



# County of Santa Clara Office of the Registrar of Voters

## BALLOT MEASURE PRIMARY ARGUMENT FORM

<p>This <b>Ballot Measure Primary Argument Form</b> must be submitted <u>for all ballot measure PRIMARY ARGUMENTS</u>, with required signatures and author information. The County of Santa Clara Office of the Registrar of Voters allows electronic submission of documents if the scanned copy is clear and readable. You may email your completed form and attach the primary argument in Microsoft Word version to <a href="mailto:candidateservices@rov.sccgov.org">candidateservices@rov.sccgov.org</a>. Any errors submitted on the form or primary argument will be printed in the County Voter Information Guide and/or ballot exactly as submitted. A proof will be sent to the primary filer for confirmation that it matches the argument as submitted—no other corrections will be accepted.</p> <p><a href="#">Assembly Bill 1416</a> was signed by the Governor and is effective as of January 1, 2023. This legislation allows primary argument signers to provide a list of individuals, associations, nonprofit organizations, or businesses that are signers or are listed within the text of the argument who support or oppose a ballot measure to be listed under the ballot label. If you wish to submit a list of supporters or opponents, please complete Section 4 on page 5 of this form by providing a list of names of the individuals, associations, nonprofit organizations, and/or businesses to be listed as supporters or opponents. A sample ballot label is provided on page 9, Section 6: Appendix C.</p>	<b>Office Use Only</b>
	Time/Date Stamp

Date of Election: \_\_\_\_\_

Jurisdiction: \_\_\_\_\_

Primary Argument due date (E-84): \_\_\_\_\_

Examination Period (E-83 to E-74): \_\_\_\_\_

Rebuttal Argument due date (E-77): \_\_\_\_\_

Examination Period (E-76 to E-67): \_\_\_\_\_

### SECTION 1: ARGUMENT INFORMATION

Measure Letter \_\_\_\_\_ (if available – letters will be assigned after 5:00 p.m. on E-88)

#### Select the Type of Argument you are Filing

Primary Argument in Favor / Proponent

Primary Argument Against / Opponent

## SECTION 2: AUTHOR INFORMATION

Declaration Related to Proponent/Opponent Primary Arguments  
(Elections Code §§ 9161, 9164, 9167, 9170, 9501, 9501.5, 9504, 9600)

**Please Select the Correct Line**

- I am an Author of the Proponent Primary Argument (noted above) for Measure \_\_\_\_ being submitted. I support this measure.  
 I am an Author of the Opponent Primary Argument (noted above) for Measure \_\_\_\_ being submitted. I oppose this measure.

## SECTION 3: ARGUMENT TEXT

### SUBMITTER SECTION

If there is a question or issue with a submission, the County of Santa Clara Office of the Registrar of Voters will contact the submitter. The submitter is the person who delivers the primary argument and supporting materials to the County of Santa Clara Office of the Registrar of Voters.

I am the **SUBMITTER** of the primary argument. My contact information for receiving the opposing author's primary argument is:

**Mailing Address:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**PLEASE ATTACH A COPY OF YOUR PRIMARY ARGUMENT TO THIS FORM  
AND FILL OUT THE APPROPRIATE SIGNER FORMS FOR EACH FILER OR SIGNER ON PAGES 3 AND 4**

The text of your primary argument will be printed exactly as submitted. Type your primary argument with the desired formatting. Ensure that your primary argument meets the legal word limit of 300 words. You may request that specific text is printed in bold, italic, or bold italic font type.

The County of Santa Clara Office of the Registrar of Voters uses standard typefaces, font sizes, headers, and bullets in all measure related documents.

**PLEASE REFER TO PAGE 7 - SECTION 6: APPENDIX A - FOR MEASURES FORMATTING GUIDELINES  
(FORMATTED INTO A STANDARD 2-COLUMN PER PAGE TEMPLATE)**

For any primary argument submitted on behalf of an organization or bona fide association of citizens, the "Primary Argument Signer Form" must be completed by a principal officer of the organization or bona fide association of citizens and the organization must submit one of the following:

- its articles of incorporation, articles of association, partnership documents, bylaws, or similar documents;
- letterhead containing the name of the organization and its principal officers; **OR**
- if the organization or association is a primarily formed committee established to support or oppose the measure, its statement of organization (FPPC Form 410) filed pursuant to Government Code § 84101.

