



## Marilu Serrano Youth Advocate For City Council of the Great City of East Palo Alto

Dear Citizens of East Palo Alto:

Why should you vote for me? I hope that in your eyes the fact that I have attended practically every City Council and every special City Council meeting in the last four years; the fact that I have for last three years, including this year, have sat through the entire annual budget study session; the fact that I have attended almost as many Planning Commission meetings in the last four years; the fact that I have attended almost but not quite as many Ravenswood City School District meetings in the last four years; the fact that I have attended many meetings of the Rent Stabilization Board in the last four years; and the fact that I have attended as many community and city workshops as I could fit into my schedule in the last four years – that this acquired knowledge—of unfortunately how poorly our city is being run – accounts for something in your eyes, warrants you placing your trust in me to work for you as your City Council woman. Would you spend \$3,000 of your own money to run for a seat on the City Council?—when you are driving a beat-up 1990 Mazda. It may sound corny to you but I am doing it for the love of my town, its citizens – its youth and young adults, who are seen by some as unlovable, the elders of our city, its seniors, and for the regular Jane's and Joe's hardworking homeowners, renters citizens of our town, all who are being shafted coming and going. That I will fight for you has almost become an old cliché. But ask anyone and they will tell you that Marilu Serrano has been doing that for you for the last four years. I have demanded, and demanded, until I have turned blue in the face respect for my City. I

have demanded from the City Council that our City come first when negotiating community benefits from carpetbagger developers. I have demanded a youth center for our youth from the City Council. And I fought along Coach Johnnie Gray for the survival and funding of his Boxing Team from the City Council. But why should this be the norm, the status quo: having to constantly “fight for you”. But if you elect the right people to your City Council a new reality would grip our City. With the right City Council majority (a majority of three—standing up for you) which would include Vice Mayor Peter Evans, myself and the other Latino challenger running for a seat on the City Council -- standing up for you should be as easy as apple pie. Vice Mayor Peter Evans is now the sole voice that stands up for you against the other four on the City Council to really, really protect your town's interests. I don't want to steal Vice Mayor Peter Evans phrase but I also “can't be bought”. Don't be fooled by my pretty dress and shiny earrings; I am tough when I need to be tough. I do my homework, and I seek out, besides city staff, the brain power, both professional, intellectual and spiritual, that resides in our town to arrive at informed decisions, to move our city spiraling upwards to prosperity. The City of Menlo Park consulted its citizens via a city-wide survey to find out how their citizens wanted their city's tight financial resources spent. I definitely believe we should do the same in our town. Those seeking your vote for re-election want to “stay the course,” “stay the course” to what, I ask? Wall to wall housing projects – is the professional real estate instincts of one incumbent and the other Latino incumbent sways like the win looking for the most comfy political position to take. R.B. Jones, because of his convictions, can't serve on our City Council, but expects to rule by proxy by endorsing the other woman who is running for the City Council. Don't be fooled: the 2006-2007 1.8 million budget deficit was not balanced! The budget session was an exercise in robbing Peter to pay Paul; it was “creative financing;” it was waiting for tax funds to come into the City from the sale of the University Circle complex to make up for deficit; it was not about cutting dead wood, seat-warming positions; it was not about hiring critical positions to the City like code enforcement, and maintenance; it was about please the unions to get their endorsement which the two incumbents did receive. I took the unions to task during the budget sessions for demanding substantial raises at a time when my town is suffering a \$1.8 million dollar deficit and hell will freeze over before the unions endorse me. Are you aware of the exaggerated raises that the City Manager and City Attorney were given by your current City Council (Vice Mayor Evans voted no): \$178,604.99 and \$174,880, respectively. I was beside myself when at the end of the budget session this year, after taking care of everyone else's needs, your current City Council had only \$8,000 for the needs of the community. Can you believe that? Not under my watch as your City Council woman! Our pervasive youth and young adult crime is by far, bar none, the most serious problem that our city faces. It frightens people away; it is a damper on our City's image; it keeps our city from heading into the stratosphere with prosperity. I will handle it in creative ways: with funding, working with the school district, hiring Mr. Jeff Carroll, an admirable man, as a youth and young adult city liaison. I will personally go out into the streets and bring them home to be part of the solutions by giving them a voice in government and making them partners in running our city. I hope my passion; this critical assessment of our City's problems; and some solutions has earned me your vote November 7 for a seat on the East Palo Alto City Council.

