

American Association of University Women, Morgan Hill Branch

Presents

Make Your Voice Heard: Part 2
Inspiration and Guidance for Local Civic Engagement

February 27, 2018, Morgan Hill Library

Christina Turner

Morgan Hill City Manager

Voting Districts for elected officials

Steve Tate

Morgan Hill Mayor

Responsibilities and rewards of service: Mayor

Greg Sellers

Former Morgan Hill City Council Member

Responsibilities and rewards of service: City Council

Peter Mandel

Former MHUSD Trustee

Responsibilities and rewards of service: School Board

Linda Tulett

Interim Elections Division Coordinator, Registrar of Voters

Resources for candidates, deadlines, and filing requirements

Dan Harney

Gilroy City Council Member

Running a local campaign

Program Participants



Peggy Martin

AAUW Morgan Hill President

Welcome



Margie Snively

AAUW Morgan Hill Co-VP Programs

Master of Ceremonies



Christina Turner

Morgan Hill City Manager

Voting Districts for elected officials
(MHUSD and City Council)



Steve Tate

Morgan Hill Mayor

Responsibilities and rewards of service
- presented via video
(Mayor and City Council)



Greg Sellers

Former Morgan Hill City Council Member

Responsibilities and rewards of service
(City Council + other civic engagement)



Peter Mandel

Former Morgan Hill Unified School District
Trustee

Responsibilities and rewards of service
(School Board)



Linda Tulett

Interim Elections Division Coordinator,
Registrar of Voters

Resources available for candidates and
campaigns, deadlines, and filing requirements



Dan Harney

Gilroy City Council Member

Running a local campaign

2018 Elected Positions to be filled

Position

Incumbent

Mayor

Steve Tate

City Council Members

Area B

Rich Constantine

Area D

Caitlin Jachimowicz

School Board Trustees

Area 1

Donna Ruebusch

Area 2

Ron Wolfe

Area 3

Gino Borgioli

Area 4

David Gerard

Opportunities to Participate in Non-Elected Commissions, Boards, and Committees



City of Morgan Hill Advisory Commissions

- Library, Culture and Arts Commission (2 year terms)
- Parks and Recreation Commission (4 year terms)
- Planning Commission (4 year terms)

Applications for current vacancies were due January 19, 2018. However vacancies come up regularly. Additional information, including current commission membership and an application link, is available at <https://www.morgan-hill.ca.gov/148/Commissions-Boards>.

Morgan Hill Unified School District Committees

Many opportunities exist to get involved with your local public schools:

- Measure G (Bond) Oversight Committee
- School Site Council at each school
- English Learner Advisory Committee (ELAC) at each school and at a District level
- Home and School Club at each school site
- Athletic Boosters at Ann Sobrato and Live Oak High Schools
- Future Farmers of America (FFA) at Ann Sobrato and Live Oak High Schools

For additional information and contacts, go to <https://www.mhusd.org>. From there you can also link to specific school websites and obtain local contact details.

Morgan Hill Chamber of Commerce Education Committee

While not related to a public office, the Morgan Hill Chamber of Commerce also offers opportunities for members of local businesses and non-profit organizations to support local education. The Chamber's Education Committee, for example, organizes "Rock the Mock", preparing high school students for job interviews. Meetings are the first Friday of every month, 8-9:30 am at Union Bank in Tennant Station. Go to <https://www.morganhill.org/initiatives-committees-and-affiliations/> for additional information.

