

Let me be perfectly clear.

How to design a voter guide that is simple, inclusive, and clear.

February 25, 2016
FOCE Conference

The story of 60 daisies.

- ▶ We all use industry jargon that we understand, but the voters do not.
- ▶ As our voter population gets more diverse, it is important to use plain language.
- ▶ Plain language also translates easily.



Plain language early history

- ▶ Marcus Tullius Cicero – Roman Emperor (110 BC to 43 BC)

“When you wish to instruct, be brief so that men's minds take in quickly what you say, learn its lesson, and retain it faithfully. Every word that is unnecessary only pours over the side of a brimming mind.”

Cicero writes that the plain style is not easy. While it may seem close to everyday speech, achieving the effect in formal discourse is a high and difficult art:

“Plainness of style seems easy to imitate at first thought, but when attempted, nothing is more difficult.”

- ▶ 19th Century - A. L. Sherman, a professor of English literature at the University of Nebraska, wrote *Analytics of Literature: A Manual for the Objective Study of English Prose and Poetry* in 1893.

“Literary English, in short, will follow the forms of the standard spoken English from which it comes. No man should talk worse than he writes, no man writes better than he should talk.... The oral sentence is clearest because it is the product of millions of daily efforts to be clear and strong.”

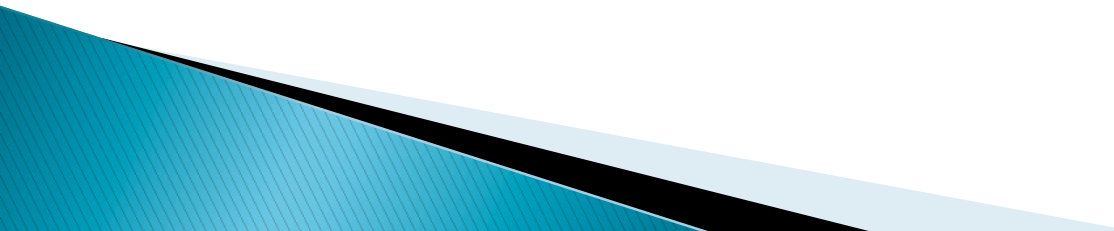
Plain language 20th Century

- ▶ George Orwell's 1946 essay "Politics and the English Language" decried the pretentious diction, meaninglessness, vagueness, and worn-out idioms of political jargon.
- ▶ In 1979, the Plain English Campaign was founded in London to combat "gobbledegook, jargon and legalese".
- ▶ In 1975, Flesch collaborated with J. Peter Kincaid to create the Flesch-Kincaid readability test, which uses an algorithm to produce grade level scores that predict the level of education required to read the selected text.

The instrument looks at word length (number of letters) and sentence length (number of words) and produces a score that is tied to a U.S. grade school level. For example, a score of 8.0 means that an eighth grader can read the document.

- ▶ In 1972, the Plain Language Movement President Richard Nixon ordered that the "Federal Register be written in layman's terms."
- ▶ In 1978, President Jimmy Carter signed an Executive Order 12044 that required federal officials to make sure federal regulations are "written in plain English and understandable to those who must comply with it."

Plain Language 21st Century

- ▶ In 1981, President Ronald Reagan rescinded these orders.
 - ▶ By 1991, eight states had also passed legislation related to plain language.
 - ▶ In 1993, the Plain Language Association International (PLAIN) was formed as the Plain Language Network.
 - ▶ In June 1998, President Bill Clinton issued a memorandum that called for executive departments and agencies to use plain language in all government documents.
 - ▶ Vice President Al Gore spearheaded a plain language initiative that formed a group called the Plain Language Action Network (PLAIN) to provide plain language training to government agencies.
 - ▶ California was the first state to adopt plain language court forms and instructions, for which it received the 2003 Burton Award for Outstanding Reform.
 - ▶ In 2010, President Barack Obama signed the Plain Writing Act of 2010, which required federal executive agencies to put all new and revised covered documents into plain language.
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And, after all that effort....

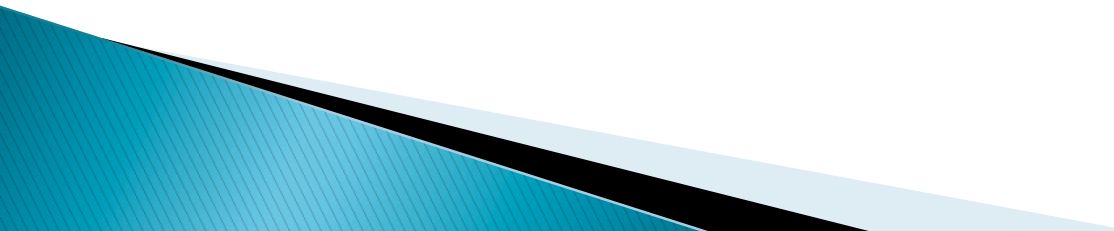
- ▶ In January 2016, Visible Thread conducted an analysis of federal agency websites to see if the Plain Language Act was making a difference, and they found....



- ▶ Federal Agency website communication is worse today than it was five years ago; and
- ▶ Agencies with compliance departments ranked lower on average!



Writing for an easy read is hard!


- ▶ Logical organization
 - ▶ Active voice
 - ▶ Common, everyday words
 - ▶ Short sentences
 - ▶ “You” and other pronouns
 - ▶ Lists and tables
 - ▶ Easy-to-read design features
 - ▶ Easy-to-find information
 - ▶ Easy-to-read information
 - ▶ Use symbols, icons
 - ▶ White space
 - ▶ Use short paragraphs
 - ▶ One topic per paragraph
 - ▶ Aim for no more than 7 lines
- 

Center for Civic Design + Irvine Grant = Better Voter Guides

- ▶ Orange, Santa Cruz, and Shasta counties are working with the Center for Civic Design on a project funded by an Irvine Grant to create templates and graphics with best practices for counties to use to improve their Voter information Guide.



