

# SAMPLE BALLOT AND INFORMATION PAMPHLET

## CONSOLIDATED UNIFORM DISTRICT ELECTION LAW (UDEL) ELECTION



**TUESDAY, NOVEMBER 3, 2009**

IT'S QUICK — IT'S EASY  
IT'S CONVENIENT  
GET OUT OF LINE ON ELECTION DAY!  
**VOTE-BY-MAIL**  
**OCTOBER 5 — OCTOBER 27**  
APPLICATION ON BACK

POLLING PLACE LOCATION ON  
BACK COVER  
**POLLS OPEN**  
**NOVEMBER 3, 2009**  
**7:00 A.M. TO 8:00 P.M.**

**LAST DAY TO REGISTER TO VOTE**  
**OCTOBER 19, 2009**

### **REMINDER**

*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 P.M. On Election Day To Count.*

**POSTMARK NOT ACCEPTED**

### **AVISO IMPORTANTE**

Una traducción en Español de esta Balota Ejemplar 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)

2724 Gateway Drive, Riverside, CA 92507

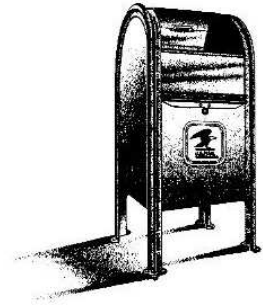
951-486-7200 ° 800-773-VOTE (8683) ° TTY: 951-697-8966 ° [www.voteinfo.net](http://www.voteinfo.net)

REGISTRAR OF VOTERS



COUNTY OF RIVERSIDE

**VOTE EARLY**  
**IT'S QUICK**  
**IT'S EASY**  
**IT'S CONVENIENT**  
**GET OUT OF LINE**  
**ON ELECTION DAY!**  
**VOTE-BY-MAIL**



***Did You Know...***

- Any voter can vote-by-mail
- You can opt to vote-by-mail once or chose 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 or at any polling place in the County
- The back of this pamphlet includes a vote-by-mail application



**IMPORTANT NOTICES TO VOTERS**



***PUBLIC SERVICE HOURS***

The Registrar of Voters office is **CLOSED EVERY FRIDAY.**  
New hours of operation are Monday through Thursday, 7:30 a.m. to 6:00 p.m.

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***EARLY VOTING***

Early voting will be available at the Registrar of Voters office, October 5 – November 2, Monday through Thursday, 7:30 a.m. to 6:00 p.m.; and Election Day, November 3, 7:00 a.m. to 8:00 p.m.





**BARBARA DUNMORE**  
Registrar of Voters

2724 Gateway Drive  
Riverside, CA 92507-0918  
(951) 486-7200 FAX (951) 486-7272  
web site [www.voteinfo.net](http://www.voteinfo.net)

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## REGISTRAR OF VOTERS COUNTY OF RIVERSIDE

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Dear Riverside County Voter:

Your Consolidated Uniform District Election Law (UDEL) Election ballot may contain contests for school districts, community college districts, special districts, city offices and/or measures. Information in this Sample Ballot and Voter Information Pamphlet will assist you in making informed choices when marking your ballot. You may mark your selections on your sample ballot and take it with you to the polls for reference to easily and quickly complete your official ballot. Whether you go to the polls or use a vote-by-mail ballot, the paper ballot is the same. Additionally, one electronic accessible voting unit will be available at each polling location for any voter's use.

The additional information below is to ensure your ballot is counted promptly and accurately.



### **Polling Place**

Your polling place is listed on the back cover of this pamphlet. Polling places will be open from 7 a.m. to 8 p.m. on Election Day, November 3<sup>rd</sup>.



### **Marking Your Ballot**

Voter selections are indicated by connecting the arrow to the right of the candidate's name for whom you wish to vote or connecting the arrow to the right of YES or NO for a measure. Illustrated marking instructions are contained in this pamphlet and a demonstration is available on our website at [www.voteinfo.net](http://www.voteinfo.net).

