



Ballot Measure Argument and Rebuttal Argument Guide



Special Municipal Election November 5, 2024

This guide is intended as a reference only; compliance with all applicable law is required.

Page 2 revised July 12, 2024

Page 5 revised July 12, August 2 and August 13 2024

**CITY OF SUNNYVALE
BALLOT MEASURE ARGUMENT AND REBUTTAL ARGUMENT GUIDE**

**GENERAL MUNICIPAL ELECTION
November 5, 2024**

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Word file: *Arguments - Rebuttal Arguments template.docx* for drafting an argument is attached to this PDF. [Download Arguments - Rebuttal Arguments template.docx](#)

PDF file: *Ballot Measure Argument Form.pdf* containing the following is attached to this PDF: [Download Ballot Measure Argument Form.pdf](#)

- Ballot Measure Argument Form (PRIMARY and REBUTTAL)
- SECTION 1: ARGUMENT INFORMATION
- SECTION 2: AUTHOR INFORMATION
- SECTION 3: ARGUMENT TEXT
- SECTION 4: LIST OF MEASURE SUPPORTERS OR OPPONENTS TO APPEAR ON THE BALLOT LABEL

PDF file: *Ballot Measure Rebuttal Argument Consent Form.pdf* is attached to this PDF: [Ballot Measure Rebuttal Argument Consent Form.pdf](#)

City of Sunnyvale Regular Municipal Election
Tuesday, November 5, 2024

BALLOT MEASURE – ELECTION CALENDAR

<u>DATE</u>	<u>ACTIVITY</u>
July 31, 2024 (E-97)	FPPC Semi-Annual Statement Due Deadline for semi-annual Fair Political Practices Commission financial disclosure report Form 460 covering the period Jan. 1, 2024 to June 30, 2024 or the day after the closing date of the last statement filed before June 30, 2024.
Aug. 7, 2024 to Nov. 5, 2024 (E-90 to E)	Contribution / Independent Expenditures Sums of \$1,000 or more to/from a single source must be reported within 24 hours. The Independent Expenditure report is required only for committees (not candidate controlled) that make independent expenditures totaling \$1,000 or more to support or oppose a single ballot measure or a single candidate.
Aug. 9, 2024 (E-88)	<u>Due Date for Measure Resolutions (5 p.m.)</u> Deadline for jurisdictions to submit resolution calling for a measure election.
<u>Aug. 13, 2024</u> (E-84)	<u>Due Date for Arguments (5 p.m.)</u> Deadline set by the City of Sunnyvale Resolution Nos. 1234-24 and 1254-24 for submitting arguments in favor of or against a measure to the City Clerk.
<u>Aug. 14, 2024 to Aug. 23, 2024</u> (E-83 to E-74)	<u>Examination Period for All Arguments Filed*</u> The elections official shall make the arguments available for public examination for a period of 10-calendar days immediately following the filing deadline for submission of those documents.
<u>Aug. 20, 2024</u> (E-77)	<u>Due Date for Rebuttal Arguments and Impartial Analyses (5 p.m.)</u> Deadline set by the City of Sunnyvale Resolution Nos. 1234-24 and 1254-24 for submitting rebuttals to arguments in favor of or against a measure to the City Clerk.
<u>Aug. 21, 2024 to Aug. 30, 2024</u> (E-76 to E-67)	<u>Examination Period for All Rebuttals and Impartial Analyses Filed*</u> The elections official shall make the rebuttal arguments and impartial analyses available for public examination for a period of 10-calendar days immediately following the filing deadline for submission of those documents.

*Refer to California Elections Code §§[9190](#), [9295](#), [9380](#), [13313](#), and [13314](#) for details of public examination periods and writ of mandate.

