

How voters get information

**Voter Information Pamphlet
pages used in intial interviews**

Center for Civic Design

Whitney Quesenbery

Dana Chisnell

About these pages

We used this collection of pages from California voter guides during short interviews with 53 voters and non-voters.

The interviews were conducted in casual settings – libraries, county offices, shopping centers, and community centers.

Some of the pages were available in Spanish and Chinese as well as English. Some of the interviews were conducted with interpreters.

We asked participants to:

- Look through the book
- Flag any pages they wanted in their own voter guide
- Talk to us about the pages they chose

This work is part of a project for the Future of California Elections in collaboration with the League of Women Voters of California, with the generous support of the James Irvine Foundation.

COUNTY OF NAPA



GENERAL ELECTION

TUESDAY, NOVEMBER 6, 2012

A Tradition of Stewardship
A Commitment to Service

Sample Ballot

WITH VOTING INSTRUCTIONS

NOTICE: APPLICATION FOR
VOTE BY MAIL BALLOT ENCLOSED

INTERNET

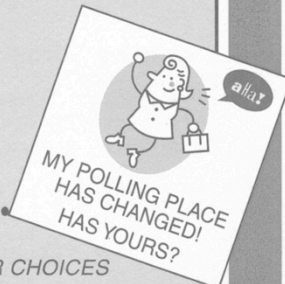
FOR VOTER INFORMATION and ELECTION RESULTS
VISIT US AT THE NAPA COUNTY WEBSITE
<http://www.countyofnapa.org>

POLLING PLACES HAVE BEEN CONSOLIDATED

THE LOCATION OF YOUR
POLLING PLACE
IS SHOWN ON BACK COVER

- POLLS OPEN AT 7 A.M. AND CLOSE AT 8 P.M.

PLEASE BRING THIS SAMPLE BALLOT WITH YOUR CHOICES
MARKED TO YOUR POLLING PLACE TO ASSIST IN CASTING YOUR VOTE



1. Cover

- Clear, readable. Tells me it's about voting. Sample ballot gets my attention.
- Font big. Got my attention.
- Important to tell people these things
- I like this more than the other covers. It "screams" sample ballot with the boxed notice and the dates.
- Makes my eyes glaze over. It looks like an ad for a supermarket.
- Text is large enough, easy to read. Not so much going on, still pleasing to the eye.

001



CONTRA COSTA COUNTY

**SAMPLE BALLOT
AND
VOTER INFORMATION
PAMPHLET**

**Consolidated Election
Tuesday, November 5, 2013**



Joseph E. Canciamilla
County Clerk-Recorder and Registrar of Voters
555 Escobar Street, Martinez, CA 94553
925.335.7800
www.cocovote.us



2. Cover

- Simple. I don't have to read a lot of words.
- Simple. To the point. Not a bunch of confusion.
- The printing is big but the information isn't overwhelming
- When the election is. It's simple, clear. Told you what you need to do.



Official Sample Ballot & Voter Information Pamphlet

**Presidential General Election
Tuesday ★ November 6, 2012**

Polls are open from 7 a.m. – 8 p.m.

This is your official voter information pamphlet. It includes a sample of the ballot you will vote in this election. You can mark your choices on the sample ballot, and take it with you to the polls. This makes voting quicker and easier.

This guide also has information on:

- Voting by mail, voting early, and weekend voting
- Candidates and measures on your ballot
- Answers to common voter questions
- Information on Services for Voters with Specific Needs

Check the back cover to find out:

- Where to vote – **your polling place may have changed**
- How to vote-by-mail

Go Green!



Get this booklet online.

Go to bit.ly/GreenSB

Or

Check out **Voter Guide Now App**

**Take this booklet
with you to the polls!**

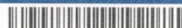
Información en español al otro lado →



Santa Cruz County Elections Department
831-454-2060 ★ 866-282-5900 (toll-free)
TDD 831-454-2123 ★ FAX 831-454-2445
www.votescount.com

3. Cover

- Good that it says what election ("Presidential election") and times.
- Official looking. Says presidential. Gives the times. There's even a warning.
- QR code shows they're ahead with technology. If I threw this away, I'd know it was online.
- Likes "Go Green"
- Organized, less busy, easier to read



CALIFORNIA GENERAL ELECTION TUESDAY, NOVEMBER 6, 2012

★ OFFICIAL VOTER INFORMATION GUIDE ★

Certificate of Correctness

I, Debra Bowen, Secretary of State of the State of California, hereby certify that the measures included herein will be submitted to the electors at the General Election to be held on November 6, 2012, and that this guide has been prepared in accordance with the law.

Witness my hand and the Great Seal of the State in Sacramento, California, this 13th day of August, 2012.

Polls are
open from
7:00 a.m. to 8:00 p.m.
on Election Day

Debra Bowen


Debra Bowen
Secretary of State

4. Cover

- Big text, I can read it.
- Before I read [the book], I want to know what's in it.
- Familiar. This is the one that comes in the mail.
- In your face. Can't get it wrong. Date is the most important thing.
- Says that it's something important.
- Just like the current one....but nothing special.

COUNTY OF SAN DIEGO
REGISTRAR OF VOTERS


Sample Ballot & Voter Information Pamphlet

**GUBERNATORIAL
GENERAL ELECTION**
Tuesday, November 2, 2010

PROTECT YOUR VOTE
KEY WAYS TO MAKE YOUR VOTE COUNT

- ✓ MARK YOUR BALLOT as instructed.
- ✓ VOTE AT YOUR ASSIGNED POLLING PLACE so all your votes will count. (See label on back cover.)
- ✓ If you VOTE BY MAIL, save this pamphlet; your official ballot will be mailed separately. Be sure to sign the return envelope and mail it promptly.
- ✓ DO YOU WANT TO VOTE BY MAIL? (See back cover.)

Polls open at 7 a.m. and close at 8 p.m.
For Questions or Additional Information
Call 858-565-5800 OR 1-800-696-0136
Visit our website at: sdvote.com



Deborah Seller • Registrar of Voters • 5201 Ruffin Road, Suite 1 • San Diego, CA 92123

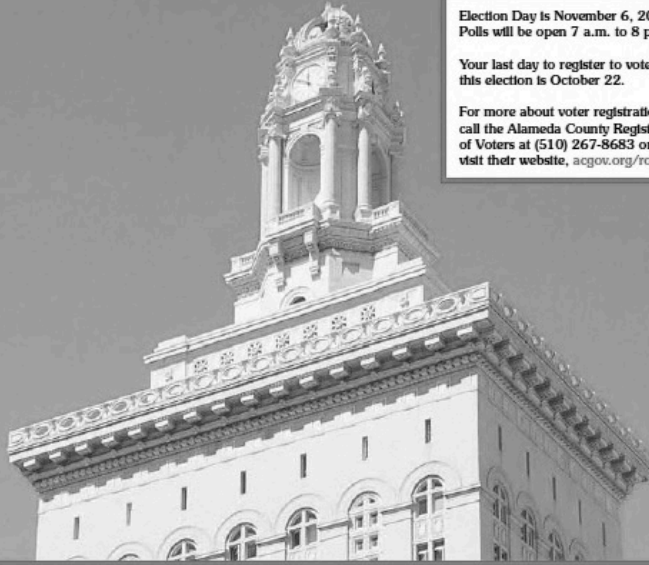
305

5. Cover (small format)

- What does "gubernatorial" mean?
- It's smaller, so must be shorter.
- Smaller format is better. You can put it in your purse. Bullet points on the cover tell you what you need to do, but still has big letters.
- The size of the page is too small.

Easy Voter Guide

The League of Women Voters of Oakland



Election Day is November 6, 2012. Polls will be open 7 a.m. to 8 p.m.

Your last day to register to vote in this election is October 22.

For more about voter registration, call the Alameda County Registrar of Voters at (510) 267-8683 or visit their website, acgov.org/rov.

ABOUT THIS GUIDE

This Easy Voter Guide lists basic, nonpartisan information about local candidates and measures on Oakland's November 6, 2012 ballot. The guide is provided by the League of Women Voters of Oakland as a free educational service. For more copies, call (510) 834-7640.

City Attorney Candidates
Page 2

The City Attorney represents Oakland in lawsuits, and gives legal advice to the city's elected and appointed officials, commissions, and committees.

City Council Candidates
Pages 2-6

Oakland has eight City Council members. Together, they make decisions about city services, the city budget, and local rules and laws. In this election, five City Council seats will be contested.

School Board Candidates
Pages 6-7

Oakland has seven School Board directors. Together, they make policies about how the schools in Oakland operate. In this election, four School Board seats will be contested.

Special District Candidates
Page 8

A special district is a unit of local government that provides a service not provided by the county or city. In this election, seats on the boards of four special districts will be contested in Oakland.

Ballot Measures
Page 8

Measure A1
(Zoo)

Measure B1
(Transportation)

Measure J
(Schools)

Not every candidate listed in this guide will be on your ballot; what is on your ballot depends on where you live in Oakland. To learn more about what will be on your individual ballot (including state and national contests) and to find your polling place, visit smartvoter.org.

ABOUT THE LEAGUE OF WOMEN VOTERS OF OAKLAND

The League of Women Voters of Oakland is a nonpartisan political organization which encourages informed and active participation in government. The League of Women Voters of Oakland is part of a national organization of women and men whose hands-on work to safeguard democracy leads to civic improvement.

We invite you to become a member to stay informed on issues important to you; develop skills in networking, communication, and leadership; receive our monthly newsletter; and add your voice to one of the most respected and effective grassroots organizations in the country. To learn more, visit lwvoakland.org or [facebook.com/lwvoak](https://www.facebook.com/lwvoak).

This guide is also available in Chinese and Spanish versions • Esta guía también está disponible en español • 本指南也可在中國

6. Cover

- EASY voter guide.
- Gets your attention right away with the picture.
- I do love pictures, but the text is too small, to much going on.
- The League is good. I want to hear what they have to say.
- Likes the picture of the city hall. It makes the elections local.
- The contents on the cover is a good "at a glance"

Voter Information Pamphlet & Sample Ballot

Be A Voter

Tuesday, November 5, 2013

from 7 a.m. to 8 p.m.

LOCATIONS OF POLLING
PLACES OFTEN CHANGE!
PLEASE CHECK THE
BACK COVER OF THIS
PAMPHLET FOR YOUR
POLLING PLACE ADDRESS.



請查好封面，以了解您的投票站地址以及郵寄投票申請表。許多投票站地點已經有變動！

重要！ 如果您已經申請中文版的選舉材料，不久您會收到中文版的《選民資料手冊》。中文版的《選民資料手冊》不包含投票樣本。請保留這份英文版的《選民資料手冊》，以便參閱其中的投票樣本。如果您需要取本手冊的中文版或需要其他協助，請致電 (415) 554-4367。

Consulte la contraportada para averiguar la dirección de su lugar de votación y encontrar una solicitud de voto por correo. ¡Muchos lugares de votación han cambiado!

IMPORTANTE: Si usted ha solicitado materiales electorales en español, pronto se le enviará un Folleto de Información para las Elecciones por correo. El folleto en español no contiene la muestra de la boleta. **Guarde este folleto en inglés** para consultar la muestra de su boleta. Para solicitar una copia del folleto en español o recibir algún otro tipo de asistencia, por favor llame al (415) 554-4367.

Published by
Department of Elections
City and County of San Francisco
elections.org



To visit
elections.org,
scan this QR code.



Ballot Type 01

7. Cover

- Likes "be a voter" -- she likes the I Voted stickers. Likes the way the guide has left me a note – amusing.
- Likes seeing the Spanish option on the cover. That's important.
- Likes the QR code.
- Simple, nice visual, shows the date, likes note about polling places.

