

Ravenswood Post

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Serving East Palo Alto and the Belle Haven district of Merlo Park, San Mateo County, California since 1953

INVESTMENT DOWN AS BANKS LEAVE EPA



Wells Fargo Bank was the last financial institution to leave the city. Giorgio's next door is trying to hold on as five of its six neighbors have gone out of business (see Hanging on in Whiskey Gulch)

They're still listed in the phone book at 1935 University Avenue, but if you call, you'll hear a recording telling you "the Wells Fargo Bank number you have dialed, is not in service..." When they closed their doors for the last time on June 28, 1985, Wells Fargo left East Palo Alto, the largest city in California without a financial institution. Glendale Savings and Loan had closed its University Avenue office months earlier and donated use of the building to the Chamber of Commerce. The Bank of America site at Bay and University, closed in 1981, has been for sale for several years.

Wells Fargo cited industry deregulation and consolidation of operations as their reason for closing, but insiders feel that the continuing deterioration of the Whiskey Gulch area and the banks inability to make loans in the community were major factors in the decision. Glendale's manager explained that the lack of financial activity in the city had made it impossible to justify the continued operation of their branch.

Local citizens mounted an unsuccessful petition drive to reverse the banks decision and civic leaders expressed outrage about the bank's action. Mayor Barbara Mouton, threatened to "teach these corporations their social obligations" and promised that if they could not attract another bank, the city would consider opening one of their own.

An Oakland-based bank explored the possibility of locating a branch in East Palo Alto, but recently announced that they had dropped the plan. No others have expressed interest and there has been no further discussion of a city-operated bank.

INVESTMENT PG 18

HANGING ON IN WHISKEY GULCH



Owner Mark Thompson hopes Giorgio's can make a go of it.

It's easy to miss Giorgio's, if you're not sure where it is. Sandwiched between vacant store fronts in the Whiskey Gulch district the new sign above 1925 University Avenue, announces, fashions from Italy and Hollywood.

Once inside, however, you find an unexpected treat in an area of dingy thrift shops, deserted stores and badly lettered signs. The subtle grey and burgundy interior sets off bright, contemporary mens' clothing. Suspended ceiling displays hold coordinated fashions and Italian designer shoes are exhibited in brightly lit recesses.

In fact, you might think you're in Stanford Shopping Center or one of the downtown Palo Alto boutiques, until you look at the prices. Hand made shoes, imported by Italian firms like Capezio and Giorgio Brutini, range as low as \$29.95. Koman shirts and sweaters, as well as Cotler slacks, sell at a fraction of what you might expect, and Pierre Cardin accessories are displayed in the glass showcases. A line of Italian suits will be available shortly.

WHISKEY GULCH PG 5

COUNCIL CANDIDATES ADDRESS MEETING

More than 150 interested citizens filled the East Palo Alto Council Chamber Wednesday night to hear the fourteen contenders for five council seats answer questions on economic development, rent control, drug sales, and city priorities.

The event, sponsored by the League of Woman Voters, began with each candidate's three minute opening remarks. Most included their years in the city, educational or business background, and the reasons they had decided to run.

Five announced themselves as members of the slate committed to continuing current city policies while the others, all running as independents, cited various community problems that they felt required a change on the council.

Potholes in the streets and other signs of deterioration in the city's infrastructure were cited by John Bostic, Gertrude Wilks, and Cecelia Ratliff, as evidence of the need to attract investment and build a tax base to fund necessary services. Warnell Coats pointed to an animal clinic as the only new business in East Palo Alto.

Mayor Barbara Mouton defended the city's activities, contending East Palo Alto has an adequate tax base.

Ratliff angered the Mayor by suggesting that the taxpayers has not been well served by spending a million dollars in housing funds to keep the Ravenswood High School site off the tax rolls.

CANDIDATES pg7

Investors make housing offer

A joint proposal was unveiled at the Chamber of Commerce on Thursday afternoon, that, if adopted, could have a major impact on East Palo Alto housing for years to come.

The program would create a city housing authority, capable of buying, building or renovating as much as \$70 million in residential units within the next five years.

The concept, hammered out by three council candidates, church leaders and local investors, would be funded by a special voluntary assessment of income property owners. It was presented, in revised form, at the Sweet Home Church on Capitol Avenue. In a meeting conducted by the Rev. Albert Macklin, pastor of the church, participants arrived at a formula that could create as many as 1200 units of affordable housing for seniors and low income families.

Under the terms of the Affordable Housing Plan, each owner of multi-family housing in East Palo Alto would pay \$100 per unit owned into a city administered fund. Additionally any owner converting apartments into condominiums for resale to tenants or others, would be required to pay another \$1000 - per unit prior to issuance of a subdivision map.

Subdivision maps are a requirement of the state in any condominium development and must be approved by the city.

A condition of the agreement is that State restrictions would prevail over both the operation of apartments and their conversion to condominiums.

This would mean the voters of East Palo Alto must turn down the permanent adoption of ordinance 17-83 on April 8th, by voting no on Measure "A".

Investors contend that continuation of current controls would make refinancing impossible and prohibit funding of the Housing Authority program.

An increasing number of private and government surveys indicate that the type of rent control mandated by Measure "A" primarily benefits affluent singles and couples while working against

INVESTORS PG 3

TINSLEY HONORED IN SAN MATEO

Margaret Tinsley, who with her husband William, filed suit in 1976 to integrate students of the Ravenswood School District with those in neighboring communities, was honored March 22nd at a luncheon marking the 20th anniversary of the Gertrude Wilks academy and Mothers for Equal Education.

As a result of the Tinsley's suit, about 200 students from the East Palo Alto area will be able to transfer to other schools in the surrounding cities.

Costa bill affects EPA

Assemblyman Jim Costa (D) Fresno, has amended this bill Assembly Bill 483 in hopes of getting it passed out of the Senate Judiciary Committee where it has been bottled up by Senate Chairman Roberti for the last two years. Most of the amendments relate to Mobile Home Parks, but two years of the amendments relate to Mobile Home Parks, but two affect renters and owners of multi-family housing in four cities.

Under the modified bill, a new low cost housing agency would be created to promote development of housing for low income families throughout the State. The program would be funded by repeal of the renters tax credit for those households located in the affected cities, with an income of more than \$35,000. Additionally, owners of those units would pay a 2 1/2% capital gains surcharge upon sale of their apartments. The monies would be spent throughout the state rather than just in the cities affected.

COSTA PG. 8

Councilwoman Gertrude Wilks, in presenting the award to Tinsley at the Villa Chartier in San Mateo, recalled, how as a child in Louisiana she "was the only one in my family to finish high school".

"I sneaked off the plantation to do it". Later, I used the same pattern for the East Palo Alto 'sneak-outs'. We cleaned up the south ... but it took someone like Margaret to clean up California", said Wilks. "I want you to think about that" she said, referring to the tentative agreement with the other school districts. "It was a victory for our children because it means they don't have to 'sneak-out' anymore".

She was clearly moved, recalling the effort to provide better educational opportunities for minority youngsters by having them live part time with families in primarily white neighborhoods.

Wilks, who also received an award for her efforts on behalf of education over the past two decades, said of Tinsley, "Anyone can start something, but it takes men and women of determination to finish it. And children can't vote, so when you work for them, you do it because you love them".

Margaret Tinsley, in acknowledging the impact of her landmark effort, said "My husband and I are proud to be a small part of history in the making, but the real work will begin after the lawsuit is settled, when we hope that the community will avail itself of all the educational opportunities that are offered".

Guest speaker, State Senator Rebecca Morgan, R-Los Altos, commended the efforts of new Ravenswood Superintendent, Charlie Mc Knight and promised she would work with her to improve the schools in the district.

TINSLEY PG 8

Housing survey shows EPA homeowner loss

A recent study of houses listed for sale in East Palo Alto and surrounding communities indicates that local home owners can expect to get less than half as much for their property than their neighbors in other cities.

The report to the United Home Owners of East Palo Alto, placed the average asking price for an East Palo Alto single family residence at \$81,817. Comparable homes in similar neighborhoods between Redwood City and Mountain View averaged \$171,480. The study indicated a loss of almost \$90,000 for the average East Palo Alto home owner.

The survey, conducted in late February and early March, reviewed more than a

thousand homes but included only those that were of comparable size and style and were located in similar neighborhoods.

Indications were that East Palo Alto's lack of city services, low-rated schools and reputation for crime and drug sales were all factors in prospective buyers failure to consider homes there.

The city has been plagued by a lack of tax base since its incorporation, three years ago, and has seen little investment since the imposition of rent controls in July 1983.

Councilwoman Gertrude Wilks was the

HOMEOWNERS PG15

SOME THINGS YOU SHOULD KNOW

Years ago, when I was much younger, when El Camino was still Highway 101, and a drive down the old Bayshore in the spring took you past miles of orchards, their blossoms floating above the ground like pink and white clouds, the cities of the peninsula were as distinctive as individuals.

Palo Alto with its professorville, Mountain View with its canneries, Redwood City with its factories and cement plants. Atherton still had the great estates, and some people in Menlo Park still remembered when Camp Fremont covered much of their town during the Great War.

Back then, and until the 1970's, every community had its own newspaper. San Carlos had the *ENQUIRER*; Redwood City, the *TRIBUNE*, Menlo Park; the *RECORDER*; and East Palo Alto had the Ravenswood Post.

They are gone now, those little newspapers that knew their communities and confined themselves to what they knew. Like the cities themselves, they either merged and lost their identities, or disappeared altogether like the little towns of Mayfield, Dumbarton and Fair Oaks.

The *RAVENSWOOD POST* held on as we changed from farms and dairies to apartments and housing tracts; from a hamlet where you took your shotgun into the salt marshes to hunt ducks on Saturday morning to a city of 18,000 where you keep a shotgun for protection against burglars on Saturday nights.

I miss those papers. They told you who had died, who was born, and who was moving away. They couldn't tell you who was moving in, we were growing too fast. They treated local politics with humor because they knew we all still had to live together, and they didn't

treat national politics at all because that wasn't what they were about.

They were local papers and we were local people. Like our towns, we had our identities. We knew who we were, and we liked where we were. And so did our papers.

Today we work in one city, eat in another, and sleep in a third. We have lost something more valuable than our newspapers.

Because we no longer have a newspaper, I have composed this one. It's a letter really. I have written every word, taken every picture, talked with every source. I have tried to be objective, and I've tried to be fair, and I've tried to find the humor that the old papers found. There is not enough humor, not enough good news. I wish there were more, because we deserve some good news.

You should know that I am a white landlord, and much of what I have written comes from the perspective of one who has, for the past three years, been treated as an exploiter, a criminal, and an outcast in his own community. I am a forty-four year old, high school dropout who has worked with his hands most of his life. I grew up here. I am a self-made man in as much as one can be self-made these days.

I tell you these things because it is right that you should know them. You may want to compare this little paper to the *EAST PALO ALTO PROGRESS*. You will probably notice a different attitude toward community issues. That is why I have told you who I am. As I write this I haven't seen the *PROGRESS*, but I somehow doubt that its editor, Carlos Romero, will identify himself as the chairman of the East Palo Alto Rent Stabilization and Control Board. There too, I suspect, who we are influences what we write.

Over the past three years I have learned some things about East Palo Alto and about myself. This community is not all drugs, crime, poverty and radical politics. It is also warm homes, good churches, and decent people. God fearing, hard working people who want for themselves and for their families much the same that I would ask for myself: peace, justice, dignity and a chance to pursue a dream. And I have learned that I care what happens to the city and to its people.

One last note. I used to attend city council meetings regularly. Almost two years ago. I stood before the council to speak on a matter of great importance to me. Before I had completed speaking, Mayor Barbara Mouton yelled at me: "We know who you are and you're lucky we even let you stand up here and talk to us."

She meant, that I was a landlord and that I had opposed incorporation of the city without a more substantial tax base.

Omwale Satterwhite reached over and gently touched her arm to restrain her. As I looked at her rage, and at the smug satisfied smiles of councilmen Abrica and Blakey, their message was clear: I could live here but they would never accept me as part of the community.

They would listen to no voices but their own.

We need our own newspaper again. Not as an occasional broadsheet for vested political interests, but as a true community voice, telling us who we are, where we are, and how we're doing.

Too many of us have gone too long without a voice.

Carl Topik

GERTRUDE

Many people have been involved in the struggle for an equal society over the past two generations, but in our community, no one has carried the burden longer or farther than Gertrude Wilks. From the Louisiana plantations where she grew up a sharecropper's daughter, she came to California to find the opportunities for her family that she knew they would not have in the South of the 1940's. When they arrived here, they lived in a garage and slept on the concrete floor. When the only job available was in a packing plant she applied for it. When she wouldn't hear the managers subtle suggestions that she might be happier somewhere else, they hired her. And when she showed up for work, the only black face in a sea of brown and white, she saw them only as other folks like her. She did her job and, as would happen so many times later, gained their respect and affection.

When Dr. King turned the nation's attention to the plight of its minorities, Gertrude Wilks was at the forefront of the local march for progress. Twenty years ago she understood the importance of self respect and education in the struggle for equal opportunity and began a Saturday tutorial program that became the Gertrude Wilks Academy. She went on to become a consultant to educational programs from Palo Alto to San Jose, from the Department of Health, Education and Welfare to Stanford's Teacher Training Program. Her actions and effectiveness have been acknowledged in commendations from U.S. Senators and the State Legislature, from local governments and the Governor. In 1972 she received one of the "Bay Area's Ten Most Distinguished Citizens awards from the Hearst Foundation.

In her ongoing struggle for the community she has served as councilwoman and mayor. She was among the earliest advocates of cityhood, yet when it was offered without an adequate tax base to provide a decent quality of life she opposed incorporation. Despite her stand she was elected to the council by the highest number of votes.

The past three years have not been easy ones for Gertrude as she sat alone on the council, arguing for growth and development to replace joblessness and despair, for reasonableness and respect to replace radical politics. Many nights she has gone home discouraged and ashamed of the councils treatment of decent people who came before it with genuine concerns; but she has gone back again and again because she knew she was the only voice for much of her community.

Now Gertrude is asking you to send her back one more time. She has carried the burden longer than anyone, but she is asking once again for your vote and your help. When you send her back, send her with people she can work with, people who, like Gertrude, will extend a welcome and give a fair hearing to all who come before the council. People who believe in the city, are concerned for its future, and will work to serve all its people, not just special friends and pet projects.

It seems some people are born with common sense, some acquire it from life's experiences and some never have it at all. For three years Gertrude Wilks has been the common sense on the council. Now we have other good candidates for the council with common sense. Gertrude asks that you vote for them as well. Send her help to carry the burden.

Gertrude has earned your vote and she deserves our help April 8th. Please vote for Gertrude Wilks and for common sense on the Council.



COMMON SENSE ON THE COUNCIL

endorsements

SIX CANDIDATES

Four years ago, in an editorial titled "East Palo Alto is ready to become its own city," the *Peninsula Times-Tribune* urged a yes vote on incorporation. They commented at that time, "If the residents are made responsible for the direction of their own community, we believe a sense of pride and accountability -- not to mention government efficiency -- will get East Palo Alto moving forward again. And, as with any democracy, if the community slips backward it will have no one but its own leadership to blame".

As in that election, there are fifteen candidates running April 8th for the leadership vested in the five Council seats and a role in guiding the city through the coming years.

Councilman Omoalle Satterwhite apparently decided, at the last minute, to vacate his seat in order to take advantage of the financial opportunities of acting as a consultant to the city. He has put his support behind three incumbents and two new comers, running as a slate representing current council attitudes. We are concerned that this smacks of backroom politics and that there were no discussions of inclusion with the many other announced candidates. Beyond this, we question whether East Palo Alto can long afford a continuation of current city politics. A check list of their stated achievements raise some questions.

"A First Rate Police Department"? We are proud as anyone with the quality of our department, but we attribute its success to the independence and professionalism of Chief Nelson, who reversed the councils ratio of sworn to unsworn personnel.

"Get back the Ravenswood High School site"? We wonder how the taxpayers were served by spending a million dollars of our housing funds as downpayment, and obligating the city to 12% interest rates and \$200,000 annual payments, for a complex of abandoned buildings almost a quarter century old.

"Sound Fiscal Policy"? When they have budgeted more for "Community and Public Relations" than was spent last year on street repair?

"Community, involvement in decision making"? Not when citizens are shouted at from the council dais and qualified persons are kept from community service, so that they may give commission seats to friends and political supporters.

"Employ Local Residents"? At last count, we were told, only one police officer lived in the city and it seems more of our administrators commute from the East Bay and other locales than from East Palo Alto.

We believe, that, as East Palo Alto now proceeds to full cityhood, without the "first year freebies" from the county, we must prove our self reliance and draw on all our resources both human and financial. We don't believe that effort will be served by the reelection of this "slate".

Among the remaining nine candidates (Pat Johnson has withdrawn to work for the election of Gertrude Wilks), are both new and familiar names:

Joseph Goodwill, has deep roots in the community, serves on the Planning Commission and as a Real Estate Broker understands housing values.

Peter Evans has become an institution at council meetings, where he can always be counted on to speak his mind.

Maurice Davis, a psychiatrist, has expressed his concern over housing, senior programs and health care.

But we feel six deserve your special consideration:

Cecelia Ratliff is first on the ballot and, we think, is a vote well cast. As a working single mother, Ms. Ratliff seems to understand the needs of much of our community. She has presented bold new concepts, that would hold

MEASURE "A"

RENT CONTROL OR AFFORDABLE HOUSING

Apartment owners, who were singled out 3 years ago, for the City Council's first legislative action, a total rent freeze, have now offered \$3.5 million to address the city's need for affordable housing.

As could be expected, it has some strings attached. They want an end to the most costly and restrictive aspects of the city's rent control ordinance. In exchange, the community will receive as much as \$70 million from direct assessments, matching funds and low interest loans to create a housing authority, which would provide up to 1200 units for seniors and low income families.

down the threat of user fees and other new taxes by establishing dynamic commercial centers that could provide much needed local employment. We are particularly impressed by her willingness to run her campaign without support from special interests. We think this kind of integrity is vital to the city's future. Her lack of experience is secondary inasmuch as experience can be gained, but integrity is either brought along by the candidate or it remains lacking.

Warnell Coats would be our second vote, but he rates first in our estimation of the Council Candidates. Not enough can be said about the qualities and qualifications of this young man. Coats, like Ratliff, has garnered support throughout the community and represents no special interest. He has the advantage of being a successful administrator of government funding and has seized the initiative to create private industry where none existed. We are confident of his election and feel that in future years he will be viewed as this city's most important leader.

Henry E. Anthony, in contrast to our first two selections, represents proven municipal management ability. His actions on behalf of the city can be seen in virtually every area from the existence of our own municipal building to the storm drain system. There is a tendency among some political observers to dismiss him as a traditional "fat cat". Nothing could be farther from the truth. Years ago, when seniors were looking for a center of their own, some of them finally approached Mr. Anthony. He invited them to lunch at the Mountain View Senior Center and then explained "the first thing you need to do is see what a senior center looks like and how it operates". This simple, practical gesture is an indication of this mans ability to get at the heart of a matter and then get the ball rolling.

Victor L. Perez is the only candidate from the "westside", a renter, he understands housing needs, and from his position as president of the Mid Peninsula Contractors Association, he deals daily with issues of jobs and employment. His experience with Mountain View's Downtown Revitalization Project" could prove valuable in rehabilitating our own commercial districts.

John Bostic has served many years as the Financial Aid Administrator of Foothill College. His background and ability could be vital to attracting banks and investors back into our city. His leadership role with United Homeowners of East Palo Alto, and his twenty two years in the city, demonstrate his long-term commitment to the city's welfare.

