

# FREE WEBINAR

*For Clerk & Candidates*

*Hosted By*



*In Partnership With*



# CAMPAIGNING DURING COVID

*Practical Solutions for Fielding an Election  
& Running a Campaign During COVID*

**FRIDAY, OCTOBER 2**  
**10:30 AM - 12:00 PM**

[WWW.CA-ILG.ORG](http://WWW.CA-ILG.ORG)

# Thank You for Joining!

## Webinar Host & Moderator

**Randi Kay Stephens**  
Program Manager  
Institute for Local Government



# Webinar Overview

Effective elections and transfers of power in decision-making are key to maintaining public trust in local government.

During this webinar, local government elections officials and experts from the Fair Political Practices Commission will share best practices from the field about elections and campaigning during COVID-19.

# Today's Agenda

Welcome & Overview

About ILG

Presentations by:

- Shannon Bushey, Registrar of Voters, Santa Clara County
- Nora Pimentel, MMC, Assistant City Clerk, City of Santa Clara
- Alana S. Jeydel, PhD, Manager, Education Program, Fair Political Practices Commission

Q&A

Contact Information

# How to Ask a Question During the Webinar

- All webinar participants will be on MUTE during the entire call.
- Please TYPE any questions into the question box at any time during the webinar.
- The moderator will read your questions during the question period at the end of the webinar.



# Non-Profit, Non-Partisan & Here to Help

- ILG is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special  
Districts Association**

*Districts Stronger Together*

# ILG's Programs & Services

## Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



## Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity, increase capacity & build trust** in their communities

# ILG's FREE Resources

## COVID-19

- [www.ca-ilg.org/COVID-19](http://www.ca-ilg.org/COVID-19)
  - Local Government Resources
  - State and National Resources
  - Executive Orders
  - Tools and Training Opportunities
  - Local Government Response

## New to Local Government – Orientation Materials

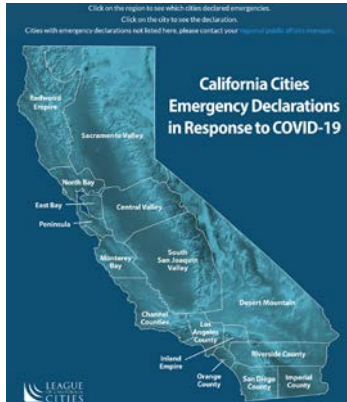
- <https://www.ca-ilg.org/orientationmaterials>
  - Resources to help candidates and officials embark upon service in local government

## Leadership Resources

- [www.ca-ilg.org/leadership](http://www.ca-ilg.org/leadership)
  - Information and resources on effective boards & councils, decision-making, responsibilities and powers and more



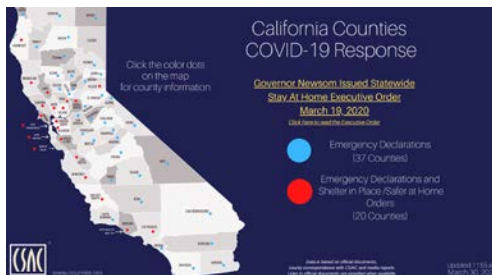
# COVID-19 Resources



[www.cacities.org/Regions/California-Cities](http://www.cacities.org/Regions/California-Cities)

