

Disclosure and Disclaimer Requirements under CFRO as of March 2011

Section	Applies to:	Description:	Disclaimer	Threshold for filing disclosure	Who files	Time to file	Proposal
1.160.5 Persuasion polls	Candidates, third parties	1000 completed calls, at least one within 60 days of election	Paid for by; conducted by	Each 1000 th call	Person who authorizes, administers or pays for persuasion poll	Within 48 hours of disclosure date	Not affected
1.161 Mass mailings	Candidates; third parties	200 pieces of similar mail that support or oppose candidate for City elective office	“Paid for by” in 14 point font	No threshold for candidates; Expenditures of \$1,000 or more for third parties	Person who pays for mailing	Within 5 business days after date of mailing; within 48 hours in last 16 days before election	Merged into sections 1.158 and 1.160
1.161.5 Electioneering communication	Third parties	Distributed within 90 days prior to election	“Paid for by” in 14 point font; or clearly audible	Payments of \$1,000 or more	Person who pays at least \$1,000 per year, unless that person discloses under 1.134, 1.152 or 1.161	Within 48 hours of each disclosure date	Merged into section 1.160
1.162 Campaign Advertisements	Candidates; third parties	TV or radio programming; newspaper ads,; 200 posters, doorhangers, yard signs; billboard	“Paid for by” in 14 point font; or clearly audible	None	No filing requirement	No filing requirement	Merged into sections 1.158 and 1.160
1.163 Recorded Telephone Messages	Candidates; third parties	Distributed to 500 or more individuals	“Paid for by” clearly audible		No filing requirement	No filing requirement	Deleted because covered by state law

Section	Applies to:	Description:	Disclaimer	Threshold for filing disclosure	Who files	Time to file	Proposal
1.152(a)(1) & (2)** BoS candidates 1.152(b)(1) & (2)** Mayoral candidates	Board of Supervisors and Mayoral candidates	Contributions received or expenditures made	n/a	BoS: \$5,000 contributions or expenditures; then \$100,000; then \$10,000; Mayoral: \$50,000; then \$1,000,000; then \$50,000	Candidate	Within 24 hours of reaching or exceeding each threshold amount	No change
1.152(a)(3)** & (b)(3)** Third parties' disclosure	Third parties in BoS and Mayoral elections	Each \$5,000 expenditures for independent expenditures, member communications, electioneering communications	n/a	Each \$5,000 per candidate spending	Person who spends	Within 24 hours of spending \$5,000 per candidate	Merged into section 1.160
1.134(b) Candidates' disclosure*	Candidates other than BoS and Mayor	Any candidate who receives contributions, makes expenditures or has funds in CCTA that total more than 100% of VEC	n/a	>100 percent of applicable voluntary expenditure ceiling	Candidate	Within 24 hours	No change
1.134(c) Third parties' disclosure*	Third parties in non-BoS and non-Mayoral elections	Each \$5,000 expenditures for independent expenditures, member communications, electioneering communications	n/a	Each \$5,000 per candidate spending	Person who spends	Within 24 hours of spending \$5,000 per candidate	Merged into section 1.160

* Filing requirements under 1.134(b) and (c) apply only if at least one candidate in the race has accepted the voluntary expenditure ceiling.

**Filing requirements under 1.152(a)(2), (b)(2), (a)(3), and (b)(3) apply only if at least one candidate in the race has been certified to receive public funds.

1 [Campaign Finance Reform Ordinance Amendments]

2

3 **Ordinance amending the Campaign Finance Reform Ordinance, Article I, Chapter 1 of**
 4 **the Campaign and Governmental Conduct Code, to modify and streamline disclaimer**
 5 **and reporting requirements for candidates and third parties raising and spending funds**
 6 **in local elections, to require the Ethics Commission to provide public notice when**
 7 **thresholds are met, to eliminate the overall contribution limit on contributions to all**
 8 **candidates on the ballot in a single election, and to make various reporting and**
 9 **disclaimer requirements parallel to requirements in State law.**

10 NOTE: Additions are *single-underline italics Times New Roman*;
 11 deletions are ~~*strike-through italics Times New Roman*~~.
 12 Board amendment additions are double-underlined;
 Board amendment deletions are ~~strikethrough normal~~.

13 Be it ordained by the People of the City and County of San Francisco:

14 Section 1. The San Francisco Campaign and Governmental Conduct Code is hereby
 15 amended by amending Sections 1.104, 1.114, 1.122, 1.128, 1.134, 1.140, 1.142, 1.143,
 16 1.148, 1.152, 1.160.5 and 1.163.5, to read as follows:

17 Sec. SEC. 1.104. - DEFINITIONS.

18 Whenever in this Chapter the following words or phrases are used, they shall mean:

19 (a) "Candidate" shall be defined as set forth in the California Political Reform Act,
 20 California Government Code section 81000, et seq., but shall include only candidates for City
 21 elective office.

22 (b) "Candidate committee" shall mean a committee controlled by a candidate, and
 23 primarily formed to support that candidate's election for City elective office.

24 (c) "Charitable organization" shall mean an entity exempt from taxation pursuant to
 25 Title 26, Section 501 of the United State Code.

1 (d) "City elective office" shall mean the offices of Mayor, Member of the Board of
2 Supervisors, City Attorney, District Attorney, Treasurer, Sheriff, Assessor, Public Defender,
3 Member of the Board of Education of the San Francisco Unified School District and Member
4 of the Governing Board of the San Francisco Community College District. The Board of
5 Supervisors consists of eleven separate City elective offices, the San Francisco Community
6 College District consists of seven separate City elective offices, and the Board of Education of
7 the San Francisco Unified School District consists of seven separate City elective offices.

8 (e) "Clearly identifies" with respect to a candidate shall mean the communication contains the
9 candidate's name, nickname or image or makes any other unambiguous reference to the candidate such
10 as "your Supervisor" or "the incumbent," and with respect to a measure shall mean the communication
11 contains an unambiguous reference to the measure such as "Proposition A" or "the school bond
12 measure."

13 ~~(e)~~(f) "Code" shall mean the San Francisco Campaign and Governmental Conduct
14 Code.

15 ~~(f)~~(g) "Committee" shall be defined as set forth in the California Political Reform Act,
16 California Government Code section 81000, et seq.

17 (h) "Communication" shall mean any communication, including but not limited to any
18 broadcast, cable, satellite, radio, internet, or telephone communication, and any mailing, flyer, email,
19 doorhanger, pamphlet, brochure, card, poster, sign, billboard, facsimile, or printed advertisement in a
20 newspaper, magazine or other medium.

21 ~~(g)~~(i) "Contribution" shall be defined as set forth in the California Political Reform Act,
22 California Government Code section 81000, et seq.; provided, however, that "contribution"
23 shall include loans of any kind or nature.

24 ~~(h)~~(j) "Controlled committee" shall be defined as set forth in the California Political
25 Reform Act, California Government Code section 81000, et seq.

1 (k) "Distributed" shall mean any act that permits a communication to be viewed, read or
2 heard.

3 ~~(i)~~(l) "Election" shall mean any general, or special municipal election held in the City
4 and County of San Francisco for City elective office or for a local measure, regardless of
5 whether the election is conducted by district or Citywide.

6 ~~(j)~~(m) "Enforcement authority" shall mean the District Attorney for criminal enforcement,
7 the City Attorney for civil enforcement, and the Ethics Commission for administrative
8 enforcement. Nothing in this Chapter shall be construed as limiting the authority of any law
9 enforcement agency or prosecuting attorney to enforce the provisions of this Chapter under
10 any circumstances where such law enforcement agency or prosecuting attorney otherwise
11 has lawful authority to do so.

12 ~~(k)~~(n) "Ethics Commission" shall mean the San Francisco Ethics Commission.

13 ~~(l)~~(o) "Executive Director" shall mean the Executive Director of the Ethics Commission,
14 or the Executive Director's designee.

15 ~~(m)~~(p) "General purpose committee" shall be defined as set forth in the California
16 Political Reform Act, California Government Code section 81000 et seq.

17 ~~(n)~~(q) "Independent expenditure" shall be defined as set forth in the California Political
18 Reform Act, California Government Code section 81000 et seq. An expenditure is not
19 considered independent and shall be treated as a contribution from the person making the
20 expenditure to the candidate on whose behalf or for whose benefit the expenditure is made, if
21 the expenditure is made at the request, suggestion, or direction of, or in cooperation,
22 consultation, concert or coordination with, the candidate on whose behalf, or for whose
23 benefit, the expenditure is made.

1 ~~(e)~~(r) "Individual Expenditure Ceiling" shall mean the expenditure ceiling established for
2 each individual candidate for Mayor or the Board of Supervisors whom the Ethics Commission
3 has certified as eligible to receive public funds under this Chapter.

4 ~~(s)~~ "Internet advertisement" shall mean paid internet advertisements such as "banner" and "pop
5 up" advertisements, paid emails or emails sent to addresses purchased from another person, and
6 similar types of internet communications as defined by the Ethics Commission by regulation, but shall
7 not include web blogs, listserves sent to persons who have contacted the sender, discussion forums, or
8 comments and similar unpaid postings on web pages.

9 ~~(p)~~(t) "Itemized disclosure statement" shall mean a form promulgated by the Ethics
10 Commission that provides a detailed description of the separate costs associated with a
11 communication, including but not limited to photography, design, production, printing,
12 distribution, and postage.

13 ~~(q)~~(u) "Mass mailing" shall be defined as set forth in the California Political Reform Act,
14 California Government Code section 81000 et seq., provided that the mass mailing advocates
15 for or against one or more candidates for City elective office.

16 ~~(r)~~(v) "Matching contribution" shall mean a contribution up to \$500, made by an
17 individual, other than the candidate, who is a resident of San Francisco. Matching
18 contributions shall not include loans, contributions received more than 18 months before the
19 date of the election, qualifying contributions or contributions made by the candidate's spouse,
20 registered domestic partner or dependent child. Matching contributions must also comply with
21 all requirements of this Chapter. Matching contributions under \$100 that are not made by
22 written instrument must be accompanied by written documentation sufficient to establish the
23 contributor's name and address. The Ethics Commission shall set forth, by regulation, the
24 types of documents sufficient to establish a contributor's name and address for the purpose of
25 this subsection.

1 ~~(s)~~(w) "Measure" shall mean any City, San Francisco Unified School District or San
2 Francisco Community College District referendum, recall or ballot proposition, whether or not
3 it qualifies for the ballot.

4 ~~(t)~~(x) "Member communication" shall mean a communication made by an organization
5 or its committee for the publication, dissemination or communication to the organization's
6 members, employees or shareholders, or to the families of the organization's members,
7 employees or shareholders by newsletter, letter, flyer, ~~e-mail~~ email or similar written or spoken
8 material, that supports or opposes a candidate or measure.

9 ~~(u)~~(y) "Person" shall mean any individual, partnership, corporation, association, firm,
10 committee, club or other organization or group of persons, however organized.

