

2011

POLLING PLACE
LOCATION
ON BACK COVER
POLLS OPEN
NOVEMBER 8, 2011
7:00 a.m. to 8:00 p.m.

LAST DAY TO
REGISTER TO VOTE
OCTOBER 24, 2011

VOTE-BY-MAIL
OCTOBER 10 – NOVEMBER 1
APPLICATION ON BACK COVER

IF YOU HAVE NOT
MAILED YOUR VOTED BALLOT
BEFORE ELECTION DAY
IT MAY BE DROPPED OFF AT
ANY POLLING PLACE
IN THE COUNTY OR AT
THE REGISTRAR OF VOTERS
OFFICE BY 8:00 P.M. ON
ELECTION DAY TO COUNT.

POSTMARK NOT ACCEPTED



RIVERSIDE COUNTY REGISTRAR OF VOTERS
2724 Gateway Drive, Riverside, CA 92507
951-486-7200 * 800-773-VOTE (8683)
TTY: 951-697-8966
www.voteinfo.net

COUNTY OF RIVERSIDE SAMPLE BALLOT AND INFORMATION PAMPHLET



CONSOLIDATED GENERAL ELECTION TUESDAY, NOVEMBER 8, 2011

AVISO IMPORTANTE

Una traducción en Español de esta Boleta de Muestra y Folleto de Información
al Votante puede obtenerse en la oficina del Registro de Votantes Llame al
(951) 486-7200 o 1 (800) 773-VOTE (8683)
o visite nuestra sitio www.voteinfo.net

VOTE-BY-MAIL

Vote first, Count first!



Did You Know...

- Vote-by-mail ballots are the first to be counted Election Night
- Any voter can vote-by-mail
- You can opt to vote-by-mail once or choose to receive all future ballots by mail
- Vote-by-mail ballots are mailed to voters up to 29 days before Election Day
- A vote-by-mail voter can check online to see if the Registrar has received their ballot
- Vote-by-mail ballots can be returned:
 - * by mail
 - * at a vote-by-mail drop off box at participating locations
 - * at any polling place in the County on Election Day
- The back of this pamphlet includes a vote-by-mail application

YOU HAVE THE OPTION TO

OPT-IN TO VIEW YOUR SAMPLE BALLOT ONLINE!

Voters, you have the option to view your current Sample Ballot Information Pamphlet online instead of receiving the pamphlet in the mail.

It's easy and it's great for the environment.

You can view online all future sample ballots and have 24/7 access all at your convenience.

For more information visit www.voteinfo.net
or call 951-486-7200 or 1-800-773-VOTE(8683)



Kari Verjil
Registrar of Voters



Rebecca Spencer
Assistant Registrar of Voters

REGISTRAR OF VOTERS
COUNTY OF RIVERSIDE

Dear Voter:

November 8, 2011 is Election Day. Your ballot may contain contests for Cities, Schools and/or Special Districts in Riverside County. This *Sample Ballot and Information Pamphlet* provides ballot marking instructions, polling place hours, candidate and measure information, and other election details that are important for you to review before you vote. You may mark your selections on your sample ballot and take it with you to the polls for easy reference.

Did you know that Vote-by-Mail ballots received in the Registrar of Voters office before Election Day are the first ballots counted on Election Night? You can learn more about **Vote First, Count First** by reviewing this pamphlet or by visiting www.voteinfo.net. A Vote-by-Mail application can be found on the back of this pamphlet. Simply follow the instructions, and we will mail you a ballot.

Be sure to follow the Registrar of Voters on **facebook** and **twitter**, so you can receive timely election updates and be informed about the election process.

The Registrar of Voters team is here to serve you. Please contact us anytime, so we can help make your voting experience a positive one. Thank you for participating in this election, and remember, your vote counts!

Sincerely,

Kari Verjil
Registrar of Voters

**CAN'T MAKE IT ON ELECTION DAY?
WE'RE MAKING IT EASY TO VOTE EARLY**



AT THE FOLLOWING LOCATIONS

THE REGISTRAR OF VOTERS OFFICE
2724 Gateway Drive, Riverside, CA 92507

October 10 through November 7
(excluding Holidays)

Monday through Friday
8:00 a.m. to 5:00 p.m.

Saturday, November 5
9:00 a.m. to 4:00 p.m.

Election Day, November 8
7:00 a.m. to 8:00 p.m.

Westfield Palm Desert
Shopping Center
72-840 HIGHWAY 111
Palm Desert, CA 92260

Saturday, November 5
9:00 a.m. to 4:00 p.m.



