

# **COUNTY OF SONOMA**

## **CONSOLIDATED PRIMARY ELECTION JUNE 5, 2012**

## **CAMPAIGN GUIDE AND CALENDAR OF EVENTS**

**Party-Nominated Offices**  
**Central Committee – County Council**



# SONOMA COUNTY

Clerk-Recorder-Assessor

[www.sonoma-county.org/cra](http://www.sonoma-county.org/cra)

## REGISTRAR OF VOTERS DIVISION

P.O. Box 11485  
435 Fiscal Dr.  
Santa Rosa, CA 95406  
Tel: (707) 565-6800  
Toll Free (CA only):  
(800) 750-VOTE  
Fax: (707) 565-6843

*This handbook has been prepared to assist candidates, committees and members of the news media in preparing for the upcoming 2012 Consolidated Primary Election. This handbook is not intended to be all encompassing, but merely summarizes major provisions related to candidates and committees involved in elections in the County of Sonoma and the State of California.*

*While staff has attempted to be as informative as possible in compiling this information, and we appreciate the opportunity to address your questions not answered in this handbook, the law prohibits employees from answering questions of a legal nature. This handbook is not intended as a substitute for legal counsel. For your protection, we strongly urge you to consult an attorney.*

*For additional election-related information, feel free to contact our office Monday through Friday 8 a.m. to 5 p.m., except holidays. For dates that fall on a Saturday, Sunday, or holiday, use the next regular business day for transactions. Call us at (707) 565-6800, visit us at the Sonoma County Registrar of Voters Office, 435 Fiscal Drive, Santa Rosa, or write to us at P.O. Box 11485, Santa Rosa, CA 95406-1485.*

*Wishing you the best in 2012,*

JANICE ATKINSON,  
SONOMA COUNTY CLERK &  
REGISTRAR OF VOTERS

# IMPORTANT TELEPHONE NUMBERS

## SONOMA COUNTY REGISTRAR OF VOTERS

<b>General Information</b> .....	(707) 565-6800
Toll-free (within California) .....	(800) 750-8683
TDD (hearing impaired) .....	(707) 565-6888
Fax .....	(707) 565-6843
<b>Vote by Mail Division</b> .....	(707) 565-6806
(vote by mail ballot applications, information)	
<b>Campaign Disclosure Division</b> .....	(707) 565-6808
(financial disclosure statements, information)	
<b>Campaign Materials Division</b> .....	(707) 565-6818
(voter lists, maps, precinct information)	
<b>Candidate Filing Division</b> .....	(707) 565-6809
(filing requirements for office)	
<b>Voter Registration Division</b> .....	(707) 565-6800
(voter registration forms, information)	

## OFFICE OF THE SECRETARY OF STATE

<b>Elections Division</b> .....	(916) 657-2166
(general information, filing for state and federal offices)	
Fax .....	(916) 653-3214
<b>Political Reform Division</b> .....	(916) 653-6224
(committee ID number, termination)	

## FAIR POLITICAL PRACTICES COMMISSION

<b>Technical Assistance Division</b> (M-Th 9-11:30 a.m. and M-Tues 1:30-3:30 p.m.) .....	(866) 275-3772
(campaign disclosure, state contribution limits, conflict of interest disclosure)	
Fax .....	(916) 322-3711
<b>Enforcement Division</b> (M-Fri 8 a.m. - 5 p.m) .....	(866) 275-3772
(file complaint under Political Reform Act)	

## STATE FRANCHISE TAX BOARD .....

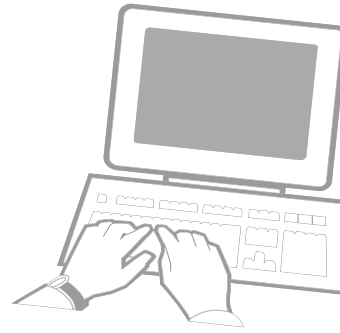
<b>Automated Information</b> .....	(800) 338-0505
(committee tax status, tax deductible contributions, charitable non-profit groups, general information)	

## FEDERAL ELECTION COMMISSION .....

(federal campaign disclosure, contributions from national banks, national corporations, foreign nationals)

## **WEBSITES OF INTEREST**

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### **vote.sonoma-county.org**

Provides information about the Sonoma County Registrar of Voters Office including the following: Voting Information, Registering to Vote, Political Party Affiliation, Facts for New Citizens, Services for Voters with Disabilities, Vote by Mail Information, Permanent Vote by Mail Information, Polling Places and Sample Ballots, Serving at the Polls, Student Precinct Officer Program, Campaign Materials and Costs, Election Results and Other Services.

### **vote.sonoma-county.org**

Election Night Results

## **E-MAIL ADDRESSES**

**Vote by Mail Information** ..... rov-absentee@sonoma-county.org  
**Voter Registration Information** ..... rov-voterreg@sonoma-county.org  
**Campaign Information** ..... rov-campaign@sonoma-county.org  
**Campaign Materials** ..... rov-materials@sonoma-county.org  
**Precinct Officer Information** ..... rov-polls@sonoma-county.org

## **HELPFUL CONNECTIONS**

**Secretary of State** ..... www.sos.ca.gov  
    Elections Division ..... www.sos.ca.gov/elections  
    Political Reform Division ..... www.sos.ca.gov/prd  
**Fair Political Practices Commission** ..... www.fppc.ca.gov  
**State Franchise Tax Board** ..... www.ftb.ca.gov  
**Internal Revenue Service** ..... www.irs.ustreas.gov  
**Federal Election Commission** ..... www.fec.gov  
**California Law** ..... www.leginfo.ca.gov



## WHO YOU GONNA CALL?

The Sonoma County Registrar of Voters Office appreciates notification of cases of alleged voter registration, petition or voter fraud; however, this office is **NOT** an enforcement agency and is therefore unable to investigate any violations.

