



CITY OF SANTA BARBARA

# **VOTER INFORMATION PAMPHLET**

## **DISTRICT 1**

**GENERAL MUNICIPAL ELECTION**  
**TUESDAY, NOVEMBER 3, 2015**  
**VOTE-BY-MAIL BALLOT ELECTION**

Compiled and Distributed by the Office of the City Clerk  
For more information please visit our website  
at [www.SBCityVote.org](http://www.SBCityVote.org), or call (805) 564-5309  
or toll free at (877) 721-9050.

### **IMPORTANT NOTICE**

This is a VOTE-BY-MAIL BALLOT Election. There will be NO polling places designated. YOU MUST VOTE THE ENCLOSED BALLOT AND RETURN IT BY MAIL OR IN PERSON to one of the Official Drop-Off Centers listed on the following page, using the Return / Identification Envelope provided within this packet. Be sure to sign your name on the back of the Return Envelope. Vote-by-mail ballots must be postmarked or received in person by 8:00 p.m. on Tuesday, November 3, 2015.

Para Español, dé la vuelta al libro.



## City of Santa Barbara

City Clerk's Office

[www.SantaBarbaraCA.gov](http://www.SantaBarbaraCA.gov)

735 Anacapa Street  
P.O. Box 1990  
Santa Barbara, CA  
93102-1990  
Tel: 805.564.5309  
Fax: 805.897.2623

October 5, 2015

Dear Voter,

For the first time in over 40 years, the voters of the City of Santa Barbara will be electing their Councilmembers "by-district" rather than at-large. This means that Council candidates must reside in, and be elected from, one of six geographical areas recently established by the City Council.

This change has come about as a result of a settlement of a California Voting Rights Act lawsuit filed against the City in 2014. As part of the settlement, the City agreed to begin holding District Elections in November 2015. The District Boundaries were adopted by the City Council on March 30, 2015 after multiple public input workshops and meetings.

This year's election will be held to elect the Councilmembers in Districts 1 (Eastside), 2 (Mesa) and 3 (Westside). Every registered voter in Districts 1, 2 and 3 will be receiving a ballot in the mail consisting of the candidates for his/her District. Districts 4, 5 and 6 will be electing their City Councilmembers in November 2017, and will not be receiving a city ballot this year. The Mayor's office will continue to be elected at-large in November, 2017.

You may determine which district covers your residence by viewing the District Boundary Map or clicking on the Voting District Look-up link on the Elections page on the City website at [www.santabarbaraca.gov](http://www.santabarbaraca.gov). You may also obtain more information on the districting process and the November 2015 City Election on the Elections page. If you have questions regarding the Election, please call the City Clerk's Office at (805) 564-5309, and if you have questions regarding voter registration, please call County Elections at (805) 568-2200.

We appreciate your participation in this very important process!

Sincerely,

/s/ Paul Casey  
City Administrator



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# 2015 Elections



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**VOTE EARLY!**

Vote by Mail ballots may be dropped off at a Drop-Off Center or to the Elections Official by the close of the polls on election day. Pursuant to Election Code Section 3020, Vote by Mail ballots received via United States Postal Service or a bona fide private mail delivery company must be postmarked or date/time stamped by November 3, 2015, and received by the elections official no later than 3 days after the election (November 6, 2015).

See Voting Instructions inside.

**BALLOT DROP-OFF CENTERS**

**\*\*\* City Hall \*\*\***

City Hall, City Clerk's Office, 735 Anacapa Street

The City Clerk's Office drop-off center will be open

Monday - Thursday, 7:30 a.m. to 5:30 p.m.

and Fridays, 8:00 a.m. to 5:00 p.m.

(City Hall is closed every other Friday),

Saturday, October 31, 2015, 8:00 a.m. to 5:00 p.m., AND

Election Day, Tuesday, November 3, 2015, 7:00 a.m. to 8:00 p.m.

