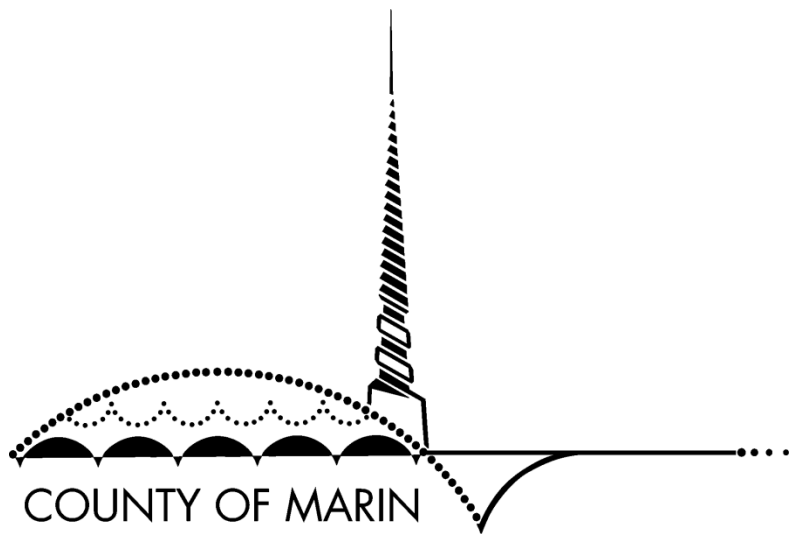


Marin County Elections Department



Ballot Measure Argument & Rebuttal Guidelines May 5, 2015 Mail Ballot Election

City Measures: Arguments & rebuttals must be filed with the City Clerk's office.

Contact your City Clerk for deadlines and procedures.

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 Primary Arguments

- Each primary argument must be filed with an **Argument Submission Form**, and an **Argument Signature Form**, included with this guide book.
- No more than five signers for any argument.
- If representing an organization, association, or governing body, filers and signers must have written authorization on letterhead signed by at least one of its principal officers or members and submitted with the argument.
- Names and titles will appear in the Voter Information Pamphlet exactly as written on the **Argument Signature Form**.
- Primary arguments are limited to 300 words.
- Filers or signers are **not** required to sign the hard copy argument, but must sign the **Argument Signature Form** which meets the 'accompanying' requirement as stated in the Election Code.

Primary argument filers must be either,

- A governing body, authorized members of the governing body, or an authorized representative,
- The individual voter, or bona fide association of citizens, or combination of both who are the bona fide proponents or sponsors of the measure,
- Bona fide association of citizens,
- Individual voters who are eligible to vote on the measure.

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

If two or more primary arguments for or against a measure are filed, the Registrar will choose one based on the order of precedence for choosing arguments per Election Codes 9166 or 9503. If all factors are equal the Registrar will choose the argument with the earliest 'Received' stamp date.

Copies of the opposing primary arguments will be sent promptly by email to the opposing filer(s) after each deadline.

General Rules for Rebuttal Arguments

- Each rebuttal argument must be filed with an **Argument Submission Form**, an **Argument Signature Form**, and a **Rebuttal Argument Authorization Form** if applicable.
- The filer(s) of the primary argument for or against the measure may designate any other person(s) to prepare and submit a rebuttal argument. The **Rebuttal Argument Authorization Form**, **Argument Signature Form**, and **Argument Submission Form** must be submitted with the rebuttal argument.
- No more than five signers for any rebuttal argument. Names and titles will appear in the Voter Information Pamphlet exactly as written on the **Argument Signature Form**.
- If representing an organization, association, or governing body, filers and signers must have written authorization on letterhead signed by at least one of its principal officers or officials and submitted with the argument.
- Rebuttals are limited to 250 words.

Who can author rebuttal arguments?

The original filer(s) or ***anyone they designate*** on the **Rebuttal Argument Authorization Form** may prepare the rebuttal. The new filer(s) and signer(s) are not required to be registered voters or live in the district but are required to complete the **Argument Submission**, and **Argument Signature Forms**.

Where to submit arguments & rebuttals

- ***City Measures:*** You must contact the appropriate City Clerk's office. Arguments for City measures must be filed only with the City Clerk's office, and may have different required deadlines and procedures.
- ***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/rebuttals must be filed with applicable forms included in this guide.
 - There is no timeframe outlined in the Elections Code as to the earliest date a primary argument can be submitted.
 - The ***argument filer*** (*the author*) is responsible for compiling and submitting all documents required by the Elections Office.
 - Anyone designated by the argument filer can deliver the argument to the Elections Office.