### **Can't make it to the polls?**



### **Vote at the Registrar of Voters Office**

You may obtain and cast your ballot at the Registrar of Voters Office at 2724 Gateway Drive in Riverside, Monday through Thursday beginning October 5<sup>th</sup> from 7:30 a.m. to 6:00 p.m. and on Election Day, November 3<sup>rd</sup> from 7 a.m. to 8 p.m.



### **Vote-by-Mail**

An application for a vote-by-mail ballot is located on the back cover of this pamphlet. Vote-by-mail ballots may be voted and returned at your convenience but must reach the Registrar of Voters Office no later than the close of polls on Election Day (Postmark not accepted). For voter convenience, completed ballots can be dropped off inside the Registrar of Voters Office daily during business hours or 24 hours a day in the locked drop box outside our main entrance. **Ballots received after 8 p.m. on Election Day cannot be counted.**

Should you have any questions concerning this UDEL Election please use the contact information at the top of this letter to reach our office.

We look forward to counting your vote with your participation on November 3<sup>rd</sup>.

Sincerely,

Barbara Dunmore  
Registrar of Voters

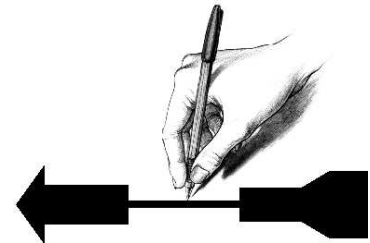
# IMPORTANT NOTICE!!!

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

## HOW TO MARK YOUR PAPER BALLOT

- ✓ Connect the head and tail of the arrow that points to your choice, like the example provided, also 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 candidates allowed in each contest for the contest to be counted (e.g. vote for one, vote for no more than two, etc.)
- ✓ Please keep the ballot folded the same way as you received it

## TO MARK YOUR VOTE DRAW A LINE



**VOTE!!!**

For a demonstration on marking your ballot  
please visit our website at [www.voteinfo.net](http://www.voteinfo.net)



## DO YOU KNOW SOMEONE WHO IS NOT REGISTERED TO VOTE?

You can register to vote by:  
Requesting a registration card to be mailed to you  
OR

By filling out a registration card online, just print, sign and mail it to our office.

You can also check to see if you are registered by calling our office at

1-800-773-VOTE(8683)

OR

Visit our web site at [www.voteinfo.net](http://www.voteinfo.net)

# SAMPLE BALLOT / BALOTA EJEMPLAR

## CONSOLIDATED UDEL ELECTION / ELECCIÓN CONSOLIDADA DE UDEL

November 3, 2009 / 3 de noviembre de 2009

Mark your choices on your sample ballot, then refer to it when you vote / Marque sus opciones en su balota ejemplar y folleto de información, luego, refiérase a el cuando esté votando

| CITY / CIUDAD                                                                                                     | DISTRICT / DISTRITO                                                            |
|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| CITY OF PALM SPRINGS<br>CIUDAD DE PALM SPRINGS                                                                    | DESERT WATER AGENCY<br>AGENCIA DE AGUA DE DESERT                               |
| City Council Member<br>Miembro del Concejo Municipal                                                              | Director<br>Director                                                           |
| Vote for no more than Two<br>Vote por no más de Dos                                                               | Vote for no more than Three<br>Vote por no más de Tres                         |
| <b>JOHN TYMON</b><br>Singer / Songwriter / Inventor<br>Cantante / Compositor de canciones / Inventor              | <b>JAMES CIOFFI</b><br>Appointed Incumbent<br>Titular nombrado                 |
| <b>DAVID CARDEN</b><br>Realtor<br>Agente de bienes raíces                                                         | <b>PATRICIA "PAT" OYGAR</b><br>Incumbent<br>Titular                            |
| <b>JIM OSTERBERGER</b><br>Business Owner<br>Propietario de empresa                                                | <b>ARMANDO RANCANO</b><br>Management Consultant<br>Consultor de administración |
| <b>ELOISE GARCIA-MOHSIN</b><br>Artist<br>Artista                                                                  | <b>RON STARRS</b><br>Incumbent<br>Titular                                      |
| <b>MICHAEL A. GALLARDO</b><br>Publisher<br>Editor                                                                 |                                                                                |
| <b>MARK D. WALTHOUR</b><br>Father / Retired NCO<br>Padre de familia / Suboficial jubilado                         |                                                                                |
| <b>GINNY FOAT</b><br>Palm Springs City Councilwoman<br>Concejal municipal de Palm Springs                         |                                                                                |
| <b>ALEXANDER P. DOBRECEVIC</b><br>Student<br>Estudiante                                                           |                                                                                |
| <b>BARBARA BEATY</b><br>Businesswoman<br>Empresaria                                                               |                                                                                |
| <b>DREW SWEATTE</b><br>Small Business Employee<br>Empleado de pequeña empresa                                     |                                                                                |
| <b>CHRISTOPHER "CHRIS" MILLS</b><br>Councilmember / Architect / Businessman<br>Concejal / Arquitecto / Empresario |                                                                                |
|                                                                                                                   |                                                                                |
|                                                                                                                   |                                                                                |