Gertrude Wilks is last, but certainly not least. Gertrude's name is so interwoven with the history of this community that it is easy to understand supervisor Tom Nolan's addressing her as "The Mother of East Palo Alto".

In spite of her being the top vote getter in the last election, Gertrude was relegated to last seat on the council and largely ignored for the past three years. This is sad treatment for a woman who has done so much for so long.

She feels, and we think rightfully so, that the council majority has operated under the banner of representing all of the poor, when, in fact, their efforts seem to serve only those who wish to remain poor. Gertrude Wilks is fifty-nine, and this will probably be her last term on the council. She has asked that you not send her back unless you can send her with people of common sense and courtesy, who will work for all the community.

We think Gertrude deserves that, and so does the city. Your votes for any of the five candidates we have mentioned will mean Gertrude Wilks can go out on the note of success and respect she has earned.

A decent council will give her that, and we will all be well served by that kind of City Council.

This offer comes from what seems to be a different group of investors than were saddled with rent controls three years ago. Many of those sold out for what they could get, and those who remained exhibit a better understanding of the community's needs.

We question some of the figures. Twelve hundred units is a lot of housing to put in place within three years. We suspect that in actuality, the city will be able to provide 400 to 700 homes in that period. Nevertheless, this would be 400 to 700 more than we have seen build or renovated in the past three years. In fact, it would be more

Investors housing offer

CONTINUED FROM PG. 1

the interests of the poor, particularly families (see "Oakland report" pg.5)

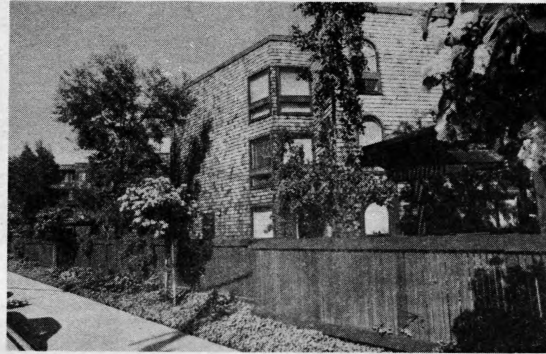
A similar proposal was reportedly rejected by the current council by a 3 to 2 margin three years ago. Some observers felt certain council members wanted to maintain a hold on their voter base in the tenant community by creating bureaucratic controls over apartment operations. Others thought this was more a method of punishing landlords for having opposed the efforts on behalf of incorporation.

The past three years have seen the creation of no new rental housing in spite of the availability of low-priced vacant sites.

Owners appear prepared to participate in the formation of a Rent Mediation Board, similar to Menlo Park's, that would enforce many of the "just cause" eviction provisions and interest payment requirements in the current ordinance.

Said Bob Saunders, President of Apartment Owners Association: "I would rather see my money going into decent housing and community needs than down that bottomless pit of an ordinance or into the pockets of political appointees and outsiders".

In addition to local ministers, who are primarily concerned with housing the poor of their congregations, the measure is being sponsored by councilwoman Gertrude Wilks and candidates John Bostic and Victor Perez, a westside renter.



Housing plan for East Palo Alto linked to defeat of rent control

A proposal for affordable housing in East Palo Alto was announced Thursday by apartment house owners and three candidates for the City Council, Councilwoman Gertrude Wilks, John Bostic and Victor Perez.

The plan could take effect only if voters defeat rent control legislation -- Measure "A" -- that is on the ballot for the April 8 election.

Bostic told a press conference at the East Palo Alto Chamber of Commerce building that the city would collect \$3.5 million over a three-year period from apartment house owners.

Matching funds would be raised by the city to make a total of \$7 million. And that amount could be used as the base for raising \$70 million to be spent for affordable housing.

The goal would be to provide as many as 1,200 housing units for people with limited incomes.

The Palo Alto Park Association representing 100 owners of 3,000 apartments in the city, worked with the candidates to develop the plan.

than the 302 housing units constructed in East Palo Alto from 1970 to 1980.

We also feel the funds might be more effectively managed by a private non-profit corporation like the Mid Peninsula Housing Trust, but however it's done it's sure to generate new housing for those who really need it and jobs in both construction and maintenance.

If this one time offer is accepted, some investors want to create a similar fund for the police department, that would pay for nine additional officers, on the condition that half of them would patrol the apartment communities.

We think this housing plan is one where everyone wins (with the possible exception of Stanford University, which may have to begin providing more housing for its students).

Landlords can feel that they are being treated no differently than owners on the rest of the peninsula.

Renters will continue to have the lowest rents this side of Milpitas, and can be assured of interest on their deposits, protection against unlawful eviction and a mediation board for the resolution of just grievances.

Those truly in need of housing subsidy will be targeted for support efforts instead of having to compete for housing with high salaried engineers from Silicon Valley.

Contractors and employable men and women in East Palo Alto should expect that they will be given first shot at those con-

Many owners have signed pledges agreeing to contribute the money, providing there's no rent control. A newly elected council could if desired, adopt an ordinance making the payments mandatory.

The apartment house owners committed themselves to paying \$100 a unit per year to a housing authority to be established by the city. An additional \$50 per unit would be collected during the first year to raise money to build a senior center. The provision was included at Wilks' request.

The plan originally was to extend the payments over five years. But after ministers and others convinced the candidates of the urgency of the housing problem, the period was cut down to three years.

The difference would be made up by charging apartment owners a \$1,000 fee each time an apartment was converted into a condominium.

Robert A. Saunders, chairman of the Palo Alto Park Association, estimated that within two years as many as 2,000 units might be converted, raising \$2 million for affordable housing.

The provision ties in with the desire of the candidates to promote more homeownership in East Palo Alto.

struction jobs that will arise from a Housing Authority.

And finally, the city can anticipate a steady rise in its tax base as apartments are improved and condominium/home ownership becomes more prevalent. That would benefit everyone including schools.

It's difficult to imagine a proposal with more benefits to so many groups.

A special note of commendation should be extended to the ministers of the community, who worked so effectively to present the case for the truly needy and to put the program on a time table that should show results quickly.

For the past three years, Mayor Barbara Mouton, and councilman Ruben Abrica have insisted on the need for programs to address the cities shortage of affordable housing. We think, that with this proposal, their goals have been achieved beyond expectation. They should now put their energy behind adoption of the program and remain involved in its administration, to assure that it helps the maximum number of East Palo Altans.

Reluctance to join in the effort would only give credence to those who have claimed that their concern was never housing affordability, but rather housing control.

We urge all voters, including those wealthier westside tenants who are receiving a windfall from the current ordinance, to recognize this as an opportunity to serve all the community, by voting NO on Measure "A".

The Interim Vision

(The Wealth of Cities)

A comprehensive strategy for achieving "community economic control" was set out a few years ago in a leftist treatise called *The Cities' Wealth*. Financed in part by the Institute for Policy Studies and published and distributed by the Conference on Alternative State and Local Policies, the book grew out of the first heady successes of progressive activists in Berkeley, California, in the early '70s. "We have compiled" this book, says its authors, "with the intention of sharing the Berkeley experience as widely and usefully as possible."

The premise of *The Cities' Wealth* is that the political power of city government can be used to control and reallocate wealth at the local level. And in this control, housing is presented as the key. Not only does housing account for the largest part of a community's wealth and a substantial part of household spending, but "housing can be controlled or manipulated more easily than other forms of wealth which are moveable and beyond the scope of legal regulation by the city." The ultimate goal, says *The Cities' Wealth*, is community ownership of all housing and real estate. As "interim steps" toward this goal, the book suggests tenant unions, rent control, "neighborhood preservation ordinances," city-subsidized rehabilitation of low-income housing, and strict enforcement of building codes—all effecting "the expropriation of income property values."

With rent control, for example, "a city may actually reduce the present value of a property. This is essentially community expropriation in favor of tenants." In fact, say *The Cities' Wealth*, if rent control is confiscatory ("stringent") enough, the housing market will collapse because "other private owners would be unlikely to buy the property in such an unfavorable climate." Then, unable to earn any profits and lacking other buyers, landlords will sell their property cheaply to the city or to the tenants themselves under the progressives' desired form of joint ownership—limited-equity co-ops, which are essentially condominium arrangements with controls on the resale price, the idea being that no one (not even "downtrodden tenants") should profit from any appreciation in property value during the period of ownership.

Another passage in *The Cities' Wealth* suggests using the city's policy powers to "demand housing repairs of landlords without compensating them for the cost. If a landlord refuses, the city may make the desired improvements at public expense, place a lien on the property, and then sell the property, preferably to the tenants." More conventional housing regulatory powers, too—condemnation, downzoning, limits on condominium conversions—can be used to create "a climate for community ownership by acting to reduce the value of income property prior to community acquisition."

As the left tells it, such draconian measures are justified because of what *The Cities' Wealth* characterizes as the "abject failure" of the free market to provide adequate housing for low- and middle-income Americans at a price they can afford—that the left blames the soaring costs of renting an apartment or buying a home on any shortage of housing. To a large extent, the left simply rejects the notion of supply and demand, arguing instead that the cost of housing has been driven up by rapacious speculators, those greasy guys in blue suits and black shoes who descend on a community unannounced, gorge themselves on frenzied real estate deals, and are out of town before dark, fat with their unearned profits. And the cause is pure greed ("the greedy raking off the needy," was the way I once heard a community organizer explain it to the Los Angeles City Council).

In the rhetoric of the left, some things are just too important to be left to the machinations of the so-called free market, and one of these is housing. Take the profit out of housing, and you'll solve the housing crisis overnight.

And so it goes with the rest of *The Cities' Wealth*: agenda, structural changes, and not just reform, of every aspect of a city's economic and political life, including utilities ("a point of entry for broad public ownership of productive enterprises"), banking ("to control the wealth within municipal boundaries"), cable television, transportation, social services, insurance, ownership of commercial shops, elections, and taxation. It won't be easy, says the Berkeley activists in conclusion, but by gaining elected and appointed positions in city government, and using the existing powers of city government, the progressives can gradually implement more and more economic redistribution—or, as Derek Shearer reformulates it for the sensibilities of the mass market, "economic democracy."

How The West Was Won

(The Left's Moral Minority)

Perhaps the biggest reason for the left's success in both Berkeley and Santa Monica has been its ability to capture the moral advantage, to create the impression that demands for community control of housing are inspired by selflessness and altruism and that its true and only aim is helping the poor. The poor, as it turns out, are a valuable commodity. They are always trotted out as justification for rent control, even though the true beneficiaries are political activists and the middle class. "Rent control is a middle-class phenomenon," says UC Riverside economist David Shulman. "The two California cities with the strictest rent control laws—Berkeley and Santa Monica—are solidly middle-class, even wealthy in fact."

As *The Cities' Wealth* itself admits, Berkeley is an unusually rich city, with over \$1 billion a year in economic activity, which is twice as much as many cities its size. Stand on any downtown Berkeley street corner and throw a rock—you'll hit three banks and four savings and loans. Walk down any Berkeley street, and you'll find yourself passing cafes, boutiques, bookstores, gourmet restaurants, shops that specialize in champagne sausages and liver pate. You can buy bone china and order hot tubs in Berkeley, but if you should ever need a pair of work shoes, you have to take the bus to Oakland.

Many people in Berkeley dress as if they're poor—blue jeans and work shirts—but it's the kind of poverty that permits them to sit around in cafes all morning drinking cappuccinos at \$1.30 a cup. To City Councilman Bill Segesta, these people are the soon-to-be

"Socialism—On the Street Where You Live"

REMARKS BY...AND ABOUT THE 'CONTROLLERS'

"SHARING THE BERKELEY EXPERIENCE"

upper-middle class—"They're in the position that one day the old man is going to die in Cleveland and leave them the proceeds of his law practice." They invariably have a college degree, if not several; and although they may be poor today, tomorrow they can be earning \$25,000 a year, "because those are...the streams they fish in." Try going to a public meeting sometime, advises Segesta. The people who get up to speak are either lawyers, doctors, or architects. "It's never some poor schiep who works at Ford—that's unheard of."

During public hearings over rent control "it became very clear," says Segesta, "that if Berkeley did have a working class, it was the landlords"—they didn't have university degrees; they weren't sophisticated about investments; they worked for wages, saved their money, and bought apartment houses. Nevertheless, during the hearings they were attacked by

tenant organizers, called "pig landlords" by young, white, middle-class Berkeley activists who, as Segesta says, have "trust funds" and "inheritances" and "had gone to college by virtue of their dad being a fancy eye surgeon back East."

In the Berkeley newspaper, however, tenants are the oppressed masses, landlords, fat capitalists. This despite the fact, says rent board commissioner Martin Overstreet, that one-fourth to one-third of the city's landlords are black. "A couple of months ago," says Overstreet, "I got a frantic call. It was from a black man, a letter carrier, 62 years old with mandatory retirement staring him in the face. He had, some 18 years earlier, bought a sum and fixed it up. Now the four white, middle-class students he had for tenants had gone on a rent strike. 'And all of these students will take a degree,'" says Overstreet, "and parlay it into these \$25,000-a-year jobs." Five

years from now their politics will have shifted 180 degrees, and they'll own portfolios and be talking on the phone to stockbrokers. But in the meanwhile, they're withholding rent from his elderly black man because he's a landlord and therefore a "criminal," a "slavekeeper."

Charles Isham, too, disputes the moral distinction the left always makes between landlords and tenants. What difference does it make, asks the Santa Monica apartment owners' spokesman, if "one just bought an apartment and the other bought AT&T stock"? The stockholder at least has the chance to match the inflation rate, but now the apartment owner is limited to whatever profit crumbs the rent board throws his way. (The Consumer Price Index has gone up 29 percent in the 18 months after rent control was enacted; while rent increases over the same period were limited by the Santa Monica board to 13 percent.)

The Santa Monica rent board has gone so far down the road toward "a class warfare state of mind," says landlord attorney Lowell Wedemeyer, that it now sees all property owners as "evil" and only tenants as "improvers," and "downtrodden." In fact, he says, many small landlords don't have any retirement pensions. "They chose to put their labor and their money into an apartment building," one of the few ways people without a great deal of financial sophistication can protect their savings from inflation. By refusing to recognize that fact, says Wedemeyer, the rent board is "making papers out of these people."

As Berkeley and Santa Monica go, so goes the nation. That is the goal of the left—to win control of certain vulnerable cities and then, using those cities as a "secure base," to expand outward until, having won in enough cities, they can, in the words of Derek Shearer, "talk about running someone for president and changing national policy." Rent control is clearly just the opening shot.

"A CITY MAY ACTUALLY REDUCE THE VALUE OF A PROPERTY...IN SUCH AN UNFAVORABLE CLIMATE"

"DEMAND HOUSING REPAIRS OF LANDLORDS WITHOUT COMPENSATING THEM FOR THE COST

...THE CITIES' WEALTH"

Comment

'No' on rent control

WHEN EAST Palo Alto became a city last summer, an unbounded array of municipal opportunities lay before its new City Council. It has been disappointing indeed to note that in the ensuing nine months the council has been preoccupied with one issue: rent control.

The council adopted a rent freeze soon after its first meeting, and in November passed an ordinance that limits rent increases to the yearly advance of the consumer price index, creates a Rent Stabilization Board to set rents and mediate rental disputes, and establishes an interest-bearing account for tenants' security deposits. By virtue of a 1,600-signature petition, the ordinance will appear on the April 10 ballot as Measure A, a referendum for the voters' approval. We urge a "no" vote.

The ordinance is so new that its economic effects cannot be known, but its political impact already has been harmful. The incorporation election last year was close and bitter, and the council had an obligation to try to unite the community in order to restrain some civic pride. Instead the council majority focused on the most divisive issue in town, rent control. The result has been an aggravation of community tensions.

With all the important challenges a new city government faces—from

park and recreation to crime prevention to sewer improvements—rent control has become an impediment to progress at city hall.

If it were good policy, the council might be forgiven its single-mindedness. But it's not good policy. The success of the new city depends largely on economic development, which yields an increased tax base, more jobs, more stable business and an increased housing stock. But economic development depends on capital investment, and potential investors aren't going to risk capital in an area where appreciation will be arbitrarily restricted.

Rent control is fairly popular in East Palo Alto, as is any policy that offers short-term monetary advantage to one constituency. But we fear the renters' short-term gain will translate to a long-term disadvantage, not only for renters but for the entire city. East Palo Alto deserves more insightful planning than the rent control law provides.

Taking more control

RENT CONTROL, as we have often noted, has an adverse impact on a community because it tends to restrict capital investment. That's particularly true in a community such as newly incorporated East Palo Alto, which desperately needs to expand its economic base to help pay for the many services a new city needs.

Unfortunately for East Palo Alto, the City Council has compounded the problems threatened by the city's rent control ordinance by restricting even further the amount landlords can raise rents.

Under the ordinance approved by voters in April, landlords were allowed to increase rents as much as the rate of inflation, or the change in the Consumer Price Index. An amendment passed by the council Monday night, however, would restrict the increases to only 80 percent of the price index.

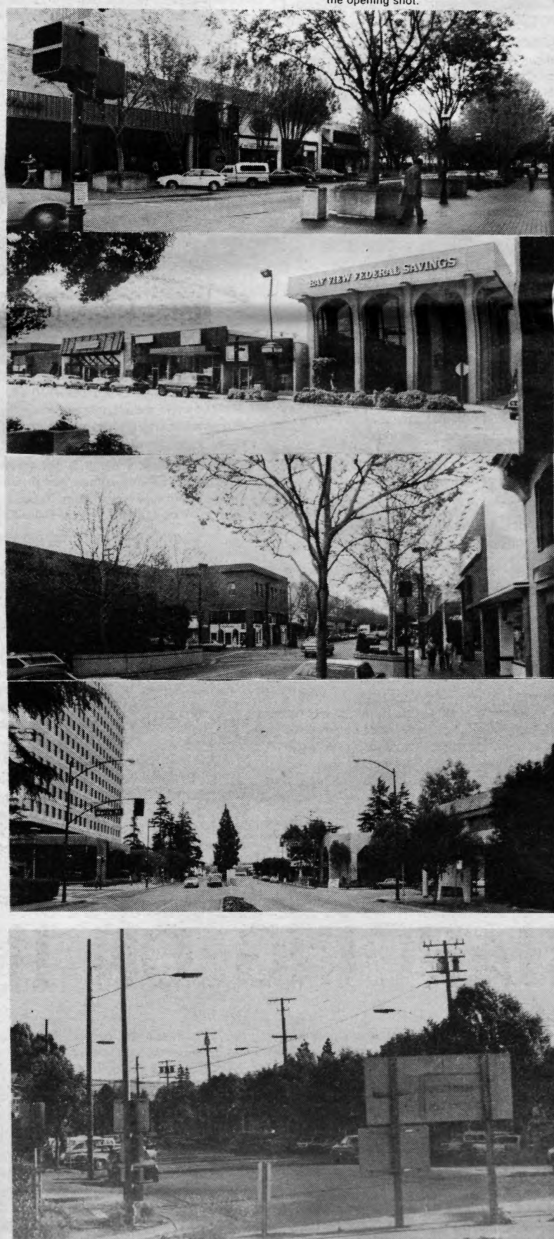
The amendment was first proposed by Carlos Romero, vice chairman of the rent control board, who contends that a large portion of landlords' costs for rental housing are in mortgage payments, which usually do not fluctuate with in-

flation. The 60 percent figure, he says, covers day-to-day operating expenses.

Councilman Omowale Satterwhite, a supporter of rent control in the past, went against the majority on the amendment, making the council vote 3-1 in favor.