11 ~~(v)~~(z) "Qualified campaign expenditure" for candidates shall mean all of the following:

12 (1) Any expenditure made by a candidate, or by a committee controlled by the
13 candidate, for the purpose of influencing or attempting to influence the actions of the voters for
14 the election of the candidate to City elective office.

15 (2) A nonmonetary contribution provided to the candidate, officeholder or committee
16 controlled by the candidate.

17 (3) The total cost actually paid or incurred by the candidate or controlled committee of
18 the candidate for a slate mailing or other campaign literature produced or authorized by more
19 than one candidate.

20 (4) Expenses incurred, but for which payment has not yet been made.

21 (5) Expenses associated with complying with applicable laws, including but not limited
22 to the California Political Reform Act, California Government Code Section 81000, et seq.,
23 and the provisions of this Chapter.

24 (6) "Qualified campaign expenditure" shall not include filing fees, expenses incurred in
25 connection with an administrative or judicial proceeding, payments for administrative, civil or

1 criminal fines, including late filing fees, costs incurred after the election that do not directly
2 affect the outcome of the election, including but not limited to utility bills, expenses associated
3 with an audit, and expenses related to preparing post-election campaign finance disclosure
4 reports as required by the California Political Reform Act, California Government Code
5 Section 81000, et seq., and the provisions of this Chapter, or for inaugural activities or
6 officeholder expenses.

7 ~~(w)~~(aa) "Qualifying contribution" shall mean a contribution of not less than \$10 and not
8 more than \$100 that is made by an individual who is a resident of San Francisco and that
9 complies with all requirements of this Chapter. Qualifying contributions shall not include loans,
10 contributions received more than 18 months before the date of the election or contributions
11 made by the candidate or the candidate's spouse, registered domestic partner or dependent
12 child. Qualifying contributions under \$100 that are not made by written instrument must be
13 accompanied by written documentation sufficient to establish the contributor's name and
14 address. The Ethics Commission shall set forth, by regulation, the types of documents
15 sufficient to establish a contributor's name and address for the purpose of this subsection.

16 ~~(x) "Recorded telephone message" shall mean a recorded audio message that expressly~~
17 ~~supports or opposes a candidate for City elective office that is distributed by telephone.~~

18 ~~(y)~~(bb) "Surplus funds" shall mean funds remaining in a candidate's campaign account
19 at the time the candidate leaves City elective office, or at the end of the post-election reporting
20 period following the defeat of the candidate for City elective office, whichever occurs last, and
21 funds remaining in the campaign account of a committee primarily formed to support or
22 oppose a measure at the end of the post-election reporting period following the election at
23 which the measure appeared on the ballot.

24 ~~(z)~~(cc) "Total Opposition Spending" shall mean the sum of any expenditures made or
25 expenses incurred by any person or persons for the purpose of making independent

1 expenditures, ~~electioneering communications or~~ member communications or other
2 communications in opposition to a ~~specific~~ clearly identified candidate for Mayor or the Board of
3 Supervisors.

4 ~~(aa)~~(dd) "Total Supportive Funds" shall mean the sum of all contributions and public
5 funds received by a candidate committee supporting a candidate for Mayor or the Board of
6 Supervisors, other than any funds in the candidate's Campaign Contingency Account
7 exceeding the candidate committee's Trust Account Limit, plus the expenditures made or
8 expenses incurred by any person or persons for the purpose of making independent
9 expenditures, ~~electioneering communications or~~ member communications or other
10 communications that clearly identify and ~~in support of~~ that same candidate.

11 ~~(bb)~~(ee) "Trust Account Limit" shall mean the amount of funds in the Campaign
12 Contribution Trust Account of a candidate committee supporting a candidate for Mayor or the
13 Board of Supervisors whom the Ethics Commission has certified as eligible to receive public
14 funds under this Chapter such that the expenditure of this amount would cause the candidate
15 to reach, but not exceed, the candidate's Individual Expenditure Ceiling. The Trust Account
16 Limit shall be reduced as the candidate spends money and shall be increased when his or her
17 Individual Expenditure Ceiling increases.

18 ~~(cc)~~(ff) "Unexpended public funds" shall mean all funds remaining in the candidate
19 committee's account on the 30th day after the candidate controlling the committee is either
20 elected or not elected to office, regardless of the source of the funds, but shall not exceed the
21 amount of public funds provided to the candidate. Funds raised after this date are not
22 unexpended funds.

23 ~~(dd)~~(gg) "Voter" shall mean an individual registered to vote in San Francisco.

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1 ~~(ee)~~(hh) "Withdrawal" or "withdraw" shall mean, prior to an election, ending one's
2 candidacy or failing to qualify for an office for which a candidate has solicited or accepted
3 contributions.

4 ~~(ff)~~(ii) "Written instrument" shall mean a check, credit card receipt, or record of
5 electronic transfer of funds.

6
7 SEC. 1.114. - CONTRIBUTION LIMITS.

8 (a) LIMITS ON CONTRIBUTIONS TO CANDIDATES.

9 ~~(1) Per Candidate Limit.~~ No person other than a candidate shall make, and no campaign
10 treasurer for a candidate committee shall solicit or accept, any contribution which will cause
11 the total amount contributed by such person to such candidate committee in an election to
12 exceed \$500.

13 ~~(2) Overall Limit. No person shall make any contribution which will cause the total amount~~
14 ~~contributed by such person to all candidate committees in an election to exceed \$500 multiplied by the~~
15 ~~number of City elective offices to be voted on at that election.~~

16 (b) LIMITS ON CONTRIBUTIONS FROM CORPORATIONS. No corporation organized
17 pursuant to the laws of the State of California, the United States, or any other state, territory,
18 or foreign country, whether for profit or not, shall make a contribution to a candidate
19 committee, provided that nothing in this subsection shall prohibit such a corporation from
20 establishing, administering, and soliciting contributions to a separate segregated fund to be
21 utilized for political purposes by the corporation, provided that the separate segregated fund
22 complies with the requirements of Federal law including Sections 432(e) and 441b of Title 2 of
23 the United States Code and any subsequent amendments to those Sections.

24 (c) LIMITS ON CONTRIBUTIONS TO COMMITTEES.
25

1 (1) Per Committee Limit. No person shall make, and no committee treasurer shall
2 solicit or accept, any contribution which will cause the total amount contributed by such
3 person to the committee to exceed \$500 per calendar year.

4 (2) Overall Limit. No person shall make, and no committee treasurer shall solicit or
5 accept, any contribution which will cause the total amount contributed by such person to all
6 committees to exceed \$3,000 per calendar year.

7 (3) Definitions. For purposes of this Subsection, "committee" shall mean any committee
8 making expenditures to support or oppose a candidate, but shall not include candidate
9 committees.

10 (d) AGGREGATION OF AFFILIATED ENTITY CONTRIBUTIONS.

11 (1) General Rule. For purposes of the contribution limits imposed by this Section and
12 Section 1.120 the contributions of an entity whose contributions are directed and controlled by
13 any individual shall be aggregated with contributions made by that individual and any other
14 entity whose contributions are directed and controlled by the same individual.

15 (2) Multiple Entity Contributions Controlled by the Same Persons. If two or more
16 entities make contributions that are directed and controlled by a majority of the same persons,
17 the contributions of those entities shall be aggregated.

18 (3) Majority-Owned Entities. Contributions made by entities that are majority-owned by
19 any person shall be aggregated with the contributions of the majority owner and all other
20 entities majority-owned by that person, unless those entities act independently in their
21 decisions to make contributions.

22 (4) Definition. For purposes of this Section, the term "entity" means any person other
23 than an individual and "majority-owned" means a direct or indirect ownership of more than 50
24 percent.

1 (e) CONTRIBUTOR INFORMATION REQUIRED. If the cumulative amount of
2 contributions received from a contributor is \$100 or more, the committee shall not deposit any
3 contribution that causes the total amount contributed by a person to equal or exceed \$100
4 unless the committee has the following information: the contributor's full name; the
5 contributor's street address; the contributor's occupation; and the name of the contributor's
6 employer or, if the contributor is self-employed, the name of the contributor's business. A
7 committee will be deemed not to have had the required contributor information at the time the
8 contribution was deposited if the required contributor information is not reported on the first
9 campaign statement on which the contribution is required to be reported.

10 (f) FORFEITURE OF UNLAWFUL CONTRIBUTIONS. In addition to any other penalty,
11 each committee that receives a contribution which exceeds the limits imposed by this Section
12 or which does not comply with the requirements of this Section shall pay promptly the amount
13 received or deposited in excess of the amount permitted by this Section to the City and
14 County of San Francisco and deliver the payment to the Ethics Commission for deposit in the
15 General Fund of the City and County; provided that the Ethics Commission may provide for
16 the waiver or reduction of the forfeiture.

17 ~~(g) RECEIPT OF CONTRIBUTIONS. A contribution to a candidate committee or committee~~
18 ~~making expenditures to support or oppose a candidate shall not be considered received if it is not~~
19 ~~cashied, negotiated, or deposited and in addition it is returned to the donor before the closing date of~~
20 ~~the campaign statement on which the contribution would otherwise be reported, except that a~~
21 ~~contribution to a candidate committee or committee making expenditures to support or oppose a~~
22 ~~candidate made before an election at which the candidate is to be voted on but after the closing date of~~
23 ~~the last campaign statement required to be filed before the election shall not be considered to be~~
24 ~~deemed received if it is not cashied, negotiated or deposited and is returned to the contributor within 48~~
25 ~~hours of receipt. For all committees not addressed by this Section, the determination of when~~

1 ~~contributions are considered to be received shall be made in accordance with the California Political~~
2 ~~Reform Act, California Government Code Section 81000, et seq.~~

3
4 SEC. 1.122. - SOLICITATION OR ACCEPTANCE OF CAMPAIGN
5 CONTRIBUTIONS— LIMITATIONS.

6 (a) DECLARATION OF INTENT REQUIRED. No candidate or candidate committee
7 shall solicit or accept, or cause to be solicited or accepted, any contribution unless and until
8 the candidate has filed a declaration of intention to become a candidate for a specific City
9 elective office with the Department of Elections on a form prescribed by the Director of
10 Elections.

11 No person shall file a declaration of intention to become a candidate for more than one
12 City elective office.

13 (b) USE OF CAMPAIGN FUNDS.

14 (1) GENERAL. Except as otherwise provided in this Chapter, funds in a candidate
15 committee's campaign account may be used only on behalf of the candidacy for the office
16 specified in the candidate's declaration of intention filed under Subsection (a) or for expenses
17 associated with holding that office, provided that such expenditures are reasonably related to
18 a legislative, governmental, or political purpose. ~~Contributions~~ Except as provided in Subsection
19 (2), contributions solicited or accepted under this Section for one candidate shall not be
20 expended for the candidacy of any other candidate for local, state or federal office, in support
21 of or opposition to any measure or in support of or opposition to any state ballot proposition,
22 or for donations to a charitable organization. ~~Nothing in this section shall prohibit a candidate~~
23 ~~committee for a candidate in a ranked choice election from expending funds to support the ranking of~~
24 ~~another candidate if the primary purpose of the expenditure is to further the candidate's own campaign.~~

1 (2) EXCEPTIONS. A candidate committee may expend funds in its campaign account for the
2 following purposes if the primary purpose of the expenditure is to advance the candidacy for the office
3 specified in the candidate's declaration of intention:

- 4 (A) Supporting the subsidiary ranking of an opposing candidate in a ranked choice election;
- 5 (B) Paying for the attendance of the candidate at a fundraiser for a charitable organization; or
- 6 (C) Paying no more than \$400 for the candidate to submit a ballot argument in the Voter
7 Information Pamphlet pursuant to Article V of the Municipal Elections Code.

