Be it ordained by the People of the City and County of San Francisco:

Section 1. The Municipal Elections Code is hereby amended by revising Sections 530, 535, and 545 to read as follows:

SEC. 530. BALLOT ARGUMENTS; PROCEDURES.

(a) Rules for Submission. These procedures shall govern the submission and publication of ballot arguments for or against any measure submitted to the voters.

(b) Authorship. Subject to the provisions of Section 535, the Board of Supervisors, or any member or members of the Board of Supervisors authorized by that body; the Mayor; any proponent of an initiative measure or a referendum; any individual voter who is eligible to vote on the measure, or group of such voters; or association or organization; or any combination
thereof, may submit a written argument for or against any measure for publication in the voter information pamphlet. When the Board of Supervisors authorizes a member or members of that body to submit and sign a written proponent's or opponent's argument for or against any measure for publication in the voter information pamphlet, or assigns that right to another person pursuant to Section 550 of this Code, the Board shall provide such authorization by motion and need not take any further action, including voting on or otherwise approving the actual text of the argument before it is submitted for publication.

(c) Form. To ensure that all ballot arguments are filed in a uniform format, the arguments shall be submitted in a manner specified by the Director of Elections.

(d) Authorization Signatures Required. A ballot argument shall not be accepted unless accompanied by the signature or signatures of the person or persons submitting it, or, if submitted on behalf of an association or organization, the name of the association or organization and the signature of at least one of its principal officers who is a registered San Francisco voter. The association or organization submitting the argument must clearly indicate whether it wishes the name of the officer submitting the argument to be printed as part of the argument. The names of additional associations, organizations, or individuals who are registered San Francisco voters may be submitted as co-authors of the argument. The names and titles of all co-authors, and the name and title of any other person to be included in the text of the argument as printed in the voter information pamphlet, shall be counted against the 300-word limit specified in Section 575 of this Article. Such names and titles shall be subject to the per-word fee specified in Section 830 of this Code.

(e) Consent Required. A ballot argument which includes in its text the name of an individual or entity, other than a co-author of the argument, which is represented as being for or against a measure, or which is represented as supporting, opposing, or endorsing the views expressed in the argument, shall not be accepted unless the argument is accompanied
by a statement of consent signed by such individual or entity. The consent of an entity shall be
signed by an officer or other duly authorized representative.

SEC. 535. BALLOT ARGUMENTS; DEADLINES FOR SUBMISSION,
CORRECTION, AND WITHDRAWAL.

(a) Definitions. For purposes of Section 535 and 545, the following definitions shall apply:

"Author" means the Person whose name appears in italics after the text of a ballot
argument in the voter information pamphlet, to signify that the ballot argument is attributed to that
Person. There may be more than one Author for a single ballot argument.

"Committee" has the same meaning as set forth in the California Political Reform Act,
California Government Code section 82013.

"Non-supporter" means any Person who, with respect to a measure:

(1) is a treasurer, officer, or member of a committee that has made or plans to
make expenditures in opposition to a measure;

(2) has received or has been promised any compensation or thing of value from
such a committee to perform consulting services for that committee; or

(3) has authorized his or her name or likeness to appear on campaign literature
or in advertising that advocates for the defeat of a measure.

"Person" means any registered San Francisco voter, group of registered San Francisco
voters, association or organization, or combination thereof. An association or organization must have
at least one principal officer who is a registered San Francisco voter.

"Supporter" means any Person who, with respect to a measure:

(1) is a treasurer, officer, or member of a Committee that has made or plans to
make expenditures in support of the measure;
(2) has received or has been promised any compensation or thing of value from such a Committee to perform consulting services for that Committee;

(3) has authorized his or her name or likeness to appear on campaign literature or in advertising that advocates for the adoption of the measure; or

(4) who, with respect to an initiative or referendum petition, is the official proponent of the initiative or referendum petition.

(a) (b) Proponent's and Opponent's Arguments.

(1) Ballot arguments submitted for selection as the "proponent's" argument for or "opponent's" argument against a measure as provided in Section 545 must be submitted to the Director of Elections no later than noon of the eighty-second day prior to the election at which the measure is to be voted upon.

(2) Each Author of a ballot argument submitted for selection as the proponent's argument shall attest under penalty of perjury on a form provided by the Director of Elections that the Author is not a Non-supporter of the measure to which the ballot argument pertains. Each Author of a ballot argument submitted for selection as the opponent's argument shall attest under penalty of perjury on a form provided by the Director of Elections that the Author is not a Supporter of the measure to which the ballot argument pertains.