PLUMAS COUNTY, CALIFORNIA



Voter Information Guide & Sample Ballot



Anabelle Folchi
C. Roy Carmichael
Elementary School
Age 8

Unite

TUESDAY, JUNE 5, 2012 PRESIDENTIAL PRIMARY ELECTION

YOUR APPLICATION FOR A "VOTE BY MAIL"
BALLOT IS LOCATED ON LAST PAGE

**POLLING PLACE LOCATION CAN BE FOUND
ON THE BACK COVER OF THIS PAMPHLET.**

Please take this book with you to vote.

Prepared by Kathy Williams, Plumas County Clerk-Recorder, Registrar of Voters



8. Cover

- Like the kids drawing. It reminds you that it's not just about adults. It starts young...Voting unites all of us.
- Patriotic and friendly looking.
- It has info on the cover, but not too much.
- Pictures are good.
- Would think this was for the grade school.

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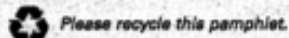
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San Francisco Voter Information Pamphlet

Published by the Department of Elections
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place
City Hall, Room 48
San Francisco, CA 94102-4834
sfelections.org

Translations and layout/typesetting by InterEthnica
Printing by Merrill Communications LLC



9. Table of Contents

- Detailed. It's an index.
- Like that Your Sample Ballot stands out.
- I want to see right away what's inside the book, so I don't have to look through it
- Wants a table of contents, but finds that some are too much, and some are too little information.\
- Wants as much detail as possible because he would only use it if he couldn't find something.
- Too much detail.

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10. Table of Contents

- [This one] is easy to slide your finger down and see what's there.
- Big, divided sections.
- It's Ok, but doesn't really get his attention.
- Having a TOC is good, but this is too much.
- Tells you about the propositions.

VOTER INFORMATION GUIDE AND SAMPLE BALLOT

TABLE OF CONTENTS

- VOTER INFORMATION PAGE
- GUIDE TO NON-PARTY AND PARTY BALLOTS
- INSTRUCTIONS FOR USING THE OPTICAL SCAN VOTING SYSTEM
- SAMPLE BALLOTS WITH ALL OFFICIAL NON-PARTY AND PARTY CANDIDATES
- CANDIDATE STATEMENT OF QUALIFICATIONS;

Candidate Statements of Qualifications are printed exactly as submitted by the candidate including punctuation, grammar and spelling. Corrections are not provided. These statements are optional and not all candidates have filed statements.

California legislative candidates that have accepted voluntary campaign expenditure limits are eligible to purchase a Candidate Statement of Qualifications in the Voter Information Guide containing the sample ballots.

- POLLING CENTER LOCATIONS

Voter Notice:

Alternate Residency Confirmation Procedure - Elections Code Section 2224(c)

Counties using the alternate residency confirmation procedure shall notify all voters of the procedure in the sample ballot pamphlet or in a separate mailing. This is a notice that a Confirmation Postcard will be sent to voters that have not voted in any election for a period of four (4) consecutive years and whose registration has not been updated during that time. A response must be received within 15 days of the date of the notice in order to remain in the Active Voter File and continue to receive future voting materials.



11. Table of Contents

- No page numbers
- Short.
- Big text.

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12. Table of Contents

- A bit too simplistic, but the format and actions are good.
- Confusing. Not enough detail.
- Simple. Shows one item at a time.
- Too simple for the information in the book.
- Easy to look at. Straight to the point.
- Bigger text is good. The others are so small she can't read them. This has a quick phrase that gives her a hint and the page number to turn to.

Kari Verjil
Registrar of Voters.



Rebecca Spencer
Assistant Registrar of Voters

REGISTRAR OF VOTERS
COUNTY OF RIVERSIDE

Dear Voter:

November 5, 2013 is Election Day. Your ballot may contain contests for cities, schools, and special districts in Riverside County. This Sample Ballot & Information Pamphlet provides ballot marking instructions, polling place location, candidate information, and other important election details that you should review before you vote.

You have several options for voting.

Vote-by-Mail: Voting by mail is convenient and easy. The deadline to request a vote-by-mail ballot is October 29. You have several options for returning your ballot:

- Mail your ballot in time to reach the Registrar of Voters office by 8 p.m. on Election Day, November 5, 2013. Postmarks are not accepted.
- Deposit your ballot in one of the secure drop-off boxes available at several city clerks' offices from October 7 through November 4. Please visit our website to view a map of ballot drop-off locations.
- Take your ballot to any polling place (before 8 p.m.) in Riverside County on Election Day.
- You may confirm that the Registrar of Voters office has received your returned Vote-by-Mail ballot on our website at www.voteinfo.net by selecting "Vote-by-Mail Ballot Status Lookup".

Vote Early: Vote at the Registrar of Voters office beginning October 7 through November 4 (excluding Holidays), Monday through Friday, from 8:00 a.m. to 5:00 p.m.; Saturday, November 2, from 9:00 a.m. to 4:00 p.m.; and Election Day, November 5, from 7:00 a.m. to 8:00 p.m.

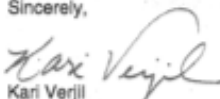
Vote Early at the Palm Springs Public Library: Saturday, October 26 from 9:00 a.m. to 4:00 p.m. Accessible electronic voting units and vote-by-mail drop-off box will also be available at the Palm Springs Public Library.

Vote on Election Day November 5: See the back cover of this Sample Ballot for your polling place location.

The Registrar of Voters team is here to serve you. Please contact us anytime, so we can help make your voting experience a positive one. Thank you for participating in this election.

Your vote counts!

Sincerely,


Kari Verjil
Registrar of Voters



Be sure to follow the Registrar of Voters on
Facebook, YouTube and Twitter.

13. Welcome letter

- Bullets, not paragraphs. This is good.
- It looks official, but not too much.
- Provides good information. Likes the seal, doesn't like the social media icons - doesn't feel official. Seems to trivialize it.
- There's good information here, with instructions. Liked the use of bold.
- Tells when and where, but the text could be shorter.



Secretary of State

Dear Fellow Voter:

By registering to vote, you have taken the first step in playing an active role in deciding California's future. Now, to help you make your decisions, my office has created this Official Voter Information Guide—just one of the useful tools for learning more about what will be on your ballot and how this election works. Information about candidates and measures unique to your region is available in your county sample ballot booklet. And for even more details about the electoral process—including how to check your voter registration status, where to vote, or whether your vote-by-mail ballot was received—visit www.sos.ca.gov/elections or call my toll-free voter hotline at (800) 345-VOTE.

Voting is easy, and every registered voter has a choice of voting by mail or in a local polling place. The last day to request a vote-by-mail ballot from your county elections office is October 30. On Election Day, polls will be open from 7:00 a.m. to 8:00 p.m.

There are more ways to participate in the electoral process.

- Be a poll worker on Election Day, helping to make voting easier for all eligible voters and protecting ballots until they are counted by elections officials.
- Spread the word about voter registration deadlines and voting rights through emails, phone calls, brochures, and posters.
- Help educate other voters about the candidates and issues by organizing discussion groups or participating in debates with friends, family, and community leaders.

This guide contains titles and summaries of state ballot measures prepared by Attorney General Kamala D. Harris; impartial analyses of the ballot measures and potential costs to taxpayers prepared by Legislative Analyst Mac Taylor; arguments in favor of and against ballot measures prepared by proponents and opponents; text of the proposed laws prepared and proofed by Legislative Counsel Diane F. Boyer-Vine; and other useful information. The printing of the guide was done under the supervision of Acting State Printer Kevin P. Hannah.

It is a wonderful privilege in a democracy to have a choice and the right to voice your opinion. As you know, some contests really do come down to a narrow margin of just a few votes. I encourage you to take the time to carefully read about each candidate and ballot measure—and to know your voting rights.

Thank you for taking your civic responsibility seriously and making your voice heard!

14. Welcome letter

- I like when they write letters. Shows concern for the people.
- (Sighs) It's too much for me. A good message, but too much. Glve it to me quickly. Tell me what it's ready to do.
- Small writing. wish it was bigger. But it's official - the Secretary of State. That's important in the US government.
- Feels like an invitation (because of how it looks).
- Don't care what the Secretary of Sate says.
- Llike a letter to you.

Voter Bill of Rights

1. You have the right to cast a ballot if you are a valid registered voter. A valid registered voter means a United States citizen who is a resident in this state, who is at least 18 years of age and not in prison or on parole for conviction of a felony, and who is registered to vote at his or her current residence address.
2. You have the right to cast a provisional ballot if your name is not listed on the voting rolls.
3. You have the right to cast a ballot if you are present and in line at the polling place prior to the close of the polls.
4. You have the right to cast a secret ballot free from intimidation.
5. You have the right to receive a new ballot if, prior to casting your ballot, you believe you made a mistake. If, at any time before you finally cast your ballot, you feel you have made a mistake, you have the right to exchange the spoiled ballot for a new ballot. Vote-by-mail voters may also request and receive a new ballot if they return their spoiled ballot to an elections official prior to the closing of the polls on Election Day.
6. You have the right to receive assistance in casting your ballot, if you are unable to vote without assistance.
7. You have the right to return a completed vote-by-mail ballot to any precinct in the county.
8. You have the right to election materials in another language, if there are sufficient residents in your precinct to warrant production.
9. You have the right to ask questions about election procedures and to observe the elections process. You have the right to ask questions of the precinct board and elections officials regarding election procedures and to receive an answer or be directed to the appropriate official for an answer. However, if persistent questioning disrupts the execution of their duties, the board or election officials may discontinue responding to questions.
10. You have the right to report any illegal or fraudulent activity to a local elections official or to the Secretary of State's Office.

SPECIAL NOTICE

- Polls are open from 7:00 a.m. to 8:00 p.m. on the day indicated in the posted sample ballot.
- Specific instructions on how to vote, including how to cast a provisional ballot, can be obtained from a poll worker or by reading the information mailed to you by your local elections official.
- If you are a newly registered voter, you may be asked to provide appropriate identification or other documentation according to federal law. But please note that every individual has the right to cast a provisional ballot even if he or she does not provide the documentation.
- It is against the law to represent yourself as being eligible to vote unless you meet all of the requirements to vote under federal and state law.
- It is against the law to tamper with voting equipment.

If you believe you have been denied any of these rights, or you are aware of any elections fraud or misconduct, please call the Secretary of State's confidential toll-free

Voter Hotline at 1-800-345-VOTE (8683).

15. Voter Bill of Rights

- We need to know this.
- Describes your rights, which is important to know.
- Good to have -- but more concise, with bigger type.
- Likes the information, but it's not formatted in a way that makes it easy to read.
- This is important. I would read it. Especially about things like ID laws.
- Who can vote, who can't vote.

GUIDE TO PARTY AND NON-PARTY BALLOTS

This guide includes sample ballots of all qualified political parties for this election.

Your party, as you are currently registered, is shown on the back cover of this guide. Please see the chart below to determine the abbreviation code for your party of registration. If you have questions, call 530-283-6256 or 283-6129.

Voters who are registered with a political party must vote their party's ballot.

Voters who wish to vote for a presidential candidate in a party they are not registered with must re-register with that party by Monday, May 21, 2012.

Voters who are NOT registered with a political party (No Party Preference voters) may choose to vote the No Party Preference ballot or request a Democratic or American Independent ballot for this election. By making this choice it will not change your party affiliation.

