



## Skagit County Local/Combined Voters' Pamphlet Administrative Rules

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### **01 Title**

This document shall be known as the "Skagit County Local/Combined Voters' Pamphlet Administrative Rules." Hereinafter this document and its contents shall be referred to as "these rules."

### **02 Purpose**

These rules establish the requirements for all participants involved in the production and distribution of a [voters' pamphlet](#) in Skagit County. These rules shall serve also as guidelines for the production of the [Online Voters' Guide](#), but they shall not be interpreted as requirements for the Online Voters' Guide.

As used in these rules, the generic term "voters' pamphlet" shall refer to both the [combined voters' pamphlet](#) and the [local voters' pamphlet](#). When a distinction between the two types of pamphlets is necessary or helpful, the term "Local Voters' Pamphlet" or "Combined Voters' Pamphlet" shall be used.

### **03 Authority/References**

These rules operate under the authority of RCW 29A.32 and [Skagit County Code](#) 1.28.

## 04 Conflict of Laws

It is intended that these rules shall be interpreted in compliance with all applicable laws and regulations. In the event of any conflict between these rules and any state or federal laws or regulations, the federal/state laws or regulations shall control.

## 05 Definitions

The terms defined in this section shall have the following meanings throughout these rules.

- (1) "Auditor" or "Auditor's Office" shall mean the Skagit County Auditor, designee, or the Skagit County Elections Department.
- (2) "Ballot Title" shall mean the language that appears on a ballot regarding a question or proposition submitted to the Auditor's office to be voted upon by the registered voters in the district.
- (1) "Combined Voters' Pamphlet" shall mean a voters' pamphlet or [Online Voters Guide](#) produced in combination with the Washington State Secretary of State's Office that contains combined statewide and Skagit County issues.
- (3) "County" shall mean the Skagit County Government, including the Skagit County Board of County Commissioners, the Skagit County Auditor's Office, and any and all other elected and appointed officials and offices operating under the purview of this term. It shall not mean or refer to any cities, towns, or special taxing districts operating wholly or partially within the geographic confines of the county of Skagit, which jurisdictions shall be referred to separately.
- (4) "County Canvassing Board/Canvassing Board" shall mean the statutory board that examines and scrutinizes the conduct of an election, election results, questionable ballots, and other activities required by law or requested by the Auditor. The Canvassing Board includes: the Auditor, the Chairman of the Board of County Commissioners, and the Prosecuting Attorney, or their designated representatives.
- (5) "Days" shall mean calendar days when making reference to a deadline, such as "90 days prior to publication."
- (6) "Deadline" shall mean the close-of-business for the Skagit County Auditor's Office on a normal working day, 4:30 PM unless stated otherwise.
- (7) "District" shall mean any political or taxing district located in Skagit County participating in the publication and distribution of the Voters' Pamphlet.

- (8) "Elections Department" shall refer to the Skagit County Elections Department.
- (9) "Explanatory Statement" shall mean the statement prepared by the appropriate jurisdiction's attorney stating the effect of a ballot measure if passed into law.
- (10) "Filing period" shall mean the period prescribed by law during which candidates for elective office file their candidate declarations with the appropriate filing offices.
- (11) "Jurisdiction" – See [District](#).
- (12) "Local voters' pamphlet" shall mean a [voters' pamphlet](#) or [Online Voters Guide](#) containing only Skagit County candidates and measures, as opposed to the [Combined Voters' Pamphlet](#) that contains both statewide and county contests.
- (13) "Measure" shall mean any proposition or question submitted to the voters of a jurisdiction. It does not include the resolution language of the jurisdiction submitting the measure to the voters.
- (14) "Online Voters' Guide" shall mean the electronic online document available on the County's web site that is roughly equivalent to the voters' pamphlet in content, but that is not available in printed format.
- (15) "Publication date" shall mean the date on which the voters' pamphlet material is sent by the Auditor's Office to the printer, or to the Secretary of State's Office, for publication; this date may vary from year to year.
- (16) "Skagit County Code" or "SCC" shall mean the codification of the permanent and general ordinances of Skagit County, Washington.
- (17) "Voters' pamphlet" shall mean a printed and electronic document prepared by the Auditor's Office containing information including, but not limited to:
  - (a) Statements from candidates running for office;
  - (b) Information about, and statements for or against, local ballot measures or initiatives;
  - (c) Registration information, voting procedures, and other important election related information.