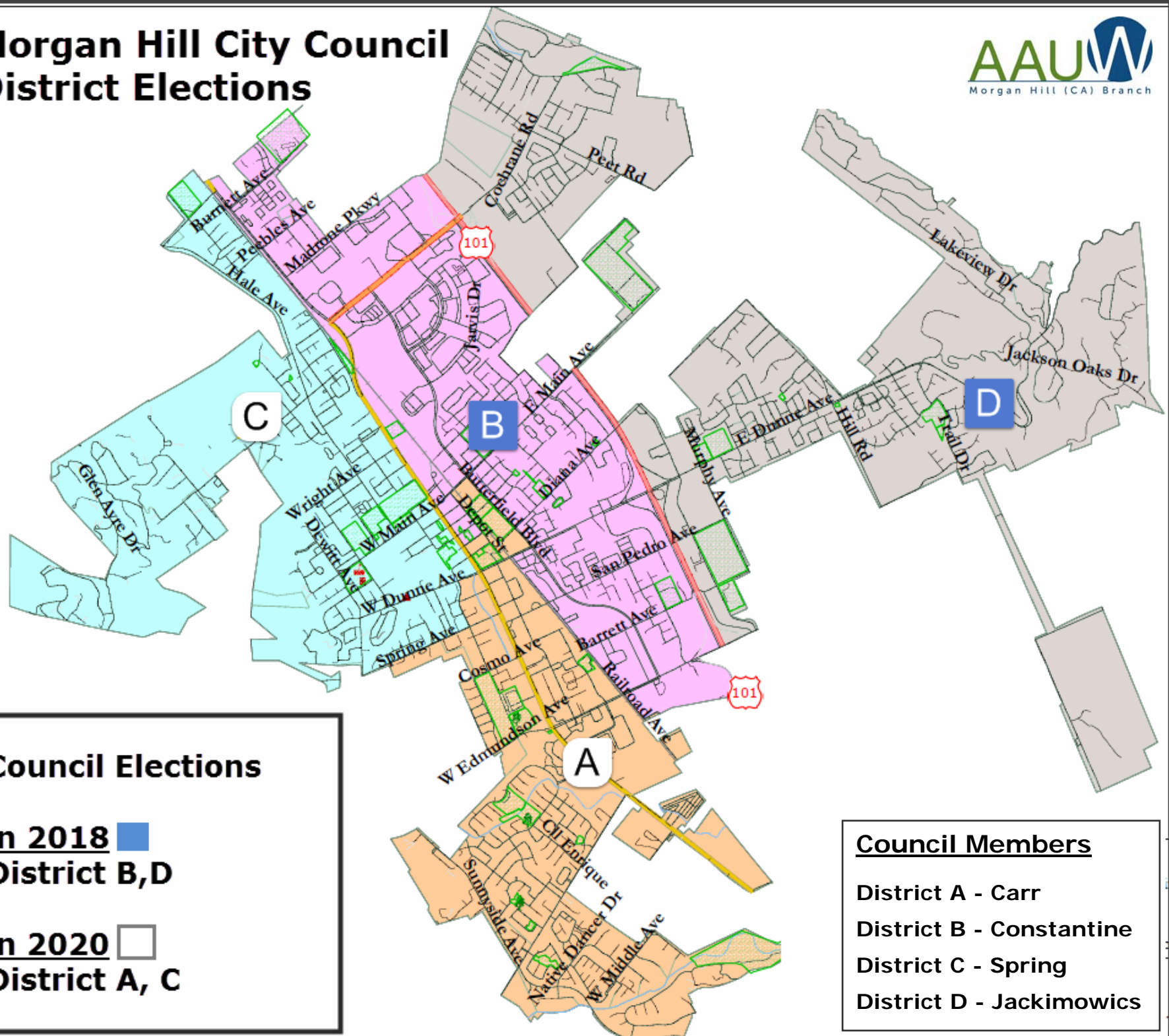
Maps of Voting Districts

Map of City Council districts available at <https://www.morgan-hill.ca.gov/documentcenter/view/22010>




Map of MHUSD districts available at <https://www.arcgis.com/apps/Viewer/index.html?appid=6d2d28207cee4ca687f3eeb45a60e441>