BALLOTS FOR THE June 5, 2012 STATEWIDE PRIMARY ELECTION

MATCH YOUR PARTY (see back cover) TO THE BALLOT ON THIS CHART

IF YOU ARE REGISTERED TO VOTE AS.....	ABBREVIATIONYOUR BALLOT CHOICES ARE:
Democratic	DEM	Democratic
Republican	REP	Republican
American Independent	AIP	American Independent
Green	GRN	Green
Libertarian	LIB	Libertarian
Peace and Freedom	PF	Peace & Freedom
No Party Preference	NPP	No Party Preference, Democratic or American Independent

No Party Preference voters voting by mail

You may select the No Party Preference, Democratic or American Independent ballot on your Vote By Mail application located on the back cover of this guide. If you do not select one of those, a No Party Preference ballot will be sent to you. Permanent Vote By Mail voters received a post card in the mail to make their selection prior to ballots being mailed.

No Party Preference voters voting at the precinct

You may select the No Party Preference, Democratic or American Independent ballot at the time you check in and sign the roster. If you do not select one of those, a No Party Preference Ballot will be issued to you at your polling place.

16. Guide to party ballots

- Primaries information is important. Don't know if this is easy enough to read.
- Good to explain the abbreviations and have a guide.
- It explains the abbreviations. She's attracted to the table, not the rest of the text.
- Simple. Shows good info. Could just have the table and leave everything else off.
- The information is good, but the format is not.

Elections in California

The Top Two Candidates Open Primary Act, which took effect January 1, 2011, requires that all candidates for a voter-nominated office be listed on the same ballot. Previously known as partisan offices, voter-nominated offices are state legislative offices, U.S. congressional offices, and state constitutional offices. Only the two candidates receiving the most votes—regardless of party preference—move on to the general election regardless of vote totals.

If one candidate receives more than 50% of the votes cast at the special primary election, he or she will be elected to fill the vacancy and no special general election will be held.

Write-in candidates for voter-nominated offices can only run in the primary election. However, a write-in candidate can only move on to the general election if the candidate is one of the top two vote-getters in the primary election. Additionally, there is no independent nomination process for a general election.

California's new open primary system does not apply to candidates running for U.S. President, county central committee, or local offices.

California law requires that the following information be printed in this notice.

Party-Nominated/Partisan Offices

Political parties may formally nominate candidates for party-nominated/partisan offices at the primary election. A nominated candidate will represent that party as its official candidate for the specific office at the general election and the ballot will reflect an official designation. The top vote-getter for each party at the primary election moves on to the general election. Parties also elect officers of county central committees at the primary election.

A voter can only vote in the primary election of the political party he or she has disclosed a preference for upon registering to vote. However, a political party may allow a person who has declined to disclose a party preference to vote in that party's primary election.

Voter-Nominated Offices

Political parties are not entitled to formally nominate candidates for voter-nominated offices at the primary election. A candidate nominated for a voter-nominated office at the primary election is the nominee of the people and not the official nominee of any party at the general election. A candidate for nomination to a voter-nominated office shall have his or her party preference, or lack of party preference, stated on the ballot, but the party preference designation is selected solely by the candidate and is shown for the information of the voters only. It does not mean the candidate is nominated or endorsed by the party designated, or that there is an affiliation between the party and candidate, and no candidate nominated by the voters shall be deemed to be the officially nominated candidate of any political party. In the county sample ballot booklet, parties may list the candidates for voter-nominated offices who have received the party's official endorsement.

Any voter may vote for any candidate for a voter-nominated office, if they meet the other qualifications required to vote for that office. The top two vote-getters at the primary election move on to the general election for the voter-nominated office even if both candidates have specified the same party preference designation. No party is entitled to have a candidate with its party preference designation move on to the general election, unless the candidate is one of the two highest vote-getters at the primary election.

If one candidate receives more than 50% of the votes cast at the special primary election, he or she will be elected to fill the vacancy and no special general election will be held.

Nonpartisan Offices

Political parties are not entitled to nominate candidates for nonpartisan offices at the primary election, and a candidate at the primary election is not the official nominee of any party for the specific office at the general election. A candidate for nomination to a nonpartisan office may not designate his or her party preference, or lack of party preference, on the ballot. The top two vote-getters at the primary election move on to the general election for the nonpartisan office.



17. Elections in California

- [Long sigh] Wouldn't want to read that. Wordy.
- This is stuff you need to know. Assumption is not a good word.
- Looks important.
- Too much.

POLLS OPEN AT 7 A.M. AND CLOSE AT 8 P.M.

Polling Place

Please check the back of this booklet for your polling place location.

Election Information Online

Visit Contra Costa County Web Page at: www.cocovote.us
or the Secretary of State Web Page at: www.sos.ca.gov

Poll Worker

If you would like to serve as a poll worker, email EO.Recruitment@vote.cccounty.us or call Contra Costa Registrar of Voters Office at 925.335.7800.

Información en Español

Para obtener información en español sobre el proceso de votación, visite nuestro sitio web: www.cocovote.us o llame por teléfono 925.335.7800 o sin cargo al 877.335.7802.



19. Dates and hours

- Basic information. Simple, Can see right away.
- Clear. Dates and when you can go.
- This is clear and simple, not busy. Life is so busy, we need all the tools we can get to help us vote.
- Nice resources to turn to, but now looks not so useful on a second glance.
- Something simple. Not too much.

TELEPHONE NUMBERS FOR VOTER REGISTRATION AND ELECTIONS

Vote By Mail Ballot Request (FAX)	(916) 876-5597
Vote By Mail Information	(916) 875-6463
Campaign Disclosure	(916) 875-6451
Campaign disclosure filing requirements for candidates, officeholders, and political action committees.	
Campaign Services and Nominations	(916) 875-6451
If you are interested in running for public office, or for information about filing dates and requirements.	
General Information English	(916) 875-6451
Precinct Officers	(916) 875-6100
If you are interested in working at the polls on Election Day.	
Polling Place Location	
Automated call-in Polling Place Location	(916) 875-6500
Web Page Look-up	www.elections.sacounty.net
Polling Place Offers	(916) 875-5525
If you would like to offer the use of your home or business as a polling place site.	
Voter Registration Card Requests (24-hour recording)	(916) 875-5996
Please leave your name, address and telephone number on our recorder. A voter registration card will be mailed to you.	
Voter Registration Questions	(916) 875-6451
California Relay Service English Text	1-866-660-4288
California Relay Service English Voice	1-866-461-4288
Toll Free Number	1-800-762-8019
(Provisional Ballot Status available on the 29th day after the election)	

NÚMEROS DE TELÉFONO PARA INSCRIBIRSE COMO VOTANTE Y PARA LAS ELECCIONES

Información y Ayuda en Español	(916) 876-6688
Servicio de Redifusión de California en Español	1-800-855-7200
Línea gratuita	1-800-762-8019
(El estado de la boleta provisional estará disponible 29 días después de la elección)	

選民登記與選務處電話號碼

中文資訊協助	(916) 876-8402
免費電話號碼	1-800-762-8019
(可於選舉結束後第29天開始查詢臨時選票的計數狀態)	

20. Contact numbers

- Easy to find phone numbers.
- Sometimes you do need to call...
- Important resources. You need the right information.
- If I need to call somebody. I move a lot -- where to go if I decide I need help. The more numbers the better.
- Probably automated information, which is OK.


Mark your calendar
Don't forget to vote on
November 6, 2012

October 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21	22 Last day to register to vote for this election	23	24	25	26	27
28	29 Curbside Drop-off for Vote-by-Mail ballots begins	30 Last day to request a Vote-by-Mail ballot by mail	31 * Last day to mail your voted Vote-by-Mail ballot locally			

* Vote-by-Mail ballots must be received at the Solano County Registrar of Voters Office or any polling place in Solano County by 8:00 p.m. on November 6, 2012. Postmarks do not count.

November 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3 Registrar of Voters Office will be open 8:00 A.M. - 5:00 P.M.
4	5	6 	7	8	9	10

WARNING !!! Your **POLLING PLACE** for this election may be different from the polling place you went to for the last election. Please check the front or back page of this pamphlet for the correct location or visit our website at: www.solanocounty.com/elections.



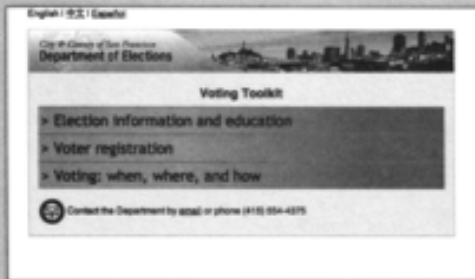
21. Dates in calendar format

- "Thumbs up!" very visual.
- Exactly the information he wanted in the last election - and laid out in a good visual way.
- Good way for me to plan. I can see everything. I think in calendar.
- If I want to vote, I have to register and then I can vote? How can I register?
- Makes me more aware of what's coming up
- Nice. "Mark your calendar."
- This is something I can glance at and make sure I don't throw it out.

Important Dates and Deadlines

First day of early voting at City Hall	Monday, October 7
Deadline to register to vote	Monday, October 21
Deadline to notify the Department of Elections of an address change	Monday, October 21
First weekend of early voting at City Hall	Saturday and Sunday, October 26-27
Deadline for the Department of Elections to receive a request for a vote-by-mail ballot	Tuesday, October 29, 5 p.m.
Last weekend of early voting at City Hall	Saturday and Sunday, November 2-3
Deadline for new citizens naturalized after October 21 to register and vote	Tuesday, November 5, 8 p.m.
Election Day voting hours (all polling places and City Hall)	Tuesday, November 5, 7 a.m. to 8 p.m.

Visit sfelections.org/toolkit to:



- ✦ Check your voter registration status, including party affiliation
- ✦ Download a voter registration form
- ✦ Learn more about ranked-choice voting
- ✦ Request a vote-by-mail ballot
- ✦ Confirm that your vote-by-mail ballot was mailed or received
- ✦ Look up your polling place location
- ✦ View your sample ballot

Contact the Department of Elections

Email: use the email form at sfelections.org/sfvote

English: (415) 554-4375 中文電話協助: (415) 554-4367

Español: (415) 554-4366 TTY: (415) 554-4386

Office hours are Mondays through Fridays (except holidays) from 8 a.m. until 5 p.m.

22. Dates and contact numbers

- Great because it shows what to do when.
- List is easier (than calendar). I have my own calendar.
- With this, there's no excuse for not knowing when the deadlines are.
- Really good info, the use of shading helped find things.
- Dates and deadlines - all important.

Important Dates for this Election

October 7, 2013	FIRST DAY TO RECEIVE A VOTE-BY-MAIL BALLOT - This is the first day our office can issue you a vote-by-mail ballot.
October 21, 2013	LAST DAY TO REGISTER TO VOTE IN THIS ELECTION - You must be registered by this date to vote in this election.
October 29, 2013	Recommended last day to request a Vote-by-Mail ballot.
November 5, 2013	ELECTION DAY - Polls will be open from 7 a.m. to 8 p.m. Return your voted vote-by-mail ballot to this office or any polling place in Contra Costa County by 8 p.m.

3 Ways to Vote

Contra Costa County offers multiple voting options to fit your style of voting.

1. **Vote at the Polls on Election Day!** Your assigned polling place is located on the back cover. Be aware that your polling place may have changed since the previous election.
2. **Vote Early** - The Contra Costa County Registrar of Voters office is open as a polling place for the November 5, 2013 Election, beginning on Monday, October 7, 2013 through Tuesday, November 5, 2013. You may vote a vote-by-mail ballot at the Registrar of Voters office:

Location: 555 Escobar Street, Martinez
Voting Hours: October 7th - November 4th
Monday - Friday 8 a.m. to 5 p.m.

November 5, 2013 (Election Day)
7 a.m. to 8 p.m.

3. **Vote-by-mail** - The application on the back of this pamphlet must be completed, signed only by the voter, sent by mail or fax to 925.335.7838, and must be received by the Registrar of Voters no later than October 29th. Voters may also send a letter providing their name, residence address, mailing address if different, birth date, and signature.