In response to the many inquiries our office receives regarding possible election violations or fraud, following is a list of resources regarding whom to contact for the various types of violations:

- **False or misleading campaign materials** ▶ No agency enforcement; these issues are dealt with in court.
- **Violations of the Political Reform Act (Title 9 of the California Government Code §§81000-91014), i.e. mass mailing requirements, slate mailers, campaign disclosure, proper use of campaign funds, disclosure of economic interests** ▶ Contact your local district attorney at (707) 565-2311, or the appropriate city attorney for local candidates or measures, or the Fair Political Practices Commission at 1-866-275-3772 or [www.fppc.ca.gov](http://www.fppc.ca.gov).
- **Election fraud** ▶ Contact your local district attorney at (707) 565-2311, or the California Secretary of State at (916) 657-2166 or [www.sos.ca.gov](http://www.sos.ca.gov).
- **Unlawful use of public funds, violations of the Elections Code, the Penal Code, or any laws other than the Political Reform Act** ▶ Contact your local district attorney at (707) 565-2311, or the California State Attorney General at 1-800-952-5225 or [www.caag.state.ca.us](http://www.caag.state.ca.us).
- **Federal campaigns, e.g., U.S. Senate, House of Representatives, the President of the United States, etc.** ▶ Contact the Federal Election Commission at 1-800-424-9530 or [www.fec.gov](http://www.fec.gov).
- **Open meeting laws (Brown Act)** ▶ Contact your local district attorney at (707) 565-2311, or the California State Attorney General at 1-800-952-5225 or [www.caag.state.ca.us](http://www.caag.state.ca.us).
- **Local ordinances** ▶ Contact your local city attorney or local district attorney at (707) 565-2311.
- **Vandalism or requirements concerning campaign signs** ▶ Contact your local city attorney or local district attorney at (707) 565-2311.

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# OFFICES TO WHICH CANDIDATES ARE TO BE NOMINATED OR ELECTED AT THE CONSOLIDATED PRIMARY ELECTION

## VOTER-NOMINATED OFFICES

	Officeholder	Sponsors' Signatures	Filing Fees	In-Lieu Signatures
<b>Federal</b>				
U.S. Senator .....	*	65-100 .....	\$3480.00 .....	10,000 .....
<b>Federal (elected by district)</b>				
<b>U.S. Rep in Congress</b>				
2 <sup>nd</sup> District .....	*	40-60 .....	\$1740.00 .....	3,000 .....
5 <sup>th</sup> District .....	*	40-60 .....	\$1740.00 .....	3,000 .....
<b>State (elected by district)</b>				
<b>State Senate</b>				
3 <sup>rd</sup> District .....	*	40-60 .....	\$952.91 .....	3,000 .....
<b>Member of Assembly</b>				
2 <sup>nd</sup> District .....	*	40-60 .....	\$952.91 .....	1,500 .....
4 <sup>th</sup> District .....	*	40-60 .....	\$952.91 .....	1,500 .....
10 <sup>th</sup> District .....	*	40-60 .....	\$952.91 .....	1,500 .....

\*Due to reapportionment, the Secretary of State will determine the incumbent during the candidate filing period.

# OFFICES TO WHICH CANDIDATES ARE TO BE NOMINATED OR ELECTED AT THE CONSOLIDATED PRIMARY ELECTION

## PARTY-NOMINATED OFFICES

Party	No. of Seats	Sponsors' Signatures	Filing Fees	In-lieu Dem/Rep	Signatures Minor
<b>County Central Committee</b>					
<b>Democratic</b>					
1 <sup>st</sup> District .....	Elect 5 .....	20-40 .....	N/A .....	N/A .....	N/A
2 <sup>nd</sup> District .....	Elect 5 .....	20-40 .....	N/A .....	N/A .....	N/A
3 <sup>rd</sup> District .....	Elect 4 .....	20-40 .....	N/A .....	N/A .....	N/A
4 <sup>th</sup> District .....	Elect 4 .....	20-40 .....	N/A .....	N/A .....	N/A
5 <sup>th</sup> District .....	Elect 5 .....	20-40 .....	N/A .....	N/A .....	N/A
<b>Republican</b>					
1 <sup>st</sup> District .....	Elect 5 .....	20-40 .....	N/A .....	N/A .....	N/A
2 <sup>nd</sup> District .....	Elect 5 .....	20-40 .....	N/A .....	N/A .....	N/A
3 <sup>rd</sup> District .....	Elect 4 .....	20-40 .....	N/A .....	N/A .....	N/A
4 <sup>th</sup> District .....	Elect 5 .....	20-40 .....	N/A .....	N/A .....	N/A
5 <sup>th</sup> District .....	Elect 3 .....	20-40 .....	N/A .....	N/A .....	N/A
<b>American Independent</b> .....	**	20-40 .....	N/A .....	N/A .....	N/A
<b>Libertarian</b> .....	*	20-30 .....	N/A .....	N/A .....	N/A
<b>Peace &amp; Freedom</b> .....	***	20-30 .....	N/A .....	N/A .....	N/A
<b>County Council</b>					
<b>Green</b> .....	***	20-30 .....	N/A .....	N/A .....	N/A

IMPORTANT: Information above is subject to change pursuant to a recent court decision, a voter-approved initiative, and guidance from the Secretary of State's office available at [www.sos.ca.gov/elections/ccrov/pdf/s011/december/11138lf.pdf](http://www.sos.ca.gov/elections/ccrov/pdf/s011/december/11138lf.pdf). County central committees now have the option of not having the election of members appear on the June 5, 2012, Primary Election ballot. Instead, they are free to remove the selection of central committee members from the ballot entirely and develop an alternate method to elect their membership. Local Central Committees/County Councils have been asked to confirm their intention with the Sonoma County Registrar of Voters Office by 5 p.m. on January 23, 2012.

\*The Libertarian party has notified the Secretary of State's Office that they will not have a County Central Committee Election on June 5, 2012.  
 \*\*The Secretary of State will compute the number to be elected for the American Independent Party not later than 125 days before the Primary Election.

\*\*\*The county elections official will compute the number to be elected for the Green, Libertarian, and Peace and Freedom Parties, not later than 115 days before the Primary Election, if the election of members is to be by supervisorial or Assembly district.