CA33-1-027(2D)



RV 027-003

# SAMPLE BALLOT / BALOTA EJEMPLAR

## CONSOLIDATED UDEL ELECTION / ELECCIÓN CONSOLIDADA DE UDEL

November 3, 2009 / 3 de noviembre de 2009

Mark your choices on your sample ballot, then refer to it when you vote / Marque sus opciones en su balota ejemplar y folleto de información, luego, refiérase a el cuando esté votando

| MEASURE(S) SUBMITTED TO THE VOTERS<br>MEDIDA(S) SOMETIDAS A LOS VOTANTES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| CITY / CIUDAD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |
| CITY OF PALM SPRINGS<br>CIUDAD DE PALM SPRINGS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| <p><b>G</b> Shall an ordinance be adopted to: reduce the City's telephone users' tax from 5% to 4.5%; revise the method for calculating and collecting the telephone users' tax to reflect technological advances and changes in state and federal law; eliminate the emergency response fee and adopt an access line tax in an amount equal to the current emergency response fee; and ratify and approve past collection of the telephone users' tax and emergency response fee?</p> <p>¿Deberá ser adoptada una ordenanza para: reducir el impuesto que pagan los usuarios sobre el servicio telefónico en la Ciudad del 5% al 4.5%; modificar el método empleado para calcular y cobrar el impuesto que pagan los usuarios sobre el servicio telefónico, para reflejar los avances tecnológicos y los cambios en las leyes estatales y federales; eliminar la cuota de respuesta ante emergencias y adoptar un impuesto de acceso a la línea en una cantidad equivalente a la cuota de respuesta ante emergencias; y, ratificar y aprobar la cobranza anterior del impuesto que pagan los usuarios sobre el servicio telefónico y la cuota de respuesta ante emergencias?</p> |                          |
| Yes / Sí                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <input type="checkbox"/> |
| No / No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <input type="checkbox"/> |

CA33-2-D1



RV 027-004

# VOTER'S PAMPHLET INFORMATION SECTION

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

- CANDIDATE STATEMENTS
- BALLOT MEASURES
- ANALYSES
- ARGUMENTS IN SUPPORT & IN OPPOSITION
- TEXT OF MEASURE(S)

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 in the candidate handbook at [www.voteinfo.net](http://www.voteinfo.net).

Candidate statements represent the views of candidates and are not endorsed by the County of Riverside. Internet web site addresses included in candidate statements and arguments 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 proposed laws are opinions of the authors and are not endorsed by the County of Riverside.

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  
CITY COUNCIL MEMBER,  
CITY OF PALM SPRINGS**

**DAVID CARDEN**

**AGE: 61**

**OCCUPATION: Realtor**

**EDUCATION AND QUALIFICATIONS:**

This election finds our city at a crossroad which is both challenging and exciting. Voters have an opportunity to elect a leader who can deliver on the vision of a vibrant city with a sustainable future. I am confident that I can deliver on that vision. It is time the neighborhoods had a strong voice at City Hall!

