



TO THE HONORABLE MAYOR AND COUNCIL:

DATE: July 29, 2014

SUBJECT: CONSIDERATION OF FONT SIZE FOR PRINTING THE CANDIDATE STATEMENT IN THE VOTER INFORMATION PAMPHLET

Report in Brief

At the City Council's request, staff is providing information from the Contra Costa County Clerk on the cost of candidate statements for the November 4, 2014 election in 10 pt., 11 pt., and 12 pt. font. The City Council is requested to consider the three font sizes, and if Council desires to use a different font from the standard 10 pt., direct staff to work with the Contra Costa County Clerk to adjust the font size for City of Concord City Council and Treasurer Candidate Statements.

Background

At the May 27, 2014 City Council meeting, staff was directed to send a letter to the Contra Costa County Clerk expressing concern that the font size used in the Contra Costa County Voter Pamphlets is too small. The letter was drafted and sent to the County Clerk on June 10, 2014. (Attachment 1)

The County Clerk responded in a letter dated June 18, 2014 (Attachment 2), and subsequently, the County Clerk and the Deputy City Clerk have had several telephone conversations. Contra Costa County's goal is to use commercial standard 10 pt. font for the statements, and they are reviewing the process for approving of the layout of statements to ensure the 10 pt. standard in the future, regardless of word limits. The County Clerk has conveyed that, with an increased cost to the candidates, the font of the statements could be increased should the Council wish to opt for increased readability for its aging population.

On May 27, 2014, the City Council approved Resolution No. 14-31(Attachment 3) which sets the candidate statement word limit to 300. Sample candidate statements of 300 words in three different font sizes that use bolding, underlining, and bullets are attached for the Council's review. The first is in Arial 10 pt. font, which allows for spacing between the paragraphs for easy readability; the second is in 11 pt. font, which is tighter on the page, but still allows for spacing; and the third example is in 12 pt. font, which does not allow for any spacing between paragraphs (Attachment 4).

**CONDISERATION OF FONT SIZE FOR THE CANDIDATE STATEMENT
IN THE VOTER INFORMATION PAMPHLET**

July 29, 2014

Page 2

Discussion

The Contra Costa County Clerk provided estimated costs for the different font sizes as follows:

Arial 10 pt.	\$1,525
Arial 11 pt.	\$2,261.52
Arial 12 pt.	\$2,261.52

The Arial 11 pt. font could end up costing a bit less, depending on how many candidates prepare statements.

Fiscal Impact

There is no fiscal impact to the City. City Council and City Treasurer candidates pay for candidate statements.

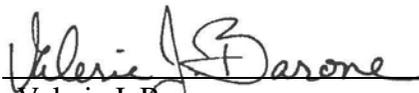
Public Contact

Posting of the Council Agenda.

Recommendation for Action

Staff recommends that the City Council consider the three font sizes, and provide direction to staff on which font size to direct Contra Costa County to use for City of Concord City Council and City Treasurer Candidate Statements.

Prepared by: Joelle Fockler, CMC
Deputy City Clerk
joelle.fockler@cityofconcord.org



Valerie J. Barone
City Manager

Reviewed by: Scott P. Johnson
Assistant City Manager
Scottp.johnson@cityofconcord.org

Attachment 1: June 10, 2014 Letter from Deputy City Clerk to Contra Costa County Clerk

Attachment 2: June 18, 2014 Letter from Contra Costa County Clerk to Deputy City Clerk

Attachment 3: Resolution No. 14-31

Attachment 4: Sample Candidate Statements in 10 pt. 11 pt., and 12 pt. font

CITY OF CONCORD
1950 Parkside Drive MS/03
Concord, California 94519-2578
FAX: (925) 671-3375

Telephone: (925) 671-3000



CITY COUNCIL
Timothy S. Grayson, Mayor
Ronald E. Leone, Vice Mayor
Edi E. Birsan
Daniel C. Helix
Laura M. Hoffmeister

Thomas J. Wentling, City Treasurer

Valerie J. Barone, City Manager

June 10, 2014

Mr. Joseph Canciamilla
Contra Costa County Clerk
555 Escobar Street
Martinez, CA 94553