**OFFICES TO WHICH CANDIDATES ARE TO BE NOMINATED OR ELECTED  
AT THE CONSOLIDATED PRIMARY ELECTION**

**NONPARTISAN OFFICES**

	Officeholder	Sponsors' Signatures	Filing Fees	In-Lieu Signatures
<b>JUDICIAL</b>				
Office #1 .....	Averill.....	20-40 .....	\$1787.89...	7,152
Office #2 .....	Daum .....	20-40 .....	\$1787.89...	7,152
Office #3 .....	Bertoli .....	20-40 .....	\$1787.89...	7,152
Office #4 .....	Ottenweller .....	20-40 .....	\$1787.89...	7,152
Office #5 .....	LaForge .....	20-40 .....	\$1787.89...	7,152
Office #6 .....	DeMeo.....	20-40 .....	\$1787.89...	7,152
<b>COUNTY (elected by district)</b>				
<b>Supervisor</b>				
1 <sup>st</sup> District .....	Brown.....	20-40 .....	\$1340.97...	5,364
3 <sup>rd</sup> District .....	Zane .....	20-40 .....	\$1340.97...	5,364
5 <sup>th</sup> District .....	Carrillo .....	20-40 .....	\$1340.97...	5,364

## SUMMARY— CANDIDATE QUALIFICATIONS AND INFORMATION ON VOTER-NOMINATED OFFICES TO BE VOTED ON AT THE JUNE 5, 2012 CONSOLIDATED PRIMARY ELECTION

Office <sup>1</sup>	Term	Term Begins	Qualifications
<b>U.S. Senator</b> .....	6 yrs	January 3 <sup>rd</sup> following election, at noon.	At least 30 years of age, citizen of the U.S. for at least 9 years, inhabitant of the state when elected.
<b>U.S. Rep in Congress</b> .....	2 yrs	January 3 <sup>rd</sup> following election, at noon.	At least 25 years of age, citizen of the U.S. for at least 7 years, inhabitant of the state when elected.
<b>State Senator</b> .....	4 yrs	1 <sup>st</sup> Monday in December following election.	Citizen of the U.S., registered voter in the district at the time nomination papers are issued <sup>2</sup> . May not serve in the same office for more than 2 terms.
<b>Member of Assembly</b> .....	2 yrs	1 <sup>st</sup> Monday in December following election.	Citizen of the U.S., registered voter in the district at the time nomination papers are issued <sup>2</sup> . May not serve in the same office for more than 3 terms.

<sup>1</sup>A candidate for a voter-nominated office may indicate his or her party preference, or lack of party preference, as disclosed upon the candidate's most recent statement of registration, upon his or her declaration of candidacy. If a candidate indicates his or her party preference on his or her declaration of candidacy, it shall appear on the primary and general election ballot in conjunction with his or her name. The candidate's designated party preference on the ballot shall not be changed between the primary and general election. A candidate for voter-nominated office may also choose not to have the party preference disclosed upon the candidate's most recent affidavit of registration indicated upon the ballot. A candidate designating a party preference shall not be deemed to be the official nominee of the party designated as preferred by the candidate. A candidate's designation of party preference shall not be construed as an endorsement of that candidate by the party designated. The party preference designated by the candidate is shown for the information of the voters only and may in no way limit the options available to voters. Regardless of whether or not a candidate for a voter-nominated office chooses to indicate his or her party preference to be printed on the ballot, he or she shall provide his or her party preference history for the preceding ten years on the Declaration of Candidacy.

<sup>2</sup>Article IV, Section 2(c), of the California Constitution requires one year residency in the legislative district and three years residency in California; however, it is the legal opinion of the Secretary of State's Office that these provisions violate the U.S. Constitution and are unenforceable.

**SUMMARY— CANDIDATE QUALIFICATIONS AND INFORMATION ON  
PARTY-NOMINATED OFFICES TO BE VOTED ON AT THE  
JUNE 5, 2012 CONSOLIDATED PRIMARY ELECTION**

Office <sup>1</sup>	Term	Term Begins	Qualifications
Central Committee Member .....	2 yrs	Organizational Meeting	Resident of the district, registered voter qualified to vote for that office when nomination papers are issued and continuously throughout that term of office.

<sup>1</sup>No Declaration of Candidacy for membership on a county central committee shall be filed by a candidate unless (1) at the time of presentation of the declaration and continuously for not less than three months immediately prior to that time, or for as long as he has been eligible to register to vote in the state, the candidate is shown by his affidavit of registration to be affiliated with the political party the nomination of which he seeks, and (2) the candidate has not been registered as affiliated with a qualified political party other than that political party the nomination of which he seeks within 12 months, or, in the case of an election governed by Chapter 1 (commencing with Section 10700) of Part 6 of Division 10, within three months immediately prior to the filing of the declaration.

**SUMMARY— CANDIDATE QUALIFICATIONS AND INFORMATION ON  
NONPARTISAN OFFICES TO BE VOTED ON AT THE  
JUNE 5, 2012 CONSOLIDATED PRIMARY ELECTION**

Office	Term	Term Begins	Qualifications
<b>Judge of the Superior Court</b> .....	6 yrs	1 <sup>st</sup> Monday after January 1 <sup>st</sup> following election.	Citizen of the U.S., registered voter, member of the State Bar for 10 years immediately preceding the election, or have served as judge of a California court of record for 10 years immediately preceding the election.
<b>County Supervisor</b> .....	4 yrs	1 <sup>st</sup> Monday after January 1 <sup>st</sup> following election, at noon.	Registered voter of the district which he or she seeks to represent for at least 30 days immediately preceding the deadline for filing nomination documents, and shall reside in the district during incumbency.

# CANDIDATE QUALIFICATIONS AND REQUIREMENTS

## Party-Nominated Offices — Consolidated Primary Election Member, County Central Committee

### Member, County Council

#### TERM OF OFFICE

County Central Committee and County Council Members are elected at each direct primary election and serve until their successors are elected and qualify (2 year terms).

E.C. §§7225, 7420, 7670, 7750

#### QUALIFICATIONS

A candidate for County Central Committee/County Council shall:

- be a citizen of the United States; and
- be a registered voter of the jurisdiction; and
- be qualified to vote for that office when nomination papers are issued, and continuously throughout the term of office; and
- be registered with the political party whose nomination he or she is seeking for not less than three months immediately prior to the time the Declaration of Candidacy is presented to the county elections official or, if eligible to register for less than three months, for as long as he or she has been eligible to vote in California; and
- not have been registered as affiliated with any other qualified political party within twelve months immediately prior to filing the Declaration of Candidacy.

E.C. §§7209, 7214, 7215, 7407, 7412, 7413, 7654, 7659, 7660, 7852, 7854, 7855, 8001

#### NUMBER TO BE ELECTED

Political Party	Dist 1	Dist 2	Dist 3	Dist 4	Dist 5
Democratic .....	5	5	4	4	5
Republican .....	5	5	4	5	3
American Independent Green *Libertarian Peace & Freedom	Not later than 125 days before the Primary Election, the Secretary of State shall compute the number of American Independent Central Committee members to be elected in each county and not later than 115 days before the Primary Election the elections official shall compute the number of Green, Libertarian, and Peace & Freedom Central Committee/County Council members to be elected.				

