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.

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.

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.

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.

<table>
<thead>
<tr>
<th>Items counted as 1 word:</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symbols</td>
<td>&amp; # %</td>
</tr>
<tr>
<td>Abbreviations &amp; acronyms</td>
<td>Dist., UCLA, U.S.M.C.</td>
</tr>
<tr>
<td>Dates written in numerals only</td>
<td>7/21/89</td>
</tr>
<tr>
<td>Numbers written in numerals only, including telephone numbers</td>
<td>0, 12, 1,000,000, 415-473-6456</td>
</tr>
<tr>
<td>Numerals and letters or symbols that form a single word</td>
<td>100s $1000 10¢ 12th</td>
</tr>
<tr>
<td>Website &amp; e-mail addresses</td>
<td><a href="http://www.marinvotes.org">www.marinvotes.org</a>, <a href="mailto:elections@marincounty.org">elections@marincounty.org</a></td>
</tr>
<tr>
<td>Names of states, counties, cities or towns</td>
<td>New Jersey, County of Marin, Palos Verdes</td>
</tr>
<tr>
<td>Hyphenated words listed in a standard U.S. dictionary</td>
<td>Attorney-at-law, ex-president</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Items NOT counted as 1 word:</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates expressed in words and numerals</td>
<td>July 23, 1999 = 2 words</td>
</tr>
<tr>
<td>Names of people</td>
<td>Mary Jane Russell = 3 words</td>
</tr>
<tr>
<td>Regional descriptors that do not name a specific state, city, county, or district</td>
<td>Bay Area = 2 words, Marin General Hospital = 3 words</td>
</tr>
</tbody>
</table>

Hyphenated words that are *not* listed in a standard U.S. dictionary published within the 10 years before the date of the election

<table>
<thead>
<tr>
<th>Items NOT counted:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Punctuation marks</td>
<td>? “ ” ! .</td>
</tr>
</tbody>
</table>

We do **not** count the words “Education and Qualifications” on a Candidate Statement. We do **not** count the words that appear before “Education and Qualifications.”

**Notes:**
# BALLOT MEASURE DEADLINES

<table>
<thead>
<tr>
<th>Date</th>
<th># of Days Before Election</th>
<th>Description</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 8, 2014</td>
<td>88</td>
<td>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.</td>
<td>EC §13247</td>
</tr>
<tr>
<td>August 9 thru August 18, 2014</td>
<td>87 - 78</td>
<td>Ten (10) day public examination period of measures.</td>
<td>EC §13313-13314</td>
</tr>
<tr>
<td>August 11, 2014</td>
<td>85</td>
<td>Measure letters assigned by Registrar of Voters. See how measures get their letters at <a href="http://www.marinvotes.org">www.marinvotes.org</a>.</td>
<td>EC §13116</td>
</tr>
<tr>
<td>August 13, 2014</td>
<td>83</td>
<td>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.</td>
<td>EC §9605</td>
</tr>
<tr>
<td>August 18, 2014</td>
<td>78</td>
<td>Last day to submit or withdraw ballot arguments (300 word limit) to the Election Dept. Arguments for or against City measures must be filed with the City Clerk. Cities may have a different deadline for arguments. City Attorney &amp; County Counsel’s analysis due.</td>
<td>EC §9161-9166, §9601, §9280-9286</td>
</tr>
<tr>
<td>August 19 thru August 28, 2014</td>
<td>77 - 68</td>
<td>Ten (10) day public examination period of arguments.</td>
<td>EC §13313-13314</td>
</tr>
<tr>
<td>August 25, 2014</td>
<td>71</td>
<td>Last day to submit rebuttals (250 word limit) to the arguments for or against a measure. Rebuttals for or against City measures must be filed with the City Clerk. Cities may have a different deadline for rebuttals. Must be filed with signature verification form and signature release form (if there are new signers).</td>
<td>EC §9167</td>
</tr>
<tr>
<td>August 26 thru September 4, 2014</td>
<td>70 - 61</td>
<td>Ten (10) day public examination period of rebuttals.</td>
<td>EC §13313-13314</td>
</tr>
</tbody>
</table>
SIGNATURE VERIFICATION FORM for Arguments & Rebuttals*

Date of Election: _____/_____/_____
Date Filed: _____/_____/_____

Check one of the following

☐ 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.