Satterwhite said that although he favors the idea of controlling rent in line with inflation, he didn't feel comfortable with the idea of allowing increases to only 60 percent of the Consumer Price Index. He noted that 60 percent of the price index can differ from the inflation rate by several percentage points over the course of a year.

Rent control appears to be a fixture in East Palo Alto, at least for the time being, but we hope some of Satterwhite's fellow council members will reconsider their positions on the amendments. Rent control is a short-sighted policy, offering renters a temporary benefit at the long-range expense of the economic health of a community; the East Palo Alto rent control amendment is now 40 percent more short-sighted than the original ordinance.



"PERSONS AND FAMILIES NOW RECEIVING FOOD STAMPS SHOULD BE THANKFUL THAT THE PROBLEM OF HUNGER WAS NOT ATTACKED BY CONTROLLING THE PRICE OF FOOD"

Oakland report: 'Some rent controls hurt poor'

WHAT WE CALL MEASURE 'A' WAS ACTUALLY BROUGHT TO EAST PALO ALTO FROM BERKELEY AND SANTA MONICA, WHERE IT HAS BEEN IN EFFECT FOR EIGHT YEARS. MANY PEOPLE SUPPORT IT AS NECESSARY TO PROTECT POOR FAMILIES IN NEED OF HOUSING, BUT THIS STUDY, BY AN OAKLAND-BASED MINORITY RIGHTS INTEREST GROUP, INDICATES THAT IN FACT, EXPERIENCE SHOWS IT HAS DONE JUST THE OPPOSITE.

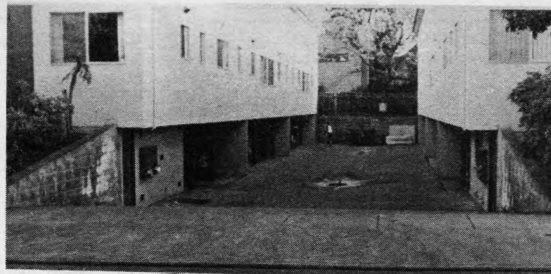
The Center for Community Change, a non-profit, technical assistance organization, dedicated to the empowerment of low income and minority persons, has released the first of a two-part series of research reports on the subject of rent control in California. The report, "Who Benefits from Rent Control?", is authored by Dr. Richard J. Devine, whose previous housing research focused on the issues of abandonment, mortgage red-lining and neighborhood transition.

In assessing the merit of rent control as policy enacted to improve physical and economic conditions for low and moderate income renters, the report concludes that, even in communities with stringent regulations, the policy has had limited effectiveness. The merit of rent control, the report maintains, rests solely on its ability to protect low income tenants from unwarranted price increases. Although this is both a valuable and necessary function, the report says that, in the long run, rent control will have little positive impact on the affordability problems of low income tenants.

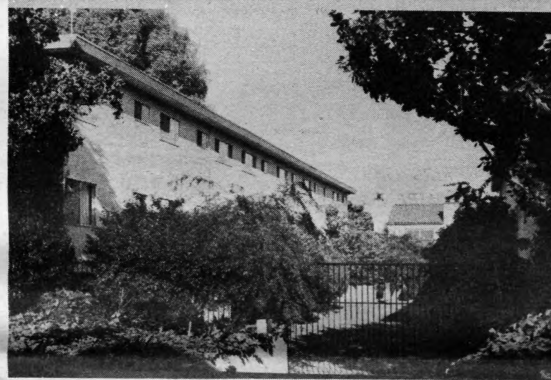
Although the report challenges the contention that rent control is an effective mechanism for addressing the affordability problems of low income renter households, it does not dispute the extent or legitimacy of this need. Approximately one out of every three renter households in California, according to the report, has a serious housing affordability problem. These persons are ill-served by rent control, the report maintains, because the only hope held out to them by this policy is that their situation will not worsen appreciably. This is small solace to a family that currently spends 50 percent of household income for rent. "Persons and families now receiving food stamps," the report states, "should be thankful that the problem of hunger was not attacked by controlling the price of food."

A major finding of the report is that rent controls fix the position of tenants in housing markets. As such, they are not able to correct or significantly lessen serious housing affordability problems faced by approximately one-third of the state's renters. "If conditions in the first instance," the report states, "were unacceptable enough to produce a change in housing policy, it makes no sense whatsoever to enact a mechanism that almost guarantees the perpetuation of the status quo."

According to the report, "it is middle and upper income tenants who reap the major benefits from rent control statutes." These households and individuals typically paid small fractions of their incomes for rent at the time controls were enacted. Although this group had no pressing need for legislative protection, it was provided nonetheless. In the years subsequent to the implementation of controls, this favorable position in the housing market was improved because annual increments in earnings typically exceeded permissible rent increases. The effect of this policy on the poor, however, was substantially different. At best, the report claims, rent control stabilized a critical situation. It substantially reduced (but did not eliminate) the probability that a low income tenant's affordability problem would deteriorate. But it did nothing either to correct the serious imbalance between available income and rent, or insure that new increases in rent would not exceed wage increases or additional transfer payments. The inability to discriminate



UNDER MEASURE 'A' THE BUILDING AT TOP GETS HIGHER RENTS THAN THE UNITS BELOW BECAUSE THE SECOND LANDLORD HAD FOR YEARS DONE ALL HIS OWN MAINTENANCE AND KEPT HIS RENTS DOWN AND WAS THEREFORE STUCK WITH LOWER BASE RENTS. THE BANK REQUIRED IT TO BE REFINANCED IN 1984, BUT MEASURE 'A' DOES NOT RECOGNIZE THE NECESSITY OF FINANCING AND THE OPERATION LOSES MONEY EVERY MONTH BECAUSE, CONTRARY TO POPULAR BELIEF, THE ORDINANCE MAKES NO PROVISION FOR RETURN ON INVESTMENT. SLOMORDS ARE ATTRACTED TO RENT CONTROL AREAS BECAUSE NOTHING IS EXPECTED OF THEM, MERELY DECENT INVESTORS STAY AWAY KNOWING THEY WOULD BE ABLE TO MAINTAIN NEITHER PRIDE NOR PROFIT.



on the basis of need, the report concludes, makes rent control a policy that is characterized by a high degree of regressivity.

In a substantial section on socio-economic conditions in Berkeley and Santa Monica, the report states that "...the two cities in California with the most strident controls on their rental housing inventories are predominantly white, well-educated, young and affluent." While not denying that each city contains poorly-educated, non-white, elderly and poverty-stricken families and individuals, the report presents data that show their number to be only a small fraction of the total population. "Only 9.9 percent of the population of Santa Monica," the report states, "was classified as poor in 1980, and only 11.1 percent of that group (950 total persons) were 65 years of age or older." In addition, "...only four places of 50,000 persons or more in the entire state had higher white per capita incomes. They were Walnut Creek, Palo Alto, Newport Beach and Palm Springs.

In contrast to conditions in Santa Monica as the time of the last census, Berkeley had a poverty rate of 21 percent. But the report attributes this abnormally high percentage (almost twice the state level, only slightly less than rates in Compton and East Los Angeles) to the 28,000 university students in that city's population. In 1980, the report shows that Berkeley led California in the proportion of poor persons

who were white, between the ages of 15 and 65, and not in the labor force. The report states, "...that poverty in Berkeley, though statistically more prevalent than in the rest of the states, is a phenomenon whose true character is distorted by the presence of 28,000 university students whose poverty (if it can be called that) is both temporary and a matter of choice."

To support the contention that the enactment of rent controls in Berkeley and Santa Monica was not a response to major concentrations of poor people who would be further impoverished by an unregulated housing market, the report examines consumer expenditure data from the 1982 Census of Retail Trade for those cities and other areas in the state. It finds that, on a per capita basis, for the population age 20 and above, both cities exhibit a remarkable tendency to spend a typical and major amount of income on the purchase of items such as televisions, stereos, music, jewelry, cameras, toys, and games, sporting goods and luggage, and the consumption of food and drink. An architect of Berkeley's rent controls quoted in the report attributes this pattern of consumer expenditures to gains in disposable income that tenants have captured due to moderate rent levels. But the report questions "...whether it is an appropriate use of public power to subsidize the purchase of stereos and jewelry, and the consumption of liquor and gourmet cuisine; and whether the stated purpose of rent control policy (to

preserve affordable housing for low income persons) can be better and more directly accomplished by measures that are free of such unwarranted externalities."

The report also challenges the assertion that Berkeley and Santa Monica adopted rent controls in response to a housing crisis or emergency. It shows that from 1970 to 1980, median persons per room in renter occupied housing in each city decreased. Had it remained constant over the decade the proportion of overcrowded units in each city would have decreased slightly.

Between 1970 and 1980, the report shows, median contract rents increased at a rate of 7.42 percent per year in Berkeley. At the same time, median family income and median income for unrelated individuals increased at an annual average rate of over 10 percent. When incomes increased faster than rents, housing affordability generally improves.

In Santa Monica, conditions were slightly different. The annual percentage increase in median family income (10.10 percent) lagged behind the annual percentage changes in median contract rent (12.50 percent), but unrelated individuals in that city saw their annual incomes increase at a greater rate than rent (14.60 percent versus 12.50 percent). Since the majority of tenants in Santa Monica are unrelated individuals rather than family members, the report claims that affordability, in general, did not worsen in that city in the 1970's. "In fact," it states, "it is highly dubious that any general housing emergency ever existed for the vast majority of tenants in either Berkeley or Santa Monica."

Although conditions in the rental housing markets of Berkeley and Santa Monica never approached crisis proportions, events that have occurred since that time, according to the report, are particularly disturbing. The private sector has, for all practical purposes, abandoned new rental housing construction in each city. For example, the report states that, "a total of 382 new housing units were constructed in Berkeley from the inception of rent control till the end of 1983. Sixty-nine percent of this total (263 units) was accounted for by publicly-assisted construction, much of which relied upon housing subsidy and production programs that are now moribund. In addition, "conversions of single-family and duplex rental units to owner occupancy have proceeded at an accelerated pace." In Santa Monica, the value of residential building permit activity declined by \$34.5 million since the enactment of rent controls. And almost all remaining activity was for condominium ownership, not rental housing. The report states that, "it would be incorrect to attribute all of the decline in new, private, residential, multifamily construction in Santa Monica (and Berkeley) to the enactment of rent controls; general economic conditions undoubtedly play some part in the diminution. But it is indisputable that...even in the face of overwhelming need, investors were not confident that they could secure a competitive return on their capital, and that rent control was a major factor in undermining that confidence."

The report's major recommendation is that rent control be phased out and replaced by a drastically revised renters' tax credit program. Such a program would focus assistance on and restrict eligibility to those renters most in need of housing assistance. It would offer participating tenants a tax credit that would be based upon the difference between 30-35 percent of household income and fair market rents established for local housing markets. Using 1980 Census data as a baseline, approximately 30 percent of all renter households in the state would qualify for such a program. Funding for this program would be from rental unit registration fees imposed by the state and a surtax on inter-track pari-mutuel betting.

The second part of this research will be published in June, 1986. It will focus on rental housing conditions in San Francisco and Los Angeles, cities with larger stocks of rental housing, but less stringent price controls. It will also offer more specifics on the funding and administration of a new renters tax credit program.

HANGING ON IN WHISKEY GULCH

CONTINUED FROM PG. 1

The merchandise shows a strong Continental influence, the sort of fashion one associates with South Florida and Los Angeles. You might expect to see Crockett and Tubbs wandering in from the set of "Miami Vice."

It's evident that a lot of care and planning went into the preparation of the shop's decor. Mark Thompson, co-owner of Giorgio's explains they spent almost six months and \$25,000 refurbishing the stores interior and selecting inventory before they could "open, ready for business." While their merchandise appeals primarily to men between 16 and 45, young women frequently find that some stylish items will fit them.

Thompson 26, and his father, Jerry, are partners in the venture and along with one employee from East Palo Alto have been opening the store six days a week for nine months.

Customers are put at ease by the Thompsons' tendency to slip into the visitors' style of language and by the steady rhythmic background music.

The local phrases come easily to Mark, who dropped out of Menlo Atherton High before completing his education at the Redwood Continuation School and joining the Air Force.

The Thompson's effort has not been

without challenges. Just before Giorgio's opening, the Wells Fargo bank next door closed and anticipated foot traffic fell off dramatically. They are currently more than 35% below projected sales.

Their remodeling plans were lost at City Hall, and their attempt to get a sign permit was first met with surprise, that anyone would ask for a permit. A hurried conversation between city officials, however, resulted in their being charged eighty dollars to paint their store's name on the building.

The younger Thompson, who for a time operated Fran's Market in Palo Alto, maintains a membership in the Palo Alto Chamber of Commerce. According to Thompson they attempted to join the East Palo Alto Chamber,

but their calls were never returned. They did discover however, that the local chambers annual fee was 50% higher than Palo Alto's.

Their concern now is that the worsening East Palo Alto economic climate will drive even more local investors out of business. Of the seven shops adjacent to the former Wells Fargo, five are now empty. Only Giorgio's and another 25 foot wide beauty salon next door have not closed.

As someone, looking like potential renter, stood in the street viewing an empty building, Mark Thompson hurried out to encourage him.

"It's not easy trying to get people to come into your store," he said, "when all they can see are panhandlers in front of vacant buildings".

commentary

Once again certain incumbents are shouting about selling out to "Big Money". Its time to start asking questions: Who is this "Big Money"? What is it they want to do? Why is it bad? What are the alternatives? How does it affect those of us who live, own, rent, and work in East Palo Alto?

Looking at the past three years, "Big Money" means any independent investor, unwilling to turn over control of his or her business to four people on the council with no experience in corporate operations or major capital investment. Banks and businesses, employers and experts are told by these four: there is only one way you can stay in our city: Our way! What we say goes! Well, what goes is business.

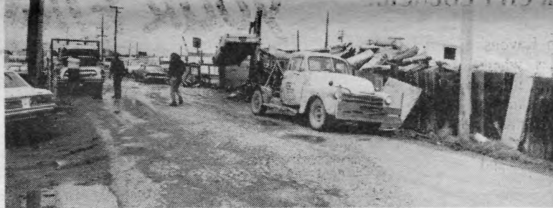


After three years, we not only have no new business or industry, we no longer have a bank or even a Savings and Loan. Not even a branch office.

We have no automobile dealership, no furniture store, no major chain super market, or department store, no professional office building, no major restaurant, no McDonalds or Burger King, no financial institutions, no TV or Appliance store.

We are 18,000 people, who must leave our city every day in order to buy the simple essentials of life. From bananas to Buicks, from milk to magazines, we must drive miles to spend our money in other peoples cities. And every time we spend a dollar, we spend seven cents in sales tax. And they don't ask where the money came from, it just goes to the city where it is spent.

This is why Palo Alto has a budget of \$76 million and East Palo Alto has a budget of \$4.5 million dollars. Why Palo Alto can spend \$1,321.00 on services for every man, woman and child while East Palo Alto has \$231.00 per person.



Our industrial area at work. It is common practice for some wreckers to dismantle cars in the street, taking only the saleable parts back into their yards.

After three years as a city, East Palo Alto has two industries: junkyards and liquor stores. And so the chances are you drive to someone else's city to work or you don't work at all.

We are now our own city. That's what we voted for and that's what we're going to be. We are in this, all of us, together. But before we move onto the future there is something we need to face. No one was doing us any favors when they incorporated East Palo Alto. That may not be popular to say but lets look at some facts.

There were three forces behind the incorporation: San Mateo County, the City of Menlo Park, and an East Palo Alto political group. They each had something they wanted from an independent East Palo Alto.

San Mateo county looked upon us as a rathole into which they were throwing money. Every year they spent \$2.2 million more on services in East Palo Alto than they got back out in tax revenues. Money from State and Federal sources was drying up. Revenue sharing from the State was shrinking, Federal Block Grants were disappearing and the San Mateo County board of supervisors is responsible for providing services throughout the county. So if they could get rid of East Palo Alto it would mean a net gain of more than \$2 million a year for them to spend else where. No wonder they were eager to give free additional services for the first 2 years.

Did you know that East Palo Alto is smaller than the San Francisco International Airport, which was and is unincorporated San

Mateo County. Yet you will never see SFO incorporated or annexed to a city because it is a money mill. It just sits there and cranks out millions to the county, very little of which we will ever see.

If we had been annexed into Menlo Park it would have created a city of 56,000, considered by many civic planners to be the perfect size. We would have lost some of our identity, but we would have had access to a highly rated school district and would have benefited from the sales tax revenues generated by their retail district.

But Menlo Park didn't want us. Why should they? For thirty-five years they had steadily annexed all the prime industrial property that should have been part of East Palo Alto.

Commuters, whizzing along University Avenue, probably think that forty acre business park, located two blocks from our city hall, is part of East Palo Alto. It isn't. Most people driving on Bayshore think the Main Post Office is in East Palo Alto, it isn't. Anyone driving out Willow Road may think they're driving through East Palo Alto's industrial area. They aren't. All those areas, our areas, our chances for growth and prosperity, belong to others. Other cities benefit from the property taxes, jobs, and revenues that should have been ours.



Those who think of Menlo Park as that cute little town to the west of us may be surprised to find it also to the north, south and east. A look at mighty Menlo on the map shows where East Palo Alto's industrial tax base went.

Barbara Mouton was advised, when the incorporation issue was still before LAFCO, that she should hold out for return of some of these areas to East Palo Alto. That their revenue was vital to our survival. But she didn't, so we got nothing, only what no one else wanted.



Our most prestigious industry... and what you drive through to get to it

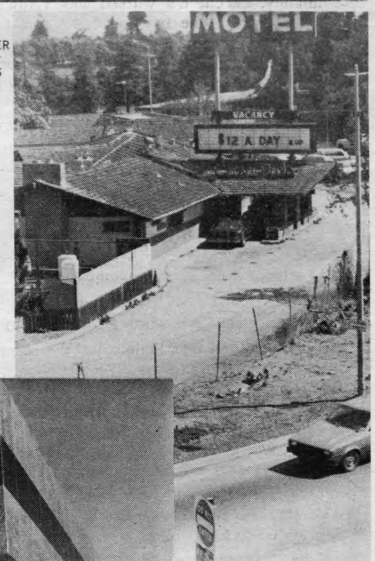


two block from East Palo Alto's municipal center...and in Menlo Park

East of Bayshore, but not in East Palo Alto



THE COUNCIL HAS BEEN ASKED TO APPROVE CONSTRUCTION OF ANOTHER BAYSHORE MINI-WAREHOUSE TO REPLACE THIS MOTEL AT THE CITY'S GATEWAY.



But that third group, those local politicians, got what they wanted, jobs and power... for themselves. In 1983 there were only three people in East Palo Alto with strong political identities: Gertrude Wilks, Henry Antony and Omowale Satterwhite and only Gertrude Wilks had the political stature to run for office outside of East Palo Alto. So, if those would-be politicians were to have the jobs and power they wanted so badly, it would be necessary to restrict the voter area to one they could control. And so today we have East Palo Alto.

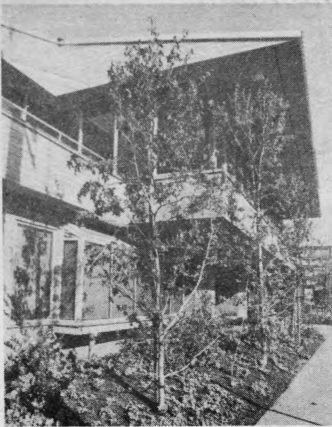
East Palo Alto is not going to disappear. Even if it had not been incorporated the community, the neighborhoods, the homes and the people would remain and they would still be East Palo Alto. The question now is not what it is but what it's going to be.

