curb lanes, parallel bikeways on state highways where safety standards can be met, and by other bikeway standard upgrades.

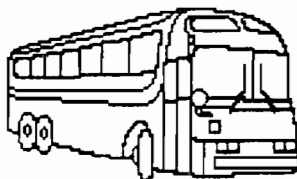
Ecotourism thrives, showcasing alternative clean modes of transportation, as well as an extensive interconnected transit network. Certain roadways are dedicated to ultralight vehicles, and there is general promotion of electric, natural gas, and human-powered vehicles. In the immediate future, innovative clean fuel and retrofitting technologies are supported and promoted for the upgrade of existing automobiles, to aid in the transition period. Eventually, existing neighborhoods could be rebuilt or modified to enhance the use of non-polluting transportation.

III. Goals for the Year 2000

- A. Increase public awareness about personal and societal transportation choices, including walking, bicycling, rail and bus use, car pooling and telecommuting.
- B. Enact legislation requiring car drivers to pay a higher percentage of the true costs of driving, thus lowering general taxes and fees among the community at large.
- C. Fund and phase in the transition to energy efficient modes of transportation that are based on renewable resources.
- D. Convert 10% of government vehicles to alternative fuel, and utilize low emission vehicles.
- E. Decrease personal automobile use (miles driven) countywide by 5%, thus reducing traffic congestion and air pollution and bettering the health and welfare of all citizens.
- F. Fully comply with the California Clean Air Act standards for air pollution, including particulate matter.

IV. What Has Been Done

- A. Increasing vehicle occupancy transit ridership:
 - 1. County programs encourage alternative commuting:
 - a. Transportation Reduction Incentive Program (TRIP) for county employees, managed by General Services Department.
 - b. Transportation Reduction Ordinance & Program (Mar, '94) encourages local employers to develop voluntary programs to reduce traffic congestion (managed by the County Planning Dept.).
 - 2. Commuter Bus over the hill on Hwy 17 to Santa Clara County between Scotts Valley & San Jose beginning in 1989 and between Dominican Hospital, Santa Cruz & San Jose intercity train depot since '92.
 - 3. Commute Solutions - Santa Cruz County Regional Transportation Commission (SCCRTC) provides ride-matching services, park & ride locations, & literature on commute alternatives. Staff is available for employer transp. fairs and will provide info on commute alternatives. RideShare Week is planned every October in cooperation with community members. (408)429-POOL.
 - 4. Park and Rides Lots are increasing in number; three new contract lots along the hwy #1/17 transp. corridor, capable of holding up to 140 spaces, are planned by 1999.
 - 5. Van Pools - SCCRTC assists employers with forming vanpools & facilitates several independent vanpools in the county.
 - 6. Santa Cruz Area Transportation Management Association, started in 1990, is a non-profit membership organization of local employers and property owners working to promote and encourage more efficient use of the transportation system. Programs for members' employees include: a) Commuter Club discounts and incentives; b) Emergency Ride Home; & c) Bike Loan program. The TMA also publishes a newsletter and offers transportation planning technical services.
 - 7. Pajaro Valley Transportation Management Association, started in 1994, is providing the following alternative transportation support services to employers: a) Commuter Club program; b) Emergency Ride Home program; & c) Employee Transportation Coordinator network meetings.
 - 8. Summer Wharf Shuttle service in S.C. City. (Hopefully the Beach shuttle service will start up again when the current Beach Area Plan is adopted.)