Voter Information Guide Cover



**Official Sample Ballot &
Voter Information Pamphlet**
Presidential Primary Election
Tuesday ★ June 5, 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:

- California's New Top 2 Primary law
- 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
- 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

Before



Sample Ballot and Voter Information Guide
Muestra Oficial de Balota e Información para el Votante

Presidential Primary Election
Tuesday, June 7, 2016
Polls are open 7am – 8pm

Elección primaria presidencial
Martes, 7 de junio de 2016
Las mesas electorales abren de 7am a 8pm

← Polling place on the back cover
← Lugar de votación en la contraportada

Santa Cruz County Elections Department
701 Ocean Street, Room 210, Santa Cruz
Open Monday—Friday, 8am to 5pm
www.votescount.com
info@votescount.com

Information in English: 831-454-2060
Información en español: 831-454-2060
若需更多中文資訊: 831-454-5137
Impormasyon saTagalog: 831-454-5135
Toll Free (sin cargo): 866-282-5900
TDD: 711
FAX: 831-454-2445

After

Multiple Language Cover



Receive your ballot by mail!
It's fast and easy!
Visit ocvote.com/votemymail

Orange County Sample Ballot & Voter Information Pamphlet

General Election
Tuesday, November 4, 2014
Polls open from 7am to 8pm

Polling place on back cover OR on the web at OCVOTE.COM/FINDPOLLS
OR call 714-567-7600

We are required to send your sample ballot in English. If you have requested your election materials in another language, you will receive a sample ballot in that language within a few days. If you would like to receive a sample ballot pamphlet in Chinese, Korean, Spanish, or Vietnamese for this and future elections, please call 714-567-7600.

我們須按規定寄給您英文選票樣本。如果您已經提出請求，希望索取另一種語言的選舉資料，您將在幾天內收到該語言的選票樣本。如果在本次及往後選舉中，您想獲取中文、韓文、西班牙文、或越南文的選票樣本，請電洽 714-567-7600。

저희 선거관리국은 영문으로 된 견본 투표지 팸플릿을 먼저 발송하도록 규정되어 있습니다. 이전에 한국어로 된 견본 투표지 팸플릿을 신청하여 받으신 적이 있으시면 수일 이내에 한국어로 된 견본 투표지 팸플릿을 받으실 것입니다. 이번 선거와 차후 선거에서 한국어로 된 견본 투표지 팸플릿을 받으시기를 원하시면, 714-567-7600으로 전화하십시오.

Se nos requiere enviarle el folleto boleta muestra en inglés. Si ha solicitado el material electoral en otro idioma en los próximos días recibirá un folleto boleta muestra en dicho idioma. Si desea recibir el folleto boleta muestra en el idioma chino, coreano, español o vietnamita para esta elección y futuras elecciones, favor de llamar al 714-567-7600.

Chúng tôi buộc phải gửi đến quý vị phiếu bầu mẫu bằng tiếng Anh. Nếu quý vị đã yêu cầu tài liệu bầu cử bằng một ngôn ngữ khác, quý vị sẽ nhận được phiếu bầu mẫu bằng ngôn ngữ đó trong vòng vài ngày. Nếu quý vị muốn nhận tập phiếu bầu mẫu bằng tiếng Trung Hoa, tiếng Đại Hàn, tiếng Tây Ban Nha, hoặc tiếng Việt cho kỳ bầu cử này và những kỳ bầu cử trong tương lai, xin gọi số 714-567-7600.

Top Two Primary

“Top 2” is New for California



What is a Top 2 Primary?

A Top 2 Primary lets you vote for *any* candidate (for most races), even if you are not in the same political party. The top 2 candidates – the ones who get the most votes in the primary – will be on the General Election ballot in November.

Is Top 2 different than the last primary election?

Yes, Top 2 is new. It became law in 2010 when we passed Prop 13. Before Top 2, each party could have one candidate on the General Election ballot for all party races.

Now with Top 2, only two candidates get on the General Election ballot for most races – the ones who got the most votes in the primary – no matter what party they are from.

What does *party preference* mean?

Party preference refers to the political party you – or the candidate – is registered with. It's listed under each candidate's name on the ballot. The word “None” appears for candidates who are not registered with a party. For example:

JOHN SMITH Party Preference: DEM	JANE DOE Party Preference: REP	CHRIS JONES Party Preference: None
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Do all offices follow the Top 2 rules?

No. Top 2 applies to these voter-nominated offices:

- ★ U.S. Senator
- ★ U.S. Congressperson
- ★ State Senator
- ★ State Assembly Member
- ★ Statewide constitutional offices (such as Governor, which will be on the 2014 ballot).

Top 2 does not apply to elections for President, Party Central Committees, or County Councils.

Can the Top 2 candidates be from the same party?

Yes. The Top 2 candidates might be from the same party, different parties, or no party.

If only 1 or 2 candidates run for an office, will they still run in the primaries?

Yes.

I am registered with a political party. What ballot will I receive in June?

You will receive a ballot for your party if you are registered with one of these parties:

- | | | |
|------------------------|---------------|---------------------|
| ★ American Independent | ★ Green | ★ Peace and Freedom |
| ★ Democratic | ★ Libertarian | ★ Republican |

Your ballot will have:

- ★ Your party's candidates for President and central committee, and
- ★ All candidates from all parties for voter-nominated and nonpartisan offices, and
- ★ State or local measures.

Exception: The Americans Elect Party is not participating in this Primary. If you belong to the Americans Elect Party, your ballot will not have candidates for President or your party's local central committee.

How to vote in a primary election

1

All voters can vote in a primary election.

Voting for President depends on the party you are registered with.

