



## CAMPAIGN FINANCE REFORM

The City of Long Beach and the State of California have a comprehensive set of laws and regulations that govern campaign contributions, financial disclosures, and permitted uses of campaign contributions. Campaign finance reform insures that individuals and interest groups in Long Beach have a fair and equal opportunity to participate in municipal elective and governmental processes. This is achieved three (3) ways:

- (1) Disclosure of names and contribution amounts, as well as how the money is spent;
- (2) Setting contribution limits for the Mayor, City Councilmembers, City Attorney, City Auditor, and City Prosecutor; and
- (3) Prescribing how campaign contributions can be spent.

All candidates are required to report contributions and expenses at regular intervals up to and after Election Day. To view the reports, please go to <https://www.southtechhosting.com/LongBeachCity/CampaignDocsWebRetrieval/>

In the City of Long Beach, campaign contributions are held in the public trust and may only be used for campaign purposes. Expenses for food, clothing, shelter, and other personal needs of the trustee are not within the lawful execution of the public trust. However, expenses for travel and accommodations are within the lawful execution of the trust, if the travel and accommodations are related to promoting or defeating an initiative, referendum, or recall petition or any measure that has qualified for the ballot. For more information, please refer to the following Codes:

- |                                |                                        |
|--------------------------------|----------------------------------------|
| a) Campaign Contributions      | Long Beach Municipal Code Chapter 2.01 |
| b) Campaign Finance Disclosure | Government Code Sections 89510-89522   |
| c) Permitted Uses              | Elections Code Section 18680           |

2018 CAMPAIGN CONTRIBUTION LIMITATIONS	
• City Councilmember	\$400
• City Attorney	\$600
• City Auditor	\$600
• City Prosecutor	\$600
• Mayor	\$800



This Campaign Ethics Guide is strictly nonpartisan and makes no recommendations about specific candidates. For more information, please contact the Office of the City Clerk at (562) 570-6101 or at [cityclerk@longbeach.gov](mailto:cityclerk@longbeach.gov).



# City of Long Beach

## CAMPAIGN ETHICS GUIDE

An Educational Guide  
for Long Beach Voters on Campaign Ethics

For more information:  
[www.longbeach.gov/elections](http://www.longbeach.gov/elections)

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# CAMPAIGN ETHICS IN LONG BEACH



The purpose of this Guide is to educate Long Beach voters on campaign ethics in terms of candidate behavior and campaign finance reform. Ethics in government really begins at the ballot box, when voters compare candidates and choose who will best represent their interests on the City Council. Unethical campaigns reinforce cynicism and negative feelings about government that can impede officials once elected.

This Guide is structured on two (2) main components — the Fair Campaign Practices Pledge and Campaign Finance Reform, as embodied in the California Political Reform Act of 1974 and the Long Beach Campaign Reform Act of 1994.

## FAIR CAMPAIGN PRACTICES PLEDGE

Since 1994, the California Elections Code has recognized the basic principles of decency, honesty, and fair play which every candidate for public office has a moral obligation to observe and uphold in order that, after vigorously contested but fairly conducted campaigns, our citizens may exercise their constitutional right to vote. The Fair Campaign Practices Pledge charges candidates and their campaigns to pledge certain key items as summarized below.

In all elections, candidates are asked to voluntarily sign the Pledge, which sets forth model behaviors as follows:



- (1) **OPEN AND PUBLIC CAMPAIGNS.** Campaigns should be open and public, discussing the issues as the candidate sees them, with sincerity and frankness.
- (2) **NO DEFAMATION OF CHARACTER.** Candidates should not permit defamation of character or slanderous attacks on any candidate or his or her personal or family life.
- (3) **NO PREJUDICES.** Candidates should not exhibit prejudices based on a candidate's actual or perceived race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, age, sexual orientation, sex, including gender identity.
- (4) **UPHOLD SYSTEM OF FREE ELECTIONS.** Candidates should not undermine the American system of free elections or prevent any eligible person from registering to vote, enrolling to vote, or voting.
- (5) **NO HELP FROM OWN EMPLOYEES.** Candidates should not coerce election help or campaign contributions for themselves or for any other candidate from their employees.
- (6) **REPUDIATE VIOLATIONS OF FAIR CAMPAIGN PLEDGE.** Candidates should accept responsibility to take firm action against any subordinate who violates any provision of Elections Code Section 20440 or the laws governing elections.
- (7) **PARTICIPATION IN THE ELECTORAL PROCESS.** Candidates should defend and uphold the right of every qualified American voter to full and equal participation in the electoral process.

For voters to view a listing of the candidates who have signed the City of Long Beach Campaign Code of Ethics for Candidates Pledge, go to [www.longbeach.gov/elections/pledge](http://www.longbeach.gov/elections/pledge).