As a proven neighborhood leader I know how to get things done. As a can-do person I seek new and innovative ways to solve issues and create win-win solutions. I believe in fairness, honesty and inclusiveness in creating partnerships to solve issues.

I created new Neighborhood watch organizations; implemented a free 'Lights on – Crime out! Program; I volunteer as a Citizen on Patrol community police officer and hosted a Town Hall meeting to Boost Tourism and Revitalize Downtown Palm Springs.

I will be a full-time public servant. I will be accessible, listen to concerns and never take my position for granted. Our city deserves a leader who can find common ground with all stakeholders to create a thriving downtown business corridor – our economic future depends on it. Please visit [www.friendsofdavidcarden.com](http://www.friendsofdavidcarden.com) for more information.

I would be honored to have your vote.

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

**JIM OSTERBERGER**

**AGE: 46**

**OCCUPATION: Video Lounge Proprietor**

**EDUCATION AND QUALIFICATIONS:**

As a resident and downtown business owner, I have first-hand knowledge about the deterioration of our downtown. Part of the solution is addressing the skyrocketing rents the downtown landlords charge their tenants. I resolve to assist our community by bringing our concepts of downtown into a 21<sup>st</sup>-century reality.

In addition, we need to improve our schools to ensure our children will receive a top-quality education.

We need to enhance our public safety and city services.

We need to diversify our economic base by supporting green industries which provide jobs and benefits.

Please allow me to utilize my business and leadership experience to improve Palm Springs.

Thank you for your vote.

Please visit [jimo2009.org](http://jimo2009.org) for more information.

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

**MARK D. WALTHOUR**

**AGE: 57**

**OCCUPATION: Retired Veteran**

**EDUCATION AND QUALIFICATIONS:**

Entered active duty with the USAF in 1972, Aircraft Crew Chief, Medical Recruiter and Last Facility Manager of March Air Force Base Hospital with a direct staff of 35 and indirect staff of over 100 and then retired. Received AS degree in Construction Technology with 3.42 GPA, while working as Station Manager at Ontario Airport, testing, hiring and training of 600 employees for special USPS seasonal program. Then a Building inspector for the Cities of Banning, Diamond Bar and Bell, among others.

Employed by the City of Palm Springs Building Department for almost nine years, dealing with the public extensively.

I have immeasurable insight on how the City really works! I have lent an ear and a hand to so many homeowners, developers, business owners, and contractors. Now that the City has laid me off, I will have plenty of time to step up and help return this City into one of the *BEST RESORT DESTINATIONS IN THE WORLD* while still taking care of the people who makeup and make this City, just like it says at the front of City Hall *"THE PEOPLE ARE THE CITY"*

Please contact me by Email at  
[MARKWALTHOUR2009@dc.rr.com](mailto:MARKWALTHOUR2009@dc.rr.com)

**Continued  
on  
Next Page**

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

**GINNY FOAT**

**OCCUPATION:** Councilmember

**EDUCATION AND QUALIFICATIONS:**

Serving you on Palm Springs City Council is a privilege that has kept me focused on my promise to represent the best interests of residents, and our future, in every decision.

I am proud to stand on my record of strong fiscal conservancy, protecting our quality of life, and advocating for neighborhood involvement; balancing development with preservation, expenditures with return on the dollar, and neighborhood needs with budget constraints.

My past four years have been an exciting time of accomplishment. Four major hotels have completed, or are undergoing, extensive renovations encouraged by our new Hotel Incentive Program. Three new shopping centers opened and plans for College of the Desert West, a new animal shelter and two new parks are nearly complete. We have reduced crime, incorporated sustainability practices, and expanded our airport. I have worked hard to assist local businesses, including the facade improvement program and new sign ordinance.

Despite the economic downturn, I see great opportunity to move Palm Springs forward through diversifying our economy, implementing innovative funding strategies, and creating incentives to encourage investment in our City.