The primary election in June chooses the candidates who will run in the General Election in November. You may see three different types of primaries on your ballot.

The way each primary works depends on the office.

 Presidential Nominated by party	 California Top-Two Primary Nominated by voters	 County or Local Offices Nonpartisan Primary
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Who can vote in each type of primary election in 2016?

Only voters who registered in the same political party as the candidate can vote for these offices. The following parties allow voters who registered with no party preference to vote in their 2016 primary. <ul style="list-style-type: none">• Democratic,• American Independent, and• Libertarian	All voters can vote for any candidate running for these offices.	All voters can vote for any candidate running for these offices.
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What is the result of each type of primary election?

The winner of each party's Presidential primary will help select who will represent that political party in the General Election.	The top two candidates with the most votes move on to the General Election. They may have the same party preference.	Candidates who receive 50% plus 1 vote are elected. Or, if no candidate wins, the two candidates with the most votes move on to the General Election.
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Which offices are in each type of primary in 2016?

The candidates' party always appears on the ballot.	The candidates' party preference (or “None”) always appears on the ballot.	The candidates' party preference never appears on the ballot.
U.S. President Parties also nominate candidates for County Central Committees and County Councils.	U.S. Senator U.S. Congress Member State Senator State Assembly Member	County Supervisor District Attorney Aud-Cont. & Treas.-Tax Col. Superior Court Judges

Before

After

Backcover for NPP voters

COUNTY CLERK ELECTIONS DEPARTMENT
701 OCEAN ST RM 210
SANTA CRUZ CA 95060-4076

CHANGE SERVICE REQUESTED

OFFICIAL ELECTION MAIL
Authorized by the U.S. Postal Service

Nonprofit Org.
U.S. POSTAGE
PAID
Santa Cruz, CA
Permit No. 5

BALLOT TYPE:

Want to vote by mail?
Fill out this card.
Or apply at:
www.votescount.com
Deadline to receive your application:
5 p.m., **May 29, 2012**

¿Desea votar por correo?
Llene esta postal.
O solicite en línea en:
www.votescount.com
Fecha límite para recibir su solicitud:
5 p.m. del **29 de mayo de 2012**

Mail to:

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:

③ Please send me a ballot for the (check one)
Envíeme una balota del partido (elijá uno)

☐ Democratic Party – Partido Demócrata
☐ American Independent Party – Partido Independiente Americano

☐ 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.

Reader'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 June 5, 2012 Primary Election is:
[location], Precinct # []
[address]


[YES]

Polls open from 7 a.m. – 8 p.m.
Your polling place may have changed. For directions, go to: www.votescount.com

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

Información en español al otro lado. ➔

County Clerk Elections Department
701 Ocean ST Room 210
Santa Cruz, CA 95060-4076

CHANGE SERVICE REQUESTED

OFFICIAL ELECTION MAIL
Authorized by the U.S. Postal Service

Nonprofit Org.
U.S. POSTAGE
PAID
Santa Cruz, CA
Permit No. 5

BALLOT TYPE: [ew]

Do not use this card if you are already a permanent vote-by-mail voter or live in an all-mail ballot precinct. No utilice esta tarjeta si usted tu vota por correo-permanente o si vive en un recinto donde se vota por correo.

Want to vote by mail?
Fill out this card.
Or apply online at:
www.votescount.com
by 5 pm May 28, 2016

¿Desea votar por correo?
Llene esta tarjeta.
O solicite en línea en:
www.votescount.com
por 5pm del 28 de mayo de 2016

Mail to:
[voter name]
[voter registered address]
[voter city, state zip]

Mail my ballot to: ☐ Same as above OR **Envíe mi boleta a:** ☐ Igual que arriba O

Number and street – calle y número

City – ciudad State – Estado Zip code – cp

Optional – Opcional: Tel.#: Email:

Please send me a ballot for the (check one)
Envíeme una balota de partido (elijá uno)

☐ Democratic Party – Partido Demócrata
☐ American Independent Party – Partido Americano Independiente
☐ Libertarian Party – Partido Libertario

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

Read and sign – 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: 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.

Reader's signature (as registered to vote) – Firma del votante (tal como la registró para votar)

X

Date – Fecha

Your polling place for the June 7, 2016 Primary Election is:
[location], Precinct # []
[address]


[YES]

Polls open from 7 am – 8 pm
Your polling place may have changed. For directions, go to: www.votescount.com
831-454-2060 ★ FAX: 831-454-2445 ★ 866-282-5900 (toll-free) ★ TDD: 711

