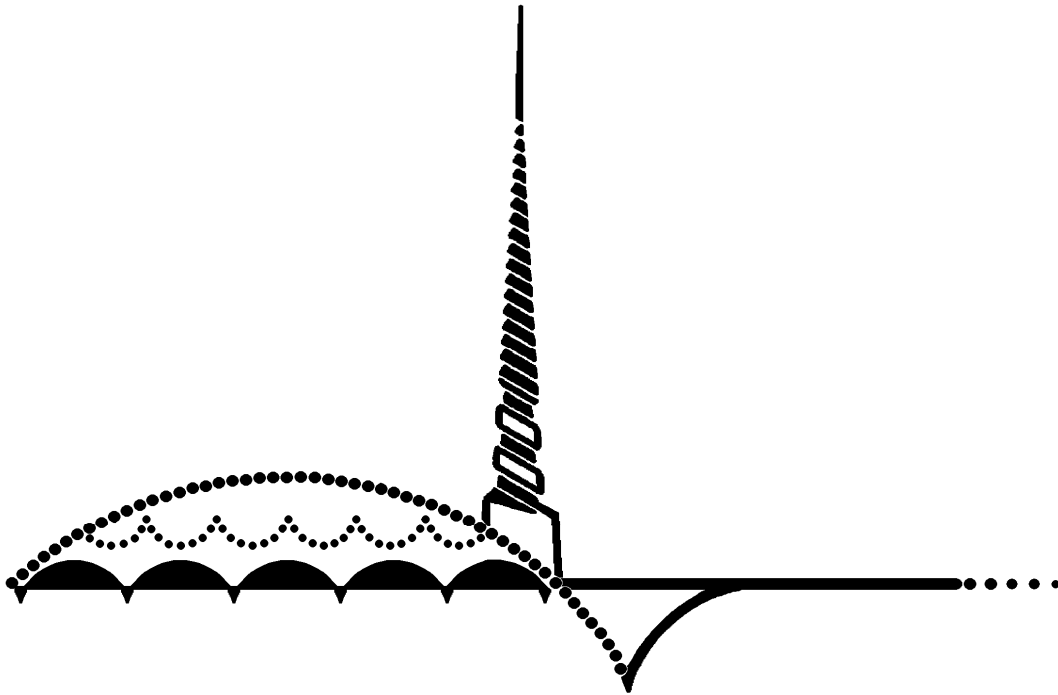
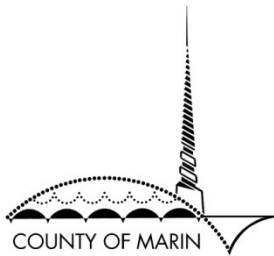


CANDIDATES' GUIDELINES

November 6, 2012 General Election



COUNTY OF MARIN ELECTIONS DEPARTMENT
MARIN CIVIC CENTER
3501 CIVIC CENTER DRIVE ROOM 121
SAN RAFAEL, CA 94903
415-473-6456
www.marinvotes.org



ELECTIONS DEPARTMENT

Providing a responsive, transparent, and professional approach to conducting elections.

April 2012

Dear Candidate,

Congratulations on becoming a candidate for public office.

The purpose of this handbook is to help guide you through the forms, fees, deadline dates and requirements for candidates running for office for the November 6, 2012 General Election. It is general information only and should not be considered legal advice. If you have legal questions about the nominations or elections process, please consult an attorney.

Please file early. The nominations process can be complicated and the filing deadlines are rigid. If you wait until the last minute to file your nominations documents, you may not have enough time to correct mistakes and may miss the deadline for the ballot.

The laws about raising funds, and reporting campaign expenditures and contributions change frequently. If you have any questions, please call Dan Miller at 415-473-6437 or the following offices in Sacramento:

Fair Political Practices Commission (FPPC) 1-866-275-3772

www.fppc.ca.gov

Secretary of State Elections Division 1-916-657-2166

www.ss.ca.gov

If you have any questions about the nominations process or if you have any suggestions for improving this handbook, please call Dan Miller at 415-473-6437.

Be sure to check our website at www.marinvotes.org for more election information.

Sincerely,

Elaine Ginnold
Registrar of Voters

Important Notice

The Candidates' Guidelines Booklet for the November 6, 2012 General Election provides general information about the nomination and election of candidates. It does not have the force and effect of law, regulation, or rule.

The Registrar of Voters does not provide legal advice and this Booklet is not intended to provide legal advice. Any person, organization or candidate using this Booklet may not rely on it as a substitute to seeking legal counsel. Statutes and regulations change and are updated on a frequent basis and therefore, the guidelines provided in this Booklet may not reflect the most current state of the law.

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Calendar of important dates for the November 6, 2012 General Election

Apr 27 to Aug 10
E-193 – E-88

Independent Presidential candidate nomination papers: period in which independent Presidential elector candidates may circulate nomination papers to obtain signatures and submit them to the county elections official for examination. *EC § 8403 (a)(2)*

July 16 to Aug 10
E-113 – E-88

Nominations period: all candidates obtain and file all necessary candidacy papers. Those required must pay the filing fees when obtaining papers.
EC §§ 333, 8020, 8040, 8041, 8061, 8062, 8063, 8100, 8105, 8106

July 31
E-98

Deadline to change the ballot designation that was used for the Primary election. Applies to run-off candidates for the General election.