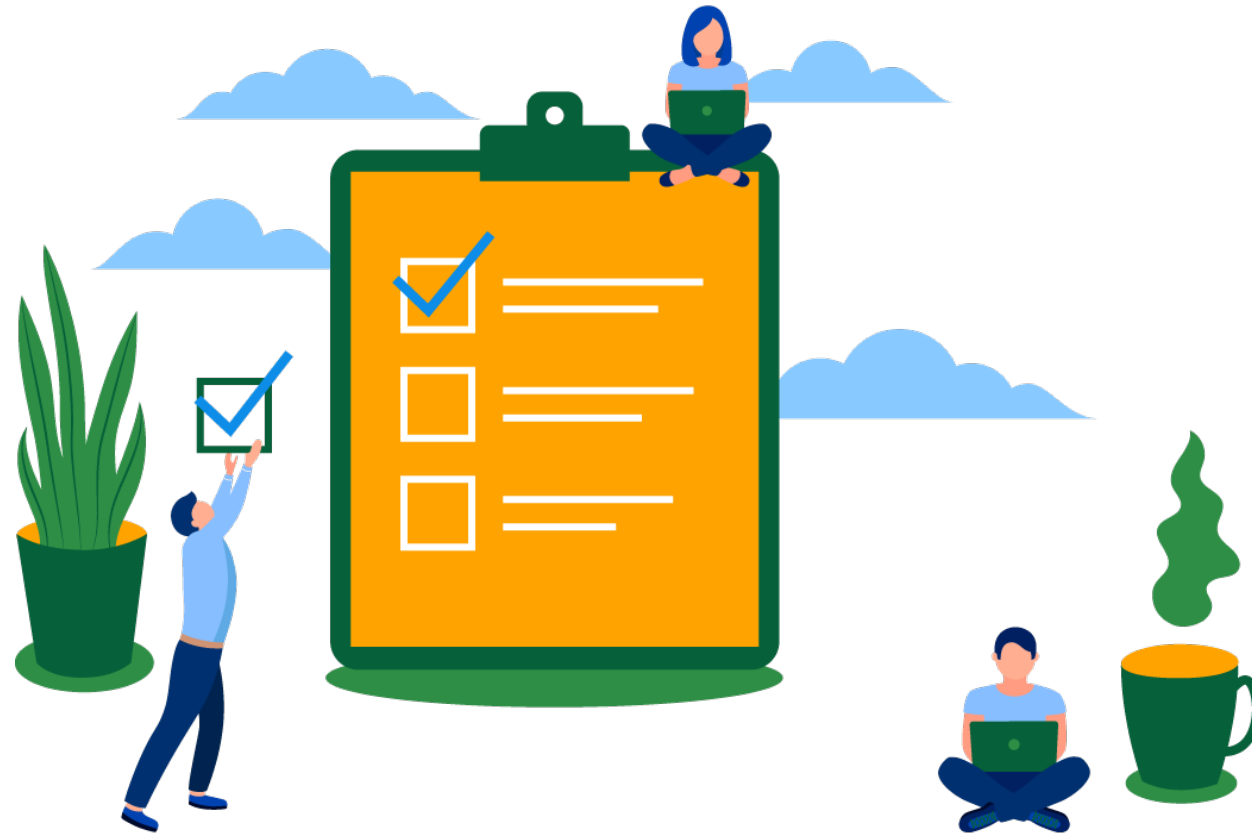


[www.csda.net/covid-19-resources](http://www.csda.net/covid-19-resources)



[www.counties.org/carousel/resources-regarding-coronavirus-covid-19](http://www.counties.org/carousel/resources-regarding-coronavirus-covid-19)

# Tell Us More About You – Audience Poll



# Today's Presenters

**Shannon Bushey**

Registrar of Voters  
Santa Clara County



**Nora Pimentel, MMC**

Assistant City Clerk  
City of Santa Clara



**Alana S. Jeydel, PhD**

Education Program Manager  
Fair Political Practices  
Commission





[sccvote.org](https://sccvote.org)  
(866) 430-VOTE (8683)

**VOTE** by mail  
**SAFE** at home



# What Does the Registrar of Voters do?

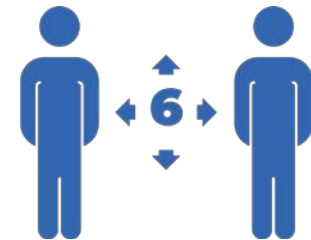
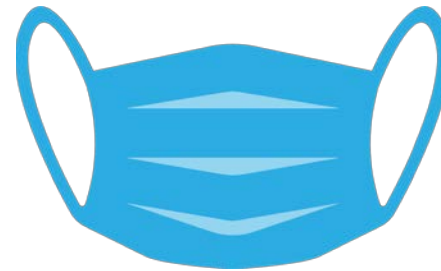
- Conduct elections for over 80 jurisdictions in SCC
- 3-8 months election preparation
- Oversee/maintain county voter roll
- Petition signature checking services
- Candidate filing





# Conducting Elections Under COVID

- Jurisdiction Training
- Candidate Filing
- Poll Worker Training
- In-person Voting