**PLEASE NOTE:** If the primary argument is handwritten or a revision is unclear, the County of Santa Clara Office of the Registrar of Voters staff will interpret the handwritten information to the best of their abilities. That interpretation is final.

# PRIMARY ARGUMENT SIGNER FORM FOR **FILER / SIGNER ONLY**

The undersigned author of the attached primary argument hereby states that such primary argument is true and correct to the best of their knowledge and belief. **You may use as many copies of the FILER / SIGNER ONLY FORM as needed to cover every FILER / SIGNER.**

**PLEASE NOTE:** If the primary argument signer form is handwritten or a revision is unclear, the County of Santa Clara Office of the Registrar of Voters staff will interpret the handwritten information to the best of their abilities. That interpretation is final.

## FILER SECTION

I am the **FILER** of the primary argument:  Yes /  No

I am also a **SIGNER** of the primary argument:  Yes /  No

**I am a:**

Registered Voter in District /  Governing Board Member /  Principal Officer of the Organization Submitting the Argument

**My GENDER is:**

Masculine /  Feminine /  Androgynous or Non-binary /  Other: \_\_\_\_\_

My **SIGNING ORDER** on the Argument text to be published is:  1 /  2 /  3 /  4 /  5 *(please check one)*

My name as a **SIGNER** (signature to be printed with the primary argument) is:

\_\_\_\_\_  
*(do not include degrees or titles; print or type signature in upper- and lower-case)*

**TITLE OF SIGNER** (to be printed with the primary argument) is:

\_\_\_\_\_  
*(limited to one title only; do not include descriptors; print or type title in upper- and lower-case)*

**INDIVIDUALS** (where you are registered to vote)

Residential Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

*(personal contact information: street address, phone and email will be redacted prior to posting online)*

**GOVERNING BOARD MEMBERS AND PRINCIPAL OFFICERS**

Business Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

*(do not include personal contact information as business information is not redacted prior to posting online)*

**SIGNATURE**



Under penalty of perjury, I attest the above information meets the required criteria for an individual or for an organization or bona fide association of citizens for purposes of submitting an argument:

\_\_\_\_\_  
*(signatures will be redacted prior to posting online)*

# PRIMARY ARGUMENT SIGNER FORM FOR **SIGNER ONLY**

The undersigned author of the attached primary argument hereby states that such primary argument is true and correct to the best of their knowledge and belief. **You may use as many copies of the SIGNER ONLY FORM as needed to cover every SIGNER.**

**PLEASE NOTE:** If the primary argument signer form is handwritten or a revision is unclear, the County of Santa Clara Office of the Registrar of Voters staff will interpret the handwritten information to the best of their abilities. That interpretation is final.

## SIGNER SECTION

I am a **SIGNER ONLY** of the primary argument:  Yes /  No

My **GENDER** is:

Masculine /  Feminine /  Androgynous or Non-binary /  Other: \_\_\_\_\_

My **SIGNING ORDER** on the Argument text to be published is:  1 /  2 /  3 /  4 /  5 (*please check one*)

My name as a **SIGNER** (signature to be printed with the primary argument) is:

\_\_\_\_\_  
*(do not include degrees or titles; print or type signature in upper- and lower-case)*

My **TITLE** as a signer (to be printed with the primary argument) is:

\_\_\_\_\_  
*(limited to one title only; do not include descriptors; print or type title in upper- and lower-case)*

### INDIVIDUALS (where you are registered to vote)

Residential Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

*(personal contact information: street address, phone and email will be redacted prior to posting online)*

### GOVERNING BOARD MEMBERS AND PRINCIPAL OFFICERS

Business Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

*(do not include personal contact information as business information is not redacted prior to posting online)*