Before

After

Measure Page

VOTER'S PAMPHLET MEASURES, ANALYSES AND ARGUMENTS (whichever is applicable to your ballot) Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.	
LAKESIDE JOINT SCHOOL DISTRICT A Shall 17 parcels located on Marty Road and Jensen Springs Road be transferred from the Lakeside Joint Union School District ("Lakeside") into the Loma Prieta Joint Union School District (LPUJSD); transferring the designated attendance for elementary education (K-5) and the associated property tax revenue; relieving, then reappportioning the parcels' G.O. Bond obligations to remaining Lakeside parcels; relieving the \$311 annual Lakeside parcel tax; and requiring an assessment of \$150 annually for the LPUJSD parcel tax? FULL TEXT OF BALLOT MEASURE A Shall 17 parcels located on Marty Road and Jensen Springs Road be transferred from the Lakeside Joint Union School District ("Lakeside") into the Loma Prieta Joint Union School District (LPUJSD); transferring the designated attendance for elementary education (K-5) and the associated property tax revenue; relieving, then reappportioning the parcels' G.O. Bond obligations to remaining Lakeside parcels; relieving the \$311 annual Lakeside parcel tax; and requiring an assessment of \$150 annually for the LPUJSD parcel tax? Affected parcels: 9108104, 9108107, 9108109, 9108118, 9108121, 9108136, 9108137, 9108138, 9108140, 9108142, 9108143, 9108144, 9108145, 9120102, 9120103, 9120104, and 9120105 located in the County of Santa Cruz, CA IMPARTIAL ANALYSIS BY COUNTY COUNSEL MEASURE A If this measure is approved by a majority of persons voting upon it, seventeen parcels of real property will be transferred from the Lakeside Joint Union School District to the Loma Prieta Joint Union School District. All registered voters of the Lakeside Joint Union School District (located partially in Santa Cruz County and partially in Santa Clara County) are eligible to vote on the question, although the properties subject to the transfer are located entirely within Santa Cruz County (on Marty Road and Jensen Spring Road). This is in accordance with a State law that provides that where an affected school district (in this case, Lakeside) opposes such a transfer and has an average daily attendance under a specified number, the election shall be held in the entire territory of the district opposing the transfer. This measure provides that if the transfer of the parcels is approved, those properties will no longer be obligated to pay the parcel tax previously approved for the Lakeside Joint Union School District, or its general obligation bonds, but will instead pay a previously approved Loma Prieta Joint Union School District parcel tax. The bond obligations of those seventeen parcels will be reappportioned to the remaining Lakeside parcels. A "yes" vote is to approve transfer of the seventeen parcels from Lakeside Joint Union School District and into Loma Prieta Joint Union School District. A "no" vote is to oppose transfer of the parcels. DANA MORAE, COUNTY COUNSEL By Jane M. Scott, Assistant County Counsel	NO ARGUMENT IN FAVOR OF MEASURE A WAS FILED. ARGUMENT AGAINST MEASURE A Lakeside needs your help. For 132 years, Lakeside has been educating our children and is currently one of the top-ranked districts in the state. This is true even though the state has been reducing funding for the last several years, requiring many careful cuts. If this measure were to pass, it would transfer students and funding away from Lakeside, making it evermore challenging to continue our tradition of excellence. Here are three reasons to vote "No". First, this would push the majority of children in the proposed territory transfer area away from their school of choice, just to accommodate one student who wishes to attend another school. There is a simpler process called "inter-district transfer" that allows children to attend their preferred school without negatively impacting other families or their school of residence. The chief petitioners of this territory transfer, who are also the parents of this child, have never initiated an inter-district request. Second, families in the territory transfer area are not unanimous in agreeing with this proposal. We should support all families in our school district (including those who live in the territory transfer area and don't want their children to be forced out of Lakeside) instead of following the desires of a few who want to rewrite the boundary to suit themselves. Third, school funding is tied to parcels within our district. If these parcels were to transfer out, the resulting funding reductions will impact every student in the district. Further cuts will have to be made, and with few profits remaining we may have to reduce the teaching staff. This would negatively impact the education of all students in the district, with larger classes and more combined grades. Help us insure the lasting success of Lakeside. Vote "No" on Measure A. s/ Steve Cox Governing Board Member, Lakeside Joint School District s/ Bryan Lomax Governing Board Member, Lakeside Joint School District s/ Theresa Bond Governing Board Member, Lakeside Joint School District s/ Les Niles Governing Board Member, Lakeside Joint School District s/ Linda Kelley Governing Board Member, Lakeside Joint School District

Santa Cruz County

44-501



Local ballot measure: A

A1

A

Los Gatos-Saratoga Union High School Parcel Tax

Ballot question

To provide stable funding for local high schools, maintain outstanding core academic programs and high quality science, math, technology and engineering courses, attract and retain highly qualified teachers, and provide programs that help students prepare for college and careers, shall Los Gatos-Saratoga Union High School District renew its expiring education parcel tax at \$49 per year for eight years, with citizen oversight, an exemption for seniors, no funds for administrator's salaries, and every dollar benefiting local high schools?

What your vote means

YES	NO
A "Yes" vote is to approve imposition of the special parcel tax	A "No" vote is against imposition of the special parcel tax.

For and against Measure A

FOR	AGAINST
Kristin Gragnola President, Saratoga High School Foundation Lezli Logan President, Los Gatos High School Home and School Club Jennie Lau Co-President, Saratoga Music Boosters Scott C. Mosher Treasurer, Los Gatos High School New Millennium Foundation Bill Cooper 5th Generation Resident, Cooper-Garrod Vineyard	Robert Zager Registered Voter

Special Election • Santa Cruz County • Tuesday, May 3, 2016

Before

After

Arguments/Impartial/Text

A2 Local ballot measure: Measure A

Arguments and replies are the opinions of the authors. We print them exactly as submitted, including errors.

Argument in favor of Measure A

Vote YES on A to protect excellent education in Los Gatos and Saratoga high schools without increasing taxes by a single penny. Known for rigorous academic programs and superior test scores, Los Gatos and Saratoga high schools are among the top in the State. In fact, U.S. News and World Report ranks both high schools in the top 500 nationally. With a strong foundation in science, math, technology and English, 96% of our graduates go on to attend colleges and universities and compete for 21st-century careers.

Without increasing taxes, Measure A renews existing stable, local funding to continue strong student achievement. All funds will stay in our local schools and cannot be taken by the State. California's state public education tax is set to expire soon, dramatically reducing state funding to our local high schools by nearly \$1 million. We simply can't rely on Sacramento to fund the academic excellence we expect from our high schools.

Measure A protects our community tradition of academic excellence by:

- Providing high-quality science, math, technology and engineering courses
- Attracting and retaining highly qualified teachers
- Maintaining outstanding core academic programs
- Providing programs to prepare students for college and careers
- Providing classroom materials like books and laboratory equipment

Measure A continues strict fiscal accountability by:

- All funds stay in local schools and cannot be taken away by the State
- Independent citizen oversight and annual audits continue to ensure that funds are spent as promised
- Money can only be spent in the classroom, not on administration

Families move to our communities because of our top-quality high schools, which helps maintain high property values for us all, even those of us who no longer have children in school.