# Advice for Jurisdictions

- Build strong collaborative relationship with ROV
- Utilize & understand County candidate forms/calendars/deadlines
- Attend ROV candidate filing training
- Know County measure process/deadlines
- Inform ROV ASAP of any legal challenges
- Always, Always refer to Elections Code, City Charter, applicable codes
- Follow legislation





# What can Candidates do Between now and Election Day?

- Understand voting model in County - VCA or Polling Places
- Know the ROV website & deadlines - [SCCVOTE.ORG](https://www.sccvote.org)
- Share voting info/How-to Videos on social media
- Utilize data/maps from the ROV
- Understand electioneering at Vote Centers & Polling Places







# Contact SCC ROV



SCCVOTE.ORG

886-430-VOTE (8683)

408-299-VOTE (8683)





# **Role of the City Clerk and City Clerk's Office in the Election Administration**

**October 2, 2020**



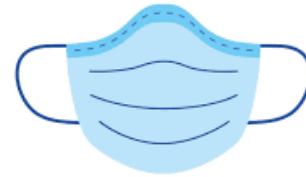
# What is the Role of the City Clerk

- **Facilitate the local Municipal Election consolidated with the County of Santa Clara**
- **Candidate Education**
- **Compliance with FPPC**
- **Internal Collaboration**



# Conducting an Election Under COVID-19

- **Candidate Filing Under new circumstances following prescribed orders**





# Lessons Learned

- Listen to candidate feedback to improve process in the future
- Clarify any misinterpreted information
- Be Flexible and Nimble



# Best Practices

- **Build Strong Relationships with:**
  - **FPPC**
  - **ROV**
  - **Candidates**



# Thank You

Nora Pimentel, MMC  
Assistant City Clerk  
City of Santa Clara  
(408) 615-2222

# **Institute For Local Government: COVID's Impact on Local Elections**

Dr. Alana S. Jeydel, Manager, Education Program  
CA Fair Political Practices Commission





# What we will cover today:

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- The support and services the FPPC provides to candidates and clerks.
- Best practices for running for office during COVID-19.

# Supports and Services

**Three types of support and services:**

**1. Phone and email advice lines** 

**2. Trainings materials and outreach** 

**3. Formal Advice Letters** 

# Advice Lines

We offer:

- **Phone Advice:** M-Th 9 a.m. – 11:30 a.m. 1-866-ASK-FPPC
- **Email Advice:** [advice@fppc.ca.gov](mailto:advice@fppc.ca.gov)
- ❖ Phone and Email advice answer the same types of questions, it is just a matter of preference which one a person uses.
- ❖ There are times that we refer callers to the email advice team:
  - Conflict of interest questions must be written in.
  - Some questions require interpretation, thus we have those calls write in.

# Our website offers a vast array of resources

## www.fppc.ca.gov

The screenshot shows the FPPC website interface. At the top, a dark blue navigation bar contains the following menu items: [About FPPC](#), [The Law](#), [Learn](#), [Advice](#), [Enforcement](#), [Transparency Portal](#), and [Media Center](#). Below the navigation bar, a white content area is divided into three columns. The left column features **Campaign Rules** (with a sub-link for **Conflicts of Interest Rules**) and **Lobbyist Rules**. The middle column features **Rules on Conflict of Interest Codes** and **Guidance for Filing Officers**. The right column features **Public Officials and Employees Rules** and **Training & Outreach**. Red arrows point to the **About FPPC** link, the **Conflicts of Interest Rules** link, the **Rules on Conflict of Interest Codes** link, and the **Public Officials and Employees Rules** link. Below this content area is a dark blue banner with the text "Statewide Enforcement" and "Located in Sacramento, the FPPC has jurisdiction to investigate suspected violations of the Political Reform Act across California." Below the banner are three blue buttons: "File a Form 700", "How to File a Complaint", and "Need a Form? View All Forms". At the bottom, there are two sections: "I Want To..." with tabs for "View", "Find", "File", and "Get Involved", and "Resources For..." with a list of links: "Filing Officers", "Candidates & Committees", "Public Officials & Employees", and "Lobbyists". Red arrows point to the "Filing Officers" and "Public Officials & Employees" links in the "Resources For..." section.

