

Proposed 2010 Council Study Issue

**OCA 10-01 Publicly Funded Campaign Financing**

**Lead Department** Office of the City Attorney  
**Element or Sub-element**  
**New or Previous** New  
**Status** Pending **History** 1 year ago None 2 years ago None

**1. What are the key elements of the issue? What precipitated it?**

The City of Sunnyvale does not currently provide public funding for City Council campaigns. Public funds may be constitutionally provided for candidates who agree to a specified expenditure limit. Six states nationwide provide public financing in some form for state offices and some cities provide public financing for local government office. No city in California currently provides complete public financing for local candidates, although several cities provide limited public funding to candidates who agree to campaign expenditure limits.

This Study Issue would examine the history and background of public campaign financing, analyze legal issues, and provide options for Council consideration for public campaign financing.

**2. How does this relate to the General Plan or existing City Policy?**

Current City policy provides limited public financing assistance for cost of candidate statements if a candidate submits a petition with a minimum number of voter signatures. No City policy provides for public financing of campaigns other than for the cost of the candidate statement.

**3. Origin of issue**

**Council Member(s)** Hamilton  
**General Plan**  
**City Staff**  
**Public**  
**Board or Commission** none

**4. Multiple Year Project? Yes Planned Completion Year 2011**

**5. Expected participation involved in the study issue process?**

**Does Council need to approve a work plan?** Yes  
**Does this issue require review by a Board/Commission?** No  
**If so, which?**  
**Is a Council Study Session anticipated?** Yes

**What is the public participation process?**

In addition to Brown Act noticing of all meetings and study sessions that consider public campaign finance, the committee or working group for campaign finance may want to schedule one or more special public meetings to solicit public input on public campaign financing.

**6. Cost of Study****Operating Budget Program covering costs**

Comprehensive Legal Services- 751

**Project Budget covering costs****Budget modification \$ amount needed for study**

Explain below what the additional funding will be used for

**7. Potential fiscal impact to implement recommendations in the Study approved by Council**

Capital expenditure range

None

Operating expenditure range

None

New revenues/savings range

None

**Explain impact briefly**

If a Charter change is required as part of the implementation for any public campaign financing, an election would need to be held. If consolidated with a general election the cost would be approximately \$65,000. If a special election is required the cost will be significantly higher.

**8. Staff Recommendation****Staff Recommendation Against Study****If 'For Study' or 'Against Study', explain**

In 2006, the Council selected a Study Issue including campaign contribution and expenditure limits, and public campaign financing. Staff presented a report on public campaign financing. Council voted to not place an advisory public campaign finance measure on the November 2007 ballot, and in February 2008 appointed a sub-committee to investigate public campaign finance and funding sources. On October 7, 2008, the sub-committee reported to the Council in study session and the Council voted to not adopt a public campaign finance program beyond the current program. This was the culmination of approximately two years of study, and Council and sub-committee review and consideration.

A new study issue on campaign finance would repeat much of the work and debate that occurred on the 2006 study issue.

**9. Estimated consultant hours for completion of the study issue**

80

**Managers**

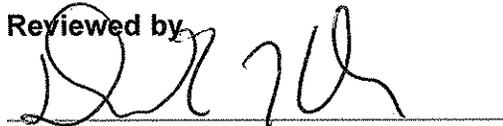
Role	Manager	Hours			
Support	Berry, Kathryn	Mgr CY1:	80	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Support	Luebbers, Gary	Mgr CY1:	40	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0

**Total Hours CY1: 120**

**Total Hours CY2: 0**

**Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.**

Reviewed by



Department Director

10-13-09

Date

Approved by



City Manager

10-14-09

Date

**Addendum**

**A. Board / Commission Recommendation**

**Issue Created Too Late for B/C Ranking**

<b>Board or Commission</b>	<b>Rank</b>	<b>Rank</b>
	<b>Rank 1 year ago</b>	<b>Rank 2 years ago</b>
Arts Commission		
Bicycle and Pedestrian Advisory Committee		
Board of Building Code Appeals		
Board of Library Trustees		
Child Care Advisory Board		
Heritage Preservation Commission		
Housing and Human Services Commission		
Parks and Recreation Commission		
Personnel Board		
Planning Commission		

**Board or Commission ranking comments**

**B. Council**

**Council Rank** (no rank yet)  
**Start Date** (blank)  
**Work Plan Review Date** (blank)  
**Study Session Date** (blank)  
**RTC Date** (blank)  
**Actual Complete Date** (blank)  
**Staff Contact**