

Measure #: 76

Referendum Title: Sustainability Office Fee

Ballot Type: Enact a New Fee

Ballot Author: Sustainability Office

Question: Shall the undergraduate students of UC Santa Cruz re-establish funding for the Sustainability Office via the Sustainability Office Fee of \$3.00 per quarter per undergraduate student, increasing annually by 3% through FY 2031-32, to provide undergraduate students paid on-campus job opportunities to support advancement of the Campus Sustainability Plan, support professional development opportunities, and fund the Sustainability & Social Justice Inter-Organizational Retreat, which serves approximately 100 students annually?

Summary points

- The Sustainability Office Fee terminated in Summer Quarter 2020 without a vote of renewal. This referendum would re-establish the fee and the fee would be assessed beginning in Fall Quarter 2022.
- The fee would be set at \$3.00 per student per quarter in FY 2022-23 with an annual increase of 3% up to \$3.91 per quarter through FY 2031-32.
- Fee will be assessed to all undergraduate students enrolled in the Fall, Winter, and Spring quarters.
- A reduced fee will be charged in summer quarters based on that year's quarterly fee rate, level of services available, and consultation with the Student Fee Advisory Committee.
- In FY 2022-23, the fee will generate approximately \$151,000; in FY 2026-27, the fee will generate approximately \$171,000; in FY 2031-32, the fee will generate approximately \$199,000.[Author7] [DM8] These estimates are based on assumed levels of academic year and summer enrollment in conjunction with the Student Fee Advisory Committee's guidance on appropriate summer fees, actual enrollment each quarter will vary which will alter these estimates.
- Proposed fee term is 10 years and will terminate after Summer Quarter 2032 if the fee is not renewed.
- Fee will be assessed to all undergraduates enrolled in the fall, winter, spring, and summer quarters.
 - Fee will be used in the following ways:
 - Undergraduate student hourly pay and sustainability-related employment; on-campus undergraduate student employment opportunities in the Sustainability Office as well as in other campus partner departments;
 - Undergraduate student professional development opportunities, like the annual Sustainability & Social Justice Inter-Organizational Retreat;
 - Professional staff support for the above activities, which ranges from 15 – 20% of the net revenue to the Office.

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- Work-study matching dollars for student employment will be pursued each year as appropriate.
- This fee includes a 33% Return-to-Aid component, in which 33% of the fee will automatically go to Financial Aid. The Return-to-Aid amount will be approximately \$50,000 in FY 2022-23; in FY 2026-27, approximately \$57,000; in FY 2031-32, approximately \$66,000.
- The Student Fee Advisory Committee opinion statement: “*The Student Fee Advisory Committee (SFAC) supports the extension and subsequent increases because it will allow for the Sustainability Office to continue operations and increase student leadership in sustainability achievements in and outside of the UC Santa Cruz campus. We acknowledge that if this fee is not passed the services they offer will be further reduced.*”
- Fee is sponsored for placement on the ballot for *undergraduate students* by resolution of the Student Union Assembly.

Ballot Statement

How the fee will be used / how has the fee been used?

Since 2010, the Sustainability Office has received funding from Measure 45 to:

- Provide undergraduate students paid on-campus jobs to support advancement of the Campus Sustainability Plan. Since 2010, the Sustainability Office has provided meaningful **sustainability-related employment to more than 250 paid student staff**;
- Fund professional development opportunities for undergraduate students. Since 2010, the Sustainability Office has **offered professional development experiences and/or professional conference attendance to 25 students**;
- Fund the Sustainability & Social Justice Inter-Organizational Retreat, which serves approximately 100 students annually. Since 2010, the Sustainability Office **has engaged more than 950 students in the annual Sustainability & Social Justice Inter Organizational Retreat**.
- Fund professional staff support for the above activities, 20% of the net fee revenue to the Office, as needed.

Measure 76, if passed, will continue to fund these initiatives . In the two years since Measure 45 expired, the Sustainability Office has used carryforward balances, other sources of temporary funding, and reduced student employees and budgets to continue the work of the Sustainability Office.