I ask for your vote to continue the important work we started for Palm Springs.

For more information on my candidacy, visit [www.votefoat.com](http://www.votefoat.com)

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

**BARBARA BEATY**

**AGE: 52**

**OCCUPATION:** Businesswoman

**EDUCATION AND QUALIFICATIONS:**

I love Palm Springs. I've lived in the area over 50 years. My husband and I met and married in Palm Springs 31 years ago.

After raising our children I started a nutritional counseling practice at Indian Wells Health Center. My practice attracted interviews with local television stations and The Desert Sun.

In 2004 I started my Arbonne business with a few catalogs and a dream. In two years our sales exceeded half a million dollars a month. Today I have business consultants in the US , Canada, Australia and the UK .

As a recipient of Arbonne's Parade of Champions award, I was acknowledged as having exceptional communication and leadership skills. These are the skills that are needed to unlock the tremendous economic potential hidden in our city.

The REVITALIZATION OF PALM SPRINGS hinges on the elimination of wasteful spending and a seamless flow of communication between merchants, developers and city council. It is possible to preserve our history, and maintain a village feel without jeopardizing growth and safety.

As a mother I value FAMILY

As a grandmother I value SENIORS

As a Human Rights Commissioner I value DIVERSITY

As a businesswoman I value our FUTURE. [www.Vote4Beaty.com](http://www.Vote4Beaty.com)

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

**CHRISTOPHER "CHRIS" MILLS**

**AGE: 62**

**OCCUPATION:** Incumbent, Architect, Businessman

**EDUCATION AND QUALIFICATIONS:**

Steady, responsible leadership is essential in these times, when Palm Springs mirrors America's current economic difficulties and anxieties. My achievements and goals are not untested "visions" and ungrounded promises; I offer some of my accomplishments as an eight-year member of our City Council.

I initiated the "buy local" ordinance, and further promoted fiscal responsibility through balanced budgets and increased sales tax revenue from new retail centers. I have worked hard for economic development. In the critical endeavor of environmental sustainability, I encouraged the creation of the Resource Conservation Commission, the policy of "clean-air fleet" vehicles and energy upgrade home loans.

Our neighborhoods are organized, involved and partnering with our police in substantially reducing crime, and three-man fire crews are on duty at all stations. The new animal shelter project is funded, and the General Plan is up to date.

Palm Springs has been my home for 47 years. I have owned my local architectural practice since 1977, and my wife, Dawn, and I raised our two children here. I have always believed wholeheartedly in Palm Springs. With your support, I will continue to dedicate myself to its benefit. I ask for your vote.

Chris Mills

Known – Trusted – Proven

[www.Chris4PalmSprings.com](http://www.Chris4PalmSprings.com)

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

**JAMES CIOFFI**

**OCCUPATION:** Appointed Incumbent  
**EDUCATION AND QUALIFICATIONS:**

I am committed to continue to serve as a Director of the Desert Water Agency. I am proud of the Agency's service to the community – a service that goes far beyond providing a safe, reliable water supply.

As your Desert Water Agency Director I will continue to insure the Agency is a productive, positive partner with the community, continuing its role in providing community needs, including:

- Affordable water rates and secure water supply
- Economic stability, and protection of water rights
- Progress in green energy
- More advances in recycled water and water conservation
- Public safety through a safe and reliable water supply

I have lived in Palm Springs for 52 years and started my own architectural practice over thirty years ago.

I have always been active in community and government, serving on numerous boards and committees including terms as chairman of the Palm Springs Planning Commission and Architectural Advisory Committee.

These years of public service taught me the value of listening and making important decisions that contribute to the vitality and prosperity of our community.

Consider experience and leadership and vote for Jim Cioffi for Desert Water Agency Board.

Cioffi4dwa.com

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

**PATRICIA "PAT" OYGAR**

**EDUCATION AND QUALIFICATIONS:**

Water is complicated, especially with drought, a hobbled State Water Project, competing conservation programs and a statewide financial crisis.