This document may also be made available online; when available online it shall be referred to herein as the "[Online Voters Guide](#)." Voters' pamphlets in Skagit County can be either of the following types:

- (a) A “[Local Voters’ Pamphlet](#)” that is produced with only Skagit County issues, as defined by RCW 29A.32, or;
- (b) A “[Combined Voters’ Pamphlet](#),” so called because it is produced in combination with the Washington State Secretary of State’s Office and contains both State and Skagit County issues.

## 06 Scope

These rules apply to all persons or groups involved in the production of the voters’ pamphlet, including:

- (1) Each city, town, and special taxing district located within Skagit County that has any office or [measure](#) on a given ballot (RCW 29A.32.220) in a given election, for which election a voters’ pamphlet is being produced; and
- (2) All candidates and statement committees participating in a Skagit County election for which a voters’ pamphlet will be produced (RCW 29A.32.220, RCW 29A.32.280).

## 07 Date of Adoption or Last Update

Following are the modification dates of this document, with brief descriptions of each modification (see RCW 29A.32.230).

Date	Description
8/3/2010	Initial rules formulated
9/7/2010	Skagit County Board of County Commissioners adopted resolution number 2010308 adopting the Voters’ Pamphlet Administrative Rules as presented in the August 17 hearing.
4/26/2012	Changes in response to recent legislation: <ul style="list-style-type: none"> <li>• Under heading 10.02 and its sub-headings, the following changes were made:               <ul style="list-style-type: none"> <li>○ Candidate materials submission deadline changed</li> <li>○ Candidate Statement Specifications:                   <ul style="list-style-type: none"> <li>▪ Minor changes to wording</li> <li>▪ Added note about “No information submitted”</li> </ul> </li> <li>○ Candidate Biography Specifications:                   <ul style="list-style-type: none"> <li>▪ Eliminated category “Family”</li> <li>▪ Added note about “No information submitted”</li> </ul> </li> <li>○ Candidate Photograph Specifications:                   <ul style="list-style-type: none"> <li>▪ Added note about no picture submission, with example.</li> </ul> </li> <li>○ Measure materials submission deadlines changed</li> <li>○</li> </ul> </li> </ul>

## **08 Intent and Notification**

The Auditor's Office:

- (1) Will produce a [voters' pamphlet](#) for every general election, provided that the Auditor's Office is able to continue its partnership with the Washington State Secretary of State's Office in the production of a combined voters' pamphlet; should that partnership end for any reason, the continued publication of the voters' pamphlet will be at the discretion of the Auditor, as described under heading Responsibilities, Auditor's Office;
- (2) Will not produce a printed, hard-copy voters' pamphlet for elections other than a general election, given the conditions existing as of the initial publication of these rules in 2010; an [Online Voters Guide](#) will be produced whenever possible.

## **09 Responsibilities**

This section describes the responsibilities of the various parties involved in the production of the voters' pamphlet.