B. Supporting Bicycle Use & Alternative Transportation:

1. The Hub was formed Feb, 95 to house alternative transportation groups (Ped X, Bike to Work, People Power, Growing Cycles, & SCC Cycling Club) located at 2048 N. Pacific Ave., Santa Cruz.
2. Employee Bicycle Facilities (i.e. bike racks, bike locks, and showers at participating businesses): Several area employers provide secured bicycle parking (including bike lockers or bike cages) as well as shower and changing facilities to encourage bicycle commuters. TMA member employers who have large bicycling populations include: Silicon Systems, SCO, Santa Cruz City, & SCCRTC's Bike Secure program.
3. Employee check out of bicycles & safety gear for short commute trips during work hours or lunch periods at county buildings.
4. Bike to Work Week is an annual event started in 1988; it is coordinated by Santa Cruz County Cycling Club to increase awareness & participation.
5. Bicycle sensitive detectors for most Santa Cruz City traffic signals:
The City of Santa Cruz has a comprehensive Bike Loop program that includes loop detectors at bicycle preferred locations.
The county is also enhancing their program to other areas.
6. Recreational bicycle facilities:
 - a. There are currently ~25 miles of bicycle lanes and paths in Santa Cruz City.
 - b. A Bike Map is currently being compiled by the Santa Cruz Regional Bicycle Committee, available in the fall of 1997.
7. The SCCRTC's Bike Committee developed the County Bike Plans & will also assist Scotts Valley, Santa Cruz, Watsonville, & Capitola with their development of their plans.
(Contact: Julie Munnerlyn, 460-3201, M-Th)
8. UCSC Alternative Transportation/Bike Programs:
 - a. The UCSC Bicycle Program cosponsors bicycle maintenance classes through UCSC OPERS (Office of Physical Educ, Recreation, & Sports) and continues to offer excellent bike safety education for the campus community.
 - b. UCSC Bike Shower Program - faculty & staff who commute by bike are offered free access to shower facilities & secure bike parking close to work locations.
 - c. UCSC Bus Pass Program - UCSC Transportation & Parking Services offers all staff & faculty free bus passes for use on Santa Cruz Metropolitan Transit District busses. UCSC students pay a quarterly transportation fee & are issued bus passes that allow them unlimited access to SCMTD busses.
 - d. UCSC Vanpool Program - for its staff, faculty & students. It began in 1990 and now operates seven 15 passenger vans from mid, south & north SCC & San Jose.
9. Cabrillo college encourages staff and students to use a bus by offering a seasonal bus pass and emergency ride home.
10. Implementing primary pedestrian system of sidewalk on main arterial and collector streets, as well as to and from schools, parks, and commercial areas.
11. Use and evaluation of methane-powered vehicles.
12. Conversion of light duty trucks to flexible fuel and compressed natural gas (CNG)/gasoline use
 - a. 10% of County vehicles now run on alternative fuel, which meets mandated requirements.
 - b. The City of Santa Cruz is in the process of applying for air district grant funds to purchase CNG fleet vehicles and parking control scooters. CNG use should increase once fueling becomes more practical; two fueling sites have recently been constructed.
13. A local Ultra-Lite Rail Committee was set up in '95; it is still in preliminary design stages. The intent is to have the train be solar powered. A newsletter has been circulated and is available. [See Section VI]



14. Rail and long term investment studies:

- a. In 1996, three demo trains (Return of the Suntan Special, The Coastal Cruzer, & The First Night Trolley) demonstrated the possibilities of passenger rail service in SCC.
- b. Intercity Recreational Rail Study (summer weekend service from San Jose via Watsonville) - received by SCCRTC in 1996 and has been accepted.
- c. A Major Transportation Investment Study of 8 alternatives is being conducted by SCCRTC; public meetings on the study results are expected in Fall, '97.

C. Proactive Innovation:

1. The Household EcoTeam Program helped participants to reduce automobile use as one of six action areas. The program is now handled by Ecology Action and in the process of transitioning to a locally-based program called EarthTeams.
2. Pilot work program on alternative work schedules in some county departments (e.g. County Council).
3. Businesses are beginning to explore telecommuting 1 day/week and/or encourage employees to use alternative transportation on a regular basis.
4. Santa Cruz County Supervisors passed Resolution 367-95, the first Pro-Zero Emissions Vehicle Resolution in the United States.

V. Suggested Actions for Further Progress

A. Advocacy:

1. Individuals, businesses, public and private entities could give increased support to the educational efforts of Bikes are Good Business, Bike to Work Week, People Power!, the Santa Cruz and Pajaro Valley Transportation Management Associations, the Santa Cruz Commute Solutions program, Santa Cruz County Regional Transportation Commission (SCCRTC), and the National Bicycle Greenway, among others.
2. Create a center for appropriate transportation to centralize and strengthen advocacy efforts and to provide resource materials with the support of SCCRTC, city governments, and other public and private entities.
3. Work to amend County & City General Plans to encourage "mixed use," pedestrian & transit-oriented development.