Aug 11 to Aug 20
E-87 – E-78

Public review and writ of mandate period for candidate's statements filed during the nominations period.
EC § 13313

Aug 11 to Aug 15
E-87 – E-83

Nominations extension period: deadline applies only if incumbents do not file nomination papers by Aug 10.
EC § 8022

Aug 13
E-85

Deadline for candidates who filed by Aug 10 to ***withdraw their statement of qualifications.***
EC § 13307(a)(3)

Aug 15
E-83

Last day to ***file a petition forcing a contest*** on the general election ballot for contests with unopposed or insufficient candidates. *EC § 10515*

Aug 16
E-82

Deadline for candidates who filed during the *extended* nomination period to ***withdraw their statement of qualifications.*** *EC § 13307(a)(3)*

Calendar of important dates – continued

Aug 16 to Aug 25 <i>E-82 – E-73</i>	Public review and writ of mandate period for candidates statements filed during the extended nominations period. <i>EC § 13313</i>
Aug 16 <i>E-82</i>	Secretary of State conducts the random alphabet drawing to determine the order of candidates' names on the ballot. <i>EC § 13112(b)(1)(B)</i>
Sept 7 <i>E-60</i>	First day to mail ballots to overseas and military voters . <i>(E-60) EC §§ 300, 3307</i>
Sept 10 to Oct 23 <i>E-57 – E-14</i>	Except for State Top 2 rules, period in which write-in candidates can obtain and file nomination papers. <i>EC § 8601</i>
Sept 27 <i>E-40</i>	First day to mail sample ballots and voter information pamphlets to all registered voters. <i>EC § 13300</i>
Oct 5	Pre-election campaign finance statements due. <i>Gov't Code § 84200.5 & 84200.7</i>
Oct 8 <i>E-29</i>	First day to mail ballots to vote-by-mail voters. 1 st day of voting in person at the elections office. <i>(E-29)</i>
Oct 22 <i>E-15</i>	Last day to register to vote in the November 6, 2012 General election. Forms received by mail must be postmarked by this date. <i>EC §§ 2102, 2107</i>
Oct 25	Pre-election campaign finance statements due. <i>Gov't Code § 84200.5 & 84200.7</i>
Nov 6	Election Day: polls open from 7am to 8 pm.
Nov 19	Random selection of precincts for 1% manual tally . Conducted at 9:30 a.m. at the Elections Office.
Dec 4 <i>E-28</i>	Deadline to certify the election . <i>(E-28) EC § 15372</i>

NOVEMBER 6, 2012 GENERAL ELECTION

LOCAL OFFICES UP FOR NOMINATION (Filing dates *July 16 thru August 10*)

SPECIAL DISTRICTS

NUMBER OF VACANCIES:

Regular Term

Short Term

Bolinas Fire Protection Dist 3

Qualifications – Candidate must be a registered voter in the district. *Govt. Code §24001*

Regular Term

Short Term

Marin Healthcare Dist. 2

Qualifications – Candidate must be a registered voter residing within the district.
Health & Safety Code §32100

Regular Term

Short Term

Strawberry Recreation Dist 2 **1**

Qualifications – Candidate must be a qualified voter of the district or a qualified voter of this state who is an owner of real property with the district. *Public Resources Code §5783.3*

Regular Term

Short Term

Marin Co. Resource Conservation 3

Qualifications: Candidate must be a registered voter of the state, reside within the district and either own real property within the district or have served for two years or more as an associate director to the Board, or be a designated agent of a resident landowner. *Public Resources Code §9352(a)(b)* **Requires signatures of five landowners within the district.**
Public Resources Code §9358

SPECIAL DISTRICTS

NUMBER OF VACANCIES:

Marin Municipal Water

Regular Term

Short Term

Division No. 2 **1**

Division No. 5 **1**

Qualifications – Candidate must be a registered voter of the county and a resident of the division in which the duties of the office are to be exercised at the time that nomination papers are issued. *Govt. Code §24001, Water Code §71501*

Regular Term

Short Term

Stinson Beach Water Dist 3

Qualifications – Candidate must be a registered voter residing within the district. *Govt. Code 24001*

SCHOOL DISTRICTS

Regular Term

Short Term

Bolinas-Stinson Union 2

Sausalito Marin City 2

Petaluma Jt. Union High. 2

Qualifications – Registered voter in the district who is not disqualified by the Constitution or laws of the state from holding a public office. *Education Code §35107*

CITIES

Regular Term

Short Term

City of Sausalito 3

All forms required for nomination and election to all municipal offices shall be furnished only by the city elections official during regular business hours. *Elections Code §8104(a)*

Contact the City/Town Clerk for more information regarding filing fees.

A minimum of 20 sponsor signatures are required for towns/cities.

Councilmember candidates must file nomination and declaration papers and all campaign finance reports with their respective City or Town Clerk.

**CANDIDATE GUIDELINE INSERT FOR THE
NOVEMBER 6, 2012 GENERAL ELECTION**

OFFICES UP FOR NOMINATION (Filing dates **July 16 thru August 10**)

NUMBER OF VACANCIES:

	<i>Regular Term</i>	<i>Short Term</i>
Mesa Park Recreational District	2	1

Qualifications – Candidate must be a registered voter in the district. *Govt. Code §24001*

NOMINATION DOCUMENTS: Filing date July 16 through August 10

- **Declaration of Candidacy**
- **Ballot Designation Worksheet**
- **Candidate's Statement (optional)**

Declaration of Candidacy

All candidates for offices must file a Declaration of Candidacy with the county elections official. Candidates may not file a Declaration of Candidacy for more than one office. *Elections Code §§ 8003(b), 8020*

The Declaration of Candidacy is available from the Elections office beginning July 16, 2012 at 8:00 a.m., through August 10, 2012, 5:00 p.m., except for those offices with an extended filing period. The Declaration of Candidacy must be filed in person. If a candidate is unable to file in person, he/she may file by certified mail or delivery service, with the candidate's signature notarized. Since an original signature is required ***faxed documents are not accepted.*** *

* A candidate may, in a written statement signed and dated by the candidate, authorize a person to receive a declaration of candidacy form from the Registrar of Voters and deliver it to the candidate and deliver it back to the office for filing. Such statement shall include language indicating that the candidate is aware that the declaration of candidacy must be properly executed and filed at the Elections office of the county of the candidate's residence by 5:00 p.m. on August 10, 2012. **Because an original signature is required, nomination documents may not be filed by fax.** The candidate's designee may only receive and deliver nomination papers. He/she may not make any changes on the nomination documents. The statement shall be retained by the Elections office.

