

**CANDIDATE GUIDE
FOR LOCAL ELECTIVE OFFICES**

**CONSOLIDATED GENERAL ELECTION
NOVEMBER 2, 2010**



**DEPARTMENT OF ELECTIONS
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I. INTRODUCTION

This candidate guide has been prepared by the San Francisco Department of Elections to assist candidates for San Francisco elective offices. This candidate guide provides information for all elective offices in the City and County of San Francisco, which include Mayor, Sheriff, District Attorney, City Attorney, Treasurer, Assessor-Recorder, Public Defender, members of the Board of Supervisors, members of the Board of Education and Community College Board of Trustees.

At the next election, scheduled for **Tuesday, November 2, 2010**, San Francisco voters will elect **Board of Supervisors (even # districts), Public Defender, Assessor Recorder, Board of Education (3 seats), and Community College Board of Trustees (3 seats)**. This guide is intended to answer only the most frequently asked questions about the nomination process (by which a candidate qualifies to have his or her name printed on the ballot) and election process and is not intended to be all-inclusive. Furthermore, to the extent there is a conflict between this guide and an applicable law, regulation or rule, the law, regulation or rule applies. For this reason, candidates, committees and campaign staff should not rely solely on this guide, but should consult their legal advisor to ensure they meet all legal requirements for nomination.

The Department of Elections strongly recommends that candidates file all required forms in advance of the legal deadlines. Candidates qualify to have their names appear on the ballot only if they satisfy ALL requirements imposed by law, even technical requirements. Many of the filing deadlines, including the deadline for filing nomination papers, are set by law and cannot be extended. If a candidate waits until the end of the filing period to file nomination papers, and if the nomination papers contain errors or omissions, the candidate may not have an opportunity to identify and correct the errors or omissions before the deadline. As a result, the candidate may fail to qualify to have his or her name appear on the ballot. Candidates who submit their nomination papers early usually have an opportunity to identify and correct any errors.

San Francisco's Charter § 13.102 requires that voters elect the offices of Mayor, Sheriff, District Attorney, City Attorney, Treasurer, **Assessor-Recorder, Public Defender, and members of the Board of Supervisors** by using the ranked-choice voting (RCV) method. Included in this candidate guide are answers to the most frequently asked questions about RCV. We strongly recommend that you familiarize yourself with ranked-choice voting, and review the separate, more detailed *Candidate Guide to Ranked-Choice Voting* as well.

There are several important resources available to candidates, and the Department of Elections encourages all candidates to become familiar with and use these resources. The [San Francisco Ethics Commission](#) publishes a general candidate guide that explains state and local restrictions and requirements concerning campaign finance and campaign disclosure. In addition to the Ethics Commission, the [California Secretary of State \(SOS\)](#) and [Fair Political Practices Commission \(FPPC\)](#) play a role in the administration and enforcement of laws regulating candidates and elections. The FPPC's *Campaign Disclosure Manual 2* for local candidates, which is also available at the Ethics Commission, describes in detail many of the disclosure and filing requirements that apply to candidates. The Ethics Commission, located at 25 Van Ness Avenue, Suite 220, can be reached at 415-252-3100 and www.sfgov.org/ethics. The SOS can be reached at 916-653-6814 and www.ss.ca.gov. The FPPC can be reached at 866-275-3772 and www.fppc.ca.gov.

The Department of Elections is open from 8:00 a.m. to 5:00 p.m., Monday through Friday, to assist you with any issues you might have. You may visit us in City Hall Room. 48, on the web at <http://www.sfelections.org>, or you may call us at 415-554-4375.

A. CANDIDATES' REFERENCE CONTACT NUMBERS

Department of Elections CAMPAIGN SERVICES DIVISION <ul style="list-style-type: none"> • Calendars/ Candidate Guides • Petition-in-lieu of filing fee • Nomination period • Qualification 	415-554-4375	415-554-7344 (fax) 415-554-4386 TTY	www.sfelections.org sfvote@sfgov.org
Department of Elections OUTREACH DIVISION <ul style="list-style-type: none"> • Voter Education 	415-554-4340	415-554-7344 (fax)	www.sfelections.org sfvote@sfgov.org
Department of Elections PUBLICATIONS DIVISION <ul style="list-style-type: none"> • Ballot Order • Chinese Characters • Voter Information Pamphlet 	415-554-4375	415-554-7344 (fax)	www.sfelections.org sfvote@sfgov.org
Department of Elections VOTER SERVICES DIVISION <ul style="list-style-type: none"> • Registration Drives • Vote-By-Mail Drives • Petition Signature Validation 	415-554-4411 Chinese Line: 415-554-4367 Spanish Line: 415-554-4366	415-554-4372 (fax)	www.sfelections.org sfvote@sfgov.org
Department of Public Works (DPW) <ul style="list-style-type: none"> • Political Signs – local streets 	415-554-5800	415-554-5843 (fax)	www.sfdpw.com mailto:dpw@sfdpw.org
Department of Transportation, Dist. 4 <ul style="list-style-type: none"> • Political Signs – state streets 	916-651-9378	916-651-9359 (fax)	www.dot.ca.gov/oda/political_signs.htm
Ethics Commission <ul style="list-style-type: none"> • Campaign Finance Disclosure • Ads, Mailers, Telephone Rules 	415-252-3100	415-252-3112 (fax)	www.sfethics.org
Fair Political Practices Commission (FPPC)	866-ASK-FPPC	916-322-0886 (fax)	www.fppc.ca.gov
Secretary of State (SOS) Elections Division	916-657-2166 800-345-VOTE (8683)	916-653-3214 (fax)	www.ss.ca.gov
Secretary of State (SOS) Political Reform Division	916-653-6224	916-653-5045 (fax)	www.ss.ca.gov
TTY California Relay Service	800-735-2929 TTY		www.ddtp.org/california

Code References:

Cal. Gov't Code: California Government Code
SF C&GCC San Francisco Campaign & Governmental Conduct Code
SF MEC: San Francisco Municipal Elections Code
CAEC: California Elections Code
Ed Code: California Education Code

II. GENERAL CANDIDATE FILING REQUIREMENTS

Candidates should note that, in addition to the nomination requirements and documents described in this Guide, candidates may be subject to other filing requirements **before they file or even pick up nomination documents**. Local candidates should contact the San Francisco Ethics Commission. Ethics Commission is located at 25 Van Ness Avenue, Suite 220, and can be reached at 415-252-3100 and <http://www.sfethics.org> regarding candidate and campaign financing.

All persons interested in becoming a local candidate must file with the Department of Elections a *Declaration of Intent to Solicit and Accept Contributions*. For more information on requirements with the Ethics Commission, please visit: <http://www.sfethics.org/ethics/2009/05/candidates-and-officeholders.html>

III. ELIGIBILITY OF CANDIDATES

All candidates for elective office in the City and County of San Francisco shall be a resident of the City and County and registered to vote in the City and County at the time that nomination papers are issued. If the candidate moves at any time during the nomination or election process, the candidate must complete a new voter registration form. (SF Charter § 13.106; CAEC § 201.)

For the offices of Assessor-Recorder, City Attorney, District Attorney, Mayor, Public Defender, Sheriff and Treasurer, the officer shall be elected for a four-year term and shall serve full time. (SF Charter § 6.100.)

Documentation which is considered acceptable for establishing the qualifications for candidates for *City Attorney, District Attorney, Sheriff* and *Treasurer* includes, but is not limited to: certificates, declarations under penalty of perjury, diplomas, and/or official correspondence.

The local offices appearing on the November 2, 2010 ballot are as follows: Members, Board of Supervisors (even # districts), Public Defender, Assessor-Recorder, Members, Board of Education (3 seats), and Members, Community College Board District (3 seats).

In addition to the general requirements mentioned above (resident and registered voter), candidates for the following City and County offices must also meet the following requirements:

Assessor-Recorder: An individual must hold a valid appraiser's certificate at the time nomination documents are issued. (SF Charter § 6.101; Cal. Gov't Code § 24002.5, CAEC § 201)

(a) A person may not exercise the powers and duties of the office of assessor unless he or she holds a valid appraiser's certificate issued by the State Board of Equalization pursuant to Article 8 (commencing with § 670) of Chapter 3 Part 2 Division 1 of the Revenue and Taxation Code.

(b) Notwithstanding subdivision (a), a duly elected or appointed person may exercise the powers and duties of assessor, for a period not to exceed one year, if he or she acquires a temporary appraiser's certificate from the State Board of Equalization no later than 30 days after taking office.

Board of Education: The San Francisco Unified School District shall be under the control and management of a Board of Education composed of seven members who shall be elected by the voters of the Unified School District. No member of this Board shall be eligible to serve on the Governing Board of the Community College District. An employee of the Unified School District may not be sworn into

office as an elected or appointed member of the Board of Education unless and until he or she resigns as an employee. If the employee does not resign, the employment will automatically terminate upon being sworn into office. For any individual who is an employee of a school district and an elected or appointed member of that school district's governing board prior to January 1, 1992, this subdivision shall apply when he or she is reelected or reappointed, on or after January 1, 1992, as a member of the school district's governing board. (SF Charter § 8.100; Education Code § 35107.)