B. Ending Car Subsidies:

1. Pass legislation to strongly encourage voluntary trip reduction, perhaps including incentives.
2. Local representatives to state and federal governments could request more significant gasoline taxes at the state and federal level, to be used for the costs of the personal automobile infrastructure.
3. Pass an ordinance or county measure through an open process lead by the Energy Commission/SCCRTC for county and city governments to increase gas taxes.
4. County and city governments could eliminate or reduce ordinances that require businesses to provide car parking.
5. County and city governments could discontinue the use of public funds to provide car parking and promote Transportation Demand Management such as carpooling, cycling, free transit passes, etc.
6. Investigate the possibility of drivers "pay per use" directly through the annual registration process or a tax on gasoline, so drivers would pay fees based on the number of miles driven each year, thereby placing the financial burden for highway and road maintenance more directly on the users.
7. A toll booth could be placed on Highway #17. Tolls collected would be used for its maintenance.

C. Creating a New Transportation Infrastructure:

1. An expanded bus network with cheaper fares could be fully funded. This could include some smaller buses and family bus pass plans. Investigate full service, increased ridership plan.
2. Transit buses could increase the bicycle capacity of their racks and/or allow bikes on buses (as is done in Santa Clara County).
3. All trains could allow bicycles to be taken on cars. All stations should provide secure bicycle parking.
4. Transit buses could use natural gas.
5. Natural gas filling stations (either publicly or privately owned) for transit buses could also sell natural gas fuel for individual use and provide fuel retrofitting services.
6. Heavy or light gauge, affordable passenger rail service from Santa Cruz to Watsonville, (to connect with state service in Salinas) could be implemented by the Santa Cruz County Regional Transportation Commission and funded by various public and private agencies.
7. All new rail service could connect with existing bus and rail services.
8. Investigate and consider funding development of a solar ultra-light rail train or trolley system.
9. Eliminate personal car use on Pacific Avenue in the Pacific Garden Mall area of Santa Cruz for select trial periods. Study and confer with businesses and community as to time for trial period.
10. Gradually eliminate all personal car use in downtown Santa Cruz and other cities, to be completed by the year 2010, with the phase in of the shuttle and other transportation options.
11. Develop and implement a county wide bikeway network on which bicycles and other human-powered transport would have the right of way. This network would be planned for transportation use, though of course, recreational use would be permitted.
12. Support reauthorization of the Intermodal Surface Transportation Efficiency Act (ISTEA), which allows states and cities to shift federal transportation funding from highway construction to alternative transportation projects, like replacing diesel buses with clean fuel vehicles.

D. Increasing air quality and transportation/energy efficiency:

1. Support the EPA proposal to strengthen the Clean Air Act standards to a level sufficient to protect those suffering from asthma and other respiratory diseases, esp. in ref. to populated areas.
[See also Energy, Transp., & Biod./Eco.M.]
2. Support legislation to: a) replace our current car emissions testing program with a better controlled system of testing-only stations; b) require more realistic dynamometers testing, with simulated acceleration & deceleration; c) have cars tested more often; and d) repeal the maximum repair cost limit for emission controls, which includes a buy-back program for older vehicles.
3. Institute a challenge contest or campaign, encouraging businesses, community groups, and others to participate in trip reduction and energy efficient modes of transportation.
4. Install roadside cameras to catch worst smog offenders.
5. Investigate and support new technologies and alternative modes of transportation that are clean, efficient, safe, convenient, and are based on renewable resources.
6. Investigate solar electric, hydrogen, and other alternative fuels, as well as personal rapid transit systems. Lobby for a full research program at the state and federal levels.
7. Participate in and strengthen access to information and resources via communication technology, reducing the necessity for travel. (eg. electronic networking and telecommuting)