### **09.01 Board of County Commissioners**

- (1) The Skagit County Board of County Commissioners has the authority to waive participation in the voters' pamphlet for any jurisdiction for which participation in the voters' pamphlet would create undue financial hardship. Such waiver must occur not later than sixty days before the publication date of the pamphlet; see also section [08.02\(3\) Participation of Jurisdictions](#), below. (RCW 29A.32.220)

### **09.02 Auditor's Office**

Following are the responsibilities of the Auditor's Office in the production of the voters' pamphlet. The Auditor's Office:

- (1) Has the authoritative decision on the production of a voters' pamphlet for any election;
- (2) Shall insure that the voters' pamphlet includes all required elements mandated by RCW 29A.32;
- (3) Is responsible for planning and coordinating all events and procedures in the production and distribution of the voters' pamphlet;

- (4) Is responsible for obtaining and maintaining any and all agreements with any and all vendors necessary to produce and distribute the voters' pamphlet;
- (5) Will notify all candidates when they file for office of all statement and photo deadlines;
- (6) Is responsible for the layout of all pages of the pamphlet for each election;
- (7) Is responsible for coordinating the proofing of all materials included in the pamphlet;
- (8) In the event there is not an opposition committee for any [measure](#) with one committee statement, will make a good faith effort to appoint an opposition committee (RCW 29A.32.280);
- (9) Will notify all [jurisdictions](#) and [districts](#) located wholly within Skagit County of the production of the voters' pamphlet no later than 90 days before the publication and distribution of the pamphlet (RCW 29A.32.220);
- (10) Will decide how many pamphlet editions will be created and what the criteria for those edition breakouts will be;
- (11) Will alone or, in the case of a combined pamphlet, in partnership with the Washington State Secretary of State's Office, mail the pamphlet to every residence in each jurisdiction that has included information in the pamphlet, or to each registered voter in each jurisdiction that has included information in the pamphlet, thereby meeting the required published notice of election (RCW 29A.32.260);
- (12) Will distribute voters' pamphlets to other designated locations;
- (13) Will prepare all files required for distribution on the County website;
- (14) Is responsible for creating, maintaining, and updating all policies and procedures necessary to the production of the voters' pamphlet; these policies and procedures shall include, but not be limited to, the following:
  - (a) General content;
  - (b) All deadlines;
  - (c) Statement specifications, including length limits, content prohibitions, rejection criteria, appeals process, and more;
  - (d) Photograph specifications;

- (e) Participation of jurisdictions;
- (f) Distribution;
- (g) Online voters' guide specifications, where those differ from the voters' pamphlet specifications.

## **10 Policies**

### **10.01 General Materials Submission Policies**

- (1) All [candidate statements, biographies, and photographs](#), as well as all [measure statements of all types, and measure graphics or photographs](#), must be submitted as electronic computer files compatible with the County's computer system – submissions in hard-copy format will not be accepted. Specific electronic format submission requirements will be distributed each year.
- (2) In this section and its sub-sections, the term “candidate materials” shall refer to candidate statements, biographies, and photographs.
- (3) In this section and its sub-sections, the term “measure materials” shall refer to measure statements, statements for and against, rebuttals, and measure graphics or photographs.
- (4) As a rule, the [Elections Department](#) will not correct errors in grammar, spelling, or punctuation. Changes in content are not allowed once the statement is submitted.
- (5) Skagit County Elections retains the discretion to grant waivers or exceptions on a case-by-case basis.

#### **10.01.01 Distribution**

The *printed* voters' pamphlet is distributed by the Washington Secretary of State's Office to the household of every registered voter in Skagit County for the General Election only. It will be mailed in early/middle October.

The *online* voter's guide will be on the Skagit County Elections web site, [www.skagitcounty.net/elections](http://www.skagitcounty.net/elections), for both the Primary and General Elections. It will be available 20 days prior to the Primary Election and 45 days prior to the General Election.

## **10.02 Candidate Materials Submission Policies**

### **10.02.01 Candidate Materials Description**

Candidates may submit the following materials to Skagit County Elections for inclusion in the printed voters' pamphlet and online voters' guide:

- (1) A candidate statement;
- (2) A candidate biography;
- (3) A candidate photograph.

Specific instructions for each of the above are detailed below under the appropriate heading. Please remember that the candidate statement and the candidate biography each have their own guidelines.

### **10.02.02 Candidate Materials Submission Deadline**

All statements, biographies, and photographs for any candidate appearing in either the Primary Election or the General Election must be received by Skagit County Elections no later than 4:30 PM on June 15<sup>th</sup>, 2012.