Dear Mr. Canciamilla:

At the regular meeting of the Concord City Council held Tuesday, May 27, 2014, the City Clerk's office was directed to contact your office to share Council's concern that the font size used in the Contra Costa County Voter Pamphlets is too small. Small text is a very common complaint amongst people with vision impairments, whether medical or situational. Small fonts are not only difficult to see, they are also more difficult to read for conditions such as dyslexia, due to the differences between letter shapes being less pronounced at smaller pixel sizes. Most experts on readability indicate that in general font size should be between 11 and 12 pt. The font size proposed for the November 2014 ballot appears to be a 10 pt. font. Concord, as the largest city in Contra Costa County, is an aging community, and it is the belief of the Council that the small size of the font makes it difficult for the residents to read the important material written by the candidates.

To make our point, please compare the readability of the information above, which is in a 12 point font to the two examples below, the first uses a 10 pt. font and the second an 8 pt. font.

10 point font example

At the regular meeting of the Concord City Council held Tuesday, May 27, 2014, the City Clerk's office was directed to share Council's concern that the font size used in the Contra Costa County Voter Pamphlets is too small. Most experts on readability indicate that in general font size should not go lower than 10 pts. Further, it is commonly noted that if an audience is older or very young, the font size should be even larger. The font sized proposed for the November 2014 ballot appears to be a 10 pt. font. Concord, as the largest city in Contra Costa County, is an aging community, and it is the belief of the Council that the small size of the font makes it difficult for the residents to read the important material written by the candidates.

8 point font example

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The entire City Council appreciates you taking the Council's concerns seriously. I look forward to working with you on this matter.

Very truly yours,



Joelle Fockler, CMC
Deputy City Clerk
City of Concord

cc: Mayor Grayson and City Council
Valerie J. Barone, City Manager
Mark S. Coon, City Attorney
Scott P. Johnson, Assistant City Manager
Mary Rae Lehman, City Clerk

Administration
925.335.7899
925.335.7893 fax

Clerk-Recorder Division
925.335.7900
925.335.7923 fax

Elections Division
925.335.7800
925.335.7836 fax

Contra Costa County
Clerk-Recorder-Elections Department
555 Escobar Street
Martinez, CA 94553



RECEIVED
CITY OF CONCORD
2014 JUN 20 PM 1:47
CITY CLERKS OFFICE
ADMINISTRATIVE
SERVICES

Attachment 2

Joseph E. Canciamilla
County Clerk-Recorder
and Registrar of Voters

Deborah Cooper
Deputy County Clerk-Recorder

Scott Konopasek
Assistant County Registrar

Barbara Dunmore
Assistant County Recorder

Ms. Joelle Fockler, CMC
Deputy City Clerk, City of Concord
1950 Parkside Drive
Concord, Calif. 94519-2578

June 18, 2014

Dear Ms. Fockler,

I have had an opportunity to review both your letter of June 10, 2014 as well as view the relevant portions of the May 27th meeting of the City Council, which helped to place your letter in context. I certainly appreciate the Council's concerns and recognize that whenever changes are made there will always be challenges.

The redesign of the Sample Ballot and Voter Information Pamphlet was done to provide a more accessible and useable product for our voters. It also presented us with the opportunity to review our cost models and to lower the costs we charge to not only candidates but to our municipal customers as well.

Candidate's statements in the June primary pamphlet were printed using Arial MS in 9pt type. Our goal is to use the commercial standard 10pt, but, due to the design of one candidate's statement it was necessary to make that change. We are reviewing our process for approving the layout of statements with the goal of ensuring the 10pt standard in the future regardless of word count limits.

Concord's decision to double the cost to the candidates and expand the statement from 250 to 300 words will require placement of only two statements per page thus ensuring they will be in the same 10pt type used for ballot measure arguments. We can also print one per page and enlarge the fonts even further should the Council wish to opt for increased readability for its aging population and increase the costs even more.

Please feel free to contact me should you wish to review these matters in more detail.

Sincerely,

A handwritten signature in cursive script that reads "Joseph E. Canciamilla".