Join parents, teachers, seniors, local business leaders and many others — Vote YES on A to keep Los Gatos High School and Saratoga High School on top without increasing taxes.

Kristin Gragnola
President, Saratoga High School Foundation

Lezi Logan
President, Los Gatos High School Home and School Club

Jennie Lau
Co-President, Saratoga Music Boosters

Scott C. Mosher
Treasurer, Los Gatos High School New Millennium Foundation

Bill Cooper
2nd Generation Resident, Cooper-Garned Vineyard

Reply - Rebuttal to argument in favor of Measure A

The 2011 parcel tax was a temporary solution to solve a temporary problem. Because the temporary problem no longer exists, this tax should not be renewed. You should vote NO on this measure.

The Los Gatos Saratoga Union High School District (High School District) is a "basic aid", or "excess tax" district, meaning its property tax receipts are greater than its state mandated education spending and it gets to retain the property taxes that exceed the state mandated minimum.

Historically, the High School District's tax base has increased more than 7% annually. The problem in 2011 was that the economy was in decline. For the High School District, instead of the historical growth of more than 7%, the tax base no longer increased 2.25% in 2010, declined 0.44% in 2011, and increased 1.28% in 2012. Rather than tightening its belt, the High School District sought and received voter approval for the short-term parcel tax to address the recession. The recession is over and the tax base has increased 4.30% in 2013, 7.64% in 2014, 5.64% in 2015 and 7.44% in 2016. The High School District's core funding is its LCFF/Baseline Limit Sources receipts, consisting of property tax receipts and basic state assistance, which have increased from \$11.0M in 2011-12 to \$40.0M in 2015-16.

The Los Gatos Saratoga Union High School District does not require the parcel tax to supplement the automatic tax increases it receives from increasing property values. Vote NO on this measure.

Learn more at www.parceltax.com.

Robert Zager
Registered Voter

Special Election • Santa Cruz County • Tuesday, May 3, 2016

A4 Local ballot measure: Measure A

Impartial analysis of Measure A

DANA McRAE, COUNTY COUNSEL
By Jane H. Scott, Assistant County Counsel

If this measure is approved by at least two-thirds of those voting on it, the Los Gatos-Saratoga Joint Union High School District ("the School District") will be authorized to levy a special tax on real property. The tax would be imposed for eight years beginning July 1, 2017, at the rate of \$49 per year on each parcel within the School District.

The proceeds of the special tax, if approved, may be applied only to the purposes set out in the full text of Measure A which is printed in this pamphlet. The tax may not be used for administrators' salaries or benefits.

In accordance with State law, the School District would carry out accountability measures. It would create a separate account into which the proceeds of the special tax shall be deposited. An annual report would show the amount of the special taxes which have been collected and expended, and the status of projects to be funded from those proceeds.

A citizens oversight committee is to provide oversight concerning expenditure of the tax revenues.

The special parcel tax is to be collected in the same manner, and subject to the same interest and penalties, as those property taxes which are based upon property value.

An owner of contiguous parcels meeting specified criteria may apply to have the parcels treated as a single parcel for purposes of the parcel tax.

Property owners who are 65 years of age or older by June 30 of the fiscal year immediately preceding the year in which the tax would apply, or who are receiving specified governmental benefits and meeting other criteria, may obtain an exemption if the property is used solely for owner-occupied, single family residential purposes, by applying prior to June 15 of any year. Property owners currently exempted from the School District's existing Measure A parcel tax would be exempted from this new parcel tax without having to file a new application. The School District may establish procedures to verify continued qualification for previously granted exemptions.

The School District Board of Trustees proposes to reduce the amount of this parcel tax if it were to have an unintended effect of decreasing or offsetting local, state or federal government funding sources that would otherwise be available to the School District.

Any necessary increases in the School District's appropriations limit will be accomplished pursuant to State law, in order to permit proceeds of the special tax to be spent for the authorized purposes.

This measure has been placed on the ballot by the Board of Trustees of the Los Gatos-Saratoga Joint Union High School District.

A "yes" vote is to approve imposition of the special parcel tax.

A "no" vote is against imposition of the special parcel tax.

Full text of Measure A Los Gatos-Saratoga Union High School District Core Academic Programs Funding Measure A

INTRODUCTION AND PURPOSE

To continue to ensure reliable funding for Los Gatos and Saratoga High Schools that cannot be taken by the State, support for core academic programs such as science, math, technology and engineering, attract and retain highly qualified teachers, to maintain programs to prepare students for college and careers in demand, and to provide classroom materials such as books and laboratory equipment, with no proceeds used for administrators' salaries, benefits and pensions, the Los Gatos-Saratoga Union High School District ("District") proposes to renew and extend its existing core academic programs parcel tax for a period of eight years from its current expiration date (June 30, 2017) starting on July 1, 2017 at a rate of \$49 per parcel per year, with an exemption available for senior citizens and certain disabled persons, and to implement accountability measures, including citizen oversight, to ensure the funds are used to:

Special Election • Santa Cruz County • Tuesday, May 3, 2016

Plain language v. law

AB 2265 (Stone)

