

- Use or authorize the use of any public funds which “expressly advocates” the passage or defeat of a ballot measure, or any communication which, when taken as a whole, unambiguously urges the defeat/passage of a ballot measure.
  - Use City resources to “campaign” for or against any ballot measure activity, such as distributing ballot measure campaign literature through the City’s internal mail or e-mail system, make phone calls using city phones (whether or not before or after work), place campaign literature on employee bulletin boards, on the City’s web page or elsewhere on any City premises, place campaign bumper stickers on city vehicles, use city offices for campaign meetings, use city copy machines, telephones, fax machines, computers, etc. for campaign purposes, add a link to the City’s website to a campaign website, be involved in walking precincts, drafting campaign ads, or performing other campaign-related tasks during their work hours, or assign subordinates to the same.
  - Hold a campaign rally on city property, such as a park or community center, unless the facility is made available for any and all rallies.
  - Police officers who wear uniforms should not wear them to campaign functions as this could create the impression that they are on duty.
9. Consistent with statutory guidelines, the City’s education component will provide the basic information regarding the proposed one-cent sales tax ballot measure for the November 2, 2010 special municipal election. In addition, the public awareness campaign will involve a strategic approach and a set of suggested tasks designed to aid in that effort, including:
1. Dissemination of two separate mailings of a brochure to every household in the city containing an impartial explanation of the ballot measure, the basis for placing the ballot measure before the voters and the consequences of adoption or rejection of the ballot measure by the residents of Carson.
  2. Use of various community outreach vehicles including the city’s cable channel and website, the e-newsletter, the Carson Report, press releases and a dedicated e-mail address and telephone line to receive and provide neutral and objective responses to inquiries from citizens and others.
  3. Organizing and conducting of community meetings with various segments of the community (homewoenrs groups, churches, clubs and organizations and other affected entities) to provide a neutral and objective explanation of the ballot measure, including the basis for placing the measure on the ballot and the consequences of adoption or rejection of the ballot measure by the residents of Carson.