Everyone knows we are one of the poorest cities in the state. Of the twenty cities in San Mateo County we have the lowest property values, the highest crime rate, the lowest per capita income, the highest unemployment, the lowest revenue base, the highest drug use and the lowest rated schools. We have more murders, more high school dropouts, more burglaries, and more problems than any other city on the Peninsula. These things haven't changed in the past three years except to get worse.

If we continue on our present course we will simply see fewer police officers and more potholes in our streets, fewer businesses and more vacant buildings in our commercial districts, fewer well kept homes and more barred windows and chain link fences in our neighborhoods.



THIS MARBLE OFFICE BUILDING WOULD LOOK GOOD AT OUR CITY ENTRANCE, BUT IT IS BEING BUILT NEXT TO A RAILROAD TRACK IN SOUTH PALO ALTO.



THESE PROFESSIONAL OFFICE BUILDINGS ARE GOING UP NEXT TO ONE OF THE POOREST SECTIONS OF UNINCORPORATED REDWOOD CITY. DEVELOPERS WILL TAKE RISKS IF THEY THINK THEIR PROJECTS CAN INCREASE NEIGHBORHOOD VALUES AND PROVIDE RETURN ON INVESTMENT.

Before the current council began its administration three years ago, candidates Mouton, Abrica, and Blakey told us they were going to bring in new business, improve our recreational services, provide housing and jobs. But the quality of housing, particularly apartments, has deteriorated. There has been no new construction or construction jobs in East Palo Alto since they took over, even while the cities around us experience a building boom. The sight of young men loitering on street corners is testimony of a failed recreation program and as we sit here with vacant industrial ground, the last bank leaves the city and our Mayor states to the newspaper: "We're going to have to teach these corporations their social obligations".

Think about this. If you were the president of one those companies considering East Palo Alto, would you want to invest where someone is going to teach you your social obligations. The chances are you would say I don't need to deal with that kind of attitude and you would take your business elsewhere.

Make no mistake, there are business and industries out there that would abuse and exploit our community, but they would not be stopped by such remarks. They are too insensitive to even notice them. But there are also companies, good companies with good people, who would like to invest in East Palo Alto if they saw a city government willing, in the words of a Peninsula Times Tribune editorial, "to meet prospective developers more than half way in recruiting commerce, industry and housing to the city".

If the past three years have shown us anything, it's that the council majority is not willing to meet anyone half way, not willing to listen to anything they don't want to hear. Not from the community and certainly not from outsiders.

They seem to have made an investment in keeping us poor, afraid that if we improve our community "white folks" will come in and buy us out.

They seem to think that our choice is between being black and poor or white and rich. That if East Palo Alto remains a poor, crime ridden ghetto they will be assured of reelection.

But ask yourself: is this necessary? Do you, your children and grandchildren have to live like this? In Southern California there is a community of affluent professional people with lovely homes, swimming pools and little crime. It's called Baldwin Hills, and it's worth mentioning only because most of those successful homeowners are black. Their children go on to be successful because they grow up with role models who are black and successful. In East Palo Alto the minute someone achieves financial success, they move to another community.

There are, out there, people who wish us well, who would have us be happy and safe and prosperous. And many of them, given the opportunity, would lend us a helping hand when they can. We must not turn it aside when it is offered. To do so diminishes us as much as them. But we must always remember, the burden is ours and so is the reward.

I have a dream for East Palo Alto; it may be much like yours... that every year things get better. That every year the children are happier, the elderly are safer, the students are smarter, the parents are wiser, the jobs are better and that life is richer. And that someday East Palo Alto is among those communities honored as an All-American City.

COUNCIL CANDIDATES

CONTINUED FROM PG. 1

Victor Perez expressed frustration at being unable to get work for local companies, though his Mid Peninsula Contractors Association, and urged a more open door policy toward investors.

Dr. Davis called for a comprehensive psychiatric outpatient clinic, and broker, Joseph Goodwill pointed out that driving through the streets, seeing the condition of business and the quality of life was evidence of the need to invite all candidates to work together.

Citing his 16 years of leadership in the march to cityhood that included creation of the Municipal Center and other benefits, Henry Anthony acknowledged that even romance must be financed and unless the city adopted a more positive attitude there would be less of both in future years. Anthony drew a round applause when under questioning on the drug issue he declared it was "time to get tough, give kids a record if they want to deal drugs, go to the courts and demand they keep the criminals out of the neighborhoods and go to the community and demand they stop buying drugs".

John Bostic, calling for "tough love" for youngsters, jobs for the 16 to 26 year old men in the community, and police action against buyers as well as sellers drew similar applause, as did Warnell Coats with his call to make it clear "selling drugs is not acceptable behavior". Coats also declared "don't tell me they're selling drugs in Chicago, too. I'm not in Chicago".

The audience listened attentively to all the candidates answers, with the only interruptions coming from a group of about twenty city em-

ployees, who applauded after any presentation by slate candidates.

In addition to the Mayor's defense of the city tax base, the other slate candidates generally acknowledged that they had a plan, but had not yet been able to put it into full effect.

Councilman Abrica felt the Economic Task Force had generated ideas but had yet to solidify things with the Chamber of Commerce. He pressed his demand for severe rent controls, stressing that he and his brother were renters.

Charging that drugs were being brought into the community to commit genocide, Vice Mayor Blakey allowed as how other cities had been around for 150 years compared to East Palo Alto's three and that he had not missed a single council meeting.

The two non-incumbents on the slate Jahi Miremba and Onyango Bashir took opposite positions on citizen's input; Bashir calling for a complaint department and Miremba for people to stop complaining.

The crowd pleaser, however, was Peter Evens, who was running against everyone. Evens drew sustained applause and laughter as he recounted going back to Redneck Louisiana, finding the communities improved and returning to East Palo Alto to find it in worse condition than ever. His call for withholding paychecks from council members, unless they did their jobs and fixed the streets, appeared to be the most popular proposal of the evening.

The Municipal election on April 8th will give four year terms to the top two vote getter and two year terms to the three others.

controls in 4 cities

CONTINUED FROM PG. 20

The ordinances have been routinely amended to be even more restrictive and costly. It is estimated that the City of Santa Monica is currently retaining eleven lawyers and spending \$2 million in tenant registration fees on litigation each year.

Under the ordinance, recovery of costs for improvements such as new carpets, dra-

peries or appliances, must be approved by the rent control board. Most investors are reluctant to keep a unit vacant for six weeks, while awaiting board approval of such requests. As a result most units are now rented in an "as is" condition, with tenants expected to make improvements at their own expense.

Local suppliers of goods and services for apartments are concerned by the loss of business resulting from the ordinance. Says one professional carpet cleaner, "This is a bad law, it hurts everyone."

If voters, vote yes on Measure "A" in the upcoming East Palo Alto municipal election, the ordinance will become a permanent fixture in the city's code, and can be modified only by special elections.

WHY SHOULD CECELIA RATLIFF BE YOUR FIRST CHOICE FOR CITY COUNCIL?

Cecelia Ratliff is a part of East Palo Alto. She grew up here, graduated from Ravenswood High School in 1969 and went on to the University of California at Los Angeles, where she majored in Business Administration with a minor in Accounting. Upon returning to the community, Cecelia has worked with various educational institutions, finally joining Stanford University where she has spend the past four years in the Department of Earth Sciences. Before working at Stanford, she was married and now has an eleven-year-old daughter, Terra. Together they share their home of eleven years with Cecelia's mother, Mrs. Gladys Davis, and on Sunday, the family attends the True Light Baptist Church.

Why is she running for the council? Listen to Cecelia:

On Crime: "My daughter can't go out and play in the evening the way I could as a child. My seventy-one-year-old mother can't feel safe going out day or night. We have become a community held hostage in our own homes.

On Banking and Business: "This is incredible! There are cities throughout California a 10th our size with banks. How can we expect to be taken seriously if we cannot sustain even a single branch office or a Savings & Loan?"

On Housing: "My home is the largest investment I have, yet because of the image East Palo Alto presents, it is worth a fraction of its true value."

On Jobs and Our Economy: "We seem to have three industries in our city: junkyards, liquor stores and drug sales. Yet the council has done nothing to attract employers who will hire from our community. After three years the only people they're talking to are someone who wants to build another mini-warehouse that will employ one person and a recycling company that will truck hazardous waste through our streets. At the same time they are preventing the development of job-producing commercial development so that they can give us "open space". This translates to: a lot of vacant ground that our unemployed can stand around on.

On Our Elderly: "My mother is a good woman who has given generously of herself to the community, but if I were not here, where would she live? Palo Alto and Menlo Park seem to always be building lovely new housing for seniors while we sit here with vacant lots.

On Our Infrastructure: "When I was growing up we didn't always have sidewalks, but at least we didn't have potholes either. Now it seems you have to decide between driving fast enough to avoid the drug dealers and slow enough to miss the potholes. I would like to explore with the Judiciary the possibility of having people convicted of misdemeanors in our community sent back here on work furlough to help keep our streets clean and repaired."

On the Council's Role: "In the face of all our problems, I cannot understand what purpose is served by raking up old issues to keep the community divided. The city needs the support of every citizen and every citizen should know they'll have the support of the council in every worthy effort. That support needs to be substantial and spiritual, extended to everyone, not just in special contracts to friends and political supporters.

WE HOPE THAT READING CECELIA'S WORDS WILL HELP YOU TO UNDERSTAND WHY SHE IS ANGRY, WHY SHE IS RUNNING FOR CITY COUNCIL AND WHY MORE AND MORE PEOPLE ARE THINKING THAT ON APRIL 8th, CECELIA RATLIFF SHOULD BE OUR FIRST CHOICE FOR THE EAST PALO ALTO CITY COUNCIL.

YOUR FIRST CHOICE



cecelia
RATLIFF

Minority drop-out problem addressed by community colleges

BY ROBERTA FURGER

It's time "to make minority students feel more welcome" in the state's community colleges, says Ella Turner Gray, director of special programs and services at Canada College.

Since 1983 there has been a dramatic reduction in the number of black and Hispanic students attending community colleges. In an effort to reduce that trend, Mrs. Gray and over 100 participants from throughout the state met last December to "see what could be done about the problem."

Participants included representatives from community colleges, state colleges and universities, and community and business groups.

"I can't remember another program that brought all these people together to discuss a common problem," says Mrs. Gray.

Although black and Hispanic students have traditionally attended community colleges, Mrs. Gray says beginning in the 1983-84 school year there has been a steady decline in the number of students enrolling.

"Many of the students who do attend the community colleges aren't staying long enough to go on to a four-year institution."

Mrs. Gray gives several reasons for the decline: Some students are dropping out of high school, so they never make it to the community college level; finances often dictate that students work full-time after high school, leaving little time for college classes; and an increase in student fees two years ago was not accompanied by an increase in financial aid to needy students.

Each of the participants in the symposium presented a paper on "what steps can be taken to reduce the attrition of black and Hispanic students."



EDUCATORS FEEL THEY OFFER THE OPPORTUNITY FOR YOUNG PEOPLE TO ENJOY CAREERS THAT ARE SAFER AND MORE REWARDING THAN SELLING DRUGS

Mrs. Gray's contribution focused on what could be done on the community college level to turn the problem around. She suggests:

- Introducing new classes to meet the needs of minority students.

- Monitoring students to see how they are progressing and making certain they don't get lost in the system.

- Implementing an assessment program to make sure students are taking courses best suited to their needs.

- Becoming more visible in the communities where black and Hispanic students live.

Canada College has hired two new staff members to help combat the problem of declining enrollment among minority students.

Ellen Hempkes is working in a community outreach program designed to let people know what the college has to offer.

"The idea is to let people know we are here to serve them," says Mrs. Gray, "and to make ourselves and our services more accessible."

At the same time, Classic Foat is meeting with people in the community to see what types of classes or programs they are interested in seeing offered at Canada.

One possibility is for the college to begin offering courses in the black and Hispanic community, much like courses are now taught at Little House in Menlo Park to be more accessible to senior citizens in the area.

All of the recommendations depend on additional money and staff, says Mrs. Gray.

The new community college state chancellor, Dr. Joshua Smith, she says, is interested in doing something to reverse the problem.

"And if the chancellor is pushing for it, something will usually be done."

This article first appeared in the February 5 edition of the Country Almanac and is reprinted for the East Palo Alto community by permission.

Homeowner Breakfast

The United Homeowners of East Palo Alto will sponsor an informal breakfast in the Community Room of the Municipal Center, this Saturday, April 8th between 9:00 AM and Noon.

The breakfast, open to the public, will provide a forum for discussion of the Affordable Housing Program developed by ministers in the community, apartment owners and several of the candidates in the upcoming election.

The program, which would create a Housing Authority to operate as many as 1,200 low cost units for seniors and low income families, requires a no vote on Measure "A" on the April 8th ballot and is expected to have a major impact on the direction of the city.

The Municipal Center is located at 2415 University Avenue. Anyone wanting further information may call

Katy McCall 323-4929
Gertrude Wilks 322-0759
John Bostic 321-0929

Costa bill affects EPA

CONTINUED FROM PG. 1

The bill seeks to repeal by January 1st 1987, the ordinances currently governing apartments in Santa Monica, West Hollywood East Palo Alto and Berkeley. It would then prohibit

such laws throughout California.

The state assembly has passed the original bill twice by substantial margins but lobbyists have managed to block it from getting to the Senate floor. The legislation is not expected to affect moderate rent control in cities like San Francisco, Oakland, San Jose and Los Angeles.

Unlike similar legislation AB483 has been endorsed and supported by trade unions in the construction industry who are concerned by the loss of jobs resulting from the lack of investment in new apartments. Analysts expect even stronger demands for passage if the current down-turn in commercial construction continues.

TINSLEY HONORED

CONTINUED FROM PG. 1

She noted that the state will pay for the \$50,000 study being conducted to determine the districts needs. The reports recommendations are to be submitted to Judge William Lanam later this year.

An award was also presented to the Mid-Peninsula Task Force for Integrated Education, a two hundred and fifty member group, founded in 1971.

Ellen Elliott, president of M.P.T.F.I.E., accepted the award saying, "there is hope for the world, when Gertrude and I can stand here with our arms around each other, and remember the times we have lived through."

Elliott, whose organization represents concerned parents in school districts from Belmont to Mountain View, felt that the Tinsley action "has developed an atmosphere of support for the Ravenswood Schools".

She felt that racial isolation had increased in the past 15 years and that the quality of education at elementary levels had been allowed to deteriorate badly. "However," she emphasized, "the new school board and superintendent are reason to be very optimistic for the future".

Put an end to housing discrimination

The State and Federal laws, and more importantly, *the laws of human decency, dictate that we as owners and operators* rental housing put an end to discrimination based on race, color, religion, national origin, ancestry, sex, marital status, age or the physically handicapped.

We the undersigned, representing over 25,000 apartment units in the Bay Area, hereby pledge to do everything in our power to attain this very worthwhile goal.

Avery Construction Company
Continental Property Management Company
Hare, Brewer & Kelley, Inc.
Lincoln Property Company
M.H. Podell Company
R & B Apartment Management/Oakwood Apartments
Woodmont Managements
R.W. Zukin Corporation

Please join us in our efforts

MEASURE "A" HELPS --- and it hurts

IT HELPS ...

A BERKELEY RENT CONTROL COMPANY;
SHORT-TERM TENANTS WHO DON'T CARE ABOUT OUR COMMUNITY

IT HURTS ...

APARTMENT HOUSES, APPLIANCE REPAIRMEN, ARCHITECTS, BANKS, BUILDERS, BUSINESSES, CARPENTERS, CABINET MAKERS, CARPET INSTALLERS, CHILDREN, THE CITY, DRAPERY CLEANERS, DISHWASHER DEALERS, ELEVATOR REPAIRMEN, ENGINEERS, FAMILIES, FLOORING INSTALLERS, FENCE BUILDERS, GARDENERS, GLAZIERS, HARDWARE STORES, HEATING CONTRACTORS, HANDYMEN, HOMEOWNERS, INVESTORS, INSURERS, JANITORS, KITCHEN REMODELERS, LOCKSMITHS, LANDSCAPERS, LIGHTING SUPPLIERS, LUMBER YARDS, LONG-TERM TENANTS, MASONS, MAINTENANCE MEN, MILLWRIGHTS, MORTGAGES, NUDISTS (JUST CHECKING), NIGHT WATCHMEN, NEIGHBORHOODS, NURSERIES, ORNAMENTAL IRON WORKERS, OWNERS, PRINTERS, PEST CONTROLLERS, PLUMBERS, PATROL SERVICES, REALTORS, REFINANCING, REFRIGERATOR SALES, RENTERS, RESIDENTS AND TENANTS WHO CARE, ROOFERS, RUG CLEANERS, SCHOOLS, SCREEN SHOPS, SHOPPING CENTERS, SPA BUILDERS, SKYLIGHT INSTALLERS, SWIMMING POOL CONTRACTORS, THE TAX BASE, TEACHERS, TILE INSTALLERS, UPHOLSTERERS, VENDORS, VOCATIONAL TRAINING OPPORTUNITIES, WALLPAPER HANGERS, WASHING MACHINE DEALERS, WEATHERSTRIPPING CONTRACTORS, WEED ABATEMENT, YARD CLEANUP, AND THE ZEN OF THE COMMUNITY.

PLEASE, FOR THE SAKE OF ALL THE PEOPLE IT HURTS, VOTE NO ON "A".

**TUESDAY
APRIL 8, 1986**

**A TIME
TO CHOOSE**

In the midst of one of the richest areas in the world, we cannot adequately feed our hungry, house our families, educate our youth, employ our adults or protect our elderly. The time is past when we can have a council that turns its back on the fundamental needs of the people. They must not distract us anymore by playing off black against white, renter against owner, young against old, poor against less poor.

The time has come to realize that we are in this together, that we sink or swim together, and that's as it should be. This vote will be a measure of our courage, and of our committment. Of our compassion for our homeless, of our faith in ourselves and of our belief in our city. No one of us has all the answers, but we have some, and working together, we can find the others.

This is a time for ideas, not ideologies
and the place to start is City Hall.



We are the only city this size in the entire state without some financial institution. We can get a bank back in our community within 180 days. In the meantime, let's get an automatic teller machine installed at the Municipal Center.

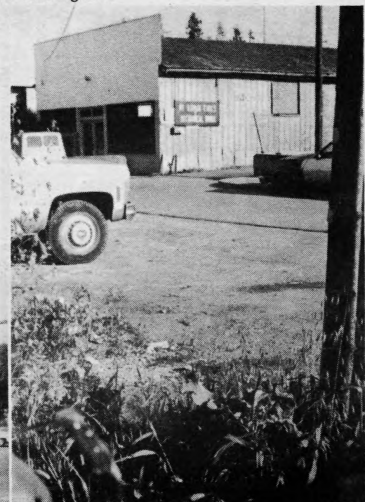
We don't need to have a vacant lot standing behind the Ravensood Industrial Park sign. People in the automotive service industries know that one of the hottest ideas now is the "master complex" concept. One huge facility where a car can have everything done in a single location. From replacing a windshield to installing new brakes, from a paint job to a transmission repair. A single auto parts house provides a warehouse and inventory control for all the shops and doubles as a store for retail sales to the public. Each shop is individually owned and operated but all its advertising, billing and accounting needs are provided as part of the package. Auto dealerships would love to transfer their workshops out of the high rent districts of Palo Alto and Menlo Park and if we could provide loaner cars for commuters and pick-up service for office workers, imagine the business. And each of these shops could hire men and women from East Palo Alto to learn skills and have jobs in their hometown.