VI. Useful Resources & References:

- **Association of Monterey Bay Area Governments (AMBAG)**, P. O. Box 838, Marina, CA 93933; Tel: (408)883-3750; Fax: 883-3755 - (transportation planning).
- **Bike to Work Week**, P.O. Box 8402, Santa Cruz, 95061; (408)423-3773 (a project of SCCCC, which coordinates annual events).
- **Bikes are Good Business**, Jessica Denevan, 731- 36th Ave. Santa Cruz, 95062; (408)464-BAGB (educates employees & employers about bicycle commuting).
- **City of Santa Cruz, Public Works Dept.**, Cheryl Schmitt, (408)429-3646 (works with transportation issues).
- **Commute Solutions**, (408)429-POOL (free carpool & vanpool matching services; info. on all alternative transportation modes in SCC).
- **Growing Cycles**, Harry Baker, P.O. Box 288, Santa Cruz, CA 95061; (408)457-BIKE (youth educ. project of the SCCCC - kids rebuild/recycle bicycles with the help of volunteer mentors).
- **Monterey Bay Unified Air Pollution Control District**, 24580 Silver Cloud Ct., Monterey, CA 93940; Tel: (408)647-9411 - (serving Santa Cruz, Monterey, & San Benito counties).
- **National Bicycle Greenway**, Martin Kreig, P.O. Box 3346, Santa Cruz, CA 95063; Tel: (408)426-8830; Email: cycleam@bikeroute.com; Web: "www.bikeroute.com" (building the consciousness for a coast to coast bicycle highway).
- **Pajaro Valley Transportation Management Association**, Bob Dwyer, P.O. Box 1748, Watsonville, CA 95077; Tel: (408)763-7665; Fax: 728-5300.
- **Pedaler's Express**, P.O. Box 427, Santa Cruz, CA 95061; (408)426-BIKE (SCC's only pollution-free delivery service).
- **People Power!**, Ron Goodman, 226 Jeter St., Santa Cruz, 95060; (408)425-8851 (SCC's advocate for human powered transportation).
- **Santa Cruz Area Transportation Management Association**, P.O. Box 8425, Santa Cruz, CA 95061; location: 911 Center St., Ste D, Santa Cruz; Tel: (408)423-6231; Fax: 423-3895, Carolyn O'Donnell.
- **Santa Cruz Regional Bicycle Coordinator & Bicycle Committee**, (408)460-3200 (bikeway maps & route planning, & bike parking subsidies).
- **Santa Cruz County Cycling Club (SCCCC)**, Dale Wickenheiser, P.O. 8342, S.C. 95061; (408)423-0829.
- **Santa Cruz County Regional Transportation Commission (SCCRTC)**, Tel: (408)460-3200; Fax: 460-3215; 1523 Pacific Ave., Santa Cruz, CA 95060 (a transportation planning & congestion management agency).
- **Santa Cruz County Traffic Safety Coalition**, Santa Cruz County Health Services Agency: 1080 Emeline Ave., Santa Cruz, CA, 95060; (408)454-4622.
- **UCSC Alternative Transp./Bike Program**, Candace Ward, 1156 High St., TAPS Trailer, Santa Cruz, CA 95064; Tel: (408)459-5495; Fax: 459-3878; Web: "http://www2.ucsc.edu/taps/proto.html".
- **Ultra-Lite Rail Committee**, Ron Swenson, P.O. Box 7080, Santa Cruz, CA 95061; (408)425-8523; Web: "www.ecotopia.com/ulr".

Documentation:

- ¹ National Highway Statistics, Federal Highway Administration, 1990.

Contributors: Former Chairpersons Jessica Denevan & Bill LeBon, Teresa Buika, Tegan Speiser, Carolyn O'Donnell, Frank Barron, Micah Posner, Rob Wheeler, Martin Krieg, Ron Swenson, Paul McGrath, Mike Ossipoff, Buryl Payne, Bob Dunn, Diana Nikkel, Jim Denevan, Candace Ward, Cory Irimes, Cathie Crow, Pat Dellin, Julie Munnerlyn, Chris Schneiter, & Nick Papadakis. (Compiled & Edited by: Jeanne Nordland)

VIABLE ECONOMY

I. Current State

In many ways the national and international economic system is unhealthy and not sustainable. For example, our consumption of resources far exceeds the capacity of the natural resource base to regenerate itself and we are rapidly depleting the stock of non-renewable resources. We only have from 40-75 years worth of easily recoverable petroleum reserves left.¹ The economic cost of this is being ignored and must be considered if we are to live in ways that are sustainable. Much of our manufacturing is based upon throwaway products and polluting manufacturing processes. Our nation continues to spend enormous amounts of money for automobiles and roadways and allocates limited funds for more "appropriate" transportation systems.² Advertising promotes over consumption, and much of the focus of our economy is on sales and consumption rather than on meeting basic needs and providing well-being and basic services. More and more of our nation's wealth is controlled by fewer and fewer of its citizens³ while an increasing number of people are either single working parents or both parents work at least 40 hours a week. The result is that often parents do not have enough time to spend with their children or to participate in the community, while the number of families living in poverty continues to rise.⁴ [See Social Justice chapter]

The local Santa Cruz County (SCC) economy shares the problems of the national and international situation. In addition, we are affected by a high cost of doing business, a reputation for being anti-growth and anti-business, and a very restrictive permit process. The County's unemployment rate continues to be above the state and national levels.⁵ Proposition 13 and subsequent funding decisions provide government with less "sustainable" sources of revenue. Though air quality has improved and meets the US EPA standards, we have not met state ozone and particulate matter standards, and traffic is increasingly congested.⁶ Business decisions tend to favor short-term economic decisions at the expense of our long-term prosperity.