I am proud of my 17-year record as a Desert Water Agency Director and believe my experience and re-election will help ensure safe affordable water and knowledgeable decisions on behalf of the ratepayers.

When I first ran, I outlined three goals: Expand the use of recycled water. Develop demonstration gardens to promote water-efficient landscaping. Secure new water sources.

Since then, all public golf courses, several private ones, Palm Springs High School, the Mid-Valley Parkway entrance and Demuth Park are using recycled water.

Demonstration gardens are at DWA headquarters, The Wellness Park, Palm Springs Art Museum and the Central Library.

As Board Water Conservation Chairman, I managed a multi-media education program and promoted low-cost controllers to reduce waste.

I am proud of the Cathedral City Cove sewer project, the Desert Hot Springs Mission Creek Recharge Ponds and aggressive pipe replacement, eradicating costly leaks.

My qualifications include service on the Regional Water Quality Board and a degree in Political Science and Public Service from UC Davis.

My hope is to continue representing you.

I respectfully ask for your vote on November 3.

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

**ARMANDO RANCANO**

**AGE: 60**

**OCCUPATION:** Management Consultant  
**EDUCATION AND QUALIFICATIONS:**

I am running for Director of the Desert Water Board because we need fairness and transparency dealing with water issues.

Our water supply is at risk. Most of our water comes from the Colorado River. Continued draught and competition for water rights threaten our supply.

Water costs more to deliver than we pay. We should not be making up the difference with funds reserved for emergencies such as earthquake repairs.

Residents who conserve pay more than they should and subsidize heavy users. Often used to discourage waste are tiered rates but there are other alternatives to consider carefully.

Keeping water bills low will not be easy. Water pumps use a lot of electricity and energy prices are rising rapidly. Difficult decisions await us.

I want to bring my extensive experience to making those decisions. An Operations Executive and Environmental Advocate for 25 years, I serve on the Palm Springs Sustainability Commission and its water sub-committee.

I also initiated water conservation programs in my Palm Springs neighborhood and lead efforts to educate our residents.

Safeguarding our water supply and keeping rates as low as possible are my main priorities. Please vote for me for Director of the Desert Water Board.

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

**RON STARRS**

**AGE: 57**

**OCCUPATION:** Incumbent  
**EDUCATION AND QUALIFICATIONS:**

It has been my privilege to serve as your Director for DWA since 1993. During that time the Board and Staff have made great progress towards insuring a reliable supply of safe pure water for all of us.

In addition to increasing our water supply through purchases and transfers, we have also sought to control the cost of water through programs such as building a multi-million dollar solar energy field at our Operations Center, treating all the waste water available for use on golf courses and parks, and providing "smart" irrigation controllers to customers at cost. These and other conservation programs have allowed us to continue to provide affordable water in a desert.

We are fortunate to have a reliable supply of water, yet it must be safeguarded. I am proud of the progress we have made towards protecting our water through innovative partnerships with customers, builders, and industry.

"Sustainability" and "green" lifestyles are now popular. However this is not a new concept at DWA – we have been actively protecting our most valuable natural resource for decades.

I thank you for your support, and I ask that you vote to re-elect me so that we can continue this important work.

## IMPARTIAL ANALYSIS OF MEASURE "G"

Since 1970 the City of Palm Springs has imposed a telephone users' tax, paid by telephone customers on their telephone bills. Measure "G" would reduce the current 5% tax rate to 4.5%; maintain current exemptions; and update the definitions to apply to all intrastate, interstate, and international communications regardless of the technology used to provide such services. Thus, it would treat users of communication services in a uniform and equitable manner, regardless of the means of transmission or technology used.

The City's telephone users' tax ordinance, like many similar tax ordinances throughout the state, was written before the introduction of new communications technologies, including cellular phone service. The current ordinance was also written before several changes occurred to federal law, including the Mobile Telecommunications Sourcing Act of 2000 and recent changes in the IRS interpretation of the federal excise tax on long distance service. Taxes imposed by other California cities that contain language similar to that in the City's existing ordinance have been the subject of legal disputes. This measure would remove outdated ordinance language that is the subject of lawsuits in other jurisdictions and protect the City's existing tax revenues from such legal challenges.

