



CLEAN MONEY  
CLEAN CITIES  
LOCAL CAMPAIGN FINANCE REFORM

# WHY RESEARCH MATTERS: City of Los Angeles' Prop R

Presented by Dr. Richard Bernard

March 15, 2007  
Pasadena, California

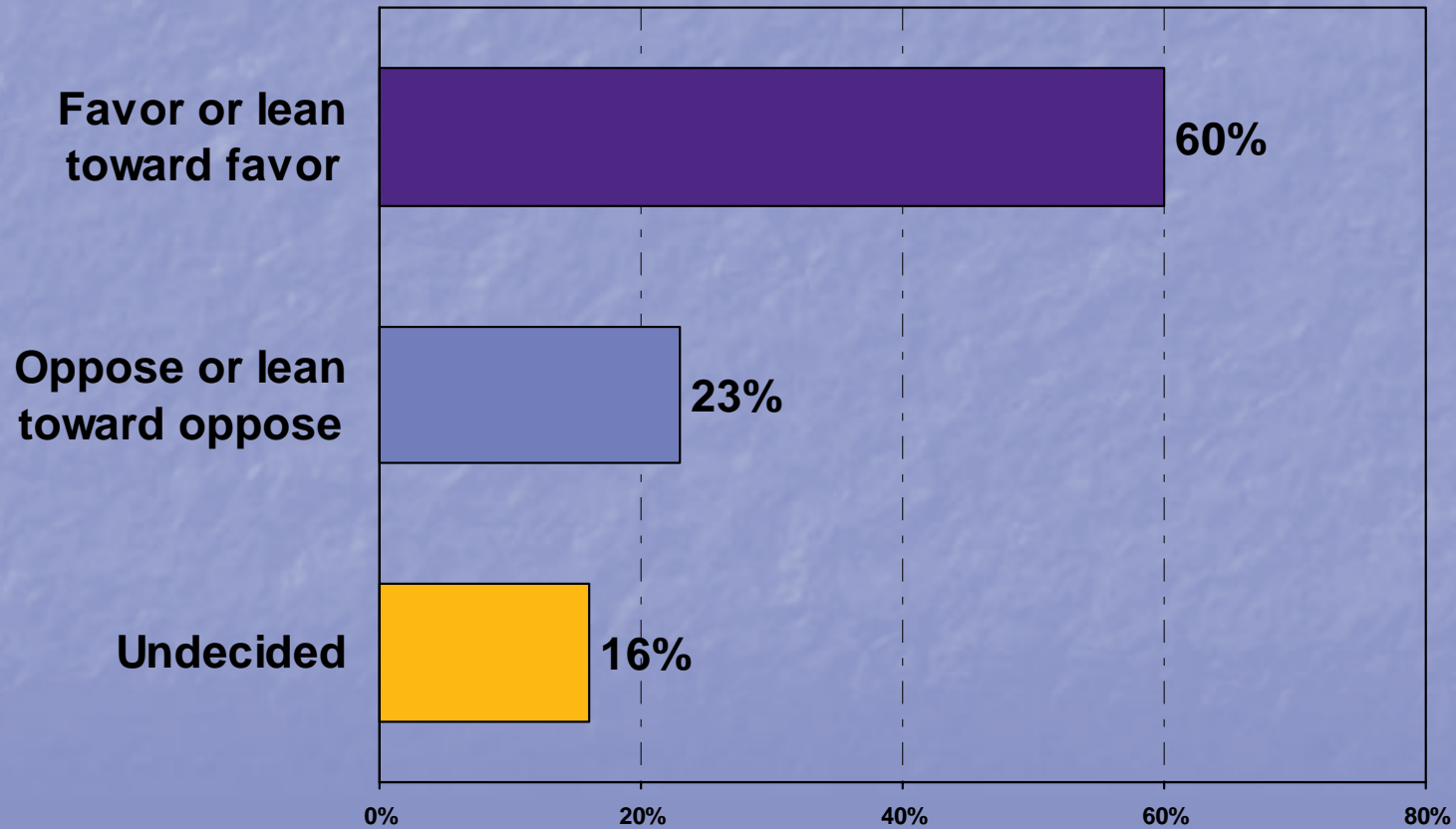
*Fairbank, Maslin, Maullin & Associates*  
*Opinion Research & Public Policy Analysis*

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

## Proposed Ballot Title for a Clean Money and Fair Elections City Measure

Now, I am going to read you a proposal that is being considered here in Los Angeles. It is called the **Clean Money and Fair Elections Act**. It would create a voluntary system of publicly-funded political campaigns for elected offices in the city of Los Angeles. Under this proposal, each participating candidate would receive a set amount of money from a publicly financed election fund. Spending by candidates would be limited to the amount they receive from the fund. If this proposal were on the ballot in Los Angeles, would you favor or oppose this ballot measure?

# Initially Strong Support in the City of Los Angeles for a Clean Money and Fair Elections Act



# PROP 89 Ballot Title

Slide 4

## **PROP 89: POLITICAL CAMPAIGNS. PUBLIC FINANCING. CORPORATE TAX INCREASE. CAMPAIGN CONTRIBUTION AND EXPENDITURE LIMITS. INITIATIVE STATUTE.**

- Provides that candidates for state elective office meeting certain eligibility requirements, including collection of a specified number of \$5.00 contributions from voters, may voluntarily receive public campaign funding from Fair Political Practices Commission, in amounts varying by elective office and election type.
- Increases income tax rate on corporations and financial institutions by 0.2 percent to fund program.
- Imposes new limits on campaign contributions to state-office candidates and campaign committees, and new restrictions on contributions by lobbyists, state contractors.
- Limits certain contributions and expenditures by corporations.