The County has chosen to remain somewhat selective, choosing to attract environmentally and socially sensitive enterprises. This requires a stable base of local employment — preferably manufacturing, science and engineering, education, and agriculture, based on the existing local economy and the educational level of the workforce. While retail commerce creates short-term revenue through increased sales taxes and jobs, it does not provide long-term economic health. Only by providing stable, full-time employment will the County be able to satisfy the goals of quality of life and sustainability outlined in the document. For example, only through these improvements to the local employment market can the County begin to reverse the current problem of the large numbers of daily commuters over Highway 17.⁷

The County has many characteristics that make it an ideal place to create a sustainable economy. These include a local surface water supply, limited access via road, and the desire to preserve irreplaceable natural resources. Environmental and health awareness and response of our citizens is very high. Local recycling efforts are well under way.⁸ Small, locally owned and operated businesses predominate.⁹ The County is home to a number of firms that are engaged in new and more sustainable technologies and scientific processes. There is a relatively high level of community involvement. Businesses, and their organizations, provide leadership and participate in the local community.

The challenge at the present time is the need to preserve and strengthen a local and sustainable economy while reducing unemployment and maintaining adequate revenues for support services. Set within the context of a national economy comprised of large and non-sustainable corporations, this challenge requires creative thinking and a faith in our own collective vision of a desirable future for our community. We believe this document to be one essential piece of that necessary vision.

***"Business now supports inefficiency . . .
80% of what we produce is only used once."***

Paul Hawken

II. Desired State

A viable economy for Santa Cruz County for the 21st Century is based on the vision that:

A. The People of Santa Cruz County will be able to live in a satisfying and fulfilling way. We will be free from hunger, have an affordable place to live in a safe county, have jobs that provide livable wages and enrichment, have time to pursue interests other than work, enjoy clean air and water, and have affordable health care. An educational system that values sustainability, encourages creative thinking about issues and options, and provides for job training and personal growth.

B. Environmental planning and management aimed at achieving or exceeding environmental sustainability is critical to improving quality of life. Consumption of energy and natural resources will be brought into balance commensurate with their availability. Activities that continue to damage ecosystems and habitats will be curtailed so that the damage can be reversed. Prices for such things as timber, agricultural products, and energy will rise to reflect and include the full costs of their use, while the resultant costs to remedy the damage from present irresponsible practices will diminish as time goes on. New environmentally friendly practices and products will result in lower long term economic costs. In other words, sustainable business practices will be far more cost effective and efficient than non-sustainable practices over the medium and long term.

C. A viable economy is critical to improving quality of life. These three factors — quality of life, environmental sustainability, and a healthy economy — will need to be maintained in a very delicate balance. If not, we are mortgaging the future for short-term satisfaction. A healthy, sustainable economy will be dependent upon a major shift to the acquisition of goods and services supplied by local businesses. These businesses will be at least partially operated and/or owned by their employees, and will be incorporating sustainable principles such as reduce (use of natural resources), reuse (finished products), and recycle (products into other uses). These principles will be considered at the time products are designed. Industries, such as agriculture and timber, will reverse the principle that it is profitable to reduce staffing by substituting the use of more natural resources. Revision to the tax structure will be a prime tactic for promoting a viable and sustainable economy.

III. Goals for the Year 2000

- A. Create jobs to reduce unemployment by one-third from current levels (from 9.1% to 6%).
- B. Increase the number of sustainable businesses* by 5 percent per year.
- C. Increase the number of local businesses by 1.4 - 2.2% per year to about 20% by 2000 (including telecommuting and sole proprietorship).
- D. Lobby state and federal governments to implement tax structure incentives that strongly encourage new and existing businesses to be sustainable.
- E. Encourage business management practices and decision-making processes to reflect increased employee participation and/or ownership.

IV. What Has Been Done

- A. The County and City of Santa Cruz have developed strategies and plans that address the issue of economic development. The documents that best describe these strategies and plans are the General Plans for the city and county, Measure C which designates the 1990s as the "Decade of the Environment," and the Committee for Economic Vitality's June 1996 Overall Economic Development Program Report. These plans appear to be well-thought out and move in the right direction. For example, based on Measure C, the County Code, Chapter 16.90, directs the County government to work towards promoting and encouraging economic development strategies which are consistent with both environmental protection and restoration, and which help create a local economy based on the use of renewable resources. However, given that we are now more than halfway through the 1990s, the planning process and implementation strategies need to be reassessed.