Dear Citizens of East Palo Alto:

Please always remember that God does not want us to ask Him for only the small things, but for the impossible things. And He wants us to ask it from Him with the inner faith that says, "Lord, I know that you are a mighty God and everything is possible in You." Here are some of the economic prayers that I place in His hands and that I want to enable, push forward, with you by my side, if I you elect me to the City Council of our great city. I am always mindful that our greatest obstacle to great economic prosperity is our youth and young adult crime and that I know that with creative solutions and God on our side we will overcome our crime problem. Those who know, me know that I am a woman of determination, resolve and action. I act; not just speak words.

We must stop the economic and wealth leakage of East Palo Alto: Mr. Goro Mitchell, Executive Director of CDI (Community Development Institute) and Ms. Valicia Saucedo, Director of LIEP (Leadership Institute East Palo Alto), two brilliant young East Palo Altans, whose expertise I greatly admire, in a press release for the "Workshop on Community-Based Economic Development in East Palo Alto" held on Saturday, August 12, 2006 at the East Palo Alto City Hall Community Room which I attended stated the following: "East Palo Alto has a half billion dollars in spending power...we need to tap into these resources and stop the economic leakages. Our research also show that there are some replicable [duplicatable] economic development models [Fruitvale Village, Oakland; Market Creek Plaza, San Diego; and Corativa, Brazil] that may be useful in helping to ensure that East Palo Alto own local businesses. In the 1990's it was estimated that over \$75 million dollars annually was expended [spent] outside of the community for goods and services. In 2000 only 8.1 percent of East Palo Altans worked in their city. In 2006, based on estimates derived from the 2001-2003 Consumer Expenditure Survey, East Palo Altans will spend \$519,952,772.00. East Palo Altans will purchase \$72 million worth of food and beverages in 2006."

Liddicoat's: Who remembers Liddicoat's of the late 60's, 70's and part of 80's? Liddicoat's was a food court on University Avenue in Palo Alto that had a least 20 small business shops. Mrs. Fields of Mrs. Fields' Chocolate Cookies got started there by giving out samples of her cookies. I would like to see a Liddicoat's recreated in East Palo Alto.

A Produce/Flea Market in East Palo Alto: I have already done research (cost of insurance, etc.) by contacting the women who run the Palo Alto High School Flea Market that's open on Saturdays. These women opened the flea market to financially benefit the high school's music department; they do so by retaining sole control of the food concession stands. And I recently found out that Ms. Kim Carlton, Executive Director of Start Up, is also looking into the possibilities of bring a Produce/Flea Market into East Palo Alto. I thought one option would be for the city to contract with the Ravenswood City School District for use of school grounds to set up the Produce/Flea Market for the economic benefit (cash in their pockets by selling their goods) for our city's citizens.

By bringing non polluting solar (sun) power industries into East Palo Alto we can create jobs: The Palo Alto firm Nanosolar, a company that is working on making solar power, sun-powered--green and clean, renewable energy--more affordable is looking for a place to build a factory. (Story appeared in the Palo Alto Daily News, Sunday, July 9, 2006.) Why not lure a company like Nanosolar or another such company to open a factory in East Palo Alto by providing enticing tax breaks? I would be tough as nails on tax breaks, only if by an iron-clad clause the company agreed to training and jobs in their factory for our citizens of at least 30%. Let me remind the citizens of East Palo Alto that we are surrounded by Silicon Valley business heavyweights and East Palo Alto sits at the epicenter of our nation's growing solar technology industry driven by Silicon Valley, Stanford University, City of Palo Alto. I worked at Stanford University's Nanofabrication Lab where companies from all over the Silicon Valley come to use this university facility. Nanotechnology facilitates the production of solar cells for the production of solar energy and this technology is the wave of the future that could save our planet. Leg up, tax breaks ABSOLUTELY for our East Palo Alto mom-and-pop start-up businesses.

Or would you prefer the building of 1,200 new single family homes in the 165 acres that encompass all the INDUSTRIAL area beginning from Illinois and Fordham Streets traveling towards Cooley Landing, to the area at the dead end of Pulgas Avenue, heading to the Dumbarton Bridge, down to Weeks Street out into the Baylands of East Palo Alto, in the area known as the Ravenswood Plan? That is what City Engineer Fernando G. Bravo, P.E. told local East Palo Alto contractors looking for city contracts at a workshop held Wednesday, September 13, 2006, from 6:00 to 8:00 p.m. at city hall that I personally attended - was a city development project in the works, in the pipeline by the city (meaning the current city council). City employees Marie McKenzie, Raquel Medina and Sean Charpentier facilitated the workshop. Also, City Engineer Fernando Bravo stated to me that the city has a deficit of \$175,688,991.00 in needed city infrastructure improvements: streets and traffic, storm drainage, water system, parks and recreation, community services and facilities.

