

1 [Mailing of Voter Information Pamphlets.]

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3 **Ordinance amending Section 500 of the Municipal Elections Code to require the**
4 **Department of Elections to mail a voter information pamphlet to each registered San**
5 **Francisco voter at least 29 days before an election.**

6 Note: Additions are *single-underline italics Times New Roman*;
7 deletions are *strikethrough italics Times New Roman*.
8 Board amendment additions are double underlined.
Board amendment deletions are ~~strikethrough normal~~.

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

10 Section 1. The San Francisco Municipal Elections Code is hereby amended by
11 amending Section 500, to read as follows:

12 **SEC. 500. VOTER INFORMATION PAMPHLET; CONTENTS; FORMAT.**

13 With respect to any election to be held in the City and County, the Director of Elections
14 shall prepare a voter information pamphlet. The voter information pamphlet shall contain, in
15 addition to any other material required by the Charter or by general law, the following materials:

- 16 (a) General contents:
 - 17 (1) A table of contents;
 - 18 (2) An index of candidates and measures;
 - 19 (3) A brief explanation of the purpose and use of the pamphlet;
 - 20 (4) A summary of voters' rights, including a description of the right provided to every
21 elector by California Elections Code sections 9295 and 13314 to seek a writ of mandate or an
22 injunction prior to the publication of the Voter Information Pamphlet, requiring any or all of the
23 materials submitted for publication in the Pamphlet to be amended or deleted;
 - 24 (5) A brief description of the rules and procedures that govern the submission,
25 selection and publication of ballot arguments in the pamphlet, including a statement explaining

1 that each person entitled to submit a "Proponent's" or "Opponent's" argument is chosen
2 pursuant to the priority list stated in Section 545 of this Code;

3 (6) A disclaimer that neither the Director of Elections nor any other City agency,
4 official or employee verifies the accuracy of information contained in the ballot arguments or
5 candidate qualification statements appearing in the pamphlet, and an explanation that any
6 person submitting a ballot argument or qualifications statement bears the sole responsibility
7 for claims made therein;

8 (7) Artwork, graphics and other material which the Director of Elections determines
9 will make the pamphlet easier to understand or more useful to the voter;

10 (8) Definitions of terms appearing in the pamphlet; and

11 (9) A sample ballot.

12 (b) Contents as to candidates:

13 (1) The candidate qualification statement of each candidate for an elective office of
14 the City and County;

15 (2) A brief statement of the term, compensation, and duties of each elective office of
16 the City and County appearing in the pamphlet; and

17 (3) Any notice required by the Campaign Finance Reform Ordinance or the Political
18 Reform Act, Government Code Section 85600, informing voters whether the candidate has
19 adopted the applicable voluntary expenditure ceiling.

20 (c) Contents as to measures:

21 (1) The identification of each measure by letter and title;

22 (2) The City Attorney's statement or question for each measure;

23 (3) The digest of each measure prepared by the Ballot Simplification Committee;

24 (4) The Controller's financial analysis of each measure;

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- 1 (5) An explanation of how the measure qualified for submission to the voters;
- 2 (A) If the measure was submitted to the voters by the Board of Supervisors, the
3 explanation required by Subsection (c)(5) of this Section shall identify those Supervisors who
4 voted for submission of the measure and those Supervisors who voted against submission of
5 the measure,
- 6 (B) If the measure was submitted to the voters by four or more members of the
7 Board of Supervisors, the explanation required by Subsection (c)(5) of this Section shall
8 identify those Supervisors who submitted the measure,
- 9 (C) If the measure was submitted to the voters by initiative petition, the explanation
10 required by Subsection (c)(5) of this Section shall include the number of valid signatures of
11 registered San Francisco voters that were required to qualify the measure for the ballot, and
12 the date on which the Director of Elections certified that the measure qualified for the ballot;
- 13 (6) The full text of each measure to be voted upon at the election;
- 14 (7) The opponent, proponent, rebuttal and paid arguments, if any, for or against
15 each measure; and
- 16 (8) A disclaimer before any opponent, pro-ponent or rebuttal argument that is
17 submitted by the Board of Supervisors or by one or more members of the Board of
18 Supervisors for or against any measure, stating, "The Board of Supervisors authorized the
19 submission of the following argument. As of the date of the publication of this Voter
20 Information Pamphlet, the following Supervisors endorse the measure [insert names of
21 Supervisors who have by 5:00 p.m. on the deadline for the submission of the proponent and
22 opponent arguments set forth in section 535 of this Code notified the Department of Elections
23 in writing that they endorse the measure]; oppose the measure [insert names of Supervisors
24 who have by 5:00 p.m. on the deadline for the submission of the proponent and opponent
25

1 arguments set forth in section 535 of this Code notified the Department of Elections in writing
2 that they oppose the measure]; take no position on the measure [insert names of Supervisors
3 who have by 5:00 p.m. on the deadline for the submission of the proponent and opponent
4 arguments set forth in section 535 of this Code either failed to notify the Department of
5 Elections that they support or oppose the measure or notified the Department of Elections in
6 writing that they have not taken a position on the measure]" This disclaimer shall not be
7 counted towards the number of words permitted in each argument.

8 Measures, and the material specified in this Section relating to said measures, shall be
9 printed in the voter information pamphlet in the same order in which designated upon the ballot.

10 The items specified in Subsection (c)(1) to (c)(5) of this Section shall be printed
11 together on the same page of the voter information pamphlet. This page shall be known as
12 the "ballot measure title page." The ballot measure title page shall also indicate: the page
13 number at which the full text of the measure is printed; the page number at which the
14 arguments for or against the measure are printed; and, if applicable the page number at which
15 the definitions of terms appearing on ballot measure title page are printed.

16 The format of the voter information pamphlet shall be determined by the Director of
17 Elections, subject to the approval of the Ballot Simplification Committee.

18 The voter information pamphlet shall be mailed to each registered San Francisco voter
19 at least ~~21~~29 days prior to each ~~general or special municipal~~ election.

20 APPROVED AS TO FORM:
21 DENNIS J. HERRERA, City Attorney

22 By: _____
23 CHAD A. JACOBS
24 Deputy City Attorney

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