

1 [Amending the Process for Selecting Proponent and Opponent Arguments.]

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3 **Ordinance amending Section 545 of the San Francisco Municipal Elections Code to**  
4 **amend the process for selecting the proponent and opponent arguments published in**  
5 **the Voter Information Pamphlet by: (1) establishing a new priority level for state and**  
6 **local elected officials registered to vote in San Francisco; (2) permitting individuals and**  
7 **organizations to submit only one proposed argument per measure; and (3) prohibiting**  
8 **any person from being the author of more than one argument per measure.**

9 Note: Additions are *single-underline italics Times New Roman*;  
10 deletions are *strikethrough italics Times New Roman*.  
11 Board amendment additions are double underlined.  
Board amendment deletions are ~~strikethrough normal~~.

12 Be it ordained by the People of the City and County of San Francisco:

13 Section 1. The San Francisco Municipal Elections Code is hereby amended by  
14 amending Section 545, to read as follows:

15 **SEC. 545. PROPONENT AND OPPONENT ARGUMENTS; SELECTION IF MORE**  
16 **THAN ONE SUBMITTED.**

17 (a) In the event more than one argument is submitted for selection as the  
18 "proponent's" argument for or "opponent's" argument against any measure, the Director of  
19 Elections shall no later than noon of the seventy-sixth day prior to the election select the  
20 argument to be published according to the order of priority shown herein.

21 (1) Arguments supporting a measure:

22 (A) The proponent of an initiative petition; or the Mayor, the Board of  
23 Supervisors or four members of the Board of Supervisors if the measure is submitted by the  
24 same;

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1 (B) The Board of Supervisors, or any member or members designated by the  
2 Board;

3 (C) The Mayor;

4 (D) Any state or local elected official who is registered to vote in San Francisco,  
5 excluding members of a state or county central committee of a political party;

6 (E)(D) Any individual registered San Francisco voter, group of registered San  
7 Francisco voters, association or organization, or combination thereof.

8 (2) Arguments opposing a measure:

9 (A) In the case of a referendum, the person who files a referendum petition  
10 with the Board of Supervisors;

11 (B) The Board of Supervisors, or any member or members designated by the  
12 Board;

13 (C) The Mayor;

14 (D) Any state or local elected official who is registered to vote in San Francisco,  
15 excluding members of a state or county central committee of a political party;

16 (E)(D) Any individual registered San Francisco voter, group of registered San  
17 Francisco voters, association or organization, or combination thereof.

18 (b) In the event that more than one argument is submitted for or against a  
19 measure at any given level of priority and no argument entitled to higher priority is submitted,  
20 the Director of Elections shall select the "proponent's" or "opponent's" argument by lot from  
21 among all arguments at the highest level of priority. Each individual, group, organization or  
22 association shall be permitted to submit only one argument per measure for selection pursuant to this  
23 section. No person may author more than one argument per measure submitted for selection pursuant  
24 to this section.

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1 APPROVED AS TO FORM:  
2 DENNIS J. HERRERA, City Attorney

3 By: \_\_\_\_\_  
4 CHAD A. JACOBS  
5 Deputy City Attorney

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