



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:

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|--------------------------------|--|
| 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 |



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.



City of Long Beach

CAMPAIGN ETHICS GUIDE

An Educational Guide
for Long Beach Voters on Campaign Ethics

For more information:
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.

BEGINNER'S GUIDE FOR PROSPECTIVE CANDIDATES

CITY OF LONG BEACH Primary Nominating Election | June 7, 2022



OFFICE OF THE
CITY CLERK
SERVING LONG BEACH SINCE 1897

The information compiled in this document is intended to provide general guidance only and is specific to residents considering running for the office of City Council Districts 1, 3, 5, 7 & 9 in the City of Long Beach's Primary Nominating Election scheduled to be held on Tuesday, June 7, 2022. The City conducts Primary Nominating and General Municipal elections every two years to elect members of the City Council. The Mayor, City Attorney, City Auditor, and City Prosecutor are elected in the same cycle as the odd City Council Districts.

As a result of the California Voter Participation Rights Act (Senate Bill 415), the City of Long Beach has consolidated its Primary Nominating and General Municipal Election dates with the Los Angeles Registrar-Recorder/County Clerk beginning in 2020. The City's regular elections will now coincide with the Statewide Direct Primary and Statewide General elections as reflected in Long Beach Municipal Code Chapter [1.15](#).

While the information contained herein is substantially correct, it is not intended to provide legal or factual advice. Candidates and others using this information must bear full responsibility to make their own determinations as to all legal standards and duties and as to all factual matter contained herein.

On February 14, 2022 prospective candidates will be invited to attend the Office of the City Clerk Candidate Information Workshop, at which time they will be issued a Candidate Handbook and a nomination packet.

Our office staff is committed to providing the best possible service to you. If you have any questions or comments, please contact us at cityclerk@longbeach.gov or (562) 570-6101.

Monique De La Garza, CMC
Long Beach City Clerk

1. **GENERAL QUALIFICATIONS TO RUN FOR AND HOLD PUBLIC OFFICE:**

A candidate for **Office of City Council Member or Mayor** must be:

- A U.S. citizen
- 18 years old on or before election day
- No person shall be eligible to hold the office of City Council member or Mayor unless such person is a legally registered voter and resident of the Councilmanic District if and from which nominated for City Council, or of the City if nominated for Mayor, at least thirty (30) days immediately preceding the last day upon which candidates are permitted to file nominating petitions for such office with the City Clerk. (Long Beach City Charter Sections [201](#) and [502](#)).

A candidate for **Office of City Attorney** must be:

- A U.S. citizen
- 18 years old on or before election day
- A registered voter living in the jurisdiction identified on the Nomination Paper at least 30 days prior to the end of the nomination period
- He must be qualified to practice in all the courts of the State of California, and must have been so qualified for at least five (5) years immediately preceding the first day upon which candidates for the office of the City Attorney are permitted to file nominating petitions for such office with the City Clerk. (Long Beach City Charter Sections [601](#) and [502](#)).

A candidate for **Office of City Auditor** must be:

- A U.S. citizen
- 18 years old on or before election day
- A registered voter living in the jurisdiction identified on the Nomination Paper at least 30 days prior to the end of the nomination period
- To qualify for the office of City Auditor, a candidate shall be licensed to practice in the State of California as a certified public accountant and have been so certified for at least five (5) years immediately preceding the date of filing of a nominating petition for the office of City Auditor. (Long Beach City Charter Sections [801](#) and [502](#)).

A candidate for **Office of City Prosecutor** must be:

- A U.S. citizen
- 18 years old on or before election day
- A registered voter living in the jurisdiction identified on the Nomination Paper at least 30 days prior to the end of the nomination period
- He must be qualified to practice in all the courts of the State of California and must have been so qualified at least five (5) years immediately preceding the first day upon which candidates for the Office of City Prosecutor are permitted to file nominating petitions for such office with the City Clerk. (Long Beach City Charter Sections [701](#) and [502](#)).