We can franchise a taxi company with a difference. Instead of having yellow Fords with black lettering all over the doors and fenders, we'll buy four to eight year old Cadillac Sevilles, Mercedes 300s, Lincoln Continentals and Jaguar XJ6 sedans. Our drivers will all wear grey slacks with navy blue blazers and they'll meet their customer at the door, instead of waiting in the street. We can call it Ravenswood Carriage and people will use a service like that. We can go to the corporations on the Peninsula and say "when you have a client or an employee flying in to see you, we can pick them up at the airport and deliver them to their destination and give you one bill at the end of the month". We can tell travel agents, "For forty dollars, we'll take your customer to the airport on time and pick them up when they return, and if you provide that as part of your travel service, you know they'll come back again".

Warnell Coat
WARNELL COATS

In three years our "Downtown Revitalization Project" was able to change Mountain View's commercial district from a decaying area of old buildings and dying businesses into an attractive, thriving street of new shops, restaurants and stores. We can do the same with the "Whiskey Gulch" area, by creation of a special assessment district, undergrounding utility lines, corridor landscaping, coordinated colors and store front treatment. We can bring increased sales to existing businesses and attract desirable new ventures into our community.

Victor Perez
VICTOR PEREZ





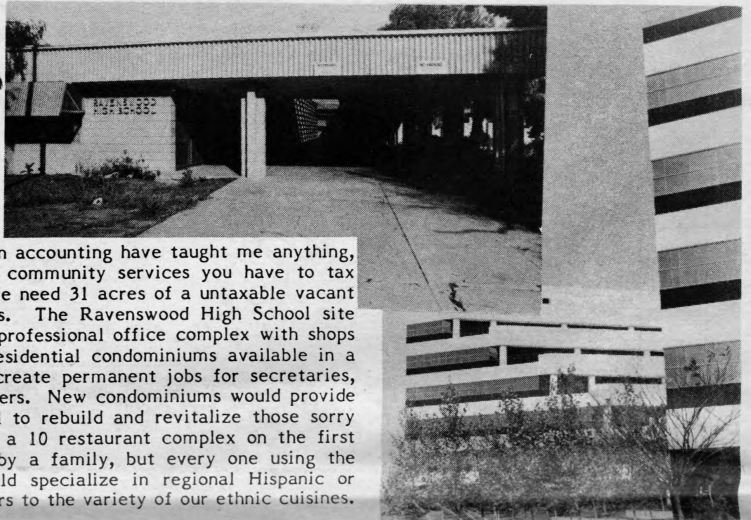
We should establish a van pool system, so we can go to major outside employers, like Stanford, San Francisco Airport, General Motors in Fremont and others, and say "if you can provide eight jobs for people in our community, we'll provide a van to pick them up and get them to work on time." When the van is not being used for commuting, it can drive neighborhood routes to provide a mini-bus service in the city.

Eight years ago, minority investors bought the rundown Eastmont Mall on 14th Street in Oakland. They fixed the buildings, brought in security, and turned it around, so it now serves the community as it should. For years Nairobi Center has stood as an empty shell, telling residents and those passing through, that E.P.A. could not sustain a safe, profitable shopping center. We now have 26,000 cars a day traveling University Avenue and it's time to take advantage of that. The new center would be completely enclosed, with controlled access, a guard/attendant at the entrance, trees and flowers throughout, and discount/retail businesses like Pay n 'Save Grocery, Tower Records, Walgreen Drugs, Pay & Pak Hardware, Marshalls, Clothestime, and Shoefaire. If we can get only one car in twenty-five to stop for \$20 purchase, it would mean almost \$21,000/day in sales, or more than 7.5 million a year. And if we had the same response from East Palo Altans, it would mean more than \$15 million a year.



Most of the peninsula's housing tracts are built on old orchard sites and people are always buying fruit trees but they don't know how to care for them. There are special skills involved in pruning and spraying fruit trees and ornamentals. We can train ten to fifteen young men in our community to be 'orchardists', specializing in getting the most fruit from fruit trees and giving the proper shape to shade trees. They can charge \$45 for their service and make \$35,000 per year, with no more investment than a truck, ladder and pruning equipment. That's got to be a better future than selling drugs.

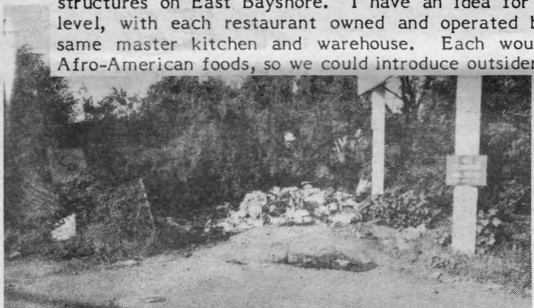
Henry E. Anthony
HENRY E. ANTHONY



Cecelia Ratliff
CECELIA RATLIFF

If my years as a home owner, and my background in accounting have taught me anything, it is: without business to help carry the cost of community services you have to tax people beyond what they can pay or do without. We need 31 acres of a untaxable vacant buildings and grounds like we need more burglars. The Ravenswood High School site should become the Ravenswood Business Center, a professional office complex with shops and restaurants, and with both commercial and residential condominiums available in a park-like setting. The commerical towers would create permanent jobs for secretaries, receptionists, computer operators and a host of others. New condominiums would provide needed housing and an impetus for private capital to rebuild and revitalize those sorry structures on East Bayshore. I have an idea for a 10 restaurant complex on the first level, with each restaurant owned and operated by a family, but every one using the same master kitchen and warehouse. Each would specialize in regional Hispanic or Afro-American foods, so we could introduce outsiders to the variety of our ethnic cuisines.

In St. Louis, the city has sold some of its streets in the worst areas to the people who live there. They then created private neighborhoods, where they could put up entrance gates and control public access to their communities. Crime went down and home values went up. We might consider doing the same thing here, particularly in areas like the Gardens and University Park.



School is where our young people are, or should be; and when school is out, what better place is there for our recreation programs. Parents and children know where their schools are, the ground is already ours with no need to take other land off the tax rolls, and the facilities can be used for school needs during the day, as a day care center after school closes, and for community activities at night and on weekends. If we sell that vacant Ravenswood High School to the right developer, we can get him to build the new community center we need, with a library, theatre, meeting rooms, playing fields and swimming pool, at no cost to us. And then the city and the school district can share the maintenance.

Wernell Cobb

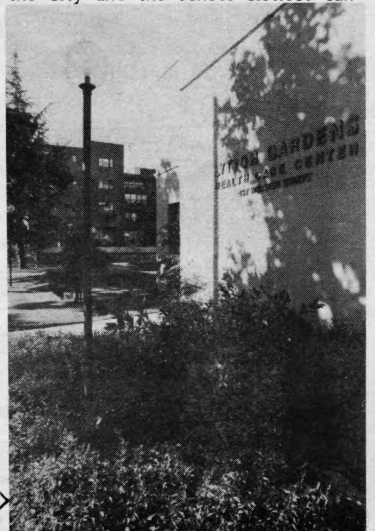


We should begin a city sponsored baby sitting/child care service. We could train our young women, so they would be the best in the area, and every one would feel they could safely leave their precious children with them. It would fill a need, create earning opportunities for our young people, and we could get them to stay in school by giving first priority to those who were in college, second to high school seniors, third to high school juniors and so on. Then, every young person would know the longer they stayed in school, the better their chances for jobs.

When we were developing the Affordable Housing Plan, I asked for and got a commitment for \$150,000 to build a new senior Center. I would like to see that built among housing for our elderly, so it would be there for their use every day. This senior complex should be so nice, that folks living alone would want to sell their homes to a family who could use the space, and move in here and be with their friends. We could have our new bank handle the paperwork, so the family could make their monthly payments to the person who sold them the house. That would give the family lower interest rates than a conventional mortgage and give the seniors a monthly income with higher return than they could get from savings. Finally, if we put these new buidlings near our new community center, it would turn that into an "inter-generational center", where older folks could help with day care and pass on our history.

COUNCILWOMAN GERTRUDE WILKS

Gertrude Wilks



City Starts Street Repair

Street repair, a low priority item with the City for the past three years, has suddenly become as hot as the asphalt going into the pot holes.

So many crews have been hired, that the city has apparently bypassed the normal bid process. Victor Perez, president of the Mid-Peninsula Contractors Association and a candidate in the upcoming municipal election, says that his organization has not been notified regarding many of the projects. Normally, M.P.C.A. is advised of pending road work and recommends to appropriate contractors the submit their bids. Perez cites the resurfacing of Newbridge as work that was given to a firm generally involved in underground pipe installation.

Local residents, while pleased that some repairs are finally being undertaken, are not always satisfied with the results.

One home owner, remarking on the Newbridge work, stated, "I could have done a better job with a can of paint and a brush". Another, grateful for living in the Gardens, where the County left streets generally in good

condition, expressed concern that the potholes would reappear "like mushrooms" after next winters rain.

With the exception of Woodland and sections of Clarke, O'Connor and Pulgas, the County left the westside and the area east of University in good condition. The older neighborhoods west of University, particularly Palo Alto Park, however, were built without curbs, sidewalks or gutters and are in need of complete street replacement.

Last year the city spent only \$116,000 on street repair, \$3,000 less than the council has budgeted for "public and community relations" in 85-86. The performance measurements for the current year include 12,000 square feet of patching, which is approximately a 1/2 block of residential street.

"Resurfacing of sizable street areas" is a separate subprogram performance measurement and the budget calls for .008608815 square miles this year. (That's read 86/10,000 of a sq. mi.)

A city official was said to have remarked, "If we do one block the right way, there goes our budget surplus".



THE PUBLIC WORKS BUDGET CALLS FOR SWEEPING FORTY-FIVE MILES OF CITY STREETS EACH WEEK. NO ONE COULD SAY EXACTLY HOW LONG THIS UNIT HAD BEEN SITTING HERE.



CITY RESIDENTS HAVE SEEN A FLURRY OF REPAIR ACTIVITY AS THE MUNICIPAL ELECTION APPROACHES.



city of East Palo Alto

city connection

THE CITY BUDGET CONTAINS WELL OVER A HUNDRED THOUSAND DOLLARS FOR 'RELATIONS' INCLUDING CITY CONNECTION AND THE TENANT NEWSLETTER, WHICH ARE MAILED FIRST CLASS. REDWOOD CITY RESIDENTS, BY COMPARISON RECEIVE THEIR COMMUNITY'S NEWS IN A THIRTY + PAGE MAGAZINE, MAILED AT BULK RATES. 'TODAY' IS PUBLISHED BY THEIR CHAMBER OF COMMERCE AND PRODUCTION COSTS ARE COVERED BY LOCAL ADVERTISERS. TAXPAYERS DO NOT PAY FOR THE PUBLICATION IN ANY WAY, ACCORDING TO OFFICIALS.

VICTOR L. PEREZ

WHY VICTOR PEREZ FOR CITY COUNCIL

Victor Perez has the background and the leadership ability to successfully develop East Palo Alto into the unique and lovely city it should be. With ten years of experience in community action and city government, Victor can involve the whole community of East Palo Alto in revitalizing and improving our city's image and economy. His three year participation in the Downtown Revitalization Project for the city of Mountain View is evidence of his ability to bring life into dying commercial districts.

A graduate of Santa Clara University, Victor is presently business manager for C.R. Price Construction & Development in East Palo Alto, and Executive Director for the Mid-Peninsula Contractors Association. Victor and Herlinda Perez have been married nineteen years and have three children. A highly decorated Vietnam veteran, Victor was selected in 1978 "Outstanding Young Man of America" for his community service and involvement.

We can be proud to have Victor Perez serving on the East Palo Alto City Council, knowing that as Councilman he can deliver to East Palo Alto the things we really need: jobs, economic development, affordable housing, increased public safety, attractive neighborhoods and enhanced property values.

WHY VICTOR PEREZ FOR CITY COUNCIL

BECAUSE WE NEED ACTION, NOT EMPTY PROMISES

Victor can do the job - NO ONE ELSE HAS DONE

REJECTED REBUTTAL

The following rebuttal argument was submitted to city officials who refused to include it on the ballot because proponents of Measure "A" had failed to submit an argument in favor of the ordinance.

Rent control can be found in most large California cities, but only four small communities have an ordinance like ours. Why? And why have they seen no rental construction despite their claim to exempt new units from controls? Why do financial institutions use a different formula for providing mortgages in these communities? Why is the State Assembly so concerned that it has passed legislation that would repeal this ordinance and prohibit its future use?

Because this ordinance is not an economic measure. It harms the cities' tax base, construction trades, local homeowners, and long-term tenants. It is, however, a shrewd political device. Certain politicians can threaten huge rent increases and mass evictions if you don't vote their way. But tenants pay when their carpet is worn, their draperies torn, and their carport walls full of holes, so a newcomer can have low rent. Homeowners pay through lower property values. The city pays with less revenue.

Hundreds of thousands of dollars have gone to pay for this ordinance and its political appointees. They have responded by killing projects, including low-cost family housing improvements, funded through government agencies, that would have frozen rents for fifteen years. With this treatment of government funding, what can we expect for private investment?

Now they want to make this ordinance permanent without considering alternatives that could protect our tenants without giving windfalls to newcomers.

SAY NO!

We can have a law that protects our tenants without harming them, homeowners, or the city.

Letters

November 5, 1985

The Hon. Rebecca Morgan
State Senator, 11th District
835 Menlo Avenue
Menlo Park, California 96025

Dear Senator Morgan:

Every year, I must register myself with City authorities. I must fill out forms giving my address and explaining my activities; then I must pay the City thousands of dollars. No, I am not a sex offender, and I don't deal in firearms. I am a retired firefighter who happens to own an apartment building in East Palo Alto.

When a local political faction promised rent control to garner votes for their own election, I opposed them as a matter of principle and on practical grounds. But when they were elected by a margin of eight votes, I naively believed that, surely, their rhetoric did not apply to me. I was not an "absentee landlord"; I lived in my apartments, knew my tenants on a first-name basis, and had been working since 1975 to improve my units and my neighborhood. My rents were well below market, and I never raised them unless I could justify the increase by improvements or by increased operating costs.

When this faction froze all rents, I was assured that it was a temporary measure. It was. After six months, they passed an ordinance rolling rents back to what they had been in April, 1983. Ironically, in the meantime I had been approached by San Mateo County's Housing and Community Development Agency regarding a low-interest loan for the purpose of rehabilitating multi-family housing in targeted areas. At the urging of the agency, I submitted a proposal that would yield 8,000 square feet of new housing, upgrade 32 apartments, and provide an improved environment for 40 households. Of this proposal, the Director said, "It's the best thing I've seen come across my desk." Surveys were made, titles researched, loan papers filed, and after hundreds of man-hours, it was realized that the project could not be done under East Palo Alto's rent control laws.

On April 10, 1984, we paid \$1,000 in filing fees and submitted 60 pages of applications and documentation requesting an increase in rents, to be effective only after all work was completed. We stressed two points (1) we asked increases only to the levels required by the lender for amortization of the loan, and (2) we needed prompt action to be able to make repairs and improvements during the construction season. What followed was months of inaction, during which time the Rent Control Board simply ignored the time limits for response set by their own ordinance.

When a decision was finally rendered in August, the bank officer shook his head and said "You won't even make your operating costs, let alone amortize repayment of the loan." He was right, of course; I am currently losing thousands of dollars every month, and the value of my property has fallen below the mortgage loan amount.

The "impartial" hearing officer, a member of the Berkeley rent control movement, so misunderstood the project that he allocated \$72.00 per month rent for an unmodified unit and \$25.00 per month for a two-bedroom, one-and-a-half-bath townhouse with den and two-car parking. So although this project would have made available needed family housing at monthly rental rates approximately \$250.00 below market rates, and although it would have displaced no one for financial or construction reasons, and although it would have added to the city's tax rolls, it was killed by local rent control.

Now, after two years of rent control, I find myself exhausted physically, emotionally, and financially. I don't believe I can go on much longer, but I have clung to my properties because they represent ten years of my life, most of my best earnings, and my hope for financial security in later years.

For the past two years, Assemblyman Costa has introduced legislation that would redress a few of the most blatant excesses of the most restrictive rent control laws - only to have this bill buried in Senate committees. As of now, I see no relief before January of 1987 and the very real possibility that the State will not act at all.

I believe that you would support this bill if it came to a vote; that is why I worked for your election last year. But that I need now is a candid, realistic appraisal of the Costa Bill's chances in the Senate. If passage is really not likely, if the bill will remain in committee, I must know. I cannot go on without hope of relief, and if relief is NOT forthcoming, I will swallow the bitter pill, forfeit the past ten years of my life, walk away from my buildings, and start over.

I greatly appreciate your time and your response.
Sincerely yours,

Carl A. Tagler



Senate
California Legislature

STATE SENATOR
REBECCA Q. MORGAN
ELEVENTH DISTRICT

December 7, 1985

Carl A. Tagler

Dear Mr. Tagler:

Thank you for your letter describing your first hand experience with local rent control ordinances. My apologies for the delay in responding.

I have always opposed rent control and continue to do so for exactly the reasons you cite. The arbitrary setting of the value of a freely traded commodity such as rental property is inappropriate in our market system and leads to the reduction in rental stock due to the disincentives you mention.

Although I am generally opposed to the state telling local governments what to do, there are some powers which should not be exercised by governments. Arbitrary rent control is one of these, and I support Assemblyman Costa's AB 483 as it was introduced and passed by the Assembly.

As you probably know, AB 483 has been referred to the Senate Judiciary Committee. At the end of the session in September, Assemblyman Costa substantially amended his bill. The bill now has provisions for construction of low cost housing through repeal of the renter's credit for taxpayers with income over \$15,000 and charging of an additional capital gains tax on the sale of rental real property. It can be assumed that Assemblyman Costa did not have the votes on the Judiciary Committee to pass his bill in its original form.

As a result the bill must now pass through the Revenue and Taxation Committee and the Housing and Urban Affairs Committee before it reaches the Senate floor. If it passes the Senate, it must again pass the Assembly in its amended form, and then be signed by the Governor, who does not look favorably on the imposition of new taxes.

Due to the new form of the bill, I cannot give you an accurate prediction of its potential for success. I have enclosed a copy for your review and I would be interested in your opinion of the new bill.

We tried to reach you by phone to get your permission to send a copy of your excellent letter with one from me to the East Palo Alto City Council and Rent Control Board. Please call Steve Spurlock on my staff, 321-1451, if you're willing.

Sincerely,

Rebecca Q. Morgan



RESIDENTS OF PALO ALTO PARK MAKE THEIR WAY HOME DURING THE WINTER RAINS. THE RIFT WAS PROVIDED AS PART OF THE NEW CITY TRANSIT SYSTEM

Ravenswood Post

Serving East Palo Alto and the Belle Haven District of Menlo Park, San Mateo County, California since 1953

I HOPE THAT SEEING THE RAVENSWOOD POST MAST-HEAD AGAIN HAS BROUGHT BACK FOND MEMORIES.

AS I EXPLAINED ELSEWHERE (SOME THINGS YOU SHOULD KNOW, PG. 2), THIS HAS BEEN A PERSONAL EFFORT, BUT I BELIEVE THAT EAST PALO ALTO NEEDS ITS OWN NEWSPAPER.

IF THINGS GO WELL THIS TUESDAY, IF WE CAN SEE PEOPLE LIKE WARNELL COATS, HENRY ANTHONY AND GERTRUDE WILKS REPRESENTING THE CITY AND WELCOMING ALL POINTS OF VIEW BACK INTO THE COUNCIL CHAMBER, I WILL KNOW THAT THERE IS A CHANCE FOR A TRUE CITY NEWSPAPER, AND I WILL PUBLISH ON REGULAR BASIS.

