



CITY OF SANTA BARBARA

# **VOTER INFORMATION PAMPHLET**

## **DISTRICT 2**

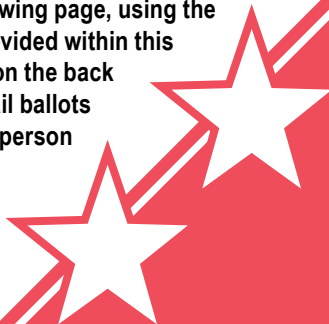
**GENERAL MUNICIPAL ELECTION**  
**TUESDAY, NOVEMBER 3, 2015**  
**VOTE-BY-MAIL BALLOT ELECTION**

Compiled and Distributed by the Office of the City Clerk  
For more information please visit our website  
at [www.SBCityVote.org](http://www.SBCityVote.org), or call (805) 564-5309  
or toll free at (877) 721-9050.

### **IMPORTANT NOTICE**

This is a VOTE-BY-MAIL BALLOT Election. There will be NO polling places designated. YOU MUST VOTE THE ENCLOSED BALLOT AND RETURN IT BY MAIL OR IN PERSON to one of the Official Drop-Off Centers listed on the following page, using the Return / Identification Envelope provided within this packet. Be sure to sign your name on the back of the Return Envelope. Vote-by-mail ballots must be postmarked or received in person by 8:00 p.m. on Tuesday, November 3, 2015.

Para Español, dé la vuelta al libro.





## City of Santa Barbara

City Clerk's Office

[www.SantaBarbaraCA.gov](http://www.SantaBarbaraCA.gov)

735 Anacapa Street  
P.O. Box 1990  
Santa Barbara, CA  
93102-1990  
Tel: 805.564.5309  
Fax: 805.897.2623

October 5, 2015

Dear Voter,

For the first time in over 40 years, the voters of the City of Santa Barbara will be electing their Councilmembers "by-district" rather than at-large. This means that Council candidates must reside in, and be elected from, one of six geographical areas recently established by the City Council.

This change has come about as a result of a settlement of a California Voting Rights Act lawsuit filed against the City in 2014. As part of the settlement, the City agreed to begin holding District Elections in November 2015. The District Boundaries were adopted by the City Council on March 30, 2015 after multiple public input workshops and meetings.

This year's election will be held to elect the Councilmembers in Districts 1 (Eastside), 2 (Mesa) and 3 (Westside). Every registered voter in Districts 1, 2 and 3 will be receiving a ballot in the mail consisting of the candidates for his/her District. Districts 4, 5 and 6 will be electing their City Councilmembers in November 2017, and will not be receiving a city ballot this year. The Mayor's office will continue to be elected at-large in November, 2017.

You may determine which district covers your residence by viewing the District Boundary Map or clicking on the Voting District Look-up link on the Elections page on the City website at [www.santabarbaraca.gov](http://www.santabarbaraca.gov). You may also obtain more information on the districting process and the November 2015 City Election on the Elections page. If you have questions regarding the Election, please call the City Clerk's Office at (805) 564-5309, and if you have questions regarding voter registration, please call County Elections at (805) 568-2200.

We appreciate your participation in this very important process!

Sincerely,

/s/ Paul Casey  
City Administrator



**CITY OF SANTA BARBARA  
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**VOTE EARLY!**

Vote by Mail ballots may be dropped off at a Drop-Off Center or to the Elections Official by the close of the polls on election day. Pursuant to Election Code Section 3020, Vote by Mail ballots received via United States Postal Service or a bona fide private mail delivery company must be postmarked or date/time stamped by November 3, 2015, and received by the elections official no later than 3 days after the election (November 6, 2015).

See Voting Instructions inside.

**BALLOT DROP-OFF CENTERS**

**\*\*\* City Hall \*\*\***

City Hall, City Clerk's Office, 735 Anacapa Street

The City Clerk's Office drop-off center will be open

Monday - Thursday, 7:30 a.m. to 5:30 p.m.

and Fridays, 8:00 a.m. to 5:00 p.m.

(City Hall is closed every other Friday),

Saturday, October 31, 2015, 8:00 a.m. to 5:00 p.m., AND

Election Day, Tuesday, November 3, 2015, 7:00 a.m. to 8:00 p.m.

**\*\*\* Alternate Drop-Off Centers \*\*\***

**\*\*\* Open Only On: \*\*\***

Election Day, Tuesday, November 3, 2015, 7:00 a.m. to 8:00 p.m.



