

**CITY OF SAN JOSÉ  
MEASURE B**

To increase voter participation, shall the City Charter be amended to:  
(1) move the election for the Office of Mayor to the same year as presidential elections beginning in 2024, and (2) limit the person elected to the Office of Mayor in 2022 to a two-year term with the option to run for and serve as Mayor for two additional successive four-year terms?

**YES  
NO**

**CITY ATTORNEY'S IMPARTIAL ANALYSIS OF  
MEASURE B**

Measure B, if approved by the voters, would amend the City Charter to: (1) move the election for the Office of Mayor to the same year as presidential elections beginning in 2024 and (2) modify the term and term limit for the candidate elected Mayor in 2022.

Currently, the City Charter requires the primary and run-off election for Mayor to occur every four years at the same time as the statewide primary and general election for Governor, which are set to occur on June 7, 2022 and November 8, 2022, respectively. The City Charter also sets a four-year term for the Office of Mayor and prohibits anyone from serving as Mayor for more than two successive four-year terms.

Measure B would amend the City Charter to move the primary and run-off election for Mayor to the same year as presidential elections beginning in 2024. To facilitate this transition, Measure B would also amend the City Charter to change the term for the candidate elected Mayor in 2022 from four years to two years but provide this person with the option to run for reelection and serve as Mayor for two additional successive four-year terms. This would mean the candidate elected Mayor in 2022 could run for reelection in 2024 and 2028, potentially serving as Mayor for up to ten consecutive years if reelected.

Measure B was placed on the ballot by the City Council.

A "Yes" vote is a vote to amend the Charter.

A "No" vote is a vote to not amend the Charter.

Nora Frimann  
City Attorney  
City of San Jose

**The above statement is an impartial analysis of Measure B. If you would like to read the full text of the measure, see <https://sanjoseca.gov/MeasureB2022> or call 408-535-1260 and a copy will be sent at no cost to you.**

**ARGUMENT IN FAVOR OF MEASURE B**

We know our democracy works best when it reflects all of our voices by encouraging as many voters as possible to be involved in choosing our leaders.

**Measure B has won the support of a broad coalition of community supporters because it will strengthen our democracy** by moving future Mayoral elections, beginning in 2024, to align with Presidential elections, a time when many more people vote. Currently San José's Mayoral elections are held during off years when only about 4 out of 10 eligible voters participate.

**Measure B would increase voter participation in the selection of future San José Mayors by about 30%, giving 160,000 more voters a say in choosing their future leader.** San José State University elections expert Dr. Garrick Percival called Measure B, "the single best policy to increase voter participation."

**Measure B ensures our choice for Mayor better reflects the diversity of San José**, by moving the election to a time when underrepresented groups including communities of color, women and young people are more likely to vote.

**Measure B will save the City hundreds of thousands of dollars in taxpayer money** by aligning the Mayoral election with a time when more people already vote.

**Measure B helps reduce the power of wealthy corporate interests.** Low turnout local elections give extra power to well-organized corporate special interest groups. Moving the Mayoral election strengthens local democracy and weakens the power of special interests.

**There is widespread support for Measure B.** The City Council and the independent Charter Review Commission nearly unanimously supported placing Measure B onto the ballot.

Measure B has won the support of small business groups, civil rights organizations, labor organizations, and elected officials **across the City because we need to improve our local democracy.**

Please join us at [sjfairelections.com](http://sjfairelections.com) for Yes on B.

Maya Esparza  
Councilmember, City of San José

Richard Konda  
Executive Director, Asian Law Alliance

Walter Wilson  
CEO, Minority Business Consortium

Matt Tuttle  
President, San José Firefighters Local 230

Jean Cohen  
Executive Officer, South Bay Labor Council

## ARGUMENT AGAINST MEASURE B

**Vote NO on Measure B.** It is unnecessary and only benefits special interests.

The proponents of Measure B argue that it will increase the number of people voting in the election for San Jose Mayor by moving the Mayoral election to Presidential election years. This measure was first proposed before Santa Clara County adopted all-mail balloting.

All registered voters within San Jose receive a ballot at their homes, in their preferred languages. They can vote in any election easily. Moving the Mayoral election to a presidential election year does not mean greater voter turnout but it will increase the money mayoral candidates need to solicit and spend.

Measure B does nothing to increase engagement around local issues. In Presidential election years, local issues are lost in the polarizing heat of the big, national election contests. Local concerns fall by the wayside and do not receive the attention they would if not competing with the race for President. Divisive Presidential politics will affect the Mayor's race. Not changing Mayoral elections keeps the focus on issues most important in San Jose.

Instead of passing Measure B we must continue to increase voter engagement and civic participation by the broadest possible cross-section of voters. ALL voters deserve to be heard on issues of importance to San Jose—not just the most well-funded special interests during Presidential election years.

Measure B will give special interests in Presidential elections greater influence in the election of San Jose's Mayor. Moving the mayoral election to presidential years gives special interests the power to shift election outcomes in their favor.

**Vote NO on Measure B** to keep the San Jose Mayor's race focused on San Jose, and what benefits the

voters of San Jose, and to minimize the power of special interests in our local elections.

Devora "Dev" Davis  
Councilmember, San Jose District 6

Linda Chavez  
Trustee, Alum Rock Union School Dist.

Mark W.A. Hinkle  
President: Silicon Taxpayers Association

Rich Crowley  
Vice President Citizens for Fiscal Responsibility