Further, there has not been sufficient emphasis placed upon the need for sustainability. Consider the April 5, 1993 Measure C Annual Progress Report: There is an entire page of economic development activities, but only two (a study to identify manufacturing uses for recyclable materials and the production of the "Buy Recycled Guide") emphasize sustainability. The 1995 Baseline Update Report focuses on the County's economic development strategy, again commenting only on recycled materials in regard to sustainability. The goals and suggested actions in this report emphasize items not covered in the City/County documents and do not repeat all the recommendations in those reports.

- B. The Sustainable Quality Awards (SQA) program provided a positive incentive to the business community in 1994 & 1995 with an awards ceremony highlighting small, medium, & large businesses, as well as non-profit organizations, government agencies, and educational institutions that demonstrated quality and sustainable practices. Through the awards process, the SQA evaluates and builds awareness of outstanding achievements in environmental stewardship, social responsibility, and sustainable economic development. SQA was cosponsored by the American Society of Quality Control (ASQC Monterey Chapter), the Santa Cruz County Chambers of Commerce, the County and City Governments of Santa Cruz, as well as ACTION-SCC.
- C. Through the community assessment process in 1995 & '96, a series of 82 Quality of Life Indicators in 5 areas (health, education, economy, social environment, and public safety) were defined to serve as benchmarks to measure the issues that people feel impact the quality of their lives. There is an annual re-evaluation and update. [See United Way, Section VI.]

V. Suggested Actions for Further Progress

A. Quality of life related:

- 1. Define and prioritize public services needed to achieve quality of life goals.
- 2. Local groups continue to define and expand sustainable quality of life goals and establish the funding needed to provide as many of these services as possible.
- 3. Business associations and consumer groups should educate and empower consumers to realize their own economic power; to "vote with their dollars."
- 4. Establish models of consumption to show long-term reductions in consumption needed to achieve sustainability and reverse damage to ecosystems and habitats.
- 5. Participate in the Monterey Bay Sustainable 21st Century initiative, promoting our region as a model of sustainable development, sustainable business and lifestyle practices.

B. Economy related:

- 1. Partnerships should be established among business, education, and government to provide funding and expertise to public service activities and avoid large increases in the size of local government.
- 2. Local banks, government agencies and non-profit groups could develop and provide increased investment funds to new businesses that plan for sustainability and/or to develop sustainable products, processes, technologies, and services. This is to augment or replace outside venture capital funding, currently the only available funding source.
- 3. Develop means to provide technical assistance and disseminate information regarding business plan development, marketing, operation, management, accessing working capital, and sustainable business practices. Work with the Central Coast Small Business Development Center (SBDC) and others, including SCORE.
- 4. Sponsor community forums to promote and reach consensus on goals and means of economic sustainability, including possibilities for investment and funding opportunities.
- 5. Encourage businesses to create employee/management teams to develop plans to implement sustainable practices.
- 6. Consider increasing taxes on non-sustainable business practices and use revenues to provide tax breaks and other assistance to banks and/or other investment programs which provide capital to local, sustainable businesses.

7. Encourage all businesses to participate in the Sustainable Quality Award (SQA) program, when it is available, or to apply for recognition through Renew America's National Awards for Environmental Sustainability (NAES). SQA program will maintain a list of businesses, schools, government programs and non-profit organizations that meet minimum requirements for improved "sustainability."
[See SQA program, Section VI.]
8. Local Development Agencies could develop community support for a Hotel and Conference Center that includes a primary focus on community sustainability and related areas. Work with the Conference and Visitor's Council to promote Santa Cruz as a conference, visitor, and film destination with a strong focus on ecotourism, health & personal growth, and community sustainability. This center should be located and planned to encourage sustainable transportation, with much of the access to the center by mass transportation, foot, or bicycle travel. The center should be designed to use renewable energy sources.
9. Explore new ways of encouraging the local exchange of goods and services, such as through the Barter Connection (408)426-5978, which has been in operation since 1986 in the county.
10. Study tax structure incentives done elsewhere and make further recommendations beyond this document.

