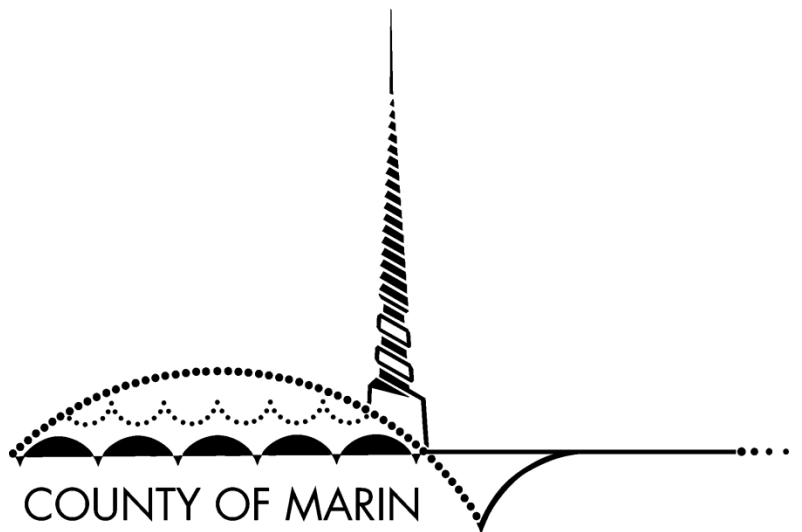


# Marin County Elections Department



## Guidelines for Arguments & Rebuttals County, School, & District Ballot Measures 2014 Elections

*City Measures: Arguments & rebuttals must be filed with the City Clerk's office. Contact your City Clerk for deadlines and procedures. See list of City Clerks in Appendix.*

# GUIDELINES FOR ARGUMENTS AND REBUTTALS

County reference EC § 9160, et seq; Special District reference EC § 9501, et seq; Cities reference EC § 9281, et seq; Initiative Election reference EC § 9315, et seq; General reference EC § 9600, et seq.

## General Rules for Arguments

- Each **argument** must be filed with a *Signature Verification Form*. It is included with this guide book.
- No more than five signers for any argument.
- If *signing* on behalf of an association the signer must have written authorization on the association's letterhead, and this must be indicated on the *Signature Verification Form*.
- Names and titles will appear in the Voter Information Pamphlet as written on the *Signature Verification Form*.
- Arguments are limited to 300 words.

### **Signers must be either,**

- A legislative body, or authorized members of the legislative body of the jurisdiction, or
- Any individual voter eligible to vote on the measure, or
- Bona fide association of citizens with the principal officer/member signing on behalf of the association, or
- Any combination of the above.

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## General Rules for Rebuttals

- Each **rebuttal** must be filed with a *Signature Verification Form*.
- If a **rebuttal** has different signers than the original argument for or against, the original authors must sign the *Signature Release Form* to release their signature and provide information of the new signers with a *Signature Verification Form*.
- No more than five signers for any rebuttal.
- If *signing* on behalf of an association the signer must have written authorization on the association's letterhead, and this must be indicated on the *Signature Verification Form*.
- Names and titles will appear in the Voter Information Pamphlet exactly as written on the *Signature Verification Form*.
- Rebuttals are limited to 250 words.

### **Who can sign rebuttals?**

The original signers, or **anyone** they designate on the *Signature Release Form*, may sign the rebuttal. The new signer does not have to be a registered voter or live in the district.

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### **Where to submit arguments & rebuttals**

- *City Measures*: File arguments and rebuttals with the appropriate City Clerk's office according to required deadlines and procedures set by that office.
- *County, School & District Measures*: File arguments and rebuttals with the Elections Department at the Marin Civic Center, Room 121, San Rafael, by the deadline dates.
- Arguments and rebuttals must be filed with applicable forms included in this guide.

## **How to file your arguments & rebuttals**

You may file your argument & rebuttal in person, by mail, fax or email. If by fax or email, original signatures must be submitted within 48 hours of receipt. Arguments & rebuttals will not be accepted without signatures.

## **Order of precedence of arguments**

If two or more arguments for or against a measure are filed, the election official chooses one based on the order of precedence for choosing the arguments per Elections Code.