# Candidates

**The Campaign Rules landing page has links to the resources you need.**

**On the landing page, look to the left for the following tabs**

## Campaign Rules

- ▶ Campaign Rules
- ▶ [When and Where to File Campaign Statements](#)
- ▶ State Contribution Limits and Voluntary Expenditure Ceilings
- ▶ Campaign Forms
- ▶ Campaign Disclosure Manuals
- ▶ Campaign Advertising - Requirements & Restrictions
- ▶ Candidate Toolkit
- ▶ Campaign Related Communications at Public Expense--The Do's & Don'ts
- ▶ Local Campaign Ordinances
- ▶ Basic Rules for Treasurers

**Candidate Toolkit**  
FPPC Home Page →  
Learn → Campaign Rules  
→ Candidate Toolkit

**Basic Rules for Treasurers**  
FPPC Home Page → Learn →  
Campaign Rules → Candidate  
Toolkit

The screenshot shows the FPPC website with the following structure:

- Header:** CALIFORNIA Fair Political Practices Commission. Search bar.
- Navigation:** About FPPC, The Law, Learn, Advice, Enforcement, Transparency Portal, Media Center.
- Breadcrumbs:** Home | Learn | Campaign Rules.
- Left Sidebar (Candidate Toolkit):**
  - ▶ When and Where to File Campaign Statements
  - ▶ State Contribution Limits and Voluntary Expenditure Ceilings
  - ▶ Campaign Forms
  - ▶ Campaign Disclosure Manuals
  - ▶ Campaign Advertising - Requirements & Restrictions
  - ▶ Candidate Toolkit
    - ▶ Getting Started
    - ▶ Campaign Reports
    - ▶ Campaign Communications
    - ▶ After the Election
  - ▶ Campaign Related Communications at Public Expense--The Do's & Don'ts
  - ▶ Local Campaign Ordinances
  - ▶ Basic Rules for Treasurers
- Main Content (Candidate Toolkit):**
  - Search bar.
  - Text: "Congratulations on your decision to run for office! Whether you are running for your local school board or a seat in the California Assembly, there are campaign laws and regulations you must follow. The purpose of this toolkit is to help you understand the rules that ensure transparency and accountability in California elections. Click on the links below to find out what your responsibilities are before, during, and after the election. Good luck on your campaign!"
  - Links:
    - Getting Started
    - Campaign Reports
    - Campaign Communications
    - After the Election
  - Other Resources**
    - Campaign Rules
    - Campaign Disclosure Manual 1 for STATE Candidates
    - Campaign Disclosure Manual 2 for LOCAL Candidates, including Judges.
    - Training & Outreach
    - On-Demand Video for Candidates and Treasurers
    - Campaign Activity FAQs
  - Questions?**
    - FPPC Advice Line: 1 (866) ASK-FPPC (275-3772) 9:00 AM - 11:30 AM, Monday through Thursday
    - FPPC Advice Email: [advice@fppc.ca.gov](mailto:advice@fppc.ca.gov)

# Challenges during a pandemic

There are circumstances unique to the pandemic:

- Getting signatures on campaign forms.
  - <http://www.fppc.ca.gov/content/dam/fppc/NS-Documents/MediaCenter/2020/FPPC%20Guidance%20on%20Campaign%20Filing%20Deadlines%2003.20.20%20.pdf>
- Delays in processing the Form 410.
- How to campaign when face to face is not a safe option?

# What can a candidate do without a committee ID number?

Quite a bit!

- Open a bank account
- Begin soliciting contributions (if 501 is filed)
- Spend money from campaign bank account
- Makes Flyers and Yard Signs...see ch 7 of campaign manual 2
- Use a zero balance credit card, just for the campaign, to pay for expenditures.
- Ask for non-monetary contributions as opposed to monetary.





# Best Practices for Campaigning during a pandemic

- Give yourself plenty of time to get forms signed, filed, etc. Assume things will take longer than normal.
- Familiarize yourself with our training materials.
- In particular, familiarize yourself with Ad Disclosures
- Attend a webinar.
- Watch our videos.

