

## 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. 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 City voters approved Measure CCC – City of Long Beach Ethics Commission, creating a Commission of Long Beach residents to monitor, administer, and implement government ethics in the City. We, the Ethics Commission, function as an advisory body to the Mayor and City Council. We are responsible for the impartial and effective administration and implementation of the City Charter, statues and ordinances concerning campaign financing, lobbying, conflict of interest and government ethics. We are currently undertaking a thorough review of the City's policies, practices, and procedures to ensure every aspect of city governance uses best practices.

*The Ethics Commission is currently developing a Values Statement, and Code of Conduct and Ethics which should be adopted by the City Council soon. Because our residents expect our leadership will govern using an ethical lens in all actions, it is crucial that you demonstrate a commitment to honesty, placing the public's trust before your personal interests or those of your friends, and be transparent in all your actions.*

At various times during your campaign please take a moment to review your campaign efforts. Verify that your 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 actions or statement 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 those positions core beliefs, not influenced by outside sources?

As a candidate, and if elected, people will seek access to you trying 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 an elected official, free from conflicts of interest and scandal positively 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.

We also strongly encourage you to sign the Fair Campaign Practices Pledge. The Pledge aligns with the core values of the of the 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 towards 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 CA 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, free from mudslinging, that invigorates voters to turnout on election day.

Sincerely,

Signed by all Commission members

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### Version Two: With language indicating Code as adopted

Dear Candidate:

Congratulations on your decision to run for elected office for the City of Long Beach. 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.

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Long Beach residents expect that our leadership will govern using an ethical lens to review all decisions and actions. As a guide for elected leaders, staff and volunteers the Commission developed a Values Statement, and Code of Conduct and Ethics which was adopted by the City Council on XXXXX. A copy of the Values Statement, and Code of Conduct and Ethics is attached for your reference. It is our hope that you will begin demonstrating your commitment to leading with an ethical lens by incorporating these values and the corollary code into the fabric of your campaign effort.

At various times during your campaign please take a moment to review your campaign efforts. Verify that your 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 actions or statement 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 those positions core beliefs, not influenced by outside sources?

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Signed by all Commission members

Attachment (Values Statement/Code of Conduct if adopted)