Candidate's name on ballot: A candidate may use a nickname, in addition to his legal name, provided his/her candidacy has been declared under such name on the Declaration of Candidacy. *A.G. Ops 50-87, 5/27/80*

No title or degree shall appear on the same line on a ballot as a candidate's name, either before or after the candidate's name in the case of any election to any office. *EC § 13106*

Candidate's Ballot Designation: The ballot designation is limited to three words that must describe your current profession, vocation, occupation or incumbency status. It appears on the ballot under your name, and it is optional. Candidates must complete a Ballot Designation Worksheet to justify the ballot designation. A sample of the required worksheet is shown on the following page.

Please refer to Appendix A for more information.

Ballot Designation Worksheet

Candidate Information

Candidate Name: _____
Office: _____
Home Address: _____ E-Mail: _____
Business Address: _____
Mailing Address: _____
Phone Number(s) Business: _____ Evening: _____ Fax: _____

Attorney Information

Attorney Name (or other person authorized to act in your behalf): _____
Address: _____
Home Address: _____ E-Mail: _____
Business Address: _____
Mailing Address: _____
Phone Number(s) Business: _____ Evening: _____ Fax: _____

Proposed Ballot Designation: _____

1st Alternative: _____

2nd Alternative: _____

Describe what you do and why you believe you are entitled to use the proposed ballot designation. If using the title of an elective office, you may submit a copy of your certificate of election or appointment.

Job Title: _____ Dates in Position: _____

Employer Name or Business: _____

Person(s) who can verify this information:

Name(s): _____ Phone Number: _____

Name(s): _____ Phone Number: _____

Candidate's Signature _____ Dated _____

You may attach any documents or exhibits that you believe support your proposed ballot designation. These documents will not be returned to you, so **do not submit originals.**

Candidate's Statement of Qualifications

Candidates for certain offices may elect to purchase space for a candidates' statement in the voter information portion of the county sample ballot.

When and Where to File Statement: The Candidate's statement must be filed in the Election office together with the Declaration of Candidacy during the nomination period which ends the **88th day** before the election. The statement may be withdrawn, but not changed, during the period of filing nomination papers and until 4:30 p.m. of the next working day after the close of the nomination period. For offices that are extended, the statement must be filed with the all other nomination documents by 5:00 p.m. on **83rd day** before the election.

Candidates' Statement for State Senate and Assembly Candidates: Proposition 34 established voluntary spending limits for candidates running for state Senate and the state Assembly. Candidates who choose to accept the spending limits may purchase space for a 250-word candidate statement in the voter information portion of the county sample ballot. To accept the spending limits, candidates running for state Senate or state Assembly must file a Candidate Statement of Intention (Form 501) with the Secretary of State's Political Reform Division indicating whether they intend to abide by the spending limits prior to submitting a candidate statement. *Government Code section 85601(c)*

Candidates' Statement for United States House of Representative Candidates: Candidates running for the United States House of Representatives may purchase space for a 250-word statement in the voter information portion of the county sample ballot. The statement may not make any reference to any opponent of the candidate. *EC § 13307.5* This office is not affected by Proposition 34.

Multiple county jurisdictions: Candidates running in jurisdictions that include multiple counties who wish to have a candidate statement published in the voter information pamphlet of all counties in their jurisdiction must file a statement with the election official in each county. **It is the candidate's responsibility to contact each county regarding costs, procedures and other information if he/she wishes to have a statement printed in that county's sample ballot booklet.**

Candidates' Statement for Non-Partisan Offices: A candidate for non-partisan office may, at the time of filing his/her nomination papers, file a typed 200 word statement of education and qualifications on the form provided. Candidates' statements must be paid for at the time they are filed with nomination documents. If a candidate wishes to have a Spanish translation of the statement, the cost will be doubled and a translation fee charged.

Proof of Statement: Each candidate who submits a statement of qualifications will receive proofs prior to printing. Only typographical errors will be corrected; no changes are allowed by law. Statements may be withdrawn until 4:30 p.m. of the next working day after the close of filing. (Elections Code §13307) If the office does not go on the ballot, the cost of the statement will be refunded.

Candidate's Statement of Qualifications - continued

Form: The statement must be typed on a form provided by the Election Official or typed on a separate piece of paper and attached to the form. A hard copy of the candidate statement is required. ***The candidate's statement must be typed single spaced in a block paragraph in upper and lower case type. All Statements will be printed in uniform style and size of type in standard paragraph form, outline form is not acceptable. No special marks will be permitted such as italics, all capital letters, extra exclamation points, bullets, lists, highlights, bold, or underlined.*** Statements will be typeset exactly as submitted; candidates are therefore advised to carefully check their statements for errors in spelling, punctuation and grammar. The Elections office will make corrections only to the format of the statement. The statement will be printed in accordance with the requirements of the California Elections Code. If the statement is not submitted in the required format, the Elections office will reformat. *Please refer to Appendix B on page 26.*

Forms to use for Candidates' Statement: Statements must be submitted with the statement form provided by the Elections office. This form is given to the candidate along with the other nomination documents. The candidates' statement may be typed directly on the statement form in block paragraph only, or typed on a separate piece of paper and attached to the statement form. The statement must be signed by the candidate.

Content: The statement should be a brief description of the candidate's education and qualifications in no more than **200 words** (Non-partisan office) or **250 words** (State Legislative and Congressional offices). The statement must describe his/her qualifications and education. The statement must be limited to a recitation of the candidate's own personal background and qualifications and must not in any way make reference to other candidates for that office or to another candidate's qualifications, character, or activities. The statement must not include the party affiliation of the candidate, nor membership or activity in partisan political organizations.

Example of Candidates' Statement:

STATEMENT OF CANDIDATE FOR MEMBER, CITY COUNCIL	
City of Candidate	
JOHN/JANE DOE	AGE: 21
Occupation: Manager	
Education and Qualifications: I can bring to the office a diversity of viewpoints and experience. Born and raised in the San Francisco area, with my family still farming, I can appreciate the concerns of the environmentalists. On the other hand, having been in business since my undergraduate days at college, and with my experience in the rental and real estate field, I appreciate the practical housing choices and frustrations with high rental cost. As a Member of the City Council, I would balance the narrow spectrum of views that have dominated the Council the past four years. I advocate a program to protect our neighborhoods from increasing overcrowding and visual blight.	

The count (200 words) commences after "Education and Qualifications". Refer to Appendix B on page 26.