**Copies of the opposing arguments** will be sent by email to the opposing authors promptly after each deadline.

## **If one or no arguments are filed**

If one or no arguments for or against a measure are filed, there can be no rebuttal arguments. A statement will be printed in the sample ballot that no argument(s) (for or against) the measure were filed.

## **Public examination of arguments/rebuttals**

A 10-day (calendar days) public review period of arguments and rebuttals will begin on the day after the filing deadline. Any legal challenges to arguments and rebuttals must be filed within the 10-day public review period. *EC § 9190*

## **Withdrawal of arguments/rebuttals**

Proponents of arguments for or against a measure may withdraw those arguments any time prior to and including the deadline date fixed for filing arguments.

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## **How to write your argument and rebuttal**

### **Word limits**

Arguments for and against measures are limited to 300 words.

Rebuttals are limited to 250 words.

Use the “How to Count Words” guide on the following page.

### **Form of arguments and rebuttals**

- Use Word format to create your argument and rebuttal.
- Use of **bolding**, CAPITALIZING, underlining, *italics* and bullets are permitted.
- Arguments and rebuttals will be printed exactly as they are submitted. Spelling, punctuation, and grammatical errors cannot be corrected by the Elections Dept.
- Type title of argument or rebuttal in boldfaced caps on top of the page as applicable:  
ARGUMENT IN FAVOR OF MEASURE \_\_\_\_\_, or  
ARGUMENT AGAINST MEASURE \_\_\_\_\_, or  
REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE \_\_\_\_\_, or  
REBUTTAL TO ARGUMENT AGAINST MEASURE \_\_\_\_\_.
- Type the signer’s names and titles at the bottom of the argument in the order that they should appear in the sample ballot. Signers must also sign the actual argument or rebuttal next to their printed name.

**Complete the *Signature Verification Form* to submit with your argument, along with the *Signature Release Form* with your rebuttal.**

## **How to Count Words**

Candidate statements and ballot measure-related text are limited to a certain number of words. The rules below explain how we count words. These rules are based on California law, and cannot be changed.

Before you file your material, count the words carefully. If you have too many words, we will ask you to revise your text.

<b>Items counted as 1 word:</b>	<b>Examples</b>
Symbols	& # %
Abbreviations & acronyms	Dist., UCLA, U.S.M.C.
Dates written in numerals <i>only</i>	7/21/89
Numbers written in numerals only, including telephone numbers	0, 12, 1,000,000, 415-473-6456
Numerals and letters or symbols that form a single word	100s \$1000 10¢ 12 <sup>th</sup>
Website & e-mail addresses	www.marinvotes.org, elections@marincounty.org
Names of states, counties, cities or towns	New Jersey, County of Marin, Palos Verdes
Hyphenated words listed in a standard U.S. dictionary	Attorney-at-law, ex-president
<b>Items NOT counted as 1 word:</b>	<b>Examples</b>
Dates expressed in words and numerals	July 23, 1999 = 2 words
Names of people	Mary Jane Russell = 3 words
Regional descriptors that do not name a <i>specific</i> state, city, county, or district	Bay Area = 2 words, Marin General Hospital = 3 words
Hyphenated words that are <i>not</i> listed in a standard U.S. dictionary published within the 10 years before the date of the election	
<b>Items NOT counted:</b>	
Punctuation marks	? “ ” ! .
We do <b>not</b> count the words “Education and Qualifications” on a Candidate Statement. We do <b>not</b> count the words that appear before “Education and Qualifications.”	