VOTE-BY-MAIL

You can request your OFFICIAL VOTE-BY-MAIL BALLOT by using the application on the back of this sample ballot booklet. Return your vote-by-mail ballot by mail or for your convenience, you can return your ballot at the following drop-off locations throughout Riverside County October 11 to November 7:

- City Clerk's Offices (as listed)
- County-run Libraries (as listed)
- The Registrar of Voters Office up until close of polls on Election Day.
- The Registrar of Voters 24-hour Drop Box is available east of the main entry doors.
- At any polling place in Riverside County on Election Day.

CITIES

Blythe
Coachella
Desert Hot Springs
Indian Wells
Norco
Palm Springs
Riverside

COUNTY LIBRARIES

Coachella
Desert Hot Springs
Highgrove
Norco
Palm Desert
Paloma Valley
Perris
Romoland
Sun City
Woodcrest



Check out our website
for all of the drop-off
locations throughout
Riverside County at
WWW.VOTEINFO.NET
or
call our office at
951-486-7200 or
1-800-773-VOTE(8683)



TO PROPERLY MARK YOUR OFFICIAL PAPER BALLOT

Please refer to the following instructions on how to properly complete your official paper ballot.

- ✓ Connect the head and tail of the arrow that points to your choice, like the example provided. Check both front and back of ballot for voting contests
- ✓ Use a black ball point pen. Do not use felt tip, red or gel ink
- ✓ One line connecting the arrow is preferred
- ✓ Vote for no more than the number of votes allowed in each contest (e.g. vote for one, vote for no more than two, etc.)
- ✓ Please keep the vote-by-mail ballot folded the same way you received it

TO MARK YOUR VOTE DRAW A LINE



VOTE!!!

**VERY IMPORTANT!!!
IF YOU ARE A VOTE-BY-MAIL VOTER, YOU MUST FILL OUT AND
SIGN YOUR RETURN ENVELOPE!**

For a demonstration on marking your ballot please visit our website at www.voteinfo.net

MAKE YOUR VOTE COUNT... MARK YOUR BALLOT CORRECTLY

EXAMPLE

CORRECT



INCORRECT



Mark your choices on your sample ballot, then refer to it when you vote
 Marque sus opciones en su boleta ejemplar, luego, refiérase a el cuando esté votando

RV 022-004

VOTER'S PAMPHLET INFORMATION SECTION

The following pages contain voter information applicable to your ballot which may include the following items:

- **CANDIDATE STATEMENTS**
- **BALLOT MEASURES**
- **ANALYSES**
- **ARGUMENTS IN SUPPORT & IN OPPOSITION**

This pamphlet section may not contain a complete list of candidates. A complete list of candidates appears on the Sample Ballot section of this pamphlet. Each candidate's statement in this pamphlet is volunteered by the candidate and is printed at the expense of the candidate unless otherwise determined by the governing body. Deposit amounts required for publication of candidate statements are listed at www.voteinfo.net.

Statements made on the following pages represent the views of the authors and are not endorsed by the County of Riverside. Internet web site addresses included in any statements are provided by the authors. The County of Riverside assumes no liability for the accuracy or content of web sites listed therein.

Arguments in support of or in opposition to the ballot measures are opinions of the authors.

The text, grammar, and spelling are as submitted by the authors.

POLLING PLACE REMINDER NO ELECTIONEERING!



All electioneering, voter solicitation, etc. is prohibited within 100 feet in any direction of the room where voters are casting ballots.

Avoid wearing or displaying campaign buttons, hats, t-shirts, and other political items.

CALIFORNIA ELECTIONS CODE §§18370, 18371

**CANDIDATE STATEMENT FOR
MAYOR,
CITY OF PALM SPRINGS**

PHYLLIS CLAIRE BURGESS

OCCUPATION: Retired Business Woman

EDUCATION AND QUALIFICATIONS:

Resident homeowner 30 years. Business owner experienced in promotion, Legal Processor in Criminal Division of Palm Springs/Indio District Attorneys Office. Property Manager in Warm Sands area. Executive Secretary for Bureau of Indian Affairs. Political Activist with traditional values on Prop 8, (concluding that there should not be sex education in schools, only a strick NO BULLYING rule).

From observation of recent arrests in Warm Sands , I conclude , many residents feel we no longer need a Human Rights Commission WHEREIN, all are not represented fairly; WHEREIN, police activities are weakened and needlessly repressed as being discriminatory.

JOBS, JOBS, for the economically vulnerable is my major concern. I will pressure city hall to drop the exorbitant fees required for land use (on homeowner lots). Fees are \$2,400 upwards to \$6,000. You have the right to cultivate and sell in a discreet neighborly manner: agriculture, vegetables, flowers, eggs and honey, crafts. We need to do this QUICKLY, and thus be our own ECONOMIC STIMULUS. This will create thousands of jobs and extra income. San Francisco just dropped fees in all neighborhoods.

