

Candidate Handbook Ethics Commission Letter

Version One: With language indicating Code not yet adopted

Dear Candidate:

Congratulations on your decision to run for elected office for the City of Long Beach (City). We know your decision didn't come lightly and was born from a desire to be a part of setting the policy course for our great City. We wanted to take a moment to talk with you about the ethical expectations our residents have of our City leaders.

On November 6, 2018, Long Beach voters approved Measure CCC – City of Long Beach Ethics Commission, and amended the City Charter to create a Commission of Long Beach residents to monitor, administer, and implement government ethics in the City. We, the Ethics Commission (Commission), function as an advisory body to the Mayor and City Council. Pursuant to our Mission Statement the Ethics Commission strives to advance public trust and confidence in the City's government through education and the development of policies and processes that promote each of the City's values of Accountability, Fairness, Impartiality, Diversity, Transparency, and Integrity. *The Ethics Commission has developed a Values Statement, and Code of Conduct and Ethics, which will be considered by the City Council soon.*

Because our residents expect our leadership will govern by looking at all actions through an ethical lens, it is crucial that you demonstrate a commitment to honesty, placing the public's trust before your personal interests or those of your family and friends, and be transparent in all your actions. Verify that your campaign decisions and actions, and those of your campaign staff and volunteers, comply with State and City laws. Additionally, ask whether your actions and decisions promote the principles of honesty, fairness, responsibility, and respect. Are your campaign activities, actions, or statements about those seeking the same office honest and fair? If the shoe were on the other foot, would you feel those statements to be fair? Have you clearly defined the platform of actions you will pursue if elected? Are your positions core beliefs or are they influenced by outside sources?

As a candidate, and if you are elected, people will seek access to you; they will try to influence your decision making. Other portions of this Handbook cover State and City laws pertaining to the acceptance of campaign contributions, gifts, and reporting requirements. Please be sure to read and understand this information as you continue your campaign. Your success as a candidate, and then as an elected official who is free from conflicts of interest and contributes positively to the success of our City. The City Clerk and, when in place, the City Ethics Officer are excellent resources to answer questions about State and City laws pertaining to campaign finance and ethical issues.

We encourage you to sign the Fair Campaign Practices Pledge. This pledge is part of the Government Code of the State of California. The Pledge aligns with the core values of the Ethics Commission and will demonstrate your ethical leadership by agreeing to:

- An open and public campaign focused on issues.
- No defamation of character or slanderous attacks on opponents or their family.

- No prejudicial actions or comments toward any person or organization on the basis of 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.
- Uphold our system of free elections.
- No coercion of employees to assist with, or contribute to, a campaign.
- Repudiate any action by your campaign staff, volunteers, or a third-party campaign that violates any portion of the Pledge.
- Defend and uphold the right of every qualified American voter to full and equal participation in the electoral process.

The Long Beach Campaign Reform Act is included in this Handbook at XXX. Please read the Act in its entirety. Also, this Handbook provides information regarding the California Fair Political Practices Commission (FPPC). The FPPC governs your disclosure obligations among other campaign requirements. Consider these obligations broadly in light of the transparency that is at the core of California governance.

The following months will be very busy as you work to inform voters of your campaign platform. By practicing the ethical principles outlined in this letter, it is our hope that there will be a lively debate of issues that invigorate voters to turnout on election day.

Sincerely,

Signed by all Commission members

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Because our residents expect our leadership will govern by looking at all actions through -an ethical lens, it is crucial that you demonstrate a commitment to honesty, placing the public's trust before your personal interests or those of your family and friends, and be transparent in all your actions. ~~At various times during your campaign please take a moment to look at~~ review your campaign efforts through an ethical lens. ~~Verify that your campaign decisions and actions, and those of your campaign staff and volunteers, comply with State and City laws.- Additionally, ask whether your actions and decisions promote the principles of honesty, fairness, responsibility, and respect.- Are your campaign activities, actions, or statements about those also seeking the same office honest and fair?- If the shoe were on the other foot, would you feel those statements to be fair?-- Have you clearly defined the platform of actions you will pursue if elected?- Are your~~ these positions core beliefs, ~~or are they not~~ influenced by outside sources?

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City laws pertaining to the acceptance of campaign contributions, gifts, and reporting requirements. Please be sure to read and understand this information as you continue your campaign. -Your success as a candidate, and then as an elected official who is, free from conflicts of interest and scandal contributes positively to impacts the reputation and success of our City.- The City Clerk and, when in place, the City Ethics Officer are excellent resources to answer questions about State and City laws pertaining to campaign finance and ethical issues.

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Signed by all Commission members