## **Summary of Legislative Analyst's Estimate of Net State and Local Government Fiscal Impact:**

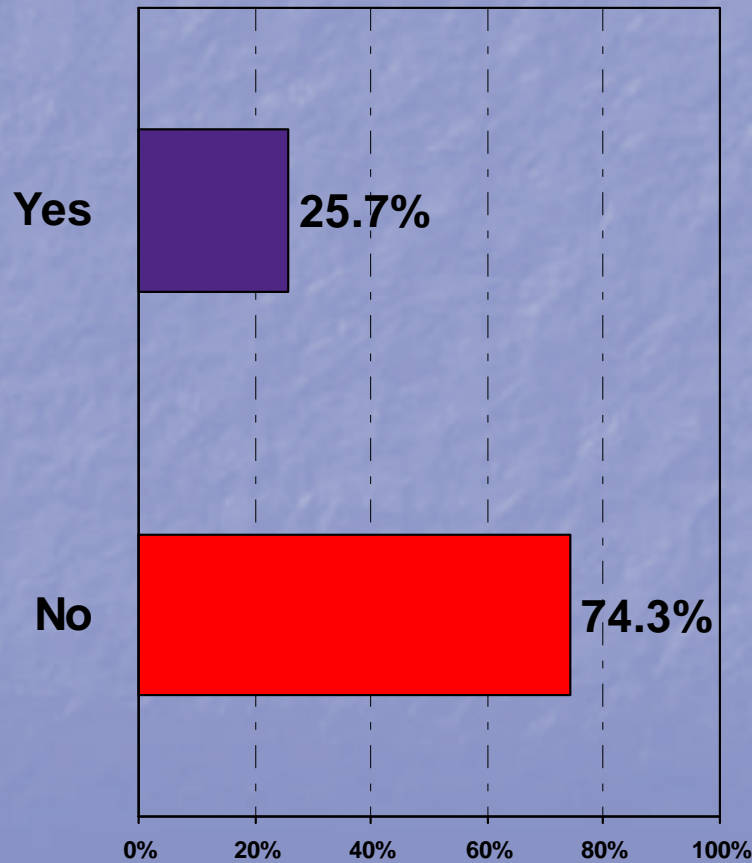
- Increased revenues (primarily from increased taxes on corporations and financial institutions) totaling more than \$200 million annually. The funds would be spent on the public financing of political campaigns for state elected officials.

# Prop 89 Election Results

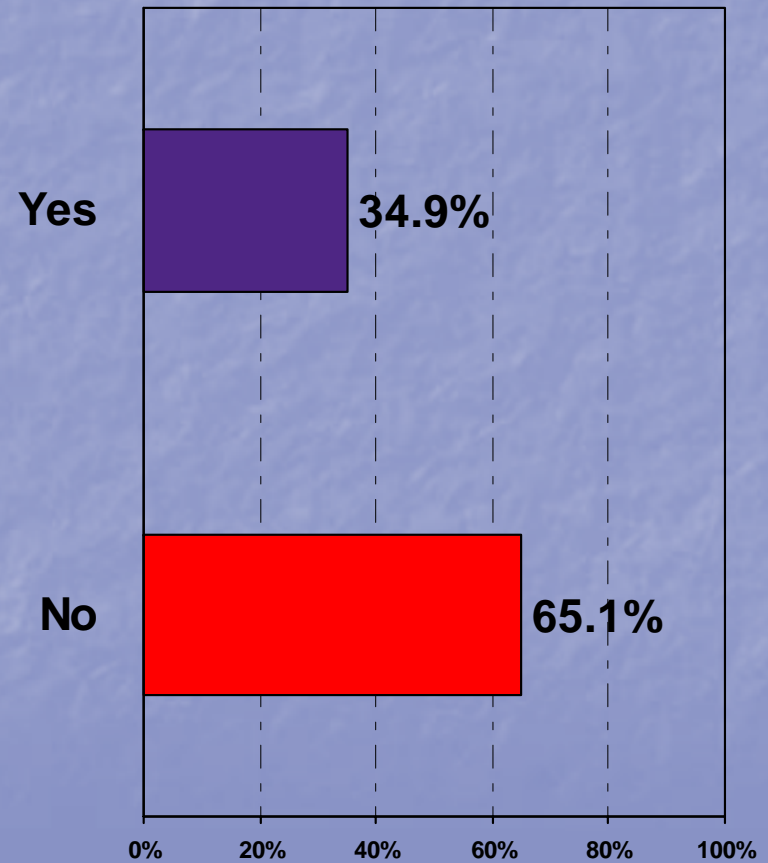
(November 2006)

Slide 5

## Statewide



## City of Los Angeles



# Methodology

- 2004 LA Term Limits Survey; interviewed 500 LA voters likely to vote in November 2004. Margin of error for full sample is +/- 4.4%
- May 2006 LA City Government Accountability, Lobbyist and Ethics Reform Survey; interviewed 800 LA voters likely to vote in November 2006. Margin of error for full sample is +/-3.5%
- Aug 2006 Refinement Survey; interviewed 400 LA voters likely to vote in November 2006. Margin of error for full sample is +/- 4.9%



# LOS ANGELES CITY COUNCIL TERM LIMIT SURVEY

Sample Size: N=500

April 2004

220-1672

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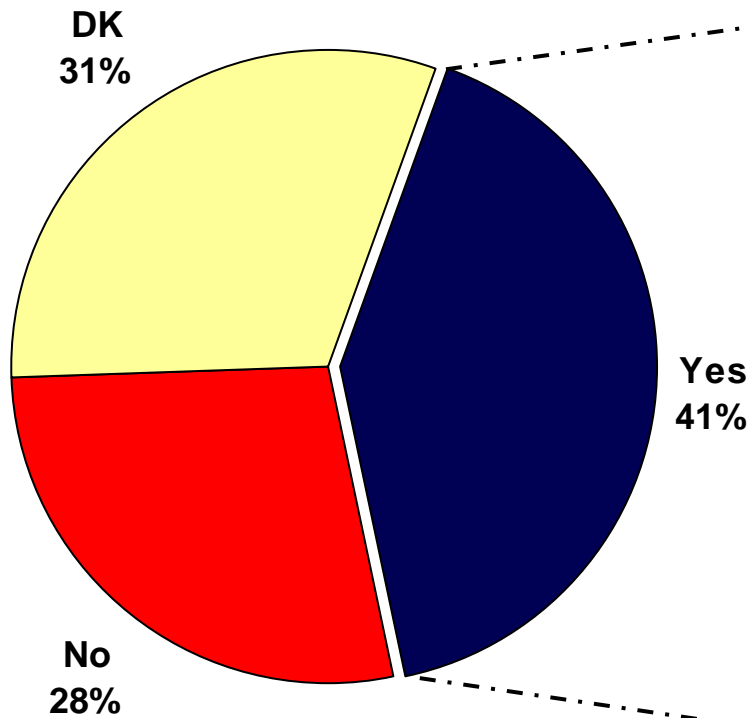
# LOS ANGELES CITY COUNCIL TERM LIMIT SURVEY