**\*\*\* Alternate Drop-Off Centers \*\*\***

**\*\*\* Open Only On: \*\*\***

Election Day, Tuesday, November 3, 2015, 7:00 a.m. to 8:00 p.m.



**District 1:** Franklin Neighborhood Center, 1136 E. Montecito Street, 93103

**District 2:** Holy Cross Catholic Church, 1740 Cliff Drive, 93109

**District 3:** Calvary Baptist Church, 736 W. Islay Street, 93101

**PLEASE READ AND FOLLOW INSTRUCTIONS CAREFULLY**

**A. HOW TO MARK YOUR BALLOT**

1. To vote your ballot card, use a **BLACK PEN ONLY**.  
**FOR CANDIDATES:** Completely fill in the oval  to the right of the candidate's name of your choice.  
**FOR WRITE-IN CANDIDATES:** To vote for a qualified write-in candidate (a person not listed on the ballot), write in the name of the qualified write-in candidate in the space provided after the appropriate office and completely fill in the oval to the right of the name written in. The vote will not be counted unless you have filled in the oval  to the right of the name written in. Do not write in a name that is already printed on the ballot.
2. All other distinguishing marks on the ballot are forbidden and make the ballot void. If you wrongly mark, tear or deface the ballot, return it to the Elections Official in the Identification/Return envelope, marking the spoiled ballot box on the frontside, and another ballot will be sent to you.

**B. AFTER YOU HAVE VOTED YOUR BALLOT:**

1. Remove the stub from the top of your ballot, put the ballot into the Identification/Return Envelope and seal it. **DO NOT** fold the ballot card. **DO NOT** put any other material in the Identification/Return Envelope.
2. On the back of the Identification/Return Envelope, **SIGN** your name where indicated by the "X" and print your residence address and date.
3. The Identification/Return Envelope has prepaid postage. No postage is necessary to return the ballot.




**C. HOW TO RETURN YOUR BALLOT**

Your ballot will not be counted unless it is returned in the Identification/Return Envelope, and:

1. The form on the reverse side of the Identification/Return envelope is completely filled out, **signed** and returned according to the following instructions:
  - a. It is mailed to the Elections Official and it **MUST BE POSTMARKED on or before Election Day** and received by the Elections Official no later than 3 days after the election. **(Should you desire to confirm your voted ballot was received, please call the toll free number, 1-855-844-4044.)**  
OR
  - b. The voter **personally** delivers the ballot to the Elections Official or **personally** delivers the ballot to any drop-off site in the jurisdiction **no later than 8:00 p.m. on Election Day**.  
OR
  - c. You may designate a spouse, child, parent, grandparent, grandchild, brother, sister or person living in same household to return the ballot for you. If someone other than you returns the ballot, you must print his or her name and indicate his/her relationship to you on the Identification/Return Envelope, and that person must sign on the signature line next to his/her printed name.

**OFFICIAL BALLOT  
CITY OF SANTA BARBARA  
GENERAL MUNICIPAL ELECTION  
TUESDAY, NOVEMBER 3, 2015  
BOLETA ELECTORAL OFICIAL  
CIUDAD DE SANTA BARBARA  
ELECCION MUNICIPAL GENERAL  
MARTES, 3 DE NOVIEMBRE DEL 2015**

THIS BALLOT STUB SHALL BE REMOVED AND RETAINED BY THE VOTER  
ESTE TALÓN DEBE SER REMOVIDO Y GUARDADO POR EL ELECTOR

**Mark your choice by FILLING IN OVAL**   
**completely with a BLACK or DARK PEN ONLY.**   
**Marque su elección LLENANDO EL ÓVALO**   
**completamente con una PLUMA NEGRA o**  
**DE COLOR OSCURO SOLAMENTE.**

**1**

**No. 12345**

I HAVE VOTED - HAVE YOU? - YO VOTE - ¿VOTO UD?