IF THAT HAPPENS, I WILL NEED YOUR HELP.

I WILL WANT NEWS OF THE CHURCHES, AND OF THE NEIGHBORHOODS. OF SPORTS ACTIVITIES, AND OF ACTIVE COMMUNITY LEADERS.

I WILL FIND THE ADVERTISERS, AND WORKING SIDE BY SIDE, WE CAN PUT TOGETHER OUR NEWSPAPER, ONE THAT REPRESENTS EVERYONE AND COSTS THE TAXPAYERS NOTHING.

IF YOU WOULD LIKE TO HELP IN SUCH AN EFFORT, IN ANY WAY INCLUDING DISTRIBUTION, PLEASE CALL 328-4898 AFTER TUESDAY.

IF WE DON'T SEE A CHANGE ON THE COUNCIL, DON'T BOTHER CALLING. I WON'T BE HERE. I CAN'T TAKE ANOTHER THREE YEARS LIKE THE LAST.

Ratcliff Ravenswood Development Proposal

Cecelia Ratliff, who at last Wednesday's Candidate Night, challenged the city's role in acquiring the Ravenswood High School site, has expanded on the proposal for development of the location.

"With Palo Alto limiting construction of new commercial buildings in their downtown, this is our opportunity to start building our "downtown", she said.

According to Ratliff the immediate benefits would include getting back the \$1 million downpayment to proceed with rebuilding the old Nairobi Village Shopping Center.

"It would also mean our High School district could get at least the \$3.7 million that was offered three years ago for less than 75% of the site, and they could get as much as six million. We could share in that increase, which would give us money needed for street repair, and we could require that their share be spent on programs for students from our community", she said.

In addition to the \$200,000 annual payments, the city will probably spend an estimated \$150,000 on building maintenance each year. There is no money in the budget for capital improvements on the site.

Ratliff estimated that the \$40 million of new construction would provide more than \$400,000, in tax revenue to the city every year. "If you combine that with savings from not having to pay \$150,000 for maintenance and \$200,000 to the high school district, it means a net gain to the city of 3/4 of a million dollars each year.

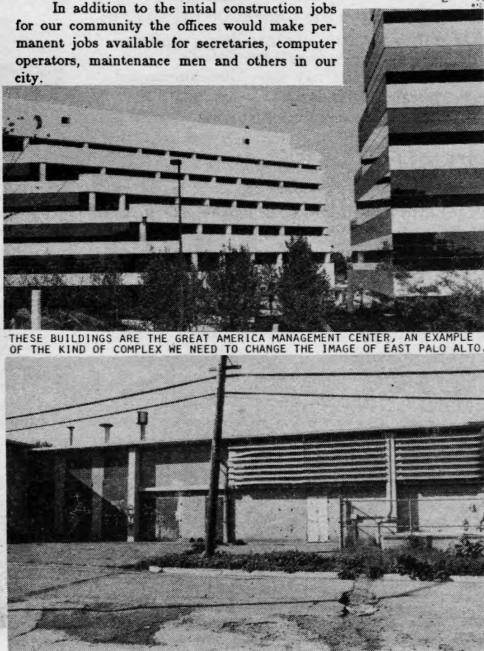
In addition to having most of the area remain in open space, Ratliff would require the developer to build a new community center on vacant ground between Brentwood and Garden Oaks School. She envisions a complex that would include a library, meeting rooms, a theater, playing fields, swimming pool, and a day care center. Use of the facilities would be shared by the city and the Ravenswood School District.

"If we rezone that site to Planned Unit Development with mixed use designation," Ratliff declared, "we could get a developer to

build professional office space in twin towers, where the high school is now, with restaurants and shops on the first level, commercial and residential condominiums along Cooley and a mix of homes, condominiums and apartments around the rim of the site behind East Bayshore and Clarke, leaving the O'Connor side open".

She estimated such a development would leave more than 80% of the site in open space and still generate more than 1/2 million square feet of new housing and offices.

In addition to the initial construction jobs for our community the offices would make permanent jobs available for secretaries, computer operators, maintenance men and others in our city.



THESE BUILDINGS ARE THE GREAT AMERICA MANAGEMENT CENTER, AN EXAMPLE OF THE KIND OF COMPLEX WE NEED TO CHANGE THE IMAGE OF EAST PALO ALTO.

HOME OWNERS, what measure "A" costs you!

THE HOMES AT THE TOP ARE FOR SALE IN EAST PALO ALTO. BELOW THEM ARE SIMILAR HOUSES, IN SIMILAR NEIGHBORHOODS, BUT IN CITIES WITHOUT MEASURE "A". THEY ARE NOT IN ATHERTON, WOODSIDE, OR EVEN PALO ALTO; ONE IS LESS THAN A BLOCK OUTSIDE EAST PALO ALTO. THEY BELONG TO PEOPLE LIKE YOU, BUT THEIR COMMUNITIES HAVE A TAX BASE THAT CAN AFFORD SIDEWALKS, CURBS AND GUTTERS. THEY CAN PROVIDE POLICE INSTEAD OF POTHOLES IN THEIR STREETS. WHEN YOU SEE THE DIFFERENCE IN PRICES, YOU WILL SEE WHAT MEASURE "A" AND RADICAL POLITICS ARE COSTING YOU.

PALO ALTO 2,135,137 SQ. FT.
MENLO PARK 1,311,232 SQ. FT.

POPLAR ST, E.P.A. \$69,950	DUMBARTON ST, E.P.A. \$70,000	GLEN WAY, E.P.A. \$79,950	POPLAR ST, E.P.A. \$75,000
			
			
POPLAR ST, RWC. \$119,500	E. O'KEEFE, M.P. \$197,000	GLENN WAY, RWC. \$169,950	POPLAR ST, RWC. \$155,000
70% HIGHER!	\$127,000 MORE!	MORE THAN 2x HIGHER!	\$79,500 MORE!

WE DON'T KNOW ALL THE PEOPLE WHO LIVE IN THESE HOUSES, BUT THE LAST ONE IS OWNED BY AN 81-YEAR-OLD BLACK MAN, A WIDOWER WHO WILL GET MORE THAN TWICE AS MUCH FOR HIS HOME BECAUSE IT'S IN REDWOOD CITY ... A CITY WITHOUT A MEASURE "A".

THE LACK OF TAX BASE AND COMMUNITY SERVICES AFFECTS OTHER BUILDINGS AS WELL AS RESIDENTIAL. THE CHART AT LEFT SHOWS NEW OFFICE AND COMMERCIAL CONSTRUCTION IN OUR NEIGHBOR CITIES. EAST PALO ALTO IS TOO SMALL TO SHOW.

please VOTE NO on "A" april 8th



THE PALO ALTO UNIFIED SCHOOL DISTRICT SOLD VACANT LOTS AT THE SITE OF ABANDONED CRESCENT PARK ELEMENTARY SCHOOL FOR AN ESTIMATED FIVE MILLION DOLLARS. CONSTRUCTION OF THE TWENTY-EIGHT HOMES, TWO BLOCKS FROM EAST PALO ALTO, WILL ADD APPROXIMATELY FOURTEEN MILLION DOLLARS TO THE TAX ROLLS OF PALO ALTO. THIRD HOUSE ON RIGHT IS FOR LOW-INCOME.



THIS VACANT LOT IN PALO ALTO WAS VALUED AT CLOSE TO THE COST OF THREE EAST PALO ALTO HOMES. NO DIRECT COMPARISONS OF LAND VALUES WAS MADE, CONSTRUCTION LOANS BEING DIFFICULT TO GET IN EPA.

Housing survey shows EPA homeowner loss

CONTINUED FROM PG. 1

The survey did not include commercial or multi-family residential properties, but indications are that values are down markedly in those areas as well.

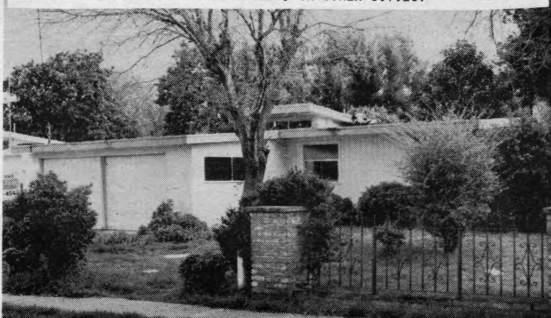
Apartment buildings along the peninsula are averaging approximately \$92,000 per unit but offers of less than \$40,000 a unit in East Palo Alto are not uncommon.

Commercial ventures are more difficult to assess, but the city has seen little commercial activity in the past three years and has a number of commercial buildings standing vacant.

Investors attribute this to the city council's anti-business attitude as reflected in recent decisions against developers and businessmen, as well as landlords.

Perhaps the most surprising finding was that some condominium prices have actually fallen over the past three years, a unit offered at \$119,000 in 1983 is currently on the market at \$99,000 in spite of the availability of better financing than offered three years ago, one broker felt that condominiums physical similarity and proximity to rent controlled apartments make them more susceptible to price reductions.

THE AVERAGE LIST PRICE OF AN EAST PALO ALTO HOME WAS ONLY \$81,817. ALMOST \$90,000. BELOW COMPARABLES, IN OTHER CITIES.



THE REAR YARD OF THIS HOME IS AGAINST EAST PALO ALTO. ONE HOME ON WAVERLY WAS RECEIVING REMODELING AND ADDITION, THE COST OF WHICH WILL EXCEED THE VALUE OF ALL RESIDENTIAL AND COMMERCIAL CONSTRUCTION IN EAST PALO ALTO IN THE PAST YEAR!



WHAT MEASURE "A" REALLY SAYS ...

THESE ARE THE FIRST EIGHT PAGES OF MEASURE 'A', THERE ARE TWENTY-FOUR MORE PAGES... PLUS SEVEN PAGES OF AMENDMENTS. I WANTED TO PRINT ALL OF MEASURE 'A', SO YOU COULD READ WHAT YOU'RE BEING ASKED TO VOTE FOR, BUT IT WOULD TAKE UP MOST OF THIS PAPER. ALTHOUGH THE RENT BOARD HAS TAKEN HUNDREDS OF THOUSANDS OF DOLLARS FROM TENANTS AND OWNERS, IT WILL NOT GIVE ME A COPY, BUT IF YOU GO TO CITY HALL AND PAY FOR IT, THEY'LL PROVIDE YOU WITH A COPY.

A Measure "A" has worsened the shortage of decent, safe housing

B This means we were providing more family housing than other cities

C A low vacancy rate is good it means apartments are being used, we now have more vacancies than before Measure "A"

3 No where does ordinance "assure a fair return"

E Measure "A" makes no provision for creating affordable housing

F No protection for poor

K Doubled in two years

I Makes no acknowledgement of difference in tenant incomes

Q No limit on fees charged tenants or owners

A city has been unable to find landlords to join in this "fair ordinance"

6 Tenant members are using loopholes to give themselves cheaper rent

G there is no such code section

B Political Opportunities

F All at your expense

any of the foregoing

SECTION 1. SHORT. The consideration, including security deposit, cleaning deposit and any other deposits, bonus, benefit or gratuity demanded or received for or in connection with the use or occupancy of rental units and housing services. Such consideration shall include but not be limited to, meals and fair market value of goods or services rendered to or for the benefit of the landlord under the rental agreement.

F. RENTAL AGREEMENT. An agreement, oral, written or implied, between a landlord and a tenant for use or occupancy of a rental unit and for housing services.

G. RENTAL UNIT. Any unit in any real property, including the land appurtenant thereto, rented or available for rent for residential use or occupancy, located in the City of East Palo Alto, together with all housing services connected with use or occupancy of such property such as common areas and recreational facilities held out for use by the tenant.

H. PROPERTY. A parcel of real property which is assessed and taxed as an unimproved whole.

I. TENANT. Any renter, tenant, subtenant, lessee or sub-lessee of a rental unit, or successor to a renter's interest, or any group of tenants, subtenants, lessees, or sublessees of any rental unit, or any other person entitled to the use or occupancy of such rental unit.

J. SKILLED NURSING FACILITY. A health facility or a distinct part of a hospital which provides the following basic services: skilled nursing care and supportive care to patients whose primary need is for availability of skilled nursing care on an extended basis. It provides 24 hour operation and as a minimum, includes medical, nursing, dietary, pharmaceutical services and an activity program. The facility shall have effective arrangements, confirmed in writing, through which services required by the patients, but not regularly provided within the facility can be obtained promptly when needed.

K. HEALTH FACILITY. Any facility, place or building which is organized, maintained and operated for the diagnosis, care and

treatment of human illness, physical or mental, including convalescence and rehabilitation and including care during and after pregnancy, or for any one or more of these purposes, for one or more persons, or for which such persons are admitted for a 24 hour stay or longer.

L. REGISTERED TENANT ORGANIZATION. Any group of tenants residing in rental units in the same building or in different buildings operated by the same management company, agent or landlord, which requests to be so designated.

M. RENT CEILING. The maximum allowable rent which a landlord may charge on any rental unit covered by this Ordinance.

N. RENT FLOOR CEILING. The maximum allowable rent established under Section 10 of this Ordinance.

FEES. A fee, for the purpose of this Ordinance, is a charge levied by law for services of public office or for use of a privilege under control of government.

SECTION 3. APPLICABILITY. This ordinance shall apply to all real property which is being rented or is available for rent for residential use in whole or in part, except for the following:

A. Rental units which are owned by landlords who own a maximum of four rental units in East Palo Alto.

B. For the purpose of Subsection 3. A., the term "landlord" shall be defined only as the owner of record holding a substantial interest in the property.

C. Rental units which are owned and leased by any government agency including the San Mateo County Nursing Authority under the Section B program.

D. Rental units which are rented primarily to transient guests for a period of use or occupancy of less than fourteen (14) consecutive days in establishments such as hotels, motels, law, tourist homes, and rooming and boarding houses. However, the period of rent every fourteen (14) days or less shall not by itself exempt any unit from coverage by this Ordinance.

E. Rental units in any hospital, skilled nursing facility, health facility, asylum, or nonprofit home for the aged.

F. Newly constructed rental units which are completed and

offered for rent for the first time after the effective date of this Ordinance, provided that such rental units were not created as a result of rehabilitation or conversion or appraised to new construction. However, the exemption of such newly constructed units shall be limited to only those units that comply with the following:

SECTION 10. ESTABLISHMENT OF RENT CEILING AND FLOORING. Subsection 10.1. Annual Adjustment of Rent Ceilings, and Section 12, Individual Adjustment of Rent Ceilings, of this Ordinance.

Provisions that have been rehabilitated in accordance with the provisions of Federal Tax Code Section 179.

H. RENT FLOOR. A minimum or limited equity housing cooperative, owned and controlled by a majority of the residents.

I. THE SCOPE. All of the above exemptions shall be interpreted in a manner consistent with the other provisions of this ordinance.

SECTION 3. RENT STABILIZATION BOARD. **COMPOSITION.** There shall be to the City of East Palo Alto a Rent Stabilization Board, the Board shall consist of seven (7) appointed Board Members. The Board shall elect annually as chairperson one of its members to serve in that capacity. The Board shall be composed of three tenants, two landlords and two homeowners who do not own rental property in East Palo Alto.

H. ELIGIBILITY. Full-time residents of the City of East Palo Alto are eligible to serve as Board Members on the Board.

C. QUALIFICATION OF BOARD MEMBERS. All Board Members shall file with the City Clerk a verified statement listing all of their interests and holdings in real property, including but not limited to ownership, title, management, transfer or exchange, and interests in entities whose primary purpose is the ownership, title, management, transfer or exchange of real property during the previous three years. Such statements shall be made available for public inspection.

F. APPOINTMENT OF BOARD MEMBERS. Board Members shall be appointed by the East Palo Alto City Council within thirty (30) days after the effective date of this Ordinance.

G. OFFICE. Board Members shall be appointed to two

(2) year staggered terms.

POWERS AND DUTIES. The Board shall have the following powers and duties:

1. Set the rent ceilings for all rental units.
2. Register registration of all rental units under Section 9 of this Ordinance.
3. Enforce the provisions of the Rent Ceiling and Floor Ceiling established under Section 10.
4. To make adjustments in the rent ceiling in accordance with Section 10, 11 and 12.
5. Set rents at fair and equitable levels in view of and in order to achieve the purposes of this Ordinance.
6. To issue orders, rules and regulations, conduct hearings and charge fees as set forth herein.
7. Make such studies, surveys and investigations, conduct such hearings, and obtain such information as is necessary to carry out its powers and duties.
8. Report quarterly to the City Council of the City of East Palo Alto on the status of rental housing units covered by this Ordinance.
9. Report the City Council of the status of the Board.
10. Administer oaths and affirmations and subpoena witnesses and relevant documents.
11. Establish rules and regulations for settling civil claims under Section 11.
12. Such injunctive relief under Section 13.
13. Pursue civil remedies in courts of appropriate jurisdiction.
14. Intervene as an interested party in any litigation brought before a court of appropriate jurisdiction by a landlord or tenant with respect to rental units covered by this Ordinance.
15. Hold public hearings.
16. Other powers necessary to carry out the purposes of this Ordinance.

F. FINANCIAL STATEMENT. At the end of this Ordinance the Board shall file with the City of East Palo Alto a General Fund statement of its financial and necessary expenses for the operation of the Board.

G. RULES AND REGULATIONS. The Board shall issue and follow such rules and regulations, including those which are contained in this Ordinance, as will further the purpose of this Ordinance. The

TWO SALESMEN MOVED INTO AN APARTMENT, THEY WANTED AN EXTRA PARKING SPACE, THIS WAS TWO YEARS AGO, THERE WAS RENT CONTROL, BUT NO ADMINISTRATOR, THE BOARD MEMBERS WERE DRAWING THEIR SALARIES, BUT NO ONE KNEW HOW THE ORDINANCE WAS SUPPOSED TO WORK, SO I GAVE THEM THE EXTRA SPACE AND WE AGREED TO ADD THE COST INTO THEIR RENT. EIGHTEEN MONTHS LATER, THEY ARE TOLD I DIDN'T FILL OUT A FORM THAT DIDN'T EXIST AT THE TIME, THEY ARE GIVEN BACK WHAT THEY PAID AND NOW THERE IS A \$40,000, JAGUAR PARKED IN THEIR SPACE...ACROSS FROM THEM IS A FAMILY OF FIVE, THE FATHER WORKS AS A JANITOR AND CARPET CLEANER, MEASURE 'A' SAYS HE PAYS THE SAME RENT AS THE PEOPLE WITH THE \$40,000, CAR. NEXT DOOR, TWO ENGINEERS RENT A SIMILAR APARTMENT, THEY MAKE \$70,000, A YEAR...ACROSS FROM THEM IS A SIXTY-TWO YEAR OLD WOMAN GOING ON SOCIAL SECURITY, MEASURE 'A' SAYS SHE PAYS THE SAME RENT AS THE \$70,000, ENGINEERS.

at least one newspaper of general circulation in the City of East Palo Alto. A copy of the Board's rules and regulations shall be sent to every owner of rental property in East Palo Alto and shall be posted in a location easily accessible to all tenants. The rules and regulations shall also be posted in three general locations throughout the city of East Palo Alto.

L. ALL RULES AND REGULATIONS AND RELEVANT DOCUMENTS explaining the Ordinance, orders, and policies of the Board shall be kept in the Board's office and shall be available to the public for inspection and copying.

M. THE BOARD SHALL PUBLICIZE THIS ORDINANCE so that all residents of East Palo Alto will have the opportunity to become informed about their legal rights and duties under this Ordinance. The Board shall prepare a brochure which fully describes the legal rights and duties of landlords and tenants under this Ordinance. The brochure shall be made available to the public.

