

# *Madrigal Advisory Committee (MAC)*

**Tony Madrigal, Santa Cruz City Councilmember**

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City Council & Superintendent of Schools Candidate Interviews

Saturday, August 26, 2006

10AM-12NOON

Diversity Center

1117 Soquel Avenue

Santa Cruz, CA 95062

## **SANTA CRUZ CITY COUNCIL CANDIDATE QUESTIONNAIRE**

*(please complete and return questionnaire by Thursday, August 24, 2006  
5pm via email to [tonymadrigal@gmail.com](mailto:tonymadrigal@gmail.com). **Councilmember Madrigal  
will notify you of his endorsements by Tuesday, September 5, 2006**)*

(1) Why are you running for City Council and list three goals if you are elected.

I believe that because of my extensive experience as a public official and community activist, I am in a good position to help the City respond to its current fiscal crisis. We need an increased funding base to be able to support a number of important values including: compensating City and other public employees well for the significant contribution they make to the well-being of our community, supporting social services, recreation, affordable housing, and public safety. I believe that I can help bring the community together to help determine what kind of economic development is acceptable to our community. Clearly, a solution to this problem cannot be imposed upon local citizens but requires their active participation in a planning process. The economic summit was a good start on this process, but it needs to be extended and bring in wider participation from all sectors of our community. I have many more than three goals if elected, but among my top concerns are:

1) increase the City's tax base without destroying the environmental and social values which make this such a wonderful place to live.

2) Support increased social services and particularly homeless services – both emergency shelter and services to help people looking for a way out of homelessness.

3) Develop our housing trust fund to the point that it can support serious expansion of our affordable housing stock.

(2) Could you name ten groups/individuals that have endorsed your candidacy?

Well it is too early for many group endorsements. I currently have very broad based support including over 150 individual endorsements ranging from Mardi Wormhoudt to Charles Canfield. Some of my better known endorsees include: Nane Alejandres, Tony Hill, Emily Reilly, Ryan Coonerty, Cynthia Mathews, Neal Coonerty, Sam Farr, Fred Keeley, Ian McFadden, and Christine Johnson Lyons. In past elections, I have been endorsed by the Central Labor Council, every labor union making endorsements, and every Democratic club in the community; however, I do not presume to have those endorsements until they make their decisions in this election cycle.

(3) Do you believe in and support a worker's rights to form and join a union?

Absolutely. I played a key role during my first term on the Santa Cruz City Council in getting a closed shop for SEIU so that every city employee being represented by SEIU had to pay dues. I am the President of UC-AFT Local 2199 representing Librarians and Lecturers at UCSC, and the Vice President for Organizing of the statewide University Council of the AFT. I have been a chief negotiator for over 20 years and been doing grievances for my local for about the same period. In the 1970s I was a representative on the Central Labor Council for ten years and served on the Executive Board of that organization. I am a labor union activist with a strong commitment to justice for working people.

(4) What ideas do you have for helping to improve our local economy?

I want to work with the community to find a way to increase our local tax base so we can provide City employees with the compensation they deserve and so the City can support social services, recreation, and public safety. We need to find a way to do this that does not destroy the environment or human scale of our community, both of which are part of what make this such a wonderful place to live and work. I also want to continue our strong local efforts to address global warming through a continued focus on alternative energy and improvements to our public transit system. Finally, I want to find a way to work with the University so they will become a more responsible member of the local community and take more responsibility for mitigating the negative impacts they have on our neighborhoods and the City budget.

I think that our biggest challenge is clearly finding a way to increase the City's revenue base. I think that the way to approach this question is by creating a broad-based community discussion of our priorities and a consensus plan for moving forward. I have a great deal of experience in doing this kind of work, which involves a combination of grassroots initiatives to draw our residents into a dialogue about how we do and do not want our city to develop. Our solutions have to be both visionary and pragmatic at the same time. I believe that I have demonstrated my ability to work with diverse groups of individuals and organizations to make this process successful. It will not be easy, but it simply needs to happen.

We need to play to our strengths as a community and welcome employers who will appreciate our highly educated community and our wonderful natural environment. Our initiatives to create a high-tech industrial area on the Westside of Santa Cruz is a start in this direction, but we still have a long way to go with that initiative. We also need to help establish an eco-tourist industry based on our National Marine Sanctuary, our greenbelt, and our attractive local environment. Green industries, based on our local green building ordinance, are also an important part of this mix.