**SANTA BARBARA**

For **MEMBER** of the **CITY COUNCIL**  
 District 1 Vote for **ONE**

Para **MIEMBRO** de **CONCEJO MUNICIPAL**  
 Distrito 1 Vote por **UNO**

**CRUZITO HERRERA CRUZ**

Community Social Worker  
*Trabajador Social Comunitario*



**JASON DOMINGUEZ**

Non-Profit Founder / Businessman  
*Fundador de Organización No Lucrativa/Comerciante*



**MICHAEL MERENDA**

Entrepreneurial Educator  
*Educador Empresarial*



**ANDRIA MARTINEZ COHEN**

Small Business Lender  
*Prestamista para Pequeños Negocios*



**JACQUELINE INDA**

Business Consultant  
*Consultora de Negocios*



**END OF BALLOT  
FIN DE BOLETA**

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# **VOTER INFORMATION PAMPHLET**

The following pages contain:

## **CANDIDATE STATEMENTS**

Each Candidate's Statement in this pamphlet is volunteered by the candidate.

**FOR MEMBER OF THE CITY COUNCIL  
DISTRICT ONE**

**CRUZITO HERRERA CRUZ**

Age: 42

Occupation: Income Tax Preparer

**Cruzito Herrera Cruz's** political declaration comes from the voting power of the voters signing my nomination papers for **Santa Barbara City Council elections** in years **Seven, Nine, Eleven, Thirteen, & Fifteen. Political activism is very important to me** because of my higher education research at SBCC & UCSB, my community work ethic, and from the principle of **"equalitarianism"** for all Santa Barbarians.

**Our Citizenry can expect from my civic candidacy a Three-Point Plan. First**, as a public steward make increases in City budgets to adult, youth, & educational services. **Second**, work in improving & supporting our City's public infrastructure in Districts. **Third**, be fiscally responsible in the financial management of our City's operating budget.

**My civic candidacy platform is recovering basic services in public infrastructure, libraries, parks, and future vision of "District One" with the "Property and Business Improvement District."** (Streets & Highways Code §36614.5) From past elections, my political campaigns have always been the **"economic & social revitalization"** of our **Eastside District** because of the **historical political marginalization** of past councilmembers.

**In conclusion, Cruzito Herrera Cruz would be honored to earn Your Vote. With Your Vote, I will be a public steward in the City of Santa Barbara, California.** [cruzitoc@silcom.com](mailto:cruzitoc@silcom.com)

/s/ Cruzito Herrera Cruz



**FOR MEMBER OF THE CITY COUNCIL  
DISTRICT ONE**

**JASON DOMINGUEZ**

Occupation: Non-Profit Founder / Businessman

Santa Barbara needs proven, experienced leadership to protect and maintain our neighborhoods.

I'm a former criminal prosecutor and non-profit director with a proven record of over two decades of community service. I've served on the Board of Directors of Leadership Santa Barbara; and I founded the Justice Center, which is a legal aid program that serves seniors and low-income residents throughout Santa Barbara County. Now, I'm running for City Council to:

Prioritize funding for public safety

Maintain fast emergency response times

Protect neighborhoods from increased traffic

Expand programs that help our kids succeed

Safeguard the natural beauty and small town charm of our city

I will also work to increase transparency at City Hall, and expand community involvement in decision making.

My campaign has received support from former Mayor Sheila Lodge, former Councilmember Gil Garcia, local businesses, and community leaders across our city because they know that I will be an effective and responsive advocate for the needs of First District neighborhoods.

If you have any questions or ideas to improve Santa Barbara, please contact me directly at (805) 421-0946 or [JasonForCouncil2015@gmail.com](mailto:JasonForCouncil2015@gmail.com).

I will be honored to earn your vote on Tuesday, November 3.

/s/ Jason Dominguez

**FOR MEMBER OF THE CITY COUNCIL  
DISTRICT ONE**

**MICHAEL MERENDA**

Help Bring Santa Barbara into the Twenty-First Century:

I have **Experience** and **Knowledge** required bring **Santa Barbara** into the **Twenty First Century**. Create jobs; **Respect Seniors; Disabled; Working Poor; Insure Clean/Safe Environment:**

**City of Santa Barbara, Contest Winning, District One Innovative Youth/Family Nutrition/Education Projects create hundreds of jobs.**

Lunched with **United States Senator Barbara Boxer** concerning **Nutrition/Education Projects** and **Innovative Digital Teaching Methodologies**.

