



- **Since 2000, over \$1 billion has been raised by California politicians**, buying special interests access but shutting out the rest of us. That's why nearly three out of four voters want to change the way elections in California are financed.
- **Voters are ready for elections that money can't buy.** In an October 2009 survey, likely June 2010 voters supported the California Fair Elections Act by a nearly 3-1 margin, with 63% saying they'd vote yes vs. only 22% saying they'd vote no. Support held strong across all political parties and geographic regions of California, with support of 65% among Latinos, 65% among Democrats, 65% among independents, and 58% among Republicans. After people heard both pro and con messages, support actually increased, to 69% saying they'd vote Yes vs. only 18% saying they'd vote no.

Fair Elections work

- **Nearly 400 candidates from different backgrounds have been elected with this system in eight states and two cities**— new people with new ideas from all walks of life, not the same old career politicians. Because they never take campaign contributions, they can speak their mind and work for the people, not the special interests.
- **Fair Elections create a more competitive playing field** that allows more women and candidates of diverse backgrounds to pursue elected office, even if they're not wealthy or don't know wealthy donors.
- **Fair Elections save voters money.** After 81% of Connecticut's legislature was elected with Fair Elections in 2008, it voted to expand their bottle recycling bill after being stopped by lobbyists for a decade. The bill *generated almost \$17 million in additional revenue annually for the state, more than paying for the entire Fair Elections system with that one bill^a*. North Carolina's Insurance Commissioner was elected with Fair Elections in 2008 and then not only reversed a 9.4% insurance rate increase and froze rates for two years, but *forced insurance companies to return \$50 million to overcharged ratepayers^b*.
- **Nearly 400 organizations and leaders endorse Proposition 15.** The **League of Women Voters of California, California Nurses Association, California Common Cause, and California Clean Money Campaign** are the co-chairs of the campaign for Prop 15. AARP, the American Federation of State, County, and Municipal Employees (AFSCME), California Alliance for Retired Americans, California Church IMPACT, California Primary Care Association, California Physicians Alliance, Consumer Federation of California, Equal Justice Society, Sierra Club, and leaders like California Democratic Party Chairman John Burton are among the other endorsers.

^a <http://www.bottlebill.org/news/articles/2009/CT-10-1-MixedFeelingsOnWater.htm>

^b http://www.caclean.org/problem/progpulse_2009-07-15.php

CALIFORNIA *Fair* ELECTIONS CAMPAIGN

Proposition 15 Details

Proposition 15, the California Fair Elections Act, was put on the June 2010 ballot by the legislature and governor to create a pilot project providing voluntary public financing for candidates running for Secretary of State in 2014 and 2018. The Secretary of State makes an ideal test for public funding and will show how it will work in California. Prop 15 is patterned after the Fair Elections systems now working in Arizona, Maine and Connecticut, but adapted for California.

How Fair Elections Funding Would Work

To Qualify: Candidates have to receive 7,500 \$5 qualifying contributions and signatures from registered California voters to show that they have a broad base of support.

Fair Elections Candidates Receive: Enough baseline public funds to run competitive primary campaigns (\$1,000,000). If they win their primary they receive enough baseline public funds to run competitive general election campaigns (\$1,300,000).

“Fair Fight” Funds If Outspent: If Fair Elections Candidates are outspent by an opponent who does not participate or if independent groups attack them or support their opponent, they receive matching funds on a dollar for dollar basis within 24 hours to respond, up to total of 4 times the base amount, i.e. \$4,000,000 in a primary and \$5,200,000 in the general election.

Prohibitions for Participating Candidates: Candidates would be prohibited from raising or spending additional money beyond what they receive from the fund.

Strict Enforcement: Participating candidates must follow strict reporting requirements. Violators would face fines, possible jail time, and prohibitions from running for office in the future.

Qualification and Funding Levels For Major Party Candidates*

Max seed money (\$100 max per contributor)	\$75,000
Required \$5 contributions and signatures from registered voters to qualify	7,500
Baseline Primary funding amount	\$1,000,000
Max Primary Election funding including matching funds	\$4,000,000
Baseline General Election funding amount	\$1,300,000
Max General Election funding including matching funds	\$5,200,000

*Third party and independent candidates require twice the normal number of qualifying contributions to “performance qualify” to receive full funding in the general election. They receive 25% of the base funding in the general election if they gather half the normal qualifying contributions (3,750).

How Funding Levels Stack Up With Previous Elections

CFEA’s base funding levels are about the same as what Secretary of State Debra Bowen spent in 2006. Its max funding including matching funds would have fully matched the highest spenders in both 2002 and 2006, assuring participating candidates a level financial playing field.

Paid For By Registration Fees on Lobbyists and Voluntary Tax Contributions

CFEA will be paid for by voluntary contributions designated on state tax returns and by a registration fee of \$350 a year on lobbyists, lobbying firms, and lobbyist employers, the same as in Illinois, raising an estimated \$8.0 M over four years. Currently lobbyists only pay \$12.50 a year.

www.YesOnProp15.org

Yes on Proposition 15: Californians for Fair Elections, a coalition of nurses and government reform advocates.
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