To become a Permanent vote-by-mail voter, just sign the vote-by-mail application. You will automatically receive your vote-by-mail ballot before every election in which you are eligible to vote.

23. Dates and ways to vote

- "3 ways" is a good reminder.
- Easy to read and straightforward.
- Looks more simple (than #22). "3 ways to vote" seems easier.
- Likes having the dates and ways to vote on the same page.
- Simple. "Recommended," but not absolute!
- Simple - what to do and ways to do it.

Get out of line on Election Day!



VOTE-BY-MAIL

Quick, easy and convenient...
from the comfort of your home!

See application on back cover

VOTE EARLY

Riverside County Registrar of Voters Office
or at the Palm Springs Public Library

See inside for more details

YOU HAVE THE OPTION

OPT-IN TO VIEW YOUR SAMPLE BALLOT ONLINE!



You can view all future
Sample Ballot Information Pamphlets
online with 24/7 access at your convenience.

It's easy and great for the environment.

For more information visit www.voteinfo.net
or call 951-486-7200 or 1-800-773-VOTE(8683)

24. Get out of line

- Advertising so things go smoother, important things in big font so it's noticeable.
- Creative graphics. Layout appealing, eye-catching.
- Didn't compute until I read the next line and then I got it.
- Short and simple. Likes the slogan (his mom complains about the lines). The graphics make it seem easier.
- There are no lines at my polling place.
- Quick, easy.

4 WAYS TO *Vote*

VOTE IN PERSON

29 days before the election, the Butte County Elections Office opens as a polling place. This provides voters the opportunity to cast their ballot or pick up a ballot to take home.

Monday through Friday
8 a.m. - 5 p.m.



VOTE BY MAIL

Voters may request a ballot be mailed to them. See back cover for application.

Vote by mail ballots must be received no later than 8 p.m. Election Day (postmarks are not acceptable).



SATURDAY VOTING

Vote in person, pick up a ballot, or drop your voted ballot at the Butte County Elections Office.

Last minute voters should consider using this opportunity on:

Saturday, November 3, 2012
8 a.m. - 5 p.m.



VOTE AT THE POLLS

Where is Your Polling Place???

The location of your polling place is shown on the back cover of this booklet to the left of your address.

Decide how you want to vote before you go to the polls.

Mark your choices in this booklet, bring it to the polls with you and refer to it when voting your official ballot. This will save you time in the booth, and will also shorten the time for the next voter.

On Election Day the polls open at 7 a.m. and close at 8 p.m.

25. Four ways to vote

- Before, I didn't know how you could vote UNTIL I voted - this helps you know before that.
- Helpful -- didn't know you could do any of this.
- I like this. It's very visual. You don't need to read too much to get everything.
- Pictures. Simple. Good for people who don't speak English.
- That's cool. They tell you what you can do.
- This is the same info, but this one is simpler and easier to read.





Always Confirm the Location of Your Polling Place

Many polling places have changed for the upcoming election!

Check the back cover of this pamphlet for your polling place address.

For this election, there will be polling place consolidations, which will combine two neighboring precincts, providing a single shared polling place for both. As a result, many voters have a new polling place location for this election.

On the back cover, you will find:

- **Your polling place address.** Please make a note of it. If you request a vote-by-mail ballot, you may turn in your voted ballot at your polling place on Election Day.
- **Your precinct number.**
- An indication of whether your polling place is **accessible for people with disabilities.**
- A **physical description** of your polling place entryway, such as slope or ramped access.

Your polling place address is also available at sfelections.org/toolkit.

If your polling place is not functionally accessible, visit the above website or call (415) 554-4551 prior to Election Day to find the nearest accessible polling place within your district. For accessible polling place information on Election Day, call (415) 554-4375.

Some Precincts Do Not Have a Polling Place

Voting precincts with fewer than 250 registered voters are designated "Mail Ballot Precincts." An official ballot and postage-paid return envelope will be mailed automatically to all voters in those precincts approximately four weeks before every election.

For voters in those precincts who would prefer to drop off their ballot at a polling place, the addresses of the two polling places nearest to their precinct are provided with the ballot.

Late Polling Place Changes

If a polling place becomes unavailable after the Voter Information Pamphlet is mailed, the Department of Elections notifies affected voters with:

- **"Change of Polling Place" Notification Cards** mailed to all registered voters in the precinct.
- **"Change of Polling Place" Signs** posted at the previous location. For any voters who are unaware of the polling place change, the Department of Elections posts "Change of Polling Place" signs at the address of the old location on Election Day. Voters may take a copy of the new polling place address from a pad attached to the sign.

Be A Voter

For more election information, visit
sfelections.org/toolkit

26. Confirm your polling place

- Always confirm. Likes Be A Voter. "Make the time."
- Big head shake - too many words
- Clear, organization, bold, bullets
- Late polling place changes. I had a problem with that before.
- Location. Close to work or house?
- There's a lot of writing for something you can say, simpler.
- Too many words.
- Too much.

How to Vote

You have two choices when voting. You may vote in person at a polling place in your county or you may vote by mail.

You do not have to vote in every contest on your ballot. Your vote will be counted for each contest you vote in.

Voting at the Polling Place on Election Day

Polls are open in California from 7:00 a.m. to 8:00 p.m. on Election Day. Some counties also offer early voting at a few polling places before Election Day. When you receive your county sample ballot booklet in the mail a few weeks before Election Day, look for your polling place on the back cover of the booklet. If you do not receive your sample ballot booklet, contact your county elections office. You can also obtain your polling place address by visiting www.sos.ca.gov/elections/find-polling-place.htm or calling the Secretary of State's toll-free Voter Hotline at (800) 345-VOTE (8683). When you arrive at your polling place, a poll worker will ask for your name and check an official list of registered voters for that polling place. After you sign next to your name on the list, the poll worker will give you a paper ballot, unique passcode, or computer memory card, depending on the voting system your county uses. Go to a private booth and begin voting. Poll workers are there to assist voters with the voting process. If you are not familiar with how to cast a ballot, ask a poll worker for instructions on how to use the voting system. State and federal laws require that all voters be able to cast their ballots privately and independently. Each polling place is required to have at least one voting machine that permits voters, including those who are blind or visually impaired, to cast a ballot without assistance. The voting machine also must permit you to privately and independently verify your vote choices and, if there is an error, permit you to correct those choices before casting the final ballot.

Voting by Mail

If you are not a permanent vote-by-mail voter (formerly known as an absentee voter), you still may choose to vote by mail in this election. Your county sample ballot booklet contains an application for a vote-by-mail ballot. The last day to request a vote-by-mail ballot from your county elections office is October 30. After you mark your choices on your vote-by-mail ballot, put it in the official envelope provided by your county elections office and seal it. Sign the outside of the envelope where directed. You may return your voted vote-by-mail ballot by:

- Mailing it to your county elections office;
- Returning it in person to any polling place or elections office within your county on Election Day; or
- Authorizing a legally allowable third party (spouse, child, parent, grandparent, grandchild, brother, sister, or a person residing in the same household as you) to return the ballot on your behalf to any polling place or elections office within your county on Election Day.

Vote-by-mail ballots must be received by county elections offices no later than 8:00 p.m. on Election Day, so be sure to mail your vote-by-mail ballot a few days before Election Day.

Even if you receive your vote-by-mail ballot, you can change your mind and vote at your polling place on Election Day. However, you must bring your vote-by-mail ballot to the polling place and give it to a poll worker to exchange for a polling place ballot. If you do not have your vote-by-mail ballot, you will be allowed to vote on a provisional ballot.

Provisional Ballots

If your name does not appear on the voter list at your polling place, you have the right to cast a provisional ballot at any polling place in the county in which you are registered to vote. Provisional ballots are ballots cast by voters who:

- Believe they are registered to vote even though their names do not appear on the official voter registration list;
- Believe the official voter registration list incorrectly lists their political party preference; or
- Vote by mail but cannot locate their vote-by-mail ballot and instead want to vote at a polling place.

Your provisional ballot will be counted after county elections officials have confirmed that you are registered to vote and did not vote elsewhere in that same election.

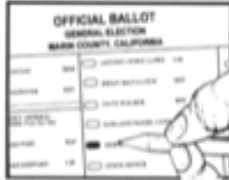
27. How to vote

- This is a good in depth explanation
 - (Big head shake) Too many words
 - It's a lot of words, but likes the headings. It tells you how.
 - It's professional and to the point, but the font hard to read
 - Peers in to look at this page, and says it's not too dense, but he knows this already.
 - Reads this entire page - "I like that vote by mail"
 - They explain how to do it
 - Too bland, wordy and small
 - Too congested
- Secretary of State | EN, ES, CN | Selected by

MARIN COUNTY REGISTRAR OF VOTERS

INSTRUCTIONS FOR VOTING AT THE POLLS

1. Sign Roster
2. Mark Ballot
3. Place Ballot in Secrecy Folder
4. Take Ballot to Ballot Box



MARK YOUR BALLOT CORRECTLY

Only use the marking pen provided

TO VOTE ON A MEASURE

Completely blacken the oval next to the word YES or NO.

MEASURE X

Shall baseball games be played on Tuesdays?

YES NO

TO VOTE FOR A CANDIDATE

Completely blacken the oval next to the candidate of your choice.

CITY COUNCILMEMBER Vote for ONE (1)

- JACKIE ROBINSON
Baseball Player
- PEGGY FLEMING
Figure Skater
- LANCE ARMSTRONG
Cyclist

Do not vote for more candidates than allowed. Otherwise, none of your votes for that office will be counted.

TO VOTE FOR A WRITE-IN CANDIDATE

Completely blacken the oval next to the blank line. Clearly print the name of the write-in candidate on the line.

GOVERNOR

Vote for ONE (1)

- GEORGE WASHINGTON
- ABRAHAM LINCOLN
- JOHN F. KENNEDY
- THOMAS JEFFERSON

Only votes for pre-qualified write-in candidates will be counted



IF YOU MAKE A MISTAKE ON YOUR BALLOT

If you make a mistake on your ballot, return it to the poll worker who will invalidate the ballot and issue you another one.



PLEASE LIMIT YOUR TIME IN VOTING BOOTH

Please don't spend more time in the voting booth than necessary. Ask a poll worker if you need assistance.

28. How to vote

- Clear, like the pictures, well organized.
- Could actually look, giving me time to check what I'm voting for.
- Even though it's crowded, it shows exactly what to do and not to do. Good graphics. (But #30 is better).
- Last time had difficulty voting -- had to find out what you have to do.
- The first day I voted, I didn't know WHAT I was doing. Even though it's simple, it can seem overwhelming.
- Pictures, step-by-step directions. Shows you exactly what to do.

INSTRUCTIONS TO VOTE BY MAIL AND MAIL BALLOT PRECINCT VOTERS:

TO VOTE, USE BALLPOINT WITH DARK INK TO FILL IN THE OVAL COMPLETELY LIKE THIS: .

HOW TO VOTE YOUR BALLOT

To vote for all of the electors of a party, FILL IN THE OVAL next to the names of the presidential and vice presidential candidates of that party. A filled in oval next to the name of a party and its presidential and vice presidential candidates is a vote for all of the electors of that party, but for no other candidates.

To vote for those electors who have pledged themselves to vote for a candidate for President and Vice President not supported by any particular party, FILL IN THE OVAL next to those presidential and vice presidential candidates.

To vote for those electors who have pledged themselves to vote for a candidate for President and for Vice President of any party not qualified to participate in the election, write in the names and party of those presidential and vice presidential candidates in the blank space provided for that purpose and FILL IN THE OVAL next to the names you have written in, or your vote will not be counted.