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Sept. 26, 2024 (E-40)	FPPC 1st Pre-Election Statement Due Deadline for Fair Political Practices Commission financial disclosure report Form 460, for campaign committees supporting or opposing local candidates or measures, covering the period of July 1, 2024 through Sept. 21, 2024.
Oct. 7, 2024 (E-29)	First Day for Mailing of <i>Vote-By-Mail</i> Ballots Last day for the Registrar of Voters to begin mailing <i>Vote by Mail</i> ballots.
Oct. 7, 2024 to Nov. 5, 2024 (E-29 to E)	EARLY VOTING PERIOD AT THE ROV OFFICE Early voting is available at the Registrar of Voters office for individuals wishing to drop off ballot or vote in person during normal business hours, Monday through Friday, 8 a.m. to 5 p.m., beginning 29 days prior the election.
Oct. 21, 2024 (E-15)	Last Day to Register to Vote for the November Election Deadline to register to be eligible to vote in the Nov. 5, 2024 Election.
Oct. 24, 2024 (E-12)	FPPC 2nd Pre-Election Statement Due Deadline for Fair Political Practices Commission financial disclosure report Form 460, for campaign committees supporting or opposing local candidates or measures covering the period of Sept. 22, 2024 through Oct. 19, 2024.
Oct. 26, 2024 to Nov. 5, 2024 (E-10 to E)	Vote Centers Open 10 Days Before Election Day Vote Centers are open to all registered voters in Santa Clara County. Any voter can go to any Vote Center location throughout the County. Hours vary by location.
Oct. 29, 2024 (E-7)	Last Day to Request <i>Vote by Mail</i> Ballot from ROV Deadline at 5 p.m. to submit to the Santa Clara County Registrar of Voters a request for a <i>Vote by Mail</i> ballot to be mailed to you.
Nov. 5, 2024 (E)	Election Day All Vote Centers are open from 7 a.m. to 8 p.m.
Dec. 5, 2024 (E+30)	Official Canvass of Vote Deadline for Santa Clara County Registrar of Voters to certify election results.
Jan. 31, 2025 (E+87)	FPPC Semi-Annual Statement Due Deadline for all committees to file a Form 460 covering the period Oct. 20, 2024 to Dec. 31, 2024 unless the committee filed termination Forms 410 and 460 before Dec. 31, 2024.

BALLOT ARGUMENT AND REBUTTAL GUIDELINES

Format

Ballot Arguments (Arguments) and Rebuttals to Ballot Arguments (Rebuttals) are printed in the Voter Information Guide in paragraph format. In order to ensure uniformity, Arguments and Rebuttals must be prepared as follows:

- Utilize the Word file Arguments - Rebuttal Arguments template.docx attached to this PDF to access the following forms for Argument and Rebuttal Argument submittal:
 - Argument Form and Signature Page
 - Rebuttal Argument Form and Signature Page
 - Authorization for Another Person or Persons to Prepare, Submit or Sign the Rebuttal Argument

Contact cityclerk@sunnyvale.ca.gov if you experience difficulty accessing these Forms

- Each paragraph must be typewritten or computer printed.
- **Bolding**, underlining, *italics* and bullets (•) are allowed, and will be included in the Voter Information Guide.

Check submittal for errors in spelling, punctuation and grammar. Arguments and Rebuttals will appear in the Voter Information Guide **exactly as submitted**.

NO corrections or changes to content, format or spacing will be allowed after the Argument or Rebuttal has been filed, unless requested by the Elections Official or ordered by a court.

Arguments **must be** confined to the following parameters:

- A maximum of **300 words**

Rebuttals **must be** confined to the following parameters:

- A maximum of **250 words**

We **do not recommend** that you use a computer to determine the word count. Please refer to “Rules for Counting Words” on Page 7 for information on how the words will be counted.

FOLLOW THE GUIDELINES. ARGUMENT AND REBUTTAL ARGUMENTS WILL NOT BE ACCEPTED UNLESS THEY CONFORM TO THESE UNIFORM GUIDELINES.

Content Recommendation

The use of jargon, colloquialisms, slang, or other such expressions is **strongly discouraged**. Phrases such as “monster home” are difficult to translate appropriately into other languages and meanings are often misinterpreted or lost. For example, “monster home”, a local term for a home that is much larger than the other homes in the neighborhood, may be incorrectly translated as a “home of monsters”. Submitters are encouraged to keep the translation process in mind when developing their arguments and rebuttals and to use unambiguous and straightforward vocabulary.

Confidentiality

The Arguments and Rebuttals shall remain confidential until the associated submittal deadline. You may view copies of any Argument or Rebuttal beginning on the next business day after the associated submittal deadline. Review of Arguments and Rebuttals closes 10 calendar days after the associated submittal deadline.