Notes: \_\_\_\_\_

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# JUNE 3, 2014

## BALLOT MEASURE DEADLINES

# of days before  
election ↓

March 7, 2014	88	Last day to submit Resolutions of Consolidation and ballot measure language to the Board of Supervisors and Registrar of Voters. Must be in our office by 5:00 p.m. Last day to submit tax rate statement for bond measures. Measure question is limited to 75 words. <b>EC §13247</b>
March 8 thru March 17, 2014	87 - 78	Ten (10) day public examination period of measures. <b>EC §13313-13314</b>
March 10, 2014	85	Measure letters assigned by Registrar of Voters. See how measures get their letters at <a href="http://www.marinvotes.org">www.marinvotes.org</a> . <b>EC §13116</b>
March 12, 2014	83	Last day to withdraw a measure from the ballot. Written notification must reach this office by 4:30 p.m. on this date or the measure will remain on the ballot. <b>EC §9605</b>
March 17, 2014	78	Last day to submit or withdraw ballot arguments (300 word limit) to the Election Dept. Arguments for or against <b>City measures</b> must be filed with the City Clerk. <i>Cities may have a different deadline for arguments.</i> City Attorney & County Counsel's analysis due. <b>EC §9161-9166, §9601, §9280-9286</b>
March 18 thru March 27, 2014	77 - 68	Ten (10) day public examination period of arguments. <b>EC §13313-13314</b>
March 24, 2014	71	Last day to submit rebuttals (250 word limit) to the arguments for or against a measure. Rebuttals for or against <b>City measures</b> must be filed with the City Clerk. <i>Cities may have a different deadline for rebuttals.</i> Must be filed with signature verification form and signature release form (if there are new signers). <b>EC §9167</b>
March 25 thru April 3, 2014	70 - 61	Ten (10) day public examination period of rebuttals. <b>EC §13313-13314</b>

# SIGNATURE VERIFICATION FORM *for Arguments & Rebuttals\**

Date of Election: \_\_\_\_/\_\_\_\_/\_\_\_\_

Check one of the following

Date Filed: \_\_\_\_/\_\_\_\_/\_\_\_\_

- Argument in Favor of Measure \_\_\_\_       Argument Against Measure \_\_\_\_  
 Rebuttal to Argument in Favor of Measure \_\_\_\_       Rebuttal to Argument Against Measure \_\_\_\_

## Filer's Information:

Filer's Printed Name: \_\_\_\_\_ Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

1) Signer's Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Title (if applicable): \_\_\_\_\_ Representing (if applicable): \_\_\_\_\_

Residence Address \_\_\_\_\_ City \_\_\_\_\_

2) Signer's Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Title (if applicable): \_\_\_\_\_ Representing (if applicable): \_\_\_\_\_

Residence Address \_\_\_\_\_ City \_\_\_\_\_

3) Signer's Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Title (if applicable): \_\_\_\_\_ Representing (if applicable): \_\_\_\_\_

Residence Address \_\_\_\_\_ City \_\_\_\_\_

4) Signer's Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Title (if applicable): \_\_\_\_\_ Representing (if applicable): \_\_\_\_\_

Residence Address \_\_\_\_\_ City \_\_\_\_\_

5) Signer's Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Title (if applicable): \_\_\_\_\_ Representing (if applicable): \_\_\_\_\_

Residence Address \_\_\_\_\_ City \_\_\_\_\_

**\*Signers must sign both the argument and/or rebuttal and this *Signature Verification Form*. The signers listed above understand that their names will be printed with the measure argument and/or rebuttal in the *Voter Information Pamphlet* and that the argument and/or rebuttal is accurate to the best of their knowledge.**

**SIGNATURE RELEASE FORM** *(for Rebuttal Arguments only)*

I, \_\_\_\_\_ authorize the following person(s) to sign the following:  
(print name of FILER)

**REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE** \_\_\_\_\_

**REBUTTAL TO ARGUMENT AGAINST MEASURE** \_\_\_\_\_

1) \_\_\_\_\_ to sign instead of \_\_\_\_\_  
(Print Name of New Signer) (Print Name of Original Signer)

2) \_\_\_\_\_ to sign instead of \_\_\_\_\_  
(Print Name of New Signer) (Print Name of Original Signer)

3) \_\_\_\_\_ to sign instead of \_\_\_\_\_  
(Print Name of New Signer) (Print Name of Original Signer)

4) \_\_\_\_\_ to sign instead of \_\_\_\_\_  
(Print Name of New Signer) (Print Name of Original Signer)

5) \_\_\_\_\_ to sign instead of \_\_\_\_\_  
(Print Name of New Signer) (Print Name of Original Signer)

**Signature of original FILER:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**The Signature Verification Form must be filed with this form and the rebuttal argument.**