To vote for a candidate whose name appears on the ballot, FILL IN THE OVAL next to the candidate's name. Where two or more candidates are to be elected, FILL IN THE OVAL next to the names of all candidates for the office for whom you desire to vote. DO NOT EXCEED THE NUMBER OF CANDIDATES TO BE ELECTED.

To vote for a qualified WRITE-IN candidate, write in the qualified write-in candidate's name in the blank space provided for that purpose after the names of the other candidates for the same office and FILL IN THE OVAL next to the name you have written in, or your vote will not be counted.

To vote on any measure, FILL IN THE OVAL next to the word "YES" or the word "NO".

Marking the ballot outside of the designated space to vote for a candidate or measure may compromise the secrecy of the ballot.

IF YOU SPOIL YOUR BALLOT

If you overvote, wrongly mark, tear or deface any portion of your ballot, place your ballot in the return envelope and check the spoiled box on the reverse side. Mail or hand deliver it to the Elections Office to obtain a replacement. IF MAILING YOUR SPOILED BALLOT, please allow sufficient time to receive, vote and return your replacement ballot.

RETURNING YOUR BALLOT

AFTER YOU HAVE COMPLETED VOTING, seal your ballot in the return envelope. BE SURE TO SIGN and complete the information on the reverse side of the envelope. You may mail or hand deliver your ballot to the Elections Office, or hand deliver it to any polling place on Election Day.

OFFICE TITLE	
Vote for One	
<input type="radio"/>	CANDIDATE 1
<input checked="" type="radio"/>	CANDIDATE 2
<input type="radio"/>	CANDIDATE 3
<input type="radio"/>	

OFFICE TITLE	
Vote for One	
<input type="radio"/>	CANDIDATE 1
<input type="radio"/>	CANDIDATE 2
<input type="radio"/>	CANDIDATE 3
<input checked="" type="radio"/>	George Washington



ONLY YOU
may return your voted "vote by mail" ballot:
by mail, or
to the Elections Office any time through Election Day,
or to any polling place in Kern County on Election Day.

IT IS AGAINST THE LAW to give your vote by mail ballot to someone else to return for you, unless you are unable to return it yourself due to illness or other physical disability. If, one of those reasons applies, you may only allow your spouse, child, parent, grandparent, grandchild, brother, sister or someone who resides in the same house as you, to return it for you.

If you are approached by anyone offering to collect and return your vote by mail ballot, report it to the Elections Office immediately.

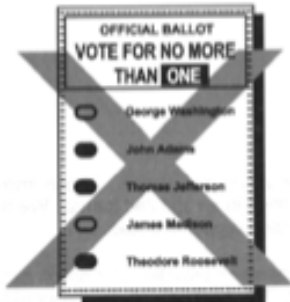
**It's your ballot. It's your right to vote it as you wish.
Protect your rights. Protect your ballot.**



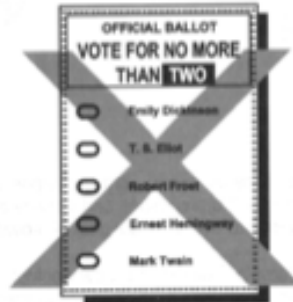
29. How to vote / warning

- Don't like Uncle Sam. He's not the American dream
- Like this because I want the details, but it's a bit ... well good title.
- Retro. I like that. And it's important, too. People don't know to turn the ballot over and miss all the referenda on the back
- Uncle Sam is intimidating.

Your choices do make a difference.
Check them Carefully.

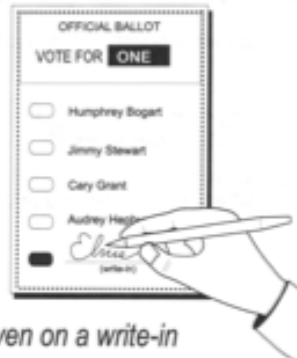
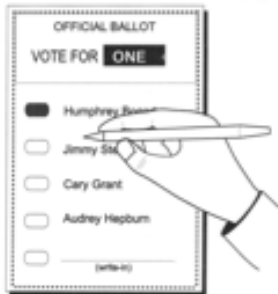


Don't vote
for too many



Don't vote
for too few

Vote for the number allowed



Always completely fill in oval, even on a write-in

30. How to vote (check ballot)

- Better example. show the things that can go wrong.
- Explains the better way to do it. You just look carefully and you see the 4 things - good for anyone.
- Pictures are good. But would like this to be the complete process - wants to have everything he'd need to do.
- Too cartoony. Very simple - maybe overly simple
- Visually, do and don't. Nice and simple.
- Your choices **do** make a difference.

Sample Ballot

PARTY-NOMINATED OFFICES	VOTER-NOMINATED OFFICES	MEASURES SUBMITTED TO THE VOTERS
PRESIDENT AND VICE PRESIDENT		
Vote for One Party		
MITT ROMNEY for President Republican	ELIZABETH EMKEN Party Preference: Republican Businesswoman/Former Legislator	30 TEMPORARY TAXES TO FUND EDUCATION, GUARANTEED LOCAL PUBLIC SAFETY FUNDING, INITIATIVE CONSTITUTIONAL AMENDMENT. Increases taxes on earnings over \$75,000 for seven years and sales taxes by 1/8 cent for four years, to fund schools. Guarantees public safety realignment funding. Fiscal impact: Increased state tax revenues through 2019-20, averaging about \$6 billion annually over the next few years. Revenue available for funding state budget. In 2012-13, planned spending reductions, primarily to education programs, would not occur.
PAUL RYAN for Vice President	DIANNE FEINSTEIN Party Preference: Democratic United States Senator	
UNITED STATES REPRESENTATIVE		
GARY JOHNSON for President Libertarian	5th District	31 STATE BUDGET, STATE AND LOCAL GOVERNMENT, INITIATIVE CONSTITUTIONAL AMENDMENT AND STATUTE. Establishes two-year state budget. Sets rules for offsetting new expenditures, and Governor budget cuts in fiscal emergencies. Local governments can also apply for a less governing state-funded programs. Fiscal impact: Decreased state sales tax revenues of \$200 million annually, with corresponding increases of funding to local governments. Other, potentially more significant changes in state and local budgets, depending on future decisions by public officials.
JAMES P. GRAY for Vice President	3rd District	
STATE SENATOR		
ROSEANNE BARR for President Peace and Freedom	RANDY LOFTIN Party Preference: Republican District Planning Advisor	32 POLITICAL CONTRIBUTIONS BY PAYROLL DEDUCTION, CONTRIBUTIONS TO CANDIDATES, INITIATIVE STATUTE. Prohibits unions from using payroll-deducted funds for political purposes. Applies same rule prohibition to payroll deductions, if any, by corporations or government contractors. Prohibits union and corporate contributions to candidates and their committees. Prohibits government contractor contributions to elected officers or their committees. Fiscal impact: Increased costs to state and local government, potentially exceeding \$1 million annually, to implement and enforce the measure's requirements.
CINDY SHEEHAN for Vice President	LOIS WOLK Party Preference: Democratic California State Senator	
MEMBER OF THE STATE ASSEMBLY		
BARACK OBAMA for President Democratic	4th District	33 AUTO INSURANCE COMPANIES, PRICES BASED ON DRIVERS' HISTORY OF INSURANCE COVERAGE, INITIATIVE STATUTE. Changes current law to allow insurance companies to set prices based on whether the driver previously carried auto insurance with any insurance company. Allows proportional discount for drivers with some prior coverage. Allows increased cost for drivers without history of continuous coverage. Fiscal impact: Probably no significant fiscal effect on state insurance premium tax revenues.
JOSEPH BIDEN for Vice President	JOHN MUVIN Party Preference: Republican Capital Allocator/President	
JILL STEIN for President Green	MARINO YAMADA Party Preference: Democratic California State Assemblymember	
CHERI HONKALA for Vice President Green		
THOMAS HOEFLING for President American Independent		
ROBERT ORNELAS for Vice President		

31. Sample ballot

- Familiar, shows who you're voting for
- I like to see what the ballot will look like ahead of time.
- I look for this page in the booklet
- Is it exactly the ballot? That would make it clearer.
- Looks complicated, but breaks it down, makes it easy to pick from.
- They send this to me.
- Would make it easier if it was more illustrative for a voter who doesn't vote often.



VOTER'S PAMPHLET

STATE LEGISLATIVE CANDIDATES' STATEMENTS OF QUALIFICATIONS

Only candidates who accept voluntary expenditure limits may prepare and pay for a statement to be printed in this pamphlet.
Please refer to the Sample Ballot pages of this pamphlet for a complete list of candidates.

Statement of **LARRY BEAMAN**, Candidate for
State Senate, 17th District
Party Preference: Republican

Occupation: Local Businessman / School Trustee / Youth Soccer Coach **Age:** 39

Why re-elect the same old politicians who have utterly failed to fix our problems?
They tax and spend money we don't have, and we get more debt and no reform.

Lawmakers have given way to the special interests and lobbyists with big money.
This corrosive combination has resulted in bad laws and very poor budgeting.

Disapproval ratings are at an all-time high for State Legislators from both parties.
Voters have come to accept that California is broke and Sacramento is broken.

Let's start by electing someone new... with a youthful and optimistic perspective.
My candidacy offers new energy & fresh leadership on how to best save our State.
Your vote for Larry Beaman is a wise investment in a brighter future for California.

I am married and the proud Father of three public school-aged children. Currently, I
am honored to serve our community as the Board President for the Scotts Valley
Unified School District. Other notable community service includes being an active
member of the Chamber of Commerce, Kiwanis and coaching youth soccer teams.

Approximately one-half of our California state budget goes to Education. Children
and taxpayers need to get more accountability from that massive investment. Our
State leaders must work more closely with parents, teachers & students to support
excellence and performance in the classroom. California cannot afford to spend
Billions for extraneous bureaucracy.

As your Senator, "We, the People" must work together as partners and discover
real solutions for California. Let's begin today!

Vote Larry Beaman for Senate. (831) 430-2053 or larrybeaman@sbcglobal.net

Statement of **BILL MONNING**, Candidate for
State Senate, 17th District
Party Preference: Democratic

Occupation: Assemblymember

Since 2008, when I was elected to the Assembly, I've used my skills in conflict
resolution and mediation to tackle our state's challenges. That's why I'm asking
you to send me to the State Senate. Because experience and judgment matter.

As an Assemblymember, I can tell you that in Sacramento—as bad as things seem
in the headlines—perseverance and determination get things done. I've had 26 bills
signed into law, under both Republican and Democratic Governors.

With your support, I would be honored to represent the people of Santa Cruz
County.

I want to build on my service as Chair of the Assembly Committee on Health,
promoting healthy lifestyles, battling the scourge of childhood obesity, and
protecting our most vulnerable, including people with mental health issues and the
disabled living in long-term care facilities.

I'll continue to focus on the environment and job growth by supporting agriculture,
tourism, and small businesses. I'll make sure we're providing our schools,
colleges, and universities the funding that allows our kids to thrive. And, I'll keep
pushing for greater highway safety improvements, and fight to give our first
responders the support they need to keep our communities safe.

On November 6th, you can be part of the solution. Together, we can preserve
what's special about Santa Cruz County and keep California moving forward.

I'd be honored to receive your vote.

For more information, please visit www.billmonning.org.

Declaración de **BILL MONNING**, Candidato para
el Senado Estatal, Distrito 17
Preferencia de Partido: Demócrata

Occupación: Miembro de la Asamblea

Desde el 2008, cuando fui elegido para la Asamblea, he utilizado mis habilidades
en la resolución de conflictos y mediación para afrontar los desafíos de nuestro
estado. Por eso le estoy pidiendo que me envíe al Senado Estatal. Porque la
experiencia y el juicio son importantes.

