



**CITY CLERK DEPARTMENT**  
*Long Beach, California*

**NB-29**

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.

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,

A handwritten signature in black ink, appearing to read "Larry Herrera", written in a cursive style.

LARRY HERRERA  
CITY CLERK

Attachments



## ARGUMENT AND REBUTTAL FORM

ELECTION DATE: \_\_\_\_\_ MEASURE I.D. (if any): \_\_\_\_\_

JURISDICTION: \_\_\_\_\_

(Please mark (x) in the appropriate box)

<input type="checkbox"/> Argument in Favor	<input type="checkbox"/> Argument Against
<input type="checkbox"/> Rebuttal to Argument Against	<input type="checkbox"/> 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.

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**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:

<input type="checkbox"/> Argument in Favor	<input type="checkbox"/> Rebuttal to Argument Against
<input type="checkbox"/> Argument Against	<input type="checkbox"/> Rebuttal to Argument in Favor

of ballot measure \_\_\_\_\_ at the \_\_\_\_\_  
(name and/or letter) (title of election)

election for the \_\_\_\_\_ to be held on \_\_\_\_\_  
(date) hereby state that such argument is true and correct to the

best of his/her/their knowledge and belief.

1.	_____ Printed Name _____ Title to Appear on Argument	_____ Signature _____ Date
2.	_____ Printed Name _____ Title to Appear on Argument	_____ Signature _____ Date
3.	_____ Printed Name _____ Title to Appear on Argument	_____ Signature _____ Date
4.	_____ Printed Name _____ Title to Appear on Argument	_____ Signature _____ Date
5.	_____ Printed Name _____ Title to Appear on Argument	_____ Signature _____ Date

**IMPORTANT FILING INFORMATION:** I, \_\_\_\_\_ am the designated filer of the above titled argument/rebuttal. Please notify me of any questions pertaining to this filing. Below is my contact information.

Mailing Address: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Contact Numbers: \_\_\_\_\_  
Daytime Evening Fax

**OFFICE USE ONLY**

Time Stamp

Word Counts

NUMBER OF WORDS:	
NUMBER OF WORDS WITH BOLD FACE, ETC.:	
PROJECT CODE NUMBER:	
ELECTION DEPUTY:	



**AUTHORIZATION FOR ANOTHER PERSON TO SIGN  
REBUTTAL ARGUMENT**  
(Elections Code Sections 9167, 9317 & 9504)

I, \_\_\_\_\_ authorize the person listed below to  
(Print name of **AUTHOR** of the Argument)

sign the rebuttal to the argument       in favor       against      Measure \_\_\_\_\_  
(Check one)      (Letter)

for the \_\_\_\_\_ election to be  
(Jurisdiction)

held on \_\_\_\_\_  
(Date)

Any Author of the Argument may be replaced with another author to sign the Rebuttal.

\_\_\_\_\_  
(Print name of Rebuttal Author)

\_\_\_\_\_  
(Signature of Rebuttal Author)

\_\_\_\_\_  
(Title to appear on Rebuttal)

Signature of Argument Author: \_\_\_\_\_ Date: \_\_\_\_\_

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





**City of Long Beach Memorandum**  
*Working Together to Serve*

## REQUEST TO ADD AGENDA ITEM

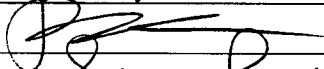
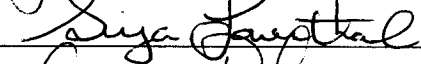
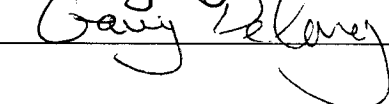
**Date:** August 6, 2010  
**To:** Larry Herrera, City Clerk  
**From:** Larry Herrera, City Clerk  
**Subject:** Request to Add Agenda Item to Council Agenda of August 10, 2010

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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 District	Authorizing Councilmember	Signed by
4 <sup>th</sup>	Patrick O'Donnell	
2 <sup>nd</sup>	SUJA LOWENTHAL	
3 <sup>rd</sup>	Garry DeLong	

Attachment: Staff Report dated August 10, 2010

CC: Office of the Mayor