What is the Sustainability Office?

The Sustainability Office strives to foster a culture of diverse, equitable and inclusive sustainability at UCSC. We actively engage students, staff, faculty and community members to improve UCSC's environmental performance, seeking to model the way that large institutions can work collaboratively to solve some of the world's biggest environmental and social justice challenges.

Sustainability Office goals:

1. **Institutionalize sustainability.** Work proactively to integrate sustainability into the core responsibilities and daily activities of faculty, students, and staff.
2. **Improve environmental performance** through the [Campus Sustainability Plan](#).
3. **Create centralized communication and promote successes.** Create a central space for coordination of campus sustainability activities, educational initiatives, noteworthy campus achievements, reporting and national rankings.
4. **Promote a culture of inclusive sustainability.** Work to advance different cultural definitions of how to care for environmental spaces and human communities, and promote multicultural inclusion in sustainability initiatives across campus.
5. **Integrate sustainability into the classroom.** Build bridges between operations, teaching and research to establish UCSC as a living, learning laboratory in which students can learn and apply sustainability principles and techniques.

Who will benefit from the fee?

All students, faculty, and staff invested in furthering sustainability at UC Santa Cruz will benefit. Those not directly involved with sustainability will also benefit from the advancement of the Campus Sustainability Plan, the Sustainability Office goals, and reducing UC Santa Cruz's collective environmental impact. Collaborative projects, such as the Sustainability and Social Justice Inter-Organizational Retreat, promote social and environmental justice efforts.

Over the next ten years of the fee, approximately 300 students will receive hourly pay from their employment through the fee measure in the Sustainability Office. These students will benefit from experience in the workforce and in sustainability implementation projects, as well as from professional development opportunities and professional conference attendance.

Over the next ten years of the fee, up to 1,000 students who will attend the Sustainability & Social Justice Inter-Organizational Retreat will benefit from impactful keynote speeches (including from influential UC Santa Cruz alumni) and student-led workshops on sustainability and social justice-oriented topics, while connecting and building relationships with students across campus.

What a yes vote means?

If Measure 76 passes, the Sustainability Office will have the ability to offer 25+ hourly paid positions to undergraduate students annually; to provide high-impact professional development and conference attendance to employed students; and to expand existing programs, including the Sustainability & Social Justice Inter-Organizational Retreat, which serves approximately 100 students annually.

What a no vote means?

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If Measure 76 does not pass, the Sustainability Office will need to change its current structure and reconsider whether it will be able to offer 25+ paid positions to undergraduate students or continue existing programs, including the annual Sustainability & Social Justice Inter Organizational Retreat, which serves approximately 100 students.

Student Consultation Method

A sustainability student fee has a long history of strong student support: in a 2009 opinion poll, 53.36% of voting undergraduate and graduate students voiced their support in favor of a \$3.75/quarter fee (\$15/year) to support the Sustainability Office. Following an evaluation of core budget needs, and being mindful of the increasing number and amount of fees students are assessed, in 2010, the Sustainability Office pursued Measure 45 at a \$2.75/quarter fee, which passed with 62.94% of the undergraduate vote.

An opinion poll was placed on the 2019 campus elections. The opinion poll asked:

Question 1: If a measure to renew support of the Sustainability Office was on a future election ballot, would you vote “yes” to continue the current \$2.75/quarter fee to: i) fund paid student positions in sustainability across campus and in the Sustainability Office; and ii) promote cross campus dialogue and collaboration through opportunities such as the annual Sustainability & Social Justice Inter-Organizational Retreat, which serves over 100 students?

Question 2: If yes to Question 1, what is the maximum fee amount you would agree to contribute? \$2.75/quarter (\$11/year) \$3.00/quarter (\$12/year) \$3.25/quarter (\$13/year) \$3.50/quarter (\$14/year) \$3.75/quarter (\$15/year) If a majority of students who complete this opinion poll indicate a willingness to support this student fee, the Sustainability Office will pursue placing a referendum on the Spring 2020 student Election Ballot.