### SIGNATURE



Under penalty of perjury, I attest the above information meets the required criteria for an individual or for an organization or bona fide association of citizens for purposes of submitting an argument:

\_\_\_\_\_  
*(signatures will be redacted prior to posting online)*

## SECTION 4: LIST OF MEASURE SUPPORTERS OR OPPONENTS TO APPEAR ON THE BALLOT LABEL

To calculate the 125-character limit, **please count spaces between and before names, as well as the semicolons and spaces.** The list must be provided with the appropriate spacing for all names and titles to ensure translations into other languages read properly. Use the worksheet below to ensure your character count meets the required criteria.

**PLEASE REFER TO SECTION 6: APPENDIX B FOR GUIDELINES REGARDING SUPPORTERS AND OPPONENTS**

**PLEASE NOTE: SUPPORTERS AND OPPONENTS LISTS ARE ONLY SUBMITTED WITH THE PRIMARY ARGUMENT**

LIST OF NAMES *[check one]*:  Supporters **OR**  Opponents

LIST OF INDIVIDUALS, ASSOCIATIONS, NONPROFIT ORGANIZATIONS, AND/OR BUSINESSES	# of Characters	GENDER
_____;		<input type="checkbox"/> masculine / <input type="checkbox"/> feminine / <input type="checkbox"/> androgynous or non-binary <input type="checkbox"/> other: _____
_____;		<input type="checkbox"/> masculine / <input type="checkbox"/> feminine / <input type="checkbox"/> androgynous or non-binary <input type="checkbox"/> other: _____
_____;		<input type="checkbox"/> masculine / <input type="checkbox"/> feminine / <input type="checkbox"/> androgynous or non-binary <input type="checkbox"/> other: _____
_____;		<input type="checkbox"/> masculine / <input type="checkbox"/> feminine / <input type="checkbox"/> androgynous or non-binary <input type="checkbox"/> other: _____
_____;		<input type="checkbox"/> masculine / <input type="checkbox"/> feminine / <input type="checkbox"/> androgynous or non-binary <input type="checkbox"/> other: _____
<b>GRAND TOTAL</b> (not to exceed 125 characters including semi-colons and spaces between names and titles)		

**Every individual, association, nonprofit organization, or business listed as a supporter or opponent above MUST sign the consent form included in Section 5, page 6.**

**You may use as many copies of the consent form as needed to cover every supporter or opponent listed above.** If the list above or the consent forms do not meet the requirements of Elections Code § 9170, the elections official will require the proponent or submitter of the argument to resubmit supporting documentation by 5:00 p.m. on E-82 [Date: \_\_\_\_\_] to meet election related deadlines.

**Proponent's Initials:** \_\_\_\_\_ **I UNDERSTAND**, that if I am told that the list of supporters/opponents above and the related consent forms do not meet the requirements of Elections Code § 9170, and I do not resubmit the documents, only supporters or opponents who are verified as meeting the requirements of Elections Code § 9170 will be printed under the ballot label.

### REQUIREMENTS IF NO LIST OF SUPPORTERS OR OPPONENTS IS SUBMITTED

**FILL OUT THIS SECTION ONLY IF NO LIST WILL BE SUBMITTED**

If no list of supporters/opponents is provided by the proponents or opponents of the measure, or there are none that meet the requirements of Elections Code § 9170, "Supporters/Opponents" shall be followed by "None Submitted" on the ballot label.

Please indicate below that no list will be submitted, as applicable:

- A list of Supporters **will not be** submitted by the Proponents or Submitter of the argument in favor.
- A list of Opponents **will not be** submitted by the Proponents or Submitter of the argument against.

## SECTION 5: BALLOT LABEL SUPPORTER/OPPONENT CONSENT FORM

This page may be copied as many times as needed so that a consent form is submitted for every supporter or opponent. Every supporter or opponent must sign their own consent form, and that form must be included in your submission.