MISCELLANEOUS NOMINATION AND ELECTION INFORMATION

Insufficient nominees

Special Districts If the number of candidates is equal to or less than the number of vacancies to be filled within the particular district, the Registrar shall request the Board of Supervisors to appoint the candidates who have filed for nomination. If no person has filed for nomination, the Board of Supervisors shall appoint any qualified person. Appointees by the Board of Supervisors shall qualify and take office and serve exactly as if elected at the General Election. *Elections Code §10515 (b)*

School Districts If the number of candidates is equal to or less than the number of offices to be filled within a particular district, an election will not be held and the qualified person(s) shall be seated at the organizational meeting of the school district governing board.

If no person has filed for nomination, or if an insufficient number has filed for nomination, the governing board shall appoint any qualified person(s) at a meeting held prior to the day fixed for the election. Such appointees shall be seated at the organizational meeting of the school district governing board. *Education Code §5328 and §5328.5*

When Candidates take office

All candidates elected at any election may take office only after the election is certified and they have taken their oaths of office. For the November 2012 election, the deadline for the county elections official to certify the election is December 4, 2012.

After the election has been certified, candidates take office as follows:

Marin Municipal Water District candidates take office on January 7, 2013. *Water Code §71253; Govt. Code §24200* The Registrar of Voters will prepare the oaths and forward them to the District Manager, who will arrange to administer them on or before the date that the elected candidates take office.

Special District candidates take office at 12:00 noon on December 7, 2012 (Elections Code §10554). The Registrar of Voters will prepare the oaths and forward them to the District Managers, who will arrange to administer them on or before the date that the elected candidates take office.

School District candidates take office on December 7, 2012. The Registrar of Voters will forward the oaths of office to the district superintendents of schools who will arrange to administer them on or before the date that the elected candidates take office.

Ballot order of names

At 11:00 a.m. on August 16, 2012, the Secretary of State will conduct a random drawing of the letters of the alphabet. The resulting randomized alphabet will determine the order of candidates in the election. Each candidate will be placed on the ballot in the order that each of the letters of his/her surname was drawn in the drawing. For example, the placement of candidates with the surnames of Campbell and Carlson will depend on the order in which the letters M and R were drawn. *Elections Code §13112*

Statement of Economic Interests

All candidates are required to file a Statement of Economic Interests Form 700 disclosing certain financial interests. The Form 700 is issued with the nomination papers and must be filed together with the nomination papers. All candidates elected to office or appointed in lieu of an election are required to file the Form 700 WITHIN 30 days after assuming office. Failure to file will result in enforcement proceedings and possibly monetary fines.

This form is also filed annually with the local filing officer.

CAMPAIGN FINANCE

THIS SECTION PERTAINS TO CERTAIN CAMPAIGN FINANCE AND MISCELLANEOUS FILING REQUIREMENTS OF LOCAL CANDIDATES.

STATE CANDIDATES SHOULD CONTACT THE FAIR POLITICAL PRACTICES COMMISSION 866-275-3772 FOR ON-LINE FILING REQUIREMENTS AND OTHER STATE REGULATIONS.

FEDERAL CANDIDATES ARE NOT COVERED BY MOST OF THIS SECTION. THEY MUST CONTACT THE FEDERAL ELECTION COMMISSION 800-424-9530.

THE FOLLOWING SECTIONS MAY NOT APPLY TO GENERAL PURPOSE AND BALLOT MEASURE COMMITTEES. CONTACT THE ELECTION DEPARTMENT FOR DETAILS.

ALL CAMPAIGN FORMS ARE CONSIDERED PUBLIC DOCUMENTS AND ARE POSTED ONLINE.

IMPORTANT CONTACT INFORMATION

MARIN COUNTY REGISTRAR OF VOTERS

3501 Civic Center Dr, Room 121, San Rafael, CA
Phone: 415-499-6437
Mailing address: PO Box E, San Rafael, 94913
Fax: 415-499-6447
Email: danmiller@co.marin.ca.us

SECRETARY OF STATE – POLITICAL REFORM DIVISION

1500 11TH Street, Room 495
Sacramento, CA 95814
916-653-6224
www.sos.ca.gov/elections

FAIR POLITICAL PRACTICES COMMISSION

428 J Street, Suite 620
Sacramento, CA 95814
866-275-3772
www.fppc.ca.gov

REFER TO THE APPROPRIATE MANUALS FOR COMPREHENSIVE INFORMATION

HERE ARE A FEW OF THE BASICS:

- If you raise or spend funds you must file the Form 501 with the proper filing agency. You must deposit all funds into a campaign bank account. Never commingle contributions with funds from a personal account.
- You may open a campaign committee at any time, but you *must* do so once \$1000 is raised or spent by filing a Form 410 with the Secretary of State and the proper filing agency. Be sure to include your name, the office sought, and the year of the election in the title of the committee.
- Office holders with existing committees must re-designate the committee prior to the election period. Existing bank accounts and committees may not be used if the candidate is seeking election to a different office.
- Never accept \$100 or more in cash. For contributions of \$100 or more, including loans and in-kind contributions, you must disclose the contributor's name, address, occupation and employer. Maintain details on contributions and expenditures of \$25 or more. Refer to recordkeeping guidelines in your campaign disclosure manual.
- Except for mass mailings (more than 200 pieces) committee identification is not required by the Political Reform Act on most advertisements when it is paid for by a candidate in support of his or her own campaign. See Manual 2 for details.
- Candidates may not use campaign funds to make independent expenditures to support or oppose other candidates.
- Know the due dates for campaign statements and *file on time*. Filing late may result in monetary penalties. Failure to file will result in enforcement proceedings with the Fair Political Practices Commission.
- If \$1,000 or more is received from a single source during the last 16 days before the election, disclose receipt within 24 hours, even if the contribution is from your personal funds. This includes multiple contributions aggregating to \$1000 or more.
- Candidates should inquire about any local campaign finance restrictions. After the election all candidates have future filing obligations. See Manual 2 for the use and restrictions of surplus and campaign funds.