Morgan Hill City Council District Elections



Morgan Hill Unified School District Trustee Area Boundaries

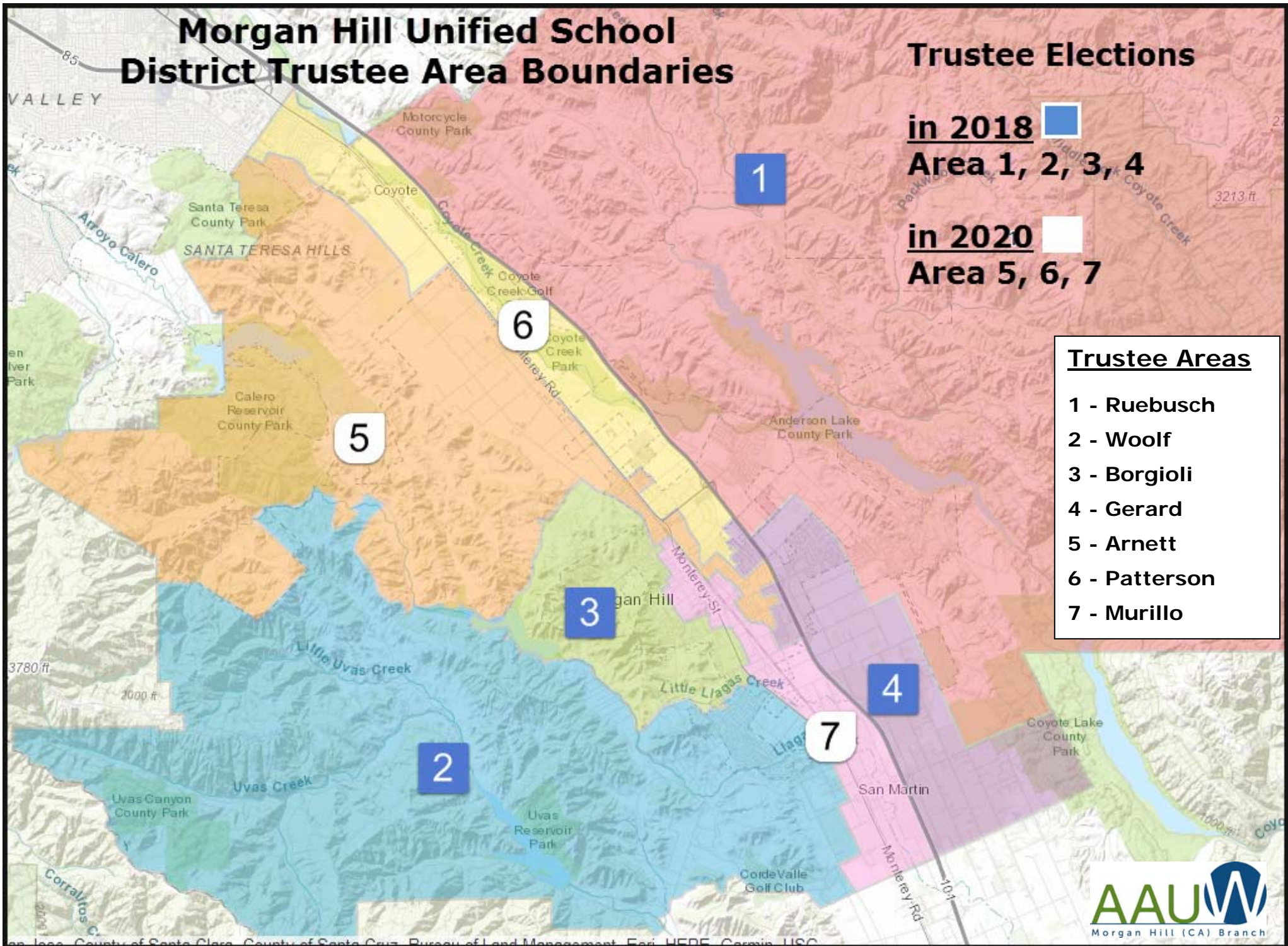
Trustee Elections

in 2018 
Area 1, 2, 3, 4

in 2020 
Area 5, 6, 7

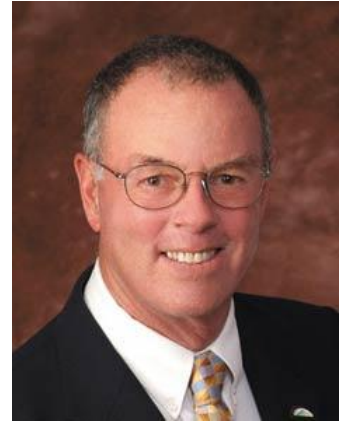
Trustee Areas

- 1 - Ruebusch
- 2 - Woolf
- 3 - Borgioli
- 4 - Gerard
- 5 - Arnett
- 6 - Patterson
- 7 - Murillo



Responsibilities and Rewards: Mayor and City Council Member

Steve Tate, Mayor



RESPONSIBILITIES

Council Meetings & Meeting Preparation

The council meets 2-3 times a month in council chambers to discuss items on agenda. But the meetings are a small slice of what is done by the mayor and council members. It takes a great deal of time aside from the meeting itself to really understand the agenda, the options being presented, and the policy decisions that may need to be made during the meeting. The better prepared you are when you arrive at the meeting, the better the outcome will be for the public--which is what we are all about.

Outside Assignments

All council members and the mayor have outside assignments. Using myself as an example:

- I am on the Library Joint Powers Authority (and have been since I was first elected to the Morgan Hill City Council in 1998). It is made up of elected officials from the 11 different cities which have a library run by the Santa Clara County Library system. we meet approximately every other month. I have been involved as the campaign manager in extending the parcel tax for the library system on a couple of different occasions. My involvement also extended to the design and building of the new library.