N. MEETINGS. The Board shall hold regularly scheduled meetings. Special meetings shall be called at the request of at least a majority of the Members of the Board. The Board shall hold its initial meeting no later than January 7, 1984.

O. QUORUM. Four (4) Board Members shall constitute a quorum for the Board.

P. VOTING. The affirmative vote of four (4) Members of the Board is required for a decision, including all motions, rules, regulations, and orders of the Board.

Q. COMPENSATION. The Rent Stabilization Board shall be a working Board. In order to compensate Board Members for their time and work performed as required by this Ordinance, Board Members shall receive fifty dollars (\$50) per meeting attended, but in no case shall compensation for any one Board Member exceed fifteen hundred dollars (\$1500) in the first twelve month period or in any subsequent annual period that the Board is in operation for services rendered. Upon request by the Board the City Council may annually adjust the compensation rate and the maximum annual sum received by the Board.

L. RECORDS. The Board shall maintain and keep in its office all hearing dockets, which shall be available for public inspection.

M. VACANCIES. If a vacancy shall occur on the Board, a qualified person to fill such vacancy shall be appointed by the City Council in accordance with this Ordinance.

N. FINANCING. The Board shall finance its reasonable and necessary expenses for its operation without the use of General Fund money of the City of East Palo Alto except as provided in this subsection, by charging landlords an annual registration fee of thirty dollars (\$30) per unit, per year in the first year of operation. After the first year, the Board may make reasonable annual adjustments in the fee. The Board is also empowered to request and receive funding when and if necessary from any available source, except the City of East Palo Alto's General Fund, for its reasonable and necessary expenses, including but not limited to salaries and all other operating expenses.

Notwithstanding the preceding provision of this Section, the City Council of the City of East Palo Alto shall appropriate as a loan to the Rent Stabilization Board sufficient funds for the reasonable and necessary expenses of the Board during the twelve month period following the adoption of this Ordinance, said funds to be repaid to the City by the Rent Stabilization Board within one year's period following the adoption of this Ordinance. The duration of the repayment period may be extended by the City Council at its discretion.

O. STAFF. The City Manager is authorized to employ and pay staff for the Board, including hearing examiners and inspectors, as may be necessary to perform the Board's functions effectively in order to fulfill the purpose of this Ordinance.

P. REGISTRATION. The Board shall require the registration of all rental units covered by this Ordinance as provided for in Section 8. The Board may also require landlords to provide current information employment and registration statements.

Q. CONFLICT OF INTEREST. Board Members shall not, knowingly, be disqualified from exercising any of their powers and duties on the

I MUST HAVE MISSED SOMETHING, CAN SOMEONE EXPLAIN TO ME AGAIN HOW MEASURE 'A' IS PROTECTING THE RENTERS, WHO NEED HELP?

NO?

THEN HOW ABOUT A PUBLIC CHALLENGE?

IF THE CITY, OR ANYONE ELSE, CAN FIND ANY IMPARTIAL ORGANIZATION, KNOWLEDGEABLE IN HOUSING POLICY, ABLE TO PROVE THAT THIS IS A FAIR ORDINANCE AND MEETS THE COMMUNITY'S NEED FOR AFFORDABLE HOUSING, I WILL TURN MY APARTMENTS OVER TO THE CITY TO RUN.

IF THEY CAN'T, I ASK THAT THEY PLEASE VOTE NO ON 'A', AND GET OUT OF THE WAY, SO I CAN GO BACK TO BUILDING THE HOUSING THIS CITY NEEDS.

ORDINANCE NO. 17-83

AN ORDINANCE TO ESTABLISH RULES FOR RESIDENTIAL HOUSING AND RELEVANT GOOD CAUSE EVICTIONS

The City Council of the City of East Palo Alto does ordain as follows:

SECTION 1. TITLE. This ordinance shall be known as the Rent Stabilization and Ceiling for Good Cause Ordinance.

SECTION 2. FINDINGS.

A. On July 1, 1983, the City Council established a moratorium on rent increases for residential housing in the City of East Palo Alto, based upon the Council's finding of a pattern of excessive rent increases, a shortage of decent, safe and sanitary housing, and the resultant displacement of tenants due to their inability to pay increased rents. The Council found that the foregoing conditions created hardships for senior citizens, persons on fixed incomes and low and moderate income households.

B. Using the U.S. Census definition of overcrowding as more than one person per room in a household, the City Council finds that East Palo Alto's overcrowding rate as compared to the rate of overcrowding in San Mateo County, clearly indicates a serious overcrowding problem.

C. Existing vacancy rates as the ratio of units offered for rent to the total number of habitable units, the available data showed that compared to the county-wide vacancy rate, the vacancy rate for East Palo Alto is seriously low.

D. The City Council finds that East Palo Alto's annual rate of rent increases exceeds the volatile range of increase and the Consumer Price Index, and is therefore excessive.

E. Applying a rate of 3% of gross income, the most conservative standard commonly used for determining what maximum percentage of a household's income should be spent for housing, the City Council finds that a substantial percentage of East Palo Alto's rental households are unable to find housing at affordable

rent levels.

F. The moratorium on rent increases expired after 90 days and was extended an additional 90 days. It will expire on November 21, 1983.

G. It is found and declared that unless the Rent Stabilization and Good Cause Eviction Ordinance is passed by the Council, many tenants will be displaced because of their inability to pay such substantial and unreasonable rent increases, and as a result of the shortage of rental units, will be unable to find substitute, decent, safe and sanitary housing at affordable rent levels.

SECTION 3. PURPOSES. The purpose of this Ordinance is to protect residential tenants in the City from unreasonable rent increases by discouraging speculation in rental property and stabilizing rent increases, to protect tenants from arbitrary, discriminatory or retaliatory evictions, and at the same time to assure landlords both a fair return and rental income sufficient to cover costs of maintenance and operating expenses as well as the costs of capital improvements to their rental property.

SECTION 4. DEFINITIONS.

A. BOARD: The term "Board" refers to the appointed Rent Stabilization Board established by this Ordinance.

B. BOARD MEMBERS: The members of the Board are designated Board Members.

C. HOUSING SERVICES: Housing services include but are not limited to repairs, maintenance, painting, providing light, hot and cold water, elevator service, window shades and screens, storage, kitchen, bath and laundry facilities and privileges, janitor services, refuse removal, furnishings, telephone, parking and any other benefit, privilege or facility connected with the use or occupancy of any rental unit. Services on a rental unit which are a separate and independent part of services provided to common facilities of the building in which the rental unit is contained.

D. LANDLORD: An owner, receiver, lessee, sublessee or any other person or entity entitled to receive rent for the use or occupancy of any rental unit, or an agent, representative or successor of

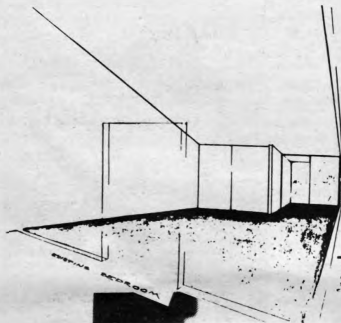


WHAT MEASURE "A" REALLY DOES ...

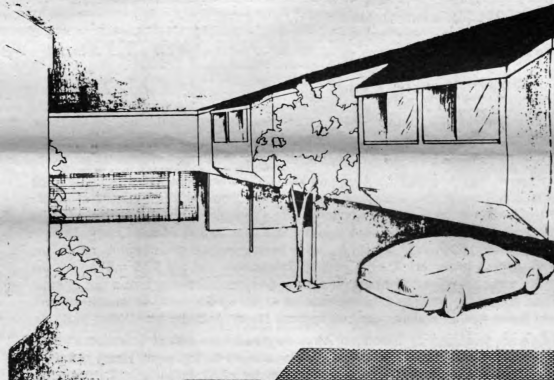
IT WAS A BIG STEP FOR ME WHEN I GOT MY FIRST APARTMENT BUILDING. FIVE YEARS EARLIER, I WAS RENTING A STUDIO AROUND THE CORNER. I GOT THOSE TWENTY-SIX UNITS ONLY BECAUSE NOBODY ELSE WANTED THEM, INCLUDING THE OWNERS. THEY WOULD RATHER HAVE MY PROMISE TO PAY, THAN THE PROBLEMS THAT WENT WITH THE BUILDING. I FOUND DRUG DEALERS, PROSTITUTES, AND A ROCK MUSICIAN, WHO HAD LIVED IN HIS APARTMENT FOR THREE YEARS WITH THE WINDOWS SCREWED SHUT... AND WITH TWO CATS AND NO LITTER BOX. I PULLED UP AND HAULED AWAY THE CARPET AND PAD, THE CARPET INSTALLER WOULDN'T TOUCH IT. SEVERAL YEARS AND HUNDREDS OF EXPERIENCE LIKE THAT I FINALLY HAD A DECENT BUILDING WITH DECENT PEOPLE. THEN MY TENANTS BEGAN COMPLAINING ABOUT THE CONDITIONS IN THE COMPLEX NEXT DOOR. SINCE I LIVED IN MY BUILDING I KNEW WHAT THEY WERE TALKING ABOUT. THE SAME PROBLEMS I HAD CLEARED FROM MY COMPLEX OVER FIVE YEARS WERE NOW NEXT DOOR. I FIGURED ANYONE WHO WOULD RUN APARTMENTS LIKE THAT REALLY DIDN'T WANT THEM. SO I BOUGHT THEM AND STARTED ALL OVER AGAIN.....



AND THIS BECAME THIS....



I WAS SPENDING MY SAVINGS IN OUR CITY, HIRING MEN FROM OUR COMMUNITY AND WORKING SIX AND A HALF DAYS A WEEK TO CHANGE A SLUM INTO DECENT HOUSING. MY TENANTS SUPPORTED MY EFFORTS, WELLS FARGO BANK WAS GOING TO LOAN \$300,000 TO BUILD 8,000 SQUARE FEET OF HOUSING HERE, WHEN THE COUNCIL INVOKED "MEASURE A", THE BANK COULD NOT FUND THE PROJECT WITHOUT THE PERMISSION OF THE RENT BOARD TO INCREASE THE RENT AFTER THE WORK WAS COMPLETED, AFTER THIRTY-TWO APARTMENTS HAD NEW MASTER BEDROOMS AND BATHS, AFTER FORTY UNITS HAD NEW KITCHENS AND BATHS, AFTER EVERYONE HAD BALCONIES AND SKYLIGHTS. WE ASKED ONLY TO BE ABLE TO REPAY THE LOAN. WE WOULD BE MORE THAN TWO HUNDRED DOLLARS A MONTH COMPAREABLE APARTMENT RENTS. THE AVERAGE TENANT WOULD PAY LESS THAN 22% OF HOUSEHOLD INCOME FOR HOUSING. NO ONE WOULD PAY MORE THAN THIRTY PERCENT. I WOULD PAY THE DIFFERENCE. WE SUBMITTED SIXTY-THREE PAGES OF DOCUMENTATION, WE PRESENTED LETTERS OF SUPPORT FROM THE RESIDENTS. THEN WE WAITED, AS THE BOARD IGNORED THEIR OWN LAW, IGNORED THEIR OWN DEADLINES. WE WAITED FOR MORE THAN FOUR MONTHS, BEFORE A MAN CAME HERE FROM BERKELEY AND FINALLY SAID HE WOULD NOT GIVE HIS PERMISSION.



THE BANK WAS SORRY THEY COULD NOT LOAN THE MONEY TO BUILD HOUSING FOR THIRTY-TWO FAMILIES IN OUR CITY, BUT THEY COULD LOAN THE SAME AMOUNT TO BUILD ONE HOUSE FOR ONE FAMILY IN PALO ALTO, WHERE THEY DON'T HAVE "MEASURE A".



TEN MONTHS LATER, WELLS FARGO CLOSED THEIR BRANCH IN EAST PALO ALTO.

WHERE OUR BANK WAS ...



WHERE OUR BANK WENT ...



NO BANK WILL REMAIN IN ANY COMMUNITY WHERE IT CANNOT EVEN MAKE LOANS.

MEASURE "A" WAS NOT WRITTEN IN EAST PALO ALTO. IT WAS BROUGHT HERE BY OUTSIDERS. I GREW UP IN THIS AREA, WENT TO SCHOOL WITH YOU, WENT TO CHURCH HERE. I WAS WORKING ON MY BUILDINGS BEFORE REUBEN ABRICA, THE SPONSOR OF MEASURE "A", KNEW WHERE WE WERE. I WANT TO CONTINUE MY WORK AGAIN. I PLEDGE THAT IF ON TUESDAY, APRIL 8, YOU VOTE NO ON "A", ON WEDNESDAY, APRIL 9, I WILL BEGIN HIRING EAST PALO ALTO WORKMEN TO BUILD THESE 32 UNITS OF FAMILY HOUSING THAT THE MAN FROM BERKELEY SAID WE COULD NOT HAVE.

Carl A. Tagh

INVESTMENT DOWN AS BANKS LEAVE

CONTINUED FROM PG. 1

Two other peninsula communities, Hillsborough and Atherton have no banks, because they do not permit commercial districts in their zoning. Other cities, however have been able to attract a wealth of financial institutions. Palo Alto leads the list with twenty-three banks and fourteen Savings and Loans. Redwood City has twenty-six financial institutions and neighboring Menlo Park has twenty-two. Even tiny Woodside has three banks, including a Wells Fargo.



BELMONT, NOT MUCH BIGGER THAN EAST PALO ALTO, HAS KEPT ITS WELLS FARGO AND OTHER BANKS AND INVESTORS AS WELL

Since construction and home loans constitute a majority of a local branch's lending, it is suspected that East Palo Alto's attitude toward development and its relatively low property values have kept financial institutions from successfully locating in the city. Neighboring communities have substantially higher home prices than East Palo Alto, so the Banks and Savings and Loans are able to make much higher loans

for the same administrative costs. In spite of having a large number of vacant sites available, East Palo Alto has seen virtually no commercial or residential construction in the past three years. Several experts cite the councils attitude toward business and the passage of severe rent controls as major factors in the lack of investment.

Councilwoman Gertrude Wilks has repeatedly warned that the city administration's opposition to investors will result in a continued loss of tax base and a choice between reducing community services or imposing special taxes and user fees.

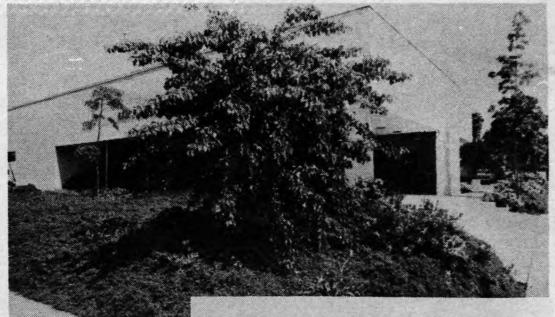
The cities of Santa Monica and Berkeley, which have rent control ordinances similar to East Palo Alto's, are considered among the wealthiest cities in the state and had established commercial tax bases before imposing their rent laws.

The city's own economic consultant advised the council in August 1984 that rent control is considered second only to unemployment as a deterrent to investment by financial institutions.

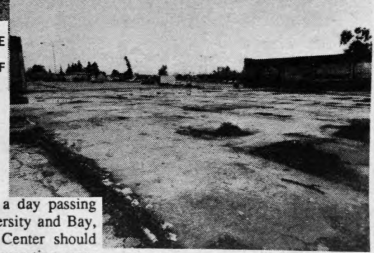
In contrast, Menlo Park has seen the construction of more than 1.3 million square feet of new offices a commercial building between 1981 and 1985. Palo Alto has seen the addition of more than 2.2 million square feet during a similar period. It is estimated that this construction has added as much as 1/4 BILLION dollars to the tax rolls of the two cities.

In addition to imposing the controversial rent controls, the city council in 1983 down zoned the largest single developable property in the city from commercial use to community open space, in an attempt to acquire it at a fraction of its previous value. The Sequoia Union High School District, owner of the former Ravenswood High School site, threatened a lawsuit over the loss of \$3.7 million that had been offered by a Palo Alto developer. Litigation was avoided when the city increased their offer by more than 80% and used \$1 million in federal housing funds, previously allocated to the restoration of Nairobi Shopping Center, as a downpayment on the vacant property. The city must also make payments of \$200,000 plus 12% interest each year.

Henry E. Anthony, a member of the formal municipal council, has pointed out that



GLENDALE SAVINGS & LOAN GAVE THE USE OF THEIR ABANDONED OFFICE TO THE EPA CHAMBER OF COMMERCE.

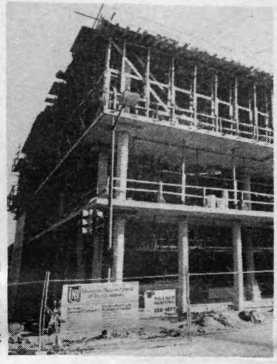


SUPERMARKETS WERE AT BOTH THESE SITES. NAIROBI REMAINS UNCHANGED; A BANK WILL OPEN ON THE PALO ALTO LOCATION IN AUGUST.

with approximately 30,000 cars a day passing through the intersection of University and Bay, the deserted Nairobi Shopping Center should have been rebuilt by now and generating more than \$15 million in sales. Anthony has proposed the development of a discount retail complex to attract commuters and customers from other cities, as well as serving the residents of East Palo Alto. His proposal would be similar to shopping centers housing Gemco and other stores in Redwood City and Mountain View. Anthony says such a center would be more than six miles from its nearest competitor and could produce sales tax for the city from customers coming from Palo Alto and Menlo Park.

Meanwhile, one Palo Alto bank found it necessary to buy an operating supermarket and demolish the structure in order to create a vacant site in downtown Palo Alto for the construction of their new offices. The three story bank building is expected to be completed by August.

City Council members, who had stated that business would have to come to East Palo Alto because we had the vacant ground, have made no comment on the trend of developers toward paying extra money to create vacant lots in other cities.



Fifteen years ago, if you lived on East Bayshore, Laurel, Albern, O'Brien or the other streets at like northwest edge of East Palo Alto, you knew that when winter came so would the flood. With every major storm the water would come down from Portola Valley and Menlo Park and roll through your streets. Henry Anthony didn't live there, but the people who did came to him with their problem. He knew what to do. He went to San Mateo County Department of Public Works and got them going on a plan to build adequate storm drains, he got the city of Menlo Park to join in the effort. He went to Sacramento and got \$2.5 million for the project and then he went to Washington and in a forty-five minute conversation got another \$2.5 million. Then he got the Veteran's Administration to put up \$300,000 to launch the project. Today storm drains run throughout our city because Henry Anthony knew what to do.

When the COunty was running East Palo Alto, they had their offices scattered all over the city. You needed a street map to go from one department to the next. Henry Anthony knew what to do. He got the county to build a single major office building and consolidate their operations in the heart of the city. Twenty years after it was built we will own our Municipal Center free and clear because Henry Anthony knew what to do.

When the state decided years ago to build a new Dumbarton Bridge, Henry Anthony knew we were going to feel the impact more than anyone. There were going to be four access roads into five cities. Nobody wanted one. Other cities got bogged down in expensive lawsuits with the state. But Henry Anthony, without even a city government to represent, still knew what to do. Every time the State needed something from us, he got us something in return: street improvements, landscaping, sound barriers, a new interchange. Unfortunately we haven't seen all these things because the council who came after him *didn't* know what to do.