**District 1:** Franklin Neighborhood Center, 1136 E. Montecito Street, 93103

**District 2:** Holy Cross Catholic Church, 1740 Cliff Drive, 93109

**District 3:** Calvary Baptist Church, 736 W. Islay Street, 93101

**PLEASE READ AND FOLLOW INSTRUCTIONS CAREFULLY**

**A. HOW TO MARK YOUR BALLOT**

1. To vote your ballot card, use a **BLACK PEN ONLY**.  
**FOR CANDIDATES:** Completely fill in the oval  to the right of the candidate's name of your choice.  
**FOR WRITE-IN CANDIDATES:** To vote for a qualified write-in candidate (a person not listed on the ballot), write in the name of the qualified write-in candidate in the space provided after the appropriate office and completely fill in the oval to the right of the name written in. The vote will not be counted unless you have filled in the oval  to the right of the name written in. Do not write in a name that is already printed on the ballot.
2. All other distinguishing marks on the ballot are forbidden and make the ballot void. If you wrongly mark, tear or deface the ballot, return it to the Elections Official in the Identification/Return envelope, marking the spoiled ballot box on the frontside, and another ballot will be sent to you.

**B. AFTER YOU HAVE VOTED YOUR BALLOT:**

1. Remove the stub from the top of your ballot, put the ballot into the Identification/Return Envelope and seal it. **DO NOT** fold the ballot card. **DO NOT** put any other material in the Identification/Return Envelope.
2. On the back of the Identification/Return Envelope, **SIGN** your name where indicated by the "X" and print your residence address and date.
3. The Identification/Return Envelope has prepaid postage. No postage is necessary to return the ballot.

**C. HOW TO RETURN YOUR BALLOT**




Your ballot will not be counted unless it is returned in the Identification/Return Envelope, and:

1. The form on the reverse side of the Identification/Return envelope is completely filled out, **signed** and returned according to the following instructions:
  - a. It is mailed to the Elections Official and it **MUST BE POSTMARKED on or before Election Day** and received by the Elections Official no later than 3 days after the election. **(Should you desire to confirm your voted ballot was received, please call the toll free number, 1-855-844-4044.)**  
OR
  - b. The voter **personally** delivers the ballot to the Elections Official or **personally** delivers the ballot to any drop-off site in the jurisdiction **no later than 8:00 p.m. on Election Day.**  
OR
  - c. You may designate a spouse, child, parent, grandparent, grandchild, brother, sister or person living in same household to return the ballot for you. If someone other than you returns the ballot, you must print his or her name and indicate his/her relationship to you on the Identification/Return Envelope, and that person must sign on the signature line next to his/her printed name.

**OFFICIAL BALLOT  
CITY OF SANTA BARBARA  
GENERAL MUNICIPAL ELECTION  
TUESDAY, NOVEMBER 3, 2015**

**BOLETA ELECTORAL OFICIAL  
CIUDAD DE SANTA BARBARA  
ELECCIÓN MUNICIPAL GENERAL  
MARTES, 3 DE NOVIEMBRE DEL 2015**

THIS BALLOT STUB SHALL BE REMOVED AND RETAINED BY THE VOTER  
ESTE TALÓN DEBE SER REMOVIDO Y GUARDADO POR EL ELECTOR

Mark your choice by FILLING IN OVAL   
completely with a **BLACK** or **DARK PEN ONLY**.   
Marque su elección **LLENANDO EL ÓVALO**   
completamente con una **PLUMA NEGRA** o  
**DE COLOR OSCURO SOLAMENTE.**

**2**                      **No. 12345**

I HAVE VOTED - HAVE YOU? - YO VOTE - ¿VOTO UD?

**SANTA BARBARA**

For **MEMBER** of the **CITY COUNCIL**  
District 2                                      Vote for **ONE**  
*Para MIEMBRO de CONCEJO MUNICIPAL*  
Distrito 2                                      *Vote por UNO*

**ROBERT W. BURKE**  
Community Volunteer  
*Voluntario Comunitario*                      → ○

**RANDY ROWSE**  
Incumbent  
*Incumbente*                                      → ○

**K. MISSY McSWEENEY-ZEITSOFF**  
Fire Commissioner / Teacher  
*Comisionada de Bomberos / Maestra*                      → ○

**LUIS ESPARZA**  
Attorney  
*Abogado*                                      → ○

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→ ○

**END OF BALLOT  
FIN DE BOLETA**

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# **VOTER INFORMATION PAMPHLET**

The following pages contain:

## **CANDIDATE STATEMENTS**

Each Candidate's Statement in this pamphlet is volunteered by the candidate.

**FOR MEMBER OF THE CITY COUNCIL  
DISTRICT TWO**

**ROBERT W. BURKE**

Core belief – We are not a perturbing cauldron of undesirable impulses curing a finite accident by inciting prayer, penance, and good works. We are a gracious breath of hallowed spirit enhancing an infinite creation by exuding life, love, and light.