- I am on the Silicon Valley Clean Energy Board, with elected representatives from 11 different cities that banded together to offer clean energy, replacing generation of the power that PG&E used to provide. (They still provide the transportation of that energy to your home, but the Energy is provided by Silicon Valley Clean Energy.) Preparing for meetings is just like preparing for a Morgan Hill Chamber board meeting, with a packet of material to read and absorb.

Another example of an outside assignment is the Waste Water Joint Powers Authority with the City of Gilroy for the sewage treatment plant down there. Morgan Hill and Gilroy each have two council members as members of this Joint Powers Authority.

The Valley Transportation Authority is another huge area, with representatives from across the county. (Morgan Hill and Gilroy provide one representative to the nine member board.) The VTA has monthly meetings and considerable preparation is needed (by the mayor, council member, and a VTA representative) between meetings to understand what is in the packet, what affects South County, and what we should do. There are also sub-meetings of the VTA with CalTrain every couple of months that sometimes require our participation.

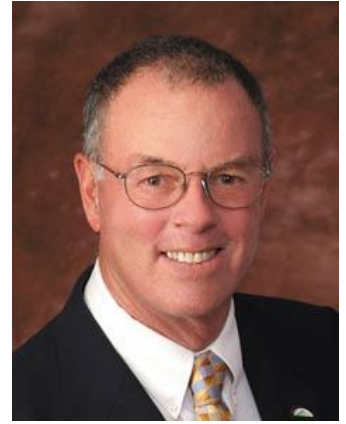
We also attend various county level meetings to represent the city of Morgan Hill.

Other Responsibilities within Morgan Hill

We try to be with the Chamber of Commerce when they welcome new businesses to the city. We are spokespeople at various events. Most recently, we had a press conference to announce Morgan Hill as a host city for the Amgen Tour of California. Usually the mayor is looked to as the primary spokesperson, although we have backups for all roles within City Council.

Responsibilities and Rewards: Mayor and City Council Member (Continued)

Steve Tate, Mayor



REWARDS

It has really fulfilled me to have this second career with the City. As an elected City Council member and then, for the past 12 years, as the elected Mayor. It has been a wonderful, wonderful experience.