CANDIDATE CAMPAIGN FINANCE FORMS

FORM 501 – STATEMENT OF INTENT

Candidates for state or local office must file this form prior to solicitation or receipt of any contribution, or expenditure of personal funds used for the election. Exception: This form is not required if you will not solicit or receive contributions from other persons, and the only expenditures will be from your personal funds used for the filing fee and statement of qualification in the sample ballot. Candidates who file a Form 501 must establish a separate bank account with a financial institution in California, if they accept contributions. Please refer to Manual 2 for more information.

FORM 470 – CAMPAIGN STATEMENT

All candidates who have filed a Form 501 must file at least one campaign statement before the election. Candidates may file the Form 470 if they do not have a controlled committee, do not anticipate receiving contributions totaling \$1000 or more during the calendar year, and do not anticipate spending \$1000 or more during the calendar year. The Form 470 is filed once, by the first pre-election due date. If the \$1000 threshold is achieved, candidates must file the Form 470 Supplement, and establish a campaign committee. Please refer to Manual 2 for more information.

FORM 410 - STATEMENT OF ORGANIZATION

Candidates must use Form 410 to establish a campaign committee, no later than within 10 days after the committee has spent or received \$1000 or more. Form 410 is also used to amend changes to the committee, and termination of the committee. By establishing a committee, candidates are required to file periodic campaign statements until the committee is closed. All committees must file the Form 410 with the Secretary of State and their local filing agency. Please refer to Manual 2 for more information.

FORM 460 – RECIPIENT COMMITTEE CAMPAIGN STATEMENT

Candidate controlled committees are required to use Form 460 to report all campaign activity during scheduled semi-annual and pre-election periods. Statements must be completed fully and accurately, and filed on time per the filing schedule. Please refer to Manual 2 for more information.

FORM 497 – LATE CONTRIBUTION REPORT

A Late Contribution Report must be filed if a committee controlled by the candidate receives a contribution (including aggregated amounts) from a single source, or makes contributions, totaling \$1,000 or more to a candidate or primarily formed committee during the 16 days prior to the candidate's election.

Other reports may be required depending on the committee's activity. Please refer to Manual 2, or contact your local filing officer for more information.

CAMPAIGN FINANCE MISCELLANEOUS INFORMATION

CONTRIBUTION LIMITS

Contribution limits may vary between cities and districts. Please contact your local jurisdiction. At the time of this printing, the County of Marin does not regulate contribution limits.

COMMINGLING WITH PERSONAL FUNDS PROHIBITED

No contribution shall be commingled with the personal funds of the recipient or any other person. (Gov. Code §84307)

PROMPT REPORTING OF CONTRIBUTIONS

All contributions received by a person acting as an agent of a candidate shall be reported promptly to the candidate or any of his or her designated agents. All contributions received by a person acting as an agent of a committee shall be reported promptly to the committee's treasurer or any of his or her designated agents. "Promptly" as used in this section means not later than the closing date of any campaign statement the committee or candidate for whom the contribution is intended is required to file. (Gov. Code §84306)

LATE CONTRIBUTIONS

A candidate or committee who receives \$1,000 or more, and a candidate or committee that makes a "late contribution" during *THE LAST 16 DAYS BEFORE THE ELECTION*, must report within 24 hours by telegram, mailgram, any over night guaranteed delivery service or personal delivery (not by regular mail) to every place where the candidate or committee receiving the contribution is required to file campaign statements. Reports to our office may be sent by FAX (415) 499-6447.

PENALTIES FOR VIOLATIONS

If any person files an original statement or report after any deadline imposed by the Political Reform Act, he or she may be subject to a fine of \$10 per calendar day *beginning the day after the filing deadline* until the statement is filed. Fines are not to exceed the cumulative amount stated in the late statement, or \$100, whichever is greater. (Gov. Code §91013). Any person who intentionally or negligently violates any of the reporting requirements of the Act shall be liable in a civil action brought by the civil prosecutor or by a person residing within the jurisdiction for an amount not more than the amount or value not properly reported. (Gov. Code §91004)

INDEPENDENT EXPENDITURES

An independent expenditure is a payment for a communication that expressly advocates the support or opposition of a clearly defined candidate or ballot measure. Candidates may not make independent expenditures from their campaign committee to support or oppose other candidates.

CAMPAIGNING INFORMATION

DEFINITION OF "MASS MAILING"

"Mass mailing" means over two hundred substantially similar pieces of mail, but does not include a form letter or other mail, which is sent in response to an unsolicited request, letter or other inquiry. (Gov. Code §82041.5)

Solicitation letters, notices of fundraising events, newsletters sent by the candidate or committee, and other types of campaign literature are common types of mass mailings.

MASS MAILING

The sender of a mass mailing is the candidate or committee who pays for the largest portion of the mailing. The sender must be identified by name, address, and city on the outside of the mailing and on at least one insert. If the sender of the mass mailing is a single officeholder, candidate, or committee, the identification need only be shown on the outside of each piece of mail. If the sender is a controlled committee, the name of the person controlling the committee must also be included. A committee may use a post office box if its street address is a matter of record with the Secretary of State. It is not necessary to include the committee's identification number or the name of a committee treasurer or on the mailing.

Type size must be at least six points, printed in a color or typeface that contrasts with the background.

If two or more officeholders, candidates, or committees pay an equal share of the costs of the mailing, at least one of them must be identified on the outside of the mailing, and all of them must be identified on the inside.

In the case of a mass mailing paid for by one officeholder, candidate or committee on behalf of another candidate or committee (i.e., mass mailings that are in-kind contributions), the officeholder, candidate, or committee that pays for the mailing must be identified as the sender of the mailing.

A "slate mailer" is a mass mailing (more than 200 substantially similar pieces of mail sent in a calendar month) which supports or opposes a total of four or more candidates or ballot measures. Detailed slate mailer information can be found in Information Manual F.

ADVERTISING

Any paid political advertisement that refers to an election or candidate for an elective office and that is contained in or distributed with a newspaper must say "Paid Political Advertisement" in type at least one half the size type in the advertisement or 10 point roman type, whichever is larger. Such words shall be set apart from any other printed matter.