So can we. Also, merchants need more signage leeway for improved profits. E-mail: Calcowpoke@aol.com or www.PhyllisBurgess.com
VOTE PHYLLIS for MAYOR

**CANDIDATE STATEMENT FOR
MAYOR,
CITY OF PALM SPRINGS**

BRIDGETTE SULLENGER

AGE: 45

OCCUPATION: Hospice / Bereavement Services Coordinator

EDUCATION AND QUALIFICATIONS:

As a working, single mother of two adopted children, I face the needs and challenges of daily life. I understand responsibility. During my tenure as an appointee to the city's Parks and Recreation Commission, I gained valuable insight into what the people of Palm Springs want from their city and their leaders.

As a member of an ethics and quality assurance committee, a tutor of at-risk youth, an organizer of a community-wide health & ministry alliance, a licensed foster parent, a Licensed Vocational Nurse and, most importantly, through my work with the patients of a local hospice and their families, I have dealt with the citizens in both the best and worst of circumstances.

Everyday I deal with budget and quality assurance needs that must meet Federal guidelines. I know what it means to multi-task, to take responsibility, to listen to what people have to say and to do what is needed to make life better. These strengths are what equip me for the demanding job of dealing with personnel, with citizenry, with the dilemmas of the people.

**CANDIDATE STATEMENT FOR
MAYOR,
CITY OF PALM SPRINGS**

VINCENT WILLIAM STEVEN ZIEGLER

AGE: 53

OCCUPATION: Retired Public Safety Officer

EDUCATION AND QUALIFICATIONS:

I'm pleased, proud and hopeful you will vote for me as your Mayor.

As your Mayor I will conduct a positive passion for growth of business, lower unemployment, improving Palm Springs Infrastructures. Palm Springs will be financially sound during my term.

One has prophesied we are in a depression thus brings loss of revenue to our tourism industry.

FEAR OR GREED! Fear is taken over with our proposal tax Increase on how the tax will be distributed. City salaries going up, that's Greed! Police Funding? YES! Funding Parks? YES!

The last time citizens were in fear was in '09.

I'm focused on prosperity with keeping you safe, increase revenue, reducing expenses, growth in business.

Our local economy is in a Gravity Pull Upward with a window of endless opportunities with tax repeals. This will bring New Business, Construction Jobs, a Successful Tourism, a future for Wessman's property, and more residents.

My Motto is "Soaring Palm Springs to Greater Opportunities."

I encourage you to vote for Ziegler who has a B.A. in Management. Then your vote will bring a Successful, Winning Attitude for our World Class City. Thank you! God bless you and Palm Springs!

**CONTINUED
ON NEXT
PAGE**

CANDIDATE STATEMENT FOR MAYOR, CITY OF PALM SPRINGS JEFF NICHOLS AGE: 48 OCCUPATION: Businessman / Property Manager EDUCATION AND QUALIFICATIONS: My Statement for Palm Springs Community, I graduated from High School in 1981 soon moved to Southern Ca. from Boston Mass. with my first partner of 14 years. After a few months of working odd jobs, I was hired as Manager in 1982-1994 at KOA Kampgrounds in Los Angeles a national known lodging choice of tourists and snowbirds. 1983-1990 co-owned and operated a tour bus company for tourists, snowbirds. Our routes were Hollywood, Beverly Hills, Rodeo Drive, and Universal Studios. 1990-2002 co-owned and operated home décor, art, collectible, shop. 1995 expanded for 1 season the home décor shop in Provincetown Mass. 2000-2007 co-owned 2 Spa/Salon's 1 in Studio City, 1 in Palm Springs located in Historic La Plaza. 2007 -present I own operate live in a multi residential property creating a niche with a Holistic 420 Ashram suited for our diverse community with respect. 2010-present The Mark Foundation Palm Springs Maintained by The Mark Curiosity Thrift Shop and volunteers. The Mark was created to aid the ever changing and growing needs and meaning of whom the underprivileged, homeless are, can and will be. In today's economically challenging time. Thank you. Namaste Jeff 760 409 0419	CANDIDATE STATEMENT FOR MAYOR, CITY OF PALM SPRINGS STEVE PUGNET AGE: 48 OCCUPATION: Mayor EDUCATION AND QUALIFICATIONS: Dear Voter, As Mayor, I want to share with you the results of our work together. • Budget: Despite a national recession and State raids of city dollars, the Palm Springs budget is balanced. • Public Safety: New Community Policing Programs in conjunction with our neighborhoods has resulted in a decrease in crime over the last four years. • Sustainability: Under my direction, we adopted our Sustainability Master Plan which is being implemented and already saving the City thousands of dollars each year. • Economic Development: Our Hotel Incentive Program has worked with revenues up nearly 20%. Sales tax revenue continues to increase while our downtown vacancies are declining. This fall, voters will have a chance to voice their opinion on strict timelines for the revitalization of the Fashion Plaza. During my term, we broke ground on a new College of the Desert Campus, completed the animal shelter, and I led the effort to stop jail construction at our City's entrance. Our work isn't done. However, it's a source of great pride that today our path looks better than it has in many years. I'd be honored to have your vote as we continue to build on our success. Mayor Steve Pougnet electpougnet.com

**CANDIDATE STATEMENT FOR
CITY COUNCIL MEMBER,
CITY OF PALM SPRINGS**

RICK HUTCHESON

AGE: 59

**OCCUPATION: Businessman, Council Member
EDUCATION AND QUALIFICATIONS:**

Palm Springs is a special place. We've made progress, and there's much more to do.

