



Sunnyvale

Local Campaign Policy

Jaqui Guzman
July 14, 2020



Agenda



Council Candidate Contribution Limits

Voluntary Expenditure Ceiling

Subsidies for Candidate Statements

Questions

Discussion and Next Steps

Council Candidate Contribution Limits

City of Sunnyvale

- Under current law, cities and counties may adopt their own contribution limits, but most have not.
- Sunnyvale has no contribution limits

Political Reform Act of 1974

AB 571 (Mullin): Contribution Limits

- Establishes default campaign contribution limits for county and city offices
- Effective January 1, 2021
- But, City may establish its own contribution limits instead of default limits

CA State Campaign Contribution Limits

2019-20 Contribution Limits Per Election

Donation Source	Limit Per Election
Person (individual, business, committee/PAC)	\$4,700
Small Contributor Committee	\$9,300
Political Party	No limit

- Individual contribution limit set at the same level as candidates for state legislature (Senate/Assembly)

Source: California Fair Political Practices Commission

CA State Campaign Contribution Limits

Most cities in Santa Clara County have no limits

- Campbell
- Cupertino
- Los Altos
- Los Altos Hills
- Los Gatos
- Monte Sereno
- Morgan Hill
- Mountain View
- Palo Alto
- Saratoga
- Sunnyvale

Local Campaign Contribution Limits

2020 Contribution Limits Per Election

Local Jurisdiction	Per Person Limit	Limit With Voluntary Expenditure Ceiling
Gilroy	\$750	
Fremont	\$690	
Milpitas	\$250	
San Jose	\$500 Councilmember \$1,000 Mayor	
Santa Clara	\$270	\$550
Santa Clara County	\$500	\$1,000

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Local Campaign Expenditure Ceilings

2020 Voluntary Expenditure Ceiling Per Election

City	Voluntary Expenditure Ceiling
Cupertino	\$30,000
Gilroy	\$1/resident
Mountain View	\$27,094
Santa Clara	\$40,500
Santa Clara County	\$250,000
Sunnyvale	None

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Subsidies for Candidate Statements

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Subsidies for Candidate Statements

Nearby cities providing all candidates a subsidy

General Candidate Subsidy

City	Subsidy
Campbell	Cost above \$300
Gilroy	50%
Los Altos	100%
Palo Alto	100%

Subsidies for Candidate Statements

Cities that require candidate to meet certain criteria

City	Subsidy	Criteria
Mountain View	Cost above \$500	Voluntary Expenditure Limit
Santa Clara	50% subsidy	Voluntary Expenditure Limit
Sunnyvale	100% subsidy	With 250 verified signatures*
	Partial subsidy	With fewer than 250 verified signatures

*A full subsidy is provided for all candidates during the Nov. 3, 2020 Election due to COVID-19

Sunnyvale Subsidy for Candidate Statements

Signature Verification

- City Cost:

\$3,414 - \$4,370

Candidate Statement

- City Cost:

\$2,490 - \$3,180

Total Cost Per Candidate

Total City cost per candidate ranges from
\$5,904 - \$7,550

Signature Verification Costs More than Subsidy

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Discussion and Next Steps

- Should Sunnyvale accept new State contribution limits or establish its own?
- Should Sunnyvale consider establishing a voluntary expenditure ceiling for district or mayoral elections?
- Should Sunnyvale continue subsidizing candidate statements? If so:
 - ◆ Using the same requirements?
 - ◆ No requirements?
 - ◆ Different requirements (i.e. commitment to a voluntary expenditure ceiling)?



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