E.C. §§7671, 7751, 7771

#### FILING FEE

There is no filing fee for the office of Member, County Central Committee or County Council.

#### NOMINATION DOCUMENTS AND PROCEDURES

**DECLARATION OF CANDIDACY** ▶ Each candidate is required to file a Declaration of Candidacy between February 13, 2012 and March 9, 2012. The Declaration shall be obtained from, and delivered to, the county elections official of the county in which the candidate resides and is a voter. The Declaration of Candidacy must be executed in the office of the elections official unless the candidate, in a written statement signed and dated by the candidate, designates a third party to obtain the Declaration from the county elections official and deliver it to the candidate. Such written statement shall state that the candidate is aware the Declaration must be properly executed and delivered not later than the close of business on March 9, 2012.

\*The Libertarian party has notified the Secretary of State's Office that they will not have a County Central Committee Election on June 5, 2012

**Qualification and Requirements – Party-Nominated Offices  
Member, County Central Committee and County Council**

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**NOMINATION PETITION** ▶ Each candidate for Member, County Central Committee or County Council is required to file a Nomination Petition between February 13, 2012 and March 9, 2012. Democratic, Republican and American Independent candidates must obtain at least 20 and no more than 40 signatures; \*Libertarian, Peace & Freedom and Green Party candidates must obtain at least 20 and no more than 30 signatures. Signers for candidates for all parties must be registered voters in the district or political subdivision and be affiliated with the political party of the office the candidate is seeking. Each section of the Nomination Petition shall be delivered to the county elections official of the county where circulated, not later than the close of business on March 9, 2012. There is no extension of the filing period for County Central Committee or County Council offices.

E.C. §§7227, 7422, 7672, 7772, 7776, 8020, 8062, 8068

**VOLUNTARY CODE OF FAIR CAMPAIGN PRACTICES** ▶ At the time an individual files his or her Declaration of Candidacy, Nomination Petition, or any other paper evidencing an intention to be a candidate for public office, the county elections official shall give the individual a copy of the Code of Fair Campaign Practices and a copy of the provisions of Ch. 5, Div. 20 of the Elections Code.

E.C. §20440

**CAMPAIGN FILING OBLIGATIONS**

**FORM 470–Officeholder/Candidate Campaign Statement–Short Form** ▶ Candidates for office who expect to receive or spend less than \$1,000 during the election and who do not have a controlled committee may file a Form 470 with their Declaration of Candidacy (or no later than the filing deadline for the first pre-election campaign statement).

G.C. §84206(a), (b)

**FORM 470–Supplement** ▶ Any candidate who files a Form 470 and who subsequently has \$1,000 or more in receipts and/or expenditures prior to his/her election must send a notice to the Secretary of State, the local filing officer, if any, **and to all candidates for the same office**. This notice must be sent **within 48 hours**. Detailed information concerning the notice required is included on the Supplemental Form 470.

G.C. §84206(c)

\*The Libertarian party has notified the Secretary of State’s Office that they will not have a County Central Committee Election on June 5, 2012.

## MEMBER

### County Central Committee and County Council Summary Information

#### IMPORTANT!!!



#### FILING FEES

There are no filing fees for these offices.



#### NOMINATION SIGNATURES

Member, County Central Committee

Democratic, Republican, American Independent 20 – 40

\*Libertarian, Peace & Freedom 20 – 30

Member, County Council

Green 20 – 30



**02/13/12\*\* - 03/9/12**

**Filing Period** for Nomination Documents  
(There is no extension of the filing period.)



#### ALL CANDIDATES MUST FILE:

1. Declaration of Candidacy
2. Ballot Designation Worksheet
3. Nomination Petition
4. Campaign Statement<sup>1</sup>

\*The Libertarian party has notified the Secretary of State's Office that they will not have a County Central Committee Election on June 5, 2012.

\*\*For dates that fall on a Saturday, Sunday or holiday, use next regular business day for transactions.

**NOTE:** This summary of qualifications and requirements is for general information only and does not have the force and effect of law, regulation or rule. In case of conflict, the law, regulation or rule will apply. The candidate should obtain the most up-to-date information available because of possible changes in law or procedure since the publication of this information.

<sup>1</sup>Officeholders and candidates who do not expect to receive or spend \$1,000 or more during the calendar year may file an Officeholder/Candidate Campaign Statement Short Form 470. If the Form 470 is filed with the Declaration of Candidacy or on or before the deadline for the first campaign statement required for the calendar year, no additional campaign statements need be filed for that year as long as total contributions and expenditures remain less than \$1,000.

**PROVISIONS OF THE CODE OF FAIR CAMPAIGN PRACTICES**  
**as found In Chapter 5 of Division 20 of the**  
**California Elections Code**

**Chapter 5. Fair Campaign Practices**

**Article 1. General Intent**

**20400.** *The Legislature declares that the purpose of this chapter is to encourage every candidate for public office in this state to subscribe to the Code of Fair Campaign Practices.*

*It is the ultimate intent of the Legislature that every candidate for public office in this state who subscribes to the Code of Fair Campaign Practices will follow the basic principles of decency, honesty, and fair play in order that, after vigorously contested, but fairly conducted campaigns, the citizens of this state may exercise their constitutional right to vote, free from dishonest and unethical practices which tend to prevent the full and free expression of the will of the voters.*

*The purpose in creating the Code of Fair Campaign Practices is to give voters guidelines in determining fair play and to encourage candidates to discuss issues instead of untruths or distortions.*

**Article 2. Definitions**

**20420.** *As used in this chapter, "Code" means the Code of Fair Campaign Practices.*

**Article 3. Code of Fair Campaign Practices**

**20440.** *At the time an individual is issued his or her declaration of candidacy, nomination papers, or any other paper evidencing an intention to be a candidate for public office, the elections official shall give the individual a blank form of the code and a copy of this chapter. The elections official shall inform each candidate for public office that subscription to the code is voluntary.*

*In the case of a committee making an independent expenditure, as defined in Section 82031 of the Government Code, the Secretary of State shall provide a blank form and a copy of this chapter to the individual filing, in accordance with Title 9 (commencing with Section 81000) of the Government Code, an initial campaign statement on behalf of the committee.*

**20441.** *The Secretary of State shall print, or cause to be printed, blank forms of the code. The Secretary of State shall supply the forms to the elections officials in quantities and at times requested by the elections officials.*

**20442.** *The elections official shall accept, at all times prior to the election, all completed forms that are properly subscribed to by a candidate for public office and shall retain them for public inspection until 30 days after the election.*

**20443.** *Every code subscribed to by a candidate for public office pursuant to this chapter is a public record open for public inspection.*

**20444.** *In no event shall a candidate for public office be required to subscribe to or endorse the code.*



# CAMPAIGN LITERATURE

## Mass Mailing

Definition of Mass Mailing: Mass mailing means over two hundred (200) 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.