Like the existing telephone users' tax, the updated telephone users' tax under Measure "G" would be a general tax, with its proceeds deposited into the City's general fund. The general fund is available to the City for all of its programs, including police, fire, and street maintenance, among other services. The telephone users' tax will not be increased without a vote of the City's voters. The measure has no effect on the existing utility user tax applied to electrical and natural gas services. The measure does not apply to charges for internet services, including digital downloads, such as books, ringtones, games, and similar products.

Measure "G" also proposes to replace the existing emergency response fee of the City with an access line tax. The existing emergency response fee partially funds the City's share of the costs associated with the constructing, equipping, and operating an emergency communication system to provide emergency call receiving and dispatching services (the 911 system) and can be increased at any time by the City Council. The access line tax that would replace the emergency response fee would be at the same monthly rates as the current emergency response fee of \$1.13 per access line and \$8.48 per trunk line, subject to an annual cost of living adjustment, and can not otherwise be increased without a vote of the City's voters. The access line tax would also be a general tax and its revenues would be available to fund any general fund program including police, fire, and street maintenance services as well as the City's share of the emergency communication system.

Voter approval of Measure "G" would confirm the City's continued and future collection of these revenue sources. Measure "G" will be adopted if it is approved by a majority of the voters voting on the measure.

By: Douglas Holland  
City Attorney

The above statement is an impartial analysis of Measure "G". If you desire a copy of the measure, please call the elections official's office at (760) 323-8299 and a copy will be mailed at no cost to you.

## ARGUMENT IN FAVOR OF MEASURE "G"

REDUCE TAXES and PROTECT 9-1-1 in Palm Springs.

Yes on Measure "G" REDUCES from 5% to 4.5% the existing Telephone Users Tax.

Yes on Measure "G" brings our Municipal Code into the 21<sup>st</sup> Century with modern language that responds to new technologies that have been introduced since the current ordinance was adopted in 1970, updates outdated provisions, and addresses several changes in federal law.

Yes on Measure "G" ensures that ALL users of telephone services are treated fairly and equitably.

Yes on Measure "G" PROTECTS our emergency response system by repealing the existing emergency response fee and replacing it with an access line tax which will be EQUAL to the amount of the current fee thereby ensuring that there will NOT be any increase in user costs.

Yes on Measure "G" ensures the preservation and continuation of revenue necessary for PROVIDING ESSENTIAL SERVICES for Palm Springs residents, including 9-1-1 emergency response system, police, fire, gang prevention, street and pothole repairs, parks, libraries, and other general fund services.

Yes on Measure "G" will MAINTAIN existing exemptions (such as low income), will not apply to digital downloads, such as music, games, and ringtones, and will prohibit any future rate increase without voter approval.

Yes on Measure "G" ENSURES that all revenues derived from these ordinance amendments stay in Palm Springs.

Measure "G" is NOT a new tax, but REDUCES THE EXISTING UTILITY USERS TAX FROM 5% TO 4.5%. Measure "G" simply modernizes and replaces existing ordinances with language that is consistent with new federal and state law, ENSURES EQUAL TREATMENT FOR ALL TAXPAYERS, and preserves the right of the people to VOTE on any increases. Measure "G" eliminates the risk of losing vital revenue sources that help provide essential City services.

REDUCE TAXES and PRESERVE the right to vote, please Vote "YES" on Measure "G".