A candidate may not be in prison or on parole for a felony conviction.

2. **GETTING STARTED EARLY . . .**

What you need to do:

- Long Beach Municipal Code Section [1.15.030](#) Election Cycle
 - ✓ “Election Cycle” means that period commencing with January 1 of an odd-numbered year and ending December 31 of the following year. For a special election, the Election Cycle commences with the declaration of a vacancy in an elective office and ends six (6) months after the special election date.
- Appoint a Treasurer for your campaign. Every Recipient Committee must have a Treasurer. The candidate may act as his/her own committee treasurer.
- Review [Campaign Disclosure Manual 2](#) Information for Local Candidates and their primarily formed committees.
- Candidates MUST file [Form 501 Candidate Intention Statement](#) before receiving contributions or spending own funds. Keep records of all expenditures and contributions.
- Never accept or spend \$100 or more in cash.
- Open a bank account if you plan to receive contributions from others or you plan to expend personal funds totaling \$2,000 or more. All money used for campaign purposes, including the candidate’s personal funds, must be deposited in the campaign bank account prior to the expenditure.
- Candidates MUST file [Form 410 Statement of Organization](#) within 10 days of receiving \$2,000 in contributions. Include bank account information on [Form 410](#).

- Electronically file campaign disclosure statements with the Office of the City Clerk ([L.B.M.C. Section 2.02.010](#)). Contact Office of the City Clerk at CampaignDocs@longbeach.gov to obtain a User ID & Password for electronic filing. Statements filed after a deadline are subject to \$10 per day late fine for both hard copy and/or electronic late filings.
- File appropriate campaign disclosure forms. The most common forms to be filed are:
 - ✓ [Form 460 – Recipient Committee Campaign Statement](#) is filed by candidates or officeholders who have a controlled committee, or who raise or spend or will raise or spend \$2,000 or more during a calendar year in connection with election to office or holding office OR [Form 470 – Officeholder/Candidate Campaign Statement – Short Form](#)

These forms may be downloaded from the Fair Political Practices Commission's (FPPC) website at www.fppc.ca.gov/forms.html.

3. DURING THE FILING FOR NOMINATION PERIOD . . .

The filing period Begins February 14, 2022 and ends on March 11, 2022 at 5:00 p.m. (E.C. [10220](#), [10510](#), [13307](#)). If an incumbent does not file, the filing period for non-incumbents will be extended to 5:00 p.m. March 16, 2022. There is a filing fee of \$245 to run for any elective office of the City ([L.B.M.C. 1.25.020](#)). Candidates must be registered voters in the City of Long Beach and living in the council district for which they plan to run for at least 30 days prior to the end of the nomination period.

- The candidate packet will include the following materials:
 - Candidate Contact Form
 - Candidate Statement Information Sheet
 - Declaration of Candidacy & Eligibility
 - Nomination Paper
 - Filing Fee (\$245)
 - Ballot Designation Worksheet
 - Candidate Statement (*optional*) and Fee (*if statement is filed*)
 - [Form 700](#) – Statement of Economic Interests*
 - Code of Fair Campaign Practices
- Obtain valid signatures of at least 20 but not more than 30 voters. Voters must be registered to vote in the City of Long Beach in the jurisdiction indicated on the nomination paper.
- File the completed nomination paper and complete the Form 700.

*[Form 700](#) – Statement of Economic Interest discloses assets and income of public officials and candidates. Upon election, all elected members will file Form 700 annually.

Optional items to be filed (if these items are filed, they must be filed at the same time as the nomination paper and Form 700):

- Code of Fair Campaign Practices.
- Candidate Statement Form of 200 words or less. The Candidate Statement will be printed in the Sample Ballot Voter Information Pamphlet to be mailed to all registered voters. The candidate must pay for having the candidate statement printed. According to state law, the candidate statement must be translated and printed in Spanish and included in the Sample Ballot and Voter Information Pamphlet. Persons designated as foreign language voters, as listed in the voter registration system will continue to receive a translated Official Sample Ballot Booklet (Spanish, Tagalog, Khmer, Vietnamese, and Korean).