The results from the opinion poll demonstrated strong student support - **74.51%** of both undergraduate and graduate students who participated in the poll affirmed that if a measure were placed on the ballot in the next election to renew support of the Sustainability Office, they would vote in support of the measure. The poll results provided insight into how much the students who voted in favor of the opinion poll would be willing to be assessed on a potential fee each quarter - 30% of students indicated that they would support a potential measure continuing at the same rate (\$2.75/quarter); about 20% would support a \$0.25 increase (\$3.00/quarter); and 38% would support a \$1 increase to \$3.75/quarter or \$15/year.

Endorsements: Previous endorsements were obtained from Porter and Lewis, we will be seeking endorsements this year from across campus throughout the next two months.

10 Year Budget Projection for Measure 76

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Fiscal Year	Proposed Fee Rate	Sustainability Annual Expenses	Proposed Fee Revenue (after return to aid)	Annual Surplus or (Deficit)	Carryforward from Prior Year	Remaining Balance	Percent of Revenue in Remaining Balance (not prudent reserve)
FY23	\$ 3.00	\$95,806	\$101,159	\$5,354	\$1,402	\$6,756	6.68%
FY24	\$ 3.09	\$100,386	\$105,129	\$4,743	\$6,756	\$11,499	10.94%
FY25	\$ 3.18	\$104,348	\$108,283	\$3,934	\$11,499	\$15,433	14.25%
FY26	\$ 3.28	\$108,351	\$111,531	\$3,180	\$15,433	\$18,613	16.69%
FY27	\$ 3.38	\$116,139	\$114,877	-\$1,262	\$18,613	\$17,351	15.10%
FY28	\$ 3.48	\$120,381	\$118,324	-\$2,057	\$17,351	\$15,294	12.93%
FY29	\$ 3.58	\$125,785	\$121,873	-\$3,912	\$15,294	\$11,383	9.34%
FY30	\$ 3.69	\$127,337	\$125,530	-\$1,807	\$11,383	\$9,576	7.63%
FY31	\$ 3.80	\$128,935	\$129,295	\$360	\$9,576	\$9,936	7.68%
FY32	\$ 3.91	\$130,582	\$133,174	\$2,593	\$9,936	\$12,529	9.41%

UC Santa Cruz 2022 Campus Elections

Measure #: 77

Referendum Title: Student Jobs In Broadcasting

Ballot Type: Enact a New Fee

Ballot Author: KZSC

QUESTION

Shall the undergraduate and graduate students of UCSC assess themselves a fee of \$3.50 per quarter to provide funding to support KZSC Radio in paying student staff that are currently not compensated, beginning Fall 2022?

SUMMARY POINTS

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- New graduate and undergraduate compulsory fee of \$3.50 per student, per quarter, which will supplement the Measure 7 funding KZSC currently receives.
- Fee begins Fall Quarter 2022 with a sunset in 10 years, Spring Quarter 2032.
- Fee will be assessed to all UCSC graduate and undergraduate students enrolled in the Fall, Winter, Spring, and Summer. The Summer fee level will be capped at \$3.50 but may be reduced subject to the level of services available and consultation with the Student Fee Advisory Committee.
- Fee will generate approximately \$178,500 total in AY 2022-23. The 33% return-to-aid will generate \$54,905 in financial aid over the same period, leaving \$119,595 that will be paid to UCSC students for their labor during the Summer, Fall, Winter, and Spring quarters.
- Fee is proposed for placement on the ballot by a vote of the current KZSC Governing Board, composed of 16 UCSC undergraduate students. Those who participated in the vote will not directly benefit from the fee.
- The positions will be paid no less than \$15.00/hour at the start of this program, and the hourly wage will be reviewed every year, for consideration for changes in response to cost of living increases. However, the fee will not also increase and will stay at a fixed rate of \$3.50.
- All paid positions funded by this fee will be open to all UCSC undergraduate and graduate students who apply. The positions are one calendar year in length, beginning July 1st each year. A hiring committee drawn from the previous year's KZSC Governing Board will screen applicants, recommend candidates for in-person interviews, and make the final selection, according to fair hiring best practices.
- The positions will report to KZSC's Staff Advisor and Student Station Manager, and every position will undergo a quarterly performance evaluation.
- Students were consulted about this fee via an opinion poll on the 2020 Campus Elections ballot, where 11.71% of eligible undergraduates and 12.68% of eligible graduates voted and of these, 69.84% of voters supported the fee.
- The Student Fee Advisory Committee opinion statement from 2021:
 - *"The Student Fee Advisory Committee (SFAC) supports this fee, as it will provide more students working at the KZSC broadcast media outlet an adequate wage for their contributions to the station. It would also allow them to focus solely on their community driven work without having to heavily rely on other jobs. We acknowledge that if this fee is not passed, KZSC will have to remain dependent on volunteer labor"*.
- Fee is sponsored for placement on the ballot for *undergraduate students* by TBD.
- Fee is sponsored for placement on the ballot for *graduate students* by TBD.