8 ~~(2)~~(3) WITHDRAWAL FROM CANDIDACY. If a candidate has withdrawn his or her
9 candidacy, campaign funds held by that candidate's committee's Campaign Contribution Trust
10 Account shall be:

- 11 (A) returned on a "last in, first out" basis to those persons who have made said
12 contributions;
- 13 (B) donated to the City and County of San Francisco;
- 14 (C) donated to a charitable organization;
- 15 (D) used to pay outstanding campaign debts or accrued expenses;
- 16 (E) used to pay expenses associated with terminating the committee, such as
17 bookkeeping, legal fees, preparation of campaign statements, and audits; or
- 18 (F) used for other permissible purposes established by the Ethics Commission by
19 regulation.

20 ~~(3)~~(4) SURPLUS FUNDS. Surplus funds held by a candidate or committee shall be:

- 21 (A) returned on a "last in, first out" basis to those persons who have made said
22 contributions;
- 23 (B) donated to a charitable organization;
- 24 (C) donated to the City and County of San Francisco;
- 25 (D) used to pay outstanding campaign debts or accrued expenses;

1 (E) used to pay expenses associated with terminating the committee, such as
2 bookkeeping, legal fees, preparation of campaign statements, and audits; or

3 (F) used for other permissible purposes established by the Ethics Commission by
4 regulation.

5 (c) TRANSFER OF FUNDS. Subject to the restrictions set forth in Subsection (b), at
6 any time, before funds held in a candidate committee's Campaign Contribution Trust Account
7 become surplus, the funds may be transferred to any legally constituted committee established
8 by the candidate under the California Political Reform Act, California Government Code
9 section 81000 et seq. Contributions transferred under this subsection shall be attributed to
10 specific contributors using a "first in, first out" or "last in, first out" accounting method.
11

12 SEC. 1.128. - ACCEPTANCE OR REJECTION OF VOLUNTARY EXPENDITURE
13 CEILINGS.

14 (a) Candidates for Assessor, City Attorney, District Attorney, Public Defender, Sheriff,
15 Treasurer, the Board of Education of the San Francisco Unified School District or the
16 Governing Board of the San Francisco Community College District may accept the applicable
17 voluntary expenditure ceiling. Candidates for the Board of Supervisors or Mayor may not
18 accept a voluntary expenditure ceiling.

19 (b) To accept the applicable voluntary expenditure ceiling, a candidate must file a
20 statement with the Ethics Commission accepting the applicable voluntary expenditure ceiling.
21 The candidate shall file this statement no later than the deadline for filing nomination papers
22 with the Department of Elections. A candidate may not withdraw the statement accepting the
23 voluntary expenditure ceiling after filing the statement. A candidate may not file the statement
24 accepting the applicable voluntary expenditure ceiling if the Ethics Commission has lifted the
25 voluntary expenditure ceiling under Section 1.134 of this Chapter.

1 (c) Within two business days of receiving a filed statement that at least one candidate has
2 accepted the voluntary expenditure ceiling, the Ethics Commission shall post a notice on its website
3 and send written notice by email to all other candidates running for the same City elective office and to
4 any other person who has requested such notice. Thereafter, the ~~The~~ Ethics Commission shall
5 maintain, on its website, a list of the candidates who have accepted the voluntary expenditure
6 ceiling in the race. If the Ethics Commission has lifted a voluntary expenditure ceiling for a
7 particular race under Section 1.134 of this Chapter, the Ethics Commission shall instead
8 maintain a list of the candidates who have accepted, but are no longer subject to the voluntary
9 expenditure ceiling in that race.

10 (d) A candidate who has accepted the applicable voluntary expenditure ceiling and
11 makes qualified campaign expenditures in excess of the voluntary expenditure ceiling, at a
12 time when the Ethics Commission has not lifted the applicable voluntary expenditure ceiling, is
13 subject to the penalties in Section 1.170 for violation of this Chapter.

14
15 SEC. 1.134. - LIFTING OF VOLUNTARY EXPENDITURE CEILINGS;
16 SUPPLEMENTAL REPORTING IN ELECTIONS FOR ASSESSOR, PUBLIC DEFENDER,
17 CITY ATTORNEY, DISTRICT ATTORNEY, TREASURER, SHERIFF, THE BOARD OF
18 EDUCATION OF THE SAN FRANCISCO UNIFIED SCHOOL DISTRICT, OR THE
19 GOVERNING BOARD OF THE SAN FRANCISCO COMMUNITY COLLEGE DISTRICT.

20 This Section shall apply only if at least one candidate for the City elective office has
21 accepted the applicable voluntary expenditure ceiling, and the Ethics Commission has not
22 lifted that voluntary expenditure ceiling. This Section applies only to candidates for Assessor,
23 Public Defender, City Attorney, District Attorney, Treasurer, Sheriff, the Board of Education of
24 the San Francisco Unified School District, or the Governing Board of the San Francisco
25 Community College District.

1 (a) The voluntary expenditure ceiling shall no longer be binding on a candidate:

2 (1) if a candidate seeking election to the same City elective office, who has declined to
3 accept the voluntary expenditure ceiling, receives contributions or makes qualified campaign
4 expenditures in excess of 100 percent of the applicable voluntary expenditure ceiling,

5 (2) If a person or persons make expenditures or payments, or incur expenses for the
6 purpose of making independent expenditures, ~~electioneering communications or~~ member
7 communications or other communications that total more than 100 percent of the applicable
8 voluntary expenditure ceiling, and those expenditures or communications clearly identify a
9 candidate seeking election to the same City elective office, or

10 (3) if a candidate seeking election to the same City elective office, who has accepted
11 the voluntary expenditure ceiling, makes qualified campaign expenditures in excess of 100
12 percent of the voluntary expenditure ceiling.

13 (b) Any candidate committee that receives contributions, makes qualified campaign
14 expenditures, incurs expenses or has funds in its Campaign Contribution Trust Account that
15 total more than 100 percent of the applicable voluntary expenditure ceiling shall, within 24
16 hours of exceeding 100 percent of the applicable voluntary expenditure ceiling, file a
17 statement with the Ethics Commission, on forms to be provided by the Ethics Commission,
18 stating that fact and any additional information required by the Ethics Commission.

19 ~~(c) Any person other than a candidate committee who makes expenditures or payments, or~~
20 ~~incurs expenses for the purpose of distributing independent expenditures, electioneering~~
21 ~~communications or member communications that clearly identify any candidate in an amount that in~~
22 ~~the aggregate equals or exceeds \$5,000 per candidate shall, within 24 hours of reaching or exceeding~~
23 ~~this threshold, file a statement with the Ethics Commission. The statement shall include a legible copy~~
24 ~~of the communication if it is conveyed in writing or an electronic recording if it is conveyed via audio~~
25

1 ~~or video, disclose the cost of each communication, and provide any additional information required by~~
2 ~~the Ethics Commission.~~

3 ~~Thereafter, until the Ethics Commission lifts the applicable voluntary expenditure ceiling, any~~
4 ~~such person shall file a supplemental statement with the Ethics Commission each time the person makes~~
5 ~~expenditures for the purpose of distributing independent expenditures, electioneering communications~~
6 ~~or member communications that clearly identify any candidate in an amount that in the aggregate~~
7 ~~equals or exceeds an additional \$5,000 per candidate. The supplemental statements shall be filed~~
8 ~~within 24 hours of reaching or exceeding this threshold, and shall include a legible copy of the~~
9 ~~communication if it is conveyed in writing or an electronic recording if it is conveyed via audio or~~
10 ~~video, disclose the cost of each communication, and provide any additional information required by the~~
11 ~~Ethics Commission.~~

12 (c~~d~~) Within one business day after receiving a notice indicating that the thresholds in
13 subsection (a) have been met, the Ethics Commission shall post a notice on its website and send
14 written notice by email to all other candidates running for the same City elective office and to any other
15 person who has requested such notice.~~inform every candidate in the same race that the expenditure~~
16 ~~ceiling has been lifted.~~

17
18 SEC. 1.140. - ELIGIBILITY TO RECEIVE PUBLIC FINANCING.

19 (a) REQUIREMENTS FOR ALL CANDIDATES. To be eligible to receive public
20 financing of campaign expenses under this Chapter, a candidate must:

21 ~~(1) Have filed a statement indicating that he or she intends to participate in the public financing~~
22 ~~program under Section 1.142 of this Chapter.~~

23 ~~(1~~2~~) Agree to the following conditions:~~

24 (A) The candidate bears the burden of providing that each contribution the candidate
25 relies upon to establish eligibility is a qualifying contribution;

1 (B) The candidate bears the burden of proving that expenditures made with public
2 funds provided under this Chapter comply with Section 1.148 of this Chapter;

3 (C) The candidate will not make any payments to a contractor or vendor in return for
4 the contractor or vendor making a campaign contribution to the candidate or make more than
5 a total of 50 payments, other than the return of a contribution, to contractors or vendor that
6 have made contributions to the candidate;

7 (D) Notwithstanding Sections 1.114 and 1.116, the candidate shall not loan or donate,
8 in total, more than \$5,000 of his or her own money to the campaign;

9 (E) The candidate shall not accept any loans to his or her campaign with the exception
10 of a candidate's loan to his or her own campaign as permitted by this Section; and

11 (F) The candidate shall agree to participate in at least three debates with the
12 candidate's opponents.

13 (~~23~~) Have paid any outstanding late fines or penalties, owed to the City by the
14 candidate or any of the candidate's previous campaign committees, which were imposed for
15 violations of this Code or the campaign finance provisions of the California Political Reform
16 Act (Government Code Sections 84100 - 85704), provided that the Ethics Commission had
17 notified the candidate of such fines or penalties by the time of certification.

18 (~~34~~) Have filed any outstanding forms, owed to the City by the candidate or any of the
19 candidate's previous campaign committees, which were required to be filed pursuant to this
20 Code or the campaign finance provisions of the Political Reform Act (Government Code
21 Sections 84100—85704), provided that the Ethics Commission had notified the candidate of
22 such outstanding forms by the time of certification.

23 (~~45~~) Have no finding by a court or by the Ethics Commission after a hearing on the
24 merits, within the prior five years, that the candidate knowingly, willfully, or intentionally
25 violated any Section of this Code or the campaign finance provisions of this California Political

1 Reform Act (Government Code Sections 84100 - 85704). For purposes of this Section, a plea
2 of nolo contendere constitutes a finding by a court of a willful violation.