Arguments will be available for public review on the [Sunnyvale Elections](#) page by 10 a.m. on **Wednesday, Aug. 14, 2024**.

Rebuttal Arguments will be available for public review on the [Sunnyvale Elections](#) page by 10 a.m. on **Wednesday, Aug. 21, 2024**.

Translations of Arguments and Rebuttals

The Arguments and Rebuttals will be translated in the Chinese, Spanish, Tagalog and Vietnamese languages, and will appear in the Voter Information Guide.

RULES FOR COUNTING WORDS

The following guidelines are for computing the word count for Ballot Arguments and Rebuttals to Ballot Arguments. The City Clerk will make final determination.

	<u>Word(s)</u>
Punctuation	Free
Dictionary words	One
"I", "the", "and", etc. are counted as individual words.	
Abbreviations/Acronyms	One
Examples: SJSU, PTA, U.S.M.C., S.J.P.D.	
All proper nouns, including geographical names	One
Examples: San José - 1 word	
County of Santa Clara - 1 word	
City and County of San Francisco - 1 word	
Willow Glen - 2 words	
Numbers/Numerical Combinations/E-Mail Addresses:	
Digits (1, 10, or 100, etc.)	One
Spelled out (one, ten, or one hundred)	One for each word
50%, 1/2, etc.	One
Website/Email addresses (www.sccvote.org or johndoe@vote.com)	One
Telephone Numbers (408-555-1234)	One
Number or letter used to identify a portion of text	One
Examples: (1), (a) will be counted as one word	
Dates:	
All digits (01/01/00)	One
Words and digits (January 1, 2000)	One
Characters used in place of word or number (& or #)	One
Proper Noun	One

Characters used in conjunction with a number and necessary to combine, such as "\$100" or "100%" are not counted.

Examples: \$100 = one word, #voteforme = three words (# not counted)

Hyphenated words that appear in any generally available dictionary, printed in the United States within the past 10 years, shall be considered as one word. Each part of all other hyphenated words shall be counted as separate words.

Example: mother-in-law = 1 word one-half = 2 words

CITY CLERK CONTACT INFORMATION

Office of the City Clerk

David Carnahan, MPA, MMC
City Clerk

Sandra Barajas, CMC
Deputy City Clerk

456 W. Olive Ave.
Sunnyvale, CA 94086

408-730-7483

Email: cityclerk@sunnyvale.ca.gov

Website: <https://www.sunnyvale.ca.gov/your-government/city-clerk/elections>

Mailing Address:

P. O. Box 3707

Sunnyvale, CA 94088-3707

CITY COUNCIL MEETINGS

City Council Agendas and Meetings: <https://sunnyvaleca.legistar.com/Calendar.aspx>

Council agendas are also available at the Sunnyvale Library on Friday prior to a scheduled Council meeting.

Council meetings are Live Streamed on the Sunnyvale City Clerk YouTube Channel:

<https://www.youtube.com/sunnyvalemeetings>

Have you completed or complied with the following?

Primary Argument Checklist

- Author(s) meets criteria to sign?
- Author's title as signed meets criteria?
- Residential address meets criteria for eligible individual voter to sign?
- Argument Signer Form signed by author(s)?
- Signing order indicated?
- Only author's name is listed on name line and matches signed name?
- Author's TYPED or LEGIBLY WRITTEN title is on title line, if applicable?
- Author's gender is selected?
- Original or scanned signatures are clear and readable for verification?
- Primary Argument does not exceed 300 words?
- Author's contact information is filled out?
- Author's document(s) filed by deadline?

Rebuttal Argument Checklist

- Authors filed written authorization, if different authors submitted?
- Argument Signer Form signed by author?
- Signing order indicated?
- Only author's name is listed on name line and matches signed name?
- Author's TYPED or LEGIBLY WRITTEN title is on title line, if applicable?
- Author's gender is selected?
- Original or scanned signatures are clear and readable for verification?
- Rebuttal Argument does not exceed 250 words?
- Author's contact information is filled out?
- Author's document(s) filed by deadline?