As used in this section "Paid Political Advertisement" shall mean and shall be limited to, published statements paid for by advertisers for purposes of supporting or defeating any person who has filed for an elective office. (Ref. Gov. Code §20008)

An advertisement as defined in Government Code section 84501 includes but is not limited to the following:

(1) Programming received by a television or radio; (2) A communication as described in subdivision (a) of Government Code section 84501 that is placed in a newspaper, periodical, or magazine of general circulation; (3) A telephone or facsimile message that is not solicited by the recipient and is intended for delivery in substantially similar form to 200 or more households; (4) A direct mailing that is not solicited by the recipient and is intended for delivery in substantially similar form to 200 or more households; (5) Posters, door hangers, and yard signs produced in quantities of 200 or more; (6) A billboard; (7) Campaign buttons 10 inches in diameter or larger, and bumper stickers 60 square inches or larger produced in quantities of 200 or more.

In addition to the exempted communications in subdivision (b) of Government Code section 84501, the following are not an "advertisement": (1) A small promotional item (e.g., pen, pin, etc.) upon which the disclosures required by Government Code sections 84503, 84506 and 84507 cannot be conveniently printed or displayed, wearing apparel, and skywriting; (2) A communication from an organization to its members, other than a communication from a political party to its members; (3) A web-based or Internet-based communication. (Gov. Code §18450.1)

In addition to any other penalty, any person who prints or otherwise duplicates, or causes to be printed or duplicated, a simulated ballot or simulated sample ballot that does not contain the statement required by Section 20009 or that uses an official seal or insignia in violation thereof, is guilty of a misdemeanor. (Gov. Code §18301)

ELECTIONEERING

No person, on election day, or at any time that a voter may be casting a ballot, shall, within 100 feet of a polling place or an elections official's office:

- (a) Circulate an initiative, referendum, recall, or nomination petition or any other petition.
- (b) Solicit a vote or speak to a voter on the subject of marking his or her ballot.
- (c) Place a sign relating to voters' qualifications or speak to a voter on the subject of his or her qualifications except as provided in Section 14240.
- (d) Do any electioneering.

As used in this section, "100 feet of a polling place or an elections official's office" means a distance 100 feet from the room or rooms in which voters are signing the roster and casting ballots. Any person who violates any of the provisions of this section is guilty of a misdemeanor. (El. Code §18370)

POLITICAL SIGNS

It shall be unlawful for any person, firm or corporation, or any agent or employee of any person, firm or corporation, to place, or cause to be distributed or placed upon or along any public highway, road, street, square, park, or other public place, or into or upon any private property or territory adjacent to any public highway, in the county of Marin, without the written consent of the owner' thereof, or his agent, or the occupant of said private property, by posting, sticking, tacking, affixing or placing to and upon fences, posts, trees, buildings, or other surface other than advertising structure any political card or circular or any advertising sheet or device of cloth, paper or cardboard bills, cards or posters, or tin signs, or matter whatever, designed or intended for advertising or making known in a general or promiscuous manner any business, occupation, profession, medical treatment, medicine, or the dealing or selling of any merchandise or thing whatsoever. Title 6, Chapter 6.48.010 (County Ordinance 209 §1, 1933)

The Elections Department strongly recommends that each candidate consult with the City Clerk in each of the cities in which you wish to place your signs. Each city may have its own unique sign policy. The following is a list of contacts for political signs:

COUNTY OF MARIN - Planning Department (Land Use Public and Private Property): **499-6269**

CITY OF BELVEDERE - City Clerk, **Leslie Carpentiers**: **435-8908**

TOWN OF CORTE MADERA - Planning Director, **Dan Bell**: **927-5064**

TOWN OF FAIRFAX - Senior Planner, **Linda Neal**: **453-1584**

CITY OF LARKSPUR - City Clerk, **Cynthia Huisman**: **927-5110**

CITY OF MILL VALLEY - Deputy City Clerk, **Kimberly Wilson**: **388-4033, ext. 102**

CITY OF NOVATO - City Clerk, **Sheri Hartz**: **899-8900**

TOWN OF ROSS - Town Clerk/Administrative Mgr., **Linda Lopez**: **453-1453, ext. 105**

TOWN OF SAN ANSELMO - Administrative Services Technician, **Joanne Kessel**: **258-4626**

CITY OF SAN RAFAEL - Public Works: **485-3355**

CITY OF SAUSALITO - City Clerk, **Debbie Pagliaro**: **289-4165**

TOWN OF TIBURON - Tiburon Planning Department: **435-7390**

CAMPAIGN FINANCE FILING SCHEDULE
LOCAL CANDIDATES, AND COMMITTEES PRIMARILY FORMED TO
 SUPPORT/OPPOSE BALLOT MEASURES OR CANDIDATES

JUNE 5, 2012 ELECTION

<u>Deadline</u>	<u>period covered</u>	<u>Form type</u>
<i>Jan 31, 2012</i>	<i>thru – 12/31/11</i>	<i>460 Semi-Annual</i>
<i>Mar 22, 2012</i>	<i>1/1/12 – 3/17/12</i>	<i>460 or 470 Pre-election</i>
<i>May 24, 2012</i>	<i>3/18/12 – 5/19/12</i>	<i>460 Pre-election</i>
<i>Within 24 hours (16 day report)</i>	<i>5/20/12 – 6/4/12</i>	<i>496 Late Independent Expenditure or 497 Late Contribution</i>
<i>July 31, 2012</i>	<i>5/20/12 – 6/30/12</i>	<i>460 Semi-Annual</i>
<i>Jan 31, 2013</i>	<i>7/1/12 – 12/31/12</i>	<i>460 Semi-Annual</i>

*Candidate Controlled committees for local offices use FPPC Manual 2; Primarily
 Formed committees for local offices/measures use FPPC Manual 3.*