Members of the Board of Education are not subject to term limits. (SF Charter § 6.100.)

Board of Supervisors: Candidates for the Board of Supervisors must reside in their district for **at least 30 days** immediately preceding the date the candidate files the declaration of candidacy.

The last day to file a voter registration to reside in the district is **July 8, 2010**, 5:00 p.m., which is 30 days before the candidate filing deadline, August 6, 2010, 5:00 p.m.

Note: Candidates cannot file nomination documents unless he/she is registered for at least 30 days in the district.

Members of the Board of Supervisors are limited to serving two successive four-year terms. (SF Charter §§ 2.101, 13.110 (e).)

Please refer to the Chart under Section IV to determine the date of election for even or odd numbered districts.

City Attorney: The City Attorney must be licensed to practice law in all courts of the State of California and shall have been so licensed for at least **ten years** preceding the date of the election. (SF Charter §§ 6.100, 6.102.)

Community College Board: The Community College District shall be under the control and management of a Board of Trustees composed of seven members who shall be elected by the voters of the Community College District. No member of this Board shall be eligible to serve on the Board of Education. An employee of a community college district may not be sworn into office as an elected or appointed member of that community college district's governing board unless and until he or she resigns as an employee. If the employee does not resign, the employment will automatically terminate upon being sworn into office.

For any individual who is an employee of a community college district and an elected or appointed member of that community college district's governing board prior to January 1, 1992, this subdivision shall apply when he or she is reelected or reappointed, on or after January 1, 1992, as a member of the community college district's governing board. This restriction does not apply to an individual who is usually employed in an occupation other than teaching and who also is employed part time by the community college district to teach no more than one course per semester or quarter in the subject matter of that individual's occupation. (SF Charter § 8.101; Education Code § 72103.)

Members of the Community College Board are not subject to term limits. (SF Charter § 6.100.)

District Attorney: The District Attorney must be licensed to practice law in all courts of the State of California and shall have been so licensed for at least **five years** preceding the date of the election. (SF Charter §§ 6.100, 6.103.)

Declaration of Qualification must be submitted at the time of filing nomination papers. (CAEC § 13.5 (b)(2); Government Code §§ 24001, 24002.)

Mayor: No person is eligible to be elected Mayor unless he or she is a resident of San Francisco and registered to vote at the time that nomination papers are issued to the person. The Mayor shall devote his or her entire time and attention to the duties of the office, and shall not devote time or attention to any other occupation or business activity.

The Mayor is limited to serve two successive four-year terms. (SF Charter §§ 3.100, 3.101.)

Public Defender: The Public Defender must be licensed to practice law in all courts of the State of California and shall have been so licensed for at least **five years** preceding the date of the election. (SF Charter §§ 6.100 and 6.104.)

Declaration of Qualification must be submitted at the time of filing nomination papers. (CAEC § 13.5 (b))

Sheriff: Candidates must submit documentation demonstrating compliance with the requirements/criteria set forth below. (SF Charter §6.105; Government Code § 24004.3.)

(a) No person is eligible to become a candidate for the office of sheriff in any county unless, at the time of the final filing date for election, he or she meets one of the following criteria:

(1) An active or inactive advanced certificate issued by the Commission on Peace Officer Standards and Training.

(2) One year of full-time, salaried law enforcement experience within the provisions of §830.1 or 830.2 of the Penal Code at least a portion of which shall have been accomplished within five years prior to the date of filing, and possesses a master's degree from an accredited college or university.

(3) Two years of full-time, salaried law enforcement experience within the provisions of §830.1 or 830.2 of the Penal Code at least a portion of which shall have been accomplished within five years prior to the date of filing, and possesses a bachelor's degree from an accredited college or university.

(4) Three years of full-time, salaried law enforcement experience within the provisions of §830.1 or 830.2 of the Penal Code at least a portion of which shall have been accomplished within five years prior to the date of filing, and possesses an associate in arts or associate in science degree, or the equivalent, from an accredited college.

(5) Four years of full-time, salaried law enforcement experience within the provisions of §830.1 or 830.2 of the Penal Code at least a portion of which shall have been accomplished within five years prior to the date of filing, and possesses a high school diploma or the equivalent.

Declaration of Qualification must be submitted at the time of filing nomination papers (CAEC § 13.5 (b))

Treasurer: Candidates must meet at least one of the following criteria to be eligible for election to the office of treasurer (Gov't. Code §27000.7):

(1) The person has served in a senior financial management position in a county, city, or other public agency dealing with similar financial responsibilities for a continuous period of not less than three years, including, but not limited to, treasurer, tax collector, auditor, auditor-controller, or the chief deputy or an assistant in those offices.

(2) The person possesses a valid baccalaureate, masters, or doctoral degree from an accredited college or university in any of the following major fields of study: business administration, public administration, economics, finance, accounting, or a related field, with a minimum of 16 college semester units, or their equivalent, in accounting, auditing, or finance.

(3) The person possesses a valid certificate issued by the California Board of Accountancy pursuant to Chapter 1 (commencing with § 5000) of Division 3 of the Business and Professions Code, showing that person to be, and a permit authorizing that person to practice as, a certified public accountant.

(4) The person possesses a valid charter issued by the Institute of Chartered Financial Analysts showing the person to be designated a Chartered Financial Analyst, with a minimum of 16 college semester units, or their equivalent, in accounting, auditing, or finance.

(5) The person possesses a valid certificate issued by the Treasury Management Association showing the person to be designated a Certified Cash Manager, with a minimum of 16 college semester units, or their equivalent, in accounting, auditing, or finance.

Declaration of Qualification must be submitted at the time of filing nomination papers. (CAEC § 13.5 (b))

**IV. FILING FEE AND
 SIGNATURES IN LIEU OF FILING FEE**

Filing Fee Deadline: Upon filing nomination documents

Signature in Lieu Petition Deadline: **Thursday July 22, 2010 5:00 p.m.**

Relevant Statutes: CAEC §§ 8105-8106, 8040-8065
 SF MEC §§ 230, 840

A. FILING FEE

Each candidate must pay a filing fee at the time the candidate files his or her nomination documents. The filing fee is non-refundable. For most elective offices, the filing fee is 2% of the annual salary of the office sought. For candidates for the Board of Supervisors, Board of Education and Community College Board of Trustees, the filing fee is \$500. Please refer to the chart below for salaries of elected officials and the number of signatures required to reduce the filing fee to zero.

Filing fees may be submitted in cashier's check, money order, campaign (company) checks or cash. The Department of Elections does not accept personal checks.

OFFICE	SALARY	FILING FEE	# OF SIGNATURES IN LIEU
Assessor-Recorder	\$162, 743	\$3,255 (2% of salary)	6,510
Member, Board of Education	\$6,000	\$500 (SF Charter § 8.100)	1,000
Member, Board of Supervisors, Districts 1 to 11	\$96, 243	\$500	1,000
City Attorney	\$206, 113	\$4,122 (2% of salary)	8,244
Member, Community College Board	\$6,000	\$500 (SF Charter § 8.101)	1,000
District Attorney	\$212, 689	\$4,254 (2% of salary)	8,508
Mayor	\$246, 689	\$4,934 (2% of salary)	9,868
Public Defender	\$196, 002	\$3,920 (2% of salary)	7,840
Treasurer	\$158, 618	\$3,172 (2% of salary)	6,344
Sheriff	\$195, 217	\$3,904 (2% of salary)	7,808

Please check with the Department of Elections for the most current salary. The filing fees are subject to change based on each fiscal year. The above calculations reflect Fiscal Year 2009-2010.

B. SIGNATURES IN LIEU OF FILING FEE

Candidates may submit petitions with signatures of registered voters in lieu of paying the filing fee (“in-lieu petitions”). (SF MEC § 230.) Each signature reduces the filing fee by 50¢. (SF MEC § 840.) Signatures may be submitted to cover the entire fee or a portion thereof. That portion of the filing fee not covered by the signatures must be paid in full at the time the candidate files the nomination documents.

Candidates may circulate petitions to gather signatures in lieu of the filing fee starting **May 28, 2010**. All petitions must be filed by **July 22, 2010 5:00pm** or upon filing the candidate’s nomination documents, whichever occurs first.

Within 10 days after receipt of a petition, the Department of Elections will notify the candidate of any deficiency in the in-lieu signatures submitted. The candidate may, before the close of the nomination period (**August 6, 2010**), submit additional signatures to correct the deficiency. As indicated above, the portion of the filing fee not covered by the signatures must be paid in full at the time the candidate files the nomination documents. (CAEC § 8106 (b) (3).)

1. PETITION SIGNER INFORMATION

Any registered San Francisco voter may sign an in-lieu petition for any candidate for whom the voter is eligible to vote. (SF MEC § 230; CAEC §§ 100, 8106 (b) (1).) No signer shall sign an in-lieu petition or nomination petition for more candidates than there are offices to fill. (CAEC § 8106 (b) (2).) Except as set forth below, each signer must personally print his or her name and residence address on the in-lieu petition. (CAEC §100.) Only signers with complete address information are acceptable. A voter who is personally unable to print his or her information on a petition may request another person to print the voter's name and registered address but the voter shall personally affix his or her mark or signature in the appropriate space, which shall be witnessed by one person by subscribing his/her name to the petition. (CAEC § 100.5.) Ditto marks are NOT permitted when successive signers have the same address.