Relationship Building

I come in to the office each day not knowing what to expect. Usually I get a couple of unanticipated calls a day--people wanting to know something, people having problems with their projects that they want me to intervene on or find status on. For example, recently neighbors on the north end of Morgan Hill complained about the odor from the mushroom farms north of them. So what do we do regarding a facility we don't have jurisdiction over?

Cultivating relationships is a huge part of the job--and a really fun part of the job--getting to know legislators all the way up to Congress (Zoe Lofgren). We also have a very close relationship with County Supervisor Mike Wasserman: We keep him on board, and he spends a great deal of time down here looking at situations that are common across cities.

Two close partners with the city are the YMCA, which helps run the Community Recreation Center, and CalFire, which staffs our fire department.

We also must work with organizations where we do not have such a tight relationship. For example, we can't decide what land we will annex into the city, but must work with the Santa Clara County Local Area Formation Commission (LAFCO), consisting of six elected and one appointed representative who make that determination for all cities within the county.

Those are the kinds of relationships we work to build up, getting to know these individuals personally. We must be able to sit down and work effectively with them, influencing things for the betterment of Morgan Hill--which is what it is all about.

Why Run for Office?

I've had a lot of fun over these 20 years. I'm somebody who wants to see our city grow in the right way, keep its character, be a delightful place to live, and have a very high quality of life. And that's why anyone should run for office: They want to make their community better. And the reward that you get is that self fulfillment.

Responsibilities and Rewards:
Morgan Hill Unified School District Trustee
Peter Mandel, MHUSD Trustee 2004-2012



Why do you want to be a member of the Morgan Hill School Board?

Be clear in your mind about your motivation for running. The school board deals with a broad range of issues--if there is just one subject you care about, you will not be doing the district a service by being on the board. You should have a passion for the quality of your local public education and a desire to improve it.

What do you want to accomplish? Don't run because you "want to be a trustee". And, again, you shouldn't run because you care about just a single issue. Learn about the current status of the district and set some goals for the next four years. This will also help you focus and get engaged quickly.

It will take time. As with being mayor or a city council member, being a school board trustee takes considerable time and you need to take it seriously. In addition to regularly scheduled board meetings, there are special sessions, agenda setting meetings, meetings with the superintendent, meetings with staff, conferences (CSBA - California School Boards Association), discussions with the community, and personal time requirements to educate yourself and thoroughly prepare for meetings. Don't underestimate the time required.

It will take tact. Everyone will disagree at some point. Stay respectful as you'll need each other to get anything done. Start with the assumption that you and your fellow trustees are all taking positions based on what you each think is best for the students; this makes your disagreement professional, not personal. Work to maintain that professional relationship, with a continuing focus on what is best for the kids and the schools.

Learn to count votes. A single trustee has no power at all.

Be constructive with the leadership. The Superintendent and staff are the ones who do the work; build a rapport with them. To actually accomplish things for the kids or improve the schools you need a majority of the board, as well as the Superintendent and the staff to want to work with you; if you can do that, you will be effective.

It is a weird way to work. Open meeting laws create an unusual working environment. Understand the Brown Act: You can't meet and discuss policy with a majority of board members in private.

You can't anticipate the issues you will face.

Enjoy It. It can be the most fulfilling job you have.

How Do I Get Started With Running For Office?

Testing the waters. Not sure if you want to run for office because you are uncertain whether you will get enough financial support to run a successful campaign?

- [Crowdpac.com](https://www.crowdpac.com) is a nonpartisan site that will help you line up financial commitments before you file. Read more about Crowdpac in this NPR article <https://www.npr.org/sections/alltechconsidered/2017/08/30/546061687/thinking-of-running-for-office-a-website-lets-you-test-the-waters>
- Note: There may be similar tools out there; this is just one example.



Identify an individual who will serve as your campaign treasurer. Once you initiate your campaign, you will be required to electronically file campaign statements and reports, and it will be easiest for you as a candidate if you delegate that work to another responsible individual. You and your treasurer should familiarize yourself with filing requirements.