Como Miembro de la Asamblea, puedo decirle que en Sacramento—si bien las
cosas parecen estar mal en los titulares—la persistencia y la determinación hacen
posible las cosas. He tenido 26 proyectos de ley aprobados, bajo Gobernadores
Repúblicanos y Demócratas.

Con su apoyo, será un honor representar a la gente del Condado de Santa Cruz.

Quiero extender mi servicio como Presidente del Comité de Salud de la Asamblea,
luchando por promover estilos de vida saludables, combatiendo el flagelo de la
obesidad infantil y protegiendo a nuestros más vulnerables, incluyendo las
personas con problemas de salud mental y discapacidades que viven en
instalaciones de cuidado a largo plazo.

Continuaré enfocándome en el medioambiente y en el crecimiento del empleo
apoyando la agricultura, el turismo y los pequeños negocios. Me aseguraré de que
les estemos dando a nuestras escuelas, colegios y universidades el
financiamiento para permitir que nuestros niños prosperen. Y continuaré
impulsando más mejoras de seguridad en las autopistas y lucharé para brindar a
nuestros socorristas el apoyo que necesitan para mantener segura a nuestra
comunidad.

El 6 de noviembre, usted puede ser parte de la solución. Juntos, podemos
preservar lo que tiene de especial el Condado de Santa Cruz y hacer que
California siga avanzando.

Estaría honrado de recibir su voto.

Para más información, por favor visite www.billmonning.org.

32. Candidates (square format)

- Like that it's all on one page with a defined space for each person. You can pick it up and read quickly.
- I'm used to this.. but don't like it that much
- I want to know about the candidates.
- Make sure you know who you are voting for.
- She reads everything she can find. Would like to see these three pages (all candidate pages) combined into one design



U.S. SENATE CANDIDATE STATEMENTS

A U.S. Senator:

- Serves as one of two Senators who represent California's interests in the U.S. Congress.
- Proposes and votes on new national laws.
- Votes on confirming federal judges, U.S. Supreme Court Justices, and many high-level presidential appointments to civilian and military positions.

DIANNE FEINSTEIN

1801 Avenue of the Stars, Suite 829

(310) 203-1012

Party Preference:

Los Angeles, CA 90067

www.diannefeinstein2012.com

Democratic

These are difficult times for our state and our nation. The economy, while in the early days of a recovery, is emerging from one of the worst recessions in American history. The country faces critical economic and national security challenges throughout the world. California needs proven leadership in the U.S. Senate that is prepared to meet those challenges. My number one priority is to bring stability to California's and the nation's economy. I support sensible measures to grow the economy like payroll tax cuts, a refinancing plan to help homeowners with their mortgages and end the epidemic of foreclosures in our state, a much needed infrastructure plan to create jobs, support for teacher and first responder salaries, and tax credits for employers to hire unemployed veterans and the long-term unemployed. I am also deeply committed to protecting the Social Security and Medicare programs that are so vital to our seniors. The Senate Intelligence Committee, which I chair, is now run in a nonpartisan manner, making us more effective in protecting the nation's security, disrupting terrorist activity, and providing critical oversight of the 16 agencies of the Intelligence Community. As a member of the Judiciary Committee, I remain vigilant in safeguarding the civil rights of all our citizens and am unwavering in protecting a woman's right to choose against all assaults. I'm running for U.S. Senate because I believe I possess the know-how, experience, and commitment to make a difference for California. Your support will be deeply appreciated.

ELIZABETH EMKEN

P.O. Box 81

(925) 395-4475

Party Preference:

Danville, CA 94526

info@emken2012.com

Republican

www.emken2012.com

We can't change Washington without changing some of the people *in* Washington. The gridlock we see in Congress every day is hurting Californians. Unemployment in our state is much higher than the national average, job growth is slower, and that means fewer opportunities for California's hard-working men and women. Of the 10 cities in America with the worst unemployment, 9 are in our state. California has had the same representation in the United States Senate for nearly twenty years, yet our challenges have grown worse. The Senate's failure to act on critically important bills means the small businesses we need to create jobs are threatened by higher taxes, and even more burdensome regulations. Our Central Valley farmers need water. Our high tech sector needs tax reform that keeps jobs here. Our national security and defense industries are seriously threatened. The status quo has failed. We need new leadership, renewed energy, and a fresh start in the U.S. Senate. As a wife and mother of three, I'm concerned for my children's future. I'm determined to make Washington work by making it easier to create jobs here in California instead of overseas, by making sure you and your family can choose the education and health care that's right for you, and that we help those who are truly in need. I would be honored to earn your support. Learn more at www.Emken2012.com.

The order of the candidate statements was determined by randomised alphabet drawing.
Statements on this page were supplied by the candidates and have not been checked for accuracy.
Each statement was voluntarily submitted by the candidate and is printed at the expense of the candidate.

33. Candidates

- He does not like any of the candidate pages. They are just campaign speeches. Just show him who is running and where they stand on the issues.
- Sometimes I like the little paragraphs of information, lists can feel too tiny. This one is better than #34
- I don't care about the statements. If I haven't got it out of the literature at this point...
- Longer lines make it look like more words.
- I would not read this.

	SCHOOL BOARD DISTRICT 3	SCHOOL BOARD DISTRICT 5	SCHOOL BOARD DISTRICT 7			
CANDIDATE	<p>Jumoke Hinton Hodge</p>  <p>Occupation: School Board Director Age: 48 Website: hintonhodgeforoakland.com</p>	<p>Benjamin Lang</p>  <p>Occupation: Public School Educator Age: 58 Website: benlang.com</p>	<p>Rosie Torres</p>  <p>Occupation: Entrepreneur; Children's Advocate Age: 43 Website: rostefor oaklandschools.com</p>	<p>Mike Hutchinson</p>  <p>Occupation: Educator Age: 39 Website: mikehutchinsonforschoolboard.org</p>	<p>James Harris</p>  <p>Occupation: Creative Director; Entrepreneur Age: 36 Website: harrisfor eastoakland.com</p>	<p>Alice A. Spearman</p>  <p>Occupation: Family and Child Advocate Age: 61 E-mail: aspearman@yahoo.com</p>
QUALIFICATIONS	<p>I have 25 years of experience as an advocate working with parents, leaders, and organizations to improve education in Oakland. I have served on the School Board since 2008, working to solve problems facing our schools. I have professionally worked as a youth and family advocate and organizer.</p>	<p>BA; MA; MS; Teaching Credential; Administrative Credential; I've been an Oakland District 3 resident for 38 years. I've spent over twenty years as a classroom teacher and administrator. I am the candidate that understands that curriculum and school finance.</p>	<p>I am motivated by the need for new leadership to transform Oakland's public school system. I'm a mother of a child thriving in OUSD. I'm a business owner, attorney, a community activist, and a volunteer. I believe education transforms lives.</p>	<p>I was born and raised in Oakland. I have worked in Oakland's schools and with Oakland's youth and been an active participant at school board meetings for 20 years. I am endorsed by Oakland's teachers.</p>	<p>I'm a former teacher and East Oakland native. I believe that building strong public schools is the key to breaking the cycle of unemployment and violence that plagues our community. I will bring new, fresh leadership to the School Board.</p>	<p>I have served as a member on the Board of Education for nearly 8 years. Vice President 3 years, President 1 year, Chairperson of the Safety Committee 3 years, Chair of the Audit Committee 4 years. I have also been the California School Board Association Delegate for OUSD 6 years.</p>
TOP PRIORITIES	<p>Provide high quality, effective instruction for all students closing the achievement and opportunity gap and strengthening our college and career readiness program, Linked Learning.</p> <p>Creating safe, healthy, and technologically ready schools.</p> <p>Providing teachers and staff with the necessary support and resources.</p>	<p>I will focus on bringing 21st Century curriculum and learning skills to Oakland classrooms.</p> <p>I will focus on bringing sound fiscal practices to OUSD administration.</p> <p>I will bring reason and educational experience to a school board that has been sadly lacking in both.</p>	<p>Provide every child with a safe, supportive learning environment.</p> <p>Protect classroom funding; focus on quality teachers and small class sizes.</p> <p>Foster an OUSD culture that is transparent and accountable.</p>	<p>Increase enrollment, stop school closures, and end the expansion of charter schools.</p> <p>Negotiate a fair contract with Oakland's teachers.</p> <p>Facilitate community engagement and guarantee that everyone has access to quality public neighborhood schools.</p>	<p>Preparing our students for college and career through contemporary and engaging curriculum.</p> <p>Dedicating more resources to underperforming African American and Latino students.</p> <p>Supporting our educators through smaller class sizes, professional development opportunities, and increased salary.</p>	<p>Recruit and Retain Qualified Teachers.</p> <p>Expand Intervention Services in Secondary Schools.</p> <p>Provide Compensation to all employees.</p>

34. Candidates

- Faces are important. They give you a relationship to the person.
- Great layout. Simple. Good sections of information. Friendly. Everyone is treated the same.
- Like seeing the faces and synopses of who and their accomplishments.
- Seems more impartial. Likes the layout, but especially the sections of information - they are the right choices.
- Pictures help me connect to the person. and sense if they are genuine. It's good for me, but I know that unfortunately there is a lot of racism

**COUNTY OF BUTTE
MEASURE H**

Renewal of the Abandoned Vehicle Abatement Program. Should the Butte County Abandoned Vehicle Abatement Program and associated fees (one dollar per vehicle and an additional two dollars for certain commercial vehicles) be renewed for a ten year term under California Vehicle Code Sections 9250.7 and 22710, or any successor statutes thereto, for purposes of removal and disposal of abandoned and wrecked vehicles?

Yes No

**RENEWAL OF THE ABANDONED VEHICLE
ABATEMENT PROGRAM
IMPARTIAL ANALYSIS OF MEASURE "H" BY
BUTTE COUNTY COUNSEL**

This analysis of the renewal of the abandoned vehicle abatement program fee measure, Measure H, is prepared and submitted in accordance with Elections Code Section 9160. Sections 22710 and 9250.7 of the California Vehicle Code authorize the establishment of the Butte County Abandoned Vehicle Authority (AVA), as well as the imposition of a fee on all vehicles registered in Butte County. The fee, which is referred to as the AVA Fee, is charged at a rate of one (\$1.00) dollar for every vehicle registered in the County, and an additional two (\$2.00) dollars for certain commercial vehicles registered in the County. The AVA Fees are collected by the California Department of Motor Vehicles (DMV) and are then dispersed to the Butte County Abandoned Vehicle Authority. The fees may only be used for the abatement, removal, and disposal of any abandoned, wrecked, dismantled, or inoperative vehicles, or vehicle parts, located on private or public property within Butte County. The AVA Fee must be renewed every ten (10) years.

A YES vote would authorize the DMV to continue collecting the AVA Fee in the amount of one (\$1.00) dollar for every vehicle registered in Butte County, and an additional two (\$2.00) dollars for certain commercial vehicles registered in Butte County, for a term of ten (10) years.

A NO vote would mean that the DMV would stop collecting the AVA Fee.

The AVA Fee will not be renewed, and the AVA Fee will not be collected, unless the measure is

approved by sixty six percent (66%) of the registered voters voting on Measure H.

/s/ Bruce S. Alpert
Butte County Counsel

The above is an impartial analysis of Measure H. If you desire a copy of Measure H, please visit <http://buttevotes.net> or contact the Butte County Elections Office at 25 County Center Drive, Suite 110, Oroville, CA 95965, (530) 538-7761 or toll free within Butte County (800) 894-7761 and a copy will be mailed to you at no cost.