2. PETITION CIRCULATOR INFORMATION

Each circulator of a petition in-lieu shall be a registered voter of the district or political subdivision in which the candidate is to be voted on. The circulator shall serve within the county in which he or she resides. (CAEC § 8106 (b) (4).) A candidate may circulate and sign his or her own in-lieu petition.

The in-lieu petition contains an *Affidavit of Circulator*. The circulator must complete the affidavit by hand, sign the affidavit and return the petition to the candidate or person designated by the candidate. The circulator may not complete a section of the affidavit and then duplicate the petition. Each affidavit of circulator must contain the circulator’s original signature.

3. USE OF IN-LIEU PETITION SIGNATURES AS NOMINATION SIGNATURES

Each candidate who submits an in-lieu petition can request, in writing, that the Director of Elections count in-lieu signatures toward the number of signatures required for nomination. If the in-lieu petition includes at least 20 valid signatures, the candidate is *not* required to file a separate nomination petition. (CAEC § 8061.) The candidate must give the Director of Elections a list of the in-lieu signatures that the candidate wants to use as nomination signatures. If the in-lieu petition contains fewer than 20 valid signatures, the candidate may circulate and file a nomination petition during the nomination period. Candidates may not use in-lieu petition forms for nomination petitions except as described here.

4. REASONS FOR DETERMINING THAT A PETITION SIGNATURE IS INVALID (CAEC §§ 100, 100.5, 104.)

The California Elections Code imposes strict rules governing verification of petition signatures. For example, a petition signature is invalid and cannot be counted if:

- the signer is not a registered voter in the City & County of San Francisco;
- the signer does not provide a San Francisco residence address on the petition;
- the residence address provided on the petition is different from the residence address listed on the signer's Voter Registration Card;
- the residence address provided on the petition is a post office box or mail drop;
- the signature on the petition does not match the signature on the Voter Registration Card;
- a person other than the signer pre-printed the signer's address on the petition;
- the signature appears as voter's mark but is not witnessed per CAEC § 100.5; or
- the petition circulator failed to complete or sign the affidavit portion of the petition.
- the signer does not reside in the appropriate district;
- the signer uses ditto marks for an address

5. VIEWING SIGNATURES IN LIEU AND NOMINATION PETITIONS

Pursuant to the California Elections Code §17100, review of nomination signatures shall be limited to viewing the documents only. The public may not copy or distribute copies of the documents that contain signatures of voters.

V. NOMINATION DOCUMENTS

Nomination Period Begins: **July 12, 2010**

Nomination Period Ends: **August 6, 2010, 5:00 p.m.**

Relevant Statutes: CAEC §§ 8020 et seq., SF MEC § 200 et seq.

A. FORM AND DEADLINE FOR FILING OF NOMINATION DOCUMENTS

Nomination documents are used to establish whether a candidate has qualified to have his or her name appear on the ballot. The Department of Elections furnishes all official nomination forms. Candidates may not use forms supplied by any other source. Candidates may pick up their nomination documents between **July 12, 2010** and **August 6, 2010**. Please allow 15-30 minutes for documents to be issued. All nomination papers must be returned together to the Department of Elections no later than **5:00 p.m. on August 6, 2010**. (CAEC § 10220.)

PLEASE NOTE: Nomination documents may be picked up between 8:00 a.m. to 12:00 p.m. and 1:00 p.m. to 4:30 p.m. Please allow 15 to 30 minutes for nomination documents to be issued.

B. PICK-UP AND RETURN OF NOMINATION DOCUMENTS

Candidates must personally pick up their nomination documents or they must designate a representative to do so. To authorize a representative, a candidate may use the Department of Elections form letter or may prepare his or her own properly executed letter of authorization. The letter should include: the name of the designated representative; the candidate's name, residence address, and daytime telephone number; and the office sought by the candidate. In addition, the letter should refer to the **5:00 p.m. deadline on August 6, 2010** for submitting nomination documents. The candidate must sign the letter and submit it to the Department of Elections. (CAEC § 8028 (b))

C. THE NOMINATION DOCUMENTS

1. DECLARATION OF CANDIDACY

Each candidate must file a *Declaration of Candidacy* declaring that the candidate meets the legal qualifications for the office sought and that, if nominated, the candidate would accept the nomination. The *Declaration of Candidacy*, which includes an *Oath of Office*, must be executed in the presence of the Department of Elections staff. (CAEC § 200.) If a candidate authorizes another person to obtain and file the candidate's nomination papers, the candidate must execute both the *Declaration* and *Oath* in the presence of a notary public. (CAEC §§ 8020, 8040, 8028(a).)

Every person acting on behalf of a candidate is guilty of a misdemeanor who deliberately fails to file at the proper time and in the proper place any nomination paper or declaration of candidacy in his or her possession that is entitled to be filed under this code. (CAEC § 18202.)

The *Declaration of Candidacy* also indicates how the candidate's ballot designation should appear on the ballot. For rules about ballot designations, please refer to Section VI of this guide.

2. NOMINATION PAPER

All candidates must submit a nomination paper containing at least 20 and no more than 40 valid nominating signatures. (CAEC § 8062 (3).) The Department of Elections strongly recommends that candidates submit more than 20 signatures.

Any registered San Francisco voter may sign a nomination paper for any candidate for whom the voter is eligible to vote. (CAEC § 100.) No signer shall, at the time of signing a certificate, have his or her name signed to any other nomination paper for any other candidate for the same office or, in case there are several seats to be filled in the same office, signed to more nomination papers for candidates for that office than there are seats to be filled. (CAEC § 8069.) If a voter signs more than one nomination petition, it shall be counted only on the first nomination petition filed with the Department of Elections.

Candidates should verify their nomination signatures prior to filing their nomination petitions. Public terminals are available in the Department of Elections reception area for this purpose. Please be aware that many voters forget to re-register when they move; a signature is invalid if the signer is registered at an address that is different from the address printed by the signer on the nomination petition.

Please refer to Section IV entitled *Filing Fee and Signatures in Lieu of Filing Fee* for information about qualifications of signers and circulators, which applies to nomination petitions as well as to in-lieu petitions.

A nominator may withdraw his or her nomination of a candidate by notifying the candidate at least 72 hours before the close of the nomination period and filing with the Department of Elections, at any time until 5:00 p.m. on the last day of the nomination period (**August 6, 2010**), a signed and sworn statement of withdrawal stating that the nominator provided the candidate with the required 72-hour notice. (SF MEC § 250.)

Reasons for determining that a nomination petition signature is invalid (CAEC §§ 100, 100.5, 104.)

The California Elections Code imposes strict rules governing verification of petition signatures. For example, a petition signature is invalid and cannot be counted if

- the signer is not a registered voter in the City & County of San Francisco;
- the signer does not provide a San Francisco residence address on the petition;
- the residence address provided on the petition is different from the residence address listed on the signer's Voter Registration Card;
- the residence address provided on the petition is a post office box or mail drop;
- the signature on the petition does not match the signature on the Voter Registration Card;
- the person other than the signer pre-printed the signer's address on the petition;
- the signature appears as voter's mark but is not witnessed per CAEC § 100.5; or petition circulator failed to complete or sign the affidavit portion of the petition.
- the signer does not reside in the appropriate district;
- the signer uses ditto marks for an address.

3. DECLARATION OF FILING UNDER LEGAL NAME

The candidate's name will appear on the ballot in the same form as provided by the candidate on the *Declaration of Candidacy*. It cannot be changed after the nomination period is closed. The candidate is required to use his or her legal name on the *Declaration of Candidacy*, and to file a *Declaration of Filing Under Legal Name*. (CAEC §§ 13104, 13106-13107; SF MEC § 210.)

A candidate's legal name is the name given at birth or established by marriage, general usage or habit, or by decree of any court of competent jurisdiction. (SF MEC § 210 (b).)

A candidate's legal name may include a nickname, or combination of initials, full names, or individual letters or numerals (SF MEC § 210 (b).) The candidate may:

- Use only the initials of the given name with the last name.
- Use a nickname, provided the given name or initials are shown.
- Use a shortened familiar form of the given name (example: "Bill" for "William").
- Omit the middle name.

A candidate may not use titles or degrees such as "Miss", "Mrs.", "Dr.", "Col.", "Rev.". (CAEC § 13106.)

If a candidate changes his or her name within one year of an election, the candidate may not file a *Declaration of Candidacy* under the new name unless the change was made by marriage or by court order. (SF MEC § 210 (c).)

4. DECLARATION OF NAME IN CHINESE CHARACTERS (SF MEC § 401.)

The Department of Elections will publish on all ballots a translation or transliteration of each candidate's name in Chinese characters. Candidates may, but are not required to, submit a proposed translated or transliterated Chinese name for themselves. If a candidate does not submit a proposed Chinese name, the Department's qualified translator will prepare a transliteration of the candidate's name.

