



YES ON MEASURE Z

1714 Franklin Street, #100-118, Oakland, CA 94612

510-459-8444 • FPPC ID #1259121

www.YesonZ.org

Endorsing Organizations

California Nurses Association
Democratic Party of Alameda County
American Civil Liberties Union – No. California Alameda County Public Defenders Association
Drug Policy Alliance Network
California NORML
Marijuana Policy Project
Family Council on Drug Awareness
Center on Juvenile and Criminal Justice
Police Officers for Drug Law Reform
Medical Marijuana Patients Union
East Bay Lesbian and Gay Democratic Club
Americans for Safe Access

Endorsing Elected Officials and Community Leaders

Hon. Barbara Lee, U.S. Congress
Hon. Don Perata, California State Senate
Hon. John Vasconcellos, California State Senate
Hon. Mark Leno, California State Assembly
Hon. Nate Miley, Alameda County Supervisor
Hon. Keith Carson, Alameda County Supervisor
Hon. Nancy Nadel, Oakland City Council
Hon. Desley Brooks, Oakland City Council
Hon. Dan Siegel, Oakland School Board Member
Sheila Jordan, Alameda County Superintendent of Schools
James P. Gray, Judge, California Superior Court
Rev. Harold Mayberry, First African Methodist Episcopal Church (FAME)

NEWS RELEASE

November 3, 2004

Contact: Susan Stephenson

(510) 444-4710 ext. 311

Measure Z Wins Big with 64% of Vote

Oakland Voters to Police: Stop Arresting Marijuana Users and Focus on Violent Crime

Supporters see national trend toward support for alternatives to the federal War on Drugs

Oakland, CA. Measure Z, the Oakland Cannabis Initiative, won decisively on Tuesday, garnering over 64% of the vote. The initiative marks a public policy milestone, making marijuana offenses the lowest police priority in Oakland, effective immediately, and directing the city to support changes in public policy regarding marijuana with the aim of regulating, licensing and taxing its sale as soon as possible under California law.

“We are pleased with this clear mandate from Oakland voters. Our coalition looks forward to working with the police and the city council on the swift implementation of Measure Z,” said Mikki Norris of the Oakland Civil Liberties Alliance, which sponsored Measure Z.

“Oakland's voters have spoken up loud and clear in support of taxing and regulating marijuana -- treating it like alcohol and tobacco,” said Judy Appel, an attorney with the Drug Policy Alliance Network.

The measure also bodes well for Oakland's economy, according to Richard Lee, an Oakland Civil Liberties Alliance board member and owner of a local medical cannabis dispensary. “The State Board of Equalization has ruled that taxes must be collected on cannabis, just like any over the counter medicine. We are bringing in much needed revenue for the city,” he said.

Proponents cited the failure of the Drug War as another key reason why Oakland voters supported Measure Z. “We didn't have to do a lot of convincing in this campaign. People really embraced the idea of an alternative,” said Joe DeVries, campaign manager for Yes on Z. “We found strong support across racial, gender, and income lines. This is a situation where the people are leading, and we hope our elected representatives will follow,” he continued.

(Continued on next page)

California is spending over \$150 million arresting and imprisoning marijuana offenders" observed Measure Z Campaign Chair Dale Gieringer, executive director of California NORML. "The state could raise over \$1 billion by taxing and regulating it legally. In Oakland alone, there are nearly 1,000 marijuana arrests each year. Oakland voters deserve credit for recognizing that Measure Z offers a better alternative. This is the first time that voters have declared support for taxation and regulation, as opposed to criminalization, as the best way to deal with marijuana," he concluded.

Measure Z will require Oakland to lobby the state to reform marijuana policy in favor of a tax and regulate system. Revenue raised will help fund city services like schools, libraries, and health care. While Measure Z will decriminalize marijuana, it will also control marijuana sales; it does not allow sales on the streets, near schools, or to minors. The measure also prohibits the promotion of marijuana use, broadcast and billboard advertisements, and smoking in public.

Prominent supporters of the measure include the California Nurses Association, Congresswoman Barbara Lee, State Senate President Pro Tem Don Perata, Alameda County Supervisors Nate Miley and Keith Carson, Oakland City Councilmembers Nancy Nadel and Desley Brooks

-- 30 --

YES ON MEASURE Z