Candidate Statement Page

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 TOM WALSH, Candidate for State Assembly, 29th District Party Preference: Republican Occupation: Senior Citizens Advocate / US Army Veteran / Businessman Imagine living in a California that could provide an affordable education for our children; a California where the government protects its citizen's rights rather than taking them away one law and regulation at a time; a California where the state spends taxpayer's money just on what it can afford... that is the California that I will work to re-establish as your Assemblyman. I will represent you as a strong advocate for the rights of all Californians without regard to ethnicity, gender, creed, party affiliation, or financial status. We are all equal under the law. I moved to the Santa Cruz Mountains from the Midwest where I was an executive for People and Runner's World magazines. Over the past decade, I have served as the Executive Director of the Senior Coalition. We have worked successfully to: Repeal the Santa Cruz County Utility Tax. Require rebates for thousands of overcharged Cable TV customers. Establish Senior & Disabled person exemptions for school parcel taxes. Advocate for the right to vote for a local Sonny Doon Fire Protection District. As the Father of five children, I understand how difficult it has become to earn a decent living and get a good, affordable education in California. As your State Assemblyman, I will support projects in our community that will provide local jobs like the much-needed La Sabia restoration in the City of Santa Cruz. It is time for real change in Sacramento. I would appreciate your vote. Vote Tom Walsh for Assembly. Please visit: www.tomwalsh4assembly.com	Statement of BOB BULTZ, Candidate for State Assembly, 29th District Party Preference: Democratic Occupation: Small Business Owner and Consultant Age: 54 My vision for California is greatness. Our children deserve a future limited only by their imaginations. We must create that future with boldness and innovation. That future starts now, with us. Your vote, my commitment. This will only happen with leadership that listens, collaborates and moves past Sacramento's extreme partisanship. We need leaders committed to sound budgets and making 21st-century government through innovation, efficiency and local control of vital services. We need fewer burdens on small businesses to help them grow and create jobs for working families, and smarter regulations to support our unique environment and economic growth. We need leaders who will instill confidence in all Californians. The special interests supporting the status quo believe we can muddle through. They say that change, any change, is too radical for California. But life changes, the world changes and we must change with it. California's strength has always been its people embracing the future. If we can't work together to break from the past, the same faces climbing the same political career ladders and backed by the same special interests will give us the same results we've had this past decade. You have another choice. You can elect a fair-minded Democrat without the entanglements of special interests, who thinks outside the box, who will be transparent, who will make tough decisions and support what is needed to point California towards a brighter future. I am that Democrat. Please visit www.bobultz.com for my bio. Thank you for your support and vote.
Statement of MARK STONE, Candidate for State Assembly, 29th District Party Preference: Democratic Occupation: County Supervisor Age: 54 For over twelve years, I have served the central coast, first as a school board member and now as a county supervisor and coastal commissioner. School Board Member: As an educator, I know that California's future depends on top quality education at all levels. I have worked with teachers, parents, students and administrators to achieve measurable improvement. That work has earned me support from dozens of local school board members, teachers and parents. County Supervisor: For the last eight years, I have worked every day to ensure that social services, healthcare and public works are provided effectively and within our budget constraints. That is why so many local elected officials are supporting my campaign. Coastal Commissioner: The coast is the natural resource that ties us together. My work to reduce government's carbon footprint, protect our watersheds, coastal and ocean, and ensure appropriate development, has earned me support throughout California. As we know, small businesses are the heartbeat of our central coast economy. As a former professional in the high tech industry, I personally understand the challenges facing employers and employees. It is an honor to have the support of the California Democratic Party, Congressmembers Sam Farr and Anna Eschbach, Senator Joe Similan, Assemblymembers Bill Monning and Luis Alejo, my local sheriff and deputies, respected business leaders, health care professionals and scores of dedicated environmentalists. I hope that I have earned your personal support and I look forward to representing you in the State Assembly. Learn more at www.FriendsOfMarkStone.org	Declaración de MARK STONE, Candidato para Asamblea estatal, Distrito 29 Preferencia de partido: Demócrata Occupación: Supervisor del condado Edad: 54 Por más de doce años, he servido la costa central, primero como miembro del consejo escolar y ahora como Supervisor del condado y comisionado de la costa. Miembro del consejo escolar: Como educador, yo sé que el futuro de California depende de educación de primera categoría en todos los niveles. He trabajado con maestros, padres, alumnos y administradores para lograr una mejoría apreciable. Ese trabajo me ha ganado el apoyo de docenas de miembros del consejo escolar local, maestros y padres. Supervisor del condado: Por los últimos ocho años, he trabajado todos los días para asegurarme de que se provean servicios sociales, cuidado de la salud y obras públicas eficientemente y dentro de los límites de nuestro presupuesto. Por eso, tantos funcionarios elegidos locales apoyan mi candidatura. Comisionado de la costa: La costa es el recurso natural que nos une a nosotros. Mi trabajo para reducir la huella de carbono del gobierno, para proteger nuestras líneas divisorias de agua, costa y mar, y para garantizar urbanización apropiada, me han ganado apoyo en todo el Estado de California. Como ya sabemos, las pequeñas empresas son la espina dorsal de la economía de nuestra costa central. Como profesional anterior en la industria de la alta tecnología, entiendo personalmente los retos enfrentados por los patrones y los empleados. Es un honor tener el apoyo del partido demócrata de California, de los congresistas Sam Farr y Anna Eschbach, del senador Joe Similan, de los asambleístas Bill Monning y Luis Alejo, del sheriff local y sus ageriles, de líderes de prestigio en el sector comercial, de profesionales del cuidado de la salud y de un montón de defensores dedicados del medio ambiente. Espero que haya ganado el apoyo personal de usted y espero con entusiasmo representarlo en la Asamblea estatal. Entérese de más en www.FriendsOfMarkStone.org