The Director of Elections will determine whether to accept a candidate's proposed Chinese name, and whether a candidate's name will appear as a translation or a transliteration, based on the following:

- (1) Information, if any, submitted by the candidate regarding whether or not the candidate has an established Chinese name;
- (2) Information regarding how the Chinese community refers to the candidate at community meetings and events and in the Chinese press;
- (3) Information regarding how the candidate is referred to in campaign materials printed in Chinese;
- (4) Whether or not a proposed translation or transliteration has another meaning in the Chinese language; and
- (5) Any other information the Director deems relevant in order to prevent voter confusion and to allow for effective participation by the Chinese community in the electoral process.

The Director of Elections' determination whether to accept a candidate's proposed Chinese name, and whether a candidate's name will appear as a translation or a transliteration, shall be final. (SF MEC § 401 (c).) The Chinese names of all candidates for local office translated by the Department shall be available for public review for ten calendar days, and during that period the Director's determination may be challenged pursuant to California Elections Code §13313.

<p>August 6, 2010, 5:00 p.m. (E-88)</p>	<p>Deadline for candidates for local office to submit a proposed translated or transliterated Chinese name to the Department of Elections. Proposed names should be submitted along with the supporting information and material described above.</p>
<p>August 17, 2010, noon – August 27, 2010, noon (E-77 – E-67) (MEC 590 (c))</p>	<p>Public review of Chinese names for all candidates for local office. A candidate may challenge the Chinese name designated for him or her by the Department of Elections. A voter may challenge the Chinese name designated for any candidate. Deadline for filing a legal challenge to a candidate’s Chinese name is <u>August 27, 2010.</u></p>

5. CANDIDATE QUALIFICATION STATEMENT

Candidates may, but are not required to, submit for publication in the Voter Information Pamphlet a statement of their qualifications to hold office. (CAEC § 13307, SF MEC § 220.) The Department of Elections will translate candidate qualification statements into Chinese and Spanish for the translated versions of the Voter Information Pamphlet. Any candidate who knowingly makes a false statement of material fact in his or her candidate statement may be punished by a fine of up to \$1000. (CAEC § 18351.)

- a. **Filing.** The *Candidate Qualification Statement* must be filed along with nomination forms **no later than 5:00 p.m. on August 6, 2010.** (SF MEC § 220 (b); CAEC § 13307.)
- b. **Contents.** The *Candidate Qualification Statement* may contain the name, age and occupation of the candidate and a brief description of no more than 200 words of the candidate's own education and qualifications as expressed by the candidate. (SF MEC § 220 (a).) Candidate statements must not refer to opponents in any manner. The occupation stated in the *Candidate Qualification Statement* is not subject to the same restrictions as the ballot designation. The candidate's qualification statement shall not include the party affiliation of the candidate, or membership or activity in partisan political organizations. (SF MEC § 220(d).)
- c. **Nominators and Letters of Endorsement or Support.** If a candidate wishes to include in his or her *Candidate Qualification Statement* the names of nominators or endorsers, the names and any identification will be counted toward the 200-word limit. If the candidate includes names of people who have not signed the candidate’s nomination petition, the candidate must file a signed letter of endorsement from each individual whose name is included. (SF MEC § 220 (c).)

A *Candidate Qualification Statement* that includes a statement that an organization or entity supports the candidate must be accompanied by a statement of confirmation signed by an officer or authorized representative of the organization or entity.

Supporters who are not nominators but who authorize use of their name in the candidate qualification statement may withdraw this authorization by filing with the Director of Elections a signed and sworn statement of withdrawal at any time up until 5:00 p.m. on

the last day of the nomination period (**August 6, 2010**). No supporter may withdraw his or her support after 5:00 p.m. on the last day of the nomination period. (SF MEC § 250.)

d. **Format.** Each *Candidate Qualification Statement* must conform to the following requirements:

- Type the statement exactly as it should appear. Handwritten statements invite misinterpretation and errors. Statements are printed exactly as submitted.

NOTE: Please TYPE your candidate statement. It is strongly recommended that candidate statements of qualifications and supporting documentation not be handwritten or hand-annotated. If the handwriting is illegible or the intended change is unclear, the Department of Elections may need to interpret. In such cases, there is a possibility the candidate statements of qualifications may not be typeset and printed as the candidate intended. Again, handwritten statements invite misinterpretation and errors. Please proofread the statement prior to filing.

- Proofread the statement prior to filing. **No corrections are permitted after the filing deadline.**
- Do not include underlining, bold or italicized type, or unusual spacing. If a candidate submits a statement that includes such formatting, the Department of Elections will typeset the statement without any special emphasis placed on words or phrases.
- Do not include any party affiliation.
- Do not include membership or activity in partisan political organizations.
- Do not refer to any other candidates.
- Written in the first person

e. **Restrictions.** Candidate statements must not refer to opponents in any manner. If a candidate makes reference to anything other than his or her qualifications, he or she could be subject to legal action. (*See John F. Dean v Superior Court of Orange County, Court of Appeals, Fourth District, Division 3, California, No. G023111.*) In addition:

- Do not include underlining, bold or italicized type, or unusual spacing. If a candidate submits a statement that includes such formatting, the Department of Elections will typeset the statement without any special emphasis placed on words or phrases.
- Do not include any party affiliation.
- Do not include membership or activity in partisan political organizations.

f. **Public Examination Period.** Candidate qualification statements are not available for public review until after the close of the nomination period. These statements shall be available for public inspection starting **at noon on August 7, 2010** and ending **at noon on August 17, 2010** (SF MEC 590 (a) (1).) During this period, any San Francisco voter may seek a writ of mandate or an injunction requiring that material in a candidate qualification statement be amended or deleted (CAEC § 13313.) The voter must demonstrate by clear and convincing evidence that the material is false, misleading or inconsistent with the requirements of the California Elections Code, and that action by the court to correct or remove the material will not substantially interfere with printing or distribution of the Voter Information Pamphlet or Sample Ballot. (CAEC § 13313 (b) (2).)

Candidates may be subject to liability for false, slanderous or libelous statements submitted for publication in the Voter Information Pamphlet. Any candidate who knowingly makes a false statement of material fact in his or her candidate statement

with the intent to mislead the voters in connection with his or her campaign for nomination or election to office is punishable by a fine of up to \$1,000. (CAEC § 18351.)

- g. **Word Limit and Rules for Counting Words.** The *Candidate Qualification Statement* may not exceed 200 words. The Department of Elections uses the following guidelines for counting words, and the decision of the Director of Elections concerning word count is final. (CAEC § 9.)

	Number of Words
Title, signature	N/A
Punctuation	N/A
Individual words (listed in a standard English dictionary published in the U.S. within 10 years preceding the election) Examples: "some", "a", "the", "chocolate"	one
Abbreviations/Acronyms Examples: SFSU, PTA, U.S.M.C., SFPD	one
Geographical names Examples: San Francisco, City and County of San Francisco Note: Modification example: San Francisco's San Franciscan	one one two two
Neighborhood names Examples: Haight Ashbury Bayview Hunters Point	two three
Numbers/Numerical combinations: Numerals (1, 10, 100, etc.) Spelled out (one, ten, one hundred, etc.) Percentages, fractions (50%, 1/2, etc.)	one one for each word one
Numbers or letters used to identify a portion of text Examples: (1), (a)	one
Dates: All numerals (04/10/99) Words and numerals (April 10, 1999)	one two
Characters used in place of a word or number Examples: &, #	one
Hyphenated words (listed in a standard English dictionary published in the U.S. within 10 years preceding the election) Example: mother-in-law full-time rate-setting none-too-impressive	one one two three
Hyphenated names will count as one Example: Tracy Liang-Smith	two
Phone numbers, Internet addresses	one

- h. **Withdrawal.** A candidate may withdraw, but not change, the *Candidate Qualification Statement* **no later than 5:00 p.m. on August 27, 2010.** (SF MEC § 220 (e).)

- i. **Fees.** The Board of Supervisors did not authorize any collection of fees for the printing and distribution of candidate statements for the November 2, 2010 Election. (SF MEC § 815; SF Charter 13.109.)

6. STATEMENT OF ECONOMIC INTERESTS - FORM 700

Each candidate must file a *Statement of Economic Interests* (Form 700) with the Department of Elections disclosing investments, interests in real property, and any income received during the immediately preceding 12 months. (Gov't Code § 87201.) The Department of Elections provides the Form 700 to candidates in the nomination packet. Candidates with questions regarding the Form 700 should contact the Fair Political Practices Commission toll free at (866) ASK-FPPC. Interactive forms are available online at www.fppc.ca.gov (SF C&GC Code § 3.1-102; Gov't Code § 87201.)

7. VERBAL PRONUNCIATION OF CANDIDATE NAME

All candidates for elective office in the City & County are required to call **415-554-6180** to record their name, as it would appear on the ballot, including the office they are seeking. This voicemail recording should be done no later than the **5:00 p.m., August 6, 2010** nomination deadline. This procedure will ensure the correct pronunciation of the candidate's name when setting up the audio ballot (for the Edge voting system) and recording of election results. Candidates must initial an acknowledgement that they are aware of this procedural requirement.