BALLOT STATEMENT

All UCSC students will benefit from having a professionally-run 24/7 broadcast media outlet, under student control, that reaches to both ends of the Monterey Bay and globally online. KZSC is a student-run radio station, a unit within the Division of Student Affairs and Success, and a recipient of Measure 7 funds that participates on the Student Media Council. The proposed fee

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would be in addition to and supplement the current Measure 7 funding that KZSC receives. KZSC is open to every UCSC student to receive training and build skills and experience in communications, journalism, nonprofit management, and ethnic and cultural studies. There is a strong experiential educational environment at KZSC that was created by UCSC students, for UCSC students. KZSC has a 50 year history of producing stellar broadcasters, including the co-founder of the #1 podcast in the world, syndicated National Public Radio broadcasters, and one of the most successful podcast studios in Los Angeles - Maximum Fun! Student employees at KZSC have impactful experiences that earn them competitive scholarships and internships, graduate student positions at top schools, and career-launching jobs right after graduation. While they work for KZSC, students will enjoy a living wage for doing meaningful and community-driven work right on campus, and this fee would relieve their schedules to dedicate to their classes.

WHY THE FEE IS NEEDED:

KZSC currently depends heavily on volunteer labor to operate a radio station that broadcasts 24/7, 365 days a year. Only a handful of students are paid for their work and KZSC must restrict their hours for budgetary reasons. Many students have to work off campus to afford to live in Santa Cruz and that leaves very little time outside of their classes and homework to give to KZSC. Yet, even with these time constraints, KZSC students have for years operated the station in a professional and successful manner. KZSC's current permanent budget receives roughly \$80,000 in student fees annually from Measure 7. Yet the station's yearly expenses are more than \$250,000. Every year, the students generate almost \$200,000 in revenue from business they run at the station and gifts and donations they receive through fundraising. That's enough to keep the doors open and to provide a certain level of training, but it is very risky to have to pull off that feat every year. It's certainly asking a lot of students who also have a full schedule of classes and outside work to pay for that education and the cost of living here. With a paid student governing board, KZSC can live up to its mission statement and become even more accessible to historically underrepresented peoples. Without this fee, KZSC excludes valuable talent that is crucial to keeping community radio alive, our students will continue to struggle financially, and the heavy load of responsibilities of 20 employees will continue to be placed on the six continuing regular student employees who most often experience burnout. Students get the most out of KZSC and gain career experience when they have editorial control over KZSC's content, yet students need to have 4+ hours a week to volunteer. This means students who have to work are unable to get the serious benefits that KZSC offers. With this fee, the community at KZSC can reflect its values and mission statement that students for over 50 years have held dear to their hearts.