G.C. §82041.5

NOTE: If you are planning any type of mass mailing, please contact the post office in advance for specific postal regulations.

## Mass Mailing Requirements

a) Except as provided in subdivision (b), no candidate or committee shall send a mass mailing unless the name, street address, and city of the candidate or committee are shown on the outside of each piece of mail in the mass mailing and on at least one of the inserts included within each piece of mail of the mailing in no less than 6-point type which shall be in a color or print which contrasts with the background so as to be easily legible. A post office box may be stated in lieu of a street address if the organization's address is a matter of public record with the Secretary of State.

b) If the sender of the mass mailing is a single candidate or committee, the name, street address, and city of the candidate or committee need only be shown on the outside of each piece of mail.

c) If the sender of a mass mailing is a controlled committee, the name of the person controlling the committee shall be included in addition to the information required by subdivision (a).

G.C. §84305

## Mass Mailing Prohibitions

No newsletter or other mass mailing shall be sent at public expense.

G.C. §89001

## Political Advertising Requirements — Newspapers

Any paid political advertisement that refers to an election or to any candidate for state or local elective office and that is contained in or distributed with a newspaper, shall bear on each surface or page thereof, in type or lettering at least half as large as the type or lettering of the advertisement or in 10-point roman type, whichever is larger, the words "Paid Political Advertisement." The 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 state or local office.

E.C. §20008

## CAMPAIGN LITERATURE, CONT.

### Simulated Ballot Requirements

a) Every simulated ballot or simulated sample ballot shall bear on each surface or page thereof, in type or lettering at least half as large as the type or lettering of the statement or words or in 10-point roman type, whichever is larger, in a printed or drawn box and set apart from any other printed matter, the following statement:

---

“NOTICE TO VOTERS  
“(Required by Law)”

“This is not an official ballot or any official sample ballot prepared by the county elections official, or the Secretary of State.

“This is an unofficial, marked ballot prepared by (insert name and address of the person or organization responsible for preparation thereof).”

Nothing in this section shall be construed to require this notice in any editorial or other statement appearing in a regularly published newspaper or magazine other than a paid political advertisement.

b) No simulated ballot or simulated sample ballot referred to in subdivision (a) shall bear any official seal or the insignia of any public entity, nor shall that seal or insignia appear upon the envelope in which it is mailed or otherwise delivered.

c) The superior court, in any case brought before it by any registered voter, may issue a temporary or permanent restraining order or injunction against the publication, printing, circulation, posting, or distribution of any matter in violation of this section, and all cases of this nature shall be in a preferred position for purposes of trial and appeal, so as to assure the speedy disposition thereof.

E.C. §20009

### Truth in Endorsements Law

a) provides information regarding restrictions on endorsements, representation requirements, etc. A copy is available in the California Elections Code which can be viewed at [www.leginfo.ca.gov/calaw](http://www.leginfo.ca.gov/calaw).

E.C. §§20000-20010

### Electioneering Near Polling Place

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.

E.C. §18370

## CAMPAIGN POSTERS AND SIGN PLACEMENTS

- **CITY OF SANTA ROSA:** (707) 543-3015..... **TERRI GRIFFIN, CITY CLERK**  
 Permit required. Applications available ..... 60 days prior to and 15 days after  
 at the City Community Development Dept ..... the date of the election  
 Private property only; must have property owner’s  
 permission. Signs may not exceed 16 sq. ft. in area  
 and, if detached, more than 9 ft. in height.
- **CITY OF CLOVERDALE:** (707) 894-1701 ..... **NINA REGOR, CITY CLERK**  
 Must have property owner's permission; ..... 30 days prior to and 7 days after  
 Private property only ..... the date of the election  
 Signs may not exceed 16 square feet in sign area
- **CITY OF COTATI:** (707) 665-3622..... **TAMI TAYLOR, DEPUTY CITY CLERK**  
 Private property only; must have property owner’s ..... 60 days prior to and 10 days after  
 permission. 12 sq. feet total (front & back) on ..... the date of the election  
 residential; 20 sq. feet (front & back) nonresidential
- **CITY OF HEALDSBURG:** (707) 431-3317 ..... **MARIA CUIEL, CITY CLERK**  
 Must have property owner's permission; ..... 90 days prior to and 15 days after  
 Private property only ..... the date of the election
- **CITY OF PETALUMA:** (707) 778-4360 ..... **CITY COMMUNITY DEVELOPMENT DEPARTMENT**  
 Contact City Community Development Dept. ....(707) 778-4301  
 for information ..... 90 days prior to and 15 days after  
 the date of the election
- **CITY OF ROHNERT PARK:** (707) 588-2226 ..... **CITY PLANNING DEPARTMENT**  
 Must have property owner's permission; ..... 90 days prior to and 10 days after  
 Private property only ..... the date of the election
- **CITY OF SEBASTOPOL:** (707) 823-1153 ..... **MARY GOURLEY, CITY CLERK**  
 Must have property owner's permission;..... No specific guidelines established for  
 Private property only ..... posting, remove after the election
- **CITY OF SONOMA:** (707) 933-2206 ..... **CITY PLANNING DEPARTMENT**  
 No signs or posters on public property or ..... Signs must be removed within ten days  
 utility poles. Must obtain permission from ..... after election  
 property owner to post on private property.  
 Signs may not exceed 8 square feet
- **TOWN OF WINDSOR:** (707) 838-1021..... **TOWN PLANNING DEPARTMENT**  
 Private property only; must have property owner’s..... 45 days total  
 permission; Permit and fee required. 32 sq. feet  
 residential, 4' in height; 64 sq. feet non-residential,  
 6' in height. Contact Planning Department to obtain  
 permit
- **COUNTY OF SONOMA:** (707) 565-1900..... **COUNTY PLANNING DEPARTMENT**  
 Must obtain permission from the Planning ..... 90 days prior to and 20 days after  
 Department for unincorporated areas, no..... the date of the election  
 closer to road than the property lines

The above information is correct to the best of our knowledge. For additional information or any recent changes or amendments to city ordinances, contact the appropriate city clerk’s office. On state roadways, *Statements of Responsibility* are required to be filed with the State Department of Transportation.