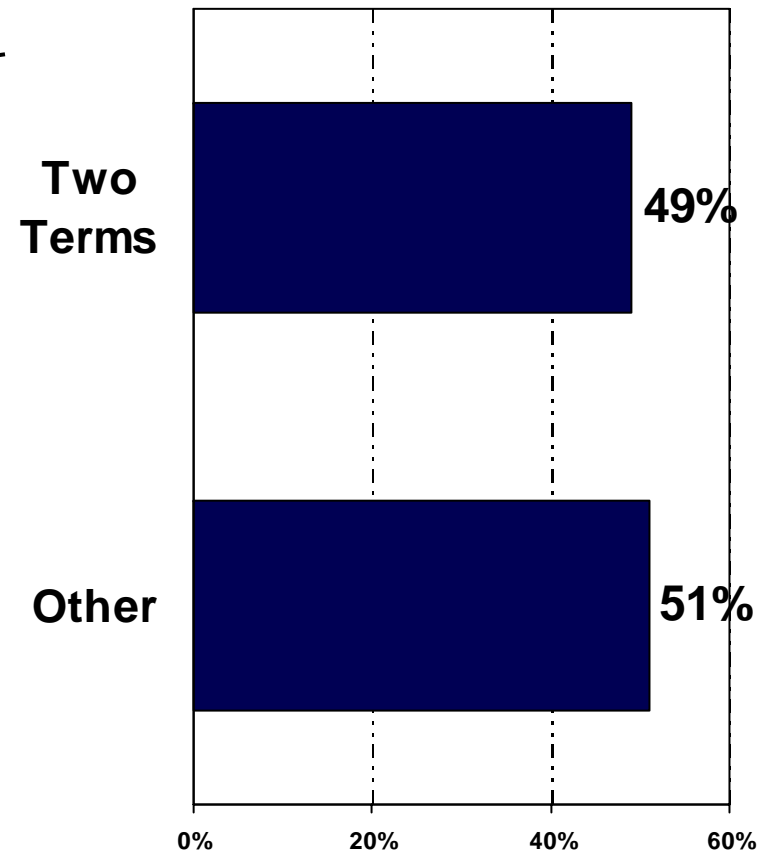
## Whether Term Limits Exist for LA Councilmembers and Perceived Number of Terms

Q. 7

Whether Term Limits Exist



Perceived Number of Term Limits

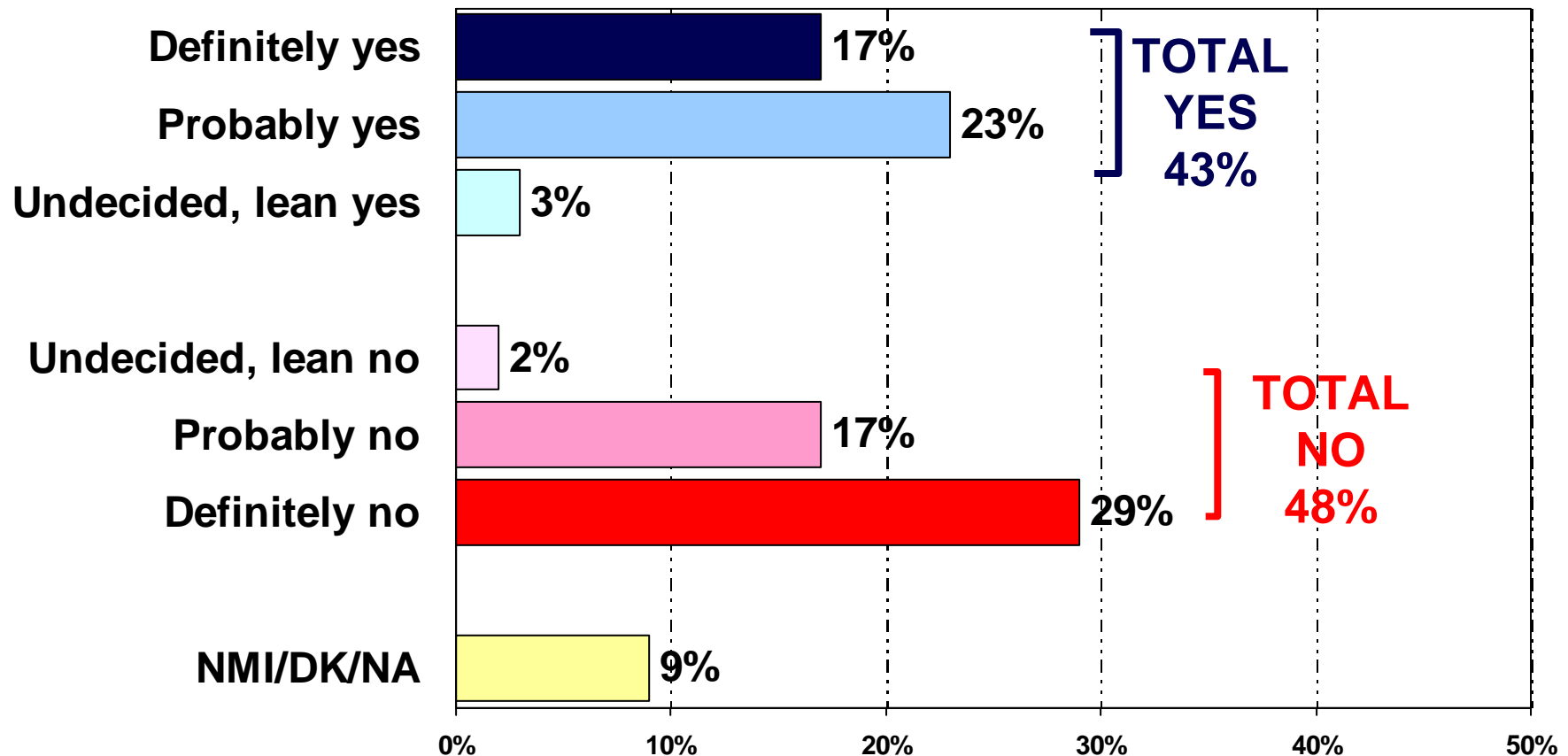


# LOS ANGELES CITY COUNCIL TERM LIMIT SURVEY



## Initial Vote Before Information

Q. 13 *Shall the charter of the City of Los Angeles be amended to limit City Councilmembers to three terms or twelve years in office; provided such limitation does not apply to any unexpired term if the remainder of that term is less than one-half of the full term of office. There is no additional cost to local or state governments.*