C. Environment related:

1. Increase gas taxes and commensurably decrease sales taxes on basic necessities to discourage automobile traffic. Support the shift through public education - that we currently subsidize the price of gasoline, and would like to provide a break-even to the consumer (no net penalty) while shifting the incentives.
2. Eliminate or reduce ordinances that require businesses to provide parking at a rate that encourages use of alternative transportation modes.
3. Phase out the use of public subsidies for automobile parking, and promote Transportation Demand Management such as carpooling, cycling, free transit passes, etc. [See Trans. chptr.]
4. Provide tax rebates on recycled products and surcharge on "non-green" products.
5. Provide tax incentives to organic agriculture and disincentives to chemical-based agriculture to compensate for the costs of damage to ecosystems.
6. Change zoning laws to create organic agriculture zones to protect fragile areas from chemical agriculture (e.g., near schools, riparian zones).
7. Provides tax incentives for development and purchase of environmentally sustainable products and services, such as recyclable or biodegradable packaging,
8. Develop an incubator for promoting economically-sustainable "re use" and recycling centers.
9. Find ways to support industries that use kenaf for paper, commercial hemp, & other renewable resources.

D. In regard to County Policy:

1. Amend the viable economy section of Measure C (Decade for the Environment Referendum) according to this document.
2. Amend the Economic Development Strategy Document as follows:
 - a. On page 5, four criteria are listed for projects to be given special status. We recommend that "sustainability" be a requirement for any project.
 - b. On page 7, the list in the second paragraph should be expanded to include the County Office of Education, Cabrillo College, the Santa Cruz Technology Alliance, and ACTION Santa Cruz County.
 - c. On page 8, there should be a clear policy statement that emphasizes the retention of businesses that are willing to move toward sustainability.
 - d. On page 10, add an action to be proactive by researching retail needs, seek entrepreneurs that can fill these needs, and provide start-up incentives.
 - e. On page 13, the second action, we should consult with the South Shore Bank of Chicago. They are an outstanding success model for providing capital to those who cannot secure traditional financing.
 - f. On page 14, the emphasis for a new conference center should be related to education, the environment, and high-tech.
 - g. On page 17, we should promote Santa Cruz as the organic farming capital of the world, and we should promote industries related to home gardening, such as Shepherd's Seeds.

VI. Useful Resources & References

Documents referred to above:

- "City of Santa Cruz, GENERAL PLAN - 1990-2005" - City Hall, 809 Center St., Santa Cruz, CA 95060-3864; Tel: (408)429-3550.
- "County of Santa Cruz Economic Development Strategy," 1994 - Private Industry Council, Committee on Economic Vitality (see "local agencies" below).
- "County of Santa Cruz, General Plan" - Planning Dept, County Gov't Center 4th floor, 701 Ocean St., Santa Cruz, CA 95060-4069; Tel: (408)454-2200.
- "Decade of the Environment Referendum, Santa Cruz County Measure C," 1990 - Planning Dept, County Gov't. Center, (see address above).
Also see: "Measure C Annual Progress Reports" - Diane Gerbrandt, coordinator of annual updates, 454-3402.
- "Agenda 21," esp. chapters 2, 3, 4, & 30, United Nations Conf. on Environment & Development, June, 1992.
- May be ordered from UN Sales, Rm DC2-0853, New York, NY 10017; Tel: (212)963-8302 or (800)253-9646;
also available on EcoNet: en.unced.documents (Then type o for old) (Nest type: i for index and s to search for a particular article/document);

Local organizations & agencies:

- **Association of Monterey Bay Area Governments (AMBAG)**, P. O. Box 809, Marina, CA 93933; Nick Papadakis, Exec., Dir.; Tel: (408)883-3750; Fax: 883-3755.
- **Barter Connection**, Sue Williams, Dir., 1414 Soquel Ave., Ste. 102, Santa Cruz, CA 95062; Tel: (408)426-5978.
- **Business for Social Responsibility**, 609 Mission St., 2nd floor, San Francisco, CA 94105; Tel: (408)537-0888.
- **County of Santa Cruz Economic Development**, Susan Pearlman, Coordinator, County Administrative Office, 701 Ocean St., Rm. 520, Santa Cruz, CA 95060-4069; Tel: (408)454-2100; Fax: 454-3262. Also: **Private Industry Council, Committee on Economic Vitality** (citizen's advisory group on econ. development matters).
- **Democratic Management Services**, 500 Chestnut, Ste. 250, Santa Cruz, CA 95060; Bill Tyssling, Director, Tel: (408)425-7478; Fax: 425-0830.
- **Planning Department for the City of Capitola**, 420 Capitola Ave., Capitola, CA 95010; Kathleen Malloy, Dir., Tel: (408)475-7300.
- **Planning Department for the City of Scotts Valley**, One Civic Center Drive, Scotts Valley, CA 95066; Tel: (408)438-2324, Laura Kuhn, Director.
- **Redevelopment Agency for the City of Santa Cruz**, 323 Church St., Santa Cruz, CA 95060; Ceil Cirillo, Dir., Tel: (408)429-3045.
- **United Way**, P.O. Box 1458, Capitola, CA 95010; Mary Lou Getke, Dir., Tel: (408)479-5466; Fax: 479-5477.
- **Watsonville Housing & Economic Development Agency**, P.O. Box 50000, Watsonville, CA 95076; Tel: (408)728-6014, Ted Madonia, Director.