**DEPARTMENT OF TRANSPORTATION**

DIVISION OF TRAFFIC OPERATIONS  
Outdoor Advertising Branch  
1120 N STREET, MAIL STATION 36  
P.O. BOX 942873  
SACRAMENTO, CA 94274-0001  
(916) 654-5147  
TDD 1-916-653-4086  
FAX (916) 653-6080



Dear Candidate or Committee Member:

As a candidate or campaign worker for either an office or a ballot measure, this reminder about State law governing campaign signs should be helpful to you.

Section 5405.3 of the State Outdoor Advertising Act authorizes the placing of “temporary political signs” separate and apart from the normal outdoor advertising display controls. No such political signs, however, may be placed within the right-of-way of any highway or within 660 feet of the edge of and visible from the right-of-way of a landscaped freeway.

**TEMPORARY POLITICAL SIGNS ARE SIGNS WHICH MEET THE FOLLOWING CRITERIA:**

- A. Encourages a particular vote in a scheduled election.
- B. Is placed not sooner than 90 days prior to the scheduled election and is removed within 10 days after that election.
- C. Is no larger than 32 square feet.
- D. Has had a Statement of Responsibility filed with the Department certifying a person who will be responsible for removing the sign.

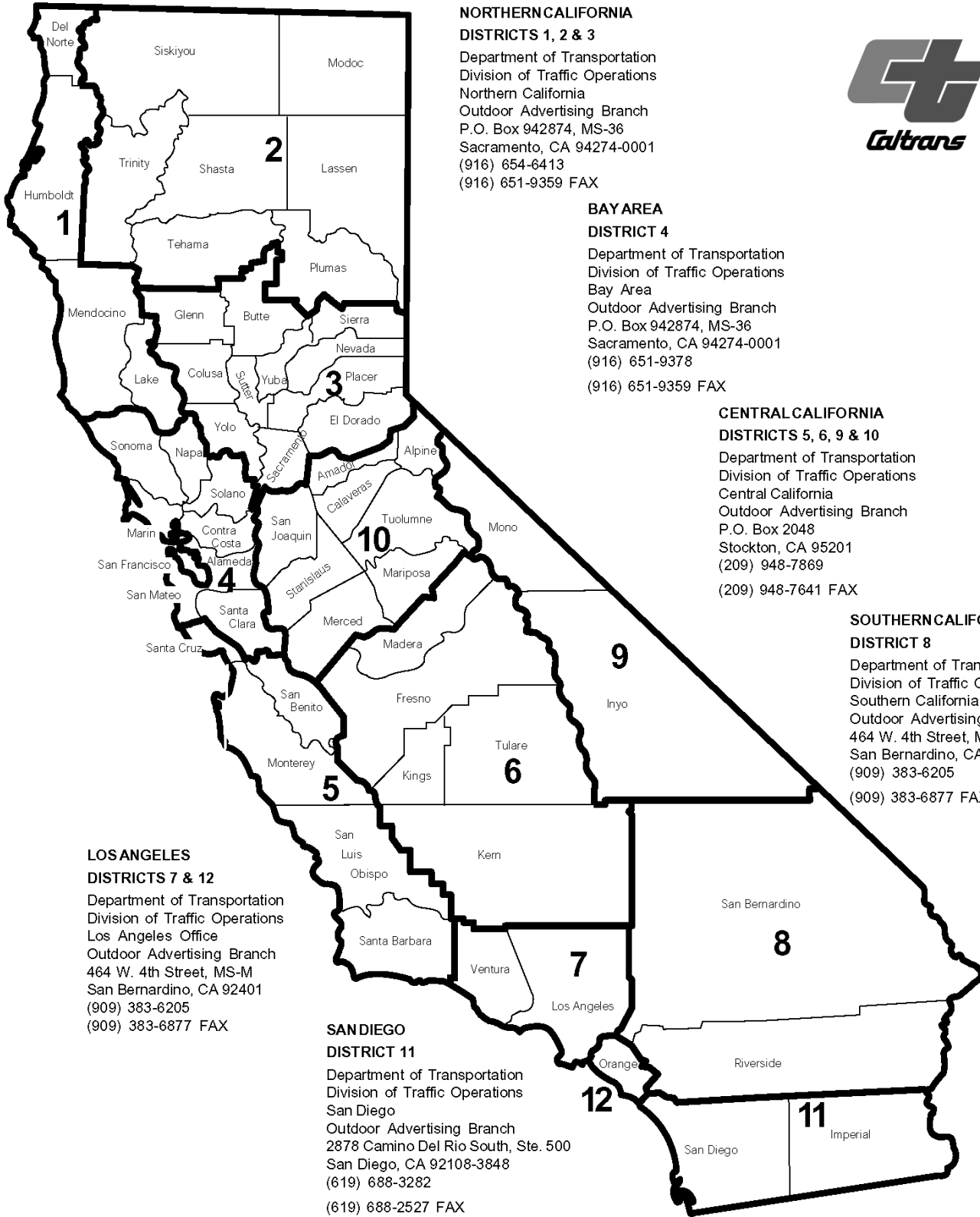
A Statement of Responsibility form is available from your county elections official.

Please pass this information along to those assisting in your campaign and complete and return the Statement of Responsibility form to the appropriate district office located on the map that follows. We will gladly answer any questions regarding the form.

Because the law directs the Department of Transportation to remove signs that do not comply with the regulations before an election and to bill the responsible party for the removal costs after the election, we are calling these provisions to your attention to avoid possible embarrassment to you and your supporters.

Mail Statements of Responsibility to the appropriate district office: (see map for location of offices).

Mail to Caltrans District Office according to THE COUNTY LOCATION of the display.  
 Please utilize map below to acquire the correct mailing address.