NOVEMBER 6, 2012 ELECTION

<u>Deadline</u>	<u>period covered</u>	<u>Form type</u>
<i>Apr 30, 2012</i>	<i>1/1/12 – 3/31/12</i>	<i>460 Quarterly *Ballot Measure Committees</i>
<i>July 31, 2012</i>	<i>thru – 6/30/12</i>	<i>460 Semi-Annual</i>
<i>Oct 5, 2012</i>	<i>7/1/12 – 9/30/12</i>	<i>460 Pre-election</i>
<i>Oct 25, 2012</i>	<i>10/1/12 – 10/20/12</i>	<i>460 Pre-election</i>
<i>Within 24 hours (16 day report)</i>	<i>10/21/12 – 11/5/12</i>	<i>496 Late Independent Expenditure or 497 Late Contribution</i>
<i>Jan 31, 2013</i>	<i>10/21/12 – 12/31/12</i>	<i>460 Semi-Annual</i>

CAMPAIGN FINANCE FILING SCHEDULE
**STATE CANDIDATE CONTROLLED COMMITTEES AND COMMITTEES PRIMARILY
FORMED TO SUPPORT/OPOSE CANDIDATES FOR STATE OFFICES**

JUNE 5, 2012 ELECTION

<u>Deadline</u>	<u>period covered</u>	<u>Form type</u>
<i>Jan 31, 2012</i>	<i>thru – 12/31/11</i>	<i>460 Semi-Annual</i>
<i>Mar 22, 2012</i>	<i>1/1/12 – 3/17/12</i>	<i>460 Pre-election</i>
<i>May 24, 2012</i>	<i>3/18/12 – 5/19/12</i>	<i>460 Pre-election</i>
<i>Within 24 hours (16 day reports)</i>	<i>5/20/12 – 6/4/12</i>	<i>496 Late Independent Expenditure or 497 Late Contribution</i>
<i>Jul 31, 2012</i>	<i>5/20/12 - 6/30/12</i>	<i>460 Semi-Annual</i>

E-Files: Candidates for State Offices that have received contributions or made expenditures totaling \$25,000 or more must file electronically with the Secretary of State. Refer to FPPC Manual 1 for complete information.

NOVEMBER 6, 2012 ELECTION

<u>Deadline</u>	<u>period covered</u>	<u>Form type</u>
<i>Jul 31, 2012</i>	<i>5/20/12 – 6/30/12</i>	<i>460 Semi-Annual</i>
<i>Oct 5, 2012</i>	<i>7/1/12 – 9/30/12</i>	<i>460 Pre-election</i>
<i>Oct 25, 2012</i>	<i>10/1/12 – 10/20/12</i>	<i>460 Pre-election</i>
<i>Within 24 hours (16 day reports)</i>	<i>10/21/12 – 11/5/12</i>	<i>496 Late Independent Expenditure or 497 Late Contribution</i>
<i>Jan 31, 2013</i>	<i>10/21/12 – 12/31/12</i>	<i>460 Semi-Annual</i>

Appendix A: BALLOT DESIGNATION GUIDLINES

CA Election Code Section 13107, CA Administrative Code Sections 20710 - 20719

Basic Guidelines to Acceptable Ballot Designations

1. Is it true and accurate? Does it mislead?
2. Is it generic?
3. Is it neutral?
4. Is it how this person makes a living?

Format of Ballot Designation: No more than 3 words are allowed, however incumbents may use their elected title regardless of word limit. Ballot designations which exceed space allotted on the ballot are printed in a smaller typeface pursuant to California Elections Code 13107(a)(3).

Ballot Designation Worksheet: You must file a ballot designation worksheet that supports the use of your ballot designation at the same time you file your Declaration of Candidacy form. If you do not file a ballot designation worksheet, no designation will appear on the ballot. See worksheet sample on page 32. *EC § 13107.3*

Rejection of Ballot Designation: If your designation violates any of the restrictions set forth in the California Election Code, the Elections Office will be notify you by certified mail return receipt requested, addressed to your mailing address. If you do not provide an alternative designation within the time allowed, no designation will appear on the ballot. *EC § 13107 (c)(1)(2)*

Ballot Designation Categories:

1. **Elective Office Title:** Words describing an elective office title may be used **IF** the candidate holds the office at the time nomination documents are filed and the office was filled by a vote of the people.

EXAMPLE A: Governing Board Member

EXAMPLE B: Board Member, 123 School District

2. **Incumbent:** The word Incumbent may be used **IF** the candidate is seeking re-election to the same office and was elected to that office by a vote of the people or was appointed as a nominated candidate in lieu of an election. Incumbent must stand alone, and cannot be used in conjunction with any other words.
3. **Appointed Incumbent:** The words Appointed Incumbent must be used **IF** the candidate was appointed to the office (**other than a judicial office**) and is seeking election to that office. The word Appointed may also be used with the office title.

EXAMPLE A: Appointed Incumbent

EXAMPLE B: Appointed Board Member, 123 School District

Exception: Candidates appointed to office in lieu of an election do not have to use the word appointed.

Appendix A: BALLOT DESIGNATION - continued

4. Principal Occupation: No more than **three words** to either describe the current principal profession, vocation, or occupation of the candidate or the principal professions, vocations, or occupations of the candidate during the calendar year immediately preceding the filing of nomination documents.

EXAMPLE A: High School Teacher

EXAMPLE B: Attorney/Educator/Rancher

EXAMPLE C: CEO/Councilmember

5. Community Volunteer: A Community Volunteer shall constitute a valid principal vocation or occupation subject to the following conditions:

- a) A candidate's community volunteer activities constitute his or her principal profession, vocation or occupation.
- b) A candidate may not use the designation of "community volunteer" in combination with any other principal profession, vocation or occupation.
- c) A candidate is not engaged concurrently in another principal profession, vocation or occupation.

6. No Occupation Desired: If no ballot designation is requested, write the word "NONE" and place your initials in the space provided for ballot designation on the Declaration of Candidacy form.

"Retired" Designation: The following may be considered to judge the validity of the designation:

1. Prior to permanently retiring the candidate worked in his or her profession, vocation or occupation for more than 5 years.
2. The candidate is at least eligible to collect retirement benefits or vested pensions.
3. The candidate has reached at least the age of 55 years.
4. The candidate voluntarily left his or her last profession, vocation or occupation.
5. The candidate's retirement benefits provide the principal source of income.

Elective Office Designations:

Proposed ballot designations describing an elective office which the candidate holds at the time of filing as a position of leadership is improper. The description itself is acceptable.