3 (b) ADDITIONAL REQUIREMENTS FOR CANDIDATES FOR THE BOARD OF
4 SUPERVISORS. To be eligible to receive public financing of campaign expenses under this
5 Chapter, a candidate for the Board of Supervisors must:

6 (1) Be seeking election to the Board of Supervisors and be eligible to hold the office
7 sought;

8 (2) Have a candidate committee that has received at least \$5,000 in qualifying
9 contributions from at least 75 contributors before the 70th day before the election;

10 (3) Be opposed by another candidate ~~who has either established eligibility to receive public~~
11 ~~financing, or~~ whose candidate committee has received contributions or made expenditures
12 which in the aggregate equal or exceed \$5,000; and

13 (4) Agree that his or her candidate committee will not make qualified campaign
14 expenditures that total more than the candidate's Individual Expenditure Ceiling of \$143,000,
15 or as adjusted under Section 1.143 of this Chapter.

16 (c) ADDITIONAL REQUIREMENTS FOR CANDIDATES FOR MAYOR. To be eligible
17 to receive public financing of campaign expenses under this Chapter, a candidate for Mayor
18 must:

19 (1) Be seeking election to the office of Mayor and be eligible to hold the office sought;

20 (2) Have a candidate committee that has received at least \$25,000 in qualifying
21 contributions from at least 250 contributors by the 70th day before the election.

22 (3) Be opposed by another candidate ~~who has either established eligibility to receive public~~
23 ~~financing, or~~ whose candidate committee has received contributions or made expenditures that
24 in the aggregate equal or exceed \$50,000; and
25

1 (4) Agree that his or her candidate committee will not make qualified campaign
2 expenditures that total more than the candidate's Individual Expenditure Ceiling of
3 \$1,475,000, or as adjusted under Section 1.143 of this Chapter.

4 (d) ADJUSTMENT OF EXPENDITURE LIMITS AND THRESHOLDS. The Ethics
5 Commission is authorized to adjust:

6 (1) The figures in Subsections (b)(4) and (c)(4) to reflect changes in the California
7 Consumer Price Index, provided that such adjustments shall be rounded off to the nearest
8 \$1,000 for candidates for the Board of Supervisors and the nearest \$5,000 for candidates for
9 Mayor;

10 (2) The figure in Subsection (a)(2)(D) of this Section to reflect changes in the California
11 Consumer Price Index, provided that such adjustments shall be rounded off to the nearest
12 \$1,000;

13 (3) The figures in Subsections (b)(2) and (b)(3) of this Section to reflect changes in the
14 California Consumer Price Index, provided that such adjustments shall be rounded off to the
15 nearest \$500;

16 (4) The figures in Subsections (c)(2) and (c)(3) of this Section to reflect changes in the
17 California Consumer Price Index, provided that such adjustments shall be rounded off to the
18 nearest \$5,000; and

19 (5) The maximum amount of a contribution that constitutes a qualifying contribution
20 pursuant to Section 1.104 to reflect changes in the California Consumer Price Index, provided
21 that such adjustments shall be rounded off to the nearest \$10.

22
23 SEC. 1.142. - PROCESS FOR ESTABLISHING ELIGIBILITY; CERTIFICATION BY
24 THE ETHICS COMMISSION.
25

1 ~~(a) STATEMENT OF PARTICIPATION OR NON PARTICIPATION. Each candidate for the~~
2 ~~Board of Supervisors or Mayor must sign and file a Statement of Participation or Non Participation in~~
3 ~~the public financing program. The statement must be filed by the candidate with the Ethics Commission~~
4 ~~no later than the deadline for filing nomination papers. On the statement, each candidate shall indicate~~
5 ~~whether he or she intends to participate in the public financing program. A statement of participation~~
6 ~~or non participation may not be amended after the deadline for filing nomination papers.~~

7 (ab) DECLARATION BY CANDIDATE. To become eligible to receive public financing of
8 campaign expenses under this Chapter, a candidate shall declare, under penalty of perjury,
9 that the candidate satisfies the requirements specified in Section 1.140. Candidates shall be
10 permitted to submit the declaration and any supporting material required by the Ethics
11 Commission to the Ethics Commission no earlier than nine months before the date of the
12 election, but no later than the 70th day before the election. Once the declaration and
13 supporting material are submitted, they may not be amended. The declaration and supporting
14 material may be withdrawn and refiled, provided that the refileing is made no later than the 70th
15 day before the election.

16 If any deadline imposed by this Subsection falls on a Saturday, Sunday, or legal
17 holiday, the deadline shall be the next business day.

18 (be) DETERMINATION OF ELIGIBILITY. The Executive Director of the Ethics
19 Commission shall review the candidate's declaration and supporting material to determine
20 whether the candidate is eligible to receive public funds under this Chapter. The Executive
21 Director may audit the candidate's records, interview contributors and take whatever steps the
22 Executive Director deems necessary to determine eligibility. At the request of the Executive
23 Director, the Controller shall assist in this review process.

24 (cd) DETERMINATION OF OPPOSITION. To determine whether a candidate ~~for the~~
25 ~~Board of Supervisors~~ is opposed as required under Section 1.140(b)(3) or of this Chapter or a

1 ~~candidate for Mayor is opposed as required under Section 1.140~~(c)(3) of this Chapter, the Executive
2 Director shall review the material filed pursuant to Section 1.152(a)(1) and (b)(1) of this
3 Chapter, and may review any other material.

4 (de) CERTIFICATION. If the Executive Director determines that a candidate for Mayor
5 or the Board of Supervisors has satisfied the requirements of Section 1.140, the Executive
6 Director shall notify the candidate and certify to the Controller that the candidate is eligible to
7 receive public financing under this Chapter. The Executive Director shall not certify that a
8 candidate is eligible to receive public financing if the candidate's declaration or supporting
9 material is incomplete or otherwise inadequate to establish eligibility. The Executive Director
10 shall determine whether to certify a candidate no later than 30 days after the date the
11 candidate submits his or her declaration and supporting material, provided that the Executive
12 Director shall make all determinations regarding whether to certify a candidate no later than
13 the 55th day before the election.

14 (ef) RESUBMISSION. If the Executive Director declines to certify that a candidate is
15 eligible to receive public financing under this Chapter, the Executive Director shall notify the
16 candidate. Notwithstanding Section 1.142(b) of this Chapter, the candidate may, within five
17 business days of the date of notification, resubmit the declaration and supporting material. If
18 the candidate does not timely resubmit, the Executive Director's determination is final.

19 If, after viewing resubmitted material, the Executive Director declines to certify that a
20 candidate is eligible to receive public financing under this Chapter, the Executive Director
21 shall notify the candidate of this fact. Additional resubmissions may be permitted in the
22 Executive Director's discretion. If the candidate fails to resubmit in the time specified by the
23 Executive Director, or if no further resubmissions are permitted, the Executive Director's
24 determination is final.

1 (~~f~~) APPEAL TO THE ETHICS COMMISSION. If the Executive Director declines to
2 certify that a candidate is eligible to receive public financing under this Chapter, the candidate
3 may appeal the Executive Director's final determination to the Ethics Commission. The
4 candidate must deliver the written appeal to the Ethics Commission within five days of the
5 date of notification of the Executive Director's determination.

6 (g) NOTICE. Within two business days of certifying that at least one candidate in a contest is
7 eligible to receive public financing under this Chapter, the Ethics Commission shall post a notice on its
8 website and send written notice by email to all other candidates running for the same City elective
9 office and to any other person who has requested such notice.

10
11 SEC. 1.143. - ADJUSTING INDIVIDUAL EXPENDITURE CEILINGS.

12 This Section shall apply only if the Ethics Commission has certified that at least one
13 candidate for Mayor or the Board of Supervisors is eligible to receive public funds under this
14 Chapter.

15 (a) The Executive Director shall adjust the Individual Expenditure Ceiling of a candidate
16 for Mayor to an amount equal to the sum of the Total Opposition Spending against that
17 candidate and the highest level of the Total Supportive Funds of any other candidate for
18 Mayor if such amount is greater than \$1,475,000, provided that the Executive Director may
19 adjust a candidate's Individual Expenditure Ceilings only in increments of \$100,000.

20 (b) The Executive Director shall adjust the Individual Expenditure Ceiling of a candidate
21 for the Board of Supervisors to an amount equal to the sum of the Total Opposition Spending
22 against that candidate and the highest level of the Total Supportive Funds of any other
23 candidate for the same office on the Board of Supervisors if such amount is greater than
24 \$143,000, provided the Executive Director may adjust a candidate's Individual Expenditure
25 Ceiling only in increments of \$10,000.

1 (c) No later than the second business day after a statement is filed pursuant to Section
2 ~~1.152(a)(3) or (b)(3)~~ 1.160 of this Chapter *pertaining to a race for Mayor or Board of Supervisors*,
3 the Executive Director shall determine whether the communication supports or opposes one
4 or more candidates.

5 Factors the Executive Director shall use to determine whether the communication
6 supports or opposes one or more candidates include the following:

7 (1) whether the communication clearly identifies one or more candidates;

8 (2) the timing of the communication;

9 (3) the voters targeted by the communication;

10 (4) whether the communication identifies any candidate's position on a public policy
11 issue and urges the reader or viewer to take action, including calling the candidate to support
12 or oppose the candidate's position;

13 (5) whether the position of one or more candidates on a public policy issue has been
14 raised as distinguishing these candidates from others in the campaign, either in the
15 communication itself or in other public communications;

16 (6) whether the communication is part of an ongoing series of substantially similar
17 advocacy communications by the organization on the same issue; and

18 (7) any other factors the Executive Director deems relevant.

19 (d) Within one business day of the date that the Executive Director makes a
20 determination under Subsection (c), either the candidate(s) identified in the communication or
21 any candidate seeking the same City elective office as the candidate identified in the
22 communication may object to the Executive Director's determination. The Executive Director
23 shall respond to any objection within one business day of receiving the objection.

24 (e) Within one business day of the Executive Director's response, either the
25 candidate(s) identified in the communication or any candidate seeking the same City elective

1 office as the candidate identified in the communication may submit to the Executive Director a
2 request that the Ethics Commission review the Executive Director's determination. Within one
3 business day of receiving the request, the Executive Director shall notify each Commissioner
4 of the candidate's request.

5 If within one business day of the Executive Director's notice, two or more members of
6 the Commission inform the Executive Director that they would like to review the determination,
7 the Executive Director shall schedule a meeting of the Commission on a date that occurs
8 within one week of the Commissioners' requests. If three members of the Commission vote to
9 overrule the Executive Director's determination, the Commission shall make a final
10 determination based on the factors set forth above.

11 (f) If no candidate objects to the Executive Director's determination, if no candidate
12 requests review by the Commission of the Executive Director's determination, if a request is
13 made and two or more members of the Commission do not request to review the
14 determination, or *if* within one week of two members of the Commission requesting to review
15 the Executive Director's determination, at least three members of the Commission do not vote
16 to overrule the Executive Director's determination, *then* the Executive Director's determination
17 shall become final.

