

PIA Leaders win \$1million to Reduce Youth Violence in East Palo Alto

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Distressed by an increase in murders in their city, especially murders involving youth, PIA leaders in East Palo Alto gathered 500 residents on June 29 to ask the City Council to put a measure on the November ballot to raise funds for alternatives to youth violence. Pictured here, youth listen to community member **Isela Ramos** testify to the need for programs for youth: “My cousin was shot right in front of the house I grew up in just four months ago,” says Ramos, a student at Woodside High School. “Things will just get worse unless youth see another

way out.”

The council members agreed with the proposal and Measure C, a parcel tax to raise \$1 million for alternatives to youth violence in East Palo Alto, was born. Since then, PIA leaders worked overtime through November 7, election day, to convince local voters to go to the polls and vote Yes on C. To the great joy of local leaders, the measure passed with 68% of the vote, meeting the high two-thirds requirement for a new tax.

Thanks to community members who, with PIA leadership, garnered endorsements, talked to over a thousand registered voters, mailed thousands of informative campaign pieces, knocked on hundreds of door, made dozens of pulpit announcements, registered new voters and handed out thousands of flyers, the residents of East Palo Alto have reason to hope for a better future for their youth and a safer community for all. PIA leaders will continue to be involved in ensuring that the funds raised by Measure C are spent appropriately and wisely for the maximum community benefit.