- We're on track for a vibrant new downtown heart to replace that defunct mall.
- The neighborhood policing program I advocated has helped reduce crime.
- New businesses are moving into previously vacant Downtown locations, and the Uptown Design District is booming.
- We must implement more business-friendly initiatives and storefront improvements, like those I championed benefiting well over 100 merchants.
- I'll continue insisting on a responsible, financially disciplined budget.
- I'll back responsible preservation of our natural and historic resources for a sustainable future.

With your vote on November 8, we can continue to make steady progress transforming downtown, plus fixing streets, improving parks and libraries, and more resources for public safety.

Actively involved in Palm Springs for 10 years, my community leadership includes serving on the Mizell, Golden Rainbow Senior Center, Rotary, and neighborhood boards. I bring national government and business experience as well as having built a successful Palm Springs business.

With your support, I'll continue a practical, results-oriented approach – working hard for you and for our City that we all care about.

Additional information is at www.rickhutcheson.com.

**CANDIDATE STATEMENT FOR
CITY COUNCIL MEMBER,
CITY OF PALM SPRINGS**

KERRY HENDRIX

AGE: 41

**OCCUPATION: Independent Business Consultant
EDUCATION AND QUALIFICATIONS:**

I have worked in a variety of fields that I believe give me the experience and fundamental background needed to work effectively with our City. I served in the US Air Force, worked in human resources management, public relations and marketing, and currently serve as Executive Director for a thriving business organization. I have developed programs, budgets, negotiated contracts in the public and private sectors, and recently attended our Leadership Coachella Valley program, which provided me additional insight on issues throughout our valley. From my first visit to Palm Springs, I knew this was where I wanted to live. From our historic architecture to the beauty of our mountains, Palm Springs offers an abundance of experiences for our residents and visitors. I am running for City Council to keep our city safe, encourage business development and growth, and to aid in preserving our area's natural beauty. I want Palm Springs on a sustainable plan for the future. By providing the 4 R's: Revitalization, Renewed commitment, Resourcefulness, and Refocusing, we can re-energize our city. This is why I am asking for your vote for Palm Springs City Council. electkerryhendrix@gmail.com

**CANDIDATE STATEMENT FOR
CITY COUNCIL MEMBER,
CITY OF PALM SPRINGS**

ELIZABETH (LIZ) GLASS

AGE: 54

**OCCUPATION: Business woman
EDUCATION AND QUALIFICATIONS:**

The smell of the desert after it rains - the rising sun illuminating the San Jacinto Mountains, Palm Springs is my home.

My roots in the community run deep. I grew up in Palm Springs attended local schools, my husband and I raised our family here. I actively volunteer throughout our community.

35 years as a successful small business owner in the community - both real estate sales/leasing and travel/tourism industries - I know firsthand the challenges and demands of conducting year-round business. I know the potential of all Palm Springs has to offer.

I am ready to serve as your next Palm Springs City Council member.

This is a pivotal time for the city. My platform for our wonderful unique and diverse community:

- Public Safety (Police and Fire) a priority
- Revitalization of downtown Palm Springs
- Repair of the city's infrastructure
- Adequate resources for our senior and youth programs
- Balanced budget and fiscally responsible council

As a responsive, committed and dedicated candidate, I will bring strong, proactive leadership to protect the quality of life and ensure the doors to City Hall are open to all residents.

I respectfully ask for your vote on November 8th.

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ON NEXT
PAGE**

**CANDIDATE STATEMENT FOR
CITY COUNCIL MEMBER,
CITY OF PALM SPRINGS**

LEE WEIGEL

OCCUPATION: Mayor Pro Tem / Retired P.S. Police Chief
EDUCATION AND QUALIFICATIONS:

IT'S AN HONOR TO SERVE AND WORK FOR YOU AS YOUR COUNCILMAN AND MAYOR PRO TEM.

Business Executive. I proudly served for 32 years as police officer and Police Chief (1997-2002).

Lifetime resident raising family here. We love our vibrant community.

DEDICATED TO REVITALIZING DOWNTOWN: plan includes free public parking, public open space, new shops, restaurants, entertainment venues, and building height limits.

I strongly support the right of Voters to decide on Measure J.