18 The Executive Director shall determine whether to adjust the Individual Expenditure
19 Ceilings of each candidate for Mayor or the Board of Supervisors pursuant to either
20 Subsection (a) or (b) of this Section within one business day of a final determination.

21
22 SEC. 1.148. - RESTRICTIONS ON USE OF PUBLIC FUNDS; UNEXPENDED PUBLIC
23 FUNDS.

24 (a) USE FOR QUALIFIED CAMPAIGN EXPENDITURES ONLY. Candidates who
25 receive public financing may use the public funds solely to pay for qualified campaign

1 expenditures and to repay loans used to pay for qualified campaign expenditures except that
2 public funds may be used to pay filing fees and costs incurred after the election that do not
3 directly affect the outcome of the election, including but not limited to utility bills, expenses
4 associated with an audit, and expenses related to preparing post-election campaign finance
5 disclosure reports as required by the California Political Reform Act, Government Code
6 Section 81000, et seq., and the provisions of this Chapter. Candidates may not use public
7 funds to pay for expenses incurred in connection with an administrative or judicial proceeding.
8 Candidates may not use public funds to pay administrative, civil or criminal fines, including
9 late filing fines, or to pay for inaugural activities or officeholder expenses. Candidates may not
10 use public funds to pay post-election bonuses to campaign employees, or for election victory
11 celebrations or similar post-election campaign events, or for officeholder expenses incurred in
12 connection with the office to which the candidate holds after the election.

13 (b) WITHDRAWAL OR FAILURE TO QUALIFY. Any candidate who receives public
14 financing but who withdraws or fails to qualify to have his or her name printed on the ballot in
15 the election for which the public funds were provided shall repay the Election Campaign Fund
16 the full sum received from the Fund.

17 (c) UNEXPENDED PUBLIC FUNDS. Any candidate who receives public financing and
18 whose committee has unexpended public funds shall pay to the City and County of San
19 Francisco and deliver to the Ethics Commission those funds for deposit in the Election
20 Campaign Fund no later than 30 days after the Ethics Commission completes its audit of the
21 candidate's committee. Unexpended funds may be used to pay for expenses associated with
22 an audit such as bank fees, treasurer fees and storage fees until the Ethics Commission
23 completes its audit of the candidate's committee.

24

25 SEC. 1.150. AUDIT; REPAYMENT.

1 (a) AUDIT. The Ethics Commission shall audit all candidate committees whose
2 candidates have received public financing under this Chapter. Audits of candidate committees
3 conducted under this Subsection shall begin within 60 days after the date the candidate
4 committees' first post-election campaign disclosure report is required to be filed pursuant to
5 Section 1.106 of this Chapter. In his or her discretion, the Executive Director may initiate
6 additional targeted or randomly selected audits of any committee, irrespective of whether the
7 committee received any public funds. At the request of the Executive Director, the Controller
8 shall assist in conducting these audits.

9 (b) REPAYMENT.

10 (1) If the Ethics Commission determines that any portion of the payments made to a
11 candidate from the Election Campaign Fund exceeded the aggregate amount of payments to
12 which the candidate was entitled under this Chapter, the Commission shall notify the
13 Controller and the candidate. In addition to any other penalties, the candidate shall pay to the
14 City and County of San Francisco, and deliver to the Ethics Commission an amount equal to
15 the amount of the excess payments, and if the Commission determines that any amount of
16 any payment made to a candidate from the Election Campaign Fund was used for something
17 other than ~~qualified campaign expenditures~~ the uses permitted under Section 1.148 of this Chapter, the
18 candidate shall pay to the Ethics Commission an amount equal to the improper expenditure.

19 (2) Any candidate who receives public funds under this Chapter and exceeds his or
20 her Individual Expenditure Ceiling by ten percent or more shall, in addition to any other
21 penalties, pay to the Ethics Commission an amount equal to the amount of public funds the
22 candidate received under this Chapter.

23 (3) All payments delivered to the Ethics Commission under this Section shall be
24 deposited in the Election Campaign Fund.

1 SEC. 1.152. - SUPPLEMENTAL REPORTING IN ELECTIONS FOR BOARD OF
2 SUPERVISORS AND MAYOR.

3 (a) ELECTIONS FOR THE BOARD OF SUPERVISORS.

4 (1) In addition to the campaign disclosure requirements imposed by the California
5 Political Reform Act and other provisions of this Chapter, each candidate committee
6 supporting a candidate for the Board of Supervisors shall file a statement with the Ethics
7 Commission indicating when the committee has received funds, including contributions and
8 public funds, ~~contributions to be deposited into its Campaign Contribution Trust Account~~ or made
9 expenditures, including in-kind contributions and expenses incurred but for which payment has not
10 yet been made, that equal or exceed \$5,000 within 24 hours of reaching or exceeding that
11 amount.

12 (2) In addition to the supplemental report in Subsection (a)(1) of this Section, each
13 candidate committee supporting a candidate for the Board of Supervisors shall file a
14 statement with the Ethics Commission disclosing when the committee has received funds,
15 including contributions and public funds, ~~contributions to be deposited into its Campaign Contribution~~
16 ~~Trust Account~~ or made expenditures, including in-kind contributions and expenses incurred but for
17 which payment has not yet been made, that in the aggregate equal or exceed \$100,000. The
18 candidate committee shall file this report within 24 hours of reaching or exceeding the
19 threshold. Thereafter, the candidate committee shall file an additional supplemental report
20 within 24 hours of every time the candidate committee receives additional funds, including
21 contributions and public funds, ~~contributions to be deposited into its Campaign Contribution Trust~~
22 ~~Account~~ or makes additional expenditures, including in-kind contributions and expenses incurred
23 but for which payment has not yet been made, that in the aggregate equal or exceed \$10,000.
24 Contributions held in the candidate committee's Campaign Contingency Account shall not be included
25 in calculating the thresholds under this Subsection.

1 ~~(3) Any person other than a candidate committee who makes expenditures for the purpose of~~
2 ~~distributing independent expenditures, electioneering communications, or member communications~~
3 ~~that clearly identify any candidate for the Board of Supervisors, and the amount of those expenditures~~
4 ~~in the aggregate equals or exceeds \$5,000 per candidate, shall, within 24 hours of reaching or~~
5 ~~exceeding this threshold, file a statement with the Ethics Commission. Such statement shall include a~~
6 ~~legible copy of the communication if it is conveyed in writing or an electronic recording if it is~~
7 ~~conveyed via audio or video, disclose the cost of each communication, and provide any additional~~
8 ~~information required by the Ethics Commission. Every person who is required to file a statement with~~
9 ~~the Ethics Commission pursuant to this Subsection shall indicate on the statement which candidate or~~
10 ~~candidates for the Board of Supervisors the independent expenditures, electioneering communications,~~
11 ~~or member communications disclosed on the statement support or oppose, or whether they are neutral.~~
12 ~~For the purposes of this Subsection, the costs of a communication that supports or opposes more than~~
13 ~~one candidate or ballot measure shall be apportioned among each candidate and measure in the~~
14 ~~communication.~~

15 ~~Thereafter, any such person shall file a supplemental statement with the Ethics Commission~~
16 ~~each time the person makes expenditures for the purpose of distributing independent expenditures,~~
17 ~~electioneering communications or member communications that clearly identify any candidate for the~~
18 ~~Board of Supervisors in an amount that in the aggregate equals or exceeds an additional \$5,000 per~~
19 ~~candidate. The supplemental statements shall be filed within 24 hours of reaching or exceeding this~~
20 ~~threshold, and shall include a legible copy of the communication if it is conveyed in writing or an~~
21 ~~electronic recording if it is conveyed via audio or video, disclose the cost of each communication, and~~
22 ~~provide any additional information required by the Ethics Commission.~~

23 ~~The Executive Director shall post the information disclosed on statements required by this~~
24 ~~subsection on the website of the Ethics Commission within two business days of the statement's filing.~~

25 (b) ELECTIONS FOR MAYOR.

1 (1) In addition to the campaign disclosure requirements imposed by the California
2 Political Reform Act and other provisions of this Chapter, each candidate committee
3 supporting a candidate for Mayor shall file a statement with the Ethics Commission indicating
4 when the candidate committee has received funds, including contributions and public funds,
5 ~~contributions to be deposited into its Campaign Contribution Trust Account~~ or made expenditures,
6 including in-kind contributions and expenses incurred but for which payment has not yet been made,
7 that equal or exceed \$50,000 within 24 hours of reaching or exceeding that amount.

8 (2) In addition to the supplemental report in Subsection (b)(1) of this Section, each
9 candidate committee supporting a candidate for Mayor shall file a statement with the Ethics
10 Commission disclosing when the candidate committee has received funds, including
11 contributions and public funds, ~~contributions to be deposited into its Campaign Contribution Trust~~
12 ~~Account~~ or made expenditures, including in-kind contributions and expenses incurred but for which
13 payment has not yet been made, that in the aggregate equal or exceed \$1,000,000. The
14 candidate committee shall file this report within 24 hours of reaching or exceeding the
15 threshold. Thereafter, the candidate committee shall file an additional supplemental report
16 within 24 hours of every time the candidate committee receives additional funds, including
17 contributions and public funds, ~~contributions to be deposited into its Campaign Contribution Trust~~
18 ~~Account~~ or makes additional expenditures, including in-kind contributions and expenses incurred
19 but for which payment has not yet been made, that in the aggregate equal or exceed \$50,000.
20 Contributions held in the candidate committee's Campaign Contingency Account shall not be included
21 in calculating the thresholds under this Subsection.

22 ~~(3) Any person other than a candidate committee who makes expenditures for the purpose of~~
23 ~~distributing independent expenditures, electioneering communications, or member communications~~
24 ~~that clearly identify any candidate for Mayor, and the amount of those expenditures in the aggregate~~
25 ~~equals or exceeds \$5,000 per candidate, shall, within 24 hours of reaching or exceeding this threshold,~~

1 ~~file a statement with the Ethics Commission. Such statement shall include a legible copy of the~~
2 ~~communication if it is conveyed in writing or an electronic recording if it is conveyed via audio or~~
3 ~~video, disclose the cost of each communication, and provide any additional information required by the~~
4 ~~Ethics Commission. Every person who is required to file a statement with the Ethics Commission~~
5 ~~pursuant to this Subsection shall indicate on the statement which candidate or candidates for Mayor~~
6 ~~the independent expenditures, electioneering communications, or member communications disclosed on~~
7 ~~the statement support or oppose, or whether they are neutral. For the purposes of this Subsection, the~~
8 ~~costs of a communication that supports or opposes more than one candidate or ballot measure shall be~~
9 ~~apportioned among each candidate and measure in the communication.~~

10 ~~Thereafter, any such person shall file a supplemental statement with the Ethics Commission~~
11 ~~each time the person makes expenditures for the purpose of distributing independent expenditures,~~
12 ~~electioneering communications or member communications that clearly identify any candidate for~~
13 ~~Mayor in an amount that in the aggregate equals or exceeds an additional \$5,000 per candidate. The~~
14 ~~supplemental statements shall be filed within 24 hours of reaching or exceeding this threshold, and~~
15 ~~shall include a legible copy of the communication if it is conveyed in writing or an electronic recording~~
16 ~~if it is conveyed via audio or video, disclose the cost of each communication, and provide any~~
17 ~~additional information required by the Ethics Commission.~~

18 ~~The Executive Director shall post the information disclosed on statements required by this~~
19 ~~subsection on the website of the Ethics Commission within two business days of the statement's filing.~~

20 (c) The supplemental statements required by Subsections (a)(2), ~~(a)(3)~~, and (b)(2) and
21 ~~(b)(3)~~ are not required until the Ethics Commission has certified that at least one candidate is
22 eligible to receive public funds under this Chapter, provided that within two business days of
23 the date that the Ethics Commission provides notice under ~~this subsection~~ Section 1.142 that it
24 has certified that a candidate is eligible to receive public funds under this Chapter, any report
25 that previously would have been required under (a)(2), ~~(a)(3)~~, or (b)(2) ~~or (b)(3)~~ must be filed.