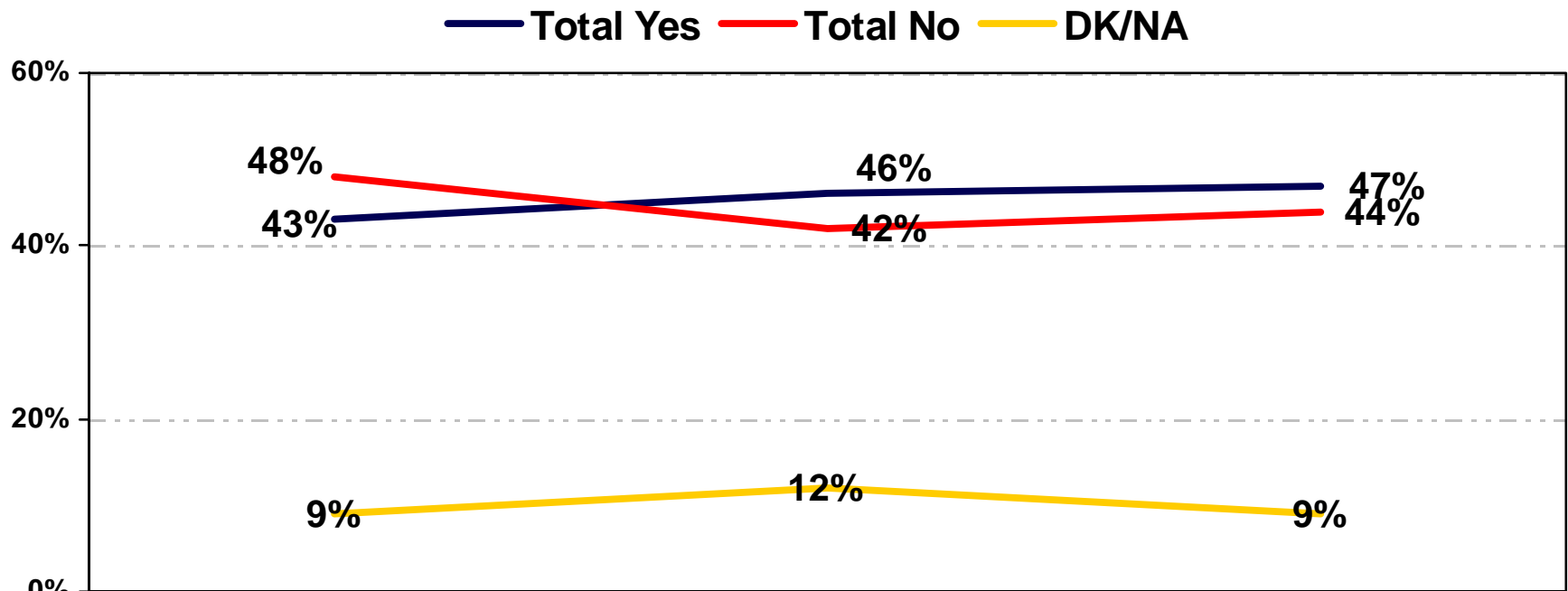


# LOS ANGELES CITY COUNCIL TERM LIMIT SURVEY



## Vote Progression for Term Limit Measure

Q. 13/16/19



	Prior to Information and Pro-Statements	After Information and Pro-Statements	After Anti-Statements
<b>Total Yes</b>	<b>43%</b>	<b>46%</b>	<b>47%</b>
<b>Total No</b>	<b>48%</b>	<b>42%</b>	<b>44%</b>
<b>DK/NA</b>	<b>9%</b>	<b>12%</b>	<b>9%</b>



# CITY GOVERNMENT ACCOUNTABILITY ETHICS REFORM SURVEY

*Sponsored by:*

*The League of Women Voters of Los Angeles and  
The Los Angeles Chamber of Commerce*

**May 2006**

220-2033

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# CITY GOVERNMENT ETHICS REFORM



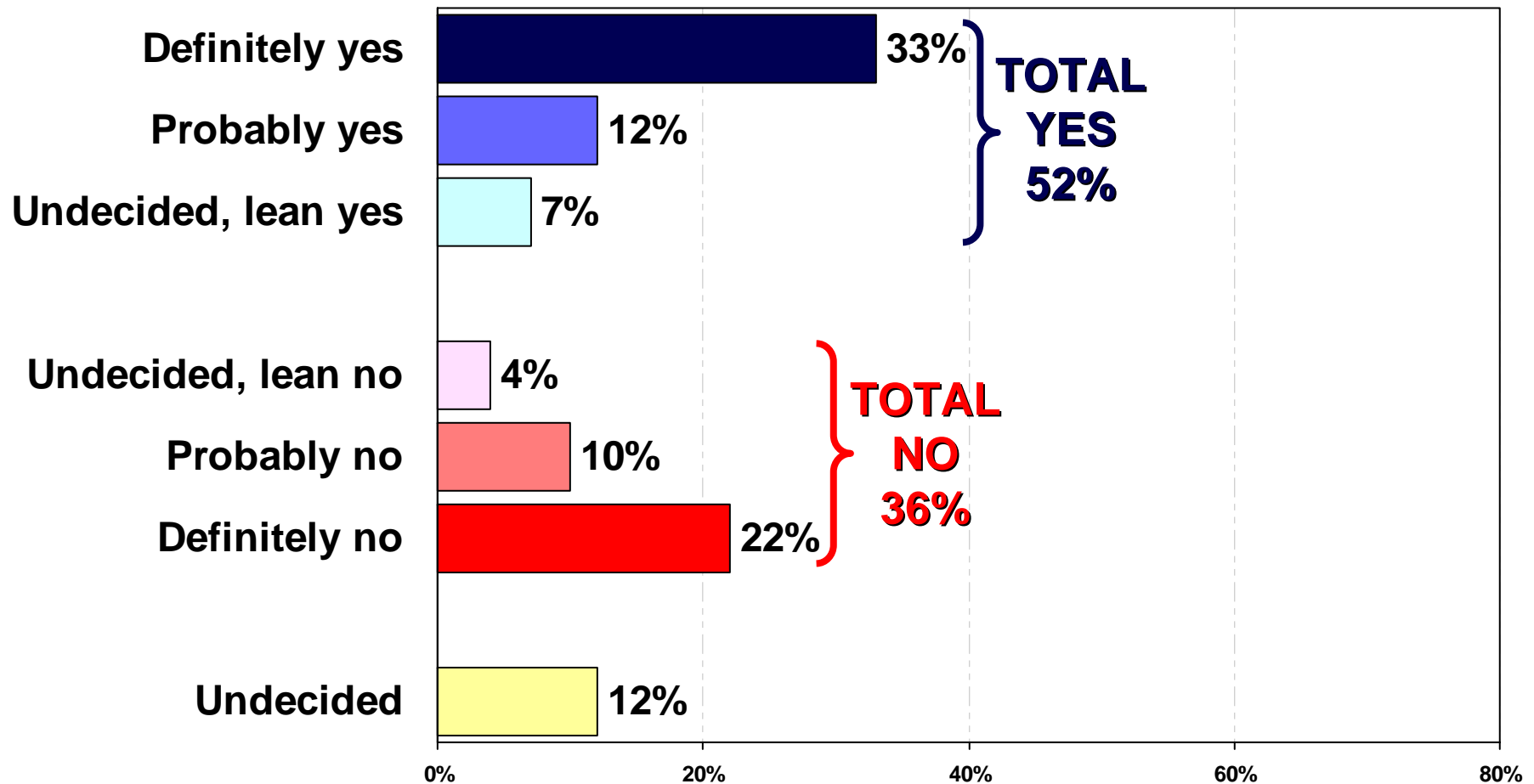
## **Term Limits Ballot Measure Language**

Shall the charter of the City of Los Angeles be amended to limit City Councilmembers to three terms or twelve years in office; with a partial term resulting from a councilmember filling a vacated council seat not counting towards the total. There is no additional cost to local or state governments.