### **10.02.03 Candidate Materials Order of Statements**

- (1) For the printed voters' pamphlet, candidate statements will be listed under the district and position each candidate filed for. The district, position, and candidate statements will appear in the ballot order of that election's ballot.
- (2) For the online voters guide, candidate statements are listed in an order determined by the Secretary of State's Office, and that order cannot be modified by the Elections Department.

### **10.02.04 Candidate Statement Specifications**

Candidate statements must:

- (1) Be submitted as electronic computer files compatible with the County's computer system – submissions in hard-copy format will not be accepted; specific submission requirements will be distributed each year;
- (2) Not exceed 200 words;

- (3) Be in paragraph format without indentation;
- (4) Use the candidate's name exactly as it will appear on the ballot;
- (5) Be separate from the [candidate biography](#);
- (6) Be limited to candidates themselves, and may not mention opponents by name or allude to opponents.

**Note:** *if you do not supply a candidate statement, the space for the statement will read, "No information submitted".*

The Elections Department may reject statements that do not meet the above guidelines. If a statement is rejected for exceeding the word limit, or for any other reason, the Elections Department shall contact the candidate electronically, by phone, or in writing. Once contacted, the candidate shall have 48 hours to make the needed corrections. If the candidate does not respond, the Elections Department will correct as needed. Statements exceeding the length limit will be shortened by deleting full sentences from the end until the limit is reached.

#### **10.02.05 Candidate Biography Specifications**

Candidate biographies must:

- (1) Be submitted as electronic computer files compatible with the County's computer system – submissions in hard-copy format will not be accepted; specific submission requirements will be distributed each year;
- (2) Not exceed 100 words. Headings, described below, are not included in the word count;
- (3) Be separate from the [candidate statement](#);
- (4) Contain the appropriate information under each of the following headings:
  - (a) Elected Experience
  - (b) Other Professional Experience
  - (c) Education
  - (d) Community Service

**Note:** *if you do not supply entries for each of the above headings, any empty heading will carry the statement, "No information submitted".*

The Elections Department may reject biographies that do not meet the above guidelines. If a biography is rejected for exceeding the word limit, or for any other reason, the Elections Department shall contact the candidate electronically, by phone, or in writing. Once contacted, the candidate shall have 48 hours to make the needed corrections. If the candidate does not respond, the Elections Department will correct as needed. Biographies exceeding the length limit will be shortened by deleting full sentences from the end until the limit is reached.

#### **10.02.06 Candidate Photograph Specifications**

The following photograph criteria are designed to insure a good quality image in the voters' pamphlet. *We recommend using a professional photographer taking a high quality studio photograph if possible.* Photographs must:

- (1) Be submitted as electronic computer files compatible with the County's computer system – submissions in hard-copy format will not be accepted; specific submission requirements will be distributed each year;
- (2) Be in "jpeg" format;
- (3) Be at least 450 by 600 pixels in size;
- (4) Not be larger than 1.5 megabytes (MB) in size;
- (5) Have been taken within the past two years;
- (6) Show only the candidate's face, or face, neck and shoulders in the manner of a portrait, excluding the candidate's hands, anything held in the hands, and other people;
- (7) Not be cartoons or caricatures, or any other image that does not accurately portray the candidate;
- (8) Not reveal clothing or insignia suggesting the holding of a public office, such as: judicial robes, law enforcement or military uniforms, official seals or symbols, flags of the state of Washington or other jurisdictions, or other similar indicia of public office.

**Note:** *if you do not supply a photograph, the following image will be used:*



Photographs are preferred in color, as the Elections Department can convert color photographs to grayscale or black-and-white.

The Elections Department may reject photographs that do not meet the above guidelines. Elections will notify candidates whose photographs are rejected. Candidates whose images are rejected will be allowed 48 hours to submit a new image.