1 ~~Within two business days of certifying that at least one candidate is eligible to receive public financing~~
2 ~~under this Chapter, the Ethics Commission shall post a notice on its website, send out a press release~~
3 ~~and send written notice by regular or electronic mail to all other candidates running for the same City~~
4 ~~elective office and to any other person who has requested such notice.~~

5 (d) For each threshold reached, candidate committees are required to file only one
6 supplemental statement under this section, irrespective of whether the committee reaches the threshold
7 as a result of funds received or expenditures made.

8
9 SEC. 1.160.5. - DISCLOSURE AND FILING FOR PERSUASION POLLS

10 (a) Definitions. Whenever in this Section the following words or phrases are used, they
11 shall mean:

12 (1) "Persuasion poll" shall mean any telephone survey, or series of telephone surveys
13 that are substantially similar or identical, that

14 (A) refers to a clearly identified candidate for City elective office or a City elective
15 officer, other than in a basic preference question;

16 (B) includes at least one call made within 60 days prior to an election for the City
17 elective office sought by the candidate named in the survey or a recall election regarding the
18 City elective officer named in the survey;

19 (C) includes at least 1,000 completed calls, such as person-to-person discussions
20 following the survey script; and

21 (D) for which at least two of the following are true:

22 (i) Each phone conversation in the survey takes less than four minutes on average to
23 complete, excluding any sponsorship identification;

24 (ii) The survey includes fewer than three demographic inquiries regarding factors such
25 as age, educational level, or marital status, sufficient to allow for the tabulation of results

1 based on relevant subset(s) of the population consistent with standard polling industry
2 practices;

3 (iii) The persons conducting the survey do not collect or tabulate survey results for all
4 the phone conversations;

5 (iv) The survey includes an untrue statement about the candidate or officer described in
6 section (a)(1)(A); or

7 (v) The survey is designed or intentionally conducted in a manner calculated to
8 influence the vote of the respondent in the election described in Subsection (a)(1)(B).

9 (2) "Basic preference question" shall mean:

10 (A) a question which provides a respondent with a list of names of candidates for City
11 elective office without providing or implying any information regarding any candidate and asks
12 which candidate the respondent supports in a particular race, or

13 (B) a question which names a City elective officer without providing or implying any
14 information regarding the officer and asks whether the respondent supports or opposes the
15 recall of that officer.

16 (3) "Payment" shall be defined as set forth in Government Code of the State of
17 California (commencing at Section 81000); provided, however, that "payment" shall also
18 include any enforceable promise to make a payment.

19 ~~(4) "Refers to a clearly identified candidate for City elective office or a City elective officer"~~
20 ~~shall mean any communication that contains the candidate's or officer's name or nickname or makes~~
21 ~~any other unambiguous reference to the candidate or officer such as "your Supervisor" or "the~~
22 ~~incumbent."~~

23 ~~(5)~~ (4) "Disclosure date" shall mean:

24 (A) The date that a written formal agreement regarding the persuasion poll is made
25 between the person making the calls and the poll sponsor(s) or the sponsor(s) agent;

1 (B) The date of the 1,000th call in the poll; and

2 (C) After a person has met the threshold under Subsection (B), the date of each
3 1,000th additional call in the poll.

4 (b) Telephonic disclosure. No person shall authorize, administer or make payment for a
5 persuasion poll unless, at the beginning of each call, the person making the call identifies the
6 person(s) making payments for or authorizing the call by stating "This is a paid political
7 advertisement by [Name of person(s)]," and, identifies the person making the call, if different
8 from the sponsor, by stating "This call is conducted by [Name of person]." These disclosures
9 shall be spoken at the same volume and speed as the rest of the communication so as to be
10 clearly audible by the call recipient and otherwise appropriately conveyed for the hearing
11 impaired. These disclosures shall be repeated upon request of the call recipient.

12 (c) Filing.

13 (1) Any person who authorizes, administers or makes payment for a persuasion poll
14 shall, within 48 hours of each disclosure date, file an itemized statement with the San
15 Francisco Ethics Commission. A person authorizing, administering or making payment for a
16 persuasion poll is not required to file an itemized statement under this Section if the person is
17 aware that another person authorizing, administering or making payment for the same
18 persuasion poll has filed an authorized statement for the persuasion poll as required by this
19 Section.

20 (2) Each itemized statement required to be filed under this Section shall be filed on a
21 form promulgated by the San Francisco Ethics Commission and shall contain the following
22 information:

23 (A) the full name, street address, city, state and zip code of each person who
24 authorizes, administers or makes payment for the persuasion poll;

25

1 (B) the full name, street address, city, state and zip code of each person sharing or
2 exercising direction and control over the person authorizing, administering or making
3 payments for the survey;

4 (C) the dates during which the persuasion poll was conducted;

5 (D) for each day, the number of calls attempted to households in the City and County of
6 San Francisco if the election described in Subsection (a)(1)(B) is a City-wide election, or the
7 number of calls to households in the district if the election described in Subsection (a)(1)(B) is
8 a district election;

9 (E) for each day, the number of individuals contacted and the number of messages left
10 in households in the City and County of San Francisco if the election described in Subsection
11 (a)(1)(B) is a City-wide election, or the number of individuals contacted and the number of
12 messages left in households in the district if the election described in Subsection (a)(1)(B) is a
13 district election;

14 (F) a detailed accounting of any payments of \$100.00 or more that the person has
15 received from another person, which were used for conducting or administering the
16 persuasion poll; such detailed accounting shall include the dollar amount or value of each
17 payment; the date of the payment's receipt; the name, street address, city, state, and zip code
18 of the person who made such payment; the occupation and employer of the person who made
19 such payment, if any, or, if the person is self-employed, the name of the person's business;
20 and the cumulative amount of payments received for the purpose of conducting or
21 administering persuasion polls from that person during the calendar year;

22 (G) a copy of the script used in conducting the persuasion poll, if any, and a copy of
23 every question asked in the survey and every statement made to respondents in the survey;
24 and
25

1 (H) any other information required by the Ethics Commission consistent with the
2 purposes of this Section.

3 (3) The filer shall verify, under penalty of perjury, the accuracy and completeness of the
4 information provided in the itemized statement, and shall retain for a period of five years all
5 books, papers and documents necessary to substantiate the itemized statements required by
6 this Section.

7 (4) The Ethics Commission may require any itemized statement to be filed
8 electronically and may permit any required statement to be filed by facsimile. The Ethics
9 Commission shall promulgate regulations to implement this subsection before any person
10 shall be required to file an itemized statement electronically or permitted to file a statement by
11 facsimile.

12 (5) If any person files an itemized statement after any deadline imposed by this
13 Section, the Ethics Commission shall, in addition to any other penalties or remedies
14 established in this Chapter, fine the person \$10 per day after the deadline until the statement
15 is received by the Ethics Commission. The Ethics Commission may reduce or waive a fine if
16 the Commission determines that the late filing was not willful and that enforcement will not
17 further the purposes of this Chapter. The Ethics Commission shall deposit funds collected
18 under this Section in the General Fund of the City and County of San Francisco.

19 (d) The Ethics Commission may adopt regulations exempting additional types of polls
20 from the provisions of this Section to effectuate the purpose of this Section.

21
22 SEC. 1.163.5. DISTRIBUTION OF CAMPAIGN ADVERTISEMENTS CONTAINING
23 FALSE ENDORSEMENTS.

24 (a) PROHIBITION.
25

1 No person may sponsor any campaign advertisement that is distributed within 90 days
2 prior to an election and that contains a false endorsement, where the person acts with
3 knowledge of the falsity of the endorsement or with reckless disregard for the truth or falsity of
4 the endorsement. A false endorsement is a statement, signature, photograph, or image
5 representing that a person expressly endorses or conveys support for or opposition to a
6 candidate or measure when in fact the person does not expressly endorse or convey support
7 for or opposition to the candidate or measure as stated or implied in the campaign
8 communication.

9 (b) DEFINITIONS. Whenever in this section the following words or phrases are used,
10 they shall mean:

11 (1) "Campaign advertisement" is any mailing, flyer, doorhanger, pamphlet, brochure,
12 card, sign, billboard, facsimile, printed advertisement, broadcast, cable, satellite, radio,
13 internet, or recorded telephone ~~message advertisement~~ that refers to one or more clearly
14 identified candidates or ~~ballot~~ measures. The term "campaign advertisement" does not
15 include:

16 (A) bumper stickers, pins, stickers, hat bands, badges, ribbons and other similar
17 campaign memorabilia;

18 (B) news stories, commentaries or editorials distributed through any newspaper, radio,
19 station, television station or other recognized news medium unless such news medium is
20 owned or controlled by any political party, political committee or candidate; or

21 (C) material distributed to all members, employees and shareholders of an
22 organization, other than a political party.

23 ~~(2) "Internet advertisement" includes paid internet advertisements such as "banner" and "pop-~~
24 ~~up" advertisements, paid emails, or emails sent to addresses purchased from another person, and~~
25 ~~similar types of internet advertisements as defined by the Ethics Commission by regulation, but shall~~

1 ~~not include web blogs, listserves sent to persons who have contacted the sender, discussion forums, or~~
2 ~~general postings on web pages.~~

3 (23) "Sponsor" means to pay for, direct, supervise or authorize the production of
4 campaign advertisement.

5 (c) ENFORCEMENT PENALTIES. The penalties under section 1.170(a) of this
6 Chapter do not apply to violations of this section. Notwithstanding the 60-day waiting period
7 in section 1.168 of this Chapter, a voter may bring an action to enjoin a violation of this section
8 immediately upon providing written notice to the City Attorney. A court may enjoin a violation
9 of this section only upon a showing of clear and convincing evidence of a violation.

10
11 Section 2. The San Francisco Campaign and Governmental Conduct Code is hereby
12 amended by adding Sections 1.158 and 1.160, to read as follows:

13 1.158. DISCLOSURE AND DISCLAIMER REQUIREMENTS FOR COMMUNICATIONS BY
14 CANDIDATE COMMITTEES.