## Initial Vote on Term Limits Ballot Measure

Slide 13



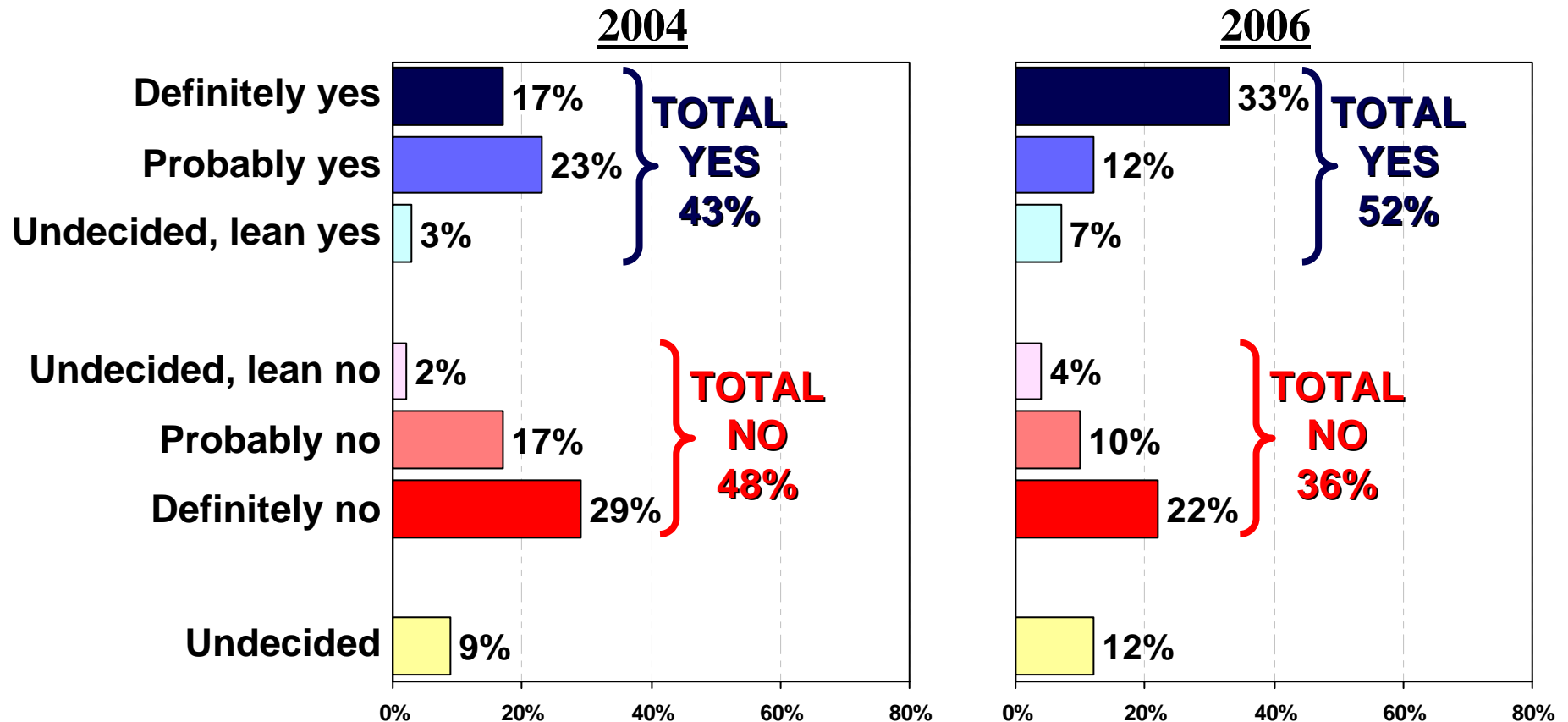
7. If the vote on this measure were held today, would you vote yes in favor of it or no to oppose it? Split Sample.

# CITY GOVERNMENT ETHICS REFORM



## Initial Vote 2006 and 2004 Term Limits

Slide 14



2006: 7. Shall the charter of the City of Los Angeles be amended to limit City Councilmembers to three terms or twelve years in office; with a partial term resulting from a councilmember filling a vacated council seat not counting towards the total. There is no additional cost to local or state governments. If the vote on this measure were held today, would you vote yes in favor of it or no to oppose it? Split Sample.

2004: Shall the charter of the City of Los Angeles be amended to limit City Councilmembers to three terms or twelve years in office; provided such limitation does not apply to any unexpired term if the remainder of that term is less than one-half of the full term of office. There is no additional cost to local or state governments. If the vote on this measure were held today, would you vote yes in favor of it or no to oppose it?



# CITY GOVERNMENT ETHICS REFORM

## **City Government Accountability, Lobbyist and Ethics Reform Act Ballot Language**

Slide 15

### **CITY GOVERNMENT ACCOUNTABILITY, LOBBYIST AND ETHICS REFORM ACT. CHARTER AMENDMENT 1.**

Shall the Charter be amended to authorize the City Council of the City of Los Angeles to improve accountability and ethics in city government and city elections by

- Banning city councilmembers and commissioners from accepting free gifts from lobbyists including meals, tickets to entertainment and sporting events, and plane rides without full reimbursement;
- Establishing stricter contribution limits to city council candidates;
- Limiting the number of terms that a city council member can serve to three terms (twelve years) in office;
- Banning lobbyists from serving on City boards and commissions;
- Prohibiting campaign contributions from lobbyists;
- Requiring city councilmembers, their staff and city commissioners to take mandatory ethics training; and
- Requiring mandatory 72 hour prior notification by outside interest groups of which candidates they are funding and how much they are contributing;

With no additional cost to local or state government, mandatory oversight and independent audits?

