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# Laird Announces For SC Council

John Laird, an analyst in the county administrative office for six years, officially announced today that he will be a candidate for the Santa Cruz City Council in the Nov. 3 municipal election.

The announcement climaxed several months of rumors that Laird, a self-styled progressive, would run for one of the three City Council seats to be filled in the election.

"I believe my 13 years as a community activist, congressional assistant and professional manager will help me do a good job for the people of Santa Cruz," Laird said.

He identified major campaign issues as neighborhood involvement, affordable housing, personal safety and "the inability of the current City Council majority to effectively involve city residents in their government."

Laird has served as the vice chairman of the City Charter Review Committee, was a founding board member and vice president of the Santa Cruz Community Credit Union, a board member of the American Civil Liberties Union, president of the People's Democratic Club, a member of the steering committee of the Santa Cruz Coalition Against U.S. Intervention in Central America and was a county delegate to the 1972 Democratic National Convention.

Laird graduated with honors from UCSC in 1972 and worked for two years on the congressional staff of then-Rep. Jerry Waldie. For the past six years he has been an analyst in the county administrative office, where he was associated with senior citizen, child care, health and social services programs, reviewed program grant applications, negotiated contracts and monitored performance.

"This election offers a unique opportunity for change," Laird said. "The diverse population of Santa Cruz can generate creative responses to problems when encouraged by the City Council. We ought to be able to disagree on courses of action, but we must avoid personal attacks and make the climate safe for differing views."

Laird said he is optimistic about his election chances and will walk a large part of the city door to door to conduct a spirited campaign on the issues.

Laird said the election gives the voters a chance to elect the first progressive City Council majority in the city's history. He added:

"I urge every voter to become educated on the issues and to become involved in the campaign and city government."

A reception at the Nelson Center on Friday from 4 to 7 p.m. will launch Laird's campaign.