8. CODE OF FAIR CAMPAIGN PRACTICES (OPTIONAL)

The State Legislature created a voluntary "Code of Fair Campaign Practices" to encourage candidates for public office to follow basic principles of honesty and fair play. Subscription to the Code is voluntary. The Department of Elections provides candidates with the form used to subscribe to this code. Any candidate who chooses to subscribe to the Code must file the completed form with the Department of Elections when the candidate files his or her completed nomination documents. (CAEC §§ 20400-20444.)

VI. CANDIDATE BALLOT DESIGNATIONS; BALLOT ORDER

CAEC §§ 13107, 13107.5

Each candidate may request that his or her occupation appear below his or her name on the ballot. The submission and form of ballot designations are governed by California Elections Code §§ 13107 and 13107.5 the implementing regulations (2 CCR § 20710 *et seq.*), and rules and guidelines issued by the California Secretary of State. A copy of the most recent guidelines issued by the Secretary of State is included in the nomination documents package provided to all candidates.

If a candidate does not want a designation to appear on the ballot under his or her name, the candidate must write the word "none" on the ballot designation form and sign the form. The word "none" will *not* appear on the ballot.

No candidate may change his or her designation after the deadline for filing nomination documents, except as specifically requested by the Director of Elections under the specific circumstances described below.

A. ACCEPTABLE DESIGNATIONS

Each candidate may choose ONE of the following types of designations (or no designation):

- *Elective Office Title*

The office title is the word or words designating the office (federal, state, county, city or district), which the candidate holds at the time of filing nomination papers *and to which the candidate was elected by a vote of the people.* (CAEC § 13107 (a) (1).) This title may not include political party affiliation.

Examples: "City Attorney", "Member, Board of Supervisors" & "Sheriff" are acceptable.
"Democratic Assembly Member" is not acceptable.

- *Incumbent*

The word "Incumbent" may be used if the candidate is a candidate for the same office which he or she holds at the time of filing nomination papers, *and to which the candidate was elected by a vote of the people.* (CAEC § 13107 (a) (2).) The word "Incumbent" must stand alone and cannot be used with any other designation.

- *Appointed Incumbent or Appointed + Office Title*

The words "Appointed Incumbent" or the word "Appointed" and the title of the office may be used if the candidate holds an office by appointment and is filing as a candidate for election to the same office. The appointed officeholder may not use the unmodified word "Incumbent." (CAEC § 13107 (a) (4).)

- *Principal Professions, Vocations or Occupations of No More than Three Words*

The candidate may use up to three words to describe the principal professions, vocations or occupations which he or she currently holds or held during the preceding calendar year. California geographical names shall be considered to be one word (for example, "City & County of San Francisco" shall be counted as one word). Hyphenated words that appear

in a standard English dictionary shall also be considered as one word. Each part of all other hyphenated words shall be counted as a separate word. (CAEC § 13107 (a) (3).)

If a candidate has more than one principal profession, vocation or occupation, the candidate may use slashes or commas to separate them. Dashes may only be used if required in the spelling.

Example: “Attorney/Accountant” or “Teacher, Mother”

- *Community Volunteer*

If a candidate’s ballot designation is “Community Volunteer” it shall constitute a valid principal vocation or occupation, for purposes of subdivision (a) of CAEC §13107. Candidates who use “Community Volunteer” may not be engaged concurrently in another principal profession, and this designation cannot be used in combination with another principal profession, vocation, or occupation. (CAEC §13107.5.)

“Community Volunteer” means a person who engages in an activity or performs a service for or on behalf of, without profiting monetarily, one or more of the following:

- (1) A charitable, education, or religious organization as defined by the United States Internal Revenue code section 501(c)(3);
- (2) A governmental agency; or
- (3) An education institution.

The activity or service must constitute substantial involvement of the candidate’s time and effort such that the activity or services is the sole, primary, main or leading professional, vocation or occupation endeavor of the candidate within the meaning above. (CAEC § 20714.5)

B. UNACCEPTABLE DESIGNATIONS

Candidates may not use designations which include the following:

- Evaluations such as “Outstanding”, “Leading”, “Expert”, “Virtuous” or “Eminent”.
- Abbreviations of the word “Retired.” A candidate may include this word only if it is placed in non-abbreviated format in front of the word it modifies, and so long as all of the other requirements for use of the word “Retired” set forth in (2 CCR §20716) are met.
- Words or prefixes which indicate a prior status, such as “Former” or “Ex.”
- Avocations pursued for enjoyment, such as hobbies and social activities, or references to a status rather than a profession, vocation or occupation, such as “Patriot,” “Concerned Citizen,” “Taxpayer,” “Activist,” “Pro” and “Anti.”
- Proper names of companies, institutions or organizations. Proper names must be replaced with generic terms (for example, “Computer Company Executive” is acceptable, but “IBM Executive” is not.)
- References to a political party.
- References to unlawful activities.
- References to racial, religious or ethnic groups. (2 CCR §20716.)

Examples of Acceptable Ballot Designations	Examples of Unacceptable Ballot Designations
Teacher	Concerned Citizen
Plumber	Taxpayer
Homemaker	Philanthropist
Retail Salesperson	Neighborhood Community Leader
Community Volunteer (so long as volunteer activities are the candidate's principal occupation)	Community Organizer
	Commissioner

C. BALLOT DESIGNATION WORKSHEET

The Ballot Designation Worksheet is a *required* worksheet designed to help support the candidate's proposed ballot designation and/or alternate ballot designation(s). It is recommended to attach copies of any supporting exhibits or documentation. Pursuant to CAEC § 13107, upon signing the Ballot Designation Worksheet, the candidate acknowledges that the requested ballot designation represents his/her true principal profession, vocation or occupation to which the candidate is entitled.

D. REVIEW OF BALLOT DESIGNATIONS

Ballot designations are not available for public review until after the close of the nomination period. After the deadline for filing nomination papers, anyone may examine the nomination papers, including the ballot designations. During a 10-calendar-day period starting at noon the day after the close of nominations, or **August 7, 2010**, any person may submit a written challenge to the Director of Elections stating that a candidate's ballot designation does not conform to the applicable requirements. Based on a written challenge, or on his or her own initiative, the Director may require that the candidate substantiate or verify the truth and accuracy of his or her ballot designation.

If the Director of Elections determines that law does not authorize a ballot designation, the Director will notify the candidate of that determination by telephone, facsimile or e-mail if possible, and by registered mail with a return receipt requested. The candidate must then provide in person or via certified mail an alternative designation **within three days** from the date of receipt of the notice. If the candidate fails to provide an alternative designation within this time, the candidate's name will appear on the ballot without any designation. No candidate designation may be changed after the deadline for filing nomination papers except as described in this section. (CAEC § 13107 (e).)

E. LEGAL CHALLENGES TO BALLOT DESIGNATIONS

During the 10-calendar-day public inspection period starting at noon the day after the close of nominations, any San Francisco voter may seek a writ of mandate or an injunction requiring that a candidate's ballot designation be amended or deleted. (SF MEC § 590 (a) (1); CAEC § 13313.) The voter must demonstrate by clear and convincing evidence that the designation is false, misleading or inconsistent with the requirements of the California Elections Code, and that action by the court to correct or remove the designation will not substantially interfere with the printing or distribution of San Francisco's Voter Information Pamphlet, Sample Ballot, or Official Ballot.

F. BALLOT ORDER

The order in which candidate names are printed on the ballot is determined by a “random alphabet” that is drawn in advance of each election by the California Secretary of State. This random alphabet applies to the surname, or last name, of the candidate. If two candidates with surnames beginning with the same letter (Campbell and Carlson, for example) are running for the same office, their order on the ballot will depend on the order in which the letters “M” and “R” were drawn in the randomized alphabet drawing. For the **November 2, 2010** election, the random alphabet will be available on **August 12, 2010**. (CAEC § 13112.)

G. ROTATION

California Election Code states that, “If the office is to be voted on throughout a single county, and there are not more than four Assembly districts wholly or partly in the county, the county elections official shall determine the order of names in accordance with the randomized alphabet as provided in CAEC § 13112 for the first supervisorial district. Thereafter, for each succeeding supervisorial district, the name appearing first for each office in the last preceding supervisorial district shall be placed last, the order of the other names remaining unchanged.” (CAEC § 13111 (g).)

In other words, for offices that are voted throughout the City, the random alphabet will determine the order of candidate names in the first supervisorial district and will rotate thereafter for each subsequent supervisorial district. The candidate who appears at the top of the order in the first supervisorial district will move to the bottom of the order in the second supervisorial district, and so on.

VII. EXTENSION OF FILING IF INCUMBENT DOES NOT QUALIFY

Nomination Extension Period Begins: **August 7, 2010**

Nomination Extension Period Ends: **August 11, 2010, 5:00 p.m.**

Relevant Statutes: CAEC §§ 8024, 10604

If an eligible incumbent does not file nomination papers by Friday, August 6 at 5:00 p.m., the period is extended for five calendar days, or until Wednesday, August 11, at 5:00 p.m., for any person other than the incumbent. This section is not applicable if there is no incumbent eligible to be elected.

