

What do you look for in a candidate?



Good government begins with you
Know the issues • Carefully evaluate candidates • Vote!
VoteEthics.org



**A public education message from the
City of Santa Clara**
Living our values • Building public trust



Local Election Day is Nov. 6, 2012

Which candidates will earn your trust?

You may not always agree with the decisions made by elected officials, but you want to trust that your leaders act with integrity and reflect the values of the Santa Clara community. To be an educated voter takes some time, but you are placing the future of the City in the hands of the candidates you select. It is worth the effort.

LEARN about candidate qualifications and their goals and priorities for the City by reading their political mailers and campaign websites, and visiting the League of Women Voters website SmartVoter.org. If you have questions, give the candidates a call. They will be happy to talk with any voter.

TURN on Cable Channel 15 on Monday, Nov. 5, at 7 p.m. to watch "The Final Word" Candidates Forum. If you vote by mail before Election Day, you can watch the September Candidates Forum when it is rebroadcast on Oct. 17 at 7 p.m. Videotapes of this Forum are available for checkout in the Library.

SPURN unethical campaign tactics that make personal or unsubstantiated attacks on candidates. Look closely at the fine print on campaign mailers to see who is paying for them.

A badge to wear with pride

Register to vote!

Monday, Oct. 22 is the last day to register to participate in order to vote in the Nov. 6, 2012 election.

Voter registration material is available at U.S. Post Offices, Santa Clara City Library and other libraries, Santa Clara City Hall, Department of Motor Vehicle offices, and the Registrar of Voters, 1555 Berger Dr., San Jose. For information, visit sccvote.org.

Every vote counts! Your vote counts! Cast your vote to elect leaders you trust with the future of your community.



City of Santa Clara
1500 Warburton Ave.
Santa Clara, CA 95050

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SANTA CLARA, CA

Trust in government begins at the ballot box



To learn more about how to evaluate the ethics and values of candidates
VoteEthics.org

To find out about campaign donors and expenditures
SantaClaraCampaignDollars.org

For answers to other questions about the
City of Santa Clara Election
Call the City Clerk's Office at 1-408-615-2220