VOTED FOR BELT-TIGHTENING to balance The City budget; cut \$10,000,000 while maintaining essential services.

REDUCED SERIOUS CRIME 14%; increased efficiency in police/fire communications; dedicated to strengthening public safety.

BOOSTED TOURISM: Hotel Incentive Program resulting in \$170,000,000 in investment in Palm Springs; generating \$2,290,000 in additional revenues, and local jobs.

STOPPED MASS-GRADING of developments; leader in stopping Whitewater jail; increasing sustainability;

- Working with Downtown businesses to provide public restrooms;
- Secured grants for senior citizen services;
- Support Roy's Desert Resource Center for homeless;
- Built first new Animal Shelter in 50 years;
- Kept community pool open for residents, swim teams;
- Developing master plan to upgrade sports fields;

I'm supported by Sheriff Stan Sniff, Supervisor John Benoit, citizens, businesses, community leaders. VOTE LEE WEIGEL Thank you.
www.leeweigel.com

**CANDIDATE STATEMENT FOR
CITY COUNCIL MEMBER,
CITY OF PALM SPRINGS**

PAUL LEWIN

AGE: 40

OCCUPATION: Small Business Owner
EDUCATION AND QUALIFICATIONS:

As the third generation in my family to proudly call Palm Springs home, I am passionate about the future and how our City will move forward during and after these difficult economic times.

I provide the type of proactive leadership that our City needs in the 21st century. I bring to the Council long term residency, years of downtown retail business experience and innovative approaches to meeting the needs of our City.

I led the citizen effort to stop the jail at the entrance to our city. I am an independent voice that will bring practical solutions to economic development, public safety, and a prudent and successful redevelopment of downtown.

As Palm Springs embarks on a revitalization plan, I feel that there should be at least one member of council who has long-term retail business experience on Palm Canyon. I bring that experience and much more. I understand that there are more issues than just downtown, and I will seek to be a consensus builder so our entire community can thrive.

I care deeply about the quality of life & future of our city. I will work for you continuously. I would be honored to have your vote!

www.ElectLewin.com

**CANDIDATE STATEMENT FOR
DIRECTOR,
DESERT WATER AGENCY**

TOM KIELEY III

AGE: 61

OCCUPATION: Incumbent

EDUCATION AND QUALIFICATIONS:

As a native Palm Springs resident, I've watched our desert grow and prosper. My years of community leadership have taught me the value of listening to people. I currently serve as the Vice-President of the Desert Water Agency. While serving on this critical Board, I have worked hard to guarantee a continued reliable source of safe, high-quality and affordable drinking water. I'm proud this was accomplished while the DWA Board continued its broad infrastructure improvements and water conservation programs.

During my service on the DWA Board, I helped provide strong consistent leadership with an emphasis on fiscal responsibility. As a passionate DWA Director, I've helped expand its state-of-the-art recycled water plant; upgraded hydroelectric resources; vastly improved its community sewer systems; installed a solar energy system for Agency operations; created water conservation community parks; assured future water resources by negotiating complex entitlement purchases. I was appointed by the Governor to serve on the Regional Water Quality Control Board.

As you choose your DWA representative, please consider my extensive experience, leadership and understanding of the Agency. I ask for your vote on November 8, 2011, to allow me to continue serving as your Director on the Desert Water Agency.

**CANDIDATE STATEMENT FOR
DIRECTOR,
DESERT WATER AGENCY**

CRAIG A. EWING

AGE: 58

OCCUPATION: Director of Planning Services

EDUCATION AND QUALIFICATIONS:

The Desert Water Agency is responsible for providing safe, reliable water – a responsibility I have taken seriously since joining the Board in 2007. In that time, new wells have been constructed and new pipes have been laid. Our recycling plant has been expanded to produce more reclaimed water for golf courses and parks. We have secured water supply contracts to provide new sources of water and new resources for water conservation. We have worked with our state and federal officials to develop legislation focused water safety, reliability and affordability. Most significantly, we have explored how to assure that our customers are paying a fair rate for water. While other agencies have adopted complicated and, at times, punitive tiered rate structures, the DWA adopted a rate schedule that provides low cost, simplicity and long-term financial stability. It is my goal and desire to continue serving the community on the DWA Board so that our water future is secure. With twenty-seven years' experience as a public city planner and four years on the Board, I bring experience and perspective to assuring that each of us has access to clean, satisfying water. I seek your continued confidence and your vote.

E-mail: ewing4dwa@aol.com

**CANDIDATE STATEMENT FOR
DIRECTOR,
DESERT WATER AGENCY**

MICHAEL PAUL PADUANO

AGE: 40

OCCUPATION: Realtor / Business Owner

EDUCATION AND QUALIFICATIONS:

We live in a desert. Water is a vital concern. We live in a time of economic unrest. Fiscally sound decisions are essential. We live in a world polluted by years of unreasonable practices and neglect. We need an eye to the future and to its generations.