How to file your arguments & rebuttals

You may file your signed argument & rebuttal documents in person, by mail, fax or email. If by fax or email, original signatures must be submitted within 48 hours of receipt otherwise the arguments will not be accepted.

Public examination of any measure related document *Election Code §9190*

Measure documents cannot be released to the public by this office prior to any filing deadline. A 10-day (calendar days) public review period of any measure-related document will begin on the day after a specific filing deadline. Any legal challenges must be filed within the 10-day public review period.

Withdrawal of arguments & rebuttals *Election Code 9601*

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

Definition of terms:

The **FILER** of any argument is the author, and is responsible for compiling and submitting all documents related to the argument. The **FILER** is not required to be the signer of an argument, and can allow others to sign in their place if authorization is in writing on entity letterhead. There may be more than one **FILER**, each completing the required forms. The **FILER** need not be a registered voter in the district if representing an organization, association, or governing body but must have written authorization on letterhead signed by at least one of its principal officers or members.

The **SIGNER(S)** may or may not be the author of the argument however their signature affirms their approval to the context of the argument. The **SIGNER** need not be a registered voter in the district if representing an organization, association, or governing body but must have written authorization on letterhead signed by at least one of its principal officers or members.

A **BONA FIDE ASSOCIATION OF CITIZENS** is a recognized group of citizens bound together by a common interest or cause. The Elections Office generally considers several factors when determining the group's qualifications, and may request certain types of documentation such as regular meeting minutes/agendas, bylaws, a current and active website, or other bona fide information.

The names of the association's authorizing principal officers and officials must be listed in the requested documentation.

HOW TO WRITE YOUR ARGUMENT

Word limits

Primary arguments for and against measures are limited to 300 words – rebuttal arguments 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 Office.
- 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 names of the authors and their titles at the bottom of the argument in the order that they should appear.
- Though not required, please email a Word version of your argument. It is still required to file a signed original with the Elections Office.

*Complete and file the **Argument Submission Form** and the **Argument Signature Form** with your primary argument, and include the **Rebuttal Argument Authorization Form** (if applicable) with your rebuttal argument.*

HOW TO COUNT WORDS

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.

Items counted as 1 word:	Examples
Official jurisdiction names including State, City, County or District	Brooklyn High School District, New Jersey, County of Marin, Palos Verdes
Symbols	& # %
Proper nouns used to denote a <i>specific</i> person, place, or thing.	Bay Area, Carnegie Hall, Sacramento River Delta, Levi Stadium, George Washington
Abbreviations & acronyms	Dist., UCLA, U.S.M.C.
Measure designation	Measure A
Any descriptive date	July 21, 1989 or 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 th
Website & e-mail addresses	www.marinvotes.org, elections@marincounty.org
Hyphenated words listed in a standard U.S. dictionary	Attorney-at-law, ex-president
Items NOT counted as 1 word:	Examples
Numbers that are spelled will be counted as a separate word	one hundred = 2 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	
Items NOT counted:	
Punctuation marks	? “ ” ! .

Refer to Election Code §9 for word count regulations.

MAY 5, 2015 *Mail Ballot Election*

BALLOT MEASURE DEADLINES

of days before
election ↓

February 6, 2015	88	Last day to submit Resolutions to the Board of Supervisors and Registrar of Voters calling an election and requesting consolidation where applicable. Must be in our office by 4:30 p.m. Last day to submit tax rate statement for bond measures. Measure question is limited to 75 words. EC §1405, §9401, §10002, §13247
February 7 thru February 16, 2015 *	87 - 78	Ten (10) day public examination period of measures. EC §9190, §9380, §9509
February 9, 2015	85	Measure letters assigned by Registrar of Voters. See how measures get their letters at www.marinvotes.org . EC §13116
February 11, 2015	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. EC §9605
February 16, 2015 *	78	Last day to submit or withdraw ballot arguments (300 word limit) to the Election Dept. City measures arguments must be filed with the City Clerk. <i>Cities may have different deadlines for arguments.</i> City Attorney & County Counsel's analysis due. EC §9161-9166, §9601, §9280-9286
February 17 thru February 26, 2015	77 - 68	Ten (10) day public examination period of primary arguments. EC §9190, §9380, §9509
February 23, 2015	71	Last day to submit rebuttals (250 word limit) to the arguments for or against a measure, filed with all documents required by the Elections Office. EC §9167
February 24 thru March 5, 2015	70 - 61	Ten (10) day public examination period of rebuttal arguments. EC §9190

*Deadlines that fall on a holiday move to the next business day.