VIII. WITHDRAWAL OF CANDIDACY

(SF MEC § 260)

A candidate may withdraw his or her candidacy by filing a signed and sworn statement of withdrawal with the Department of Elections no later than **5:00 p.m. on August 27, 2010**. No candidate may withdraw as a candidate after **5:00 p.m. on August 27, 2010**.

IX. WRITE-IN CANDIDATES

Write-in Period Begins: **September 7, 2010**

Write-in Period Ends: **October 19, 2010, 5:00 p.m.**

Relevant Statutes: CAEC §§ 8600-8605

Any person who wants to be a write-in candidate must file the following documents **no later than 5:00 p.m. on October 19, 2010:**

- A *Statement of Write-in Candidacy* including:
 - the candidate's name;
 - the candidate's residence address;
 - the candidate's declaration stating that he or she is a write-in candidate;
 - the title of office sought; and
 - the election date.
- A signed *Oath or Affirmation of Allegiance*. (Cal. Const. Art. XX, § 3.)
- The required number of nomination signatures on nomination papers for that office, along with the circulator's affidavit. Signers and circulator must meet the same qualifications described above for regular nomination papers.
- Form 700
- Code of Fair Campaign Practices (optional)

There is no filing fee or other charge for write-in candidates. Write-in candidates' names do not appear on the ballot, therefore, ballot designations and candidate statements are not applicable. Campaign laws apply to write-in candidates as well as conventional candidates.

X. CAMPAIGN FINANCE AND CAMPAIGN DISCLOSURE

<http://www.sfethics.org>

State and local law requires that candidates for City elective office file campaign finance reports disclosing information about campaign contributions and expenditures. The San Francisco Ethics Commission publishes a general candidate guide that explains these restrictions and requirements. The Ethics Commission material includes a checklist for candidates and answers many frequently asked questions about contribution limits, voluntary spending limits, public financing of election campaigns, campaign finance disclosure forms, and disclosure deadlines.

These materials are available at the Ethics Commission and on its website. Specific questions should be directed to the San Francisco Ethics Commission at (415) 252-3100 or www.sfethics.org.

The Fair Political Practices Commission can answer further questions regarding campaign finance disclosure forms and disclosure deadlines at www.fppc.ca.gov or 866-ASK-FPPC.

XI. CAMPAIGN LITERATURE and POLITICAL ADVERTISING

Relevant Statutes: Gov't Code §§ 82041.5, 84305;
S.F.C&GC Code §§1.161, 1.162.5, 1.163.5

There are numerous laws that govern political literature and advertising. These laws include, but are not limited to, the laws summarized below. Please contact the FPPC at 866-ASK-FPPC or www.fppc.ca.gov and the San Francisco Ethics Commission at 415- 252-3100 for more complete information about the laws that govern political literature and advertising.

A. MASS MAILINGS

Each candidate for City elective office who pays for a mass mailing must identify himself or herself on the outside of each piece of mail in the mailing with the following statement in not less than 14-point type and in a color or print which contrasts with the background so as to be easily legible: "Paid for by _____ (insert candidate's name and street address.)" Under state law, the candidate or committee is also required to include the candidate's or committee's city in the disclosure statement.

The candidate must file two of the original pieces of the mass mailing along with an *Itemized Disclosure Statement for Mass Mailings (Form SFEC-161)* with the Ethics Commission within five working days after the date of the mailing.

If the date of the mailing occurs within the final 16 days before the election, the candidates must file the two original pieces of the mailing and the itemized disclosure statement with the Ethics Commission within 48 hours of the date of the mailing.

For each mass mailing, the following must be retained for a period of four years:

- A sample of the mailing;
- A record of the date of the mailing;
- The number of pieces sent; and
- The method of postage used.

See S.F. C&GC Code §1.161; FPPC Campaign Disclosure Manual pages 3-7.

B. PROHIBITION ON FALSE ENDORSEMENTS

Candidates and other persons are prohibited from sponsoring a campaign advertisement that is distributed within 90 days of an election where that literature contains a false endorsement. A false endorsement is a statement, signature, photograph, or image representing that a person expressly endorses or conveys support for or opposition to a candidate or measure when in fact, the person does not expressly endorse support or opposition to that candidate as stated or implied in the campaign communication.

See S.F. C&GC Code §1.163.5

C. DISCLOSURE REQUIREMENTS FOR CAMPAIGN ADVERTISEMENTS

Any campaign advertisement that urges support for or opposition to one or more candidates for City elective office must include a disclosure statement identifying the person who paid for the advertisement. The disclosure statement must contain, at a minimum, the following words: "Paid for by _____ (insert the name of the person who paid for the communication.)" The disclosure statement must appear at least once on the advertisement.

If the campaign advertisement is in printed form, the disclosure statement must be printed in at least 14-point type and in a color or print that contrasts with the background so as to be easily legible to the public. If the campaign advertisement is in spoken form, the disclosure statement must be spoken at the same volume and speed as the rest of the communication so as to be clearly audible and understood by the intended public and otherwise appropriately conveyed for the hearing impaired.

A campaign advertisement for the purposes of this rule is any of the following: programming received by a television or radio; a communication placed in a newspaper, periodical or magazine of general circulation; posters, door hangers, and yard signs produced in quantities of 200 or more; or a billboard.

"Internet Communication" shall include paid internet advertisements such as "banner" and "pop up" advertisements, paid emails or emails sent to addresses purchased from another person, and similar types of internet communications as defined by the Ethics Commission by regulation, but shall not include web blogs, listserves sent to persons who have contacted the sender, discussion forums, or general postings on web pages.

See S.F. C&GC Code §§ 1.162.5, 1.161.5(c)(4)

D. CAMPAIGN LITERATURE INCLUDING POLLING PLACE OF VOTER

If a campaign distributes or mails campaign literature with the location of a voter's polling place, the campaign must include a statement indicating that the information is accurate only up to the date it was obtained from the Department of Elections. In addition, the candidate must state that polling place changes can occur up to the last few days before an election. The Department of Elections notifies voters if their polling place changes after mailing of the Voter Information Pamphlet.

XII. OUTDOOR POLITICAL ADVERTISING

Relevant Statutes: SF Public Works Code §§ 184.56-184.78;
California Penal Code § 556.1

Both State and local laws regulate the posting of political signs and distribution of handbills on public and private property. California Penal Code § 556.1 requires prior consent before placing advertising on private property. California Penal Code § 556.1 states the following:

“It is a misdemeanor for any person to place or maintain or cause to be placed or maintained upon any property in which he has no estate or right of possession any sign, picture, transparency, advertisement, or mechanical device which is used for the purpose of advertising, or which advertises or brings to notice any person, article of merchandise, business or profession, or anything that is or has to be sold, bartered, or given away, without the consent of the owner, lessee, or person in lawful possession of such property before such sign, picture, transparency, advertisement, or mechanical device is placed upon property.”

The Department of Elections also gives each candidate a copy of San Francisco’s Sign Ordinance and a letter from the California Department of Transportation concerning the California Outdoor Advertising Act. (Bus. & Prof. Code § 5200 *et seq.*)

State Restrictions

The State Outdoor Advertising Act permits the posting of “temporary political signs” in designated areas. The Act does not permit posting such signs 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 that:

- Encourage a vote for or against a candidate or measure in a scheduled election;
- Are posted no sooner than 90 days prior to the scheduled election and are removed within 10 days after the election;
- Are no larger than 32 square feet; and
- Are posted after the person responsible for removing the signs has filed with the California Department of Transportation a *Statement of Responsibility* certifying his or her responsibility for removing the signs. (Bus. & Prof. Code § 5405.3.)

Local Restrictions

Local law prohibits the posting of signs in excess of 8-1/2” x 11” on all street poles. Total prohibition of sign posting on poles is in effect for historic lampposts, traffic signals and poles with directional signage. Additional restrictions on sign posting apply. (SF Public Works Code Article 5.6.)

The following is a list of some common violations of the laws regulating outdoor political advertising. Candidates are strongly advised to become familiar with all applicable laws to avoid such violations.

- Posting political signs on traffic signals;
- Posting more than one of the same sign per pole;
- Failure to remove signs after Election Day;
- Failure to print a posting date on signs;
- Failure to properly attach signs to utility or lamp poles; or
- Distribution of handbills on private property when a “No Handbills” or similar sign is posted.

XIII. RESOURCES FOR CANDIDATES AND VOTERS

Please visit the Department of Elections' website at www.sfelections.org to find out even more about what services the Department provides.

CANDIDATE WORKSHOPS

The Department of Elections offers candidate "brown bag workshops" prior to the nomination period. These workshops give an overview of the Candidate Guide, emphasizing the following areas:

- filing fee
- signatures in lieu of filing fee
- nomination petition
- required nomination documents
- ranked-choice voting demonstration
- voter registration drive
- vote-by-mail drive

Candidates and their campaign representatives are encouraged to participate in these informational workshops. Contact the Department of Elections for information on scheduled workshops.

DATA SERVICES FOR CANDIDATE AND CAMPAIGNS

The Department of Elections offers data services to qualified applicants. These services include voter registration and vote-by-mail information. This data is available on CD-ROM. Fees vary according to the type of data requested and the media used for output. Please review the items available on our website (www.sfelections.org) before making your requests. Should you need to speak to someone about these services, please call 415-554-4375.