My commitment is fighting for water quality, fighting for water conservation, and fighting for our economy and jobs.

I personally believe in the importance of giving back to the community in which I live. For the past ten years I have been actively involved in the community as a leader and volunteer.

I am Michael Paduano. For ten years I have lived and worked in Palm Springs. I founded and am currently executive director of a local non-profit and serve on several advisory boards.

I have worked at the state and local level for several years with the California Association of Realtors on the following communities: Local Government Relations, Legislation, and Property Management.

With these experiences I served on committees helping set policies significantly impacting homeowners, protecting their investments and expenses.

A vote for Michael Paduano is a vote for a new voice protecting water quality, job and economic growth and reasonable rates.

IMPARTIAL ANALYSIS OF MEASURE "J"

The City Council of the City of Palm Springs has placed Measure "J" on the November 8, 2011 ballot to ask the voters to approve an ordinance that would enact a temporary one percent (1%) sales tax within the City. If approved, the tax would add one cent to the price of an item that costs one dollar. Sales taxes are levied on the sale or use of tangible personal property sold at retail. Retailers collect the tax at the time of sale and remit the funds to the State Board of Equalization, which administers the tax.

The tax on retail sales in Palm Springs is 7.75% of the purchase price. The City, however, only receives 1% of this 7.75%. The remainder goes to the State (6.0%), Riverside County (0.25%), and the Riverside County Transportation Commission (0.50%). This Measure, if approved by the voters, would authorize an additional 1% sales tax (officially referred to as a "transactions and use" tax) which would increase the total sales tax rate on retail sales in Palm Springs from 7.75% to 8.75%.

The full amount of the revenue generated by this Measure would go to the City's general fund and be available to support the full range of municipal services. Because this Measure does not limit the use of tax revenue, it is a "general tax," not a "special tax" that restricts the funds to specific purposes. Therefore, as explained in the ballot question, the City may use the funds for a range of services and projects, including without limitation, police, fire, library, parks, streets/pothole repair, acquisition and development of public garages and parking facilities, and installation and maintenance of improvements and facilities for the implementation of the Museum Market Plaza Specific Plan.

The tax would automatically terminate 25 years after collection begins. The Measure requires the City's independent auditors to prepare annually a publicly available report on the collection, management, and expenditure of revenue from the tax.

A "Yes" vote is a vote to approve the enactment of the 1% tax for 25 years. A "No" vote is a vote against the tax. This Measure would be approved if it receives a simple majority of "Yes" votes.

The above statement is an impartial analysis of Measure "J". If you desire a copy of the ordinance, please call the City Clerk's office at (760) 323-8204 and a copy will be mailed at no cost to you.

DATED: August 18, 2011

By: Douglas Holland
City Attorney

ARGUMENT IN FAVOR OF MEASURE "J"

VOTE YES ON MEASURE "J" - FOR THE FUTURE OF PALM SPRINGS

YES ON MEASURE "J" only adds 1 cent for each taxable dollar spent in the City of Palm Springs.

Over the past three years, in the worst of economic times, the City of Palm Springs has put its financial house in order. We reduced the City budget by more than \$10 million annually, eliminating more than 110 positions, cutting back all salaries for Council and employees and reducing benefits.

Unfortunately Sacramento has balanced the State budget on the backs of cities and counties and now it is taking MILLIONS OF DOLLARS in economic redevelopment money. Money that could have been used for infrastructure and blighted areas of our City.

MEASURE "J" will create LOCAL REVENUE which cannot be CONFISCATED by Sacramento or Washington.

Measure "J" is the fairest way to increase local revenue. Palm Springs residents and visitors alike will pay 1 cent per each taxable dollar spent in our City. EVERYONE who spends a taxable dollar adds a penny to PALM SPRINGS' FUTURE.

MEASURE "J" IS NOT A BLANK CHECK. The City will create a citizens committee where all projects and uses of the money will be vetted in public before approval by the City Council. All Measure "J" revenue will be independently audited. Measure "J" requires all audits be public.

YES ON MEASURE "J" means we will have revenue for PARK IMPROVEMENTS, STREETS, POTHOLE REPAIR, LIBRARIES, and ECONOMIC DEVELOPMENT including THE DOWNTOWN REVITALIZATION PLAN, and other City projects.

YES ON MEASURE "J" will transform Palm Springs both now and for future generations. Monies raised in the City of Palm Springs will stay in the City of Palm Springs! Measure "J" creates an independent source of revenue to help protect and preserve essential City needs.

VOTE YES ON MEASURE "J"

By: Steve Pouget, Mayor

Lee Weigel, Mayor pro tempore

Ginny Foat, Councilmember

Rick Hutcheson, Councilmember

Chris Mills, Councilmember

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE "J"

PLEASE VOTE NO ON MEASURE "J" – SEND CITY HALL A STRONG MESSAGE!