The 1.8 acre lot at the end of Beech Street at the Baylands: A place for a youth gym, workout center, bowling alley and community center: On Saturday, August 26, 2006 I took part in a community clean-up from 8:00 a.m. to

11:30 a.m. of this 1.8 acre lot that is owned by the County of San Mateo. East Palo Altan Mr. Duane Bay is Director of the San Mateo County Department of Housing and Community Development and through his department controls this 1.8 acre lot site for the County of San Mateo. Mr. Bay granted CDI the clean-up contract and CDI asked for community volunteers to do the clean-up. Mr. Bay, CDI, the city, the community are in discussions with San Mateo County for either leasing or selling to the city this 1.8 acre lot to build a youth gym, a workout center, a bowling alley (which I would especially love because it would bring us all out together as families), a community center. I hope that Mr. Bay, as Director of the San Mateo County Department of Housing and Community Development, working with the city council, the city, CDI, the community, will help our dream become a reality. If you elect me I look forward to working with Mr. Bay on making a reality this wonderful project to benefit the city that I know Mr. Bay and I both love.

Bring a PUBLIC high school back into East Palo Alto: The proper education of our children is an emotional issue with me and if I had to fire an incompetent teacher not even my mother would be safe. Our elementary school district gives birth to the 8<sup>th</sup> graders who will become the young people and young adults who will live in our city. Ravenswood City School District President Jacqueline Wallace-Greene told me and asked, "Every city with a population of 33,000 plus has a public high school, why should East Palo Alto with a population of more than 33,000, greater than the populations of the City of Menlo Park not have a public high school? I find it criminal abusive of children and humanly cruel that the Sequoia Union High School District tears our children apart from their early childhood friendships by splitting our 2.5 square mile city into four high school districts and then sending our graduating 8<sup>th</sup> graders to four different high schools in the Sequoia Union High School District. To add insult to injury, only one high school, Carlmont, sends school buses into East Palo Alto; Sequoia, Woodside, Menlo Atherton lets our kids fend for themselves in getting to high school.

Unable to act because I am not a city council woman I place my faith in God that East Palo Alto will not be another Katrina: Mr. Dennis Miller expressed concern to me in a community email about whether East Palo Alto will be another Katrina because to date the San Francisquito Creek levee adjacent to East Palo Alto has not been repaired and construction has not begun and the rainy season is upon us. Rightly so, he wants you to make this an issue in asking questions of the candidates and be a guide to whom you vote for in November. The City Council and staff is not quickly forthcoming with updates and explanations for the delay in construction. Mr. Bill Branner thinks we the citizens should have taken matters into our own hands. Is there practical wisdom to his words? You can bet your bottom dollar that I would not be casual and lackadaisical as a city council woman in communicating the urgency of our situation and not leave it up to Mr. Dennis Miller to sound the alarm.

Security cameras and public surveillance of city streets: At a Monday, August 7, 2006 Beat Two meeting, at the Ecumenical Hunger Program office, the Camera Committee TV was formed with great interest by community members in attendance to have security cameras strategically placed on certain city streets. The idea is a good one; something that I could support. The research is still being completed by this community committee.

The Ravenswood City School District will reap \$575,000 by taking advantage of lower interest rates and refinancing its school bonds passed in 1996 (\$6million) and 2000 (\$10 million) by Ravenswood City School District voters. (San Jose Mercury News article, Saturday, October 7, 2006.): Would you then not say that the school district is being run by a financially and educationally responsible school board? Please don't allow anyone to make you believe that it is not true. The two Ravenswood City School Board members who are seeking to be re-election deserve your vote. But a certain Sanitary Board Member who serves as the Sanitary Board's secretary is running for a school board seat and seeking to remove one or both of the school board members. I have personally seen the stacks of staff reports school board members have to go through to prepare for each school board meeting. When does this man think he is going to find the time to dedicate himself to doing the work of the school district children 100% of the time? This man cannot humanly give 100% to the school board district and to the Sanitary Board, and to his family and to his job. Those competing for the two seats on the school board have irregularly, if not at all attended school board meetings. I am not running for a seat on the school board and I think I have attended more school board meetings than all the opposing candidates. I was the only one from the community at the school district budget study session that the school board held this year. Where were they?