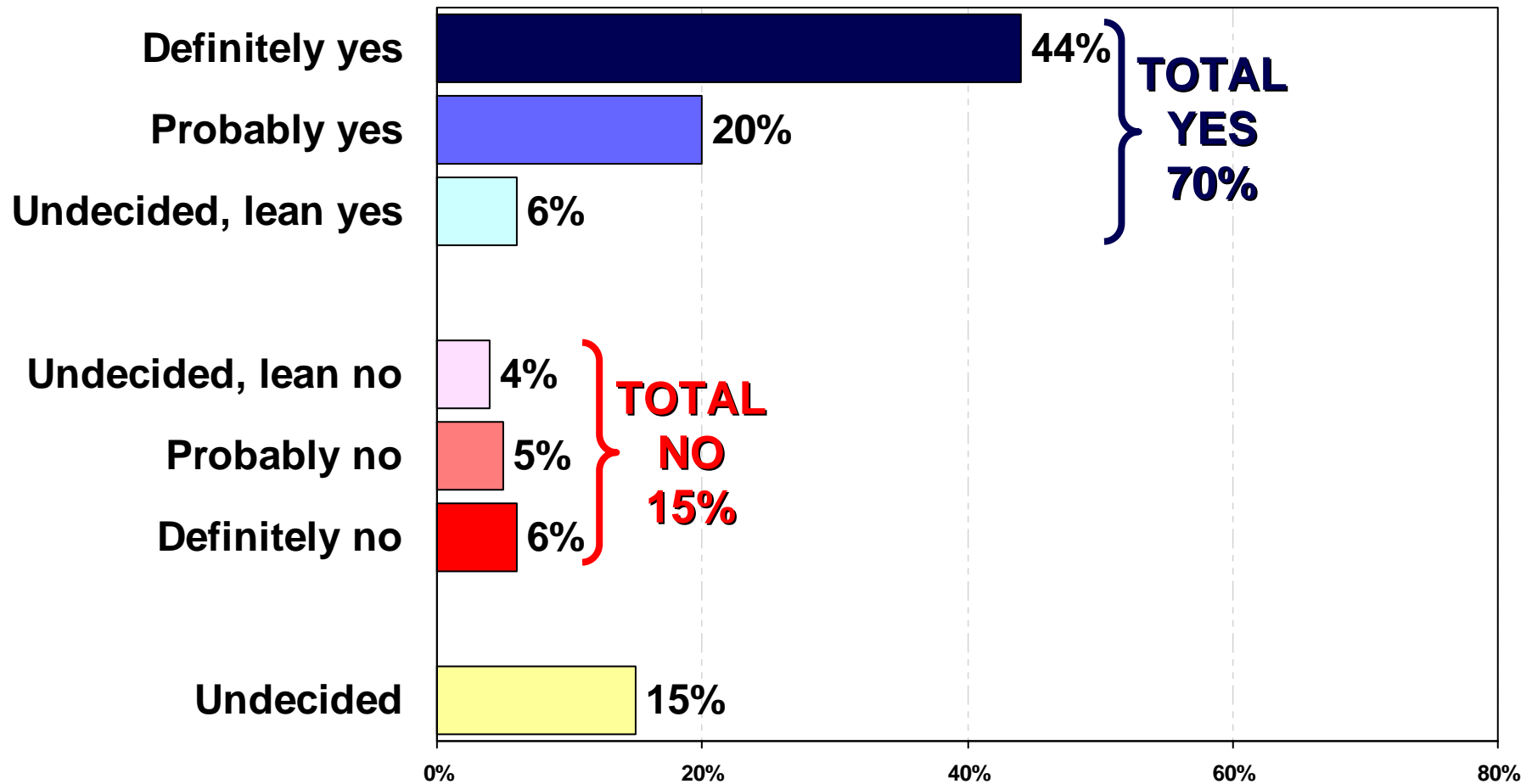
9. If the vote on this measure were held today, would you vote yes in favor of it or no to oppose it?



# CITY GOVERNMENT ETHICS REFORM

## Total Initial Vote on City Government Accountability, Lobbyist and Ethics Reform Act

Slide 16



9. If the vote on this measure were held today, would you vote yes in favor of it or no to oppose it?



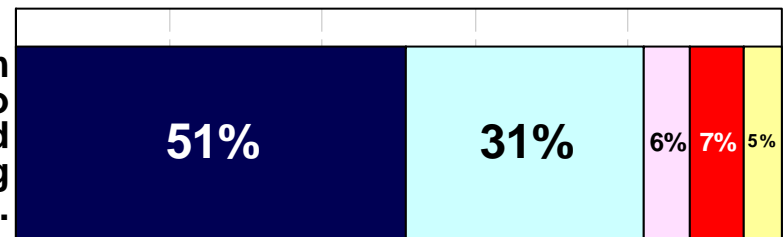
# CITY GOVERNMENT ETHICS REFORM

## Statements Supporting the City Government Accountability, Lobbyist and Ethics Reform Act

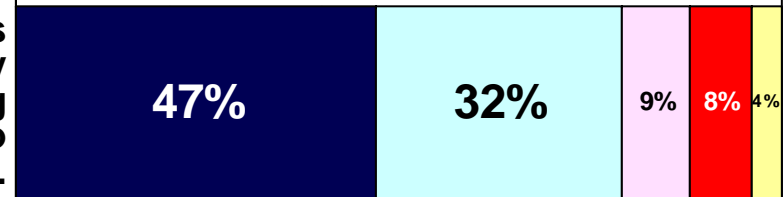
Slide 17

■ Much More Lik. □ S.W. More Lik. □ Less Lik. ■ Don't Bel. □ DK/NA

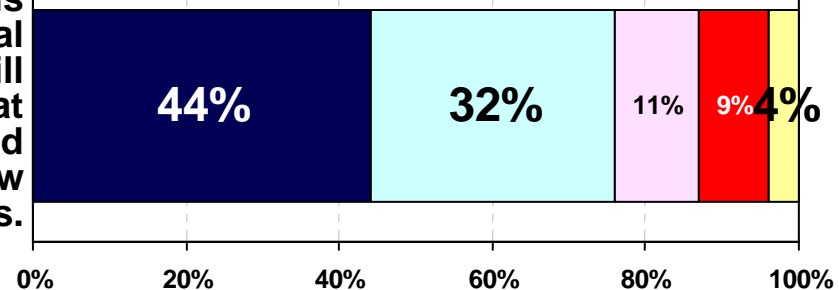
**Our City Government is in desperate need of reform because special interests and their paid lobbyists have too much power and influence in local government. We need tough new reforms such as outlawing them from giving campaign contributions to curb their influence.**



**This measure will prevent the culture of corruption that is eating away at our democratic principles by prohibiting city officials from accepting free gifts from lobbyists, including meals, plane rides without full reimbursement and tickets to sporting events and concerts.**



**Appointments to city hall positions and city commissions are often in return for campaign contributions or political favors, and are not based on merit. This measure will ensure that our city has a fair and balanced system that appoints people for their hard work, expertise and experience and not just because of who they know or how much money they have given in campaign contributions.**



16. I am going to mention some arguments that have been made in favor of this proposed measure. Please tell me if it makes you more likely to support this measure. \*Split Sample.