15 (a) Disclaimer Statements. A communication distributed by a candidate committee shall
16 include the words "paid for by _____ (insert candidate committee's name)" in the form
17 provided in this Section if the communication is distributed to 200 or more individuals and is any of the
18 following: a mass mailing; an email communication; a paid advertisement on television, radio,
19 newspaper or periodical; an internet advertisement; or posters, door hangers, yard signs or billboards.

20 (1) Written communications. If the communication is distributed in writing, the disclaimer
21 required by this Section shall appear in legible typeface no smaller than 10 point and in a color or
22 print that contrasts with the background so as to be easily legible. If the written communication is
23 mailed through the United States Postal Service, the disclaimer shall appear on the exterior of the
24 mailing and shall also include the candidate committee's street address or, if the candidate committee's
25

1 address is a matter of public record with the Ethics Commission, the disclaimer may include a post
2 office box.

3 (2) Non-written communications. If the communication is a non-written communication, the
4 disclaimer required by this Section shall be spoken at the same volume and speed as the rest of the
5 communication so as to be clearly audible and understood by the listener and otherwise appropriately
6 conveyed for the hearing impaired.

7 (b) Disclosure of Mass Mailings. Each candidate committee that pays for a mass mailing shall
8 file with the Ethics Commission an itemized disclosure statement for the mailing and a clearly legible
9 copy of the mailing, including the envelope used, in electronic format. The candidate committee shall
10 submit the filing within five business days of the date of the mailing, provided that if the mailing occurs
11 within the final 16 days before the election, the candidate committee shall submit the filing within 48
12 hours of the date of the mailing.

13
14 SECTION 1.160. DISCLOSURE AND DISCLAIMER REQUIREMENTS FOR
15 COMMUNICATIONS BY THIRD PARTIES.

16 (a) Disclosure And Disclaimer Requirements.

17 (1) Third Party Expenditures Made Within 90 Days Of An Election. Any person other than a
18 candidate committee shall provide a disclaimer statement under Subsection (b) and file a disclosure
19 report under Subsection (c) when:

20 (A) the person distributes one or more communications that clearly identify a candidate within
21 90 days prior to an election for the City elective office sought by the candidate or a recall election
22 regarding the candidate, and

23 (B) the aggregate cost of the communications is \$5,000 or more per candidate.

24 The person shall file a disclosure report with the Ethics Commission under Subsection (c)
25 within 24 hours of distributing the communications that reach or exceed this threshold, and thereafter

1 shall file a supplemental report each time the person distributes additional communications with an
2 aggregate cost that equals or exceeds an additional \$5,000 per candidate.

3 (2) Third Party Expenditures Made More Than 90 Days Before An Election In Races With
4 Publicly-Financed Candidates. More than 90 days prior to the election, any person other than a
5 candidate committee shall provide a disclaimer statement under Subsection (b) and file a disclosure
6 report under Subsection (c) when:

7 (A) the person distributes one or more communications that clearly identify a candidate for
8 Mayor or the Board of Supervisors,

9 (B) the aggregate cost of the communications is \$5,000 or more per candidate, and

10 (C) the Ethics Commission has certified under Section 1.142 that at least one candidate for the
11 office is eligible to receive public funds under this Chapter.

12 The person shall file a disclosure report with the Ethics Commission under Subsection (c)
13 within 24 hours of distributing the communications that reach or exceed the \$5,000 threshold, and
14 thereafter shall file a supplemental report each time the person distributes additional communications
15 with an aggregate cost that equals or exceeds an additional \$5,000 per candidate. Within two business
16 days of the date that the Ethics Commission provides notice under Section 1.142(g) that it has certified
17 that a candidate is eligible to receive public funds under this Chapter, any report that previously would
18 have been required under this Subsection must be filed.

19 (3) Third Party Expenditures Made More Than 90 Days Before An Election In Races Subject
20 To Voluntary Expenditure Ceilings. More than 90 days prior to the election, any person other than a
21 candidate committee shall provide a disclaimer statement under Subsection (b) and file a disclosure
22 report under Subsection (c) when:

23 (A) the person distributes one or more communications that clearly identify a candidate for
24 Assessor, City Attorney, District Attorney, Public Defender, Sheriff, Treasurer, the Board of Education

1 of the San Francisco Unified School District or the Governing Board of the San Francisco Community
2 College District,

3 (B) the aggregate cost of the communications is \$5,000 or more per candidate,

4 (C) at least one candidate for the office has accepted the applicable voluntary expenditure
5 ceiling, and

6 (D) the Ethics Commission has not lifted the voluntary expenditure ceiling under Section 1.134.

7 The person shall file a disclosure report with the Ethics Commission under Subsection (c)
8 within 24 hours of distributing the communications that reach or exceed the \$5,000 threshold, and
9 thereafter shall file a supplemental report each time the person distributes additional communications
10 with an aggregate cost that equals or exceeds an additional \$5,000 per candidate, until the Ethics
11 Commission lifts the applicable voluntary expenditure ceiling. Within two business days of the date
12 that the Ethics Commission provides notice under Section 1.128 that at least one candidate in the race
13 has accepted the voluntary expenditure ceiling, any report that previously would have been required
14 under this Subsection must be filed.

15 (4) Calculation of costs. For the purpose of this section, the cost of a communication includes
16 the total amount paid or incurred in the preparation and distribution of the communication, including
17 the cost of preparing content, design, copying, mailing, and paid staff time. The cost of a
18 communication that identifies more than one candidate or measure shall be apportioned among each
19 candidate and measure in the communication.

20 (b) Content and Form of Disclaimer Statements.

21 (1) Content of disclaimer. Any communication described in Subsection (a) shall include a
22 disclaimer statement identifying the person who paid for the communication. The disclaimer statement
23 shall, at a minimum, contain the words, "paid for by _____ (insert the name of the person who
24 paid for the communication and committee identification number)."

25 (2) Form of Disclaimer.

1 (A) Written communications.

2 (i) Any disclaimer required by this Section on a written communication shall appear in legible
3 typeface no smaller than 10 point and in a color or print that contrasts with the background so as to be
4 easily legible.

5 (ii) If the written communication is mailed through the United States Postal Service, the
6 disclaimer statement shall appear on at least one of the inserts of each piece of mail, as provided in
7 Subsection (i), and shall also appear on the exterior of the mailing with the additional words: "Notice
8 to Voters (Required by City and County of San Francisco): This mailing is not authorized or approved
9 by any candidate for City and County office or by any election official."

10 (B) Non-written communications. Any disclaimer required by this Section in a non-written
11 communication shall be spoken at the same volume and speed as the rest of the communication so as to
12 be clearly audible and understood by the listener and otherwise appropriately conveyed for the hearing
13 impaired.

14 (c) Content and Form Of Disclosure Reports.

15 (1) Content of Disclosure Reports. Any report required under Subsection (a) shall contain the
16 following information:

17 (A) the full name, address, city and state, email address and telephone number of the person
18 making the expenditures;

19 (B) the total cost of each communication;

20 (C) the names of all candidates identified in each communication;

21 (D) which candidate or candidates each communication supports or opposes or whether the
22 communication is neutral;

23 (E) the cost of support or opposition allocated to each candidate identified in the
24 communication;

1 (F) a legible copy of each communication if the communication was conveyed in writing,
2 including the envelope used;

3 (G) an electronic recording of each communication if the communication was conveyed via
4 audio or video; and

5 (H) any other information required by the Ethics Commission.

6 (2) Form of Disclosure Reports. The Ethics Commission shall specify the format of the
7 disclosure reports, and may permit any required information to be filed by facsimile, email or other
8 electronic media.

9 (d) Exceptions. The following communications shall not be subject to this Section:

10 (1) communications paid for by the City or any other local, State or Federal government
11 agency;

12 (2) non-recorded communications between two or more individuals in direct conversation
13 unless such communications are made by telephone and at least one of the individuals is compensated
14 for the purposes of making the telephone communication;

15 (3) communications that appear on bumper stickers, pins, stickers, hat bands, badges, ribbons
16 and other similar memorabilia;

17 (4) news stories, commentaries or editorials distributed through any newspaper, radio station,
18 television station, or other recognized news medium unless such news medium is owned or controlled
19 by any political party, political committee or candidate;

20 (5) communications made solely to promote a candidate debate or forum made by or on behalf
21 of the person sponsoring the debate or forum, provided that such communications do not otherwise
22 discuss the positions or experience of a candidate;

23 (6) unpaid internet communications such as web blogs, listserves sent to persons who have
24 contacted the sender, discussion forums, or comments and similar unpaid postings on web pages,
25 provided that internet advertisements shall be subject to this Section.

1
2 Section 3. The San Francisco Campaign and Governmental Conduct Code is hereby
3 amended by deleting Sections 1.161, 1.161.5, 1.162, and 1.163, to read as follows:

4 ~~SEC. 1.161. DISCLOSURE AND FILING REQUIREMENTS FOR MASS MAILINGS.~~

5 ~~(a) MASS MAILINGS BY CANDIDATES.~~

6 ~~(1) Disclosure. In addition to the requirements set forth in California Government Code~~
7 ~~Section 84305, each mass mailing paid for by a candidate committee shall include on the outside of~~
8 ~~each piece of mail in the mass mailing the following statement in not less than 14 point type and in a~~
9 ~~color or print which contrasts with the background so as to be easily legible: "paid for by _____~~
10 ~~(insert candidate committee's name and street address)." A post office box may be stated in lieu of a~~
11 ~~street address if the candidate committee's address is a matter of public record with the Ethics~~
12 ~~Commission.~~

13 ~~(2) Filing.~~

14 ~~(i) Each candidate committee that pays for a mass mailing shall, within five working days after~~
15 ~~the date of the mailing, file two pieces of the mailing with the Ethics Commission.~~

16 ~~(ii) Each candidate committee that pays for a mass mailing shall, within five business days~~
17 ~~after the date of the mailing, file an itemized disclosure statement with the Ethics Commission for that~~
18 ~~mailing.~~

19 ~~(iii) Each candidate committee that pays for a mass mailing shall file two pieces of mail and~~
20 ~~the itemized disclosure statement required by Subsections (a)(2)(i) and (a)(2)(ii) within 48 hours of the~~
21 ~~date of the mailing if the date of the mailing occurs within the final 16 days before the election.~~

22 ~~(iv) Every mass mailing filed pursuant to this subsection shall be clearly legible.~~

23 ~~(b) MASS MAILINGS BY PERSONS OTHER THAN CANDIDATES.~~

1 ~~(1) Disclosure. Any person who makes independent expenditures for a mass mailing which~~
2 ~~supports or opposes any candidate for City elective office shall place the following statement on the~~
3 ~~mailing in typeface no smaller than 14 points:~~

4 ~~Notice to Voters (Required by City and County of San Francisco) This mailing is not authorized~~
5 ~~or approved by any candidate for City and County office or by any election official. It is paid for by~~
6 ~~{name and committee identification number}. {address, city, state}. Total Cost of this mailing is~~
7 ~~{amount}.~~

8 ~~(2) Filing.~~

9 ~~(i) Each person who makes independent expenditures of \$1,000 or more for a mass mailing~~
10 ~~which supports or opposes any candidate for City elective office shall, file two pieces of the mailing~~
11 ~~and an itemized disclosure statement for the mailing with the Ethics Commission, unless that person is~~
12 ~~otherwise required to file disclosures regarding the communication under Section 1.134, 1.152, or~~
13 ~~1.161.5 of this Code.~~

14 ~~(ii) Any filing required by this Section shall be submitted within five business days after the~~
15 ~~date of the mailing if the date of the mailing is more than 16 days before the election, and within 48~~
16 ~~hours after the mailing if the date of the mailing occurs within the final 16 days before the election.~~

17 ~~(iii) Every piece of mail filed pursuant to this Section shall be clearly legible.~~

18 ~~(iv) The Ethics Commission may permit any required statement or mailing to be filed by~~
19 ~~facsimile.~~

20
21 ~~SEC. 1.161.5. -- DISCLOSURE AND FILING FOR ELECTIONEERING COMMUNICATIONS.~~

22 ~~(a) DISCLOSURE STATEMENTS.~~

23 ~~(1) Every electioneering communication shall include a disclosure statement identifying the~~
24 ~~person who paid for the communication. Such disclosure statement shall, at a minimum, contain the~~
25

1 following words, "paid for by _____ (insert the name of the person who paid for the
2 communication)."