By: Stephen P. Pougnet, Mayor

Chris Mills, Mayor Pro Tempore

Ginny Foat, Councilmember

Rick Hutcheson, Councilmember

Lee Weigel, Councilmember

**NO ARGUMENT FILED AGAINST MEASURE "G"**

# United States® Census 2010

**In 2010, the U.S. Census Bureau will issue the call for every resident of our nation to “Be Counted.”**

**Here are some reasons why the 2010 Census is important to you!**

- Over \$300 billion are distributed to states, counties and cities based on the results of the census. That equals about \$1,000 per person per year until the next Census in 2020.
- Census data affects your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.
- Census data is used to determine how many California Assembly and Senate seats will be in Riverside County.
- Census data is used to draw the district boundaries for the County Board of Supervisors, some City Council districts, Board of Education Districts, and other special districts.

**Do your part to ensure Riverside County is accurately counted.**

**If you have any questions visit [www.2010Census.gov](http://www.2010Census.gov)**



**IT'S IN OUR HANDS**



# Important Dates!

OCTOBER 5TH  
FIRST DAY YOU CAN VOTE

OCTOBER 19TH  
CLOSE OF REGISTRATION

OCTOBER 27TH  
LAST DAY TO REQUEST A  
VOTE-BY-MAIL BALLOT



NOVEMBER 3RD 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.

**TO MARK YOUR VOTE  
DRAW A LINE**



**VOTE!!!**

For a demonstration on marking your ballot visit  
[www.voteinfo.net](http://www.voteinfo.net).

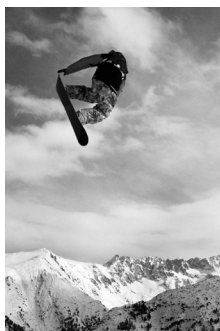
**VOTE-BY-MAIL  
October 5 thru October 27**

**VOTE-BY-MAIL.....**



**.....AT HOME, SCHOOL**

**OR ON VACATION.....**



**LET YOUR VOICE BE HEARD!  
SAME OFFICIAL PAPER BALLOT, JUST AT YOUR CONVENIENCE.**

FROM — REMITE



**FIRST  
CLASS  
POSTAGE**

PLACE STAMP HERE  
PONGA ESTAMPILLA AQUI

**DID YOU SIGN YOUR APPLICATION?**  
**¿FIRMO USTED SU SOLICITUD?**

**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, October 5 - November 2, Monday through Thursday, 7:30 a.m. to 6:00 p.m.; and Election Day, November 3, 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

### SOLICITUD PARA UNA BALOTA PARA VOTAR-POR-CORREO

APPLICATION MUST BE RECEIVED NO LATER THAN OCTOBER 27, 2009 ★ APLICACIÓN TIENE QUE SER RECIBIDA NO MAS TARDE DEL 27 DE OCTUBRE DE 2009

I hereby request a ballot for the Consolidated UDEL Election, November 3, 2009. ★ Por la presente solicito una balota para la Elección Consolidada del UDEL, 3 de noviembre de 2009.

PLEASE PRINT:

NAME AS REGISTERED Imprima el nombre como está registrado

RESIDENCE ADDRESS AS REGISTERED/Imprima la dirección de su residencia como registrado

CITY Ciudad STATE Estado ZIP Zona Postal

MAIL BALLOT TO:

ADDRESS (IF DIFFERENT)

Dirección postal (si es diferente)

CITY Ciudad

STATE Estado

ZIP Zona Postal

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

Declaro bajo pena del perjurio que la información proporcionada es verdad y correcta al mejor de mi conocimiento.

SIGNATURE REQUIRED  
FIRMA REQUERIDA

SIGNATURE OF VOTER Firma del votante

DATE Fecha

↓ POSTMASTER DELIVER TO ↓

☐ Check this box to request PERMANENT VOTE-BY-MAIL status.  
Marque esta caja para solicitar y ser un votante permanente de votar-por-correo.

✓ **You May Cast Your Vote Early**

At

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

**October 5 through November 2**

**Monday through Thursday, 7:30 a.m. to 6:00 p.m.**

**Election Day November 3**  
**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](http://www.voteinfo.net)

**BALLOT**  
**TYPE** 027

**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**

↓ UBICACION DE SU URNA DE VOTACION ↓



ACCESS?

¿ACCESO?