ACCEPTABLE: California Assembly Speaker; Mayor Pro Tem

UNACCEPTABLE: Speaker of the California State Assembly; City of Orange Major Pro Tem

Multiple Designations:

A candidate may propose multiple professions, vocations or occupations as their ballot designation. The proposed designation must comply with the three word limitation, and must be separated by a slash (/). An example is Legislator/Rancher/Physician.

A candidate also may choose to include the name of his or her elective office with another profession, vocation or occupation provided the designation is limited to three words. Some acceptable examples are County Supervisor/Teacher, State Senator/Rancher.

Appendix A: BALLOT DESIGNATION - continued

Geographical Names:

California geographical names shall be considered as one word, and is limited to the names of cities, counties and states, i.e. **County of Sacramento**. The names of special districts and political subdivisions are not considered geographical, i.e. **Marin County Fire District**.

Unacceptable Designations - The elections official shall not accept a ballot designation if:

1. It would mislead the voter: The candidate may be required to provide evidence or documentation to support the requested designation.
2. It would suggest an evaluation of a candidate, such as outstanding, leading, expert, virtuous or eminent, best, exalted, prominent, advocate, activist, reformer, pro or anti. Other unacceptable examples that connote a status include taxpayer, patriot, citizen, renter, or presidential appointee.
3. It abbreviates the word "retired" or places it following any word(s) that it modifies.
4. It includes a word or prefix, such as "former" or "ex", which means a prior status. The only exception is the use of the word "retired".
5. It includes the name of any political party, whether or not it has qualified for the ballot.
6. It includes a word(s) referring to a racial, religious or ethnic group.
7. It refers to any activity that is prohibited by law.
8. It uses commercial or proper names such as IBM President or Director, Health Services. Generic descriptions should be used such as Computer Corporation President, or State Agency Director.

The following types of activities are distinguished from professions, vocations and occupations and are not acceptable as ballot designations:

Avocations; an occasional activity, diversion or hobby pursued principally for enjoyment and is in addition to the candidates principal profession, vocation or occupation.

Pro Forma Activities; positions which consume little of the candidate's time and may be voluntary or for which the candidate is not compensated. An example is honorary captain.

Statuses; a condition, social position or legal relation of the candidate to another person(s) or the community which is generic and generally fails to specifically identify the manner by which the candidate earns his or her living. Some examples include activist, patriot, taxpayer, veteran, reformer, scholar, husband, wife, and concerned citizen.

Appendix B: WORD COUNTING GUIDELINES FOR CANDIDATE STATEMENTS & BALLOT MEASURES

Elections Code Chapter 1 General Provisions, § 9

The following guidelines are used by the Registrar of Voter's office to count words on candidate statements, ballot measure text, ballot arguments and rebuttals. If the text exceeds the word limit specified, the author will be asked to delete words or change text until the statement conforms to the requirements.

The guidelines do not apply to ballot designations.

- 1) Punctuation marks are not counted.
- 2) Symbols such as & and # are not considered punctuation and each symbol is counted as one word.
- 3) Each word shall be counted as one word except as specified in this section.
- 4) Established geographical names such as states, counties, cities, towns are counted as one word; for example, City and County of San Francisco or Marin County. Two word examples are Bay Area or Northern California.
- 5) Abbreviations for a word, phrase, or expression are counted as one word. Acronyms are also counted as one word; for example UCLA, or U.S.M.C.
- 6) Hyphenated words that appear in any generally available standard reference dictionary, published in the United States at any time within the 10 calendar years immediately preceding the election are counted as one word; for example, attorney-at-law. Each part of all other hyphenated words shall be counted as a separated word.
- 7) Dates consisting of a combination of words and digits shall be counted as two words; for example, July 23, 1977. Dates consisting only of a combination of digits shall be counted as one word; for example, 7/21/89.
- 8) Any number consisting of a digit or digits shall be considered as one word. Any number which is spelled, such as "one," shall be considered as a separate word or words. "One" shall be counted as one word whereas "one hundred" shall be counted as two words. "100" shall be counted as one word.
- 9) Names of people such as Bill Russell are counted as two words.
- 10) Telephone numbers are counted as one word.
- 11) Internet web site addresses are counted as one word.

Appendix C: ESTIMATED COSTS
for the November 6, 2012 General Election

Candidates' Statement:

(The cost is based on 200 word count and number of registered voters in the district, subject to change as registered voter figures change.)

<u>Special Districts</u>	<u># of voters</u>	<u>cost of statement</u>	<u>w/Spanish translation</u>
Bolinas Fire Protection	975	\$155	\$410
Marin Healthcare	113,369	\$998	\$2096
Strawberry Recreation	2,593	\$168	\$436
Marin Resource Conservation	3,396	\$173	\$446
Marin Municipal Water			
Division 2	16,458	\$271	\$642
Division 5	20,172	\$299	\$698
Stinson Beach Water	465	\$152	\$404
<u>School Districts</u>			
Bolinas-Stinson Union School	1,445	\$159	\$418
Sausalito Marin City School	7,044	\$201	\$502
Petaluma Joint Union High School	215	\$150	\$400
<u>City of Sausalito</u>	4,990	\$185	\$470

State Assembly and U.S. Representative Primary election candidates who are on the ballot in the November General election may submit new candidate statements by August 10, 2012.
(250 word statement only)

	<u># of voters</u>	<u>cost of statement</u>	<u>w/Spanish translation</u>
<u>State and Federal Offices</u>	146,080	\$1,587.50	\$3,275

Miscellaneous information price list

MAPS

Precinct maps are available at \$15.00 each or \$60.00 for a set of four which includes the entire county. Each map is approximately 36" x 48".

VOTER FILES

Registered voter files are available on CD's. The cost is based on the number of registered voters of a given district:

- \$72 – countywide (voter registration over 100,001)
- \$48 – jurisdictions with registration of 50,001 to 100,000
- \$24 – jurisdictions with registration up to 50,000 voters

Contact the Elections Department for other services and products relating to voter information.

All prices presented under the Estimated Costs chapter are subject to change.