## 10.03 Measure Materials Submission Policies

### 10.03.01 Measure Materials Description and Specifications

Measure statements are of the following types:

**Table 1 – Voters' Pamphlet/Online Guide Measure Statement Types**

<b>Statement Type</b>	<b>Content</b>	<b>Statement Submitted By</b>
<b>Explanatory Statement</b>	Explanation of the ballot measure	District submitting measure
<b>Statement For</b>	Arguments advocating the approval of the ballot measure	Committee in support
<b>Statement Against</b>	Arguments advocating the rejection of the ballot measure	Committee opposed
<b>Rebuttal of Statement For</b>	Arguments refuting the statements advocating approval of the ballot measure	Committee in support
<b>Rebuttal of Statement Against</b>	Arguments refuting the statements advocating rejection of the ballot measure	Committee opposed

All measure statement types must meet the following guidelines.

- (1) The Explanatory Statement is always required. The district submitting the measure must submit this statement.
- (2) Explanatory statements must be written in clear and concise language, avoiding legal and technical terms when possible.
- (3) The Explanatory Statement, Statements For, and Statements Against may not exceed 300 words;
- (4) Rebuttals of Statements For and Against may not exceed 100 words;
- (5) Each argument or rebuttal statement must be followed by the names of the committee members who submitted them, and may be followed by a telephone number that citizens may call to obtain information on the ballot measure;
- (6) All statements must be in paragraph format without indentation;
- (7) Rebuttals may not interject new points;
- (8) Cartoons or caricatures are not permitted.

The Elections Department may reject statements that do not meet the above guidelines. If a statement is rejected for any other reason, the Elections Department shall contact the committee electronically, by phone, or in writing. Once contacted, the committee shall have 48 hours to make the needed corrections. If the committee does not respond, the Elections Department will correct as needed. Statements exceeding the length limit will be shortened by deleting full sentences from the end until the limit is reached.

Statements must comply with all aspects of the law regarding all statement types. See especially the following RCWs: 29A.32.031, 29A.32.040, 29A.32.060, 29A.32.210, 29A.32.241(5), 29A.32.280.

### **10.03.02 Measure Materials Submission Deadlines**

For all measures appearing in the **Primary Election**, statements in support of or opposition to measures, and all photographs or graphics, must be received by Skagit County Elections no later than 4:30 PM on June 15<sup>th</sup>, 2012.

For all measures appearing in the **General Election**, statements in support of or opposition to measures, and all photographs or graphics, must be received by Skagit County Elections no later than 4:30 PM on Friday August 17<sup>th</sup>, 2012.

Please note that these are two separate submissions deadlines.

### **10.03.03 Measure Materials Order of Statements**

For the printed voters' pamphlet, statements will be listed by district. Districts will appear in the ballot order of that election's ballot.

For the online voters guide, statements are listed in an order determined by the Secretary of State's Office, and that order cannot be modified by Skagit County Elections.

### **10.03.04 Measure Photograph Specifications**

Supporters of measures as defined in RCW 29A.32, may submit a photograph or graphic to accompany their statements in support of, or opposition to, measures.

The following photograph criteria are designed to insure a good quality image in the voters' pamphlet. We recommend using a professional photographer taking a high quality studio photograph if possible.

Photographs must:

- (1) Be in “jpeg” format;
- (2) Be at least 450 by 600 pixels in size;
- (3) Not be larger than 1.5 megabytes (MB) in size;
- (4) Have been taken within the past two years;
- (5) Not reveal insignia suggesting the holding of a public office, such as: judicial robes, law enforcement or military uniforms, official seals or symbols, flags of the state of Washington or other jurisdictions, or other similar indicia of public office.

Photographs are preferred in color, as the Elections Department can convert color photographs to grayscale or black-and-white.

The Elections Department may reject photographs that do not meet the above guidelines. Elections will notify committees whose photographs are rejected. Committees whose images are rejected will be allowed 48 hours to submit a new image.

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