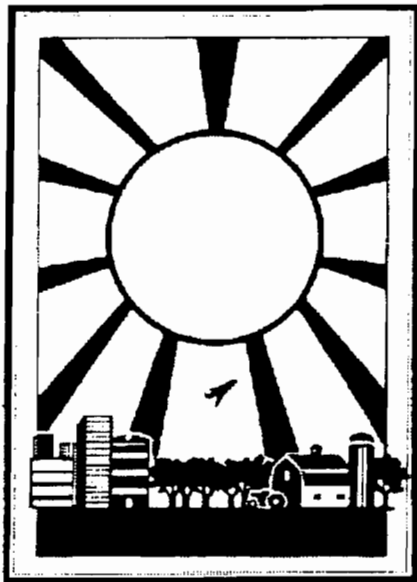
Model programs referenced:

- **National Awards for Environmental Sustainability**, c/o **Renew America**, 1400 Sixteenth St. N.W., Ste. 710, Washington, DC 20036; Tel: (800)922-RENEW; Web: "solstice.crest.org/renew_america"
- **Santa Monica Sustainable City Project - SQA Program**, Daniel Ehrler, CEO, Santa Monica Chamber of Commerce, 501 Colorado Ave., #150, Santa Monica, CA 90401; Tel: (310)393-9825, ext. 11.
- **Sustainable Quality Awards (SQA) Program**, P.O. Box 548, Santa Cruz, CA 95061; Tel: (408)454-0400 or (800)962-GREEN, Daniel Robin, Dir.; Email: sbqa@cruzio.com; Web: "www.ecoquality.com/sqa"

Documentation Sources:

- ¹ Worldwatch Institute, Paper #66, 1985. According to the World Energy Conference & U.N. Statistical office, "We have only 40 years worth of proven oil reserves left!"
 - ² "1996 Highway Statistics," Federal Highway Administration. [Of approximately \$100M in highway revenue, less than \$6M was allocated to mass transit.]
 - ³ "Who Killed the Middle Class: by John Cassidy, *The New Yorker*, October 16, 1995.
 - ⁴ "Who's Poor: by Cheryl Russell, *American Demographics Journal*, March 1996.
 - ⁵ "1995 California Statistical Abstract" by Dept. of Finance shows 9.1% rate for Santa Cruz County and 7.8% for Calif. "Economic Indicators" by Council of Economic Advisors shows 5.6% for U.S.
 - ⁶ "Yearly Counts, 1996" by Santa Cruz County Regional Transportation Commission
 - ⁷ Santa Cruz County Regional Transportation Commission: 27,000 people commute "over the hill" every day.
 - ⁸ Refer to Resources & Recycling chapter, Section IV.
 - ⁹ "88% of the local businesses have fewer than 20 employees" - HRA Rpt. to Board of Supervisors, Mar 5, 1996; County of S.C. Economic Development Strategy, '94; & Measure C Baseline Environmental Conditions of SCC, 1990.
- * "Sustainable Businesses" are defined as exhibiting sustainable practices in the following ways:
- non-polluting
 - protects resource base (minimizes use of non-renewable resources and raw materials)
 - responsible for products from beginning to end of their life cycle.
 - ethical social policy

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"Since healing our Earth will require many people working together, the ability to bring diverse groups and viewpoints into a common effort is essential."

David Gershon & Robert Gilman
Household EcoTeam Workbook
Global Action Plan, 1990

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who have made the printing of this document possible!

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(listed in alphabetical order)

Plus the in-kind services and volunteer efforts of many!

Our apologies to any individual or group omitted accidentally. Please let us know corrections for future printings



Agenda 21 Community Teamwork In Operation Now

Santa Cruz County

... a Model Sustainable
Community Campaign