Politics – The history of the United States has been a continuation of the conversation between Thomas Jefferson and Alexander Hamilton.

Thomas Jefferson – The public good is what the public says is good.

Alexander Hamilton – The public good is what we say is good for the public.

Anger is the hot coal that brings the heat of passion to my politics. The unconscious and unconscionable treatment by those in power that harms those out of power shall not go unchallenged.

Local issues –

A new water plan means new water rates. Close scrutiny is wanted.

Cliff Drive needs more attention near the college. Traffic is too fast and too scary.

Student destructive and raucous behavior is unacceptable.

Shoreline could use a bike lane and a strolling path.

Unabated abuse of property by partying near the pier also wants remedy.

People want peace and quiet.

We grow beyond insurmountable challenges.

We walk through impenetrable barriers.

We surrender to incomprehensible serenity.

[www.Burkeforcouncil2015.org](http://www.Burkeforcouncil2015.org)

[Robert@Burkeforcouncil2015](mailto:Robert@Burkeforcouncil2015)

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/s/ Robert W. Burke



**FOR MEMBER OF THE CITY COUNCIL  
DISTRICT TWO**

**RANDY ROWSE**

Age: 61

Occupation: Incumbent/Business Person

For more than 30 years, I've lived on the Mesa with my wife, Janet, where we've raised our two children and enjoyed our proximity to the ocean. I'm entering my fourth decade as a business owner and employer in the heart of downtown Santa Barbara. I've served Santa Barbara for a term on Council and worked with my colleagues to improve the security and appearance of the downtown while restoring budgetary reserves. I've fought for policies to improve the abilities of City departments to be responsive to the needs of our citizens. I advocated for the relinquishment of Cliff Drive to the City from the State and sought the improvements we see today as well as many that are in progress.

Santa Barbara deserves representatives to speak for their neighborhoods while addressing the issues of the city at large. Our water supply, power infrastructure, public safety, fiscal stability and historical preservation must all receive the focus of the entire Council.

I am asking you for the opportunity to serve another term on Council so that I may represent our neighborhood and bring our roads, bike lanes, parks and street lighting to the levels we expect and deserve.

/s/ Randy Rowse

**FOR MEMBER OF THE CITY COUNCIL  
DISTRICT TWO**

**K. MISSY MCSWEENEY-ZEITSOFF**

Age: 69

Occupation: Teacher

I am a UCLA grad. I was on the first Malibu City Council. I was Woman of the Year for Assembly District 41. I received a PTSA Honorary Service Award. I was trained at Pepperdine Law School Straus Institute for Dispute Resolution.

I am a Fire and Police Commissioner, and Vice-Chair of Dingle, Ireland Sister City. Public Safety is my # 1, and I will support our Fire and Police Departments.

My City and District goals: balanced budget and healthy Reserve Fund; audit of outside contracts; review of infrastructure: potable water supply; roads, 101; safe sidewalks and streets; tree care and trimming; reduce homelessness; work-force housing; home-sharing; ZIRs; clean creeks and ocean; Cliff Dr.; RV parking; SBCC and District 2. Small business will have my attention.

I will listen, be creative, work hard and earn your vote. Thank you for your consideration.

/s/ K. Missy McSweeney- Zeitsoff

**FOR MEMBER OF THE CITY COUNCIL  
DISTRICT TWO**

**LUIS ESPARZA**

Occupation: Attorney

I am also a licensed real estate broker and private security officer, and very fortunate to be a lifelong resident of the Mesa. A product of our local public schools: Monroe Elementary, La Cumbre Junior High, Santa Barbara High School and City College. My undergraduate degree and juris doctorate were obtained at UC San Diego and USC Law, respectively, and I have been practicing locally in my own firm since 2003.

Consistently emphasizing service to others, volunteering has encompassed various nonprofit organizations, city advisory groups (Measure P Committee and Fire & Police Commission) and currently, the Santa Barbara City College Citizens' Bond Oversight Committee. Aside from professional and civic obligations, I enjoy spending time with friends and family for refreshment and repose.

My service on the Council will entail increased cooperation, coordination and civility. Recently formulated Districts allow for the representation of our fellow neighbors whom we see and interact with on a daily basis - using the same land, sharing the same roads, and breathing the same air. Policy issues will pivot to enhancement of renewable energy and water conservation, a refocus on kids and seniors programs, and the reduction of unnecessary expenditures while increasing efficiency and utilization of technology. Together, let us preserve the preferred quality of life in our District and wonderful city.

/s/ Luis Esparza

**It is a privilege to vote!**