4. AFTER THE NOMINATION PERIOD CLOSES . . .

Candidates will be required to file periodic campaign disclosure statements electronically (L.B.M.C. Section 2.02.010). Campaign disclosure statements are also filed semi-annually by all City elective offices and by candidates who have not terminated their election committees. The City Clerk will provide you with due dates. All campaigns are required to file campaign disclosure statements electronically. Contact the Campaign Finance Division of the Office of the City Clerk at CampaignDocs@longbeach.gov to obtain a User ID and Password for electronic filing.

The City of Long Beach has local contribution limits, according to L.B.M.C. 2.01.810 and Proposition M requiring that the contribution limits be adjusted according to changes in the Consumer Price Index in January of odd-numbered years. The [June 7, 2022 Primary Nominating Election Contribution Limits](#) were updated in January 2021.

IMPORTANT THINGS TO REMEMBER:

1. BEFORE RAISING OR SPENDING ANY MONEY

File [Form 501](#) (Candidate Intention Statement). Then open a campaign bank account. Once \$2,000 is raised or spent, get an identification number by filing [Form 410](#) (Statement of Organization) with the Secretary of State and the City Clerk's office.

2. MARK YOUR CALENDAR

Know the due dates for campaign statements and file on time.

3. KEEP GOOD RECORDS

Maintain details on contributions and expenditures.

4. \$100 OR MORE IN CASH?

Never accept or spend \$100 or more in cash.

5. USING PERSONAL FUNDS FOR CAMPAIGN EXPENSES

All personal funds of the candidate must first be deposited in the campaign bank account, except for campaign statement fee.

6. CONTRIBUTIONS OF \$100 OR MORE

For contributions of \$100 or more, including loans and in-kind contributions, you must disclose the contributor's name, street address, occupation and employer.

7. IDENTIFY CANDIDATE/COMMITTEE ON MAILINGS

Include your committee name and address in at least 6-point type on the outside of all mass mailings (more than 200 pieces).

8. NO PERSONAL USE OF CAMPAIGN FUNDS

Use campaign funds only for political, legislative, or governmental purposes.

9. LOANS

You may loan money to your campaign, but you must complete a loan note to your campaign from yourself and file it with the Office of the City Clerk. See [L.B.M.C. 2.01.340](#).

10. BE INFORMED

Contact the [Office of the City Clerk](#) or the [Fair Political Practices Commission](#) if you have any questions. Subscribe to LinkLB at <http://www.longbeach.gov/linklb/> to receive electronic notifications about election information.

5. FOR THOSE WHO HAVE AN ACTIVE COMMITTEE FROM A PREVIOUS ELECTION . . .

The City of Long Beach requires incumbents to establish a new campaign committee apart from their officeholder account for transparency ([L.B.M.C. 2.01.370](#) and [2.01.380](#)).

Complete a [Form 501](#) (this must be done before receiving any contributions for the June 7, 2022 Primary Nominating Election).

- Mark the "Initial" box
- Complete the entire form
- Sign and date the form
- Mail the original with wet signature to the Office of the City Clerk

Complete a [Form 410](#) (File this form within 10 days of receiving \$2,000 in contributions for the June 7, 2022 Primary Nominating Election).

- Mark the "Initial" box
- Complete the entire form
- Complete the "Type of Committee" and list the year of election as 2022
- Both the Treasurer and Candidate must sign and date the form
- Mail the original and one copy to the Secretary of State and give a copy to the City Clerk
- Once your committee receives the new ID number, provide a copy to the City Clerk

View all forms at the [Fair Political Practices Commission](#) website.

6. STAY INFORMED . . .

Subscribe to [LinkLB](#) and select “Elections News and Results” to automatically receive election information (i.e. VSAP, voter registration, vote by mail, vote center locations, sample ballots, results, and more via email).