<http://www.sos.ca.gov/campaign-lobbying/campaign-disclosure-and-requirements/campaign-filing-requirements/>

File (paper) copies of:

- 501 "Candidate Intention Statement" <http://www.fppc.ca.gov/content/dam/fppc/NS-Documents/TAD/Campaign%20Forms/501.pdf>
- 410 "Statement of Organization Recipient Committee" <http://www.fppc.ca.gov/content/dam/fppc/NS-Documents/TAD/Campaign%20Forms/410.pdf>
 - o Step-by-step guidance on completing the 410 can be found here [http://www.fppc.ca.gov/content/dam/fppc/NS-Documents/TAD/Campaign%20Manuals/Manual 4/Manual 4 Ch 2 Form 410.pdf](http://www.fppc.ca.gov/content/dam/fppc/NS-Documents/TAD/Campaign%20Manuals/Manual%204/Manual%204%20Ch%202%20Form%20410.pdf)

The above documents are sent to the Secretary of State with a copy to the Registrar of Voters (ROV). NOTE: For the ROV copy, you might want to include "Attn: 501/410" on the envelope to ensure it goes directly to Candidate Services.

You will receive the following back from the ROV:

- Your FPPC (California Fair Political Practices Commission) filer id and password (used to log in to <https://netfile.com/filer>, where you will electronically file campaign statements and reports.
- instructions for your ballot statement. Read more about filing your ballot statement (Form 460) here <http://www.fppc.ca.gov/learn/campaign-rules/where-and-when-to-file-campaign-statements/where-to-file-campaign-statements-form-460.html>

Apply for a business checking account, at a local bank. To do that, you will first need an Employee Identification Number from the IRS. <https://www.govdocfiling.com/tax-id-application>. Once you have the account number, name, and address of the bank for your campaign, file a paper copy of the AMENDED 410 form. Again mail the original to the Secretary of State and a copy to the ROV. Your Treasurer will be able to file these documents.

When in doubt, ask--the ROV Candidate Services organization is very responsive to questions. Go to the ROV website <https://www.sccgov.org/sites/rov/> for additional contact information.



Santa Clara County

Registrar of Voters

Useful Links Provided by the Registrar of Voters (ROV)

Linda Tulett, Interim Elections Division Coordinator, Candidate Services

Santa Clara County Registrar of Voters: <https://www.sccgov.org/sites/rov/Pages/Registrar-of-Voters.aspx>

- All of your local election information in one location! Register to Vote, Voting, Vote by Mail, Volunteer, Candidates & Measures, Resources

Fair Political Practices Commission (State and Local Candidates): <http://www.fppc.ca.gov/>

- Forms, Rules, Guides and online and telephone assistance understanding and filing under California's Political Reform Act

Santa Clara County Code – Contribution/Expenditure Limits (County Offices Only) and Electronic Filing of Campaign Statements (All Offices):

https://library.municode.com/ca/santa_clara_county/codes/code_of_ordinances?nodeId=COSACLORCO

Federal Election Commission (Federal Candidates Only): www.fec.gov

- Campaign Finance Rules for Candidates seeking Federal Office (President, US Senate, Congress)

Voters Edge by League of Women Voters (used to be Smart Voter):

<https://votersedge.org/en/ca>

- While this website caters to voters and general/non-partisan information, it may be useful for candidates as another way of getting their message out to voters in addition to submitting a candidate statement for print in the County's voter information guide.

California Online Codes: www.leginfo.legislature.ca.gov/faces/codes.xhtml

- A link to California's Constitution as well as all 29 California legal codes, which provide insight into the enabling legislation that created many elective districts and speaks to their elective authority. (Education Code for School Boards, Government Code for Municipal Offices, Water Code for Water Boards, Health and Safety Code for Sanitary Districts, Hospital Districts. etc.) as well as a link to the Elections Code for information on not just registering to vote and voting, but requirements and timelines to run for office!