For almost three years he has remained out of public office and yet people still come to his home asking help with their problems. Businesses still seek him out, asking how to deal with the attitudes of the council. As a private citizen he has watched with the rest of us as the promises that came with cityhood have gone unrealized, watched as the banks left, as the businesses died, as new industries went to other cities, not East Palo Alto, and even our municipal jobs went to outsiders. He has watched as crime has grown worse and drugs are still sold even after achieving the dream of our own Police Department. This has not been the fault of the businessmen, the bankers, the investors, the police officers or the people. It has happened because our city council has not listened to the needs of our people, because they have set one group against another, because they would rather impose their will than find a way. Because they *don't* know what to do.

Henry Anthony knew what to do... and he still does.

He can find a way to bring this community back together again. He can help make the council a place where everyone can go and know that they'll get a fair hearing. He can get us the respect of other local governments and our share of funds from the state and federal governments. He can get the businessmen to do business, the investors to invest, and the bankers to bring back a bank. He can let the police know that we are with them every day and that we'll back them in every way.

Henry Anthony can do this because he knows what to do... and how to do it.

Remember on April 8th, that for this city to overcome its problems, we will need people who know what to do... and the first step toward that is to vote for Henry E. Anthony.



**WE NEED HIM NOW
MORE THAN EVER !**

**COUNCILMAN
HENRY ANTHONY**

Charlie Mae Knight is determined. Determined to get rid of the drug dealers who hang out in front of her office, determined to instill a sense of pride and ownership in the teachers of the Ravenswood City School District and determined to make a success of the East Palo Alto district that has been called a disaster dozens of times.

As the new superintendent of the Ravenswood School District in East Palo Alto, Knight is the tenth in a line of administrators that has come and gone over the last decade. But she has every intention of staying.

"There is no reason to continue the nightmares about this district," Knight said, sitting behind her expansive wood desk in a newly remodeled office, its walls covered with plaques, diplomas and certificates of appreciation.

"This is the only local district that feeds all its children for free. This is the only district that provides free busing. Now we're gearing up our accelerated classes. We have a gifted student program. We're developing new curriculum... We just have to do something about our marketing."

Last week, the Ravenswood School Board approved a tentative settlement in the decade-old Tinsley desegregation lawsuit that could have far-reaching effects on the district's improvement. An important part of the settlement involves the study of Ravenswood and state-funded programs to upgrade education within the elementary and middle schools.

"This is going to be a quality institution with a climate of safety. We're improving the environment of our schools. This is not another district destined to become a ghetto," she said emphatically.

The Ravenswood district consists of four elementary schools and one middle school. Ravenswood High School closed in 1976. There are just over 3,000 students in the district today, and according to Knight, about 700 of them were kept back last year because they were deemed unprepared to move up to the next grade level.

Those accustomed to Palo Alto and Menlo Park schools are shocked when they visit Ravenswood. Cosmetically, the campuses are a wreck.

Classroom desks are the old uncomfortable wooden variety from the 1950s. Attendance and principals' offices are sparsely furnished with uninviting straight-backed chairs and old torn carpets.

Giant potholes and asphalt cracks dot most of the parking lots. Dead grass and overgrown bushes surround buildings that resemble deteriorating inner city schools. During recent rainstorms classroom roofs leaked so badly that the district asked for emergency state funding to make repairs.

But amid the depressing physical surroundings, there is a new sense of change and hope. "For the first time in years I'm hearing people (teachers) say maybe they'll stay another year," said Jackie Smith, president of the Ravenswood Teachers Association.

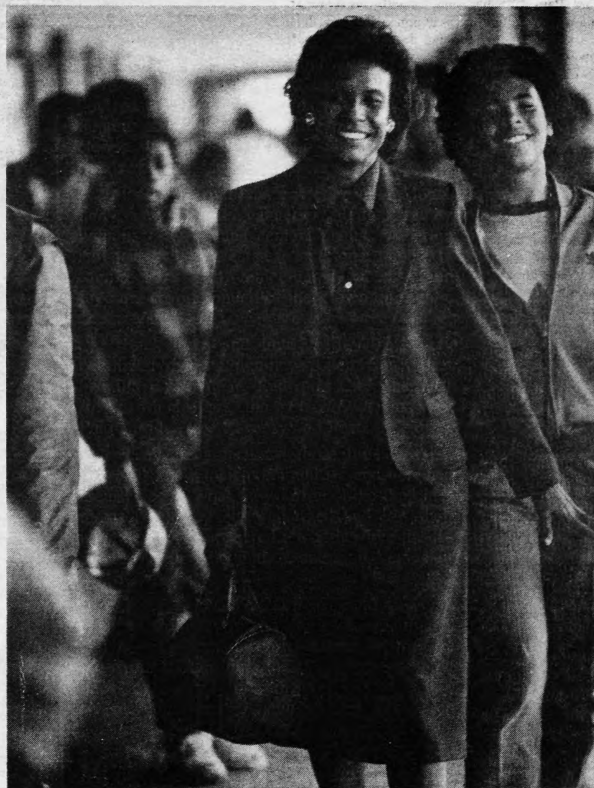
"Teachers in Ravenswood want to do a good job. There's just been such a lack of support, of supplies, books. It's made the teachers so frustrated they'd given up trying. It's been a struggle. We didn't have a leader. I'm not saying that Dr. Knight is pleasing to everyone, but she is assertive and she is direct."

Charlie Mae Knight grew up in Georgia, where she attended Albany State College and then went on to be a teacher. Two years later she married and moved to California where she and her husband settled in Carmel. Knight has four children, the youngest of whom is now 16 years old.

When a job offer came from Sacramento, Knight joined Wilson Riles, State Superintendent of Schools, as associate superintendent of instruction. Then she went on to become superintendent of the Linwood School District in Los Angeles.

When Knight left Linwood to come to Ravenswood in 1985, there was some controversy over her departure from Los Angeles. "I had a four-year contract," said Knight. "I was attempting to do rather bold things and we mutually agreed that I would leave at the end of the contract. Linwood was a district like Ravenswood, with a large minority community. While I was there we had a 22-day teacher strike. We had the same kind of major learning problems we have here."

"I decided since we weren't making it anyway, I'd go. The community was very upset when I left. They knew what I had been trying to do," Knight said.



School Superintendent Dr. Charlie Mae Knight has made herself a familiar face at each of the schools in the Ravenswood district.

Hope in the halls

New superintendent Charlie Mae Knight has a dramatic vision of how the Ravenswood schools can become first-rate.

When she arrived in the Bay Area, Knight and her husband bought a condominium in East Palo Alto. On Oct. 7, 1985, Knight began her new position as the leader of a school district in trouble. "It's been very interesting so far," she said with a smile.

Since her arrival, she has met with excitement and relief as well as uncertainty and criticism.

"Some people say I'm moving too fast. Some say, 'She doesn't know enough about the community to move this fast.' Some of the teachers say, 'You're saying we're incompetent,' and I say no, I'm just telling you you're ineffective and we need to do something about it."

"I believe in the work ethic," said R. B. Jones, a longtime member of the Ravenswood School Board. "Some people won't be able to adjust to her adjustments. Some will say this is a new day and I'm going to get my act together. Others—when the train goes by they just won't have a ticket."

For years, the district has had problems with employees not working the number of hours they were paid for and not "taking real responsibility for their jobs," Knight said.

Teachers at Ravenswood are the lowest paid of any district on the Midpeninsula. Supplies have been hard to come by, and a problem as simple as having adequate pencils and ditto paper has sometimes held up an entire class period.

Knight has made it clear that she will not tolerate laziness or "whining and gossiping." She has also made it clear that she has an open door policy and will listen to any district employee who has a problem or a suggestion.

At first, principals didn't like the idea that teachers could go directly to the superintendent with a complaint. But

The changes began almost as soon as Knight arrived. First, Knight established an accelerated program for gifted students, and a Basic Educational Skills (BES) series of classes for children with special needs.

When teachers learned that some of their best students would be put into gifted classes, they were upset. Other instructors complained that they didn't want to teach the BES classes with all the slowest students.

"They told me that if I took all the brightest kids out of their classes there wouldn't be any stimulation," explained Knight. "I said that's what we pay teachers to do—it's not up to the students to stimulate each other."

On March 1, the BES classes began as planned. Now the students who would have previously been placed in special education classes will go into the BES class for a short time to upgrade necessary skills. Then they will be put back into their regular classes.

Dealing with the resistance to change from teachers and administrators as well as district employees from custodians to bus drivers has kept Knight extremely busy. One recent afternoon she scheduled a meeting with teachers at the middle school so that they could come and ask questions about all her new plans. "They're coming to beat up on the superintendent," she laughed.

Knight has also launched an effort to see that the district is reimbursed by the state for all the free lunches it serves. Parents of children participating in the lunch program must sign a simple form before the district can be reimbursed, but there has never been any effort to go into the community and get the needed signatures.

Unexcused absences have cost the district \$92,000 a year, because the district is only paid by the state for each student who attends school or has an excused absence.

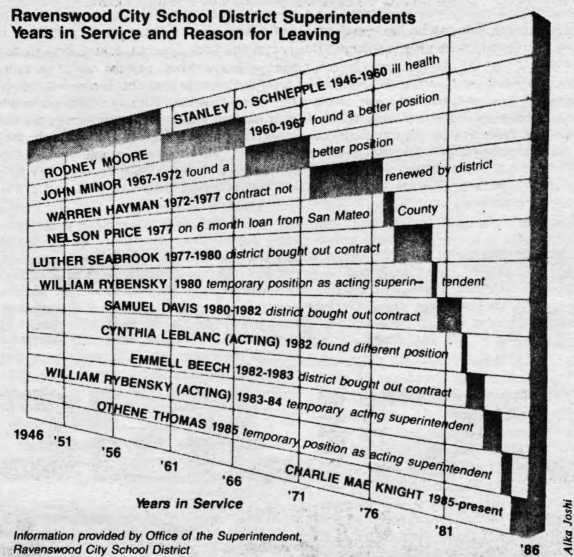
"It requires someone to contact parents and find out why their child was absent," said Knight. Now the community aide is going to spend regular time handling absences so that the district can regain some of the funds.

"Our schools are in terrible shape," said Knight. "I want to give them all facelifts... I believe in the work ethic and I expect everyone to work a full day if that's what they're getting paid for. I want to get them to buy into the district as someplace they're going to stay, not just the place they pick up their paycheck."

Ravenswood purchased 30 new typewriters this year and reinstated the typing program as a requirement for all eighth graders at the middle school. The old program had been stopped after the typewriters broke down or were stolen.

"These new ones are the same kind of typewriters they use at Sequoia High School," said Vera Clark, principal at Ravenswood Middle School, proudly.

The first night the typewriters arrived there wasn't time to bolt them to the furniture so that they couldn't be stolen. The teacher offered to spend the night in the room to prevent vandalism, according to Clark. "It's that kind of devotion and enthusiasm we're starting to see again in the district," she said.



Charlie Mae Knight



Students like Tasha Woolfolk (left of center) feel quite at home clowning with the new superintendent, while others like the student on the right, still maintain a high degree of deference for Dr. Knight.

CONTINUED FROM PG. 19

In another classroom, middle school students hunch over computers. Raychem Corporation has begun offering a computer literacy course for Ravenswood Middle School teachers, where trained instructors volunteer to come in and work with teachers during lunch and after school.

"My dream for this," said Knight, "is to teach actual computer languages, Basic, COBOL . . . We'd like to get appropriate furniture too."

"Teachers here want to stay," said Clark.

There has been talk of some Ravenswood teachers transferring to other districts once the Tinsley desegregation plan begins, but teachers don't want to go.

"They don't want us and they don't know us," said Clark. "How dare they talk about us and say the only way they'd take us is if we apply with everyone else. The only way our teachers will go is if they follow the children."

Walking down the halls at Ravenswood Middle School, Knight lists improvements and programs that teachers and students are beginning to feel excited about. A home economics center for cooking and sewing classes and a new science and math lab are just two in the works.

The cavernous gymnasium-turned-cafeteria at the middle school is also part of the plan. "We want to make this look like a place where children would like to eat," said Knight. "I'm sending the manager to a quality cafeteria to see how it's run. Then we'll do what we can."

All of the projects Knight is undertaking cost money, but she is confident that through increasingly effective use of funds,

proper reimbursement from the state for programs the district already conducts, future lobbying and studies to be done as part of the Tinsley settlement, the district can prosper.

"Right now, you walk into any of our schools and you see no kind of identity," Knight sighed. "There are no pictures of families or plaques in the offices of administrators. It's really sterile. I want people to feel they're going to spend a lot of time here and they're going to stay."

"My feeling is that if we haven't improved the quality of this district in five years, then we should ask serious questions about education on this side of the freeway."

There is still a reserved "wait-and-see" attitude about Knight among many Ravenswood teachers who have been disappointed before. But there is no denying the renewed sense of life within a district that many thought was on its way out after closure of the high school.

"As teachers, we've gotten so much bad press," lamented fifth grade teacher Jackie Smith. "There was a time when we were isolationists in this district, but those days are gone. . . People have a perception of us as ignorant. . . If they could just see us as stars too."

In some people's eyes Charlie Mae Knight is the last hope for the Ravenswood school district. She has every intention of proving that this is not the end but really just the beginning. ■

This article was written by Melinda Sacks and first appeared in the March 19th issue of PALO ALTO WEEKLEY, reprinted for the East Palo Alto community by permission

Controversial controls found in only 4 cities

East Palo Alto's rent control ordinance, seeking permanent status from the April 8th ballot, can be found on only three other California cities.

Santa Monica was the first to adopt the measure in 1978, after heated debate revolving around a volatile local housing market. The ordinance was sponsored by the Campaign for Economic Democracy (CED), the brain child of Tom Hayden, husband of actress Jane Fonda, and at the time best known for his involvement in radical left politics.

Since then although the ordinance has been put forward in a number of cities including Palo Alto and most recently Oakland. Only three, Berkeley, West Hollywood and East Palo Alto have such a law on their books. Chico adopted the ordinance in 1982, but voters repealed it after one year.

Unlike the rent control laws affecting the majority of California renters, the CED ordinance establishes a Rent Board that in effect controls all the subject rental units in the city.

Usually made up of political appointees, the board decides what rents will be charged, what improvements may be made, and how much they may be worth.

The most controversial aspect of the ordinance concerns price control on turnover. While rent laws generally provide protection against unwarranted rent increases for all current tenants, the CED ordinance prevents landlords from negotiating fair market value with newcomers. Critics contend this provides

windfall profits to people not a permanent part of the local tenant community.

It has been pointed out that the ordinance has generally been adopted only in cities located adjacent to major universities with large student populations. Visiting students who can vote in local elections, assure themselves that low-cost units will be available when they return from summer vacation and the universities are able to avoid spending money on constructing necessary student housing.

The first of a two-part study, undertaken by, an Oakland based tenant rights group, indicates that the laws acts against the interest of low and moderate income renters. The report, released last month, contends that the chief beneficiaries are people with high income potential who have elected "a temporary poverty" while obtaining a higher education or maintaining a non-competitive life style. By contrast the report states the truly poor find themselves paying 50% or more of household income for rent and are eventually forced out of rent control areas by the unavailability of family housing.

The survey's author, Dr. Richard J. Devine, makes preliminary recommendations for renters tax credits and land housing ventures to replace rent control.

The second part of the report, due out in June, will examine the impact of the more moderate rent controls in Oakland and San Francisco.

A PERSONAL MESSAGE FROM WARNELL COATS

Three years ago I never thought I would be running for city council. I voted for all five of the people on the council because I believed that they could do the job that wasn't being done by the county. I had worked for incorporation because there were things this community needed that it could only get through self government and cityhood.

Back then it seemed there were so many things we needed to do that naturally we would all pull together to get them done. But instead of pulling together, we've been pulled apart. Instead of solving our problems, political groups have played power games and spent their time trying to punish anyone who had opposed them.

For three years I've waited for them to get started. Start bringing in business, start reducing the crime, start building our tax base, start fixing the streets. I've served on three commissions to help get things started and yet today it seems things are as bad as ever. The one bright spot, our own Police Department, can be attributed to the fact that we got a chief officer who made it clear from the start that he was a professional and would tolerate little political interference with his department.

When I was growing up as one of ten children on a small farm outside Tyler, Texas, my father taught us the value of hard work and co-operation. When I served four years in the Navy during the Viet Nam War, I learned the importance of team work and when I was getting my degree from the California State University at Hayward, I was told by this community's leaders: Warnell, your job is to acquire skills and bring them back to the community.

When I returned to East Palo Alto, I began working with young people. Ten years ago I became Executive Director of Mid-Peninsula Youth and Community Services. We started with a budget of \$50,000 in federal funding; within a year that jumped to \$1.2 million. Hundreds of young people have gone through our program since then to the benefit of themselves and the community.

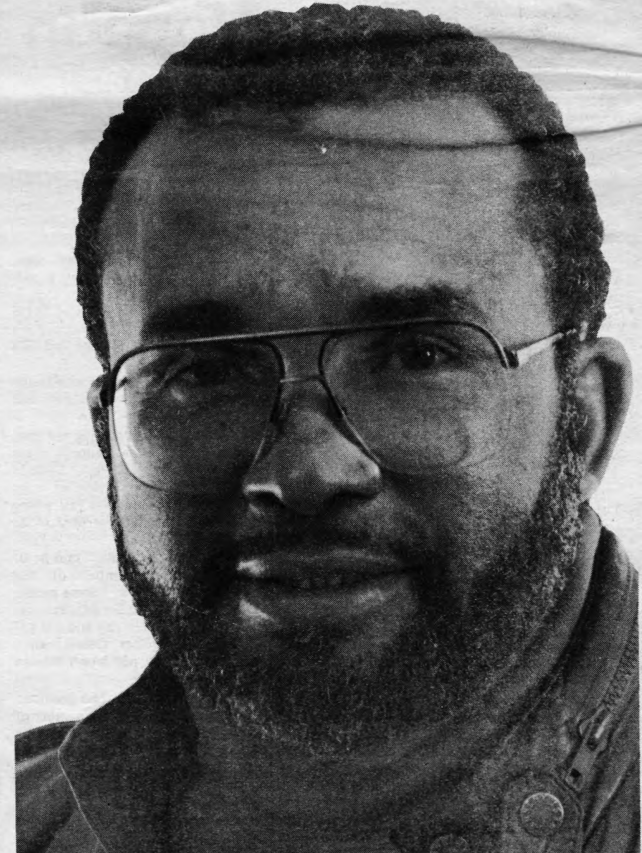
In 1981 federal funds began to dry up so, we started a small business recycling computer paper from corporate and government offices on the Peninsula. Today less than 40% of our budget comes from federal money, and next year we will earn more than four times our initial budget from our business. The Government Accounting Office, State and County agencies send people to find out what we're doing right, how we have created jobs and funded our services at the same time. We have done it by understanding the words of Booker T. Washington: "...there is as much dignity in tilling the fields as in writing a poem."

We do not believe that selling drugs is acceptable behavior for our young people. There are, or should be, jobs available to everyone willing to learn how to do them, and if we do not have the required skills or the meaningful jobs, the city has a role in using its resources to develop them. But I've watched six city employees take two days to fill two potholes. That is not meaningful work, and it's not getting the job done. We now have 89 city employees and, if I am elected, I guarantee you that in my first week we will fill 89 potholes if I have to do it myself.

My wife, Beverly Scott, works as an Assistant Dean of Graduate Studies at Stanford. We already wish we had more time to spend with our two daughters, but we also feel that it's necessary for me to spend the time on the council in order that we can provide a decent city for our children and all the children of East Palo Alto.

I hope that your vote on April 8th will give me the opportunity to work for that better city.

THANK YOU
Warnell
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**HE WORKED TO
MAKE OUR CITY
HE CAN MAKE
OUR CITY WORK**

PAID FOR BY THE FRIENDS OF WARNELL COATS