MEASURE "J" doubles the city's portion of local sales taxes. The increase will last for 25 years.

A NO VOTE keeps the local sales tax rate at its current one percent (1%).

The measure clearly states all revenue will be deposited into the city's general fund to be used for any approved expenditure ---including salaries and expanding employee benefits. There are no limitations how the money is to be used. These are the worst of economic times and the City of Palm Springs needs to seriously examine its spending practices.

Unlike many other cities, Palm Springs does not have a Citizens Audit and Finance Commission serving as a public watchdog over budgeting and expenditures. Our city council continually shows no interest in allowing taxpayers to share official oversight responsibilities when it comes to spending city funds. The token suggestion of a citizens committee to vet use of the sales tax funds falls far short of the need for public involvement in all aspects of city finances. Without meaningful taxpayer spending oversight the insatiable appetite for more taxes will continue unchecked!

THE PALM SPRINGS TAXPAYERS ASSOCIATION is for fair and reasonable taxation - - - this measure is neither fair nor reasonable. Please send this message to the City by voting NO on "J".

By: PALM SPRINGS TAXPAYERS ASSOCIATION
Donald Prell, Director

Bond Shands

Jim Jones

ARGUMENT AGAINST MEASURE “J”

Vote NO on the new one percent (1%) sales tax, for it is not what it appears. This ballot measure and the related new City ordinance have only one purpose - - - to raise money for the City's general fund. There is nothing in the ordinance about police, fire, library, parks, city streets/pothole repair or redevelopment of the Museum Market Plaza (Desert Fashion Plaza). Those subjects are NOT part of the ordinance and listing them in the ballot statement is not only misleading, but also deceptive.

The new sales tax is projected to raise approximately \$8,000,000 annually and continue for 25 years (for a total of \$200,000,000). From the amounts raised, the city has released plans to spend up to \$45,000,000 on redevelopment costs related to the privately-owned Desert Fashion Plaza. The remainder of the sales tax money will be available for any approved expenditure, including restoration of budget cuts, salaries, maintenance and repair costs, etc.

The electorate should not be asked to approve new taxes to fill the general fund. If tax increases are required then a complete description of what the money will be used for must be provided. Approving new taxes for unspecified uses represents little more than handing a blank check to city officials with no plan for accountability.

Please Vote NO on this measure and send a strong message to City Hall that future tax increase requests must be accompanied by specific plans for use.

By: PALM SPRINGS TAXPAYERS ASSOCIATION
Donald Prell, Director

Bond Shands

Jim Jones

REBUTTAL TO ARGUMENT AGAINST MEASURE “J”

Who is the “Palm Springs Taxpayers Association” that wants you to vote against Measure “J”? They have not filed as a political committee, or a non profit. They are a handful of people saying NO to the City's future - - but have not submitted any VIABLE alternatives to Sacramento raiding city funding.

Their argument says the tax is not what it appears, *“there is nothing in the ordinance about police, fire, library, parks, city streets/pothole repair, or redevelopment of the Desert Fashion Plaza.”* “. . . its only purpose is to raise money for the City's general fund.” PRECISELY, the City's general fund is what pays for ALL of those developments and City improvement programs!

It could be said that the business community has the most to lose by increasing the sales tax. But we as Palm Springs business owners carefully studied the City's plans and conclude that YES ON MEASURE “J” IS THE ROAD TO ECONOMIC GROWTH FOR OUR CITY. The Palm Springs Chamber of Commerce, Hospitality Association, Main Street Association and retailers alike have endorsed Measure “J”. They know residents only pay a fraction of the tax!

We concur with the Desert Sun: [Measure “J”] *“provides funding necessary to invest in the city's future . . .”* *“Business Owners can certainly see the advantage of smooth streets and other civic amenities as a way to maintain Palm Springs' reputation as a premier tourist destination and a great place to live.”*

Vote YES on MEASURE “J” – which maintains LOCAL control, improves OUR local economy and OUR quality of life.

By: Julius Kazen, President Palm Springs Hospitality Association

Tim Ellis, President, Palm Springs Chamber of Commerce

Harold Matzner, Owner Spencer's

Joy Meredith, President Main Street Palm Springs

Gerald Keller, Owner Lulu



Important Dates!

OCTOBER 11TH
FIRST DAY YOU CAN VOTE

OCTOBER 24TH
CLOSE OF REGISTRATION

NOVEMBER 1ST
LAST DAY TO REQUEST A
VOTE-BY-MAIL BALLOT



NOVEMBER 8TH ELECTION DAY
VOTE AT YOUR POLLING PLACE
DROP OFF YOUR BALLOT AT ANY POLLING PLACE
VOTE AT THE REGISTRAR OF VOTERS OFFICE BY 8:00 P.M.