**NORTHERN CALIFORNIA**  
**DISTRICTS 1, 2 & 3**  
 Department of Transportation  
 Division of Traffic Operations  
 Northern California  
 Outdoor Advertising Branch  
 P.O. Box 942874, MS-36  
 Sacramento, CA 94274-0001  
 (916) 654-6413  
 (916) 651-9359 FAX

**BAY AREA**  
**DISTRICT 4**  
 Department of Transportation  
 Division of Traffic Operations  
 Bay Area  
 Outdoor Advertising Branch  
 P.O. Box 942874, MS-36  
 Sacramento, CA 94274-0001  
 (916) 651-9378  
 (916) 651-9359 FAX

**CENTRAL CALIFORNIA**  
**DISTRICTS 5, 6, 9 & 10**  
 Department of Transportation  
 Division of Traffic Operations  
 Central California  
 Outdoor Advertising Branch  
 P.O. Box 2048  
 Stockton, CA 95201  
 (209) 948-7869  
 (209) 948-7641 FAX

**SOUTHERN CALIFORNIA**  
**DISTRICT 8**  
 Department of Transportation  
 Division of Traffic Operations  
 Southern California  
 Outdoor Advertising Branch  
 464 W. 4th Street, MS-M  
 San Bernardino, CA 92401  
 (909) 383-6205  
 (909) 383-6877 FAX

**LOS ANGELES**  
**DISTRICTS 7 & 12**  
 Department of Transportation  
 Division of Traffic Operations  
 Los Angeles Office  
 Outdoor Advertising Branch  
 464 W. 4th Street, MS-M  
 San Bernardino, CA 92401  
 (909) 383-6205  
 (909) 383-6877 FAX

**SAN DIEGO**  
**DISTRICT 11**  
 Department of Transportation  
 Division of Traffic Operations  
 San Diego  
 Outdoor Advertising Branch  
 2878 Camino Del Rio South, Ste. 500  
 San Diego, CA 92108-3848  
 (619) 688-3282  
 (619) 688-2527 FAX

**DEPARTMENT OF TRANSPORTATION**

DIVISION OF TRAFFIC OPERATIONS  
Outdoor Advertising Branch  
1120 N STREET, MAIL STATION 36  
P.O. BOX 942873  
SACRAMENTO, CA 94274-0001  
(916) 654-5147  
TDD 1-916-653-4086  
FAX (916) 653-6080



**STATEMENT OF RESPONSIBILITY FOR  
TEMPORARY POLITICAL SIGNS**

Election Date: \_\_\_\_\_ June \_\_\_\_\_ November \_\_\_\_\_ Other

County, in which election is being held: \_\_\_\_\_

Candidate's name: \_\_\_\_\_

Office sought or proposition number: \_\_\_\_\_

Number of signs to be placed: \_\_\_\_\_

Responsible party's name: \_\_\_\_\_

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

Phone number (including area code): (      ) \_\_\_\_\_

The undersigned accepts responsibility for removal of signs placed in respect to the above candidate (or proposition) as stated below and in accordance with Section 5405.3 of the Business and Professions Code.

It is understood and agreed that any signs placed pursuant to Section 5405.3 of the Business and Professions Code and not removed within ten (10) days after the election may be removed by the Department and the undersigned hereby agrees to pay the costs of removal upon the submission of invoice by the Department.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Responsible Party

**Mail Statement of Responsibility to appropriate district office located on the attached map.**

# VOTER REGISTRATION–CAMPAIGN MATERIALS

Voter registration information is available for governmental, political, journalistic, or educational purposes only. An application to purchase voter registration information is required. Requests may be made in person or by phone, and must be paid for at the time the order is picked up. All shipped orders will include a shipping fee.

<b>Materials Description</b>	<b>Prices</b>
<b>Walking Lists</b> ▶ Registered voters by residence address, ..... regular or voting precinct, phone number and party.	\$ .50 per 1,000 records
<b>Alpha Lists</b> ▶ Alphabetical list, by precinct or district; ..... residence and mailing addresses, political party and phone number.	\$ .50 per 1,000 records
<b>Mailing Labels</b> ▶ Names and mailing addresses on peel and ..... stick labels. Available by household sort and/or political party sort if requested. (computer generated labels)	\$10.00 flat fee plus \$11.50 per 1,000 records
<b>CD</b> ▶ Voter file by district. (txt file) ..... Optional voter history available	\$20.00 flat fee plus \$1.00 per 1,000 records \$270.00 whole county
<b>Vote by Mail Voters</b> ▶ Lists, labels, or disk file of voters, who ..... have applied/returned vote by mail ballots. (E-mail also available upon deposit.)	List: \$10.00 flat fee plus \$.10 per page Labels: \$10.00 flat fee plus \$20.00/1000 peel & stick Disk/ \$20.00 flat fee plus E-mail: \$1.00 per 1000
<b>Maps</b> ▶ Precinct maps by city and/or unincorporated areas of ..... the county and district maps are available.	\$2.00 to \$10.00 per page
<b>Statement of the Vote</b> ▶ Prior election results by precinct.....	\$15.00/\$20.00 hard copy

For **additional information** contact the Registrar of Voters Mapping and Computer Services Division at (707) 565-6818 or e-mail: rov-materials@sonoma-county.org.

# VOTE BY MAIL BALLOT INFORMATION

## Who May Vote by Mail?

Any registered voter who requests a Vote by Mail ballot in writing may vote by mail.

E.C. §§3001, 3003

**Permanent Vote by Mail Voter Information** ▶ Any voter may apply for permanent Vote by Mail status. A voter will lose his or her permanent Vote by Mail status if he or she does not return a Vote by Mail ballot in four consecutive statewide general elections.

E.C. §§3201, 3206

**Mailed Ballot Precinct Information** ▶ Though technically not Vote by Mail voters, voters who reside in a precinct that has fewer than 250 registered voters 88 days prior to an election may be declared to be in a “mailed ballot precinct.” When this occurs, all voters in that precinct will automatically be mailed a Vote by Mail ballot; **no application is necessary**. Because of the increasing number of jurisdictions with overlapping boundaries that hold elections at the same time, the number of mailed ballot precincts has increased.

