



OFFICE OF THE CITY CLERK

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CITY COUNCIL STAFF REPORT

Meeting: May 5, 2020

Subject

Set a voluntary campaign expenditure limit of \$30,000 for the November 3, 2020 City Council election.

Recommended Action

Adopt the draft resolution setting a voluntary campaign expenditure limit of \$30,000 for the November 3, 2020 City Council election.

Discussion

Voluntary expenditure limits enable both candidates and officeholders to spend less time on fundraising and more time communicating issues of importance to voters and constituents. Beginning in 1997, the City Council set a voluntary campaign expenditure limit of \$15,000. In later years this amount was adjusted because of increases in postage costs or when the population was increased through annexations.

If Council wishes to establish a limit for the 2020 election, it would be voluntary, is not required, and would have no force of law. Candidates that agree to voluntarily limit campaign expenditures receive a diamond designation next to their name on the ballot.

Staff recommends an increase of \$1,000 to the voluntary expenditure limit set in 2018. Although there have been no postage increases since that time, there has been an increase in the cost of paper, printing, and other goods and services. The escalated amount is based on the 2020 Consumer Price Index (2.9%). This is U.S. the Bureau of Labor Statistics CPI for All Urban Consumers (CPI-U) which is multiplied by the current number of registered voters (31,498), as determined by the State’s Report of Registration, 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
2020	\$30,000 recommended

Sustainability Impact

None

Fiscal Impact

None

Prepared by: Kirsten Squarcia, City Clerk

Approved for Submission by: Dianne Thompson, Assistant City Manager

Attachments:

A – Draft Resolution