

LARRY HERRERA City Clerk ADMINISTRATIVE DIVISION

Monique De La Garza
Administrative Officer

**ELECTIONS BUREAU** 

Poonam Davis City Clerk Bureau Manager

LEGISLATIVE BUREAU

Merianne Nakagawa City Clerk Bureau Manager

August 10, 2010

HONORABLE MAYOR AND CITY COUNCIL City of Long Beach California

### **RECOMMENDATION:**

Receive and confirm the Mayor's designation of argument writers for City Measures submitted to voters for the Consolidated Special Municipal Election to be held on Tuesday, November 2, 2010.

### **DISCUSSION**

The Mayor, with the approval of the City Council, may designate a person, or association of persons, to write arguments either for or against or both for and against the adoption of any measure or proposition placed on the ballot.

In making such designation the Mayor shall designate one of the following:

- [1] The Mayor;
- [2] An elected officer of the City;
- [3] An association of citizens;
- [4] Appointive officer of the City; or
- [5] An individual voter.

### TIMING CONSIDERATIONS

Argument writer designations by the Mayor were not available at the time this letter was prepared, however, as soon as such designations are made, the names of the writers will be forwarded to the City Council and posted on-line as a part of the legislative file.

Designation and confirmation of argument writers by the above date is required so that direct arguments (not to exceed 300 words) can be submitted to the City Clerk Department by 4:30 p.m. on August 13, 2010.

Rebuttal arguments (not to exceed 250 words) will be due to the City Clerk Department August 23, 2010, by 4:30 p.m.

HONORABLE MAYOR AND CITY COUNCIL August 10, 2010 Page 2 of 2

The public examination period for direct arguments will begin August 14, 2010 to August 21, 2010, while the examination period for rebuttal arguments will be August 24, 2010, to September 1, 2010.

As may be required, all arguments will be submitted on official forms required by the Los Angeles County Registrar (See sample forms attached). Direct and rebuttal arguments will be published in the Official Sample Ballot that will be mailed to all City of Long Beach registered voters.

### **FISCAL IMPACT**

The estimated cost to consolidate four City measures on the Statewide General Election ballot is estimated to be \$508,000.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

LARRY HERRERA

CITY CLERK

**Attachments** 



### ARGUMENT AND REBUTTAL FORM

ELECTION DATE:		MEASURE I.D. (if any):			
JURISDICTION:					
(Please mark (x) in the appropriate box)					
	☐ Argument in Favor ☐ Rebuttal to Argument Against	☐ Argument Against ☐ Rebuttal to Argument in Favor			

Statements will be printed in uniform type, style and spacing. Use block paragraphs and single space format. Text submitted indented or centered will be typeset in block paragraph form. Entire statements in all capital letters are not acceptable. Indentations, circles, stars, dots, italics and/or bullets cannot be accommodated. However, you may use dashes/hyphens. Words to be printed in boldface type, underscored and/or CAPITALIZED are to be clearly indicated. Any combinations of enhanced words are counted as one word. The number of words/acronyms that are in boldface type, underscored and/or CAPITALIZED shall not exceed 30 words per document. All statements should be checked by the authors for spelling and punctuation as the elections official is not permitted to edit any material contained therein.

### ALL AUTHORS MUST SIGN ON THE REVERSE SIDE

Please type statements below in upper and lower case letters. Statement will be typeset in the Official Sample Ballot Booklet using DUTCH801 Rm BT font in 10 point size. However, statement can be submitted using any standard font.

## LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK

### DECLARATION BY AUTHOR(S) OF ARGUMENTS OR REBUTTALS

(Elections Code Section 9600)

All arguments concerning measures filed pursuant to Division 9 of the Elections Code shall be accompanied by the following declaration to be signed by each author of the argument/rebuttal. Names and titles listed will be printed in the Voter Information portion of the Official Sample Ballot Booklet in the order provided below.

The undersigned author(s) of the: ☐ Argument i		•	☐ Rebuttal to Argument Against ☐ Rebuttal to Argument in Favor
	El / tigament / tgamet		E Nobalta to Augumont in Fuvor
of ballot measure		at th	e
	(name and/or letter)		(title of election)
election for the	<del></del>		to be held on
		hereby sta	te that such argument is true and correct to the
(date)			
best of his/her/their knowledge and	belief.		
1. Prin	ted Name		Signature
1.			
Title to App	ear on Argument		Date
	· .		
Prin	ted Name		Signature
2. Prin	tou ranto		ogradio
Title to App	ear on Argument		Date
3. Prin	ted Name		Signature
Title to App	ear on Argument	···	Date
4. Prin	ted Name		Signature
Title to App	ear on Argument		Date
5. Prin	ted Name		Signature
<b>3</b> .			, i
Title to App	ear on Argument	<del></del>	Date
		· · · · · · · · · · · · · · · · · · ·	
IMPORTANT FILING INFORMA	ATION: I,		am the
designated filer of the above titled a		se notify me of an	y questions pertaining to this filing. Below is
my contact information.  Mailing Address:			E Mail Address:
		<del>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</del>	E-Mail Address:
Contact Numbers:	ime	Evening	Fax
		Lveimig	· · · · · · · · · · · · · · · · · · ·
OFFICE	E USE ONLY		Time Stamp
	Word	Counts	
NUMBER OF WORDS:			
NUMBER OF WORDS WITH BOLD FACE, I	ETC.:		
PROJECT CODE NUMBER:  ELECTION DEPUTY:			
ELECTION DEPOT.	1	1	