ARGUMENT IN FAVOR OF MEASURE H

Vote Yes on Measure H will continue an important local program for all residents of Butte County, the cities of Biggs, Chico, Gridley, Oroville and the Town of Paradise through the Butte County Abandoned Vehicle Abatement (AVA) program. Removal of abandoned vehicles helps reduce risks to the environment, safety hazards and maintain the visual beauty of our community. Risks to the environment include fluids leaking or rust leaching from abandoned vehicles that can enter waterways or habitats through drainage systems. Vehicles abandoned in roadways present safety hazards for other motorists and pedestrians by occupying a portion of a roadway or shoulder. Abandoned or wrecked vehicles left on our roadways in our communities and rural areas are an eyesore.

The Butte County AVA started as a ten-year program in 2003. The AVA provides residents with a program that is responsive to complaints and results in proper removal of abandoned vehicles. Since 2003, the \$1 fee per vehicle and \$2 fee for certain commercial vehicles has been collected on vehicle registrations and has resulted in the removal of over 5,596 abandoned vehicles. During this same time period over \$1.6 million was generated through the local fee to help fund the vehicle removal, program administration and reporting requirements. Voting Yes on Measure H will not create a new fee but will continue the same fee that has been collected since 2003 for an additional ten-year period. Vote Yes on Measure H.

/s/ Maureen Kirk, Supervisor, District 3
/s/ Larry Wahl, Supervisor, District 2
/s/ Kim Yamaguchi, Supervisor, District 5

**NO ARGUMENT AGAINST MEASURE H
WAS SUBMITTED**

35. Measures

- A bit on the fence. The pro/cons are good, but he wants to see who has signed each one. Is this a campaign or a fact?
- Gives both sides, pros and cons.
- Need to know about this. You need the Yes/No explanation.
- There's a lot of things here.. I want to know about them, but might not read all this.
- Boring. Doesn't make me want to read it. Congested. Want the measures, but not like that.



QUICK-REFERENCE GUIDE

PROP 30 TEMPORARY TAXES TO FUND EDUCATION. GUARANTEED LOCAL PUBLIC SAFETY FUNDING. INITIATIVE CONSTITUTIONAL AMENDMENT.

SUMMARY

Put on the Ballot by Petition Signatures

Increases taxes on earnings over \$250,000 for seven years and sales taxes by ¼ cent for four years, to fund schools. Guarantees public safety realignment funding. Fiscal Impact: Increased state tax revenues through 2018–19, averaging about \$6 billion annually over the next few years. Revenues available for funding state budget. In 2012–13, planned spending reductions, primarily to education programs, would not occur.

WHAT YOUR VOTE MEANS

YES A YES vote on this measure means: The state would increase personal income taxes on high-income taxpayers for seven years and sales taxes for four years. The new tax revenues would be available to fund programs in the state budget.

NO A NO vote on this measure means: The state would not increase personal income taxes or sales taxes. State spending reductions, primarily to education programs, would take effect in 2012–13.

ARGUMENTS

PRO After years of cuts to schools and public safety, it's time to take a stand. Prop. 30 asks the wealthiest to temporarily pay more to prevent deep school cuts, provide billions in new education funding, guarantee local public safety and help balance the state budget. Learn more at YesOnProp30.com.

CON NO on 30—\$50 billion in higher sales and income taxes, but no guarantee of additional money for schools. Prop. 30 doesn't reform schools, pensions or cut waste and bureaucracy. We'll never know where the money really goes. Educators, small businesses and taxpayer groups say NO on 30.

FOR ADDITIONAL INFORMATION

FOR
Ace Smith
Yes on Proposition 30
2633 Telegraph Avenue #317
Oakland, CA 94612
(510) 628-0202
YesOnProp30@TakeAStandCA.com
YesOnProp30.com

AGAINST
No on 30—Californians for
Reforms and Jobs, Not Taxes
925 University Avenue
Sacramento, CA 95825
(866) 955-5508
info@stopprop30.com
www.StopProp30.com

PROP 31 STATE BUDGET, STATE AND LOCAL GOVERNMENT. INITIATIVE CONSTITUTIONAL AMENDMENT AND STATUTE.

SUMMARY

Put on the Ballot by Petition Signatures

Establishes two-year state budget. Sets rules for offsetting new expenditures, and Governor budget cuts in fiscal emergencies. Local governments can alter application of laws governing state-funded programs. Fiscal Impact: Decreased state sales tax revenues of \$200 million annually, with corresponding increases of funding to local governments. Other, potentially more significant changes in state and local budgets, depending on future decisions by public officials.

WHAT YOUR VOTE MEANS

YES A YES vote on this measure means: Certain fiscal responsibilities of the Legislature and Governor, including state and local budgeting and oversight procedures, would change. Local governments that create plans to coordinate services would receive funding from the state and could develop their own procedures for administering state programs.

NO A NO vote on this measure means: The fiscal responsibilities of the Legislature and Governor, including state and local budgeting and oversight procedures, would not change. Local governments would not be given (1) funding to implement new plans that coordinate services or (2) authority to develop their own procedures for administering state programs.

ARGUMENTS

PRO YES on 31 will stop politicians from keeping Californians in the dark about how their government is functioning. It will prevent the state from passing budgets behind closed doors, stop politicians from creating programs with money the state doesn't have, and require governments to report results before spending more money.

CON Proposition 31 is a badly flawed initiative that locks expensive and conflicting provisions into the Constitution, causing lawsuits, confusion, and cost. Prop. 31 threatens public health, the environment, prevents future increases in funding for schools, and blocks tax cuts. Join teachers, police, conservationists, tax reformers: vote no on Prop. 31.

FOR ADDITIONAL INFORMATION

FOR
Taxpayers for Government
Accountability
(916) 572-7111
info@accountableca.org
www.accountableca.org

AGAINST
Californians for Transparent and
Accountable Government

36. Measures (Quick Reference)

- When she votes, she went straight to the quick reference and highlighted which one she wanted to vote for.
- Pros *and* cons - both sides of the story, lose and gain
- I love this one - Pros and cons. Why it's good to say Yes or No. In plain English so you won't get confused
- This was very helpful when she voted, especially the Yes/No. Wording of the questions is tricky.
- OK layout, but I won't read this. Get to the point. What am I looking at?

FULL TEXT OF MEASURE S
ORDINANCE NO. 2012-01

AN ORDINANCE OF THE PEOPLE OF NAPA COUNTY, STATE OF CALIFORNIA, ADOPTING A CHANGE TO SECTION 11.16.020 OF TITLE 11 OF THE NAPA COUNTY CODE TO CHANGE THE DESIGN STANDARDS OF RUNWAY 18 RIGHT-36 LEFT FROM A DUAL-WHEEL LOAD BEARING DESIGN STRENGTH OF 50,000 POUNDS TO INSTEAD DESIGN THE RUNWAY IN ACCORDANCE WITH FEDERAL AVIATION ADMINISTRATION STANDARDS

The people of the County of Napa ordains as follows:

SECTION 1. Purpose and Findings

A. In 1943 the original 5400 feet of Runway 18 Right-36 Left at the Napa County Airport was constructed and remains in service today.

B. It is anticipated that Runway 18 Right-36 Left will need to be reconstructed within the next five years.

C. In 1974 the people of Napa County voted on and approved Ordinance No. 467 to allow Runway 18 Right-36 Left to be lengthened from its then existing approximate 5,400 feet by a distance of approximately 600 feet to an overall length of approximately 6,000 feet.

D. Ordinance No. 467 also limited the construction of the extension of Runway 18 Right-36 Left to a designed, engineered and constructed dual-wheel load bearing capacity of approximately 50,000 pounds.

E. In 1975, Runway 18 Right-36 Left was lengthened from approximately 5,400 feet to its current length of 5,931 feet.

F. In the ensuing decades since 1975, the aircraft fleet, through international and federal regulatory standards, has evolved and grown significantly in size and weight, but has also improved to significantly reduce noise and air quality emissions.

G. The Napa County Airport now serves an aircraft fleet mix which typically includes aircraft having a dual-wheel load of approximately 90,000 pounds.

H. Such aircraft play a vital role in the economy of Napa County.

I. Modern Federal Aviation Administration runway design standards for the aircraft fleet mix currently operating at the Napa County Airport require a designed, engineered and constructed dual-wheel load bearing capacity of approximately 99,000 pounds, and failure to construct the Runway to these standards will jeopardize the financial viability of the Airport.

J. It is in Napa County's interest to amend Section 11.16.020 of the Napa County Code to allow design, engineering and reconstruction of Runway 18 Right-36 Left at the Napa County Airport in accordance with modern Federal Aviation Administration runway design standards based on the aircraft fleet mix currently operating at the Napa County Airport.

K. As a result of the passage of Ordinance No. 467 by the voters of Napa County, any changes pertaining to the length or load-bearing capacity of Runway 18 Right-36 Left may not be made unless and until a majority of the people of Napa County approve same.

L. As this ordinance only effects design standards for the runway, and does not change the mix of airplanes currently or expecting to use the Napa County Airport, it has been determined that this type of project does not have a significant effect on the environment and is exempt from the California Environmental Quality Act. [See Class 1 ("Existing Facilities") which may be found in the guidelines for the implementation of the California Environmental Quality Act at 14 CCR §15301; see also Napa County's Local Procedures for Implementing the California Environmental Quality Act, Appendix B.]

SECTION 2. Section 11.16.020 [Load-bearing capacity] of Chapter 11.16 (Runway 18 Right-36 Left) of the Napa County Code is amended to read in full as follows:

11.16.020 Load-bearing capacity. In the event of the strengthening, repaving, or replacement of Runway 18 Right-36 Left, such strengthening, repaving, or replacement shall be designed, engineered and constructed in accordance with Federal Aviation Administration Standards.

This ordinance shall be considered as adopted upon the date the vote is declared by the Board of Supervisors and shall go into effect ten (10) days after that date, all pursuant to section 9122 of the California Elections Code.

The foregoing ordinance was passed by a vote of the people of Napa County, on November 6, 2012, by the following vote:

AYES: _____
NOES: _____

The vote on this ordinance was declared by the Board of Supervisors on December ____, 2012.

KEITH CALDWELL, Chairman
Board of Supervisors

ATTEST: GLADYS I. COIL
Clerk of the Board of Supervisors

By: _____

37. Measures

- I don't understand that gibberish.
- Have the text for the people who are interested. Implies he would read if it was one of "his topics"
- Not sure. He wants to know what an "impartial analysis" is - who writes it, and how are they impartial. He does like to see the full text of the measures.
- You want somebody to *read* this?
- Small. Could make better use of the space.
- Frowns



SPECIAL DISTRICTS	Alameda-Contra Costa Transit District (AC Transit)	San Francisco Bay Area Rapid Transit District (BART)	East Bay Municipal Utility District (EBMUD)	Peralta Community College District	
Visit smartvoter.org to learn about these candidates and to see if they will be on your ballot.	Director At-Large H.E. Christian "Chris" Peoples Dollene C. Jones	District 3 Director Anthony Pegram Rebecca Saltzman Fred Wright Lopez	District 7 Director Lynette Sweet Marta Alegria Zakhary Mallett Margaret L. Gordon	Ward 5 Director Doug Linney Ward 6 Director William "Bill" Patterson	Area 2 Trustee Tyriene Amey Meredith Elayne Brown Randy Reynaldo Menjivar Jurena L. Storm

Alameda County Measure A1 – Oakland Zoo Humane Animal Care/Education Protection Measure (requires 66.67% "yes" votes to pass)

THE WAY IT IS NOW	WHAT MEASURE A1 WOULD DO	FISCAL EFFECTS	PEOPLE FOR MEASURE A1 SAY
The Oakland Zoo has a yearly budget of about \$13 million. It gets its money from entrance fees, food and gift sales, the East Bay Regional Park District, the California State Parks Department, and the City of Oakland. However, the city recently reduced most of its contribution. About 15% of zoo visitors are from Oakland, and about 80% are from Alameda County. The zoo provides educational programs for students. Schools usually pay for these programs, but schools with many low-income students get the programs for free. Last year, 47 school districts from 12 counties participated in zoo programs; of these, 16 districts are in Alameda County.	Measure A1 would increase Alameda County property taxes by \$12 per residential parcel and \$72 per nonresidential parcel. This yearly tax would last for 25 years. The revenue from the tax would be spent on repairing zoo facilities, taking care of animals, supporting programs, and keeping down the entrance fee. A citizens' oversight committee would make sure the money is used correctly.	For the next 25 years, residential parcel owners would pay \$12 per year, and non-residential parcel owners would pay \$72 per year. The zoo would get about \$6 million per year.	The zoo is an important public resource. We should help it keep its great educational programs and high standard of care for animals. PEOPLE AGAINST MEASURE A1 SAY The zoo already gets public funding from the City of Oakland, the East Bay Regional Park District, and the California State Parks Department. We can't afford higher taxes.