USES AND LIMITATIONS

As per Secretary of State guidelines, registration information obtained by any person from San Francisco County shall be used solely for election, political, scholarly, journalistic or governmental purposes.

Permissible uses of information obtained from San Francisco County shall include, but shall not be limited to, the following:

- Using registration information for purposes of communicating with voters in connection with any election.
- Sending communications, including, but not limited to, mailings that campaign for or against any candidate or ballot measure in any election.
- Sending communications, including but not limited to, mailings by or in behalf of any political party, provided however, that the content of such communications shall be devoted to news and opinion of candidates, elections, and/or political purposes.

MULTILINGUAL VOTER SERVICES

The Department of Elections provides language assistance to voters in Chinese and Spanish. The services include:

- Bilingual telephone information about where to vote, how to vote, how to obtain and use vote-by-mail ballots, what you need to know on election day, and how to get related election material in Chinese and Spanish.
 - Chinese: 415-554-4367
 - Spanish: 415-554-4366

- Translated election materials mailed to voters before each election
- Translated brochures containing important registration and election information, available at the Department or through outreach events
- Bilingual assistance at targeted polling places.

HOW AND WHERE TO REGISTER

The deadline to register to vote for the **November 2, 2010** Consolidated General Election is **October 18, 2010**. Voter Registration Cards may be picked up in person at the Department of Elections, local public libraries, some City and County offices, the Department of Motor Vehicles (DMV) and post offices. Registration cards are also available online at the California Secretary of State's website (www.ss.ca.gov). When someone registers online, a pre-typed registration card containing all of the information the voter entered will be mailed to the voter within seven to fourteen days. The voter must sign, date and return the registration card by mail to the county election official. When registering, we recommend sending in the Voter Registration Card at least one month prior to Election Day to avoid missing the opportunity to vote due to postal delays. Voters may also call our office at (415) 554-4411 or e-mail us at sfvote@sfgov.org to receive a Voter Registration Card in the mail. Voters must be sure to provide a mailing address when requesting a Voter Registration Card by phone, fax or e-mail.

INFORMATION FOR ORGANIZATIONS REGARDING VOTER REGISTRATION CARDS AND CONDUCTING A VOTER REGISTRATION DRIVE

Any individual, group or organization requesting 25 or more voter registration cards must complete and submit a *Statement of Distribution* and a plan of distribution to the Department of Elections.

For individuals or organizations interested in conducting a voter registration drive, a guide is available at the Department of Elections. For more information, please contact Voter Services (415) 554-4411.

VOTE-BY-MAIL AND EARLY VOTING

Any registered voter may request a vote-by-mail ballot be sent to them by mail. Vote-by-mail ballots are mailed beginning 29 days before the election, and the request period for vote-by-mail ballot ends seven days prior to the election. For the **November 2, 2010** Consolidated General Election those dates are **October 4, 2010** through **October 26, 2010, at 5:00 p.m.** The request must be received by the Department of Elections before 5:00 p.m. on October 26, 2010. (By law, the Department of Elections cannot accept requests for vote-by-mail ballots received after 5:00 p.m. on October 26, 2010, regardless of when these requests were postmarked). An application for a vote-by-mail ballot is included on the back cover of the Voter Information Pamphlet that is mailed to each voter prior to the election. Voters may also find an online vote-by-mail ballot application on the Department's website at <http://www.sfelections.org>.

Voters may also request a vote-by-mail ballot in writing in the form of a letter, postcard, or by fax. The voter's signature must be included (the request cannot be processed without a signature. Faxes should be sent to (415) 554-4372. The following information must be included:

- The election date for which the vote-by-mail ballot is being requested
- The voter's full name
- The voter's birth date
- The voter's residential address
- The address to which the voter wants the ballot sent if it is different from the residential address
- A daytime phone number (optional)
- The date of the request
- The voter's signature. The request cannot be processed without it.

California Elections Code § 3007 requires that any individual, group, or organization distributing applications for vote-by-mail ballots must use the format that has been approved by the Secretary of State. (CAEC §§ 3006, 3007 & 3007.5.) Failure to use the approved form can be a misdemeanor (CAEC § 18402.) For individuals or organizations interested in conducting a vote-by-mail application drive, please contact Voter Services at 415-554-4411.

Early voting takes place on and before Election Day at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 48. Office hours for early voting are as follows:

- 8:00 a.m. to 5:00 p.m., Monday through Friday (excluding holidays), beginning October 4, 2010.
- 10:00 a.m. to 4:00 p.m., Saturday and Sunday, October 23, 24 (enter on Grove Street);
- 10:00 a.m. to 4:00 p.m., Saturday and Sunday, October 30, 31 (enter on Grove Street); and
- 7:00 a.m. to 8:00 p.m., on Election Day, November 2, 2010

XIV. ANSWERS TO FREQUENTLY ASKED QUESTIONS ABOUT RANKED-CHOICE VOTING

What is ranked-choice voting?

Ranked-choice voting (RCV) was passed by San Francisco voters as an amendment to the City Charter in March 2002 (Proposition A). Ranked-choice voting allows San Francisco voters to rank up to three candidates, in order of preference, for the same office.

Who is elected using ranked-choice voting?

San Francisco voters use ranked-choice voting to elect the Mayor, Sheriff, District Attorney, City Attorney, Treasurer, Assessor-Recorder, Public Defender and Members of the Board of Supervisors. Because ranked-choice voting is a San Francisco Charter provision, it does not apply to elections for School Board or Community College Board, or to candidates for federal or state office.

For the November 2, 2010 Consolidated General Election, San Francisco voters will use ranked-choice voting to elect Board of Supervisors, Assessor-Recorder, and Public Defender.

How are ranked-choice votes counted?

With ranked-choice voting, if a candidate receives a majority (50% +1) of the voter's first-choice selections, that candidate is declared the winner. If no candidate receives a majority of the first-choice selections, the candidate who received the fewest number of first-choice selections is eliminated. Voters who selected the eliminated candidate as their first choice will have their vote transferred to their second choice. The votes are then recounted. If any remaining candidate receives a majority of the votes, he or she is declared the winner. If no remaining candidate receives a majority of the votes, the process of eliminating candidates and transferring votes to the next-ranked candidate is repeated until one candidate has a winning majority.

How do voters mark the ranked-choice ballot?

The ranked-choice ballot is designed in a side-by-side column format and lists the names of all of the candidates in three repeating columns. This format allows a voter to select a first-choice candidate in the first column, a second-choice candidate in the second column, and a third-choice candidate in the third column. Voters will connect the head and tail of the vote arrow next to the name of their choice.

Must a voter rank three candidates for each office?

No, a voter may—but is not required to—rank three candidates. To rank fewer than three candidates, or if there are fewer than three candidates for the same office, a voter may leave any of the remaining columns blank.

Can a voter rank the same candidate as his or her first, second and third choice?

If a voter ranks a candidate as more than one choice, the vote for that candidate will count only once. Ranking a candidate more than once does not benefit the candidate or the voter.

Can a voter give candidates the same ranking?

No, if a voter gives more than one candidate the same ranking, those votes cannot be counted.

Can a voter write in a candidate and rank him or her as a first, second or third choice?

Yes, a voter that wishes to vote for a qualified write-in candidate (see page 21) for any of his or her three choices may write the candidate's name in the space provided and complete the arrow pointing to his or her choice.

When will the election results for ranked-choice voting contests be available?

Election results of first-choice votes will be released on election night as they become available. Typically the Department will release results concerning second- and third-choice votes and preliminary results for contests requiring the ranked-choice voting method starting at 4:00 p.m. on the Friday immediately following the election. The actual reporting schedule will be released closer to the election.

Remember, preliminary results for contests involving the ranked-choice voting method are unofficial and indicate only the results of the contests according to the votes already counted. No candidates will be eliminated and no votes redistributed to remaining candidates in any ranked-choice contest until all ballots have been processed. In general, it takes the Department two weeks to process all ballots, in part because the Department must check the validity of each vote-by-mail and provisional ballot.

Is “ranked-choice voting” the same as “instant runoff voting?”

Yes, ranked-choice voting is sometimes called “instant runoff voting.” The Department of Elections generally uses the term ranked-choice voting because it describes the voting method—voters are directed to rank their first-, second- and third-choice candidates.

For more information and an interactive demonstration on ranked-choice voting, visit www.sfgov.org/election/rcv.

XV. ELECTION DAY AND ELECTION NIGHT

ELECTION DAY

The polls are open from 7:00 a.m. to 8:00 p.m. Campaigning and electioneering are NOT allowed within 100 feet of a polling place during voting hours. (CAEC § 18370.) Electioneering includes circulating any petition, soliciting votes, and displaying campaign signs. T-shirts, buttons, signs on cars, handouts and anything else which may be considered campaigning is strictly prohibited. Violations of these rules can be charged as misdemeanors. (CAEC § 18370.)