RF53 A&R,NevQ6



# AUTHORIZATION FOR ANOTHER PERSON TO SIGN REBUTTAL ARGUMENT

(Elections Code Sections 9167, 9317 & 9504)

l,			authorize	the person li	sted below to
(Print name o	of AUTHOR of the	ne Argument			
sign the rebuttal to the a	rgument	☐ in favor (Check	☐ against one)	Measure	(Letter)
for the					election to be
		(Jurisdiction)	<u>,,,, ,, ,, ,, ,, ,, ,, ,, ,, ,, ,, ,, ,</u>		
held on	· · · · · · · · · · · · · · · · · · ·				
	(Date)				
Any Author of the Argun	nent may be r	replaced with anot	ther author to sig	n the Rebutta	l.
	(Pi	rint name of Rebutt	al Author)	<del></del>	
***************************************	(S	ignature of Rebutta	al Author)		
Contraction of the Contraction o	(	Title to appear on F	Rebuttal)	<del></del>	
Signature of Argument A	Author:			Date:	·

Attach this form to the "Declaration by Authors Form" submitted with the Rebuttal Argument.

### **WORD COUNTING GUIDELINES**

(Elections Code Chapter 1 General Provisions, Section 9)

The following guidelines are used by the Registrar-Recorder/County Clerk's Office for counting words on candidate statements, ballot measure text, arguments, rebuttals and other types of enclosures. The guidelines do **not** apply to ballot designations for candidate contests. If the text exceeds the specified word limit, the author will be asked to delete words or change text until the enclosure conforms with requirements.

- PUNCTUATION MARKS are not counted. Symbols such as "&" (and), and "#"
   (number/pound) are not considered punctuation and each symbol is counted as one (1)
   word.
- 2. THE WORDS "I", "a", "the", "and", "an" are counted as individual words.
- 3. **GEOGRAPHICAL NAMES** such as countries, states, counties, cities, towns, or jurisdictions are counted as one (1) word.

EXAMPLE: "City of Los Angeles" = 1 word
"City and County of San Francisco" = 1 word

4. **ABBREVIATIONS** such as acronyms or abbreviations for a word, phrase, or expression are counted as one (1) word.

**EXAMPLE:** UCLA, PTA, USMC, LAPD, U.S.M.C.

5. **HYPHENATED WORDS** that appear in any generally available standard reference dictionary published in the U.S. at any time within the last 10 calendar years immediately preceding the election are counted as one (1) word.

**EXAMPLE**: Attorney-at-law

6. **DATES...** consisting of a combination of digits are counted as one (1) word.

**EXAMPLE:** 3/18 7/21/89

DATES... consisting of a combination of words and digits are counted as two (2) words.

**EXAMPLE:** July 21, 1983 18 June, 1987

7. **NUMERIC COMBINATIONS** are counted as one (1) word.

**EXAMPLE:** 1973 13 1/2 1971-73 5% 8/3/73 #14

8. **MONETARY AMOUNTS** consisting of a combination of digits are counted as one (1) word. **EXAMPLE:** \$1,000.00

**MONETARY AMOUNTS** consisting of a combination of words and digits are counted as two (2) words.

**EXAMPLE:** \$4 million

9. NAMES OF PERSONS AND THINGS are counted as individual words.

**EXAMPLE:** Gus Enwright (2 words)

L. A. Basketball Team (3 words)

10. TELEPHONE/FAX NUMBERS are counted as one (1) word.

**EXAMPLE:** 1-800-815-2666 1-562-462-2317

11. INTERNET WEB SITES/E-MAIL ADDRESSES are counted as one (1) word.

**EXAMPLE:** http://www.co.la.ca.us www.lavote.net http://www.lacounty.lnfo

# City of Long Beach Memorandum Working Together to Serve

### REQUEST TO ADD AGENDA ITEM

Date:

August 6, 2010

To:

Larry Herrera, City Clerk

From:

Larry Herrera, City Clerk

Subject:

Request to Add Agenda Item to Council Agenda of August 10, 2010

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Recommendation to receive and confirm Mayor's designation of argument writers for City Measures submitted to voters for the Consolidated Special Municipal Election to be held on Tuesday, November 2, 2010.

Council	Authorizing	
District	Councilmember	Signed by
4 <sup>th</sup>	Patrick O' Donnell	(Para)
2 No	SUJA LOWENTHAL	Suga Javottal
3~5,	Gamy DeLong	Gavy Leloner

Attachment: Staff Report dated August 10, 2010

CC: Office of the Mayor