(3) No Person may submit more than one ballot argument per measure for selection as either the opponent's argument or proponent's argument.

(b) (c) Rebuttal Arguments. Rebuttal arguments as provided for in Section 550 must be submitted to the Director of Elections no later than noon of the seventy-eighth day prior to the election at which the measure is to be voted upon.

(d) (e) Paid Arguments. Ballot arguments submitted for publication as paid arguments for or against a measure as provided for in Section 560 must be submitted to the
(d) Modification or Withdrawal of Submitted Arguments. Arguments may be changed or withdrawn by the persons submitting them at any time up to and including the last day for submission. No person may change an argument, except as provided in Subsection (e), and no person may withdraw an argument after the deadline for submission of the argument.

(e) Correction of Submitted Arguments. Grammatical, spelling and factual errors contained in a proponent's or opponent's argument may be corrected by the person submitting any Author of the argument at any time up until noon of the eighty-first day prior to the election. Grammatical, spelling and factual errors contained in a rebuttal argument may be corrected by the person submitting any Author of the argument at any time up until noon of the seventy-seventh day prior to the election. Grammatical, spelling and factual errors contained in a paid argument may be corrected by the person submitting any Author of the argument at any time up until noon of the seventy-seventh day prior to the election. For purposes of this Subsection (f), the determination of what constitutes a grammatical, spelling or factual error shall be made by the Director of Elections. No person may correct grammatical spelling or factual errors contained in an argument after the deadline specified in this Subsection.

SEC. 545. PROPONENT'S AND OPPONENT'S ARGUMENTS; SELECTION IF MORE THAN ONE SUBMITTED.

(a) In the event if more than one argument is submitted for selection as the "proponent's" argument for or "opponent's" argument against any measure, the Director of Elections shall no later than 2:00 p.m. on the eighty-second day prior to the election select the argument to be published according to the order of priority shown herein.
(1) Arguments supporting a measure:

(A) The proponent of an initiative petition; or the Mayor, the Board of Supervisors or four members of the Board of Supervisors if the measure is submitted by the same;

(B) The Board of Supervisors, or any member or members designated by motion of the Board;

(C) The Mayor;

(D) Any individual registered San Francisco voter, group of registered San Francisco voters, association or organization, or combination thereof.

(2) Arguments opposing a measure:

(A) In the case of a referendum, the person who files a referendum petition with the Board of Supervisors;

(B) The Board of Supervisors, or any member or members designated by motion of the Board;

(C) The Mayor;

(D) Any individual registered San Francisco voter, group of registered San Francisco voters, association or organization, or combination thereof.

(b) If more than one argument is submitted for or against a measure at any given level of priority as specified in subsection (a) and no argument entitled to higher priority is submitted, the Director of Elections shall select the "proponent's" or "opponent's" argument by lot from among all arguments at the highest level of priority. A Person's name shall not be not listed as an Author on more than one ballot argument per measure that is submitted for selection as either the opponent's argument or proponent's argument.
Section 2. Effective Date. This ordinance shall become effective 30 days after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor's veto of the ordinance.

Section 3. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal Code that are explicitly shown in this ordinance as additions, deletions, Board amendment additions, and Board amendment deletions in accordance with the "Note" that appears under the official title of the ordinance.

APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

By:
JOSHUA S. WHITE
Deputy City Attorney
Ordinance amending the Municipal Elections Code to prohibit any person from submitting more than one ballot argument per measure for selection as either the proponent’s argument or opponent’s argument; and to require each author of a proposed proponent’s or opponent’s ballot argument to swear that the author is not an official or paid advocate for the contrary position.

June 05, 2014 Rules Committee - AMENDED

June 05, 2014 Rules Committee - RECOMMENDED AS AMENDED

June 17, 2014 Board of Supervisors - PASSED, ON FIRST READING
   Ayes: 11 - Avalos, Breed, Campos, Chiu, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

June 24, 2014 Board of Supervisors - FINALLY PASSED
   Ayes: 11 - Avalos, Breed, Campos, Chiu, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

I hereby certify that the foregoing Ordinance was FINALLY PASSED on 6/24/2014 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

7/2/2014
Date Approved