I am asking you in the name of human decency to please vote against Measure E: I have publicly stated that Measure E is a treacherous and deceitful scam thought up by William Rosetti and executed by R.B. Jones (a betrayal of our city by both R.B. Jones and the ex-Superintendent who is running for office and who has publicly endorsed Measure E) to cleanse East Palo Alto of our current renters and bring in higher paying professionals with the idea of eventually converting the apartments that Mr. Rosetti owns into condos. Mr. Rosetti is a shrewd absentee landlord and a wealthy multi-millionaire who lives in a \$10,000,000 home in an exclusive section of San Francisco. In East Palo Alto we are family; we take care of each other. And our renters are part of that family. I am also against Measures D and C: ten years is too long and the current city council and past city councils have squandered our monies and proven they can't be trusted.

**Marilu Serrano**  
**Candidate for East Palo Alto City Council**  
211 Gardenia Way  
East Palo Alto, Ca 94303  
(650) 853-2470

We must get beyond race and nationality  
Through respect for each other and  
For each other's culture. Then we will  
Be united as Jesus Christ wanted "that  
They may all be one, as you Father are  
In Me and I in You, that they be one in Us".

Mrs. Bernice Avery: "We are sisters and brothers  
in Christ regardless of the pigment of our skin,  
or the language of our tongues."

Rev. Sifa Lokotui: " We need power from above  
to work in our city. Power comes from on high."

May God inspire with you with the courage  
And boldness to see my honesty and integrity  
And trust and believe in my leadership  
And believe that you and I working together  
And with God help and leading the way  
We can and will turn East Palo Alto around  
And set it on a path to unimaginable greatness.

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BARBARA MOUTON  
2575 EMMETT WAY  
East Palo Alto CA 94303-1117

**I humbly ask for your vote November 7 to be elected to the  
City Council of our great city of East Palo Alto.**

Cooley Landing our last chance to have a beautiful community and nature park. As a nature lover with your help,  
commitment and hard work we will make Cooley Landing into a park for our children and the next generation of children.



I will not tolerate garbage all over our city  
even if it means that I have to go out  
and personally sweep it up myself.  
**Garbage is the devil's den.**  
Leadership is leading by example.

Brother Authur King  
Laurel Street Church of Christ

Our City is made up of wonderful people and  
these are some of the wonderful people who believe in me:

- |                             |                            |                        |
|-----------------------------|----------------------------|------------------------|
| Father John R. Coleman      | Mr. Louis Moorer           | Ms. Catherine Hauff    |
| Monsignor Edgar P. McCarren | Mr. Michael Francois       | Ms. Thurman Smith      |
| Father Manuel Mejia         | Mr. James E. Galloway      | Mrs. Willie Mae Smith  |
| Dr. Alfred Legrand-Sawyer   | Susquilla J. Stewart       | Ms. Mary Schembri      |
| Mrs. Barbara Mouton         | Dr. William Bryron Webster | Ms. Carmen Schembri    |
| Sr. Robert Gomez            | Mr. Court Skinner          | Mr. Mark Morris        |
| Ms. Ora Colbert Johnson     | Mrs. Barrie Skinner        | Mr. James E. Watts     |
| Mr. Greg G. Fomby           | Mr. Morgan K. Ross         | Mr. James Hartley, Jr. |
| Sra. Elisa Gutierrez        | Mr. Larry Jordan           | Mr. James Hartley      |
| Sra Maria Sosa              | Mr. Charles Hforward       | Br. Authur King        |
| Mrs. Bernice Avery          |                            |                        |

Paid for by the Friends of Marilu Serrano  
For City Council of the Great City of East Palo Alto  
211 Gardenia Way FPPC 1288019  
East Palo Alto, CA 94303  
(650) 853-2470 [lupita423@yahoo.com](mailto:lupita423@yahoo.com)

In memory of my brother Manuel Serrano  
In memory of Maximiliano "Max" Lucatero,  
May they rest in peace.

Thank you Marcia Yeates—may you and your family be rewarded here on earth and in heaven for your acts of kinds and generosity towards me.