# CITY GOVERNMENT ETHICS REFORM

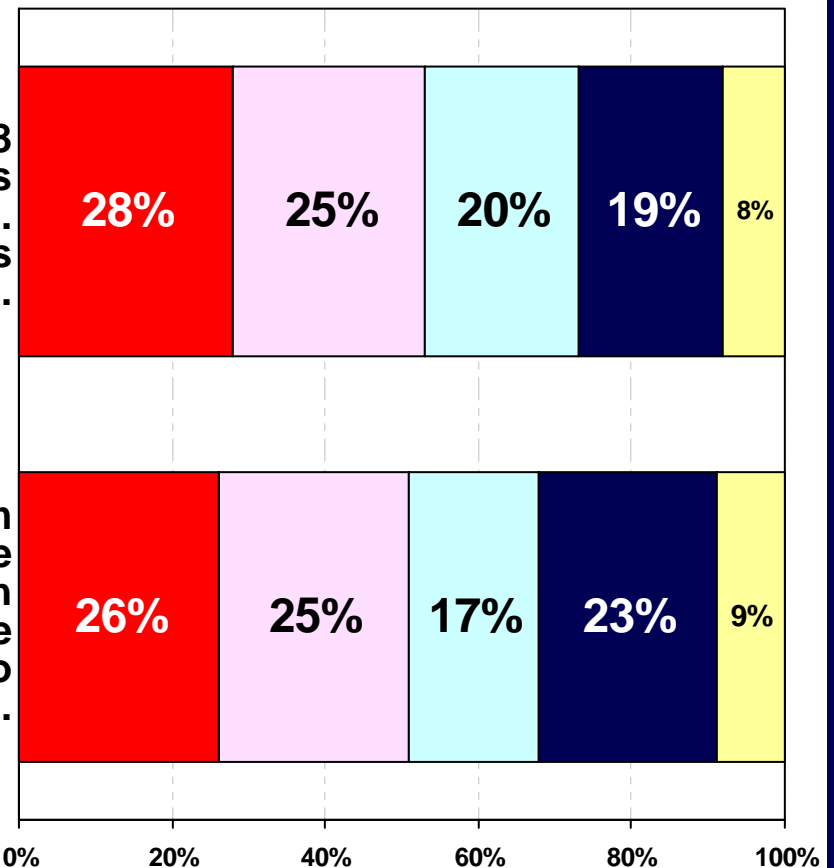
## Statements Opposing the City Government Accountability, Lobbyist and Ethics Reform Act

Slide 18

■ Much More Lik. □ S.W. More Lik. □ Less Lik. ■ Don't Bel. □ DK/NA

Currently, Councilmembers are restricted to 2 terms, 8 years, in office. This measure really extends term limits to 3 terms, 12 years in office. This is not a good idea. We should not extend the amount of time politicians can stay in office.

\*This so-called Accountability and Ethics Reform Measure is sponsored, paid for and written by the same corporations and interests that already have too much influence in City government. It is just a trick by these special interests to extend the terms of politicians who are friendly to them.



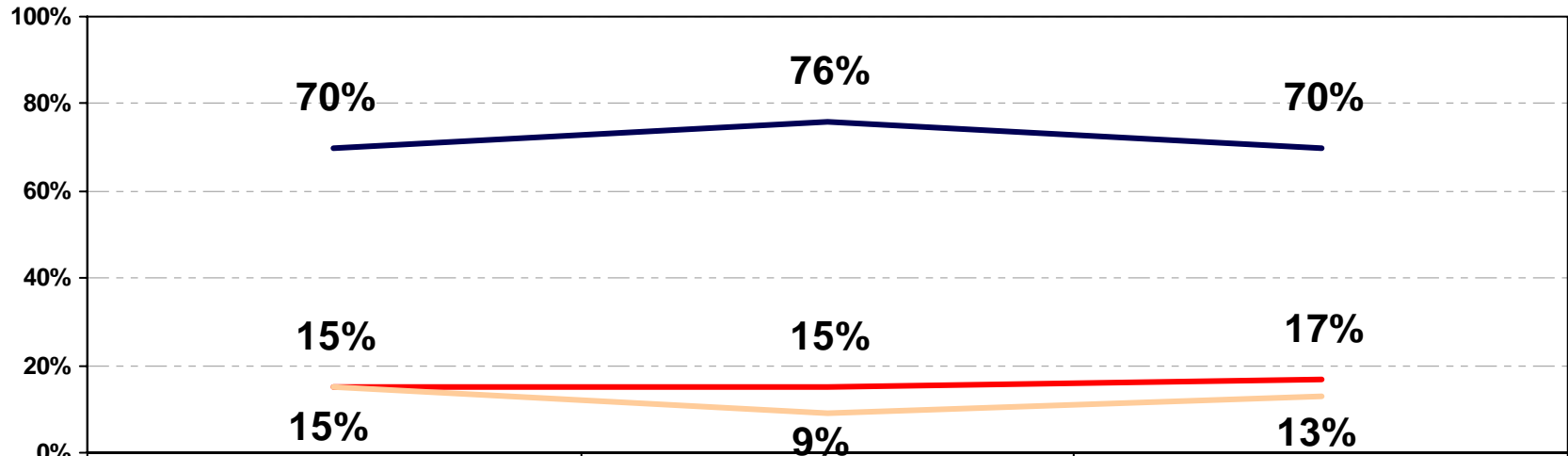
19. I am going to mention some arguments that have been made against the CITY GOVERNMENT ACCOUNTABILITY, LOBBYIST AND ETHICS REFORM ACT. After you hear each one, please tell me if it makes you more likely to oppose this proposed measure. \*Split Sample.



# CITY GOVERNMENT ETHICS REFORM

## Vote Progression on the City Government Accountability, Lobbyist and Ethics Reform Act

— Total Yes — Total No — Undecided



	Initial Vote	Vote After Information and Supportive Statements	Vote After Oppositional Statements
<b>Total Yes</b>	<b>70%</b>	<b>76%</b>	<b>70%</b>
<b>Total No</b>	<b>15%</b>	<b>15%</b>	<b>17%</b>
<b>Undecided</b>	<b>15%</b>	<b>9%</b>	<b>13%</b>



# CITY GOVERNMENT ACCOUNTABILITY ETHICS REFORM SURVEY

*Sponsored by:*

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**May 2006**

220-2033

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## **Ballot Title and Language**

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### **PROPOSITION R: COUNCILMEMBER TERM LIMITS; CITY LOBBYING, CAMPAIGN FINANCE AND ETHICS LAWS. CHARTER AMENDMENT AND PROPOSITION**

Shall the Charter be amended and ordinance adopted to:

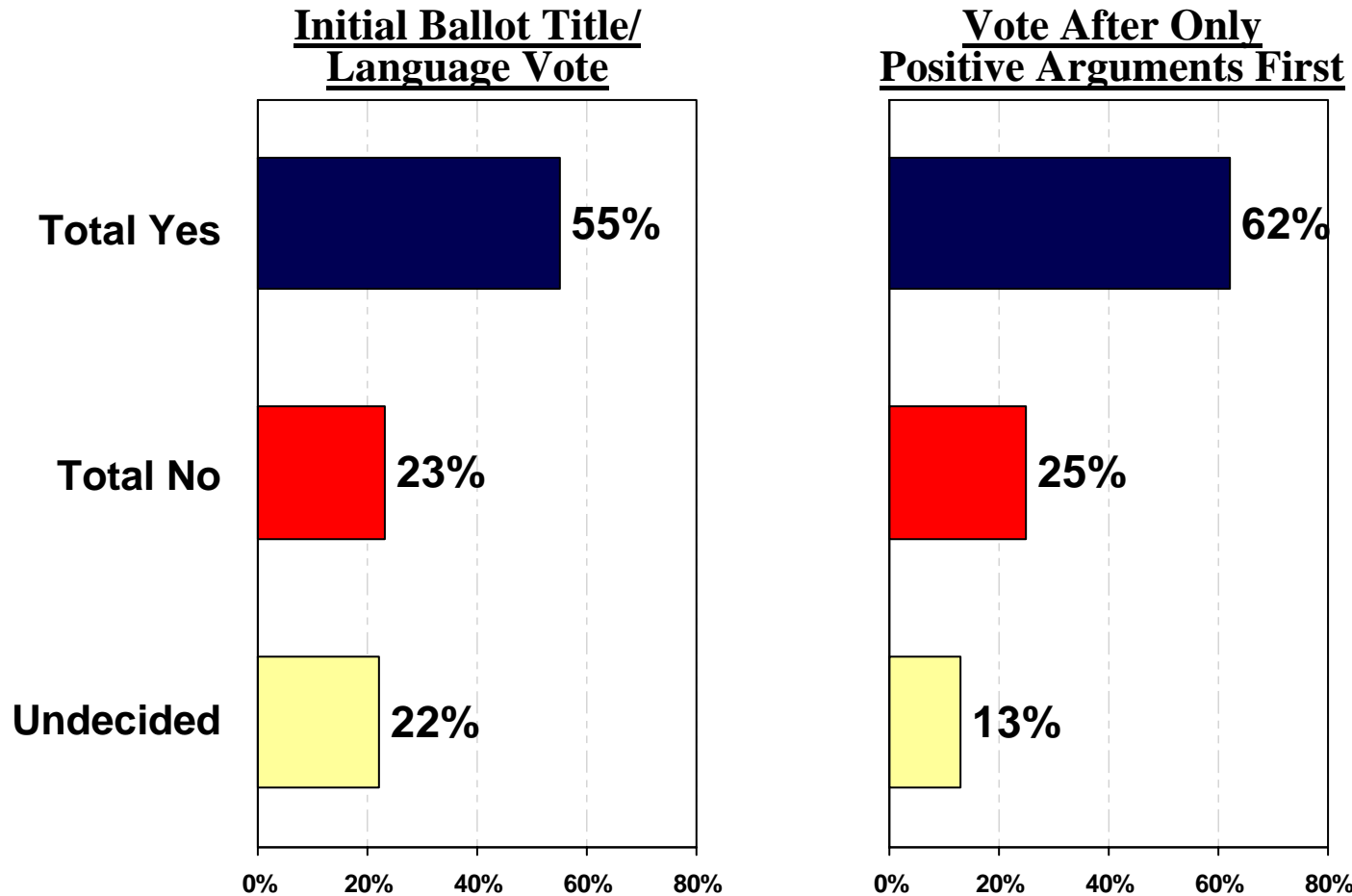
- change Councilmember term limits to three terms;
- restrict lobbyists from making campaign contributions, gifts and becoming commissioners;
- revise lobbyist registration thresholds;
- require contractors to certify compliance with lobbying laws;
- extend elected officials' post-employment restrictions;
- require ethics training; and
- revise requirements for independent expenditures and campaign communications?



# CITY GOVERNMENT ETHICS REFORM

## Initial Ballot Title/Language Vote and Vote After Only Positive or Negative Arguments First

Slide 22



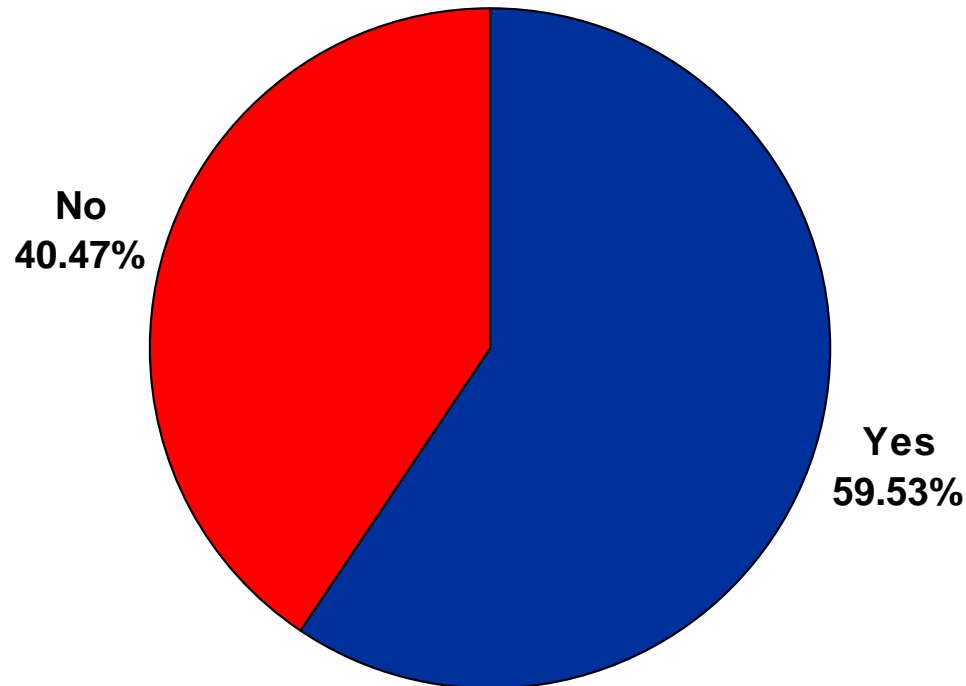
5/11. If the election were held today, would you vote yes in favor of it or no to oppose this proposition?

# CITY GOVERNMENT ETHICS REFORM



## **Prop R-Term Limits/Ethics Reform Final Election Results**

(November 2006)





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