Santa Cruz County

44-3



Paid candidate statements

21

Mark Stone State Assembly – 29th District Party Preference: Democratic Occupation: Assemblymember Age: 57 For over fifteen years, I served as a school board member, county supervisor, coastal commissioner and now as your Assemblymember. You sent me to Sacramento to work for you on issues for our children, health, environment and public safety, and to ensure a strong fiscal future. As chair of the Assembly Human Services Committee, I have sought new protections for our foster youth, better conditions for the disabled and safe, dignified living for our seniors. As chair of the Assembly Select Committee on Coastal Protection, I held oversight hearings on plastic ocean pollution, offshore oil spills and other threats to our amazing coastline. I have been a leader on reforming our prison system to ensure safe neighborhoods, while we reinvest in programs that will reduce recidivism, contain skyrocketing costs and provide for humane conditions. I have been that strong voice for the Central Coast and our water needs, ensuring that your voices were heard. Our needs are now a part of the water bond package. In this session, we also delivered on the promise of healthcare for Californians, new investments in schools and enacted a fiscally responsible budget—all ensuring a brighter future for California. It is an honor to have the support of so many elected officials, respected business, education, and health care professionals and scores of dedicated environmentalists. I hope that I have earned your vote. I look forward to continuing to represent you in the State Assembly. Learn more at www.FriendsOfMarkStone.org	Mark Stone Asamblea Estatal – Distrito 29º Preferencia de Partido: Demócrata Occupación: Miembro de la Asamblea Edad: 57 Por más de quince años, serví como miembro de la junta escolar, supervisor del condado, comisionado costero y ahora como su Miembro de la Asamblea. Usted me mandó a Sacramento para trabajar para usted en los asuntos para nuestros hijos, la salud, el medio ambiente y la seguridad pública y para asegurar un futuro fiscal fuerte. Como presidente de la Asamblea del Comité de Servicios Humanos, he buscado nuevas protecciones para nuestros jóvenes de acogida, mejores condiciones para los discapacitados y viviendas seguras y dignas para nuestras personas mayores. Como presidente del Comité Selecto de la Asamblea por la Protección Costera, sostuve audiencias de control sobre la contaminación con plástico en el océano, derrames de petróleo en alta mar y otras amenazas para nuestra magnífica costa. He sido un líder en la reforma de nuestro sistema de prisión para asegurar vecindarios seguros, mientras volvemos a invertir en programas que reducen la reincidencia, contienen los costos exorbitantes y proveen condiciones humanas. He sido esa fuerte voz por la Costa Central y por nuestras necesidades de agua, asegurando que sus voces fueran escuchadas. Nuestras necesidades ahora son parte del paquete de bonos de agua. En esta sesión, también cumplimos la promesa del cuidado de la salud para los Californianos, nuevas inversiones en las escuelas y promulgué un presupuesto fiscalmente responsable—todo para asegurar un futuro más brillante para California. Es un honor el tener el apoyo de tantos funcionarios electos, comercios respetados, profesionales de la educación y de la salud y el apoyo de dedicados ambientalistas. Espero haberme ganado su voto. Espero continuar representándolo en la Asamblea Estatal. Aprenda más en www.FriendsOfMarkStone.org
Palmer Kain State Assembly – 29th District Party Preference: Republican I am Palmer Kain. A 35-year-old Santa Cruz native with one goal in mind, turning our communities needs into passable state legislation. My domestic and international political, and conflict resolution experience, allow me to offer you a unique choice this November. Bringing team building skills, international conflict resolution, and a history in local policy making to Sacramento. Focusing strongly on the real needs of our district. Among all the issues our district faces, there is one that is foundational for us to target. The issue is education. California's per pupil spending is almost the lowest in our nation. Our K-12 and UC/CSU system is not serving the future of California as the statistics show. California's future is our children. Let's not keep failing to provide them with an adequate future. What my life experiences and this great community have taught me is never give up, all issues do have solutions. The new solutions must be based on the people's needs. I am a pragmatic, overseas veteran, who is conflict resolution trained to seek bipartisan solutions. If you want a hardworking voice in Sacramento then vote for Palmer Kain in November.	

General Election • Santa Cruz County • Tuesday, November 6, 2014

Before

After

NPP Voter Postcard

SANTA CRUZ COUNTY ELECTIONS DEPARTMENT

701 Ocean St., Room 210, Santa Cruz, CA 95060

(831) 454-2060 TDD (931) 454-2123 Web Site: www.votescount.com

This postcard is being mailed to you because you are either a permanent vote by mail voter or you are in a mail ballot precinct for the June 5, 2012 Presidential Primary and you are not affiliated with a qualified political party.

Pursuant to law, voters who are not affiliated with a qualified political party may vote a party's ballot for President, if that party has adopted a rule authorizing unaffiliated voters to vote their ballot. Two of the seven qualified political parties have adopted such a rule. (See reverse)

If you would like to vote a party's ballot, **you must return this card by April 11, 2012** or you will be sent a ballot containing all contests except President. To obtain a party ballot after one has been mailed to you, you will need to surrender your original ballot.

Se le envía esta tarjeta postal porque está inscrito como elector ausente permanente o porque está inscrito, para esta elección del 5 de junio de 2012, y que usted no está afiliado a ningún partido político debidamente inscrito.

Conforme a ley, los electores no afiliados a un partido político debidamente inscrito podrán votar en la balota de un determinado partido para Presidente si el mismo ha aprobado una regla que autorice a los electores no afiliados a votar en sus balotas. Dos de los siete partidos políticos debidamente inscritos han aprobado este tipo de regla. (Véase al dorso)

Si le gustaría votar en la balota de un partido, **tiene que devolver esta tarjeta no más tarde que el 11 de abril de 2012** o se le enviará una balota que contiene todos los concursos menos Presidente. Para obtener una balota de un determinado partido después de que se le haya enviado una balota por correo, tendrá que entregar su balota original.

Do you want to vote for President on June 7, 2016?

You must return this postcard, or you will receive a ballot that does not include candidates for the office of President.

Three political parties allow you to vote in their Presidential Primary: Democratic, American Independent, and Libertarian. Use this postcard to select a party and return it by April 8, 2016.

To vote in the Presidential Primary for the Republican, Green, or Peace & Freedom parties, you must re-register to vote with that party before May 23, 2016.

Register to vote online at www.registertovote.ca.gov

¿Quiere votar por el Presidente el 7 de junio 2016?

