

Subj: **Albany Campaign Finance Reform Proposal**

Date: 5/26/2009 7:22:45 A.M. Pacific Daylight Time

From: [REDACTED]
[REDACTED]

Robert,

Please distribute the following campaign finance reform proposal to Albany Campaign Finance Reform Task Force members for their review, consideration, approval and submittal to the City Council for their consideration:

Proposal: A Local Albany Candidate Information Booklet for Non-Partisan Candidates Who Agree to the Albany Campaign Finance Ordinance Spending Limits.

The City of Albany or an independent publisher would publish and mail an Albany Voter Information Booklet similar to the Alameda County Voter Booklet and in a format similar to Albany's current quarterly news letter. Local election candidates who agree to campaign finance limits would be able to have their campaign statements, brochures and other information including lists of endorsements published and mailed to all registered voters (about 10,000) or residences (about 8,000). The city of Albany or eligible candidates would select an independent publisher to print and mail all campaign literature which meets reasonable guidelines for content, quantity of materials and the California Code of Fair Campaign Practices. The booklet also could include text explaining campaign finance reform and other information relevant to informing candidates and the public about proper conduct of a campaign. Details of the text would be developed by the Campaign Finance Task Force and approved by the City Council. The booklet would be funded by candidate contributions or partially funded by the city under an initial public campaign financing program.

There would be candidate cost advantages to pooling with other financially responsible, non-partisan candidates by sharing expensive publishing and postage costs for campaign literature that would reach all registered voters. Diab Press quotes approximately \$1800 for publishing 8000 copies of an eight pagee, 8 1/2 x 11 inch, bi-fold booklet and \$2400 for a twelve page booklet. B&J Services quotes \$2100 for mailing services and regular mail postage for 8000 voter booklets for a total cost of about \$4000.

The cost incentive to each candidate who is willing to agree to current campaign finance limits of about \$6000 would be participation in a widely distributed candidate information booklet that would cost less than \$1500 to each candidate depending on the number of participating candidates. The cost of a similar mailer to the individual who refuses to accept campaign finance limits would be close to \$4000. The booklet would allow financially responsible candidates to compete more fairly with the candidates who refuse to abide by campaign finance limits and spend in excess of \$10,000 on their campaigns that use mailers and expensive, glossy brochures. The booklet would also allow those with limited funds to run a competitive campaign for significantly less than the \$6000 spending limit.

This proposal is intended to address the Albany City Council direction to the Campaign Finance Reform Task Force to consider public campaign financing programs. The Task Force will continue to develop additional details of this proposal with further direction from the City Council.

Allan Maris

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Tuesday, July 14, 2009 AOL: Rjzlaw