Instructions on Electronic Filing:

<https://www.sccgov.org/sites/rov/Info/AttnFPPCFilers/Documents/Introduction%20to%20Electronic%20Filing.pdf>

Consolidated Election Candidate Guide

<https://www.sccgov.org/sites/rov/Info/Nov17/Documents/FINAL%20Candidate%20Guide%2007-11-17.pdf>

- This comprehensive guide is the ultimate resource guide for anyone running for office.
- The above is a link to the November 7, 2017 guide. The 2018 Guide is not yet available, but will be available here <https://www.sccgov.org/sites/rov>

Election Campaign: A Winning Strategy

Dan Harney, Gilroy City Council Member



Deciding to Run.

Be clear in your mind about your motivation for running.

Motivating factors can be one or many, such as:

- Add skills to a strong board
- Against current administration
- Feel strongly about an upcoming policy or issue
- Career

Candidate Statement

Understand who you are as a candidate and your position on issues and policies.

- Prepare your **positions** by writing them down.
- Distill your positions and align them to your core beliefs.

These positions become your campaign foundations. They help **explain** why you are running and they **differentiate** you from the other candidates.

Preparing to Win.

Form a **committee**.

- Identify what **talents** you need on your committee
- Establish **roles & responsibilities**
- Ask **friends** and **community influencers**

Prepare a **timeline**.

Prepare a **budget**.

Winning Requirements: Time | Money | Influence

TIME

Don't underestimate time: It has power and influence and is not renewable.

Develop a timeline early.

- Announcing your candidacy
- Filing requirements
- Speaking engagements
- Fundraising events
- Delivering key messages
- Printing (design, production & delivery)
- Canvassing districts

Questions to ask:

- Does your team know your timeline?
- Do you know where you need to be and when?
- Who is managing your time or calendar?
- How will you balance work life, family time, and campaign time?
- Can you hold committee members accountable to timelines?

Election Campaign: A Winning Strategy (Continued)

Dan Harney, Gilroy City Council Member



MONEY

Campaigns are expensive

The more you raise, the more successful you will be

Prepare a budget

Identify every cost from your timeline and strategy

Consider

- Hiring a consultant (cost vs reward)
- Number of mailers (fundraising, messaging, thank-you notes, etc.)
- Polling data
- Design costs for mailers, advertisements, signs, website, etc.
- Printing & postage
- Events (kick off party, entry fees)
- Filing fees
- Contingency

FPPC. (California Fair Political Practices Commission) requirements

- ✓ Your budget is your fundraising goal
- ✓ Your main focus is meeting as many people as possible
- ✓ Endorsements + Donations
- ✓ Asking for money is HARD but it is the best help someone can give

INFLUENCE

Candidate Statement.

Understand who you are as a candidate and your position on issues and policies.

- Prepare your **positions** by writing them down.
- Distill your positions and align them to your core beliefs. These positions become your campaign foundations. They help **explain** why you are running and they **differentiate** you from the other candidates.
- Get others to join your cause as **influencers**; Your focus is on influencing others as to why you are the best choice.
- Channel all your campaign time into informing people on your positions.

Influencing Others

- Set up as many "Meet and Greet" parties as you can
- Ask family, friends, and associates for 30 minutes
- Ensure your messages in print, online, and elsewhere are consistent and clear
- Prepare for debates and anticipate questions
- Talk about your experience, positions, and influence
- Always leave voters with a piece of campaign literature

Election Campaign: A Winning Strategy (Continued)

Dan Harney, Gilroy City Council Member



FINAL THOUGHTS

Time, Money, and Influence win campaigns

Be Prepared

- to talk about YOU: "I am" "I did this" "I think"
- to be criticized
- to be questioned about your past
- to be challenged on positions
- to be personally attacked
- for uncomfortable situations

Ask for money

Raise money early so you can focus on your campaign

Consider family

- Make sure your family supports your campaign
- Understand time demands and impact on your family
- Take time to thank them