Usted debe devolver esta postal, o usted recibirá una papeleta que no incluye los candidatos al cargo de Presidente.


Tres partidos políticos permiten que voten en su primaria presidencial: Demócrata, Americano Independiente, y Libertario. Utilice esta postal para seleccionar uno de los partidos y enviarlo por 08 de abril 2016.

Para votar en la primaria presidencial de los partidos Republicanos, Verdes, o de Paz y Libertad, debe volver a registrarse para votar con ese partido antes de 23 de mayo 2016.

Registrarse para votar en línea en www.registertovote.ca.gov

Santa Cruz County Clerk/Elections

 On the web at www.votescount.com

 By phone at (831) 454-2060

 By email at info@votescount.com

Before

After

Example of Collaboration

Do you want to vote for President on June 7, 2016?

All voters can vote in a primary election.

Voting for President depends on the party you are registered with.

If you are registered with a political party:

You can vote for a candidate running for President in that party.

If you registered with no party preference, you can vote in the Presidential primary for the following parties:

- Democratic
- American Independent
- Libertarian

You can select the party ballot at your polling place. If you vote by mail, you were sent a postcard to select a party ballot.

If you registered with no party preference and want to vote in the Presidential primary for one of the following political parties:

- Republican
- Green
- Peace & Freedom

You must re-register to vote with that party by **May 23, 2016**.



Register to vote online at www.registertovote.ca.gov

Voter Bill of Rights

4 Voter Bill of Rights

You have the right to:

- **cast a ballot** if you are a registered voter. You can vote if you are:
 - » a U.S. citizen living in California
 - » at least 18 years old
 - » registered where you live
 - » not in prison or on parole for a felony
- **vote on a provisional ballot** if your name is not on the list of registered voters.
- **vote if you are in line when the polls close.**
- **cast a secret ballot** without anyone bothering you or telling you how to vote.
- **get a new ballot if you have made a mistake** as long as you still have your old ballot.
 - » If you are at a **polling place**, ask an election official for a new ballot.
 - » If you **vote by mail**, you must give your original ballot to an election official before the polls close on Election Day to get a new ballot.
- **get help voting and casting your ballot.**
- **turn in your completed vote-by-mail ballot at any polling place** in the county where you are registered to vote.
- **get election materials in a language other than English** if enough people in your voting precinct need a ballot in that language.
- **ask questions about election procedures** and watch the election process. You can ask questions of election officials about procedures. The person you ask must answer your questions or send you to the right person for an answer. Please don't ask questions while election officers are busy working. If you are disruptive, they can stop answering you.
- **report anything happening in the polling place that is a crime** or if you believe someone is not who they say they are.

📄 On the web at www.sos.ca.gov

📞 By phone at (800)345-8683

✉ By email at sos.info@california.gov

If you believe you have been denied any of these rights, call the Secretary of State's confidential toll-free Voter Hotline at (800)345-8683.

Shasta County Examples

General Election Tuesday, November 4, 2014

Vote-by-mail voter instructions

Thank you for being a voter.

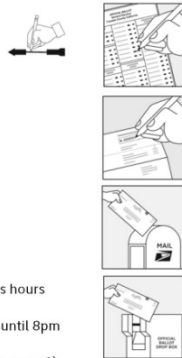
Your vote-by-mail ballot is enclosed. This booklet contains information about how to vote by mail. Return your ballot so that we receive it, or it is postmarked, by 8pm on Election Day. Don't forget to put **49¢** postage on the envelope.

If you have questions, please contact us, so we can help make your voting experience a positive one.

How to vote by mail

1. Mark your ballot

- Connect the arrow to mark your choice.
- If you make a mistake, you can get another one. Exchange it for a new ballot at the Shasta County Elections Office.



2. Sign and seal your envelope

- Follow the instructions on the envelope.
- Don't forget to sign and print your name.

3. Return your ballot

- Mail your ballot, so that it is postmarked by Election Day, November 4. Put **49¢** postage on the envelope.

Or, to save postage, you can:

- Deliver your ballot to the Shasta County Election Office during business hours until 8pm on Election Day (see address below).
- Drop off your ballot at one of the 4 official ballot drop boxes, any time until 8pm on Election Day (see page 2).
- On Election Day, take your ballot to any Shasta County polling site (see page 3).



Cathy Darling Allen

Cathy Darling Allen
Shasta County Clerk, Registrar of Voters
PO Box 9908802, Redding, CA 96099-0880
1643 Market Street, Redding, CA 96001 - Open 8am to 5pm, Mon-Fri
www.elections.co.shasta.ca.us
530-225-5730 or 1-888-VOTE (8683)

2



How return your ballot at a drop box

You can return your ballot using one of the 4 official ballot drop boxes. No postage is required.

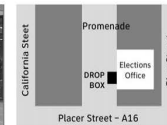
They are available 24 hours a day until 8pm on Election Day.

Drop box locations

Shasta County Elections Office

1643 Market St, Redding

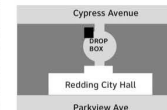
Look under the green awning at the south end of the Market Street Promenade



Redding City Hall

777 Cypress Avenue, Redding

Look in front of the building, next to the Utility Payment Drop Box



Anderson City Hall

1887 Howard Street, Anderson

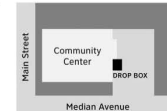
Look in front of the building



Shasta Lake Community Center

1525 Median, Shasta Lake

Look next to the main entrance



Free training & resources

- ▶ Glenn County Training – February 3
- ▶ Madera County Training – March 1
- ▶ San Mateo County Training – March 22
- ▶ Orange County Training – March 23
- ▶ CACEO website page
- ▶ Center for Civic Design resources page
<http://civicd.link/vgres1>

Gail Pellerin
Santa Cruz County Clerk
831-454-2419
info@votescount.com