Ballot Measure Argument Submission Form

The author (**FILER**) of any argument is required to complete this form

Check one of the following

Primary Argument in Favor of Measure ____

Primary Argument Against Measure ____

Rebuttal to Argument in Favor of Measure ____

Rebuttal to Argument Against Measure ____

The undersigned Filer of the measure argument checked above for the ____/____/____ election hereby declares that all documents required to be filed with the argument are accurate to the best of his/her knowledge.

The author (Filer) of the submitted argument must complete this form and is responsible for compiling all documents related to the submission of the argument.

Filer's Printed Name _____ **Filer's Signature** _____

Filer's Address including city _____

Title (if applicable) _____ **Jurisdiction (if applicable)** _____

Contact Phone Number _____ **Contact Email Address** _____

Only one Primary Argument in Favor and one Primary Argument Against can be chosen for each measure. Refer to the guide book for preference and priority determination if more than one argument is filed.

Please check the appropriate box below.

Governing Body, authorized member(s) of Governing Body, or authorized representative

Jurisdiction: _____

Bona Fide Sponsor(s) of Measure, including Association of Citizens and/or individual voters

Name of Association: _____

Bona Fide Association of Citizens

Name of Association: _____

Individual voter who is eligible to vote on the measure

If more than one Filer authored any argument, each Filer must complete and file this form

If representing an organization, association, or governing body, Filers must have written authorization on letterhead signed by at least one of its principal officers or officials and submitted with this document.

Ballot Measure Argument Signature Form

No more than five signatures shall appear with any argument

This form is required to be submitted by the **Filer**.

Every Signer of the argument must be listed on this form, including the Filer if applicable.

Check one of the following

Primary Argument in Favor of Measure ____

Primary Argument Against Measure ____

Rebuttal to Argument in Favor of Measure ____

Rebuttal to Argument Against Measure ____

We, the undersigned proponent(s) of the above checked measure argument have agreed to include our names as Signers of the submitted measure argument for the election dated ____/____/____, and that the contents thereof are accurate to the best of our knowledge, and are aware that our names will be printed with the argument in the Marin County Sample Ballot Booklet.

1) Proponent's Signature: _____ Printed Name: _____

Title (if applicable): _____ Representing (if applicable): _____

Residence Address _____ City _____

2) Proponent's Signature: _____ Printed Name: _____

Title (if applicable): _____ Representing (if applicable): _____

Residence Address _____ City _____

3) Proponent's Signature: _____ Printed Name: _____

Title (if applicable): _____ Representing (if applicable): _____

Residence Address _____ City _____

4) Proponent's Signature: _____ Printed Name: _____

Title (if applicable): _____ Representing (if applicable): _____

Residence Address _____ City _____

5) Proponent's Signature: _____ Printed Name: _____

Title (if applicable): _____ Representing (if applicable): _____

Residence Address _____ City _____

If representing an organization, association, or governing body, Signers must have written authorization on letterhead signed by at least one of its principal officers or officials and submitted with this document.

Ballot Measure Rebuttal Argument Authorization Form

Authorization must be provided by the original Filer(s) of the Primary Argument in Favor of or Against the specified measure when a different person(s) will prepare, submit, or sign the rebuttal argument. Election Codes 9167, 9317, 9504

The undersigned Primary Argument FILER(s) authorize the individual(s) listed below as replacement to prepare, submit, and/or sign the Rebuttal Argument to the Primary Argument ____ in Favor of, or ____ Against, Measure ____ for the election to be held on ____/____/____.

If there are multiple Primary Filers and/or Rebuttal Filers please complete one sheet per Filer.

Signature of Primary Argument FILER (author): _____

Printed name of Primary Argument FILER (author): _____

Date signed: ____/____/____.

NEW FILER (author):

Printed Name of Rebuttal Argument Filer (author) _____

NEW SIGNER(S):

No more than five (5) Signers allowed for any argument

Printed Name of Rebuttal Argument Signer _____

Printed Name of Rebuttal Argument Signer _____

Printed Name of Rebuttal Argument Signer _____

Printed Name of Rebuttal Argument Signer _____

Printed Name of Rebuttal Argument Signer _____

This document to be filed only if applicable, and must be submitted with the Argument Submission Form and the Argument Signature Form.