ELECTION NIGHT

Although the polls officially close at 8:00 p.m., all voters who are at the polling place waiting to vote at 8:00 p.m. are permitted to do so, even if they cast their ballots after 8:00 p.m. After the voting is over, the poll workers close down the polling place. The Sheriff is responsible for transporting voted ballots and electronic devices used to record votes from the polling place to the counting centers.

After closing of the polls, the Department of Elections will begin reporting election results. The first report issued will reflect vote totals from vote-by-mail ballots. Subsequent reports will be cumulative and include polling place results.

After 8:00 p.m., candidates, members of the media, and the public are invited to observe the vote tabulation from the "Public Viewing Area" at the Department of Elections. Also, each precinct will post results outside the polling place for the public to view. Please call 415-554-4375 for more information.

ELECTION RESULTS

Election results are recorded and available by phone to anyone wishing to monitor the returns. If you wish to obtain election results on election night (or the day after), visit the Department of Elections website www.sfelections.org or call 415-554-4375.

OFFICIAL CANVASS OF THE RETURNS

The Department of Elections will conduct the official canvass of the returns beginning no later than two days after the election. The Department will complete the official canvass within 28 days (**November 30, 2010**), and will submit a certified statement of the results to the California Secretary of State and San Francisco Board of Supervisors. (CAEC § 15372.)

RIGHT TO RECOUNT

Following the completion of the official canvass, any voter may, within 5 days thereafter, file with the Department of Elections a written request for a recount of the votes cast. The request shall specify on behalf of which candidate it is filed. (CAEC §§ 15620-15621.)

Any voter requesting a recount is required to deposit the daily costs for the recount each day before the counting board commences to function. The request may specify the order in which the precincts shall be counted, and the recount shall be conducted publicly. (CAEC §§ 15622-15624.)

XVI. NOMINATION DOCUMENT CHECKLIST

It is the responsibility of the candidate to ensure that he or she meets all filing and deadline requirements.

The Campaign Services Division recommends the following:

- Give yourself a margin for error by filing early.
- If possible, file your documents personally.
- If delegating pick-up or filing of your documents, written authorization language must be specific.

All Candidates MUST File:

- (A) **Declaration of Intention**
 - (B) **Authorization Form** (*Required if someone other than candidate is picking up or filing forms*)
 - (C) **Petition In-Lieu Form** (*Required if candidate is offsetting filing fees with petition signatures*)
 - (D) **Nomination Papers**
 - (E) **Declaration of Name in Chinese Characters**
 - (F) **Declaration of Filing Under Legal Name**
 - (G) **Declaration of Candidacy**
 - (H) **Ballot Designation Worksheet**
 - (I) **Candidate Statement of Qualifications**
 - (J) **Statement of Economic Interest** (*FPPC FORM 700*)
 - (K) **Code of Fair Campaign Practices** (*Filed only if Candidate acknowledges acceptance of the Code of Fair Campaign Practices*)
 - (L) **Permission to Post Information on Internet**
 - (M) **Acknowledgement of Petitions In-Lieu of Filing Fee/Nomination Petition and Requirement to Record Candidate Name Pronunciation**
 - (N) **Department of Public Works/Department of Transportation Signage**(*if applicable; filed with DPW or DOT*)
- NOTE: FILING FEE IS DUE UPON FILING THE ABOVE DOCUMENTS. PERSONAL CHECKS AND CREDIT CARDS WILL NOT BE ACCEPTED.**

NOMINATION DEADLINE IS FRIDAY, AUGUST 6, 2010 @ 5:00 P.M.

San Francisco Ethics Commission
25 Van Ness, Suite 220
San Francisco, CA 94102
Phone: 252-3100 Fax: 252-3112
www.sfethics.org

Checklist for Supervisorial Candidates - November 2, 2010 Election

Form Number	Form Name	When to File	Where to File
N/A	Declaration of Intent to Solicit or Accept Contributions	Prior to soliciting or accepting contributions	Dept. of Elections
N/A	Nomination papers	Nomination period: July 12 through August 6, 2010	Dept. of Elections
FPPC Form 501	Candidate Intention Statement	Prior to soliciting or accepting contributions	Ethics Commission
FPPC Form 410	Statement of Organization	Within 10 days of reaching \$1,000 in activity	Orig. w/ Secy. of State; 2 copies w/ Ethics Comm.
FPPC Form 460 This form may also need to be filed electronically	Campaign Disclosure Statement	<ul style="list-style-type: none"> • Due 2/1/10 for period ending 12/31/09 • Due 8/2/10 for 1/1/10-6/30/10 period • Due 10/5/10 for 7/1/10-9/30/10 period • Due 10/21/10 for 10/1/10-10/16/10 period • Due 1/31/11 for 10/17/10-12/31/10 period 	Ethics Commission
FPPC Form 497	Late Contribution Report	Within 24 hours for 10/17/10-11/1/10 period	Ethics Commission
SFEC-107	Training for Candidates and Treasurers	12 months to 30 days prior to election	Ethics Commission
¹ SFEC-108	Campaign Contingency Account	1) Within 10 days of opening bank account 2) Within 10 days after the date of the election	Ethics Commission
SFEC-142(a)	Statement of Participation or Non-Participation in Public Financing Program	No later than August 6, 2010	Ethics Commission
¹ SFEC-142(b)-1 & ¹ SFEC-142(c)-1	Declaration of Public Funds & Qualifying Contributions List	February 2 through August 24, 2010	Ethics Commission
SFEC-152(a)-1	Notice by Candidates for Board of Supervisors of Reaching \$5,000 Threshold	Within 24 hours of receiving or spending funds of \$5,000 or more	Ethics Commission
² SFEC-152(a)-2	Notice by Candidates for Board of Supervisors of Reaching \$100,000 Threshold and Supp. Notice of Reaching Each Additional \$10,000 Threshold	1) Within 24 hours of receiving or spending \$100,000; and 2) within 24 hours of each time the candidate receives or spends an additional \$10,000	Ethics Commission
SFEC-160.5	Disclosure and Filing of Persuasion Polls	Within 48 hours of each disclosure date	Ethics Commission
SFEC-161(a)	Itemized Disclosure Statement for Mass Mailings	Within 5 working days of the mailing date or within 48 hours if the date of the mailing occurs in the final 16 days before the election; file 2 pieces of the original mail with the itemized disclosure statement	Ethics Commission
¹ SFEC-144(d)-1 & ¹ SFEC-144(d)-2	Application for additional Public Funds and Matching Contributions List	After certification of eligibility to receive public funds	Ethics Commission

Committee may be subject to additional filing requirements.

¹ Applies only to candidates seeking public financing.

² Applies only if at least one candidate in a particular Board of Supervisors race is certified as eligible to receive public funds.

San Francisco Ethics Commission
25 Van Ness, Suite 220
San Francisco, CA 94102
Phone: 252-3100 Fax: 252-3112
www.sfethics.org

Resources for Supervisorial Candidates - November 2, 2010 Election

Where to find forms and candidate guides:

<http://www.sfethics.org> (Click on "File Forms," "Candidates and Officeholders")
<http://www.fppc.ca.gov> (Under "Candidates/Committees", click on "Candidate Checklists and Forms")

Campaign Finance Laws and Regulations:

- Campaign Finance Reform Ordinance (CFRO) San Francisco Campaign and Governmental Conduct Code Section 1.100 et seq
- Ethics Commission Regulations
- Political Reform Act (PRA), Government Code Section 81000 et seq
- FPPC Regulations (2 Cal. Code of Regs. §§ 18109-18997)

Common Mistakes:

- Submitting forms late (fines assessed for late filings)
- Forgetting to submit paper copy of e-filed documents by the deadline
- Not reporting complete contributor information
- Leaving Column B (cumulative amount) blank on Summary Page
- Not filing an itemized disclosure statement and 2 pieces of a mass mailing with SFEC
- Spending your personal funds without first depositing them into the Campaign Contribution Trust Account

Recordkeeping Requirements (see FPPC Manual 2):

CONTRIBUTIONS RECEIVED

- Contributor checks, deposit slips, and deposit records.
- Contributor correspondence, including response cards to fundraising events, contribution transmittal letters, and any worksheets used in computing the contributions received.
- Daily lists of contributions received.
- List of contributor names and contribution amounts raised for each fundraising event.

LOANS RECEIVED

- Loan agreements and copies of checks.
- Records of outstanding balances.

NON-MONETARY CONTRIBUTIONS

- Letters from contributors valuing the non-monetary contributions.
- Committee documentation regarding non-monetary contributions.

EXPENDITURES

- Canceled checks.
- Invoices and receipts.
- Contracts with consultants, employees, and vendors (i.e., for professional services received, rental of office space and production of campaign literature).
- Petty cash records (i.e., receipts, invoices, petty cash register).
- Payroll records.

GENERAL

- Bank statements.
- Bank reconciliations.
- Check register.
- Samples of all mass mailings sent, including dates mailed and number of pieces mailed.
- Transcripts of recorded telephone messages and a record of the number of calls made for each recorded message.

For more information, go to www.fppc.ca.gov. Click on "Candidates and Committees", "Candidate Disclosure Manuals", "Campaign Disclosure Manual 2". Chapter 1 contains detailed information regarding recordkeeping and treasurer responsibilities.