# Campaign Filing Officers

## Guidance for Filing Officers

Filing officers play an important role in helping to ensure provisions of the Political Reform Act are effectively and efficiently administered. To achieve this goal, the officers are required to perform specified duties under the Act, including providing public access to disclosure statements, following up on those who fail to file, and reviewing filed statements for errors and omissions. The duties are listed in Regulation 18110 for processing campaign statements and Regulation 18115 for processing Statements of Economic Interests (Form 700).

Click on the links below for information about some of the more common filing officer duties. For additional assistance, the FPPC provides several training options for filing officers, including workshops at the FPPC, webinars, online videos, and in-person seminars at your agency. To learn more and pick the training option that best meets your needs, click on the FPPC Training and Outreach link below.

### Resources for Filing Officers...



[Campaign Filing Officer Duties](#)



[Form 700 Filing Officer Duties](#)



[Form 700 Electronic Filing Certification for an Agency's Internal Filers](#)



[Ask FPPC for Advice](#)



[FPPC Training & Outreach](#)

# Of particular use to Campaign Filing Officers:

- Form retention schedules
- Sample non-filer letter
- Link to enforcement system
- Links to the campaign forms and campaign manuals
- Form 460 review and amendment request guide

# Training and Outreach

## Training and Outreach: Workshops, Webinars, and Video Tutorials

The FPPC offers a variety of training opportunities to provide the necessary tools to ensure transparency in campaign finance reporting and conflict of interest disclosure.

If you would like to request a workshop or a webinar, please complete either the [Workshop Request Form](#) or the [Webinar Request Form](#) and e-mail it to [seminars@fppc.ca.gov](mailto:seminars@fppc.ca.gov). Please submit your request at least 30 days in advance, though two to three months in advance is recommended to better ensure that we can accommodate your needs.

### Types of Trainings



#### Webinars with FPPC

[Click Here for the Webinar Request Form](#)

Upon request, the Legal Division's Education Program at the FPPC will coordinate webinars throughout the year with public agencies around the state. These webinars are customized to meet your agency's needs and generally last two hours. Webinars can be presented to your staff, or to a larger, public audience.

The FPPC tries to fill all requests, but there may be times throughout the year where we are restricted by staffing and resource constraints.

If you would like to request a webinar, please complete the [Webinar Request Form](#) and e-mail it to [seminars@fppc.ca.gov](mailto:seminars@fppc.ca.gov).

# Upcoming Trainings:

This table provides a list. Or you can click on the appropriate tab on the left.

## Upcoming Training Opportunities

- ▶ [Upcoming Training Opportunities](#)
- ▶ [Candidates, Treasurers, and Committees](#)
- ▶ [Filing Officers](#)
- ▶ [Conflict of Interest Codes](#)
- ▶ [Form 700 Filers](#)
- ▶ [Public Officials](#)

## Upcoming Training Opportunities

Date	Type of Training	Location
Oct 7, 2020	<a href="#">Candidate/Treasurer</a> (Webinar)	Online
Nov 17, 2020	<a href="#">SEI Filing Officer</a> (Webinar)	Online
Nov 19, 2020	<a href="#">SEI Filers</a> (Webinar)	Online
Dec 8, 2020	<a href="#">SEI Filers</a> (Webinar)	Online
Dec 10, 2020	<a href="#">SEI Filing Officers</a> (Webinar)	Online



# **Thank You For Attending!**

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**FPPC Contact Information**

**1-866-275-3772**

**[Advice@fppc.ca.gov](mailto:Advice@fppc.ca.gov)**

# Questions & Answers



# Stay Connected

Facebook



Like us on Facebook

@InstituteFor  
LocalGovt

Twitter



Follow us on Twitter

@instlocgov

LinkedIn



Connect with us on  
LinkedIn

Institute for Local  
Government

Website



Sign up for our e-  
newsletter

[www.ca-ilg.org  
/stayinformed](http://www.ca-ilg.org/stayinformed)



# Recording Available Soon!



The recorded presentation and materials will be shared electronically with all registrants a few days after the webinar.

# Thank You to Our Webinar Partner



[www.fppc.ca.gov](http://www.fppc.ca.gov)

# Thank You!

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