VOTE-BY-MAIL

October 10 thru November 1

HAVE YOU HEARD? VOTING BY MAIL IS...

Early Voting

Available to any voter

Saves time by getting you out of line on Election Day

Your Choice

—Give it a try today



You can request to vote-by-mail in any election or elect to receive all ballots for future elections in the mail.

SAME OFFICIAL BALLOT – AT YOUR CONVENIENCE



Have an idea for a Polling Place location?

SUGGEST A POLLING PLACE

Currently the Registrar's Office has many partners which have served their communities by hosting polling places.



Consider the benefits:

- 💡 Serve your community
- 💡 Promote your business
- 💡 Earn \$25 for using your location
- 💡 Great way to meet your neighbors and friends
- 💡 Gain a greater awareness of the voting process

If you belong to a company, civic group, service club, etc. and you, or someone you know, is interested in allowing use of a facility as a Polling Place, please contact the Registrar of Voters at:

2724 Gateway Drive, Riverside, CA 92507

Call: 951-486-7341 or toll free 1-877-663-9906 Fax: 951-486-7320

E-mail: csaucedo@co.riverside.ca.us

FROM



FIRST
CLASS
POSTAGE

PLACE STAMP HERE

DID YOU SIGN YOUR APPLICATION?

REGISTRAR OF VOTERS
2724 GATEWAY DRIVE
RIVERSIDE CA 92507-0923



NOTICE TO THE VOTER WITH SPECIAL NEEDS:

A "YES" or "NO" printed under the disabled symbol/arrow on the back cover of this pamphlet indicates whether or not your assigned polling place is accessible to physically disabled voters. Please be advised of the following alternate ways you may cast your ballot.

- **By mail.** You may request a vote-by-mail ballot. Simply complete the application on the back cover of this pamphlet. The application must be mailed to reach the Registrar of Voters Office by the deadline given.
- **Early Voting.** You may vote at the Registrar of Voters office located at 2724 Gateway Drive, Riverside, CA 92507, October 10 - November 7 (excluding Holidays), Monday through Friday, 8:00 a.m. to 5:00 p.m.; Saturday, November 5, 9:00 a.m. to 4:00 p.m.; and Election Day, November 8, 7:00 a.m. to 8:00 p.m.
- **Curbside Voting on Election Day.** If you are unable to enter the polling place due to a physical disability, you may request Curbside Voting at your assigned polling place. Upon arrival at the polling place, you will be allowed to vote in a location as near as possible to the entrance that is accessible to the physically disabled. If you require Curbside Voting, please call 1-877-663-9906 before going to your assigned polling place and/or when you arrive at the facility. An Election Officer will be contacted prior to your arrival to meet you at the curb.

REGISTRAR OF VOTERS
2724 GATEWAY DRIVE
RIVERSIDE, CA 92507-0918



NONPROFIT
U.S. POSTAGE
PAID
Registrar of Voters
Riverside

VOTE-BY-MAIL BALLOT APPLICATION

APPLICATION MUST BE RECEIVED NO LATER THAN NOVEMBER 1, 2011

I hereby request a ballot for the Consolidated General Election, November 8, 2011.

PLEASE PRINT:

NAME AS REGISTERED

RESIDENCE ADDRESS AS REGISTERED

CITY STATE ZIP

MAIL BALLOT TO:

ADDRESS (IF DIFFERENT)

CITY STATE ZIP

☐ ☒ Check this box to request PERMANENT VOTE-BY-MAIL status.

I declare, under penalty of perjury that the information provided is true and correct to the best of my knowledge.

↓ POSTMASTER DELIVER TO ↓

SIGNATURE
REQUIRED

SIGNATURE OF VOTER DATE

33-BCov GENERAL 11-08-11

BALLOT
TYPE BT 022

✓ **You May Cast Your Vote Early**
At

THE REGISTRAR OF VOTERS OFFICE
2724 Gateway Drive, Riverside, CA 92507

October 10 through November 7 (excluding Holidays)
Monday through Friday, 8:00 a.m. to 5:00 p.m.
Saturday, November 5, 9:00 a.m. to 4:00 p.m.

Election Day November 8
7:00 a.m. to 8:00 p.m.

IMPORTANT NOTICE!!!

Accessible Voting Unit available at all polling locations.

TO MARK YOUR VOTE
DRAW A LINE



VOTE!!!

For a demonstration on marking your ballot visit www.voteinfo.net

VOTE EARLY

IT'S QUICK
IT'S EASY

IT'S CONVENIENT

GET OUT OF LINE ON ELECTION DAY!

VOTE-BY-MAIL

↓ LOCATION OF YOUR POLLING PLACE ↓



ACCESS?