Alameda County Measure B1 – Transportation Sales Tax for Alameda County (requires 66.67% "yes" votes to pass)

THE WAY IT IS NOW	WHAT MEASURE B1 WOULD DO	FISCAL EFFECTS	PEOPLE FOR MEASURE B1 SAY
In 1986 and 2000, Alameda County voters approved a ½-cent sales tax to pay for improvements for transit, streets, highways, bicyclists, and pedestrians. The tax is due to expire in 2022. In recent years, state and federal transportation funding has declined, and there has been less sales tax revenue because of the bad economy. As a result, transit services have been cut, fares have increased, and local streets have not been fully repaired.	Measure B1 would increase the sales tax on purchases in Alameda County by an additional ½ cent. The plan for spending the tax revenue would be: 48% for transit, 30% for local streets, 9% for highways and freight transportation, 8% for bicycle and pedestrian projects, and 5% for connecting transit with housing and jobs. This spending plan would be updated at least once by 2042, and every 20 years after that. These updates would require voter approval of over 50% "yes" votes.	People buying things in Alameda County would continue to pay the current ½-cent sales tax plus an additional ½-cent sales tax. This 1-cent tax would not expire. Over the first 30 years, the sales tax is expected to raise \$7.7 billion for transportation.	Transportation sales taxes are necessary to keep our transportation system working. PEOPLE AGAINST MEASURE B1 SAY Sales taxes are unfair, because they force low-income households to pay a larger share of their income than higher-income households.

Oakland Unified School District Measure J – School Facilities Bond Act of 2012 (requires 55% "yes" votes to pass)

THE WAY IT IS NOW	WHAT MEASURE J WOULD DO	FISCAL EFFECTS	PEOPLE FOR MEASURE J SAY
School districts may sell bonds to raise money to build, upgrade, and repair school facilities. The bonds are repaid with property tax revenue. In 2006, Oakland voters passed a ballot measure that allowed the Oakland Unified School District (OUSD) to issue \$435 million in bonds. All of that money has gone to projects that have been started or completed. OUSD has created a strategic plan for giving its students a quality education. That plan includes quality facilities. OUSD estimates it needs over a billion dollars for its facilities.	Measure J would allow OUSD to sell up to \$475 million in bonds to pay for certain school facilities. Selling these bonds would allow OUSD to possibly receive matching funds from the state. From 2013 to 2019, bonds will be sold four times. Bonds will be repaid with property tax revenue. Bond funds would be audited every year. A citizens' oversight committee would make sure the money is used correctly.	Beginning no earlier than the 2013-14 fiscal year, property owners would pay additional property taxes. When the bonds are sold the first time, this tax increase is expected to be no more than \$39 per \$100,000 of assessed property value. This means that if the county assessor says a property is worth \$300,000, the property owner will pay \$117 in additional tax for Measure J. When the bonds are sold the fourth time, the tax increase is expected to be no more than \$60 per \$100,000 of assessed value.	Oakland schools need improvements to reduce earthquake dangers; remove toxic asbestos and lead paint from old buildings; upgrade science labs, classrooms, computers, and technology; and repair bathrooms and unsafe playground areas. Measure J funds will stay in Oakland, and allow OUSD to ask the state for matching funds that would otherwise go to other school districts. No people against Measure J have submitted arguments.

38. Measures

- Don't hate it, but not as good. The columns don't line up and it makes it seem very messy.
- I have to read this information very carefully. They are so confusing, especially understanding how to vote to say what you want.
- Likes "how it is now" and showing what voting yes will do.
- Spread it out -- too small



Support Democracy and Become an
ELECTION OFFICER
 Volunteer Stipend \$95 to \$180

- | | |
|--|---|
| Election Officers must be:
✓ At least 18 years old
✓ A US citizen
✓ A registered voter | High school students must:
✓ Be at least 16 years old
✓ Be a US citizen
✓ Have a GPA of 2.5 or higher |
|--|---|

You may sign up:
 online at www.sccvote.org
 by phone: **1-408-299-POLL (7655)** → 1-408-282-3086 (Chinese)
 by **mail or fax** with the form below → 1-408-282-3095 (Spanish)
 1-408-282-3089 (Tagalog)
 1-408-282-3097 (Vietnamese) ✂

ELECTION OFFICER AND/OR POLLING PLACE APPLICATION

Name _____

Residence Address _____

City _____ Zip Code _____

Telephone # Daytime **1-**□□□-□□□-□□□□
 Evening **1-**□□□-□□□-□□□□

E-mail: _____

I have transportation: Yes No

I am willing to travel to serve another precinct: Yes No

In addition to English, I also speak _____ fluently
(Language)

I have a facility for use as a polling place: Yes No

Signature: _____ **Date:** _____

Mail to: Santa Clara County Registrar of Voters
 PO BOX 612350, SAN JOSE CA 95161-2350
Fax: 1-408-282-3115

39. Be an election officer

- Looks simple, quick and easy.
- Have to read this... He thought it was a political party thing, like recruiting precinct captains.
- Nice. Big, so you know what they're asking for.
- This could be good for her son and daughter.
- She's not interested in being a poll worker, but she likes the form. The boxes are easy to see where to write, there is large text. When it is easy to see and easy to read, it's easy to understand.

Ballot Worksheet

Fill in your choices – Cut out and take with you to the polls

Not all voters will be eligible to vote on all contests. Your sample ballot includes the contests for which you are eligible to vote. For more information, see your sample ballot.

OFFICES		
PARTY-NOMINATED OFFICE:		
President and Vice President	Vote for one party	
VOTER-NOMINATED OFFICES:		
United States Senator	Vote for one	
United States Representative	Vote for one	
State Senator	Vote for one	
Member, State Assembly	Vote for one	
NONPARTISAN OFFICES:		
Member, Board of Education	Vote for no more than four	
Member, Community College Board	Vote for no more than four	
BART Director	Vote for one	
Member, Board of Supervisors	Rank up to three choices	First choice
		Second choice
		Third choice

(The ballot worksheet continues on the next page)

40. Ballot worksheet

- This isn't clear. Would prefer to just have the sample ballot.
- It's a great idea. At first, he thought it was a graphical image of the ballot.
- Know who you're gonna vote for when you get there.
- Originally thought this was for write-in candidates (which he liked), but then says that the worksheet is good, too.
- She marks in her pamphlets and brings it to the polls.
- That would be a good app.



County of Santa Clara
Registrar of Voters

VOTER'S ACTION REQUEST FORM

FOR OFFICE USE ONLY:

Voter ID: _____

Date Received: _____

Action by: _____

Instructions to the Voter:

1. You must be a registered voter in Santa Clara County to use this form.
2. Please print clearly.
3. If requesting a name or party change, you must re-register.
4. If requesting an action for another voter, provide their information in the **VOTER INFORMATION** box.

VOTER INFORMATION – All information must be provided to complete your request.	
Name: _____	Birth Date: ___/___/____
Registered Address: _____	
Signature: _____	Date: _____

Sample Ballot & Voter Information Pamphlet (Opt-In/Out):

- I want to use the on-line Sample Ballot & Voter Information Pamphlet. I no longer want to receive it by mail.
- Email: _____
- I want my sample ballot pamphlet by mail. I previously opted out of receiving it by mail.

Correct or update voter registration:

- My name is misspelled. The correct spelling is in the **VOTER INFORMATION** box. The incorrect spelling is: _____
- I moved to a **new residence** address within Santa Clara County (street address & city): _____
- My residence is the same, but my mail goes to a different address. My **MAILING** address is: _____
- PREFERRED LANGUAGE.** I want my voting materials in this additional language (Voters selecting a preferred language will receive voting materials in English and their preferred language):
 - Chinese Spanish Tagalog Vietnamese
- I would like to receive the State Voter Information Guide in the following language:
 - Hindi Japanese Khmer Korean

Permanent Vote by Mail:

- I want to be a Permanent Vote by Mail Voter.
- I do not want to be a Permanent Vote by Mail Voter.

Cancel voter registration:

- Please cancel my registration. Reason: _____
- Voter named above is deceased. Information may be provided by family or caretaker.
Name of person reporting death: _____ Phone: _____
Signature of person reporting death: _____

To return to the Registrar of Voters
 Fax: 1-408-998-7314 Scan/Email: registrar@rov.sccgov.org
 Mail: Registrar of Voters, PO Box 611300, San Jose, CA 95161-1300

41. Voter Action Request

- Great idea, but he worries about whether it's too easy to make changes. Could it be open to fraud? You need a signature at the bottom so they know it's you. It's not official enough looking
- Was unclear about what you could do on this form. Nice to have all there, not organized well.
- This is good, but not official enough or easy enough looking.
- Simple instructions, the boxes make it easy to check off things
- Legal but simple



CHANGE SERVICE REQUESTED

BT 14

46

Want to vote by mail? ¿Desea votar por correo?

Fill out this card. Llene esta postal.
Or apply at: O solicite en línea en:
www.votescount.com www.votescount.com

Mail to:

Deadline to receive Fecha límite para recibir su
your application: solicitud:
5 p.m., October 30 5 p.m. del 30 de octubre

① Your current mailing address, if different from the address above – Su dirección postal, si es distinta a la dirección indicada arriba:

number and street – calle y número city – ciudad state – estado zip code – cp

② Your home address (not a P.O. Box) where you are registered to vote – La dirección donde vive (no puede ser apartado postal):

number and street – calle y número city – ciudad state – estado zip code – cp

Optional – Opcional: Tel#: _____ Email: _____

Check here to vote by mail for all elections – Marque aquí si desea votar por correo en todas las elecciones.

Read and sign below – I am registered to vote in Santa Cruz County. I have not applied for any other vote-by-mail ballot for this election. I certify under penalty of perjury under California state law that the information above is true and correct.

Lee y firme a continuación: Soy votante inscrito en el Condado de Santa Cruz. No he solicitado ninguna otra balota de votar por correo para esta elección. Certifico bajo pena de perjurio según las leyes del Estado de California que la información anterior es verdadera y correcta.

▶ Voter's signature (as registered) – Firma del votante (tal como la registró para votar) Date – Fecha

Apply for a ballot in person, by FAX, by mail or online

Your polling place for the November 6, 2012 Presidential General Election is:



Polls open from 7 a.m. – 8 p.m.

Your polling place may have changed. For directions, go to: www.votescount.com

③ 831-454-2060 * FAX: 831-454-2445 * 866-282-5900 (toll-free) * TDD: 831-454-2123

Información en español al otro lado. →

SANTA CRUZ COUNTY

42. Change Service Request

- Likes seeing the official mail icon as a way of knowing it's real.
- Easy to make changes, less work for you since they send it to you
- If I want to change my info, it should be easily available to me

Center for Civic Design

centerforcivicdesign.org

hello@centerforcivicdesign.org

Twitter: [@ChadButterfly](https://twitter.com/ChadButterfly)