**Santa Barbara County Supervisor Salud Carbajal, State Senator Hannah-Beth Jackson, Congresswoman Lois Capps, David Chavez, City of Santa Barbara Council Dale Francisco,** stated assistance bringing **Educational Methodologies** to fruition; creating thousands of **High-Paying Jobs** in California. **District One Included.**

With **Steven Atkins**, started **The University of Washington Entrepreneurs Society**; receiving assistance from **U. of Wa. Graduate School of Business**.

We developed **Walk-Safe/Escort Service** programs spreading throughout **The United States** and **Canada**; **Preventing Thousands of Women, Disabled/Vulnerable, from harm every year.**

Our programs proliferated exponentially. **Jim Nordstrom, Gerry Kingen,** premiered **Distinguished Guest Lecture Series**. **Bill Gates** has been a guest.

**Fifteen Years Advocating: Seniors, Disabled, Working Poor,** including **City of Santa Barbara Mayor and Council**; **Gill Garcia** vociferously raised funds for **Peoples Self-Help Housing**; **Brian Barnwell**: **\$897,000.00** for **Faulding Hotel, District One.**

Volunteering includes: **Transition House, Franklin Center, Veterans Center.**

/s/ Michael Merenda

**FOR MEMBER OF THE CITY COUNCIL  
DISTRICT ONE**

**ANDRIA MARTINEZ COHEN**

Age: 34

Occupation: Small Business Lender

The Eastside needs a stronger voice at City Hall to maintain safe and healthy neighborhoods, protect renters and increase affordable housing opportunities, help small business revitalize our economy, and protect our environment.

I have been living in Santa Barbara and working in economic development for a decade; first at Women's Economic Ventures, and now at a national non-profit organization, utilizing innovative financing to promote sustainable development, create good jobs, and build better housing.

I am running for Council to provide the type of leadership that empowers and improves the lives of working families in Santa Barbara.

I will bring my experience working with federal assistance programs and creative problem solving skills to address current and future issues. I will collaborate with city staff and policymakers so that we work together for all the residents and businesses in a productive manner.

I understand first-hand the needs of young working families. My husband and I worked hard to purchase our first home and establish roots to raise our family in Santa Barbara. I am dedicated to making our neighborhood a better place for all of us.

I would be honored to have your vote.

Expanding Opportunities -- Empowering the Eastside

[www.andriamartinezcohen.com](http://www.andriamartinezcohen.com) -- [andriamartinezcohen2015@gmail.com](mailto:andriamartinezcohen2015@gmail.com)

Thank You!

/s/ Andria Martinez Cohen

**FOR MEMBER OF THE CITY COUNCIL  
DISTRICT ONE**

**JACQUELINE INDA**

Age: 36

Occupation: Business Consultant

I was born and raised on the Eastside and have chosen to raise my children here. I am multicultural, fully bilingual, and have experienced the privilege of overcoming many obstacles. These have helped me to become a positive role model for our youth.

With my business background, I will serve our city diligently and effectively utilizing my strong foundation in local partnerships and full knowledge of our diverse district.

As a council member, I will continue to innovate strategies and support our Special Needs/Elderly Population with Independent Living.

With my experience in the American Red Cross, I will advocate for Health, Safety, and Disaster Preparedness.

With my formal education in Alcohol Drug Counseling and At-Risk Youth Prevention, I will call to action our educational partners and ensure that our local youth achieve higher education opportunities.

I worked to create district elections to give our neighborhood the power to build a more representative government. Together we need to continue to build on this foundation in order to obtain greater civic access with dignity.

I am requesting your vote and promise you that my door will always be open because together we can achieve positive changes for our city.

Respectfully,

/s/ Jacqueline Inda