



OFFICE OF THE CITY CLERK

CITY HALL

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CITY COUNCIL STAFF REPORT

Meeting: March 6, 2018

Subject

Set the voluntary limit at \$29,000 for campaign expenditures for the November 6, 2018 City Council election.

Recommended Action

Adopt the draft resolution setting a voluntary campaign expenditure limit of \$29,000 for the November 6, 2018 City Council election.

Discussion

Beginning in 1997, the City Council has set voluntary campaign expenditure limits for each election in order to allow both candidates and officeholders to spend a lesser proportion of their time on fundraising and a greater proportion of their time communicating issues of importance to voters and constituents.

If a limit is established for the 2018 election, it would be voluntary, is not required, and would have no force of law. If a limit is established for the 2018 election and candidates indicate in writing their intention to abide by the limitation, a black diamond will be printed by their name in the ballot.

The \$29,000 limit was calculated based on the latest copy of the State's Report of Registration (27,874 registered voters in Cupertino) x 2.9% CPI, and rounded up.

ELECTION YEAR	VOLUNTARY EXPENDITURE LIMIT
1997	\$15,000
1999	\$20,000
2001	\$20,000
2003	\$20,000
2005	\$26,000
2007	\$26,500
2008 Special Election	\$26,500

2009	\$28,000
2011	\$28,000
2014	\$28,000
2016	\$33,000
2018	\$29,000

Sustainability Impact

None

Fiscal Impact

None

Prepared by: Grace Schmidt, City Clerk

Approved for Submission by: David Brandt, City Manager

Attachments:

A – Draft Resolution