GOOD GOVERNMENT GUIDE 2014

Be informed • Be ready • Be counted

The City of Santa Clara has a long record of efforts to foster "government at its best," ranging from its first basic Code of Ethics in the 1960s to today's robust and award-winning public trust programs. This Guide will help you be informed, be ready and be counted in the next election, so you as a voter can determine which candidates will best represent you, and your community's values and priorities.

BE INFORMED

Local government decisions affect your daily life

Of all levels of government, the local city has the most direct interaction with residents on a daily basis. That is especially true in a full-service city like Santa Clara. A wide array of recreational opportunities, police and fire protection, water and electric power and many other amenities are provided by your City. Your local elected leaders set policies to determine what services are offered, in what way and at what cost.

Test your knowledge about local government!

Check the boxes below next to services the City delivers, and leave empty the boxes next to services delivered by some other government entity. (Hint: some are the responsibility of the school district, County, State or other level of government). See answers on page 2.

- ❑ Respond to 9-1-1 emergency calls
- ❑ Supply drinking water to your home
- ❑ Set the hours of the school day
- ❑ Fix potholes
- ❑ Issue marriage licenses
- ❑ Offer recreation programs for seniors and youth
- ❑ Build neighborhood parks
- ❑ Repair cracked sidewalks
- ❑ Issue driver's licenses
- ❑ Provide electrical power
- ❑ Operate local libraries
- ❑ Conduct building inspections

Election Day is November 4, 2014

Good government begins at the ballot box

Good government begins at the ballot box and that responsibility lies in the hands of the voters.

The Good Government Guide is part of Santa Clara's Vote Ethics program. Its goals are to encourage voter registration, to promote fair campaigns, and to provide tools voters may use to help them decide which candidates will conduct themselves in a manner that inspires trust and confidence in local government.

The City of Santa Clara does not endorse any candidate for any elected office. Who should you vote for? That is up to YOU!

VOTE ETHICS

Government at its best for the people of Santa Clara

In 2000, a committee of community members, Commissioners, Council Members and staff, working with a facilitator, created the groundbreaking Santa Clara Code of Ethics & Values. The Code outlines eight values which are necessary for public trust. Local government at its best is:

Ethical
Professional
Service-Oriented
Fiscally Responsible
Organized
Communicative
Collaborative
Progressive

The Ethics & Values programs help the City integrate these values into everything it does. Santa Clara's positive and practical approach has received many awards, including:

- City Clerks Association of California, Award of Distinction for Voter Outreach
- International City/County Management Association, Best Practice case study
- International Institute of Municipal Clerks, Program Excellence in Governance Award
- League of California Cities, Helen Putnam Grand Prize Award (twice)
- Public Relations Society of America, Silver Anvil Award of Excellence
- United Nations (UN-Habitat), Best Practices international case study

See inside for information on campaign practices that build public trust and easy steps to become an even more savvy voter.

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BE READY

In the November 4, 2014 General Election, Santa Clara voters will consider candidates for Mayor and two City Council seats. At this pivotal time in the City's history, these are important decisions. Considering who to trust with setting priorities for multi-million dollar budgets and making policy decisions that affect your daily life should be done with personal care and political savvy. It is up to you, the voter, to become educated regarding who is seeking office, and which candidates you think will best represent the City of Santa Clara.

Who are the candidates?

Residents can find out who is running for office by visiting the Santa Clara County Registrar of Voters or City of Santa Clara websites. Voters will also receive a sample ballot prior to the election that will list the candidates and in most cases include their Statements of Qualifications. Your job is to find out who is seeking election, and what they stand for:

Action Items

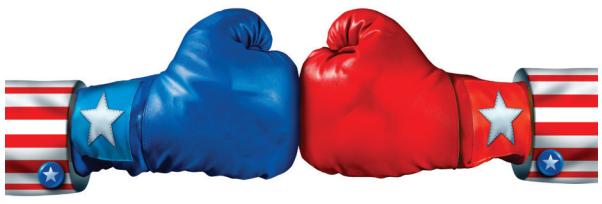
- Visit the City's Election Info website: SantaClaraCA.gov/ElectionInfo.
- Read the sample ballot you will receive in the mail.
- Learn as much as you can about each of the candidates.