Running for MHUSD?
Campaign Recommendations
(with thanks to Donna Ruebusch for content)



Web Presence

1. Create an email for the campaign. Keep it separate from your personal email. (Note if you are creating a website, your website hosting or domain provider may offer email addresses that you can use as aliases to forward to your personal email.)
2. Use social media. Note that Facebook is effective but harder to separate your personal FB page from your public FB page. (There are similar issues with any social media such as Instagram or SnapChat.)
3. Note that Brown Act laws apply to all social media and written communication if you are elected
4. Create a website with your own URL (e.g. xxxforMHUSD.com) including:
 - Statement similar to your ballot statement
 - Current list of endorsements
 - Campaign donation link
 - Contact information
 - Photos (make the website visually appealing with photos and graphic and minimal text)
 - A calendar or a list of suggested campaign events or other places you will be available to meet voters. Include current events within the school district that might attract voters as well as meet-and-greet events that you will host.

Press Release - Create and send to the papers to announce your candidacy .

Treasurer

Find a reputable person to serve as your treasurer. They will keep you on track and avoid fines/problems because there are very specific ongoing filing deadlines with the Santa Clara County Registrar of Voters. Understand all laws regarding separation of campaign funds from personal funds. Some campaigns are self-funded, but if you raise funds or accept donations you must comply with all State and County laws.

Ballot Statement

As soon as you pull papers at the County your name is in the public arena. It will cost you between \$1,500 and \$2,000 for a ballot statement. Voters need this information. Sometimes it is the only exposure or information the voters have to get to know about you. You must present a properly formatted ballot statement to the registrar of voters and payment on the day you file. You must indicate to the Registrar of voters your "profession" name/designation for the ballot.

Flyers/Posters

- Create flyers and posters in English and Spanish
- The city limits the number of public places you can post large posters. You will be required by the State/County to sign a legally binding document regarding signage.
- Yard signs are popular, especially if you have supporters who live in high traffic areas in your area. (Remember, you are only running in a specific part of MHUSD.)

Running for MHUSD? Campaign Recommendations (Continued)



South Bay Labor Council

You will be interviewed by and should seek endorsement from the South Bay Labor Council. This interview and potential endorsement enables candidates to also be interviewed by and receive possible endorsement of other labor organizations:

- MHFT (Morgan Hill Federation of Teachers) Gemma Abels, President - 408-779-2316
mhft@garlic.com
- The classified employees in MHUSD are their own representatives and are not affiliated with a larger labor organization
- While MHUSD Trustee is a nonpartisan position, you can reach out to political organizations, such as the South Bay Democrats for support. These groups are small but reach a specific population within the district.

Public Opportunities

- AAUW Candidate Forum - held in September. This is a must as all candidates will be there, it is televised on cable, and it is always well attended by a variety of community persons
- Start attending school board meetings and other school events so you are informed and so you gain name recognition. Any time you are at the schools or a board meeting, let the Principal or Superintendent, etc. know you are in attendance, as they will introduce you.
 - Attend spring school events in your district such as "Open House" nights.
 - Keep track of events at schools in your district (e.g. Home & School Club meetings, awards assemblies, or fundraising events) and show up. Let the Principal know you are present and if appropriate they will introduce you to the group.
 - Note that you may hand out flyers on the sidewalk but not on school grounds.
- Taste of Morgan Hill and Mushroom Mardi Gras: Mandatory!

Enlist Your Friends

Ask your friends to give you a lot of time to help with your campaign. They can walk your district and talk to voters, design your campaign materials, pass out flyers, take photos at events, manage your website, host a meet-and-greet, manage your campaign Facebook or Twitter accounts, etc.

Other Recommendations

- Travel with voter registration forms - and ask people if they are registered. Help them get registered! They may be one more vote for you.
- Be aware of all filing dates and the date mail-home-ballots are received
- Consider purchasing ads in MH Times and MH Life - published prior to mail-in ballots arriving at home and before the election.