### SUPPORTER/OPPONENT CONSENT FORM

**Note:** if an individual uses the name of an association, nonprofit organization, or business in their title to be included in the list of supporters or opponents, a representative of that association, nonprofit organization, or business must complete this consent form. The individual supporter/opponent and the representative may be the same person if appropriate. If no representative of the organization or business completes this form, individuals may only use an honorific (e.g. "Dr.," "M.D.," "Ph.D.," or "Esquire") and no title that includes an organization or business name.

**\* Required information.**

This individual OR association, nonprofit organization, or business: \*

- 1)  Supports or  Opposes the measure.

*[If an association, nonprofit organization, or business is listed as a supporter/opponent on Page 5 or used in an individual's title on Page 5, please fill out the below as well as the above]*

This association, nonprofit organization, or business: \*

- 1)  Has been in existence for at least four years.  
2)  Was not originally created as a committee described in Government Code § 82013.

My **GENDER** is: \*

Masculine /  Feminine /  Androgynous or Non-binary /  Other: \_\_\_\_\_

My **SIGNING ORDER** on the Ballot text to be published is:  1 /  2 /  3 /  4 /  5 (please check one) \*

Full name of individual OR representative of association, nonprofit organization, or business \*(print or type) is: \*

\_\_\_\_\_

Phone Number (cell/direct) \_\_\_\_\_

Address \* \_\_\_\_\_

Email Address \_\_\_\_\_

Under penalty of perjury, I attest the above information is true and accurate to the best of my knowledge:

**SIGNATURE \*** 

\_\_\_\_\_

Date: \_\_\_\_\_

MEASURES FORMATTING GUIDELINES - (FORMATTED INTO A STANDARD 2-COLUMN PER PAGE TEMPLATE)

## NAMES AND TITLES

- Names (“signatures”) will be printed in the County Voter Information Guide (CVIG) exactly as submitted in the designated "Print Signature Name as it is to appear in the CVIG" location on the appropriate form. Educational degrees may not be submitted on the same line as the signature name.
- Signatures and titles should be submitted with grammatically correct upper- and lower-case letters—for example, for most names this means an upper-case letter at the beginning of each word of the name. If submitted otherwise (for example, in all upper-case or all lower-case letters), the signatures and titles will be re-formatted with grammatically correct upper- and lower-case letters.
- If not already included, appropriate punctuation will be added after initials, generational suffixes, and abbreviations.
- Titles will be printed as submitted, including typographical and spelling errors.
- Titles are limited to one title. Educational degrees or titles may not be submitted on the same line as the signature name. If the title is submitted with the name, it will be formatted correctly below the signature. If a title is already placed below the signature in the title field, the additional degree or title next to the name will not be printed at all.
- Dates, signatures, and titles submitted as centered or right justified will be reformatted as left justified.
- If all of the signatures for an argument do not fit into the same column, all the signatures along with the paragraph immediately preceding the signatures will be wrapped to the next column.

## TEXT

- Measure and argument text will be printed in a single-spaced, fully justified format, in a 10-point font size with all typographical and spelling errors as submitted.
- Typefaces vary depending upon language. For English, Spanish, and Tagalog, Arial Narrow is used. For Chinese, MingLiu is used. For Vietnamese, Arial Unicode MS is used. NOTE: The Vietnamese typeface is visually larger than other typefaces, so 10.5-point and 9.5-point sizes are used instead of 11-point and 10-point to make the text visually comparable to all other languages.
- Language-appropriate spacing will be implemented for punctuation. One space follows all punctuations for English, Spanish, Tagalog, and Vietnamese. For Chinese, no spaces are placed after punctuation.
- No spaces will be placed before or after hyphens, slashes, or em-dashes.
- Multiple spaces between words will be reduced to one space.
- Appropriate hyphenation may be added in order to split words between lines as needed for spacing.
- Indention is not used for paragraphs, bullets, numbered lists, or outlines.
- Headings are printed in ALL CAPS, **bold**, centered, in 11-point font size with upper and lower borders. Headings are standardized per the Elections Code: **MEASURE ' \_\_ ' ; COUNTY COUNSEL'S/CITY ATTORNEY'S IMPARTIAL ANALYSIS OF MEASURE ' \_\_ ' ; TAX RATE STATEMENT ; ARGUMENT IN FAVOR OF MEASURE ' \_\_ ' ; REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE ' \_\_ ' ; ARGUMENT AGAINST MEASURE ' \_\_ ' ; REBUTTAL TO ARGUMENT AGAINST MEASURE ' \_\_ ' .**
- Should only one argument, or no arguments, be filed, a notice that **NO ARGUMENT IN FAVOR OF/AGAINST MEASURE ' \_\_ ' WAS SUBMITTED** (whichever is appropriate) will be printed.
- Documents that do not fit into one column are wrapped to the next column with a "Continued" heading.
- Existing paragraphs, bullets, or numbered lists are indented in 0.25" increments.
- All bullets are displayed as solid black circles (•). Other bullets or symbols used as bullets—smiley faces, diamonds, stars, asterisks, dashes, etc.—will be replaced with a solid black circle.