E.C. §3005

## What Information Must Be Provided to Obtain a Vote by Mail Ballot?

To obtain a Vote by Mail ballot, voters must apply in writing to the local elections official. As required by law, an application for a Vote by Mail ballot is always included in the Sample Ballot; however, no application form is necessary. A voter may write a note to the local elections official requesting a Vote by Mail ballot. The request shall contain the following:

1. the voter’s printed name
2. the voter’s **residence** address
3. the mailing address to which the voter wants the Vote by Mail ballot sent
4. the name and date of the election for which the voter is applying
5. the voter’s **signature**

**In Sonoma County mail request to:**

Sonoma County Registrar of Voters  
P.O. Box 11485  
Santa Rosa CA 95406-1485

**or Fax your request to:**

(707) 565-6843

E.C. §§3001, 3006

## When to Apply for a Vote by Mail Ballot

Elections officials process Vote-by-Mail applications and mail ballots during the period 29–7 days prior to an election. A voter may submit an application prior to this time, but the elections official will hold it until the 29<sup>th</sup> day. Applications for Vote by Mail ballots **that are to be mailed to the voter** cannot be processed if received less than 7 days prior to an election. Vote by Mail ballots are available in the Registrar of Voters Office until 8 p.m. on Election Day.

E.C. §3001

## Distributing Applications for Vote by Mail Ballots

Any candidate, group of candidates, ballot measure committee or other political organization that intends to conduct a Vote by Mail voter drive, should note the following information regarding distribution of applications for Vote by Mail ballots. Before you do anything, contact your local elections official.



# VOTE BY MAIL BALLOT INFORMATION, CONT.

## Uniform Vote by Mail Voting Application

The Secretary of State has prepared a uniform application format for a Vote by Mail ballot for use by all individuals, organizations and groups distributing Vote by Mail ballot applications. Failure to conform your application to the uniform format is a misdemeanor. A master Vote by Mail ballot application form will be provided by the Registrar of Voters Office, 435 Fiscal Dr., Santa Rosa, CA 95403.

## Important Information

- To ensure accuracy, the voter should fill out all the information on the application; however, the following information may be preprinted on the application form:
  1. the voter's name and residence address as they appear on the voter's affidavit of registration
  2. the name and date of the election for which the Vote by Mail ballot is being requested
  3. the deadline date by which the application must be received by the elections official
- There is a separate section of the form to indicate a mailing address if the voter wishes to receive his or her ballot at an address other than his or her residence address. This information **may not** be preprinted and may only be completed by **the voter**. The mailing address to which a Vote by Mail ballot is requested to be sent may not be the address of any political party, political campaign headquarters, or a candidate's residence. This provision does not apply to a candidate, or to a candidate's immediate family or housemates, who request that a Vote by Mail ballot be mailed to the candidate's residence address.
- The voter must **personally** affix his or her signature.
- Any application containing preprinted information shall contain the following statement (verbatim) printed conspicuously on the form:

**You have the legal right to mail or deliver this application directly to the local elections official of the county where you reside.**
- The name, address and telephone number of any organization, individual or group that authorizes the distribution of applications shall be printed on the application.
- Any individual, organization or group that distributes applications for Vote by Mail ballots and receives completed application forms shall deliver the forms to the appropriate elections official **within 72 hours** of receipt. It is a crime to delay the return of a Vote by Mail ballot application.
- Vote by Mail ballot applications provided by a group or organization shall be sent by nonforwardable mail.
- Any individual, group or organization that knowingly distributes any application for a Vote by Mail ballot that does not conform to the state requirements is guilty of a misdemeanor.
- Voters who use a Vote by Mail ballot application provided by an individual, group or organization must attest to the truth and correctness of the contents and sign under penalty of perjury.
- The Vote by Mail ballot application must contain information regarding permanent Vote by Mail status.
- The size of the uniform format approved by the Secretary of State is 8 1/2" x 5 1/2".

## Vote by Mail Ballot Counting

Vote by Mail ballots are processed beginning 7 business days prior to an election, but no results may be released until 8 p.m. election night. Partial Vote by Mail results are the first results announced on election night.

<b>CANDIDATES' RECEIPT OF NOMINATION DOCUMENTS</b>  Documents which are pertinent to your office are indicated with the letter "R" for received or "F" for filed. Please initial over the letters "R" to indicate receipt of the corresponding documents. A deputy clerk will initial over the letters "F" to indicate that the documents have been filed. Should you have questions about any of these documents do not hesitate to contact this office at (707) 565-6800.  <b>HAVE YOU RECEIVED?</b>	US SENATE	REP IN CONGRESS	STATE/LEGISLATIVE	CENTRAL COMMITTEE	JUDICIAL	COUNTY	SCHOOL GOV BOARD	MUNICIPAL	SPECIAL DISTRICTS
Candidates' Handbook	R	R	R	R	R	R	R	R	R
Campaign Disclosure Manual			R		R	R		R	
Campaign Statements			R	R	R	R	R	R	R
Local Campaign Ordinance (if applicable)						R		R	
Petition-In-Lieu Forms	R	R	R		R	R			
Declaration of Intention					R				
Declaration of Candidacy	R	R	R	R	R	R	R	R	R
Ballot Designation Worksheet	R	R	R	R	R	R	R	R	R
Nomination Petition	R	R	R	R	R	R		R	
Statement of Economic Interests			R		R	R	R	R	R
Statement of Qualifications	R	R	R		R	R	R	R	R
Code of Fair Campaign Practices			R	R	R	R	R	R	R
<b>HAVE YOU FILED?</b>									
Campaign Statements*			F	F	F	F	F	F	F
Filing Fee/Petitions-In-Lieu	F	F	F		F	F			
Declaration of Intention					F				
Declaration of Candidacy	F	F	F	F	F	F	F	F	F
Ballot Designation Worksheet	F	F	F	F	F	F	F	F	F
Nomination Petition/Petitions-In-Lieu	F	F	F	F	F	F		F	
Statement of Economic Interests			F		F	F	F	F	F
Statement of Qualifications**	F	F	F		F	F	F	F	F
Code of Fair Campaign Practices**			F	F	F	F	F	F	F

\*CANDIDATES SPENDING \$0 (EXCLUDING PERSONAL FUNDS USED FOR FILING FEE AND OR FEE FOR STATEMENT OF QUALIFICATIONS) FILE FORM 470. CANDIDATES SPENDING \$.01-\$999.99 FILE FORMS 501 AND 470. CANDIDATES INTENDING TO SPEND \$1000.00 OR MORE FILE FORMS 501 AND 410 AND SHOULD REFER TO THE FPPC FILING SCHEDULE IN THE CANDIDATE'S CAMPAIGN GUIDE FOR DEADLINES REGARDING FILING FORM 460.

\*\*OPTIONAL