What do candidates have to say?

Forums and debates offer an insightful way for voters to compare how candidates answer questions about their qualifications and vision for the City of Santa Clara. Remember to keep an eye out for forums organized by community groups. You can also attend City and League of Women Voters-sponsored events in person, watch them on City Cable Channel 15, or streamed on the City's website. SantaClaraCA.gov.

Action Items

- Candidates Forum: Co-sponsored by the City and the League of Women Voters: Thursday, Sept. 11, 7 p.m.
- "The First Word" Candidate Forum Co-sponsored by the City and the League of Women Voters: Thursday, Oct. 9, 7 p.m.
- "The Final Word" Candidate Forum, Monday, Nov. 3, 7 p.m.



Are candidates fighting fair?

In survey after survey, Santa Clara voters have made it clear that honest and fair campaigns are important to good government and public trust. Election campaigns should be hard-fought, passionately argued and competitive. The fight, however, is about issues. The argument is over the best way to meet public needs, and the competition is between generous and talented neighbors in a race to provide public service. Honorable campaigns may even be hard-hitting and critical, if the comments are relevant, truthful and in context.

Action Item

- Watch the First Word and Final Word candidate forums to see potential issues of concern.
- Consider which candidates are staying true to the Santa Clara Council of Trust, found at VoteEthics.net.
- Compare what candidates are saying on the Fairness Chart:

OK	Not OK
Criticize voting record	Personal attacks
Criticize policy position	Rumors or innuendos
Comparison of candidate experience	Distortions or lies
Questions about leadership ability	Unsubstantiated charges
	Telling half truths or leaving out important facts

Page 1 quiz answers

What do you know about local government?

Only 3 of the services listed fall outside the responsibility of municipal government in the City of Santa Clara. School day hours are set by the school district. The County of Santa Clara issues marriage licenses, and the State of California Department of Motor Vehicles issues driver's licenses.

Who is supporting individual candidates?

Individuals, businesses and advocacy groups can support candidates through endorsements, direct campaign contributions and independent financial support. Candidates often list endorsements in their campaign literature and websites. Financial support of $100 or more made directly to the candidate must be reported by their campaign. An "independent expenditure" can be identified by reading the small print that attributes each piece of political mail.

Action Items

- Read candidate mail and look at their websites to see endorsers.
- Check who is contributing to Santa Clara candidates on the website SantaClaraCampaignDollars.net.
- Look at the small print on campaign material to see who paid for it.

What are the issues?

Candidates often outline their policy priorities for the City of Santa Clara as part of their campaigns. It is up to you to decide which candidates best suit your personal goals for the community:

Action Items

- Read campaign literature mailed to your home.
- Visit candidate websites.
- Read candidate profiles on SmartVoter.org.

Public education from the City of Santa Clara fostering "government at its best" • VoteEthics.net

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What campaign tactics need close scrutiny?

There are three types of campaign advertising that should be looked at closely: 1) "slate" mailers; 2) "independent expenditures;" and 3) last minute "hit" pieces. All of these tactics are legal. The question is whether they are truthful and fair, or misleading.

Slate Mailers

Slate mailers are brochures supporting multiple candidates. These may be a joint effort by two or more candidates with shared goals, or a special interest with a specific policy focus. However, they are often simply paid advertisements with a catchy label, but without any true ideological basis.

Action Items

- Read the small print to determine who is paying for the mailer.
- Pay close attention to any disclaimer indicating if the slate is a paid advertisement.
- Check the group on the Internet to learn if it represents a special policy interest, or if it is simply a commercial enterprise promoting candidates for a fee.

Independent Expenditures

Candidates must strictly report how much money they raise and spend during a campaign, and commonly adhere to the City of Santa Clara's voluntary campaign expenditure limit of $38,300. However, an individual or organization can make an "independent expenditure" expressing their own views, without the involvement of the candidate's campaign.