## SECTION 6: APPENDIX B

### GUIDELINES FOR BALLOT LABEL LIST OF NAMES OF SUPPORTERS/OPPONENTS

1. No Supporters or Opponents may be a political party or a representative of a political party.
2. The list of Supporters or Opponents shall not exceed 125 characters in length (spaces, commas, semicolons, and any other character count toward the 125-character limit).
3. Each Supporter or Opponent on the list is separated by a semicolon.
4. An individual, association, nonprofit organization, or business shall not be listed unless they support or oppose the measure and meet the criteria specified in this form.
5. Names of nonprofit organizations or businesses on the list may be shortened by the use of acronyms, abbreviations, or by leaving out words in the entity's name.
6. Every Supporter or Opponent listed that is a nonprofit organization, a business, or an individual whose title includes a nonprofit organization or business, shall include a signed statement by a representative of the nonprofit organization or business, under penalty of perjury, that includes its name and business address and attests it meets the criteria: 1) association, nonprofit organization, or business supports or opposes the measure; 2) association, nonprofit organization, or business has been in existence for at least four years; and, 3) that it was not originally created as a committee under Government Code 82013.
7. For every Supporter or Opponent listed that is an individual, the proponents or opponents shall include a signed statement by the individual that includes the individual's name and address and attests that the individual supports or opposes the measure.
8. A representative of every association, nonprofit organization, or business that is listed as a supporter or opponent, or that is included in the title of an individual supporter or opponent, must submit with the list of supporters or opponents an attestation that the entity has been in existence for at least four years and was not originally formed as a committee under Government Code 82013.
9. Review the information above prior to the submittal and/or resubmittal of documents.
10. Within one week of receipt, a city elections official that administers city elections that received a list of supporters or opponents for inclusion on the ballot label of similar description, shall, after confirming compliance with the law, forward that list to the county elections official.
11. All submissions are viewable by the public.



**MEASURES SUBMITTED TO THE VOTERS  
MEDIDAS SOMETIDAS A LOS VOTANTES**

**CITY  
CIUDAD**

**CITY OF EVERYGREEN  
CIUDAD DE EVERGREEN**

**G** Shall the City Charter be amended to: expand the Independent Police Auditor's oversight, including review of officer-involved shootings and use of force incidents causing death or great bodily injury, review of department-initiated investigations against officers, and other technical amendments; increase the Planning Commission to 11 members with Council appointing one member from each Council District and one "at-large" member; and allow the Council to establish timelines for redistricting when Census results are late?

**Example List**

**Supporters:** John Doe, West-Valley C. Dist.; Mary Doe, League of Women's Voters; Steph Doe, CA Sports Assoc.; Mary Miller, Supt. Sup. Pack.

**Opponents:** John Doe, West-Valley C. Dist.; Mary Doe, League of Women's Voters; Steph Doe, CA Sports Assoc.; Mary Miller, Supt. Sup. Pack.