Joseph E. Canciamilla

cc: Scott O. Konopasek, Assistant Registrar of Voters
Mayor Grayson and City Council
Mary Rae Lehman, City Clerk

Valerie J. Barone, City Manager
Mark S. Coon, City Attorney
Scott P. Johnson, Assistant City Manager

ORIGINAL

1 **BEFORE THE CITY COUNCIL OF THE CITY OF CONCORD**
 2 **COUNTY OF CONTRA COSTA, STATE OF CALIFORNIA**

3 **A Resolution Calling For and Giving Notice of a**
 4 **General Municipal Election to be Held on Tuesday,**
 5 **November 4, 2014, for the Election of Certain**
 6 **Municipal Officers**

Resolution No. 14-31

6 **WHEREAS**, under the provisions of the laws relating to general law cities in the State of
 7 California, a general municipal election shall be held on Tuesday, November 4, 2014, for the election
 8 of certain municipal officers; and

9 **WHEREAS**, on May 26, 1998, the Concord City Council adopted Ordinance No. 98-54 to
 10 change the date of the general municipal election from the odd-numbered years to the even-numbered
 11 years in November; and

12 **WHEREAS**, on August 4, 1998, the Contra Costa County Board of Supervisors, approved the
 13 consolidation with the statewide general election held on the first Tuesday following the first Monday
 14 in November of each even-numbered year.

15 **NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CONCORD DOES**
 16 **RESOLVE AS FOLLOWS:**

17 **Section 1.** Pursuant to the requirements of the laws of the State of California relating to
 18 general law cities, there is called and ordered to be held in the City of Concord, on Tuesday,
 19 November 4, 2014, a general municipal election for the purpose of electing three (3) members of the
 20 City Council, and one (1) City Treasurer.

21 **Section 2.** The City Clerk is authorized, instructed and directed to work with the County
 22 Elections Division as needed in order to properly and lawfully conduct the election. The ballots to be
 23 used in the election shall be in form and content as required by law. The County Elections Division is
 24 authorized to canvass the returns of the general municipal election.

25 **Section 3.** The Board of Supervisors is requested to instruct the County Elections Division to
 26 provide such services as may be necessary for the holding of the consolidated election. The election
 27 shall be held in all respects as if there were only one election. The City of Concord recognizes that
 28 the County will incur additional costs because of this consolidation and agrees to reimburse the

1 County for those costs.

2 **Section 4.** The polls for the election shall be open at 7 a.m. on the day of the election and
3 shall remain open continuously from that time until 8 p.m. that same day, when the polls shall be
4 closed, except as provided in Section 14401 of the Elections Code of the State of California. The
5 notice of the time and place of holding the election is hereby given, and the City Clerk is authorized to
6 give further notice of the election, as required by law.

7 **Section 5.** Candidate Statements will be limited to 300 words, and the costs associated with
8 the publication of said statements in appropriate, required languages will be collected from the
9 submitting candidate at the time of filing. The estimated cost for a candidate statement, as stated by
10 the County Elections Division is \$1525.00.

11 **Section 6.** In the event two or more candidates receive an equal number of votes, the
12 resolution of a tie vote will be by lot, pursuant to Section 15651 of the Elections Code of the State of
13 California.

14 **Section 7.** The City Clerk is directed to file a certified copy of this resolution with the Contra
15 Costa County Board of Supervisors and the County Elections Division.

16 **Section 8.** This resolution shall become effective immediately upon its passage and adoption.

17 **PASSED AND ADOPTED** by the City Council of the City of Concord on May 27, 2014, by
18 the following vote:

19 **AYES:** Councilmembers - L. Hoffmeister, R. Leone, T. Grayson

20 **NOES:** Councilmembers - E. Birsan

21 **ABSTAIN:** Councilmembers - None

22 **ABSENT:** Councilmembers - D. Helix

23 //

24 //

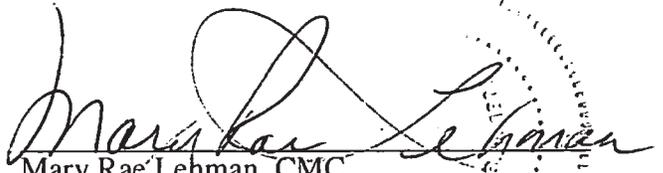
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1 **I HEREBY CERTIFY** that the foregoing Resolution No. 14-31 was duly and regularly
2 adopted at a regular meeting of the City Council of the City of Concord on May 27, 2014.