Action Items

- Read the small print or listen in radio or TV ads for the name of the group paying for the message.
- Find out who is behind the "committee" name on California's Fair Political Practices Commission website FPPC.ca.gov or call 1-866-ASK-FPPC.
- Carefully consider the content of the piece and the credibility of the source.

Last Minute "Hit" Piece

One campaign strategy is to time hard-hitting campaign materials to arrive just a few days before Election Day. This is so that the content is fresh in the minds of voters before they go to the polls. The timing often precludes the attacked party from responding and sharing their point of view.

Action Items

- Carefully read the content to determine if negative charges are backed by facts and if important context has been provided.
- Proactively search the criticized party's website to see if there is a response to the accusation.
- Watch the Final Word candidate forum on Monday, Nov. 3, at 7 p.m. in the Council Chambers, on Cable Channel 15, or streamed on the Internet, to hear candidates respond to issues raised in the final days of the election cycle.

How do you evaluate candidates?

Candidates for elected office should be chosen for their policy positions as well as their track record and conduct. Their policy positions can be seen in the brochures, websites and forums already mentioned. It is also important to consider the actions of candidates as they seek your vote.

Action Items

- Identify the issues that you think are most important in Santa Clara.
- Think about the leadership qualities that would give you trust and confidence in local government.
- Use the Ethical Campaign Checklist and the Leadership Qualities outline to consider candidates.

Leadership Qualities

In City surveys, Santa Clara residents identified the character traits and behaviors that are most important to public trust in government. Trustworthy leaders must:

- Be honest and tell the truth to citizens, colleagues and staff
- Be dependable and do what they say they will do
- Make prudent financial decisions, taking into account both short-term needs and long-term financial stability
- Act with integrity, and seek to do the right thing for the City in public and private
- Take responsibility for their actions, even when it is uncomfortable or unpopular to do so
- Make impartial decisions, free of any interests that might compromise their independence of judgment
- Be accountable, willing to explain actions, show evidence that they have kept their promises, and accept fair consequences when they make mistakes

Ethical Campaign Checklist

Does the candidate run an honest, fair, respectful and issues-oriented campaign by . . .

- ❑ Telling the truth
- ❑ Focusing on issues relevant to Santa Clara
- ❑ Taking a clear stand on issues
- ❑ Describing how the candidate will make decisions when in office
- ❑ Pointing out factual differences from other candidates
- ❑ Treating opponents with dignity and respect
- ❑ Avoiding personal attacks on others
- ❑ Never trying to confuse or mislead voters
- ❑ Criticizing unfair and dishonest campaign tactics from any source
- ❑ Taking responsibility for mistakes made by the candidate or campaign

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BE COUNTED

Stay abreast of issues and decisions that affect your community

- Read City newspapers and utility bill inserts
- Visit the City website SantaClaraCA.gov
- Sign up for eNotify, the City's news source
- Monitor agendas of the City Council and its advisory boards
- Watch Council meetings in person, on the City's website or cable Channel 15
- Follow City happenings on social media

Support the candidates of your choice

- Encourage others to register to vote
- Offer your endorsement
- Volunteer your time
- Make a financial contribution to a campaign
- Host an event or a neighborhood coffee
- Help someone who doesn't have transportation get to their polling place
- Cast your vote accordingly

Vote!

Polls are open from 7 a.m. – 8 p.m. on Tuesday, Nov. 4, 2014.

You can find your polling location by calling the Registrar of Voters at 408-299-VOTE.

Please Note: Vote by mail ballots must be physically RECEIVED by the close of the polls on Election Day – A November 4th postmark will not suffice. You can submit your vote by mail ballot on Election Day to any polling location, at City Hall or directly to the Registrar of Voters, 1555 Berger Dr., Bldg 2, San Jose.

Who votes in the City of Santa Clara?

These photos represent the diverse citizens who vote in the City of Santa Clara.

I do!

등록하겠습니다!

Eu Voto!

我投票!

I do!

मै वोट दूंगी!

Ako!

I do!

Yo voto!

I do!

Tôi có!

I do!

Registering to vote is easy & convenient

BY MAIL
Pick up a postcard registration form at Santa Clara City Hall, 1500 Warburton Ave. or the Library.