The following is a simple budget based on flat enrollment levels across all years:

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Fee Title		Student Jobs in Broadcasting				
		FY2022	FY2023	FY2024	FY2025	FY2026
Enrollment	Fee/Qtr					
17,000	\$ 3.50					
	Revenue	\$178,500	\$178,500	\$178,500	\$178,500	\$178,500
	Rate					
	33% RTA	\$58,905	\$58,905	\$58,905	\$58,905	\$58,905
	Net Revenue	\$119,595	\$119,595	\$119,595	\$119,595	\$119,595
Staff #	0	\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0
Salaries + benefits escalated	3%	\$0	\$0	\$0	\$0	\$0
Benefits (CBR/VLA/GAEL/RPNI)		58.34%	58.34%	58.34%	58.34%	58.34%
Benefits		\$0	\$0	\$0	\$0	\$0
Salaries + benefits		\$0	\$0	\$0	\$0	\$0
Student Employees	Rate per hour	\$15	\$15	\$15	\$17	\$17
Number of Students	Hrs/week	0	0	0	0	0
	Months	16	12	9		
		\$0	\$0	\$0	\$0	\$0
		\$112,320	\$112,320	\$112,320	\$127,296	\$123,552
Total Student Employees		\$112,320	\$112,320	\$112,320	\$127,296	\$123,552
Student Benefits rate (CBR/GAEL)		3.34%	3.34%	3.34%	3.34%	3.34%
Student Benefits		\$3,751	\$3,751	\$3,751	\$4,252	\$4,127
Total Student Employees		\$116,071	\$116,071	\$116,071	\$131,548	\$127,679
Supplies		\$0	\$0	\$0	\$0	\$0
Programming		\$0	\$0	\$0	\$0	\$0
Other		\$0	\$0	\$0	\$0	\$0
Total Expenses		\$116,071	\$116,071	\$116,071	\$131,548	\$127,679
Net Revenue		\$3,524	\$3,524	\$3,524	-\$11,953	-\$8,084
Carryforward From Prior year		\$0	\$3,524	\$7,047	\$10,571	-\$1,382
Remaining Balance		\$3,524	\$7,047	\$10,571	-\$1,382	-\$9,466

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The following is a sample budget that demonstrates an increase of cost of living/hourly rate:

Fee Title			Student Jobs in Broadcasting				
			FY2022	FY2023	FY2024	FY2025	FY2026
Enrollment	Fee/Qtr						
17,000	\$ 3.50	Revenue	\$178,500	\$178,500	\$178,500	\$178,500	\$178,500
	Rate						
	33% RTA		\$58,905	\$58,905	\$58,905	\$58,905	\$58,905
	Net Revenue		\$119,595	\$119,595	\$119,595	\$119,595	\$119,595
Staff #	0		\$0	\$0	\$0	\$0	\$0
			\$0	\$0	\$0	\$0	\$0
			\$0	\$0	\$0	\$0	\$0
			\$0	\$0	\$0	\$0	\$0
Salaries + benefits escalated	3%		\$0	\$0	\$0	\$0	\$0
Benefits (CBR/VLA/GAEL/RPNI)			58.34%	58.34%	58.34%	58.34%	58.34%
Benefits			\$0	\$0	\$0	\$0	\$0
Salaries + benefits			\$0	\$0	\$0	\$0	\$0
Student Employees	Rate per hour		\$15	\$15	\$15	\$15	\$15
Number of Students	Hrs/week	Months					
0	0	0	\$0	\$0	\$0	\$0	\$0
16	12	9	\$112,320	\$112,320	\$112,320	\$112,320	\$112,320
Total Student Employees			\$112,320	\$112,320	\$112,320	\$112,320	\$112,320
Student Benefits rate (CBR/GAEL)			3.34%	3.34%	3.34%	3.34%	3.34%
Student Benefits			\$3,751	\$3,751	\$3,751	\$3,751	\$3,751
Total Student Employees			\$116,071	\$116,071	\$116,071	\$116,071	\$116,071
Supplies			\$0	\$0	\$0	\$0	\$0
Programming			\$0	\$0	\$0	\$0	\$0
Other			\$0	\$0	\$0	\$0	\$0
Total Expenses			\$116,071	\$116,071	\$116,071	\$116,071	\$116,071
Net Revenue			\$3,524	\$3,524	\$3,524	\$3,524	\$3,524
Carryforward From Prior year			\$0	\$3,524	\$7,047	\$10,571	\$14,094
Remaining Balance			\$3,524	\$7,047	\$10,571	\$14,094	\$17,618