3
4
5 
6 Mary Rae Lehman, CMC
City Clerk


7 **APPROVED AS TO FORM:**

8 
9 _____
Mark S. Coon
City Attorney

10
11 cc: County Elections Division
12 Contra Costa County Board of Supervisors

Charles Candidate
Auditor-Controller

ARIAL 10 PT. FONT

Education and Qualifications:

As your Auditor-Controller, **I am fiscally conservative**, promoting spending restraints that protect your tax dollars. During my first term, we:

- Improved Contra Costa County's credit score to the ***highest AAA bond rating***.
- Succeeded in recommending and building ***strong financial reserves***.
- ***Balanced*** the Auditor-Controller ***budget*** each and every year.
- Prepared annual financial reports that received the ***Certificate of Achievement for Excellence in Financial Reporting***.

Customer service to citizens remains my top priority. I have worked with the Assessor to ensure property tax refunds are promptly issued when assessed values are reduced.

I am a graduate of California State University Sacramento with a degree in Finance. I have over 15 years of experience in the Auditor-Controller's Office, serving the last four years as your elected Auditor-Controller. I have successfully managed various divisions within the Office, including the complex area of property tax distribution.

As a ***leader in effective budgeting and finance***, I was appointed by the State Controller to the California Uniform Construction Cost Accounting Commission; I am currently the Vice-President of the State Association of County Auditors' Legislative Committee; and I am a past President of the State Association of County Auditors' Legislative Committee; and I am a past President of the State Association of County Auditors' Property Tax and Payroll Managers' committees.

We must have sound fiscal policies for the County of Contra Costa to assure taxpayer dollars are well spent while being sensitive to changing individual, family, and community needs. As Auditor-Controller, I will ensure more accountability, transparency, fair policies, and controls to safeguard County assets, reduce waste, and increase services to County residents.

I possess the qualifications, leadership, and high ethical standards required to serve the citizens of Contra Costa County, continuing my work to manage and protect taxpayers' dollars. I would be honored to earn your continued trust and support. Thank you.

The statement to the left is typed in ARIAL 10 pt. font

The statement has 300 words.

Cost to print - \$1,525

Charles Candidate
Auditor-Controller

ARIAL 11 PT. FONT

Education and Qualifications:

As your Auditor-Controller, **I am fiscally conservative**, promoting spending restraints that protect your tax dollars. During my first term, we:

- Improved Contra Costa County's credit score to the ***highest AAA bond rating***.
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I possess the qualifications, leadership, and high ethical standards required to serve the citizens of Contra Costa County, continuing my work to manage and protect taxpayers' dollars. I would be honored to earn your continued trust and support. Thank you.

The statement to the left is typed in ARIAL 11 pt. font.

The statement has 300 words.

The cost is \$.04 per registered voter and would be approximately \$2,261.52. The cost could be a bit lower depending on the amount of candidates and the number of words they use. The cost estimate is based on two statements per page.

ARIAL 12 PT. FONT

Charles Candidate
Auditor-Controller

Education and Qualifications:

As your Auditor-Controller, **I am fiscally conservative**, promoting spending restraints that protect your tax dollars. During my first term, we:

- Improved Contra Costa County's credit score to the ***highest AAA bond rating***.
- Succeeded in recommending and building ***strong financial reserves***.
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- Prepared annual financial reports that received the ***Certificate of Achievement for Excellence in Financial Reporting***.

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I possess the qualifications, leadership, and high ethical standards required to serve the citizens of Contra Costa County, continuing my work to manage and protect taxpayers' dollars. I would be honored to earn your continued trust and support. Thank you.

The statement to the left is typed in ARIAL 12 pt. font.

The statement has 300 words.

The cost is \$.04 per registered voter and would be approximately \$2,261.52. The cost estimate is based on two statements per page.