3 (2) Any disclosure statement required by this section to be in printed form shall be printed in a
4 type and color so as to be easily legible to the intended public. Such disclosure statement shall be
5 printed in at least 14 point type and in a color or print that contrasts with the background so as to be
6 easily legible to the intended public.

7 (3) Any disclosure statement required by this Section to be in spoken form shall be spoken at the
8 same volume and speed as the rest of the communication so as to be clearly audible and understood by
9 the intended public and otherwise appropriately conveyed for the hearing impaired.

10 (b) ~~REPORTING OBLIGATIONS.~~

11 (1) Every person who makes payments for electioneering communications in an aggregate
12 amount of \$1,000 during any calendar year shall, within 48 hours of each disclosure date, file an
13 itemized disclosure statement with the Ethics Commission, unless that person is otherwise required to
14 file disclosures regarding the communication under Section 1.134, 1.152, or 1.161 of this Code.

15 (2) Each itemized disclosure statement required to be filed under this Section shall contain the
16 following information:

17 (A) the full name, street address, city, state and zip code of the person making payments for
18 electioneering communications;

19 (B) the name of any individual sharing or exercising direction and control over the person
20 making payments for electioneering communications;

21 (C) the total amount of payments made by the person for electioneering communications during
22 the calendar year;

23 (D) a detailed description of each payment made by the person for electioneering
24 communications during the calendar year, provided that the person has not already reported such
25 payments on an itemized disclosure statement filed under this Section; such detailed description shall

1 ~~include the date the payment was made, the full name and address of the person to whom the payment~~
2 ~~was made; the amount of the payment, and a brief description of the consideration for which each~~
3 ~~payment was made;~~

4 ~~(E) a detailed accounting of any payments of \$100 or more that the person has received from~~
5 ~~another person, which were used for making electioneering communications, provided that the person~~
6 ~~has not already reported such payments received on an itemized disclosure statement filed under this~~
7 ~~Section; such detailed accounting shall include the dollar amount or value of each payment, the date of~~
8 ~~the payment's receipt, the name, street address, city, state, and zip code of the person who made such~~
9 ~~payment, the occupation and employer of the person who made such payment, if any, or, if the person is~~
10 ~~self-employed, the name of the person's business, and the cumulative amount of payments received for~~
11 ~~the purpose of making electioneering communications from that person during the calendar year;~~

12 ~~(F) the total amount of all payments reported under Subsection (E) during the calendar year;~~

13 ~~(G) a legible copy of the electioneering communication if in printed form, or a transcript of the~~
14 ~~electioneering communication if in spoken form; and~~

15 ~~(H) any other information required by the Ethics Commission consistent with the purposes of~~
16 ~~this Section.~~

17 ~~(3) The filer shall verify, under penalty of perjury, the accuracy and completeness of the~~
18 ~~information provided in the itemized disclosure statement, and shall retain for a period of five years all~~
19 ~~books, papers and documents necessary to substantiate the itemized statements required by this~~
20 ~~Section.~~

21 ~~(4) The Ethics Commission may permit any required statement or mailing to be filed by~~
22 ~~facsimile.~~

23 ~~(c) DEFINITIONS. Whenever in this Section the following words or phrases are used, they shall~~
24 ~~mean:~~

25 ~~(1) "Disclosure Date" shall mean:~~

1 ~~(A) the first date during any calendar year when an electioneering communication is distributed~~
2 ~~after a person has made payments aggregating \$1,000.00 for electioneering communications; and~~

3 ~~(B) after a person has met the threshold under Subsection (A), any date during that same~~
4 ~~calendar year when an electioneering communication is distributed, if that same person made any~~
5 ~~payments for such electioneering communication.~~

6 ~~(2) "Distributed" shall mean any act that permits an electioneering communication to be~~
7 ~~viewed, read or heard.~~

8 ~~(3) "Electioneering Communication" shall mean any communication, including but not limited~~
9 ~~to any broadcast, cable, satellite, radio, internet, or telephone communication, and any mailing, flyer,~~
10 ~~doorhanger, pamphlet, brochure, card, sign, billboard, facsimile, or printed advertisement, that:~~

11 ~~(A) refers to a clearly identified candidate for City elective office or a City elective officer who~~
12 ~~is the subject of a recall election; and~~

13 ~~(B) is distributed within 90 days prior to an election for the City elective office sought by the~~
14 ~~candidate or a recall election regarding the City elective officer to 500 or more individuals who are~~
15 ~~registered to vote or eligible to register to vote in the election or recall election. There shall be a~~
16 ~~rebuttable presumption that any that any broadcast, cable, satellite, or radio communication and any~~
17 ~~sign, billboard or printed advertisement is distributed to 500 or more individuals who are eligible to~~
18 ~~vote for or against the candidate clearly identified in the communication.~~

19 ~~(C) The term "Electioneering Communication" shall not include:~~

20 ~~(i) communications that constitute independent expenditures under this Chapter;~~

21 ~~(ii) communications made by a slate mailer organization if such communications are required~~
22 ~~to be disclosed under the California Political Reform Act, California Government Code Section 81000,~~
23 ~~et seq.;~~

24 ~~(iii) communications paid for by the City or any other local, State or Federal government~~
25 ~~agency;~~

1 ~~(iv) non-recorded communications between two or more individuals in direct conversation~~
2 ~~unless such communications are made by telephone and at least one of the individuals is compensated~~
3 ~~for the purposes of making the telephone communication;~~

4 ~~(v) communications that appear on bumper stickers, pins, stickers, hat bands, badges, ribbons~~
5 ~~and other similar memorabilia;~~

6 ~~(vi) news stories, commentaries or editorials distributed through any newspaper, radio station,~~
7 ~~television station, or other recognized news medium unless such news medium is owned or controlled~~
8 ~~by any political party, political committee or candidate;~~

9 ~~(vii) communications to all members, employees and shareholders of an organization, other~~
10 ~~than a political party, provided that such communications do not constitute general public advertising~~
11 ~~such as, but not limited to, broadcasting, billboards, and newspaper advertisements;~~

12 ~~(viii) communications that occur during a candidate debate or forum; and~~

13 ~~(ix) communications made solely to promote a candidate debate or forum made by or on behalf~~
14 ~~of the person sponsoring the debate or forum, provided that such communications do not otherwise~~
15 ~~discuss the positions or experience of a candidate for City elective office or a City elective officer who~~
16 ~~is the subject of a recall election.~~

17 ~~(4) "Internet Communication" shall include paid internet advertisements such as "banner" and~~
18 ~~"pop up" advertisements, paid emails or emails sent to addresses purchased from another person, and~~
19 ~~similar types of internet communications as defined by the Ethics Commission by regulation, but shall~~
20 ~~not include web blogs, listserves sent to persons who have contacted the sender, discussion forums, or~~
21 ~~general postings on web pages.~~

22 ~~(5) "Payment" shall be defined as set forth in Government Code of the State of California~~
23 ~~(commencing at Section 81000); provided, however, that "payment" shall also include any enforceable~~
24 ~~promise to make a payment.~~

1 (6) ~~"Refers to a clearly identified candidate for City elective office or a City elective officer who~~
2 ~~is the subject of a recall election" shall mean any communication that contains the candidate's or~~
3 ~~officer's name, nickname or image or makes any other unambiguous reference to the candidate or~~
4 ~~officer such as "your Supervisor" or "the incumbent."~~

5 (D) ~~REGULATIONS. The Ethics Commission shall issue regulations implementing this Section,~~
6 ~~including regulations defining all members, employees and shareholders of an organization.~~

7
8 ~~SEC. 1.162. DISCLOSURE REQUIREMENTS—CAMPAIGN ADVERTISEMENTS.~~

9 (a) ~~Disclosure. Any campaign advertisement that urges support for or opposition to one or more~~
10 ~~candidates for City elective office shall include a disclosure statement identifying the person who paid~~
11 ~~for the advertisement. Such disclosure statement shall, at a minimum, contain the following words,~~
12 ~~"paid for by _____ (insert the name of the person who paid for the communication)" and~~
13 ~~appear at least once on the advertisement.~~

14 (1) ~~Any disclosure statement required by this section to be in printed form shall be printed in a~~
15 ~~type and color so as to be easily legible to the intended public. Such disclosure statement shall be~~
16 ~~printed in at least 14-point type and in a color or print that contrasts with the background so as to be~~
17 ~~easily legible to the intended public.~~

18 (2) ~~Any disclosure statement required by this section to be in spoken form shall be spoken at the~~
19 ~~same volume and speed as the rest of the communication so as to be clearly audible and understood by~~
20 ~~the intended public and otherwise appropriately conveyed for the hearing impaired.~~

21 (b) ~~Definitions. For the purposes of this Section, the term "campaign advertisement" means:~~

22 (1) ~~Programming received by a television or radio;~~

23 (2) ~~A communication placed in a newspaper, periodical or magazine of general circulation;~~

24 (3) ~~Posters, door hangers, and yard signs produced in quantities of 200 or more; and~~

25 (4) ~~A billboard.~~

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~~SEC. 1.163.— DISCLOSURE REQUIREMENTS—RECORDED TELEPHONE MESSAGES.~~

~~Any recorded telephone message distributed to 500 or more individuals or households must include the following statement: "paid for by _____ (insert name of person who paid for the recorded telephone message)." Statements required pursuant to this Section shall be audible and played at the same volume and speed as the rest of the recorded telephone message. Any person paying for a recorded telephone message must maintain a transcript of the message and a record of the number of distributed calls for each message.~~

Section 4. The operative date of this ordinance shall be January 1, 2012.

APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

By: _____
JON GIVNER
Deputy City Attorney