ONLINE
RegisterToVote.CA.gov

IN PERSON
Registrar of Voters
1555 Berger Dr., Bldg. 2
San Jose
Mon-Fri 8 a.m. – 5 p.m.
SCCVote.org

CALL
To request a registration card.
408-299-8683

登記投票 簡單又便利

郵寄
在聖他克拉拉市市政府或圖書館領取選民登記表
1500 Warburton Ave.

上網
RegisterToVote.CA.org

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Registrar of Voters
1555 Berger Dr., Bldg. 2, San Jose
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SCCVote.org

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408-299-8683

मतदान के लिए पंजीकरण कराना आसान और सुविधाजनक है

डाक द्वारा
इस पते से पोस्टकार्ड पंजीकरण फॉर्म पाइए
Santa Clara City Hall, 1500 Warburton Avenue
अथवा पुस्तकालय (or the Library)

ऑनलाइन
RegisterToVote.CA.Gov

व्यक्तिगत रुप मे हाज़िर होकर
मतदाताओंका पंजीयक
1555 Berger Dr., Bldg. 2
San Jose
सोमवार- शुक्रवार, सुबह 8 से शाम को 5 बजे तक
SCCVote.org

फोन करें
पंजीकरण कार्ड पानेकी विनंति करनेके के लिए
408-299-8683

투표 등록, 쉽고 편리합니다.

우편
산타클라라 시청(1500 Warburton Ave.) 또는 도서관에서 우편엽서 등록 양식을 받으세요.

온라인
RegisterToVote.CA.gov

직접
Registrar of Voters
주소:1555 Berger Dr., Bldg. 2
San Jose
월–금오전 8시–오후 5시
SCCVote.org

전화
등록 카드 요청 전화:
408–299–8683

Registar-se para votar é fácil & conveniente

PELO CORREIO
Pode obter uma ficha de inscrição na Câmara Municipal de Santa Clara.
1500 Warburton Ave ou na Biblioteca.

ELECTRONICAMENTE
RegisterToVote.CA.gov

Pessoalmente
Registrar of Voters
1555 Berger Dr. Blg.2
San Jose
De Segunda a Sexta-feira das 8 às 17:00h.
SCCVote.org

Pelo telefone
Para solicitar um cartão de registo.
408-299-8683

Registrarse para votar es fácil y conveniente

POR CORREO
Recoga un formulario de registración electoral en Santa Clara City Hall, 1500 Warburton Ave. o en la biblioteca.

ELECTRONICAMENTE
RegisterToVote.CA.gov

EN PERSONA
Registro de Votantes
1555 Berger Dr., Bldg. 2
San Jose
Mon-Fri 8 a.m. – 5 p.m.
SCCVote.org

LLAME
Y le enviaremos un
408-282-3078

Ang pagpaparehistro para bumoto ay madali at maalwan

SA PAMAMAGITAN NG KOREO
Kumuha ng postcard na porma ng rehistrasyon sa Santa Clara City Hall, 1500 Warburton Ave. o sa Library

ONLINE
RegisterToVote.CA.gov

PERSONAL
Rehistrador ng mga Botante
1555 Berger Dr., Bldg. 2
San Jose
Lunes - Biyernes 8 n.u. – 5 n.h.
SCCVote.org

TUMAWAG
Upang humingi ng porma ng rehistrasyon.
408-299-8683

Ghi danh bầu cử rất dễ & tiện lợi

BẰNG THƯ
Đến lấy đơn ghi danh tại Tòa Thị Chánh Santa Clara, 1500 Warburton Ave. hoặc Thư Viện.

TRỰC TUYẾN
Vào RegisterToVote.CA.gov

TRỰC TIẾP
Registrar of Voters
1555 Berger Dr., Bldg. 2
San Jose, CA 95112
Thứ Hai-Thứ Sáu: 8 a.m.-5 p.m.
SCCVote.org

GỌI ĐIỆN THOẠI
Để xin đơn ghi danh
408-299-8683

Register by Oct. 20 to vote in the Nov. 4th election!

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